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Canteen-AMI Move Will Spur Change

Provides Basics for Biggest, Strongest National Juke Box Operation in History

By BOB DIETMEIER

CHICAGO—A formal step is being taken toward completion of an important corporate change expected eventually to have great effect on juke box operating.

A legal formality paving the way for the merger of AMI, Inc., into Automatic Canteen Company of America is being initiated this week.

AMI will file with the Securities and Exchange Commission information the company plans to use in soliciting proxies for stockholder approval of the move. (Boards of both companies ratified the transaction December 30. See The Billboard, January 5.)

SEC will then have 14 days in which to inspect the information in accordance with this legal requirement (required of all listed firms when they ask stockholders to take action involving the company). The commission can either disapprove and ask for revisions or do nothing, in effect okaying it.

Special Meeting

It is expected that AMI will probably mail its material to stockholders on or before mid-February. It will call stockholders to a special meeting for the purpose of both approving the merger and approving the dissolution of AMI under its present corporate entity. The latter move makes way for Canteen to set up a new corporation to be operated as a wholly owned subsidiary.

As a practical matter, most stockholders do not get to meetings. Therefore a standard proxy statement, together with information

explaining the reasons why the board approved the merger, will be sent each stockholder in addition to the special meeting announcement.

Provided AMI stockholders approve the move and it goes thru, a matter considered a certainty, what effect is it likely to have on both the juke box and vending businesses?

Speculation

Of course, right now any attempts to answer this question are wholly speculative. Since the transaction is not yet final, it is not possible for Automatic Canteen to discuss future plans for AMI. Besides, it is unlikely Canteen has specific plans now beyond continuing AMI's present sales and distribution policies.

Despite this, the announcement of the approval of the move by directors of both firms as 1958 closed touched off considerable speculation among members of both industries at every level.

Reasons for this excited discussion can probably be traced to two facts—the size and nature of Automatic Canteen itself and the fact that thus far the vending machine industry has worked to keep the juke box and vending machine businesses separate and distinct.

Giant Firm

Canteen is a national corporation whose sales rank it with the largest U. S. corporations. For its fiscal year ended September 27, it reported sales of \$117.5 million. In its 29 years Canteen has shown a steady history of growth.

In addition, it is basically a vending machine operating company, the nation's largest. It owns Rowe Manufacturing Company, a full-line vending machine manufacturer and operator. Thru Rowe, Canteen is estimated to have more than 30,000 cigarette machine locations. Canteen has some 160 franchised distributors (operators)

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MUSIC TO JOIN IN HEART FUND DRIVE MESSAGE

NEW YORK — The New York Heart Association's campaign for funds for heart research moves into high gear shortly, with Frank Folsom, chairman of the executive committee of the Radio Corporation of America, spearheading the drive. Folsom, who is chairman of the campaign, which will continue thruout the month of February, will enlist the aid of deejays and radio and TV program directors in order to apprise the public fully of the necessity of maintaining heart research at its present high level.

At a reception in his home on January 26, Folsom will outline campaign plans and progress of the Heart Association in eliminating cardiovascular ailments as premature threats to life and health.

For use during the month of February, the Heart Association is making available to broadcasters a sparkling set of jingles calling attention to the campaign. These have been written by Charlie Tobias, using such melodies as "Don't Sit Under the Apple Tree," "Strike Up the Band," "Peg o' My Heart," "Rose O' Day," and "When Your Hair Has Turned to Silver." The jingles are sung by Jane Pickens, who presents the message with warmth and style.

Folsom, Miss Pickens, who is chairman of Special Projects for the New York Heart Association—and Tobias, will appear on many radio and TV programs to promote the drive. The Heart Association will clear dates and arrange bookings, endeavoring to satisfy all deejay requests for appearances by the aforementioned.

Paul Ackerman, editor of The Billboard, is chairman of the New York Heart Association radio and television committee.

Album Plays Build Countrywide on DeeJay Programs

Spinner Survey Spotlights Upped Percentage of LP Air-Time Hours

By JUNE BUNDY

NEW YORK — The continuing increase of LP programming by disk jockeys across the country was spotlighted in the results of a recent survey of record programming made by Thomas Lea Davidson, Assistant Professor of Marketing, University of Connecticut.

According to the study (covering some 775 deejays) from five to 10 hours of LP's were played daily by 19 per cent of the stations polled; while 8 per cent played albums more than 10 hours a day. Almost 50 per cent of the outlets said they devote 25 per cent or more of their total daily air time to LP's, and 15 per cent said they spin album selections from 50 to 99 per cent of their total air time.

In spite of increased efforts by station management to assume more and more responsibility for disk programming, the survey showed that disk jockeys are still the primary determinant of disks to be played. Records were selected by jocks at 60 per cent of the stations polled; by program directors, 26 per cent; and librarians, 11 per cent.

Quality Gripe

As indicated in the Billboard's deejay special (December 15, 1958) the Davidson study showed that the disk jockey's No. 1 gripe today is "the poor quality of releases" and the tremendous amount of new releases flooding the market. More than 30 per cent of jocks polled listed the above as "their biggest current problem," while 7 per cent averred there is "too much rock and roll" and 3 per cent complained "all music sounds the same."

Next on the problems list (albeit less important percentage-wise)

was service from record companies. About 17 per cent of the spinners registered one or more complaints in this area, with major emphasis on poor service, lack of companies to deliver hits until "they are no longer hits."

Not surprisingly, the deejays said their No. 1 programming problem is the "difficulty in determining what the audience wants." Almost as important in this area, said the jocks—once the record is selected—is deciding the "right time and number of times to play" the platter.

Billboard Tops List

The Billboard was listed by the jocks as their No. 1 trade paper, with 87 per cent reading it as compared to 41 per cent readership for the runnerup publication. Typical reasons for reading Billboard, as cited by the deejays, were "quality and accuracy of record listings, completeness of coverage and currency of listings."

Varied Fare On LP Chart

NEW YORK — Deejays in search of LP programming material today find a varied line-up of talent on the best-selling album charts. Packages on The Billboard's current best-selling LP chart range from Van Cliburn to rock and roll guitarist Duane Eddy.

Eddy's new Jamie LP, "Have Twangy Guitar, Will Travel," hit the chart this week as No. 25 less than a month after its release. However, Broadway and Hollywood show tunes still dominate the chart, with 12 show-song packages currently listed — six featuring Rodgers and Hammerstein scores. R. & H.'s newest show, "Flower Drum Song" moved into the No. 2 slot altho only in its second chart week.

Juke Output Low Ebb in '58

CHICAGO—The appearance of Automatic Canteen in the juke box manufacturing field comes at the end of the two poorest years the industry has experienced in nearly a decade.

Juke box production for 1957 and 1958 are down from the previous five-year period. In 1956, production was near the 61,000-plus mark, fell in 1957 to about 53,000 and stayed at this approximate estimated level last year.

These figures alone don't tell the whole story, since exports of used equipment and the sale of licenses U. S. equipment abroad has risen considerably during this period. Therefore, domestic sales are down even more than the 8,000 units indicated by the three years above.

However, most juke box manufacturers seem optimistic about 1959. Stereo and a return to a better economy are typical reasons given.

NEWS OF THE WEEK

1959 at Dizzy A.&R. Pace, Cohen, Kraft, Reisman, Exit . . . Paul Cohen, head a.&r. man at Coral; Morty Kraft, pop a.&r. head at M-C-M, and Joe Reisman, musical director at RCA Victor, exited their posts at their respective firms this past week. . . . Pages 2 and 3

Stereo Recording Technique Still Puzzling Diskeries . . . Now that stereo recording has really arrived, both popular and classical a.&r. men are puzzling over techniques to be used for stereo recording. Everyone's a pioneer. . . . Page 3

Censorship Eases on Aired Lyrics as Acceptance Grows . . . The public is becoming more broadminded and censors are becoming lenient about the

lyric content of songs aired over radio and TV, both local and network, according to a survey of network continuity acceptance chiefs and record librarians with key local stations. . . . Page 2

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This One



58JL-886-WAW4

Censorship Eases on Aired Lyrics as Acceptance Grows

Trend Toward Increased Tolerance At Both Local to Network Levels

By JUNE BUNDY

NEW YORK — The public is becoming more broadminded and censors are becoming more lenient about the lyric content of songs aired over radio and TV (both local and network) every year, according to a survey of network continuity acceptance chiefs and record librarians with key local stations.

This trend toward increased tolerance — first spotted by The Billboard in 1954 (see July 25, 1954 issue)—has made such rapid progress in the last few years that NBC's continuity acceptance director, Stockton Helffrich, said his department constantly checks back to see why decision was made to change a lyric and in many cases decides the original lyric is now acceptable for today's TV and radio audience.

For example, the line in Cole Porter's standard "I Get a Kick Out of You"—"some get a kick from cocaine"—once changed to read "some like perfume from Spain" may now be warbled on NBC in its original form. Helffrich has also okayed the telecasting in recent months of such sophisticated musical comedies as "Kiss Me Kate," which would have been termed too racy for TV fare a few years ago. The exec reports not

one complaint about the score's frequently spicy lyrics was received by NBC.

"I Caint Say No" from "Oklahoma!" banned by NBC at one time has subsequently been re-reviewed and approved. "Heat Wave" has also been reappraised and stamped okay for telecasting. However, NBC has a reservation about the latter tune. The line "She started a heat wave by letting her seat wave" (once changed to "feet wave") is now okay, but the singer must face the camera when singing it.

Jazz Special Problem

The increased emphasis on jazz shows by the networks poses a special censorship problem, in view of the earthy content of many traditional blues songs. In line with this, Herbert Carlborg, CBS-TV's continuity acceptance chief, opined that interpretation is more impor-

tant than words in the blues field, and consequently he is more lenient with jazz-based materials. For example, "Jelly, Jelly" was featured on one of CBS-TV's "Time Jazz Shows" last year.

This theory is also endorsed in part by Harold Parkyn, music rights supervisor (under continuity acceptance head Grace Johnson) at ABC-TV. Parkyn, who rules on tunes played on the Dick Clark show, said that since the beat is more important than the words in most rock and roll tunes, many r.&r. lyrics are acceptable, which might not be okayed for a performance where "rapt listening" is involved—such as a Patti Page or Frank Sinatra show.

"Rock and Roll," said Parkyn, "is just folk music. Now that it's especially popular, it deserves radio and TV time. The Dick Clark show

Continued on page 15)

Victor Ups Dealer Aids on Red Seal

NEW YORK — RCA Victor's Red Seal merchandise planning during 1959 will be geared to the concept of aiding the dealer via special pricing plans, traffic builders, display material, etc. The pattern has already been set, noted P. Alfred Leonard, Red Seal Planning and Marketing Administrator, in such offers as the Gaité Parisienne album, by Arthur Fiedler and the Boston Pops, at two dollars less than the nationally advertised list price, and in RCA Victor's special Christmas plan.

During each month of the year, Leonard stated, there will be a special Red Seal merchandising plan designed to encourage the dealer to do active selling—designed to enable him to cope with his problems.

Leonard takes the view that with good product, service and top notch sales people a dealer can offer tangible consumer benefits—so much so that he can successfully cope with discounters. All over the country, he declared, there are such dealers, those who actively promote—and these battle the discounters successfully.

Some of the Red Seal merchandise plans will be quite imaginative, according to Leonard, and will prove real traffic builders.

Cap to Unveil 12 Classical Jan. Pkgs.

HOLLYWOOD — Capitol will issue a dozen classical packages this month, four under its FDS series and eight under the Capitol-EMI banner. Highlight of the Capitol-FDS release is pianist John Browning's "debut" album consisting of nine well-known piano selections. The Capitol-EMI release is led by an album featuring the late conductor Arthur Rodzinski and the Royal Philharmonic Orchestra in three works by Richard Strauss. The album, first of three to be issued posthumously by Capitol-EMI, was made during his last recording sessions. The noted conductor died suddenly last November.

Remaining three FDS albums feature Roger Wagner Chorale, the French National Radio Orchest-

(Continued on page 54)

ALARUMS AND EXCURSIONS; EXIT OMNES

NEW YORK — This was a frantic week as far as a.&r. shuffles were concerned. Paul Cohen, the Coral pop a.&r. head, left the firm to be succeeded by Dick Jacobs. Morty Kraft left his post as M-G-M pop a.&r. head at that firm. Joe Reisman exited RCA Victor, where he was a musical director, and Si Rady, West Coast musical director for Victor, also left his post after getting some strong new records started by the McGuire Sisters, the Four Knights, the Accents, Jackie Wilson and Billy Williams. Kraft had some strong hits at M-G-M during his tempestuous career there. See separate stories in this issue.

Col. Pictures Sued by CBS

NEW YORK — The Columbia Broadcasting System filed suit in New York State Supreme Court here last week (13) against the Columbia Pictures Corporation for \$1,000,000. The suit was filed to enjoin the Columbia Pictures Corporation from using the name Columbia or Colpix or any other "confusing use of the name" in its advertising of its records, and to enjoin the firm from using record labels similar to those used by Columbia Records, a subsidiary of CBS. The suit asked for an account of the money made by the defendant in the sale of its records.

In its suit CBS said the name Columbia Records had been in existence since 1889 and had now acquired a secondary meaning as a subsidiary of CBS. Colpix Records, a subsidiary of Columbia Pictures, was started in 1958. CBS claims

(Continued on page 12)

Cohen Exits Coral; Ends 25-Year Stint

NEW YORK — A 25-year association came to an end this week with the resignation of veteran music man, Paul Cohen, from the a.&r. post at Coral Records. Prior to assuming the post nine months ago, Cohen had served close to a quarter century with the parent

Decca organization. Named to succeed Cohen in the Coral slot was Dick Jacobs.

A veteran of the business, Cohen was long known as one of the most colorful operators in an admittedly colorful fraternity, that of a.&r. Cohen started with Decca as a salesman and later served as a branch manager before moving into the a.&r. field. In the latter, he worked in all fields—pop, rhythm and blues and country and western, but it was in the last named of the three where he built his name.

It was Cohen who made the memorable country hits with such top-name attractions as Red Foley, Kitty Wells, Ernest Tubb, Webb Pierce, Goldie Hill (The Golden Hillbilly), Rex Allen, the Wilburn Brothers and Red Sovine. Cohen was also the creator of big hits by the Four Aces, Al Hibbler, Sister Rosetta Tharpe, the Slew Foot Five and the Cowboy Church Sunday School, among others.

Dick Jacobs, one of the most respected arrangers in the business, came to Coral in 1953, serving from then until now as Music Director. He worked as an arranger for the late Tommy Dorsey for two years, after which he formed an

(Continued on page 12)

Craft Ankles M-G-M Scene

NEW YORK — Morty Craft, one of the more colorful figures on the disk scene, and his employer, M-G-M Records, came to a parting of the ways Friday (16). Craft's expected departure from the M-G-M scene has long been the subject of rumors which, within the past three weeks were still being vehemently denied by officials of the diskery. Craft's assistant, Gordon Gray, also departed the scene at the same time.

Craft came to M-G-M a year ago when a new regime, headed by general manager Arnold Maxin, took over the reins. Earlier, Craft had been briefly associated with Mercury Records and prior to that had operated several labels of his own, including Lance and Melba Records. Even earlier, Craft admits, he gained much of his knowledge of various aspects of the business, particularly how to "run with a record," from his association with the venerable Philadelphia disk magnate, Dave Miller.

Craft was hired by Maxin as a.&r. chief but later in the year he was placed in charge of sales and promotion as well as a.&r. of all singles activities. During the tenure of the new regime, including Craft, at M-G-M, the company has enjoyed a number of important hits, including at least four disks that hit top chart positions. De-

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Reisman Exits Victor; Mulls New Offers

NEW YORK — Artist-arranger Joe Reisman vacates his musical director post at RCA Victor as of February 1. He is mulling offers from several diskeries, but also may decide to do free-lance work. Reisman, who has been with RCA Victor for four years, had handled all of the Perry Como dates for the label, out of which have come four one million sellers. Previous to his Victor position Reisman handled all the Patti Page dates on Mercury as well as doing a lot of free-lance arranging. Reisman may still do free-lance work for Victor under new a.&r. pop chief Charlie Green.

(Continued on page 12)

EDITORIAL

A Timely Recognition

It has long been customary to regard actors and performers as always ready to lend a hand to worthy causes. This recognition is deserved.

It is also time to recognize the disk jockey as a tireless, unselfish worker for countless types of public service activities. A current example is the drive of the New York Heart Fund (see separate story on Page One). With the campaign scheduled to get into gear shortly, many deejays have already assured the Heart Association of their willingness to devote time and effort so that the public is made aware of the necessity of maintaining heart research at its present high level.

Similar activities of the deejay world are too numerous to mention in their entirety, and a few will suffice—the terrific job they do on the March of Dimes drive, the Mental Health drive, the numerous benefits they emcee, etc.

So to those who never requested it: A bow.

GRANDEUR COMPLEX

Greed Hits New Act 'In-Person' Deals

By REN GREVATT

NEW YORK — Three acts among the top 10 in The Billboard's Hot 100 chart this week, are there by dint of their first disk-ing. Yet, the chances for these acts, and for that matter, any act which makes a pop hit today, for repeating their initial success, and for becoming an important "in-person" property are slim indeed.

Much of the blame for the situation is being placed on not only the artists themselves, but their personal managers as well, for what one agency man described as their "greedy attitude about what they are worth for an appearance." The spokesman insisted upon anonymity because, "I have to work with these guys every day in the week." It was stressed, however, that no reflection was intended on those personal managers who have made their careers in the field, have helped make it a generally highly respected profession, and have been tremendous aids in advancing the careers of disk artists.

"Here is what happens," said the source, with little attempt to conceal his irritation, "Some kid from out of left field goes into a

studio with his guitar and makes a record. Let's say he's maybe a high schooler. All of a sudden he's got a hit record and he becomes as important as the President of the United States, except he wants more money for anything he does than the fellow in Washington.

Delusions of Grandeur
"Back in school maybe he got \$10 a night for performing. All of a sudden he thinks he's worth \$1,200 or \$1,500 a night. Let's say he gets that much. But the record isn't so big that everybody's heard of him and he doesn't do so well. The guy who hired him loses money. Do you think he's ever going to want that artist back again? The fact is today that it takes much more than just a hit
(Continued on page 54)

Col. Seeks 'Gal On Page 44'

NEW YORK — Columbia Records starts a nationwide contest this week on the Four Lads' latest release "The Girl on Page 44." Jockeys who participate in the contest are to ask listeners to send in photos of young ladies who might most typify the gal on page 44. Contest will run from January 19 thru February 14. Three winning lassies will receive Columbia pho-
(Continued on page 54)

Dunn Meets With Cap. A&R Staffers

HOLLYWOOD — Lloyd Dunn, recently appointed veepee in charge of Capitol Records' expanded artist and repertoire division, held a special three-day meet with his entire a.&r. staff at the White Sun Guest Ranch in Palm Springs, Calif., January 7, 8 and 9.

Dunn explored various business and artistic problems of an a.&r. operation with his staff, and discussed future plans for the label. The meet was an unusual experience for most of the a.&r. men, since the ranch is located 500 yards from the nearest telephone.

Execs attending were Dage Cavanaugh, Dave Dexter, Lee Gillette, Voyl Gilmore, Manny Kellern, Bill Miller, Ken Nelson, John Palladino, Lew Schurrer, Marvin Schwartz, Francis Scott III, Jack Smothers, Buck Stapleton and Andy Wiswell.

'I GOT A WIFE' IS RIGHT TAG

NEW YORK — The title for "I Got a Wife" was inadvertently mis-printed in last week's issue of The Billboard. The song was recorded by the Mark IV on Mercury.

Merc to Wax Stereo Singles, EP's for Growing Juke Demand

See 20,000 Stereo Boxes By Year End

CHICAGO — Mercury Records this week goes into production on stereo singles and EP's to meet a growing demand for such product from juke box operators.

Also this week two juke box manufacturers are due to introduce stereo models, so that four of the five major producers in the field will have marketed such equipment. It is expected that about 20,000 coin-operated stereo units will be in locations by the end of 1959, a market to be taken seriously by labels enjoying hit singles.

Mercury's stereo 45's will be priced at 98 cents for singles and \$1.29 for EP's, identical with monaural prices. It was announced by Irwin Steiberg, vice - president. The initial singles release of five items, of which four are established sellers in the monaural bracket, is made up of the Platters' *(Continued on page 13)*

AM-Par Skeds 17 Packages For February

NEW YORK — ABC - Paramount Records is releasing 17 new albums for February, including the first two packages in a new de luxe double-fold album line, the Aristocrat Series, which will retail at \$4.98.

The first two Aristocrat packages are Sabicas' "The Day of the Bullfight" and "The Sound of New York." All of the new albums will be made available in stereo and monaural.

Among the new LP's are packages by Eydie Gorme, Johnny Nash, Lloyd Price, Melachrino, Stan Wolowic and the Polka Chips, the Blazers, Jay Jerome, Bill Cullen, Leo Diamond, Glenn and Brenda Derringer, Oscar Pettiford, Don Elliott and Candido, Terotua, Jackie Cain and Ray Kral, and the Four Councillors and the Scouts. The Pettiford and Elliott albums, previously released on monaural, are on stereo only.

EAST NARAS BALLOTS OUT THIS WEEK

NEW YORK — The New York chapter of the National Academy of Recording Arts and Sciences will begin mailing nomination ballots to its membership this week for selections in the first annual awards voting. Twenty-eight categories are included in the awards (see Billboard story, January 12), which will be finalized in a later series of voting and will be announced on a national television show in April. The Hollywood chapter began its balloting last week.

January 31 has been set as the deadline for initial nominations—a week later than for Hollywood. Prospective members have until those times to be eligible for this year's balloting. Active members as of those dates will be able to name five recorded performances in each of the 28 categories, which have been previously announced.

The NARAS address in New York is 400 Madison Ave.; the Hollywood address is 9157 Sunset Blvd. M. A. Wallach Research, Inc., will compile the preliminary votes for the New York chapter.

Musical Binge Keys Upcoming CBS-TV Sked

NEW YORK — CBS-TV has a programming agenda for the next few months, including two original musicals, another Gene Kelly spectacular and a new "Swing Into Spring" telecast with Benny Good man.

Gisele MacKenzie and John Raitt co-starr in "No Man Can Tame Me," an original musical with score by Jay Livingston and Ray Evans, on the "General Electric Theater" February 1. Phil Silvers' "Pontiac Special," January 23, will feature an hour-long original musical, "Keep in Step," with music by Ronny Graham. Show stars *(Continued on page 54)*

Big Potential For Stereo Singles

NEW YORK — Stereo singles will be playing an increasing role in the record business this year. This is indicated by two facts — (1) four manufacturers are now marketing stereo phonos at the low price of \$39.95, and (2) two more juke box manufacturers have now entered the stereo field. At the present time Columbia, Capitol, Decca and Symphonic have \$39.95 stereo phonos on the market. And four out of five juke box manufacturers will have stereo boxes on the market shortly.

Mercury Records' jump into the single stereo business (see separate story) is an indication of the attention that manufacturers are paying to this potential new market. Up to now there have been taken introductions of stereo singles and EP's, with Victor the only firm among the majors out with both EP and single stereo disks. Decca is releasing stereo EP's this month. Firms that have released stereo singles or will soon be releasing them, include Mercury, M-G-M, Victor, Jubilee, Stereocraft, Omega, Concert - Disc, Harvest, World-Wide, Savoy, and Counterpoint. Firms that have released or are releasing stereo EP's include Decca, Victor, King, Stereocraft, Mercury, Disneyland, Bethlehem, Omega and Concert-Disc.

Tab Clark Top On Daytime TV

NEW YORK — Dick Clark's "American Bandstand" show on ABC-TV chalked up more viewers than any other daytime TV show last month, according to the ARB report for December.

The daily record hop show, which is aired from 4 to 5 p.m. across-the-board has more viewers than its combined CBS-NBC competition. Clark pulled 8,166,000 viewers, topping the runner-up, NBC-TV's "The Price Is Right," by more than 1,000,000.

Spargo Joins Rank Staff

NEW YORK — Pete Spargo has been appointed national promotion manager for Rank Records Company of America, Inc., by chief Bob Shad. Spargo, formerly with Mercury, will handle all promotion for Rank and Shad labels.

TO CUT GIELGUD BARD READINGS

NEW YORK — Columbia Records is waxing John Gielgud in his current Broadway readings from Will Shakespeare called "The Ages of Man." Actor will be waxed in his reading under the supervision of Columbia prexy Goddard Lieberson. Altho Gielgud's performance of excerpts from various plays of Shakespeare takes about two hours at the 46th St. Theater, where he is now performing, this will be edited down to about one hour so it will fit on one LP. Album will be released early in February.

JD Inaction on ASCAP Problem Angers Roosevelt

Scores Prolonged Delay on Corrective Decree Revisions

By MILDRED HALL

WASHINGTON — Justice Department received a personal blast from House Small Business Subcommittee Chairman Roosevelt last week (15) and an official scolding from the full committee in its report to the House, for failure to take corrective action on ASCAP problems raised in last year's hearings, either by revised decree or court action.

Roosevelt, whose distribution subcommittee thrashed out complaints from ASCAP members on the Society's distribution, surveys, weighted vote and grievance procedures, wrote antitrust chief Victor Hansen: "It is distressing and disappointing to see that the corrective action needed so badly in this case has been thus prolonged

and delayed," Roosevelt (D., Calif.) asked Justice to explain the delay, and advise "when your division will reach a decision."

Both Roosevelt's letter, and the

C&W STEREO LP'S HOT FOR VICTOR

NEW YORK — Sales of stereo versions of all of RCA Victor's c.&w. LP's has matched or exceeded stereo sales on conventional pop LP's, the diskery reports. RCA Victor is now releasing all c.&w. albums in stereo, including the latest by Don Gibson, "No One Stands Alone."

committee report over signature of chairman Wright Patman (D., Tex.) noted that nearly eight months have passed since Justice began negotiations with counsels for the American Society of Composers, Authors and Publishers, over a revision of the 1950 consent decree, in June, 1958. Negotiations were to take care of complaints and problems raised by small business songwriters and publishers in ASCAP.

Roosevelt Query

Roosevelt wrote that "as of today, I am told, no such agreement has been obtained, and neither has any substitute action been taken by your division." Hearings brought out the fact that changes are needed in ASCAP organiza-
(Continued on page 54)

IT'S A PUZZLEMENT

Stereo Waxing in Pioneer Stage as Techniques Vary

By BOB ROLONTZ

NEW YORK — Now that stereo records are with us for real, many a.&r. men, on both pop and classical levels, are having second thoughts about how stereo should be recorded. Their second thoughts stem from the fact that stereo recording is such a new technique that there are few ground rules, and everyone involved in it, from the a.&r. man to the engineer, is really pioneering.

The problem of stereo recording is a complicated one both by reason of the newness of the method and because the method used depends upon the end result sought—and there is much dispute about what type of stereo recording is desired. Currently there is controversy over whether a stereo record should have wide separation or narrow separation, with some firms favoring one, and vice versa. Does the consumer want to purchase a stereo record with widely separated bands so that he really makes use of the two speakers in his equipment? Or would he rather hear a good blend on each speaker so that the recording does not sound gimmicky? Or does it depend on the music, the size of the group, whether it is vocal or instrumental, ad infinitum? No one is really sure.

It's a Puzzlement

These are the problems puzzling a.&r. men today, and they will puzzle even more a.&r. men as stereo singles start coming out in quantity. (See separate story.) On the pop side, the a.&r. men are

coming to the conclusion that arrangers must start to score their arrangements specifically for stereo recordings, so that stereo effects can be heard clearly. This could be called "the full utilization of stereo" technique. More and more albums will start coming out with instruments clearly separated, with rhythm on one side, horns on the other. The old technique of the rhythm on both bands and the solo instruments on one channel or the other appears to be losing ground—for this week anyway. As for vocal recordings, the old technique of the disembodied voice coming out of one speaker while the band comes full blast out of the other has apparently been shelved completely. Some recording firms use three tracks for vocal recordings

and then—dit the voice onto both channels; others try to do the same with only two tracks.

One would suppose that the classical a.&r. chiefs might have found a semi-solution to the problem of stereo recording since they have been making stereo tapes for over three years in many cases. But there is no unanimity. One large firm has been lately using a technique in stereo recording that it has found very satisfactory. Another large firm is considering abandoning this technique.

Recording men deep in the problem of stereo have all started to agree that one of the advantages to the stereo recording technique is the wonderful "three dimensional effect" that it gives to operas and (Continued on page 12)

Active Outlook on Nippon Wax Scene

'59 Keys Foreign Deals, Low-Price LP Interest, Slow-Up on Stereo Product

YOKOSUKA, Japan — Considerable exchange activity between diskeries here and in other nations of the world is in the works as the Japanese record industry kicks off a new year in disks. Other highlights noted at the turn of the year include increasing interest in low-price LP labels, a slight holding-back on release of stereo material, and the much-discussed technical process developed by Toshiba Records here for the pressing of

dust-proof, "ever-clean" disks. The latter may soon be licensed to various foreign operations.

The exchange angle is featured by two deals recently made with American recording companies, Mercury Records and Composers Recordings, Inc., of New York. Toshiba Records, an affiliate of EMI, has arranged with U. S. Mercury to distribute its "Return Visit to Japan" package all over the world via Mercury. The disk features native Japanese instruments such as the bamboo flute, taiko (drum), koto (13 string harp) and the samisen (three-stringed guitar). The set features a group of folk songs. (Continued on page 6)

MAREK'S POINT ON LEISURE

NEW YORK — People have more leisure today and wish to fill it with more and better entertainment, according to George R. Marek, RCA Victor vice-president and general manager. Marek, addressing the National Association of Radio and TV Dealers at the Conrad-Hilton Hotel in Chicago on January 12, added: "They (the people) are seeking this entertainment where it is easiest to get, where it has been placed thru the means of the new machines, the television set and the radio and the phonograph—that is, in the home. I think you can see where your Goddess of Opportunity is to be found."

MGM Skeds Hot New Sales Plan

CHICAGO — M-G-M Records unveiled what company spokesmen called "a sensational and unprecedented sales program" here Thursday (15) at a meeting of the label's distributors at which every distributor from all parts of the nation was repped.

The plan, which expires February 15, calls for a flat 10 per cent discount on all album product (Continued on page 6)

Stereo Up On Capitol Jan. Agenda

HOLLYWOOD — Stereo albums flowing from the Capitol Tower are on the definite increase according to the January release which consists of 34 packages divided between Angel, Capitol pop and classics and its "Capitol of the World" series.

Angel release numbers eight stereo albums highlighted by the Brahms A Minor Double Concerto, Tchaikovsky's Fiftv Symphony and his "Sleeping Beauty" ballet.

Capitol's stereo pop release includes 18 albums led by the "Oklahomal" soundtrack, Jackie Gleason's "Velvet Brass," Ray Anthony's "Young Ideas," and includes Fred Waring's "Music Man," George Shearing's "Latin Lace" and Nat Cole's "Just One of Those Things," among others.

Capitol's classical stereo release consists of seven orchestral albums plus one by Roger Wagner Choral. Three feature Carmen Dragon, three by Felix Slatkin and one, "Music for Strings," spotlights Leopold Stokowski.

Capitol of the World stereo packages consist of two by Norrie Paramor's concert orchestra, "Jet Flight" and "Music From Fair Lady."

DISK JOCKEY CHECK LIST

- The following stories which appear in this issue will be of special interest to disk jockeys: Dick Clark Ratings Page 3 Radio-TV Music Censorship Page 2 Columbia Deejay Contest Page 2 Jocks and Public Service: Editorial Page 3 Heart Fund Drive Page 1 Disk Jockey-LP Survey Page 1

Capitol Hill Snowed Under in Entertainment Bill Blizzard

WASHINGTON—Another blizzard of bills swept in on the entertainment business and John Q. Consumer last week, as the 86th Congress buckled down to work.

Hopeful musicians girded once more behind their best bet in cabaret tax repeal, a bill by Rep. Aime J. Forand (D., R. I.), powerful chairman of the Ways and Means Excise Tax Subcommittee. (See separate story on AFM President Kenin.) Anti cabaret tax bills continue to mount in number in the House, where all tax bills must originate.

Small business segments of music publishing, record manufacture, outdoor and indoor recreation businesses of all types tallied up new bills to reduce their taxes; to permit deductions of amounts up to \$30,000 of income plowed back into the business; to increase their loan and investment opportunities; and one to up the surtax base from \$25,000 to \$75,000 for all corporations.

Small businessmen involved in private suits under antitrust laws, would benefit by Sen. Long's (D., La.) bill to make all evidence

BILLBOARD-NYU SURVEY ADDS NEW SALES DATA



NEW YORK — Noteworthy differences in sales patterns of phonograph records as against the average sales patterns of other businesses combined, were pointed up this week via the latest (November, 1958) Billboard-NYU continuing survey of record sales thru retail stores. Perhaps the most interesting set of figures dug up thru the survey concerned the concentration of record sales in retail stores by States. Survey showed that 25 per cent of all record dollar sales are concentrated in two States, New York and California, while the general combined business sales pattern for these two States is only 20 per cent. And 51 per cent of all record dollar sales are concentrated in six States (Calif., N. Y., Ill., Pa., Ohio, Mich.) as against a combined business sales pattern of 44 per cent.

Another interesting fact from The Billboard-NYU Survey re the record business is the wide variation in singles vs. album sales. In California for instance, single records account for 60 per cent of all record unit sales while albums account for 40 per cent. But in Indiana single records constitute 80 per cent of all unit sales while albums comprise only 20 per cent. Figures for some other States are as follows: Florida—63 per cent singles, 37 per cent albums; New York—69 per cent singles, 31 per cent albums; New Jersey—77 per cent singles, 23 per cent albums, and Pennsylvania—75 per cent singles, 25 per cent albums.

In the 16 metropolitan markets of the United States, comprising such trading centers as New York City, Philadelphia, Chicago, Detroit, Los Angeles, etc., retail sales of all businesses are 38 per cent of the total U. S. sales. Yet the record business does 45 per cent of its sales in these 16 markets, indicating again the concentration in urban markets. Album sales in these 16 markets comprise 52 per cent of all album dollar sales. Singles sales in these markets comprise 44 per cent of all single dollar sales.

NOVEL GRASS ROOTS PROGRAM FOR CARNEGIE

NEW YORK — Noted folklorist Alan Lomax has booked Carnegie Hall for the night of April 3 to stage a unique program. Lomax will present record artists from all the fields—pure folk, rhythm and blues, gospel, hillbilly, rock and roll—and will show how all these elements have come to the fore in current American pop music.

Lomax states: "Coming home from eight years of research in Europe, I have been impressed by the vitality of American music—a lot of the backwoods element has come into it, and whereas some of the material is crude compared to the polished Tin Pan Alley ballad, it is nevertheless a step in the right direction because it contains earthy segments of musical Americana.

Lomax stated that the beat has linked up and integrated all of these various fields of American music, so that their true inter-relation is now apparent. Young people, he added, have come to the fore as songwriters and artists.

Harry Stone Named Pilot Of CMA Org

NASHVILLE — Announcement of the appointment of Harry Stone, radio and TV station official, as executive of the newly formed Country Music Association, effective February 1, was made Tuesday (13) by Wesley Rose, of Acuff-Rose, chairman of the organization's board of directors. The announcement followed a meeting of board members held here January 10-11.

The appointment of Stone was by unanimous action of the CMA board members after they had considered many of the top names in the country music field for the position, the announcement said.

Stone's duties will be to carry out CMA's plans and policies, which includes keeping country music to the fore in the American (Continued on page 6)

Bluebird Cuts Kiddie Song

NEW YORK — "Children's Marching Song," from the 20th Century Fox film, "Fun of the Sixth Happiness," is being released by RCA Victor in a 49-cent Bluebird children's release, it was announced by Ray Clark, manager of singles merchandising and planning. The Bluebird version is by the Norman Leyden Child's World Orchestra. It ships to distributors and deejays January 20. Streamers are available for dealers.

Disk is backed by the "March of the Siamese Children," from "The King and I."

Clark noted that the release of the "Children's Marching Song" follows the precedent established by Vaughan Monroe's Bluebird version of "Wringing Wrangle" which sold over a quarter million after the tune had established itself as a pop hit. Clark added that early reaction of Bluebird's previously announced New Year plan has been strong at the dealer level, with the three LP's, "Popeye's Sea Chanties," "Aesop's Fables" and "Bambi" receiving wide acceptance. (Continued on page 13)



CHRIS BARBER'S

Petite Fleur

(Little Flower)

LAURIE 3022

400,000 Sold
... Yes Sold
First 5 Weeks!

Nippon Outlook Looks Rosy

Continued from page 4

A deal was recently concluded by Composers Recordings, Inc., in New York for release in the U. S. of recordings by the Nippon Philharmonic Symphony of Barber's

"Symphony No. 2." This was batoned by William Strickland when he visited here last March. Strickland will return here this month for more sessions with the Nippon ork. Four LP's will be set for American release, marking actually the first time a Japanese ork has been heard on disks outside the country.

Meanwhile, Shinekai Records will release LP's by the Tokyo Symphony ork under Arvid Janson, a Soviet conductor. Janson, who has been given the title "Honorable Conductor" by the ork, has recorded Joseph Suk's "Serenade for Strings." This will also be released in Russian, the first Japanese recording to be issued there.

Low-Price Field

In the low-price field, Nippon Columbia is cashing in on its Diamond Series, put on the market two years ago so successfully, in the words of one observer here, "that other diskeries have become

to feel moved to follow suit." These 10-inch diskings sell for \$2.78 here and are taken from the vaults of the U. S. Columbia label. Victor Company of Japan, Ltd., started releasing a 12-inch Camden series two months ago at the same price, "and King Records is expected to follow suit soon."

King is considering adding a 12-inch Richmond series, taken from the catalog of British Decca, also to sell at \$2.78. A spokesman for the company, reflecting on current pricing problems both here and in the States, said, "We cannot say anything firm at present, for we will have to think of the value of the low-price LP itself with stereo here to stay."

Stereo Slow-Up

Stereo, in the meantime, has slowed up here to some extent. According to one source, following the suit of Toshiba (Angel and Capitol) and King (London, Mercury, ABC-Paramount), Nippon Gramophone is holding back stereo releases till later this year. Victor, on the other hand, is now projecting the release of stereo 45 r.p.m. singles. These are due in March

HOT 100 ADDS NINE

NEW YORK — There are nine new sides on this week's Hot 100 chart. Details are:

- 71. Don't Take Your Guns to Town—Johnny Cash, Columbia.
- 85. Teasable, Pleasable You—Buddy Knox, Roulette.
- 86. Lovers Never Say Goodbye—Flamingos, End.
- 89. The Lonely One—Duane Eddy, Jamie.
- 93. I'll Sail My Ship Alone—Jerry Lee Lewis, Sun.
- 94. Matilda—Cookie & His Cupcakes, Judd.
- 95. My Man—Peggy Lee, Capitol.
- 97. There Must Be a Way—Joni James, M-G-M.
- 100. Who Cares?—Don Gibson, RCA Victor.

Seeco Unveils 8 New Albums

NEW YORK — Seeco Records is releasing eight new LP's this week. One of the new sets, featuring thrush Celia Cruz, will be issued both on stereo and monophonic disks. The other stereo and monophonic issue is "A Visit to Europe," by Arturo Chaité and his ork. Key monophonic only package is one of the few sets containing music by Augustin Lara, one of the top Latin American pop rappers. This set features Frederico Moreno Torroba and his ork.

with price and repertoire still under consideration.

Another interesting development in the singles field here is the plan established by Toshiba to manufacture pop singles exclusively for exploitation in the foreign market. The move by the firm is being watched carefully by other diskeries here. The plan calls for the use of new Japanese talent in the recording of tunes in English, clefled either by foreign writers or contract writers here. The records would be distributed world-wide by Capitol and EMI, both affiliates of the firm.

Fantasy Has Top Quarter

HOLLYWOOD — Fantasy Records enjoyed its briskest sales during the final quarter of 1958 than during any three-month period in the label's history, according to the San Francisco indie's report. To keep the sales momentum rolling, Fantasy launched a "one-for-10" plan whereby dealers and distributors will receive one LP free of charge for each 10 albums purchased. Plan, covering January purchases, applies to the firm's complete catalog of 110 packages.

To lend further impetus to its sales drive, Fantasy is releasing six albums during January, five of which are being issued simultaneously in stereodisk form. Release includes two Cal Tjader albums, a Flamenco package, the Dessoff Choirs, Korla Pandit and an album titled "The Sick Humor of Lenny Bruce." All but the latter will be issued in stereo.

Harry Stone

Continued from page 4

entertainment and music scenes and to further its acceptance in international markets.

Stone has had wide experience in radio entertainment and programming. He was associated with Station WSM, Nashville, for 23 years prior to 1951, where he was closely affiliated with "Grand Ole Opry." Since leaving WSM he has been a TV consultant, establishing and assisting in setting up stations. In May, 1957, he set up WWL-TV, New Orleans, where he has been supervising operational matters and serving as local sales manager.

The next meeting of the CMA's board of directors will be held here April 3-4.

MGM Skeds

Continued from page 4

released from August, 1958, thru the current January, 1959, release, the normal 2 per cent discount for bills paid on due dates, a 30-60-90-day delayed billing plan for up-to-date accounts and a bonus of one 45 r.p.m. single record of the distributor's choice with every album purchased with the plan.

The label has set special quotas for distributors on the program. An adjunct to the campaign is a "Joni for January" promotion with special display materials being supplied dealers on all Joni James albums.

LET'S GET INTO SEMANTICS, TOO

NEW YORK — Many jocks are encountering difficulties in pronouncing "Gazachstahagen," a platter by the Wild Cats on United Artists, which is currently making its way up The Billboard's Hot 100 chart.

To relieve the suffering of those deejays who do have a problem in the correct pronunciation, the diskery has confirmed the following phonetic utterance: Ga-Zox-Ta-Haig-en.

Leadership

There are almost 2100 businesspapers in America today.

The Billboard ranks 29th among these businesspapers in pages of advertising.

Within the publishing industry, The Billboard is recognized as a leader—a publication with editorial, circulation, advertising and management policies that other publishers often follow.

This element of leadership is still more evident within the industries served by The Billboard:

the accompanying chart indicates The Billboard's overall strength as a selling force for advertisers;

its circulation is ABC-Audited—at \$15 per year . . . of high quality and responsive—as against the unaudited, unproven, give-away distribution of many of its competitors;

and The Billboard's editorial services—often measured by impartial, independent surveys conducted by major advertisers—are ranked as high as 7½ times more useful to readers than its nearest competitor's.

These leadership qualities add a very special measure of believability and effectiveness to both the editorial and advertising pages of The Billboard.

This gives the salesman who is backed up by intelligent advertising in the business publications serving his products an effective and appealing argument to send them to your customers and prospects. This boils down to three methods:

- 1. Mail reprints or tear sheets before

Advertising volume of the top 50 publications 1957 vs 1956

(General and business publications ranked by page volume) Page totals include classified and display advertising except where otherwise noted.

Business magazines historically carry a larger physical volume of advertising than general magazines. As a matter of fact, the first general magazine in number of advertising pages is the New Yorker, which ranks 13th in the list of all magazines. In this list the first 12 magazines in advertising page volume were business publications and of the 50 leaders listed here only six (starred below) are not business papers.

Rank	Publication	1957 Pages	1956 Pages	Rank	Publication	1957 Pages	1956 Pages
1.	Home Furnishings Daily	7,803	8,072	28.	Wardrobe Page	3,152	3,141
2.	Women's Wear Daily	7,665	7,923	29.	Billboard	3,406	3,321
3.	Oil & Gas Journal	7,532	7,441	30.	Time	3,151	3,131
4.	Steel	6,447	6,254	31.	Post	3,301	3,508
5.	Iron Age	6,220	6,029	32.	*Saturday Evening Post	3,292(a)	3,105(a)
6.	Business Week	6,117	5,512	33.	Factory	3,279	3,000
7.	American Machinist	6,053	6,241	34.	Architectural Record	3,229	3,244
8.	Journal of Amer. Medical Assoc.	5,629	5,200	35.	Modern Machine Shop	3,224	3,104
9.	Daily News Record	5,531	5,838	36.	Machinery	3,181	3,132
10.	Engineering News Record	5,227	4,901	37.	Electrical	3,162	3,108
11.	Aviation Week	5,017	4,835	38.	Petroleum Engineering	3,096	2,983
12.	Electronics	4,994	4,919	39.	U.S. News & World Report	3,084	3,205
13.	*New Yorker	4,984	4,937	40.	Automotive Industries	3,083	3,224
14.	Electrical World	4,948	4,795	41.	Construction Digest	3,015	2,884
15.	Chemical Engineering	4,475	4,177	42.	Aviation Age	2,987	2,675
16.	Modern Medicine	4,397	3,875	43.	Western Builder	2,975	8,665(a)
17.	Product Engineering	4,249	4,393	44.	Construction Bulletin	2,899	2,891
18.	Floralist's Review	4,242	4,352	45.	Construction	2,866	2,711
19.	*Life	4,218	4,655	46.	Distribution	2,828	2,798
20.	Chemical Week	4,073	3,908	47.	Medical Economics	2,816	2,940
21.	Machine Design	3,832	3,240	48.	Mill & Factory	2,737	2,639
22.	Southwest Builder & Contractor	3,823	3,657				
23.	Chemical & Engineering News	3,798	3,539				
24.	Advertising Age	3,696	3,656				
25.	Machina & Tool Blue Book	3,584	3,306				
26.	Design News	3,610	3,483				
27.	Purchasing	3,565	3,217				

(*)—Not a business publication. (a)—Classified space not reported.

is... direct... about... that... Sometimes... on the... something... particularly... to hear... see him... Salesman... "My... my... from... attach... on it... comp... aske... man... way... my... no... Salesman... The... services... interview... in a... time... cost... that... I was... but... to... read... no... less... prints... each... to... the... pare... to... de... "I take... the... Rightman's... na... corner... in long... quality... only... hand... cost... crispness... and... the... important... to return... "These

From PRINTERS' INK: "Advertisers' Guide to Marketing for 1959"

GO GIBBS GO

GEORGIA GIBBS

With a great
NEW TWO-SIDED HIT!



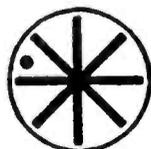
**“BETTER LOVED
YOU’LL NEVER BE”**

and

“THE HUCKLEBUCK”

R 4126

Your
best
bet . . . buy



R O U L E T T E



GOING ALL THE WAY!
DESTINED for #1

all America is singing...

MAY YOU ALWAYS...

by
THE
McGUIRE
SISTERS

962059



DJ's Get Calls, Wires, Letters

In connection with the new hit song by the McGuire sisters, DJ's throughout the country report having been virtually swamped with calls and letters following plays of "May You Always." Following play, many DJ's have incorporated their own accompanying "May You Always . . ." narrations. Following is a brief sampling:

May your next Do-It-Yourself project not look like you did it yourself . . .

May all those who told you so, refrain from saying "I told you so" . . .

If you're on a diet, may someone tell you . . . "You've lost a little weight" . . . without knowing you were on a diet . . .

When you reach into the coin slot may you find the coin that you lost on your last wrong number . . .

May you always have someone to share your sunsets . . . and your Sunday papers . . .

May you accidentally hear someone saying something nice about you . . .

May you keep at least one ideal you can pass along to your kids . . .

During some important speech, when you pause to let your words sink in . . . and light a cigarette to punctuate that pause . . . may you not light the filter end . . .

If you order your steak medium rare, may it be so . . .

May just half of those optimistic predictions that your high school annual made for you come true . . .

May I wish you not the biggest and best of life, but the small pleasures that make living worth while . . .

Sometime during the year, to keep your heart in practice . . .

May you do a secret good deed . . . and not get caught at it . . .

May you find a little island of time to read that book, to write that letter, and to visit that lonely friend on the other side of town . . .

And sometime soon may you be waved to by a celebrity, wagged at by a puppy, run to by a happy child, and counted on by someone you love . . . More than this no one can wish you.

This is the

IST
"MAY YOU
ALWAYS
COLUMN"

TO BE CONTINUED

They're playing our song!



I GOT A WIFE



by the

MARK IV

mercury 71403



20th CENTURY-Fox Treasury of Film Sound Tracks

SHIRLEY TEMPLE'S HITS

ORIGINAL FILM SOUNDTRACKS

A TWO SIDED HIT!
Orchestra under direction of Jerry Bruno

NINA b/w **I GOT ME A SWEETHEART**

LES LEDO & HIS CONSORTS

A Big Selling
Nina Record #1601

NINA RECORDS 312 West 51 St.
New York, N. Y.

THE NATIONAL ACADEMY OF RECORDING ARTS AND SCIENCES

INVITES TO MEMBERSHIP MEN AND WOMEN IN THE FOLLOWING RECORDING INDUSTRY CRAFTS:

Songwriters	Artists-and-Repertoire Producers
Composers	Arrangers
Singers	Album Art Directors
Conductors	Album Literary Editors
Engineers	Musicians
Comedy, Documentary and Spoken Record Performers (Narrators, etc.)	

RECORDING INDUSTRY LEADERS FORMED NARAS in 1958. Active chapters are now operating in the New York and Los Angeles areas. And you can share in the benefits of this nation-wide, industry-wide Academy.

YOU ARE INVITED TO JOIN NARAS and to help accomplish the Academy's objectives:

- To represent all interested members of our industry
- To bring recognition to its creative men and women
- To present annual awards on a special network telecast . . . the Recording Academy Awards show. First annual program is already planned for early 1959.

EACH ACADEMY MEMBER and recording company will be invited to nominate records and artists for annual NARAS awards. Academy members only will be allowed to vote in selecting the winners.

WRITE TODAY to either chapter of the Academy for your membership application and information. Indicate in what capacity you work in the recording field. \$15 yearly dues are payable only after application has been accepted. Address:

NARAS OR NARAS
Box 505, Radio City Station 9157 Sunset Blvd.
New York 19 Hollywood 48

WATCH THE BILLBOARD for news about the **RECORDING ACADEMY AWARDS TV SHOW**
The Stars—The Date—The Network Will Be Announced Soon

IT'S SIMPLE AS A-B-C . . .
... that the circulation of this business paper is PAID circulation and that the totals have been audited and certified by the **AUDIT BUREAU OF CIRCULATIONS.**

DISTRIBUTOR NEWS

By HOWARD COOK

KANSAS CITY: Bud Hamilton of Capitol Records Distributors, Inc., reports that "Tom Dooley" by the Kingston Trio is still their number one platter. Following are "Peter Gunn" by Ray Anthony and "My Man" b-w "Alright, Okay, You Win" by Peggy Lee. "That Old Black Magic" by Louis Prima and Keely Smith is still holding. "Raspberries, Strawberries" by the Kingston Trio is starting. Coming up are "It Takes So Long" by Dean Martin, "Give Me Your Love" by Nat King Cole and "Fly Little Bluebird" by Gordon MacRae. Top c.&w. item is "Knoxville Girl" by the Louvin Brothers. Hottest newer LP's are "From the Hungry i" by the Kingston Trio, "Andy Griffith Shouts the Blues and Old Timey Songs," "Freshmen Favorites, Vol. 2" by the Four Freshmen, "Sounds of the Great Bands, Vol. 2" by Glen Gray and "The Very Thought of You" by Nat King Cole. Stereo sales have been steadily climbing, and Hamilton reports that many of his dealers feel that stereo sales will equal monaural volume by the end of the year.

Don Morse, Columbia Record Distributors, Inc., lists "Don't Take Your Guns to Town" by Johnny Cash as his top new item. "The Children's Marching Song" by Mitch Miller is also big. "Let's Love" b/w "You Are Beautiful" by Johnny Mathis is showing strongly. "I Enjoy Being a Girl" by Doris Day and "Love Look Away" by Tony Bennett are moving well. "The Hanging Tree" by Marty Robbins is starting in a big way. Hottest c.&w. platter is "When It's Springtime in Alaska" by Johnny Horton. Strongest albums are "Open Fire, Two Guitars" by Johnny Mathis and "Big Band Jazz" by Kai Winding. Stereo sales are heavy, and business is generally good.

Bob Eggess, Decca Distributing Corporation, reports that "Lonely Teardrops" by Jackie Wilson on Brunswick is the firm's top platter. "Evening Rain" by Earl Grant is the top new Decca disk. "May You Always" by the McGuire Sisters and "One Rose" by Teresa Brewer on Coral are climbing. "Nola" by Billy Williams on Coral is selling well. "It's Only the Beginning" by the Kalin Twins looks like another winner for them. Best selling newer albums are "The End" on Decca by Earl Grant both in stereo and monaurally and "The Dixieland Band" by Teresa Brewer on Coral. Stereo sales have been good, and many dealers report that stereo LP's account for as much as 35 per cent of their total LP sales. Decca's new discount program is proving extremely effective. The discount program for other lines distributed by Decca, which include Everest, Stere-O-Craft, Barbary Coast and Urania, has also been a sales boost.

KANSAS CITY, Mo.: Ralph Ergas of RCA Victor Distributing Corporation lists "Elephant Walk" by the Kings as his most promising new platter. "Who Cares" by Don Gibson is also showing. "Oh, How I Miss You Tonight" by Kay Starr is getting action. "Red River Rose" by the Ames Brothers is a hit. "I Got Stung" b-w "One Night" by Elvis Presley is still selling strongly. Ditto "The Diary" by Neil Sedaka. Top LP's are the television sound track of "Peter Gunn," Tchaikovsky's "Piano Concerto No. 1" by Van Cliburn, "Winterhalter Goes Latin" by the Hugo Winterhalter ork, the new stereo and monaural versions of "Gaiete Parisienne" by Arthur Fiedler with the Boston Pops and "The New Miller Sound" by Ray McKinley. Strongest RCA Camden items are "That's What I Like About the South" by Phil Harris and "Holiday for Strings" by David Rose. Stereo sales are strong and building.

NEW YORK: Ralph Rachmill of Decca Distributing Corporation mentions "Lonely Teardrops" by Jackie Wilson on Brunswick, "O' Falling Star" by the Four Knights on Coral and "One Rose" by Teresa Brewer on Coral as his top three records. Close behind are "May You Always" by the McGuire Sisters and "Nola" by Billy Williams on Coral and "Wiggle, Wiggle" by the Accents on Brunswick. Fastest moving albums are "When Your Lover Has Gone" by Teresa Brewer, "Keyboard Capers" by Lawrence Welk, "Sugartime" by the McGuire Sisters and "Vacation at the Concord" by Machito on Coral.

Sam Keenboltz of Raymar Sales in Jamaica, N. Y., has appointed Norman Seeman as the firm's new manager. The one-stop plans to expand considerably in the coming months. Keenboltz is set for a vacation in Jamaica, B.W.I. later this month. . . . Top five at Cosnat Distributing Corporation are "Goodbye Baby" by Jack Scott on Carlton, "I Cried a Tear" by LaVern Baker on Atlantic, "A Lover's Question" by Clyde McPhatter on Atlantic and "Peek-A-Boo" by the Cadillacs on Josie.

BRIEFS: Lee Hartstone, vice-president and sales manager of London Records, reports that London is now being handled by the Decca distributing branch in Indianapolis. . . . Dewey Bergman is leaving Scan Distributors in Buffalo, N. Y., to form his own label in New York City.

DISTRIB DOINGS: Gallo Records has added the following distribribs for Gallo and Fame Records: Mainline, Philadelphia; Quality, Canada; Pan American, Jacksonville and Miami, Fla., and Scan in Buffalo, N. Y. Pickwick Sales (Design, Stereo Spectrum, Cricket and Off-Broadway Records) has pegged the following outlets: Whirling Disc, Cincinnati; Concord, Cleveland; Trinity, Hartford, Conn.; Scan, Buffalo, N. Y., and Baker Distributing, Dallas. Urania Records has merged its distribution with Decca in all but the Chicago, Milwaukee and Peoria, Ill., markets.

SAN FRANCISCO: Jack Morgan of Fanfare Record Distributors reports strong action on "Sea Cruise" by Frankie Ford on Ace, "Billie Loves Me" by Cory Lind on Christy, "She's My Witch" by Kip Tyler on Ebb and "Earth Angel" by the Penguins on Dooto.

NOTES IN THE MAIL: Stan Lewis of Stan's Record Shop in Shereport, La., writes that "Try Me" by James Brown on Federal is stepping out. "16 Candles" by the Crests on Coed is still strong. Dot is cooking with "City Lights" by Ivory Joe Hunter and "There's Good Rockin' Tonight" by Pat Boone. Imperial's hot new platter is "Tom Dooley, Jr." by Merle Kilgore. "The Right Time" by Ray Charles and "You'll Be My Love" by Chuck Willis are strong Atlantic disks. Vee Jay is cooking with "I Told You Baby" by Jimmy Reed and "Here I Stand" by Wade Flegmons. Other hot newer releases include "Sea Cruise" by Frankie Ford on Ace, "Cotton Candy" by Lenny Capello on Ric, and "Delilah" by Ramsey Lewis on Argo.

GREAT

"AUNTIE MAME"
Ray Heindorf
Sonny Burke, his orchestra
Warner Decca

DRIFTING Theme from "Auntie Mame"
David Allen
Warner

HANGING TREE
BLUES, COUNTRY STYLE
Marty Robbins
Columbia

TRUST IN ME
Patti Page
Mercury

MUSIC PUBLISHERS
HOLDING CORPORATION

"CECILIA"—Henri Rene—RCA Victor
"BYE BYE BLUES"
Sonny Burke—Decca
"ME AND MY SHADOW"
Jerry Vale—Columbia
"ARE YOU LONESOME TONIGHT"
Jaye P. Morgan—MGM
"JUST LIKE SAM"
Bobby Darin—Coral
"TWENTIETH OF MAY"
Joe Leahy—Falsted—Johnny Prophet—
Axel Stordahl Orchestra—(RCA Victor)
"LAST NIGHT IN THE MOONLIGHT"
Bobby Sharpe—Destiny
"MAMA CARA MAMA"
Arena Twins—Kapp
"I'M FOLLOWING YOU"
Roberta Sherwood—Decca

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Just Try to Picture Me
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"DON'T WAKE UP THE KIDS"

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featuring Jerry Stone and Jewel Akins
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Demon #1512

**THE
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HOT ON ALL CHARTS!

(I Wanna) "DANCE WITH THE TEACHER"

NEW DEMON RELEASE!

"DEEP DOWN" "JUST SO YOU LOVE ME"

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**THE
ROCK-FELLERS**

NEW VALOR RELEASE!

"ORANGE PEEL" "OURS"

Valor #2004

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RECORDS Inc.

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HOLLYWOOD 2-0811

Paul Cohen Exits Coral Post

• Continued from page 2

arranging partnership with Sy Oliver. The pair worked with a flock of top acts, including Frank Sinatra, Perry Como and Eddie Fisher.

At Coral, he has backed all of the label's top current and past artists, including Teresa Brewer and the McGuire sisters, among others, and has turned out such hits of his own as "Man With the Golden Arm" and "Petticoats of Portugal." Last season he served as director for the Hit Parade network TVer.

The exact nature of Cohen's differences with the Decca management could not be pinned down, but in Cohen's own words: "We couldn't make a deal so I felt I had to resign." Cohen, however, hastened to point up the "fine teamwork" he enjoyed with all his Coral colleagues, including Dick Jacobs, Norm Weinstroer and Jack Hanson. It was believed that one of the basic issues was the disposition of Cohen's own publishing enterprises. This was believed to have been a condition attached to Cohen's acceptance of the Coral a.&c. slot. Cohen reportedly had offered to sell them to Decca but no deal was made. He added that he put such money-making tunes as "Near You" and

"It's Almost Tomorrow" in the Decca publishing set-up. "Those tunes made a little money for them," he admitted.

Exec veepee, Leonard Schneider, asked for comment, said: "There are no hard feelings. He just resigned. Otherwise, no comment." But the "no comment" was registered with little enthusiasm. Friday (16), the Decca brass hosted Cohen at a luncheon at the St. Moritz Hotel, familiar Decca stamping ground.

Meanwhile late Friday, it was learned that Cohen and Morty Craft, another newly jobless a.&c. man, luddled one and a half hour with a bottle at a 57th Street pub. A Billboard reporter reflected, "They were probably commiserating." The informant stated flatly, "No man, they were building!"

Sock Business Holds Long Over

DALLAS — Johnny Long's ork, which was booked into the Statler-Biltmore here for a four-week engagement, has been signed to an additional 20 weeks owing to bouncing business.

A Puzzlement

• Continued from page 4

Broadway musicals. Voices can come from the right or the left, the whole opera or show can actually be staged on wax so that it becomes a "live" performance. Yet there are varying views on how much these "effects" can be used in stereo recording without making the record sound gimmicky.

European Angle

European diskeries have been very careful in their stereo wavings. They have not rushed to release all of their LP's on both monaural and stereo, but have prudently selected works that can be shown off to great advantage via stereo recording. In all probability, their actual recording techniques are no more advanced than those in this country, but their choice of catalog has been most knowing. Most large American diskeries have also been careful about the number of disks they release on stereo.

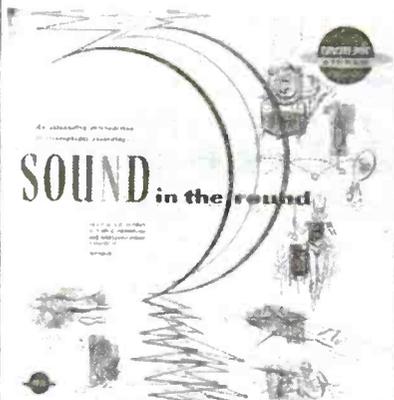
The recent survey by The Billboard - NYU continuing study of record sales in retail stores, showed that the consumer is buying many of the same records in stereo versions that have been monaural best-sellers. This merely indicates that consumers want many of the same names or types of material on stereo disks as they did on monaural records, but this is only true right now, and may not necessarily be a guide for the future.

The search for the best technique to be used in stereo recording will probably result in many approaches and many "solutions" to the problem. And the ones that the consumer shows preference for will probably become the most used—for a while anyway. Then of course, as always happens, a new technique will evolve, that will possibly be one discarded many months previous.

Columbia Pictures

• Continued from page 2

the use of the name Colpix for its record company was a "deliberate use to mislead the public." CBS further alleged in its suit that the defendant had embarked upon a deliberate plan and scheme to appropriate the good will of plaintiff's name by the use of the name Colpix. CBS claimed that the use of the Colpix name was an infringement upon the Columbia Records name.



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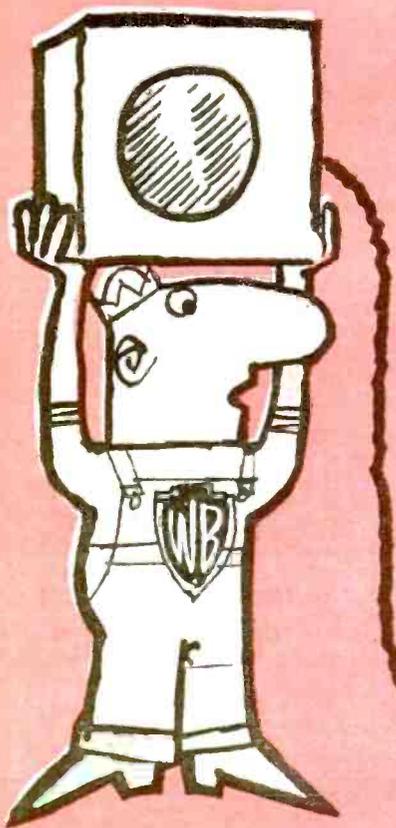
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"PETER GUNN CHA CHA"
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I say Courtney, why all this talk about distortion from record manufacturers? One never knows quite what to expect, dear boy.




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3 experienced sales executives as traveling field representatives for leading record company for East Coast, Midwest and West Coast territory. Must be aggressive, alert and dependable men — absolutely willing to travel. Excellent opportunity for right men.

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GIVE TO DAMON RUNYON CANCER FUND

Capitol Hill

• Continued from page 4

east bills would ban liquor advertising, the battle-scarred Federal Communications Commission would be swallowed in a brand-new government Department of Transportation and Communications.

Toll TV proponents who want music from Broadway, concert and opera to have home box offices, took heart at a Harris (D., Ark.) bill which may let the pay service get a toe in the door of national entertainment. (See separate story.)

Excise Tax Cuts

Bills continue to pour in to end excise taxes of all kinds, on admissions, photographs, radio and TV sets, records, musical instruments, communication and travel. Representative McDonough (R., Calif.) took his life in his hands with a bill to impose a tax on tips. He would also like admissions tax removed from certain rodeo shows.

Singers, comedians and other show people will say "amen" to a proposed tax deduction for "depletion of human resources," by Representative Zelenko (D., N. Y.).

Music merchandisers and record dealers will watch the flock of fair-pricing bills, some for a Federal Fair Trade bill; others to keep inflationary prices from eating too far into American incomes, by putting this aspect of trade under Justice Department supervision, as well as under Federal Trade Commission.

Fake "bargain" pricings protested by many record dealers would get not only present stepped-up policing by the FTC, but consumers would be alerted via a special consumer advisory committee at Federal level, in a bill by Rep. Dollinger (D., N. Y.). Dollinger also evidently feels labor costs are pinching the consumer, for he wants labor organizations put under antitrust laws.

Revived from the 85th Congress is resolution by Rep. Brovhill (R., Va.) to establish an official version of the "Star Spangled Banner."

Social Security

All entertainment fields catering to recreation of the older population would be happy to see new social security bills to permit the elders to earn more private income without losing their social security benefits. Along these lines, veterans whose amusements were prospectively cut down by a conflict between the recently raised benefits, and the Veterans' Com-

Foresee 20,000 Stereo Boxes

• Continued from page 3

"Smoke Gets In Your Eyes"; Patti Page's "Trust in Me"; the Caylards' "Again"; the Diamonds' "She Say"; and Dick Contino's "Dream."

The EP release of a dozen packages includes two items by David Carroll, two by Clebanoff Strings, and one apiece by Buddy Morrow-Eddie Layton, and the orchestras of Bobby Christian, Carl Stevens, Richard Hayman, Jerry Murad's Harmonicats, Griff Williams, Dick Contino and Ralph Marterie.

penation laws, would get help from a new bill to safeguard their income.

Looking inwardly, legislators have proposed bills to raise the standards of ethics in government, and end "influence" practices which caused so many of the scandals in agency work of the FCC, SEC and other commissions, last session.

Rock and roll notwithstanding, some legislators still like kids. Rep. Marguerite Church (R., Ill.) wants the fourth Sunday in June set aside as National Children's Day; Representative Jonas (D., Mo.) wants to set up a Youth Appreciation Week.

As of midweek last, the Senate had officially introduced about 350 bills; the House, close to 3,000.

Emphasis on ork material for EP's is based on the belief that juke box coin will be drawn by danceable material rather than by items of gimmick sound.

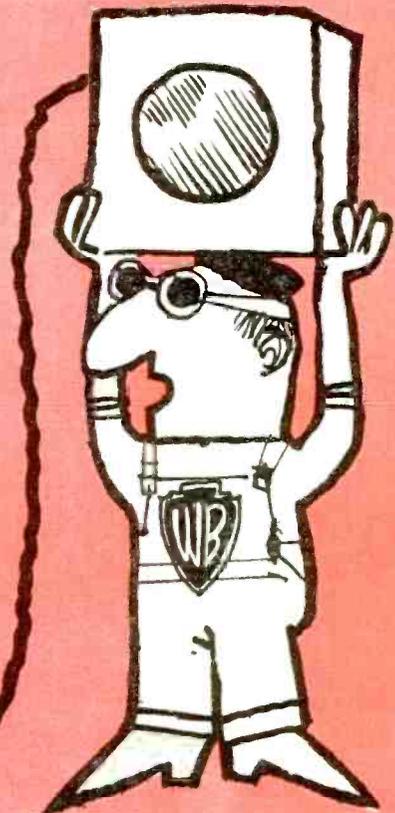
Among juke box producers, Seeburg, heretofore the leading firm in the field, has dropped monaural models from its 1959 line altogether. Its new stereo unit, of course, plays monaural disks through its twin speakers, but every operator buying a Seeburg unit automatically becomes a customer for stereo 45's. AMI, runner-up in the field up to now, is breaking its new line this week. It is expected to include both stereo and monaural models.

Rock-Ola, too, offering both types of units and it is believed that stereo is grabbing off about 40 per cent of unit sales. Wurlitzer is similarly equipped.

Besides these new models, AMI and Wurlitzer offer conversion kits for adapting late monaural models to stereo.

Expert estimates indicate that about 2,500 stereo units are now in operation. But based on a usual annual sale of 55,000 new units per year, it is believed that 20,000 stereo juke boxes will move in 1959.

Distortion, humbug. You'll never hear Warner Bros. talk about distortion, dad, cause there ain't any in WB stereo. You know they got one cat that checks out their stereo records like a regular bomber pilot. "Flaps down, frequency response, landing gear, channel separation . . ." I swear Sidney, it sounds like a test station at Yucca Flats.



COUNTDOWN FOR STEREO

exhaustive check on each stereo quality sound reproduction.

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Smasher!**

**THE
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sing

PLEASE

and

**SHADRACH
MESHACK AND
ABEDNEGO**

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VOX JOX

By JUNE BUNDY

TV JOCKS PAGED: Ray Hubbard, program manager of KPIX-TV, Westinghouse Broadcasting's San Francisco TV outlet, is looking for a video deejay with teen-appeal to take over Ted Randall's record hop show. Randall has resigned from his top-rated 3-4:30 p.m. teleshow to go back into radio. His resignation becomes effective in two weeks. Altho Hubbard prefers a jock with TV experience, he said he will consider others. Kines and other data should be sent to Hubbard unless spinners are located on East Coast, in which case they should contact Chet Collier at Westinghouse Broadcasting's New York City headquarters.

LORENZ RETURNS: George (Hound Dog) Lorenz, who left WKBW, Buffalo, last July 4 in protest against the station's "Top 40" programming policy, has joined WINE, Buffalo. The station is managed by Alfred Ancombe, who is also an alumnus of WKBW, having left there in October. Lorenz is heard from 3 p.m. till signoff on WINE, a day-timer. The jock will continue his most recent association with WHAY, Hartford, Conn., via taped shows. He also plans to present his "Hound Dog" stagershow in New England, New York State and the Niagara peninsula section of lower Ontario come March and April.

CHANGE OF THEME: Bob Elliott has moved to KUDL, Kansas City, Mo. . . . Matt Beha Jr., 18-year-old University of Nebraska student, needs wax (pop and jazz) for shows which he handles during his part-time stints on KBRX and KNUS, O'Neill, Neb. . . . Frank Teas, morning deejay at WSMN, Nashua, N. H., has been appointed program director of that outlet.

James R. (Jim) French has joined KIRO, Seattle, with a three-and-a-half hour morning show. . . . New music director at WBAI-FM, New York, is Janet Baker-Carr. Miss Baker-Carr, who also emcees a Thursday night show over WBAI-FM and a Sunday night program over WXII-FM, replaces Lucille Saperstein Gordis, who has resigned.

Bill (Hoss) Allen, who has been the "stand-in man" for Gene Nobles over WLAC, Nashville, for the past 10 years, is taking over Nobles' show completely February 9. Nobles, who owns 10 per cent of Dot Records, is retiring from radio to devote full time to his outside interests.

Reed Farrell has moved from WVK, St. Louis, to WIL, same city. . . . Jack Frost, formerly with WSPR, Springfield, Mass., has joined WHYN, same city, in the 8:15 p.m. to midnight time slot. "Swing Softly." . . . Time changes at WINS, New York, include Stan Z. Burns' "Hi There Universe" switching to a six-days-a-week schedule from noon to 3 p.m.; while Bruce Morrow—formerly with ZBM, Bermuda—has joined the outlet to host the "Big Show" on Saturday nights (7-11 p.m.) and the 4 p.m. to midnight segment of "Sunday Music Party." Mitch Lebe, WINS' 16-year-old jock, is switching his Saturday morning hour show to Sundays, from 2 p.m. to 4 p.m.

ROZ ROSS: Deejays will be interested to learn that GAC's Roz Ross became engaged last week to dress manufacturer Stewart Kloofain. The feisty booker, who handles most of GAC's young record talent, says jocks are one of her prime sources for info on promising new disk names.

KOMA'S RAFFLE: New Storz station KOMA, Oklahoma City, last week launched a "Record Raffle," whereby KOMA jocks are giving away thousands of disks to registered listeners. Every hour of the broadcast day, the spinners draw a card from the "Raffle Rack" and award that registered dialer 10 new 45 platters. Winners are notified by mail as well as on the air.

In line with the Storz policy to emphasize promotional gimmicks, KOMA is also featuring a new public service feature, "Police Academy Award." Each day the station names a different Oklahoma City police officer and honors him or her individually for "outstanding previously un-noticed public service above and beyond the call of duty."

GIMMEX: Speaking of "beyond the call of duty" gestures, Art Brown and Fred Fiske, two WWDG, Washington jocks, certainly deserve to be listed in that category. With a fellow jock, Norman Reed, acting as referee, the two jocks embarked on a weight-losing competition last week. They weighed in January 12, with Fiske four pounds lighter from a week's headstart (plus a five-pound handicap) granted him by Brown. WWDG proxy Ben Strouse has set the weight-reducing deadline at February 2. Winner will receive 12 chocolate fudge sundaes, while loser gets a "suitable girdle."

THIS 'N' THAT: Pat Harvey, WGEM, Quincy, Ill., is in desperate need of copies of his two themes "The Little Red Monkey" by the Harmonicats on Mercury and Ted Heath's "On the Bridge" on London. "All I need," says Harvey, "is loan of these records long enough to dub on tape." . . . Newest jock at WKGK, Knoxville, Tenn., is Dave Ruddle, who runs the midnight to six a.m. show. The station recently started a 24-hour broadcasting schedule of music and news exclusively.

Jazz jock Mort Sega has moved his three-hour jazz show from WNRC, New Rochelle, N. Y., to WKIT, Garden City, L. I., N. Y. The modern jazz ainer will remain in the same time period—noon to 3 p.m. on Saturdays. . . . Another new jazz show is a Saturday evening ainer on KPRC, Houston, emceed by Ed Case from 10 to 11 p.m.

CAB BAG: Station WSB, Atlanta, based a 21-hour musical marathon last month on the Billboard's 11th Annual Disk Jockey Poll. December 30 was declared "Spinner-Winner Day," and thruout the entire broadcasting day, WSB jocks played only those disks and artists voted favorites in the Billboard deejay poll.

YESTERYEAR'S TOPS—

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

JANUARY 15, 1949

1. On a Slow Boat to China
2. A Little Bird Told Me
3. Buttons and Bows
4. My Darling, My Darling
5. Far Away Places
6. Lavender Blue
7. You Were Only Foolin'
8. Until
9. Powder Your Face With Sunshine
10. Cuanto Le Gusta

JANUARY 16, 1954

1. Oh, Mein Papa (Oh, My Papa)
2. Stranger in Paradise
3. Bags to Rielies
4. Changing Partners
5. That's Amore
6. Ricochet
7. Ebb Tide
8. Heart of My Heart
9. You, You, You
10. Vaya Con Dios

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Simeone Scores With "Little Drummer Boy"

Harry Simeone was born in Newark, N. J. After being graduated from the Juilliard School of Music, he was hired by CBS as a staff arranger. In 1939 he joined Fred Waring's staff, where he remained until 1945, when he went to Paramount Pictures in Hollywood. There he worked with Victor Young on "The Affairs of Susan" and the Crosby-Hope "Road" pictures. In 1945 he rejoined the Waring staff and became an editor of Waring's Shawnee Press.

Simeone has been the choral arranger and conductor for the Firestone Hour for the past seven years, and has also arranged for many important radio and TV shows.

The artist's current hit, "The Little Drummer Boy," comes from his first album for 20th-Fox Records, "Sing Me Now of Christmas."



Fabian's Last Name Remains a Mystery

Fabian, whose last name remains undisclosed, is a sophomore at Southern High School in Philadelphia. He thus limits his personal appearances to weekends and school vacations. His father is a policeman, and he has two younger brothers.

The 16-year-old singer was discovered by Bob Marucci and Peter De Angelis, who head up Chancellor Records. They gave him singing lessons and worked with him for several months. "I'm a Man" is his first waxing to hit Billboard's charts.

The six-foot Fabian has light brown hair, blue-green eyes and weighs 165 pounds. The lad, whose birthday is February 6, is now headed for a 15-city tour.

ON THE BEAT

By REN GREVATT

"I've got a fine new apartment on Central Park West, my wife's going to have a baby in just a few weeks, I have a new label, we have a flock of hits on the way and I'm really my own boss at last." Such were the happy words of Herb Abramson, veteran, yet youthful record collector and hit maker who has also operated as a dentist in his time.

Abramson, whose Triumph Records bowed last week out of its Hotel Forrest suite, has few peers when it comes to background in the fields of jazz and rhythm and blues. "Back in the 1930's, I became an inveterate collector of records. I built a tremendous collection. One time I heard a blues record by Georgia White on Decca. At that time, such a record might have been described as 'wicked.' But this was real rock and roll. This is the kind of thing the kids are feeling today. They've found out all about that certain something in Negro music and jazz. That record got me so interested that I started promoting jazz concerts.

"One of the high points in that part of my career in the early 1940's was the time I managed to herd Erroll Garner, Charlie Parker and Lester Young on to a train to do a concert in Washington. When you got them to show up on time, that was quite a feat. A few years later, in 1945, A. B. Green, whose son Irving is now boss of Mercury, started National Records. You know, he got into the record business thru paint manufacturing by producing ersatz materials for shellac-hungry pressers.

"Mr. Green hired Bill Simon first, but when Bill left he took me on as a sort of talent scout and pretty soon I was making records for him. I managed to get some pretty good ex-band vocalists like Billy Eckstine from Earl Hines, Lilly Ann Carroll from Louis Prima and Joe Turner from the Meade Lux Lewis-Albert Ammons-Pete Johnson trio. We had Charlie Ventura, Toni Arden, Al Trace and Dick Thomas who had that great country type, 'Sioux City Sue.' Then we had that crazy rhythm and blues record, 'Open the Door, Richard,' with Dusty Fletcher who had been doing the Richard bit in his comedy act for 20 years. We got a page photo spread in Life Magazine on that one.

"Finally I left National to go back to dental school and while doing that, I set up the Jubilee label. On Jubilee we had some fine sides by the reconstituted Bunk Johnson New Orleans band. I sold an interest in the label to Jerry Blaine and we did very well branching out into the pop field and the novelty field. We even made some Yiddish humor records. Then in 1947, I sold out to Jerry Blaine and he continued the line from then 'til now.

"The same year, some Washington people headed by Ahmet (Ertegum) asked me to help set up a new label and we started Atlantic Records. Except for a couple of years in 1953 and '54 when I went into the Air Force and practiced dentistry, I've been there ever since. But now I'm really on my own and I can tell you the first two sessions here were the happiest I've ever had."

It might be added that Abramson is a versatile cat indeed, whose diskling experience does not lie in jazz and r.&b. alone. Some years back, he issued, on Atlantic, the first commercial binaural LP recording, which employed the Cook principle of two separate but concentric tracks. The dual-cartridge for playing this disk looked like a Rubie Goldberg device. He's also the one who patented the so-called "trick-track" kiddie record, each of which had a multiplicity of sound tracks, which the needle picked out by chance. Via this device, and the haphazard method of selecting the track to be played, it was possible to have 250 different live-minute stories on two 78 r.p.m. records.

But now Abramson is looking to the future. "We are very interested in stereo," he emphasized, "The market is glutted with monaural LP's, but the stereo field is wide open. We hope to do a lot of remote stereo recording and we now have on order a multiple channel stereo recorder that's completely mobile—built into a Volkswagen bus. We can go anywhere to any live concert with this rig and record it. We hope to do a lot of jazz and specialized pop recording, with special interest in hi fi.

"As far as singles are concerned," said Abramson, "long live the blues. The blues will always be important in the record business. But it's interesting to see today how pop music has become all kinds of music. And you see too, how great, old, neglected gems of catalogs are coming back, in new, rock and roll dress. You can't put that great material down and every so often, it becomes new all over again, as a new generation of kids comes along to buy it. And frankly, I think the electronic age in records gives us all a new lease on life. Along comes something like stereo and in a way it wipes out 40 years' worth of work in recording. It's like starting out all over again, from scratch. That's what I feel I'm doing now and we expect to pour out a flock of hits."

Fortune Records of Detroit is stirring up a lot of noise over the return from the Army of Nolan Strong, who has a new release out on the label. Sides, backed by the Diablos, are "I Am With You" and "Goodbye Matilda." . . . Christy Records has signed thrush Cory Lind and a new vocal group, the Strangers. Joe Jaros, prexy of the label, tells us that both are hot artists and rising fast. . . . Frankie Avalon and Jodie Sands together with Chancellor Records prexy, Bob Marcucci, will be heading for England the end of February where the artists will appear on the "Sunday at the Palladium" TV show. . . . The Peacock boys are excited over the Checker Dots' new coupling, "All I hear (Is Get Your Homework Done)," and "Alpha Omega."

Censorship Eases

• Continued from page 2

and deejay shows give us less trouble than many so-called high class family entries. However," Parkyn added, "Elvis has been a naughty boy on some disks, so we listen to his new ones carefully."

Carl Watson, head of Stockton Helffrich's New York division at NBC, thinks local radio stations have been a big help in breaking down the lyric-censorship barrier at the network level in recent years. "We discovered that local stations were playing tunes (including complete original-cast albums) that we were afraid to approve and nobody was complaining," Watson noted, "so we finally decided to go ahead and schedule them too."

Commercials in Lyrics

Oddly enough, local stations have more problems with disks containing references to commercial products than they do with double entendre material. Al Trilling, music programming head at WNEW, New York, for instance said a more sophisticated approach to a lyric is "today accepted as part of the general trend of modern music."

"Beep Beep," the Playmate's Roulette disk, has found it difficult to get air play on some stations, due to its reference to a Cadillac and Nash-Rambler. However, Trilling said WNEW objects to the platter because it features a drag race. Stan Freberg's "Green Christmas," which lampoons the commercializing of the holiday by Madison Avenue, was also bypassed by a flock of important stations, including WERE, Cleveland, on the grounds that it would be offensive to advertisers.

The Four Lads' "The Girl On Page 44" record, which refers to the Sears, Roebuck catalog, is the latest disk involved in the censorship controversy. Some stations regard Sears as an institutional-type outfit, and therefore okay for airing, while others are afraid of conflict with other sponsors.

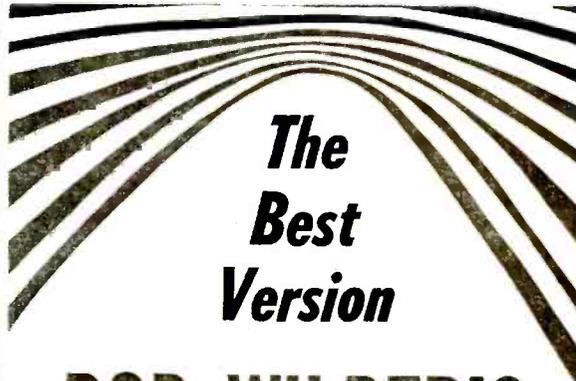
Dan Mose of Columbia's Record distribution outfit in Kansas City, Mo., said last week that he can't get any station in his city to play the Four Lads disk. On the other hand, WCBS, New York, and other Manhattan stations are playing it.

However, Irv Fasco, WCBS's record librarian, said he marked the disk with a tag, reading "Sears-Roebuck mentioned in lyric," so that it won't be played in any seg featuring spots for another mail-order house. Fasco follows this practice with any disk that has a commercial reference in the lyric. "Beep Beep" tag reads "Mentions Cadillac and Nash-Rambler" (meaning don't play it in vicinity of rival auto company spots, etc).

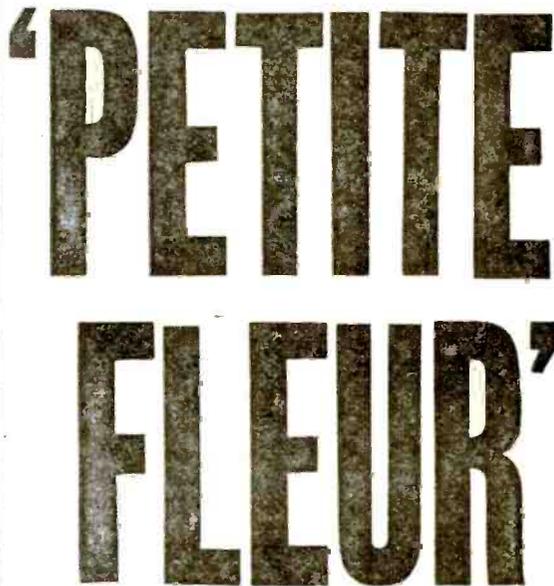
Fasco also believes that interpretation is often more important than the actual lyric. For example, altho other versions of "The Lady Is a Tramp" are played on WCBS shows, Frank Sinatra's waxing of the tune is marked not-for-airing, because Fasco believes Sinatra's phrasing gives a double entendre flavor to the lyric.

Even instrumentals sometimes run into trouble. Lin Wray's "Rumble" for instance, which had difficulty in winning spins on New York stations because of its teen gang connotation. Manhattan was in the middle of a teen-age crime wave at the time. When Link appeared on Dick Clark's show to plug the record, the network at first refused to let him go on. A compromise was finally reached, whereby Clark merely said: "And here's Link Wray"; then played the record with out mentioning its title.

Summing up the unique problems faced by today's broadcasting censors, Helffrich commented: "It's a medium loaded with built-in contradictions. Don't corrupt the innocent, but don't frustrate the intellectual."



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JAZZ BAND**



(Little Flower)

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from **THE FOUR LADS...**

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D.J.'S—invite your listeners to submit photographs of their nominees for the teen-age girl who best typifies the **GIRL ON PAGE 44** as described in the lyrics of The Four Lad's song. A complete kit of contest rules and description of prizes are available through your local Columbia Distributor! MORE TO COME ON THIS BIG COLUMBIA RECORDS-TEEN MAGAZINE PROMOTION.

b/w “SUNDAY”
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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

A John Kelly package featuring Judy Lynn, Pat Kelly, Don Windle, Smokey Pleacher, Cousin Horsefly and the Shambrocks band arrived in Greenland January 14 to entertain members of the Armed Forces for the remainder of the month. They return to the States the first week in February. . . . Frank Evans was guest on the Ernie Lee "Good Day" show over WTVT-TV, Tampa, for a week which began January 6, along with Herb and Kay Adams and Fred (Red) Herron. Evans and his Topnotchers are still working the Plant City, Fla., area, where they have been the last 15 months. . . . Porter Wagoner and band will guest on KCUL's "Cowtown Hoedown" from the Majestic Theater, Fort Worth, January 24, with Lefty Frizzell taking the spot the following week.

A Jim Denny Artist Bureau unit featuring Carl Smith, Kitty Wells, Johnnie and Jack, Little Jimmy Dickens, Bill Phillips and the Tennessee Mountain Boys embarked on a 12-day tour of South Carolina, Georgia and Florida at Columbia, S. C., January 9. Trek winds up Tuesday (20) at Pensacola, Fla. . . . Mel Tillis, of Cedarwood Publishing Company, Nashville, will soon be heading for Tampa to work for a month on the ACL Railroad to keep up his seniority as a fireman. Mel and the little woman, Doris, have just purchased a farm on the outskirts of Nashville. . . . Carl Belew has returned to "Louisiana Hayride," Shreveport, after signing a recording pact with Decca Records. His first release is due out late this month.

Horace Logan, program director, of KCUL, Fort Worth, reports that the regular Tuesday night auditions for the station's "Cowtown Hoedown" have been reinstated after having been dropped for many months. The Texas Trail Blazers will be on hand to accompany soloists. Logan has set up an office with Jack Henderson in the Majestic Theater, Fort Worth, where aspiring young singers and musicians may contact them. . . . Among c.&w. names slated for early guest appearances on "Louisiana Hayride," Shreveport, are Eddie Bond, June Webb, Jimmy Driftwood, Roy Acuff, the Wilburn Brothers, Marvin Rainwater and Porter Wagoner. Bobby Lord filled the spot last Saturday (17).

Johnny Cash and Bob Wills head up a package which shows Kansas City, Kan., Sunday (25). Others in the lineup will include Bobby Lord, Will Mercer, Carla Rowe and Leroy Van Dyke. The unit plays Topeka, Kan., next Monday (26); Sioux City, Ia., Tuesday (27); Scottsbluff, Neb., Wednesday (28); Lincoln, Neb., Thursday (29); Omaha, Neb., Friday (30), and Wichita, Kan., Saturday (31). . . . Jim Denny, Nashville, reports that his office already has acts booked for more than 100 1959 fairs. Contacting the fair execs at the numerous fair meetings now on thruout the country is Denny's capable assistant, Lucky Moeller.

Smokey Warren has just cut two new sides for Roulette, "Unknown" and "Selfish Heart," the latter penned by Smokey in collaboration with Bob Bowden. The same two tunes have been cut by Sammy Purcell on the Cool label and by Larry Peppel on Cowtown. Deejay copies may be obtained by writing to Steve Sabatino at 9 Jefferson Street, Elizabeth, N. J. . . .

Roy Drusky is busy these days sending out promotional material on his new Decca release, "Just About That Time" b.w. "Wait and See." . . . Barbara Allen, whose new one on Decca is "From Midnight 'Til Dawn," will guest on "New Dominion Barn Dance" at the WRVA Theater, Richmond, Va., next Saturday night (24).

A package featuring Johnny Cash, with Don Renn and Red Smiley and others, will appear for Don Larkin at the County Center, White Plains, N. Y., Saturday night, February 7. . . . Deejays who haven't received a copy of Jack Butler's "An Old Wolf Whistle" may do so by writing to Decco Records, 600 Beaman Street, Clinton, N. C. . . . Jimmy Busler reports that the tune, "Rotating Mama," which he penned in collaboration with William Shrader, is getting a second coverage, this time by Rod Barton and the Rocketts on the Jerome label. Latter, a rock 'n' roll version, is due out February 8. Cedarwood, Nashville, is the publisher.

Curley Gold and His Texas Tune Twisters, featuring Mike O. Hern, guitarist-singer, and Diah Graham, guitarist and songwriter, recently entertained the guests of the May T. Morrison Center for Rehabilitation in San Francisco. Music for the occasion was provided by Local 6, AFM, thru a grant from the Recording Industries Trust Fund. . . . Ernest Tubb kicks off a Western tour Wednesday (21) that will keep him on the road thru February 11. Ray Price, who plays Beaumont, Tex., January 29-30, joins Tubb February 1 to remain with him 10 days. . . . James (Spider) Rich resumed his duties at Gaylord Music, Nashville, Monday (19), after an illness that laid him low. . . . Deejay Ben Worthy, of WKHM, Jackson, Mich., is handling the promotion for Jimmy Dee Ringo, whose newest on the Dot label is "I Like This Kind of Music." Write to Ben for your deejay copy.

With the Jockeys

Pat Boyd, fem deejay at WMAX, Grand Rapids, Mich., journeyed to Nashville for a guest appearance on Ernest Tubb's "Midnight Jamboree" January 10. The February issue of Radio-TV Mirror carries a five-picture spread on Miss Boyd, showing her lauding country music. . . . Burton Harris, of Security Records, 1706 E. Ninth Street, Mount Pleasant, Tex., posts that he's revising his mailing list and would be pleased to hear from stations using c.&w. platters. Harris is presently mailing out deejay copies of Riley Crabtree's new one, "She Loves Me Better" b.w. "Have Patience, Heart."

Bostick Wester, who whirled the c.&w. wax at KHUZ, Borger, Tex., typewrites, to wit: "Just a belated 'thank you' for the kind words in your column. The results were indeed gratifying. I received many records, and continue to receive them, plus a word from old friends who had lost track of me. Among the records I received was one on the Blackjack label by a fellow named Lee Harris. The platter merits a look-see from the reviewers. I still have a couple of hours early morning here and we are considering an afternoon session. I'm interested in booking acts in this area. Also will be pleased to use acts passing thru on my show, either live or tape. Always welcome long-distance calls from art-

(Continued on page 101)

MUSIC VENDOR

SOLID SINGLES

THE BILLBOARD
SPOTLIGHT WINNERS
OF THE WEEK



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Best Bet

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FIVE BLOBS**

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GOES *BILLBOARD*

—and again the Music-Record industry benefits!

Reproduction of the actual announcement made by The Associated Press to its radio station members:

AP103

ATTENTION STATION MANAGERS, PROGRAM DIRECTORS, DJS!
STARTING FRIDAY MORNING, A BRAND NEW WEEKLY FEATURE WILL BE COMING YOUR WAY ON THE AP BROADCAST NEWS WIRE. THE FEATURE WILL BE CALLED "TURNTABLE TIPS" --- AND IT'S SOMETHING EVERY PROGRAM DIRECTOR AND D-J WILL WANT TO WATCH FOR.

HERE'S THE LOWDOWN:

THROUGH A SPECIAL ARRANGEMENT WITH BILLBOARD MAGAZINE, "TURNTABLE TIPS" WILL BRING YOU EACH FRIDAY MORNING -- IN TIME TO MEET YOUR WEEKEND PROGRAMMING NEEDS --- ADVANCE INFORMATION DERIVED FROM BILLBOARD'S WELL-KNOWN RECORD CHARTS AND REVIEWS. THIS INFORMATION NORMALLY WOULD NOT BE AVAILABLE TO YOU UNTIL BILLBOARD'S APPEARANCE ON THE FOLLOWING MONDAY.

INFORMATION ABOUT ALBUMS AS WELL AS SINGLES RECORDS WILL BE INCLUDED IN "TURNTABLE TIPS." IN THE SINGLES AREA, THIS INCLUDES
(1) "THE HITS OF TODAY" IN THE FORM OF ADVANCE LISTINGS OF THE TOP POP SINGLES RECORDS ON THE FOLLOWING WEEK'S "HOT 100" CHART;
(2) "TOMORROW'S HITS," OR THE POP SINGLES WHICH WILL BE NAMED AS "BILLBOARD'S BEST BUYS" IN THE FOLLOWING MONDAY'S ISSUE ON THE STRENGTH OF LATE SALES REPORTS INDICATING THEY ARE ALMOST CERTAIN TO ACHIEVE QUICK HIT STATUS.

"TURNTABLE TIPS" ALSO WILL LIST "THIS WEEK'S TOPS IN POPS" -- THE CURRENT WEEK'S NEW POP SINGLES RELEASES -- AND SIMILARLY, IN THE ALBUM FIELD, THE BEST NEW LONGPLAY ALBUMS OF THE WEEK AND THE BEST SELLERS IN THIS CATEGORY.

REMEMBER -- "TURNTABLE TIPS" WILL MOVE ON THE WIRE EARLY EACH FRIDAY MORNING STARTING JANUARY 2ND. WATCH FOR IT -- THE INFORMATION IT CONTAINS IS NOT AVAILABLE ELSEWHERE.

THE AP

12/31/58

WN150PES 31

Beginning on January 2 many of the leading stations thruout the country—all Associated Press members—sparked their weekend programs with advance material from the record charts and reviews which were to appear in *The Billboard* on January 5.

The benefits of this happy marriage of the services of *The Billboard* and The Associated Press are broad and far-reaching. The listening and buying public is treated to the earliest possible presentation of the newest, the most promising and the best singles and LP's. Radio stations are provided with the most reliable and authentic programming fare available anywhere—and faster than ever before. All other levels of the industry—including manufacturers, publishers, artists, dealers, distributors, one-stops, operators—get extra, valuable, quick exposure of songs and records to help build and promote sales.

And when you add it all up—this new, fast delivery of *Billboard* chart material by AP to its member stations . . . the constant and continuing use of record data by all broadcasters right from the pages of *The Billboard* . . . the literally millions of copies of newspapers which feature *Billboard* material regularly . . . the use of *The Billboard* to program "Your Hit Parade" over the CBS-TV Network—it's easy to see why they say: "When you're in *Billboard*, you're in touch with the whole wide world of music and records!"



"We are especially pleased to be able to provide for our members material from the most complete and authentic music programming service in the nation, to complement the swift and dependable news coverage consistently provided by The Associated Press."

John A. Aspinwall,
Radio-TV News Editor,
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MGM Records WELCOMES



JAYE P. MORGAN

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Disk Jockey Hit Pick Lists

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Latin
Quarter,
New York

ARE YOU LONESOME TONIGHT

MISS YOU

MGM K12752

RADIO-TV REVIEWS

Bregman Needs Poise and Polish

Buddy Bregman's new NBC-TV show, "The Music Shop" (Sunday 7:30-8 p.m. EST) is a patent imitation of ABC-TV's Dick Clark Show. The first telecast spotlighted acceptable lip-sinc routines by a line-up of disk names with strong teen-appeal and effective camera shots of attractive, exuberant youngsters in the studio audience.

However, the essential element for a successful Clark-type show is the emcee, and Bregman's performance last Sunday didn't qualify him for the role.

Visually, Bregman—a boyishly handsome lad in his twenties—fits the part. However, he lacks polish, poise and an authoritative manner—all of which enable Clark to establish an easy rapport with his kid audience, while blending a group of disjointed, frequently amateurish acts into a smoothly professional unit.

Bregman had strong support on his opening telecast. Bobby Darin, Ritchie Valens, the Collins Kids, Gary Crosby and Sam Butera all exhibited plenty of personable showmanship. Unfortunately, Crosby and surprise guest Milton Berle both overpowered Bregman personality-wise, thereby throwing the guest-host relationship out of balance.

Bregman has plenty of competition to buck in his present time-slot (opposite "Maverick" and Jack Benny). Nevertheless, Clark has proven there is a sizable TV audience for this type of show, and if Bregman can adapt his own personality to fit the format he may make it. June Bundy.

* * *

Telephone Hour's New Format Solid

The Telephone Hour's new format offered viewers 60 minutes of delight on NBC-TV Monday (12). Maurice Evans frisked with the Baird Marionettes in droll style, as he read Ogen Nash's verses for Saint-Saens' "Carnival of Animals," to the dancing of the marionettes.

London Records' Renata Tebaldi sang Puccini's "Madame Butterfly" arias, "Un Bel Di," and "Tu, Tu, Piccolo Iddio." Her beautifully rounded tones, breathtaking legato and amazing flexibility yielded a perfectly controlled performance that charmed listeners.

Harry Belafonte, on for a good portion of the telecast, got across well with his usual electric appeal. However, considerably over-elaborate production work in the form of props, choruses and unusual camera work, tended to detract from his performance. The New York City Ballet Company was also featured on the show. Bernie Hodess.

NIGHT CLUB REVIEW

Dukes Build a Fire at Roundtable

There's a lot of excitement and a lot of people at The Roundtable these days—the excitement and the crowds created by the Dukes of Dixieland making their first New York appearance at the East Side nitery. The Dukes are in for two weeks, and it appears that the switch in policy from cool jazz to Dixieland could mark a turning point for the club.

The Dukes of Dixieland of course have a pre-built audience as their eight solid selling LP's on the Audio Fidelity label can testify. But what is perhaps even more important club-wise is the fact that the group knows how to hold and entertain a crowd with their two-beat music. Group is composed of seven men, the three members of the Assunto family, on banjo, trombone and trumpet, plus clarinet, tuba, piano and drums. Frank Assunto plays trumpet and emcees. Fred Assunto plays trombone and the boys' father, Jac, strums the banjo and plays trombone as well. The music is happy and the tunes include such standards as "Royal Garden Blues," "St. Louis Blues," "Bill Bailey," and "The Eyes of Texas Are Upon You." The Dukes attract the older crowd which is always a good omen for nitery operators.

Spelling the Dukes is Pete Appleyard's trio, which dishes up some excellent cool jazz, with Appleyard registering strongly on vibes and piano. However, the trio doesn't have the sock impact in the large room of the raucous Dukes. Bob Rolontz.

* * *

Jaye P. Morgan Act Needs Pacing

Despite Jaye P. Morgan's visual appeal, her current act at Gotham's Latin Quarter needs some polishing. For one thing, there appeared to be an over-abundance of the belting vocal style, with little real pacing.

The stint opened with her shouted delivery of "Runnin' Wild," followed by an early disk click, "Life Is Just a Bowl of Cherries." On this pairing, she was accompanied by a solo bassist, who turned out to be her brother Duke Morgan. Duke plus Dick and Charlie Morgan then took over with a brace of pleasantly delivered and nicely arranged spirituals. The boys also sang their current M-G-M dishing of "Nola," during which their sister's throwaway remarks merely detracted from the performance. The gal then joined the boys for quartet harmonies on "some old folk songs our Daddy taught us," for a pleasant effect. Tho the quartet work needs coaching, putting the four together in an album would be a good thought for M-G-M to conjure with.

Miss Morgan returned to the spotlight with "Let's Do It," with good imitations of Louis Armstrong, Tallulah Bankhead, etc., followed by a belted windup with "Detour," a Patti Page hit of a few seasons back. The unusual shortness of the turn was probably advisable in this case. With more work the group could stay on considerably longer, because the basis of a good act is there. Balance of the Latin Quarter music and girl-filled show was as entertaining as ever. Ren Grevatt.

Felsted Goes Overseas in New Expansion

NEW YORK — London Records' Felsted Division is being expanded. The label, originally created to accommodate masters purchased for release from outside producers, has made its first move into the foreign field. This week the label released a disk from the French Barclay label, which features Callic songstress, Dalida, singing "Melodie Perdue." The flip is an instrumental, featuring Emil Stern and his ork. The song is known in America as "Willingly."

Earlier in the week the London organization feted Dalida at a cocktail party for the thrush together with Nicole and Eddie Barclay. The party was held at the Hotel New Yorker.

GAC Pkg. Set For Down Under Trek

NEW YORK — A General Artists Corporation package, featuring Bobby Darin, George Hamilton, IV, Chuck Berry and Jo Ann Campbell, will play a seven-day date in Australia, beginning January 31.

The tour, set up by W.V.B. Australian and Pacific Enterprises, will cover Sidney and Melbourne. Pact calls for the artists also to make radio and TV appearances in Australia to plug the stagershow. Meanwhile, Darin finished a four-day run at the Civic Auditorium in Honolulu, Hawaii, last week.

Citation to Deb LP Line

NEW YORK — Citation Records, headed by Irving Szhathmary, who is also a.&r. chief, is planning an album line. Heretofore in the singles field the line will cover pop, jazz, classical and folk material. One of the first packages will be cut by Ocie Smith, currently getting some action on a Citation single. Mort Hillman, label's vice-president and general manager, expects the package product to debut in March, pegged at \$3.98 for monaural and \$4.98 for stereo.

Szhathmary will shortly take off for Europe, where he will record a number of talents. Product will also be issued under his own name.

ARMY TALENT TO VIE IN JUNE

WASHINGTON — Talent promoters in the industry are no more forward-looking than the Army's planners for the All-Army Entertainment Contest. Army has already announced that the grand finals will be held at Fort Belvoir's Wallace Theater, next June, for the second consecutive year.

Army says that about 180 finalists, cream of Army talent from bases at home and abroad, will compete June 18 to 20. Rehearsals will begin June 5 for all classes: vocal and instrumental soloists, vocal and instrumental groups, and specialty acts.

Winners will all perform in the Showcase Presentation June 22-23, and selected acts will appear on the Ed Sullivan show. They will also be featured in the Army's world-touring show, "Rolling Along of 1959."

MUSIC AS WRITTEN

By BOB ROLONTZ

DREYER IS DOING FINE

Dave Dreyer is feeling pretty chipper these days. Three of his biggest standards are currently available on single records, including "Cecelia Cha Cha" on Victor with the Henri Rene Ork, "Me and My Shadow" on Columbia with Jerry Vale and "I'm Following You" on Decca with Roberta Sherwood. These singles are in addition to the many album waxings of the tunes. And Dreyer is managing three new singers, Elena Madera, whose first record will soon be released on Decca, Bracey Everett, whose first disking will soon be released on Atlantic, and Curt Jensen, whose first record will soon be released on Epic. His music firm has a current hit with "A Lover's Question" on Atlantic with Clyde McPhatter, and hopes to have another with Brook Benton's new Mercury released of "It's Just a Matter of Time," and "Hurtin' Inside."

BARRED FROM THE ROUNDTABLE

The management of The Roundtable, new New York nitery, has issued orders that this reporter is not wanted at the boite to review any of its shows. Reason for the decree, it is assumed, is because this reporter has been rather unimpressed with some of the talent that has played club the two or three times he has reviewed shows here. Altho these reviews were not complimentary, it can be stated that they were an honest expression of this reporter's opinions. So again, it is necessary to point out, as we did in a similar case between a reporter for Variety and a New York night club last year, that the function of a night club reviewer is not to shill for a club, but to appraise the performance and artistry of an act and to state these opinions in a review. The Billboard, of course, will not be told by any club what reporter it should have review an act, and thus in this issue there is a review by this reporter of The Dukes of Dixieland, who opened at The Roundtable last week (12). Altho the drinks were not on the house we believe the review is without prejudice.

New York

The Weavers are off on another national tour starting in February. In honor of the event Vanguard Records is issuing a new album "Travelling On With the Weavers," their fourth set for the label. Group's current single is "Aunt Rhodie." ... Erroll Garner played a concert at Boston's Symphony Hall last Sunday (17). ... Tammy Grimes has been signed by the Off-Broadway label, new subsidiary of the Design Records firm. ... Pianists Ferrante and Teicher were signed with General Artists Corporation last week. ... Tony Lavelli, former basketball star, has signed a pact with Urania Records to play accordion. ... Orkster Bobby Dukoff has opened a recording studio in Miami Beach, named DISC, which stands for Dukoff International Sound Corporation. ... Pretty Page Morton, singer and pianist, is now at the Cafe Pierre of the Hotel Pierre in New York. She alternates with Stanley Melba's crew.

Eddie Heller's passion for animals is standing him in good stead in the disk business. He had a somewhat hit with "Roo Roo Kangaroo" on his Rainbow label a few years ago and now "The Elephant Walk" which he produced on RCA Victor is getting some action. ... Guy Lombardo's New Year's Eve salute over WCBS-TV in New York grabbed the orkster the greatest viewing audience he ever had. Show emanated from the Hotel Roosevelt Grill in Gotham. ... The Tommy Dorsey-Warren Covington Band and the reorganized Sauter Finigan Ork will play Michigan University's annual J Hop on February 6 and 7. Thrush Ella Fitzgerald will also be at the hop. ... Golfer-singer Gordon MacRae will participate in the annual Bing Crosby golf tourney in Pebble Beach this month. ... Frankie Avalon's next release "I'm Broke" is published by Jimskip Music. ... Charles Rosen, young American pianist has been signed to a new contract with Epic Records and made his first record for the label last week. Rosen left for his European tour which includes concerts in London, Switzerland, and Holland. ... Fred Hayman, father of Richard Hayman, passed away last week at the age of 64.

Tina Robin is now singing at Blinstrub's in Boston. She will then play the Hotel Diplomat in Florida. Coral pactee was recently chosen Miss White Rock 1959. ... Decoy Records, which was listed in The Billboard recently as a new label, has been in business since 1951. Firm is located in Clinton, N. C. ... Monocle Records has set up distribution in Canada and the Benelux countries. Quality Records will handle the label in Canada, and Tonality of Belgium will handle the European sales. Firm's current release is "Daydreamer" with Alan Spilton. ... Baum-Newborn Associates has moved to larger quarters on Fifth Avenue. ... Jimmy Darren of Colpix Records will be on the Dick Clark Show on January 29 to plug his new disk "There's No Such Thing."

French pianist Eugene Entremont will be the soloist with the Philadelphia Orchestra at its concert at the Academy of Music there Friday and Monday, January 23 and 26. ... Danny Scholl has signed a pact with Ford Records. Singer is featured on the Jack Parr Show. Warbler Gene Strider, of the Air Force Tops in Blue Show, was also signed by the Ford label. ... Bill Heyer is now singing at Birdland in New York. ... The Mello-Larks will play the Shamrock-Hilton in Houston starting February 5. ... Teddi King will cut her first sides for Coral Records this week. ... Secco Records has signed beauty contest winner Jeanne Thomas to a thrashing pact. ... Sam Salzman, veepee in charge of manufacturing of Allied Record Manufacturing Company, met with the supervisory heads of American Sound Corporation in Belleville, N. J., last week. American Sound is the east coast operation of Allied. Firm may expand its east coast plant. John Wegner, Allied financial adviser, will come east after Salzman returns to California next week. ... Barry Frank will sing his songs for a week at the Wayside Inn in Springfield, Mass., starting January 27.

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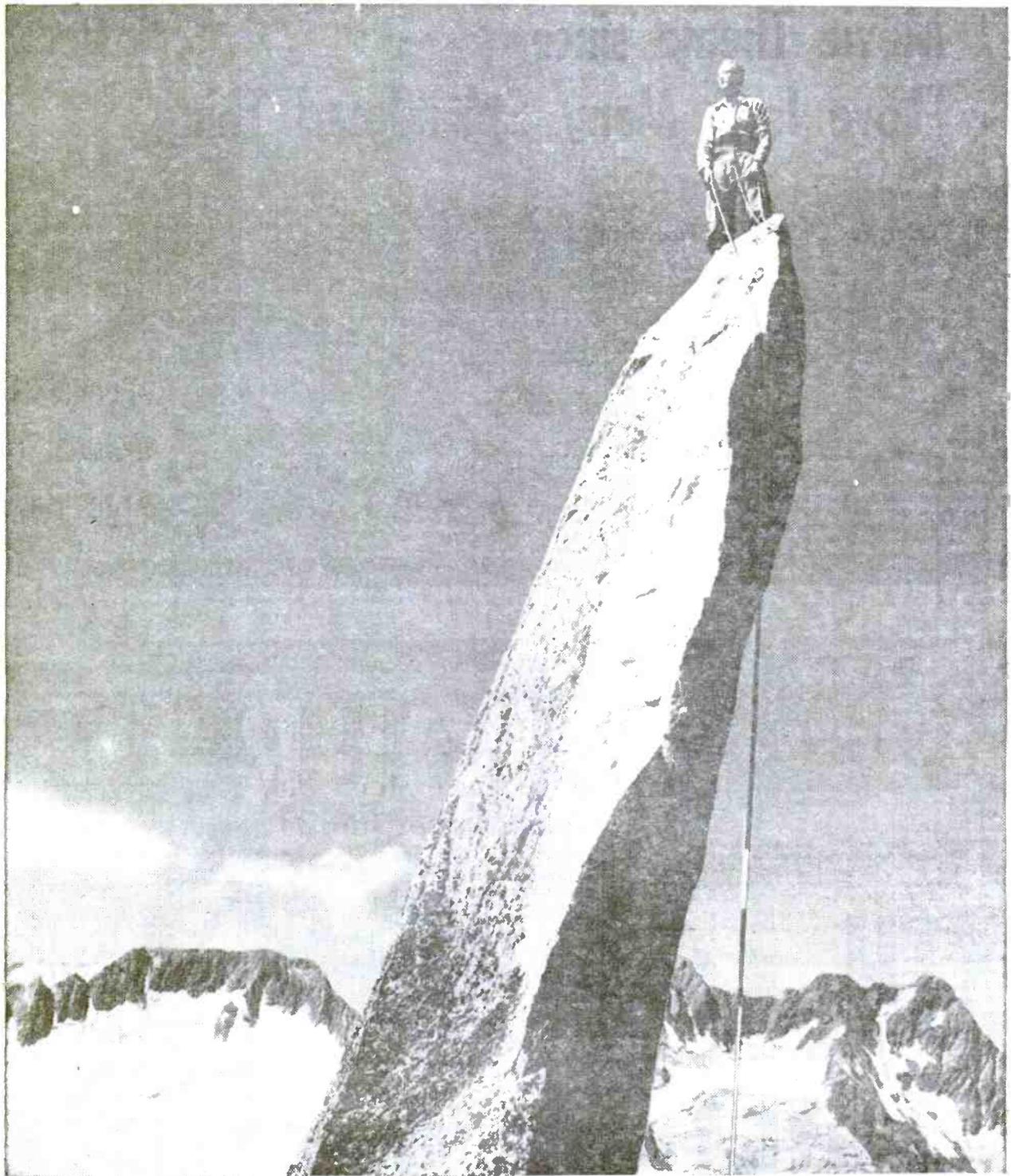
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There was a child who used to cry against the unknown terrors of the night . . . until an ever-shining light dispelled them.

There was a wrinkled woman wracked with anguish at her numbered days . . . who found warmth and comfort in the shawl of prayer.

Despair comes easily in solitude. But with Faith, you're never alone. God is your constant companion. He helps you find the courage, security and hope you need to bridge your trials.

His help is yours for the asking. You have reason to ask. So worship with your family at your church or synagogue.



FIND THE STRENGTH FOR YOUR LIFE... WORSHIP TOGETHER THIS WEEK

Audio Feedback

By RALPH FREAS

ASPECTS OF STEREO

"What's your favorite stereo record?"

We asked that question last week of Rudolph T. (Rudy) Bozak, head of the Bozak speaker firm (naturally) and a guy who's been putting out quality loudspeaker systems for a long time. There's been a lot of talk about what stereo is or isn't, how to place speakers for best results, etc., and we figured he'd be an interesting person to speak to. He was.

"I haven't heard a good stereophonic record yet," he said. "I don't think the stereos give the high quality that the monophones do. And I've heard plenty of them. It's in my interest to listen to them. Wait. Let me put it his way. I don't think the stereo is as good stereo as the monophonic is good monophonic."

And then, as if not to appear so rigid in his opinions, he leaned slightly in the direction of disk companies, "There has been some improvement in recent stereo releases, I've noticed. But the early ones were pretty bad."

You might think from the above that Rudy Bozak is anti-stereo. He isn't. He is, in fact, very pro-stereo. After all, stereo reproduction means doubling the number of speakers used. He manufactures speakers. Stereo, he told us, is the "crowning achievement of high fidelity" and waxing somewhat poetic, he added, "It is the magic carpet that can take us into the concert halls and opera houses of Europe."

No newcomer to stereo, Rudy Bozak collaborated with Emory Cook in demonstrating stereo (via a tandem cartridge arrangement) at hi-fi shows back in 1952. What's more, he's a self-termed "idealist" as far as sound reproduction is concerned. It pains him, he told us, when he overhears (as he recently did) a phonograph prospect in a store remark, "Is that stereo? You can keep it!" Rudy Bozak knows what stereo can and should be.

Manufacturers of "package" phonos with both speakers in the one cabinet have been irritated by the "claims" of some audio engineers that the speakers have to be eight to 10 feet apart for good stereo effect. We asked Rudy Bozak his opinion. "In an average living room such as most people have," he said, "a four to five foot cabinet with speakers at either end will give perfectly satisfactory stereo results."

He pointed out that in the main there is no hard, fast rule about speaker placement. Several factors have to be considered. There is the acoustics of the room itself. Individual speaker systems have individual characteristics. And finally, there is the type of record played.

"As an example," he said, "you might set your speakers 10 feet apart for good reproduction of an orchestral work. You'll get a nice spread of sound—full and big. Next, you put on some chamber music—a quartet. Now, if you keep the speakers in the same place, you'll get the same spread and the individual instruments give the impression of being played by outside instrumentalists. The spread's too big. You have to bring the speakers closer together. I guess you might put them on rollers and move them back and forth."

What about speaker size? We mentioned that many home-makers already objected to the size of some speaker enclosures. Would the person who wanted good stereo have to duplicate the monophonic "monster" enclosure or would two smaller speakers and enclosures suffice?

Rudy Bozak doesn't believe that compromise is possible. The laws of physics are rigid. You simply cannot get bass reproduction with "teel" and "throb" in a small enclosure any more than you can get the lowest organ notes from small pipes or a deep string bass tone from a smaller instrument. If you want to get the bass that you get from your present "monster" enclosure, you have to duplicate it to get it in stereo. By the same token, if you have a small enclosure and you duplicate it, the stereo aspect will greatly enhance the sound.

But haven't improvements been made in speaker design so that we can get wider range sound in smaller enclosures, we asked? Nope.

"Most improvements," said Rudy Bozak, "have been in the direction of cutting corners and shaving costs. Speaker manufacturers have moved this way to lower the price of their product and thus widen the market for component hi-fi.

"This has been done," he added, "sometimes unfortunately at a sacrifice in sound quality. It is simply not true that a stereo buyer can equal the sound of a big speaker monophonic system by using smaller speakers."

We pointed out that some manufacturers recommended systems that use small speakers for the dual stereo channels and have a common bass with a single large enclosure. What did he think of this?

"In my opinion," said Rudy, "this is a compromise and only that. It's not the same as a duplicate system."

(Continued on page 55)

\$4.95 SELLER

Irish Strobe Wheel Checks Tape Speeds

NEW YORK—ORRadio Industries, makers of Irish Brand Recording Tape, announce a new tape recorder accessory. It is a stroboscope designed to clock tape recorder speeds.

A disc type precision instrument, the Stroboscope was carefully engineered and designed to check recorder speeds to a split second. The instrument revolves freely on low-friction, clock type bearings. A molded plastic handle offers ease and convenience in handling.

The Stroboscope operates in this manner: It is held lightly but firmly against the surface of the moving tape, preferably on the supply reel, while the recorder is operating on "record" or "play-back." The disc will revolve at the same speed as the tape. If the recorder speed is correct the radial lines indicating that particular speed will appear to be standing still.

The instrument is scaled and ruled in three concentric rings of radiating lines. Each ring represents one of the three most common recording speeds: 3 $\frac{3}{4}$, 7 $\frac{1}{2}$ and 15-inches per second.

The Irish Tape Stroboscope is attractively packaged in a permanent storage container with black and gold decor. Retail price of the unit (Catalog Number TSB-1) is \$4.95.

All-Stereo Booth Booms Disk Sales

By ROBERT LATIMER

BOULDER, Colo. — The first all-stereo record booth to be installed in this area is considerably boosting stereo record sales at Aber's of Boulder, here.

Lyle Aber, enterprising retailer who has set sales records in Boulder, with its population of 22,000, well above those in big Denver nearby with a half-million population, built the stereo listening booth because he felt that record sales should receive as much merchandising emphasis as stereo phonographs and tape recorders.

"Demonstrating a record which has the customer's interest, as well as a stereo set at the same time is well and good," he said. "However, after the stereo phonograph owner begins coming in for records, and finds that the demonstration set is in use, we have a problem."

Aber's solution to the problem was the stereo listening booth which occupies space directly across from the service counter. There are four player phonographs mounted behind the counter, one of which is a stereo model, so that any customer who wants to hear a particular stereo number, needs only to name the selection, and step into the listening booth, whereupon the salesperson on duty will find the record, and play it for him.

Two balanced speakers are mounted on either side of the stereo listening booth, with lowered, cloth-covered outlets. A volume control is set in the middle of the wall, so that the customer, either seated or standing, can ad-

just the volume of either speaker as he chooses. The system, as it is used, makes it unnecessary for any customer to handle any record, doing away with all danger of any damage or theft. Moreover, since there is a PA system between the player location and the booth, it is possible to suggest additional numbers, while the customer is in a receptive mood. "Suggestion selling, after the customer has already heard the requested piece, sells an extra half-dozen or more records for us every day," Aber said.

The listening booth also "doubles in brass" as a demonstration unit where a prospect for a stereo. (Continued on page 55)

Speakers Now Included in Argos Baffles

NEW YORK — Four models of Argos baffles are now available with speakers already installed. They are offered by the Argos Products Company, Genoa, Ill., makers of a complete line of speaker baffles and enclosures. This is the first time any Argos baffles have ever been offered with factory-installed speakers. The baffle-speaker combinations are: WB-8AS—eight-inch wall baffle with speaker (\$9.90); WB-12AS—12-inch wall baffle with speaker (\$14.50); SCB-8AS—eight-inch slanting corner baffle with speaker (\$13.65); and SCB-12AS—12-inch slanting corner baffle with speaker (\$19.20).

The eight-inch speakers have a 4.64 oz. magnet and the 12-inch speakers a 6.8 oz. magnet. All speakers have screw terminals for easy connections (no soldering required). Their average frequency range is 45 to 13,000 cycles.

Hallmark Bows 5 New Stereos

CHICAGO — Hallmark bowed a completely new line of two portable and three console stereo phonos, all of which are two-piece units at the opening of the winter Furniture Show here.

The two portable master playback units at \$129.95 and \$139.95 are equipped with separate companion speaker at \$19.95 and provide 24-watt output thru eight-inch coaxial speakers. The Aristocrat, priced at \$159.95 for the master unit, is a chair-size model, providing 24-watt output thru an eight-inch speaker and a tweeter. Slave speaker is \$29.95. The Princess at \$179.95 and the Berkeley at \$10 more provide 24-watt output thru two eight-inch speakers and two tweeters. Companion speakers for the two units run \$59.95 and \$79.95 respectively.

As a sales promotion, Hallmark offers five 12-inch Hallmark LP's with each portable while 10 stereo LP's go with each of the three bigger home units.

Hallmark is again offering its store stereo demonstrator package of the playback unit, speakers, two stereo headphone sets, 25 12-inch Hallmark LP's, and a record rack for \$211.95.

Electro-Voice Stereo Kit Promotion Ends Jan. 31

NEW YORK — Electro-Voice, Inc. is extending their current Stereo Cartridge Conversion Kit Promotion thru January 31. The promotion deal consists of two kits, each of which will convert record players or changers for stereo reproduction. The heart of the kit is the Electro-Voice Stereo Cartridge. It also contains two E-V Model 504 Adapters, for use with magnetic inputs. And, in addition, an extra .7-mil diamond stylus is supplied.

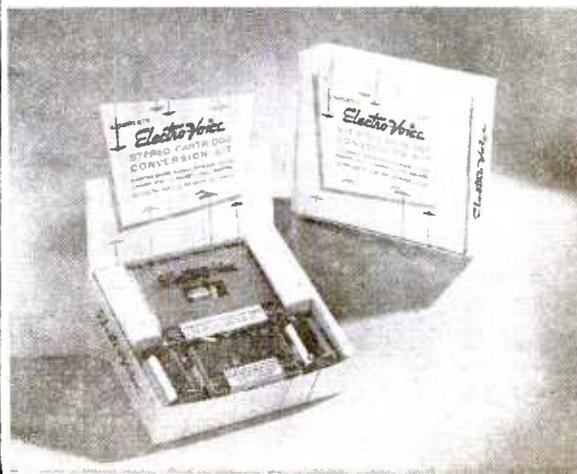
List price for Kit No. 1 is \$32.50; for Kit No. 2, \$37.50. These are the regular list prices for the cartridges alone.

Kit No. 1 contains the Model 21D, single-stylus (.7-mil diamond) cartridge, for LP and stereo records. Kit No. 2 contains the Model

26DST, dual-stylus (.7-mil diamond and .3-mil sapphire) turnover cartridge, for 78's, as well as LP and stereo disks.

With either kit, the user can convert his record player or changer so that it will play stereo records. Because the cartridge is compatible, he also will be able to continue playing his present monaural records. Later, when he decides to convert to full stereo by adding a second amplifier channel and a second speaker system, he already will have a stereo record player and the beginning of a stereo record library.

Minimum order is 10 kits total. Orders for Stereo Cartridge Conversion Kits are filled promptly.



Olympic Has 1st Stereo Portable, New Consoles

CHICAGO — Olympic introduced its first portable stereo playback unit and augmented further its "all-in-one" stereo disk console playback line with new sets at the opening of the winter Furniture Mart here.

Olympic's initial portable carries six tubes, putting out 10 watts, into identical speakers, one of which is mounted in the master

unit, while the auxiliary speaker is a "piggy-back" unit, which fits into the front of the cabinet, when the set is closed for carrying.

The \$159.95 Parker console has four-speakers with a 10-watt output, with an AM radio. Blond finish is \$10 over the mahogany grained cabinet.

The under-\$400 Summerland

(Continued on page 55)

Dynamic Adds Five Console Stereo Units

CHICAGO — Dynamic Electronics augmented its line of console stereo record playback units with five more consoles, ranging from \$179.50 to \$449.50 during the first week of the winter Furniture Show here. Dynamic, according to Dave Cole, national sales manager, is now offering a total of nine console self-contained and two-piece dual channel phonos.

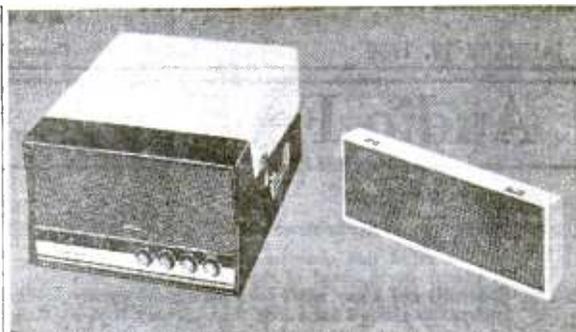
At \$179.50, the Hartford boasts two eight-inch coaxial speakers and four four-inch frequency tweeters in a contemporary styled cabinet available in three wood finishes. Price marks a new low mark for the Dynamic line. The Essex, at \$269.50, is a 50-watt nine-tube dual-channel playback in a modern cabinet with choice of two woods, equipped with tuner-tape input jacks. Set contains two 12-inch coaxial speakers, two eight-inch and two four inch tweeters.

The Stamford, in the same cabinetry as the Hartford, at \$319.50 list, has a 25-watt stereo

(Continued on page 55)

Westinghouse Has \$49.95 Portable

CHICAGO — Westinghouse added only one unit to an extensive hi fi and stereo playback line, which bowed last summer at the National Association of Music Merchant's convention, a plastic-covered monaural portable with four-speed changer lists at \$49.95, with three 12-inch Somerset LP's as a consumer bonus.



ADMIRAL'S STOWAWAY. A new angle for carrying that extra stereo speaker has been developed by Admiral. In the portable stereo phono pictured here the extra speaker snaps into the lid. A 10-foot cord supplied with the unit for maximum separation of sound channels.

Tri-Phi Sets Expansion of N. Y. Plant.

NEW YORK — Tri Phi, Inc., is expanding its Albertson, L. I., N. Y., plant facilities by 30 per cent. The move, says the manufacturer, has been prompted by

(Continued on page 55)

Admiral Sets Jazz Radio Promotion

CHICAGO — While radio segs have often been used to promote record and tape playback sales, Admiral Distributing Corporation, here, is using a one-hour nightly jazz seg to push Admiral's hi fi and stereo disk phonos. Co-sponsored by Polk Bros. chain of retail outlets here, the WVEAF-FM five-nights-per-week hour is emceed by Jerry Bornstein, national sales promotion manager for Admiral.

Radio-Phono Combo New In GE Line

CHICAGO — General Electric, which has been feeling its way into the record playback field, introduced one new model to its thus far small, but compact phono department. A portable pyroxolin-coated phono with AM radio, lists at \$129.95. Matching auxiliary speaker is \$49.95. GE had dropped the price of its four-speed monaural portable player from \$69.95 to \$59.95.

As sales bonus to consumers, on both of the above portables GE is offering matching colored pyroxolin seven and 12-inch carrying cases. Pricing of bonus cases is left up to distributors and dealers, according to C. S. Semple, national sales manager of phono-radio for GE.

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The Clark Sisters

“ST. LOUIS BLUES
MARCH”

“HOT
TODDY”

#15896



Don Cornell

“IT ISN'T FAIR”
“I'M CRYING JUST
FOR YOU”

#15897



Bonnie Guitar

“BABY MOON”
“SOLITUDE”

#15894



Johnny Maddox

“THE HURDY GURDY
SONG”

“TEMPEST”

#15892



The Hilltoppers

“I'D RATHER DIE
YOUNG”
“WELCOME
TO MY
HEART”

#15889



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The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING JANUARY 10

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	1	28	Sing Along With Mitch Mitch Miller, Columbia CL 1160	
2.	2	25	Tchaikovsky: Piano Concerto No. 1 Van Cliburn, RCA Victor LM 2252	
3.	3	47	The Music Man Original Cast, Capitol WAO 990	
4.	12	2	Flower Drum Song Original Cast, Columbia OL 5350	
5.	4	11	More Sing Along With Mitch Mitch Miller, Columbia CL 1243	
6.	5	146	My Fair Lady Original Cast, Columbia OL 5090	
7.	7	43	South Pacific Sound Track, RCA Victor LOC 1032	
8.	8	41	Johnny's Greatest Hits Johnny Mathis, Columbia CL 1133	
9.	10	8	Victory at Sea, Vol. 2 RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	
10.	9	27	Stardust Pat Boone, Dot DLP 3118	
11.	11	121	The King and I Sound Track, Capitol W 740	
12.	17	251	South Pacific Original Cast, Columbia OL 4180	
13.	20	166	Oklahoma! Sound Track, Capitol SAO 593	
14.	15	17	Only the Lonely Frank Sinatra, Capitol W 1053	
15.	6	31	Gigi Sound Track, M-G-M 3641 ST	
16.	13	29	Elvis' Golden Records Elvis Presley, RCA Victor LPM 1707	
17.	16	3	When You Come to the End of the Day Perry Como, RCA Victor LPM 1885	
18.	19	96	Hymns Tennessee Ernie Ford, Capitol T 756	
19.	22	9	Belafonte Sings the Blues Harry Belafonte, RCA Victor LOP 1006	
20.	18	81	Around the World in 80 Days Sound Track, Decca DL 9046	
21.	24	70	Film Encores Mantovani, London LL 1700	
22.	25	2	Lawrence Welk Presents Dick Kessner Brunswick BL 51044	
23.	—	5	The Student Prince and Other Great Musical Comedy Hits Mario Lanza, RCA Victor LPM 1837	
24.	—	16	Swing Softly Johnny Mathis, Columbia CL 1165	
25.	—	1	Have Twangy Guitar, Will Travel Duane Eddy, Jamie JLP 3000	



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** -----

COME DANCE WITH ME
Frank Sinatra With Billy May—Capitol W 1069

Another sock package from the boss of them all. Except for the last tune in the set, "The Last Dance," all of the numbers are in a bright, swingin' vein. He's never sounded better, and Billy May's fine ork backing is also tops. Good cover shot and excellent sound are additional assets. A natural for big coin.

THE KINGSTON TRIO FROM THE "HUNGRY I"—
Capitol T 1107

The lads in their second album are even more impressive. This is a live performance, cut at Frisco's "Hungry I" club, where the group first cut its eye teeth. Numbers range from calypso to jungle chants to folk tunes, all handled with great aplomb and showmanship. Crowd noises of appreciation fill the background between songs. This set can make a good bit of noise and can also draw deejay attention. Good salable cover.

THE END
Earl Grant—Decca DL 78830

STEREO & MONAURAL

Grant is a versatile vocalist and his material in this package illustrates it. Show tunes, foreign-derived pop hits, calypsos—all manner of material and rhythms are here, done with aplomb. "Hello, Young Lovers," "Volare," "Careless Love," "Jamaica Farewell Song" are included.

FRESHMEN FAVORITES VOL. 2
Capitol T 1103

The set is composed of numbers formerly released as singles by the group with various gentlemen featured on the bass vocal parts. Their first similar volume was a good seller, and their other releases have had huge duo-market appeal. This should follow suit. Selections include "Till," "Please Remember" and "You're So Far Above Me." Good cover shot of the group.

LUSH INTERLUDE
Stan Kenton Ork—Capitol T 1130

Kenton presents revised, lush treatments of his earlier favorites. Warm strings and a smooth, brass choir are creatively featured. Kenton also has several solo passages. Tempos are varied. Excellent sound is a feature. Set will appeal in both pop and jazz markets. Numbers include "Theme to the West," "Artistry in Bolero" and "Interlude." Attractive cover.

THE SONG IS JUNE
June Christy with Pete Rugolo Ork—Capitol T 1144

The thrush goes thru a fine brace of ballads and swingers in her usual distinctive style. Her throaty, torch sound is at its best with excellent ork backing from Pete Rugolo. "Night Time Was My Mother," a haunting ballad, is a lovely new tune, that compares with the best in the set. Her pop-jazz fans will go for this. Selections include "The Song Is You," "My Shining Hour" and "Saturday's Children." Good cover shot of the artist.

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

SOUND OF THE GREAT BANDS VOL. 2

Glen Gray—Capitol T 1067

Volume 1 of this series was a strong sales item, and this package should enjoy similar success. Veteran ork leader Gray recreates 12 memorable band stylings, including Woody Herman's "Blues on Parade," Raymond Scott's "Huckleberry Duck," and Count Basie's "Jumpin' at the Woodside." Sock nostalgic wax for jocks.



----- **Classical Special Merit Albums** -----

DVORAK: CELLO CONCERTO

Pablo Casals, with the Czech Philharmonic Orch. Szell—Angel COLH 30

The concert was recorded by Casals in Prague during 1937. It is indeed an excellent album with the younger virtuoso in his best form. Sound is surprisingly good. The set will have general appeal to collectors, commercial buyers and for educational purposes. A detailed booklet with information about the composer, the interpretation of the work and representative passages is included in the packaging.



BACH: SUITES FOR "CELLO UNACCOMPANIED NOS. 1, 2, 3, 4, 5, & 6" 1-12"

Pablo Casals, Cello—Angel COLH 16-17-18

Another distinguished addition to the label's "Great Recordings of the Century." These suites were discovered by Casals himself when he was 13, and in the language of the classical musician, "he owns them." The 20-year-old performances are fascinating, and the sound bears up well in transfer to microgroove. Beautifully packaged set is accompanied by booklets containing scholarly analyses of the works, and biographical data on the artist.



----- **Band Albums** -----

MEREDITH WILLSON'S MARCHING BAND

Capitol T 1100

Here's a bright, happy package which should be a solid sales item in its field. Willson spotlights a group of spirited Sousa marches on one side of this LP, while the flip features an inspiring "March to Freedom Medley" of great marching songs—"Colonel Bogey," "Yankee Doodle," "La Marseillaise," etc.—plus Willson's "The Freedom Song," with chorus reciting the word "freedom" in 44 different languages.



THE IMPORTANCE OF BEING ERNEST

Ernest Tubb—Decca DL 78834 & DL 8834

STEREO & MONAURAL

Country favorites including "I'm a Long Gone Daddy," "Your Cheatin' Heart" and "San Antonio Rose" done to a turn in Tubb's direct, sincere style. The ballads and weepers are well paced. Stereo version sets off the combo backing the artist, but gives an odd echo effect to his voice, so that many fans may prefer the monaural disk.



----- **Chamber Music Albums** -----

BOCCHERINI QUINTETS VOL. 6

Quintetto Boccherini—Angel 45011

Another volume of works by the composer, faithfully and carefully performed by the excellent chamber group. While the chamber music market is small, this group is among the top in the field. Their precision and obvious feeling for the works are displayed with enjoyable evidence. It should move well in the limited market.



RESPIGHI: ANTICHE ARIE E DANZE; VIVALDI: CONCERTO; ALBINONI-GIAROTTO: CONCERTO; BASSANI-MALIPIERE; CANZONI AMBROSE

Virtuosi di RKOMA Fasano—Angel 45028

The chamber works are either revised versions of baroque selections or themes based on compositions during that period. The famed chamber group interprets the selections with charm. Acclaim won by the Virtuosi di Roma on their several U. S. tours have acquainted the concert goer with their capabilities. The set should move well in the special category.



(Continued on page 32)

ALBUM COVER OF THE WEEK



BOOK OF BALLADS, Kapp KL 1117. Lovely study in light and shade by photographer George Melluso spotlights the handsome person of singer Carmen McRae. It makes for an attractive cover that's sure to lure sales.



Best Selling Pop EP's

FOR SURVEY WEEK ENDING JANUARY 10

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

1. KING CREOLE, VOL. 1 Elvis Presley, RCA Victor EPA 4319
2. RICKY SINGS AGAIN Ricky Nelson, Imperial EP 159
3. NEARER THE CROSS Tennessee Ernie Ford, Capitol EAP 1-1005
4. ELVIS SAILS Elvis Presley, RCA Victor EPA 4325
5. HYMNS Tennessee Ernie Ford, Capitol EAP 1-756
6. BELAFONTE Harry Belafonte, RCA Victor EPA 1150
7. THE REAL ELVIS Elvis Presley, RCA Victor EPA 940
8. SING ALONG WITH MITCH Mitch Miller, Columbia EPB 11601
9. RICKY Ricky Nelson, Imperial EP 153
10. RICKY NELSON Imperial EP 158

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Reviews and Ratings of New Popular Albums

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

SPOTLIGHT—Sure-Fire Merchandise—Top Demand
★★★★—Very Strong Sales Potential—Essential Inventory

★★★—Good Potential—Will Sell
★★—Moderate Potential—Salable Qualities
★—For dealers who stock all merchandise.

POPULAR ★★★★★
★★★★ MUSIC FROM THE BLUE ROOM
Jan Garber Ork. Decca DL 8793 & DL 78793

STEREO & MONAURAL
Stereo adds greatly to the full sound of Garber's ork, and engineers have gotten a good spread. Album contains sweetly smooth arrangements of fox trot and waltz standards by Irving Berlin and other old hands, besides some subdued cha chats. The soft beat makes for agreeable listening as well as dancing.

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★★★★ NEW IN TOWN
Ed Townsend with Nelson Riddle Ork. Capitol T 1140
Ed Townsend's first Capitol album spotlights the warbler's warmly expressive, vocalizing on a group of nostalgic standards, with lush, tasteful backing by Nelson Riddle. First-rate jockey wax. Selections include "The More I See You," "In the Still of the Night," "Prisoner of Love," etc.

★★★★ BILLY HALEY'S CHICKS
Bill Haley & His Comets. Decca DL 8821 & DL 78821

STEREO & MONAURAL
Haley serves up a rockin' collection of oldies with gals' names as titles, and exuberant vocalizing by the leader and ensemble. Fine terp wax for record hops and teen-age jock shows. Selections—some culled from Haley's former singles—include "Skinny Minnie," "Corrine, Corrina" and "Sweet Sue."

★★★★ LOOK FOR THE SILVER LINING
Robert Sherman with Jack Plets Ork. & Chorus. Decca DL 8839 & DL 78839

STEREO & MONAURAL
This figures as one of Miss Sherman's best album efforts. The gal's charming is in her usual strongly emotional style. But beyond that, a particularly good selection of tunes befitting her approach was made—"Look For the Silver Lining," "I May Never Pass This Way Again," "Over the Rainbow," etc. Then, too, the stereo effects obtained with the chorus and ork backing, are well above par. A lot of imagination and thought went into this production and the good results prove it. Can be a good, long-ranger seller.

POPULAR ★★★★★
★★★ AT SEPARATE TABLES
Lu Ann Simms with Dave Terry Ork. Jubilee JLP 1092
Some of the best singing former Godfreyite Lu Ann Simms has ever done on records is contained on this new release, which contains a dozen songs of Harry Warren. Altho the musical support by Dave Terry is occasionally too ornate, the hitush sells the tunes with feeling and with a warmth not usually encountered on her previous waxings. Best sides are "There Will Never Be Another You," "The More I See You" and "My Dream Is Yours."

★★★ TAKE ONE!
Donna Lightower. Capitol 11133
Donna Lightower's highly stylized delivery shows to best advantage on slower blues and ballads. Within the limits of that defined range, her performances are capable and sometimes unique. Some of her finest work is "Maybe You'll Be There," "C'est La Vie" and "Baby Get Lost." Top grade backing is supplied by a combo directed by Sid Feller which includes Joe Wilder, Alvin Low, Hank Jones, George Duvivier and Don Lamond.

★★★ WEDDING MUSIC
Jesse Crawford, Organ. Decca DL 7856 & DL 87856

STEREO & MONAURAL
This album's liner notes suggest that it can be used as an accompaniment for wedding rehearsals or, indeed, for the actual ceremony. The suggestion is apt for Jesse Crawford's expert organ renditions are properly mellow. The music includes nimbler bits associated with the ceremony, including the Lohengrin Bridal Chorus, and Mendelssohn's Wedding March, plus such staples as "Because," "Oh Promise Me," "I Love You Truly" and "Ah! Sweet Mystery of Life." Display should help sales.

★★★ MOONLIGHT BECOMES YOU
The Heart Strings. Jubilee JLP 1091
A smooth collection of some of Jimmy Van Heusen's favorite romantic melodies. Good mood music with lush orchestrations by the Heart Strings. Title tune is lovely. Attractive, misty blue cover. Good competition for its class.

★★★ CHA-CHA JUBILEE
Various Artists. Jubilee JLP 1097
Another cha cha album, this one a group of popular and classical tunes in the Latin tempo performed by big and small bands, groups and vocalists. The Frank Ortega Trio even manages to swing "My Yiddish

Review Spotlight on Albums . . .

Continued from page 31

Solo Instrumental Albums

A 25TH ANNIVERSARY PROGRAM
Ruth Slenczynska, Piano—DL 710000
STEREO & MONAURAL

ENCORE!
Ruth Slenczynska, Piano—Decca DL 9991 & DL 79991
STEREO & MONAURAL

In these releases Miss Slenczynska devotes her talents to representative works by composers of all the major periods, offering a complete and varied program. Her fine shadings and her interpretations, particularly of the romantic selections, are among the best she has ever recorded. Her rise from prodigy to mature artist is in a sense contained in the two volumes. Excellent sound and imaginative cover art on each is an additional appeal.



Opera Albums

RICHARD STRAUSS: CAPRICCIO. 3-12"
Elisabeth Schwarzkopf, Soprano; Dietrich Fischer-Dieskau, Baritone; Various Artists with the Philharmonic Orch. Sawallisch—Angel 3580 C-L

The complete work of one of the composer's latest compositions should find approval from the opera buyer. The lightly interpreted work with excellent vocal work by the principals makes the album an excellent item for the market. A complete translation and a booklet of incidental notes with a background of the composer, librettist and a history of the opera is included.



Folk Albums

THE FANTASTIC GUITARS OF SABICAS AND ESCUDERO
Decca DL 7879
STEREO & MONAURAL

Put briefly, this package is a gasse. The performances are superb—and especially unusual in that flamenco guitar music is improvised and duets most unusual. The dealer may well demonstrate this package for it is full of color and captures the spirited quality of flamenco culture. The compositions and arrangements are by the principals, Sabicas and Escudero.



Low-Price Children's Albums

THE STARS SING
Various Artists—Golden GLP 38

A dozen top stars each performs a number aimed at the juvenile audience with several designed not only for fun but to leave a serious thought afterward. The roster includes Jimmy Durante ("I Like People"), Bing Crosby ("Never Be Afraid"), Bob Keeshan ("Button Up Your Overcoat"), Art Carney ("Ugly Duckling"), etc. A big bargain which kids are sure to love.



Moomba" into a cha cha. The Accents of "Your Hit Parade" are great on "22 Del Rio Avenue" and an exciting arrangement of "Shepherds Cha Cha" by jazz flutist Moe Koffman rounds out an LP with competitive potential in its market.

★★★ THE ROOTS OF HEAVEN
Sound Track, 20th Fox 3005
Here's an unusual sound track package, featuring the colorful, dramatic score of the movie about elephant hunts in French Equatorial Africa. Authentic native instruments and rhythms make the LP provocative off-beat programming item for jocks.

★★★ ISLE OF GOLDEN DREAMS
Wayne King Ork. Decca DL 8496 & DL 78496

STEREO & MONAURAL
Nice group of waltz standards—in the customary Wayne King manner. Aimed at a general audience, it could do well on the racks. Recommended for dancing or soothing background music. Surfaces are clean and the stereo factor gives a nice spread of sound.

POPULAR ★★★★★
★★★ MELLOW-DEE
Lenny Dee, Organ. Decca DL 7896 & DL 87896

STEREO & MONAURAL
The package presents the organ virtuoso in another album of standards, delightfully performed. Dee is virtually a standard act and has a following who will buy his

merchandise. Tunes include "June Night," "Linger Awhile," "Mood Indigo."

★★ CHA-CHA-CHAS AND MAMBOS
Socarras Ork. Decca DL 8836 & DL 78836

STEREO & MONAURAL
A fine, terp package of Latin rhythms. It's a well-orchestrated and exciting album with cha cha and mambo styling applied to several originals and international standards. Set can appeal to both teens and adults. Selections include "Tea for Two Cha Cha," "Waltz in Cha Cha," based on a melody by Chopin and "Forero." Good prospects. Stereo effect is inconsistent.

★★ AND THE BANJOS SING
John Call, Banjos. Golden Crest CW 3816
Call has a sparkling "sing-a-long" package with a chorus brightly chirping the oldies with banjo and rhythm accompaniment. Set can have wide appeal. A booklet with the lyrics to the selections may have increased the set's potential. However, the cheerful offering should still enjoy fair sales. Tunes include "Together," "Goofus" and "I Wonder What Became of Sally."

★★ THE GIRL IN THE BIKINI
Sound Track, Poplar PLP 33-1002
The Bikini-clad Mile. Bardot adorns the cover of this new sound track package, and that is likely to be the strong drawing card for the set. The background scoring is pleasant and well placed as to rhythms and theme material and figures as listenable enough fare. But the photos—a montage of shots from the film covers the back cover—figure to account for most of the action.

★★ I SAW YOU SMILE
Marvin Haxton, Tenor. Harvest 1001

STEREO & MONAURAL
An album with appeal to all members of the family with pop tunes, waltz tenors, religious selections and children songs. Mr. Haxton has very pleasing tenor voice and he performs with much feeling and fervency. In "Lehua" Haxton shows off his upper ranges. Also included is the oldie "I Wonder Who's Kissing Her Now" and a cute, catchy number on Side 2, "Polka Man."

★★ HAYUTIN SINGS SONGS MY MOTHER TAUGHT ME
Marvin Haxton, Tenor. Harvest 1003

STEREO & MONAURAL
Pleasant group of familiar tenor concert pieces ("None But the Lonely Heart," "The Lord's Prayer" and six others) in nice rendition. These are works that deserve a place in every library and because of their easy accessibility can be recommended to beginning collectors.

★★ SONGS FOR SINNERS
Rusty Warren, Jubilee JLP 2624
Title is a little misleading; these are songs for people who like to be entertained and titillated by slightly off-color comedy. Rusty Warren's approach to her naughty material is straightforward. This is for a special audience and should do well strictly on that level.

POPULAR ★★★★★
★★ THE BARBARIAN AND THE GIJANA
Sound Track, 20th Fox 3084

(Continued on page 34)

giant
a great
Smash!

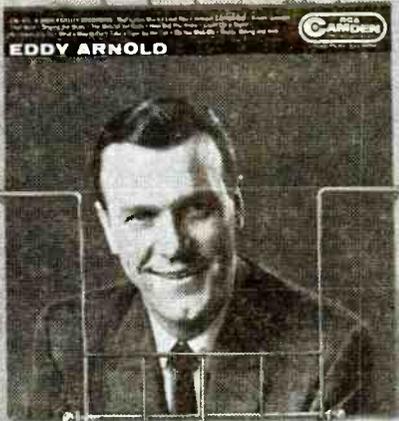
"GOODBYE
BABY"

By

JACK SCOTT

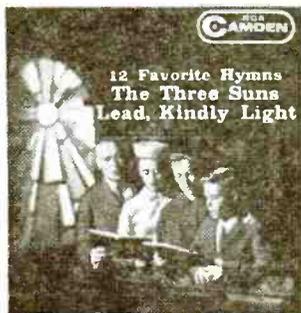


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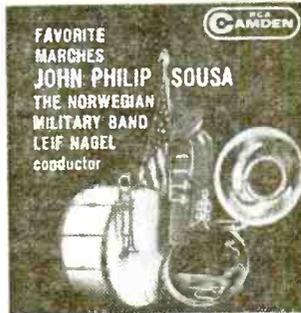


EDDY ARNOLD has recorded brand-new versions of *That's How Much I Love You*, *Wabash Cannon Ball*, *Kisses Sweeter Than Wine* and *Singing the Blues*, just for this big profit-maker! Also included are eight other greats. CAL-471

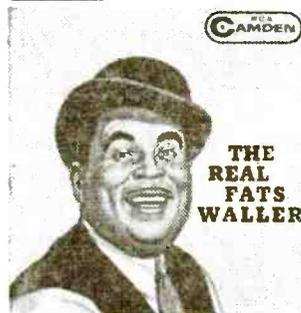
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Reviews and Ratings of New Popular Albums

Continued from page 32

BAND ★★★★★

★★★★ REGIMENTAL MARCHES OF THE BRITISH ARMY
Band of the Royal Military School Musk. Kneller Hall (McBain). Angel 35609

Those who thrill to the stirring music of a marching band should get a real boost out of this new album. It contains more than a score of marches of the British Army, from The Queen's Boys (2nd Dragoon Guards) to the Parachute Regiment. They are played in the exciting style that they should be by the Band of The Royal Military School of Music, Kneller Hall, under the baton of Lieut. Col. D. McBain. The cover is most attractive and the package contains a 12-page illustrated booklet about the marches and the regiments concerned.

FOLK ★★★

★★★ AN EVENING WITH THE RUSSIAN COSSACKS VOL. 3

Various Artists with Alexandrov Song & Dance Ensemble, Sveshnikov National Chorus & Gaspov National Folk Ork. Bruno BR 50061
Authentic Russian folk music, with good tenor and bass lead singers and fine choral effects. Collectors of this genre will like this package, for it is a good sampling of the national folk culture.

★★★ THROUGH UKRAINE IN SONG & DANCE

Various Artists with Moiseyev Dance Ensemble Ork & the National Ukrainian Ensemble of Bandura Players. Bruno BR 50068

This is the seventh of Bruno Records' Around the World series to feature Ukrainian music. One reason lies in the ear-piercing tunes, ranging in mood from sad to joyous, with unexceptional vocals. This album, too, should please fans of such music. Two of the numbers are by the Moiseyev orchestra. It's all good fun, and the sound is above average for this series.

★★★ THROUGH RUSSIA IN SONG & DANCE

Various Artists. Bruno BR 50048
This latest in the series of Russian folk music recordings from the Bruno label contains a conglomeration of male singers, folk singers, folk choruses, song and dance ensembles and orchestras, performing a collection of light-hearted rural folk tunes. It is an interesting recording, containing some attractive readings and it should interest followers of this musical genre.

★★★★ FOLK SONGS AND DANCES FROM SIBERIA AND THE URALS

The Siberian & Uralian Russian National Choruses. Bruno BR 50064
Haunting and lovely Russian melodies in disciplined harmony. "Drowsy" and "Little King" on side 1 are soft, flowing tunes. The vocalist on the former is excellent. On side 2, "Cuckoo" is a catchy tune and "On the Meadow Playing" is a spirited number. Good potential.

FOLK ★★

★★ RUSSIAN FOLK SONGS AND DANCES

Various Artists with The Russian National Folk Ork & Andreyev Folk Ork. Bruno BR 50063

This new release on the folk label presents a group of singers, instrumentalists and two folk orchestras playing and singing Russian folk melodies with enthusiasm and occasional excitement. Altho the recording quality is only fair the happy and engaging qualities of this folk music comes thru on each track.

INTERNATIONAL ★★★★★

★★★★ THE MAGIC CARPET
Muhammed El-Bakkar & His Oriental Ensemble. Audio Fidelity ALFP 1895

The authentic flavor of the music of the Middle East is in these carefully-engineered grooves—with a very arresting set of liner notes to explain it all. If this is not enough let it be stated that the cover alone can sell the package, for it's colorful, diverting and sexy in the Oriental style that Americans love. The tunes are all by El Bakkar, leading tenor of the Orient.

INTERNATIONAL ★★★

★★★ BAVARIA
Roland Zaninetti. Accordion & His Ensemble. Bruno BR 50066

Waltzes and marches as played in the Bavarian Alps are the main course of this album. Roland Zaninetti and his ensemble, who have shown to good advantage on this label playing polkas and other European dances, again do a satisfactory job. The feature is Zaninetti's nimble accordion fingerwork on such toe-tappers as "Colonel Bogey," "Happy Blacksmith," etc.

★★★ ACCORDEON DE MONTMARTRE

Milan Gramantik, Accordion & His Ensemble Musette. Bruno BR 50069
M. Gramantik and his ensemble develop the authentic atmosphere of Paris in this

well recorded set of polkas, waltzes and javes. The package has the musette sound familiar to denizens of Montmartre and those who dig that part of the international scene should like this. There are 12 selections in the various rhythms in all.

★★★ SOVIET ARMY CHORUS AND BAND
Monitor MF 540

The large group presents its second package for the label, this time leaning to songs of a more popular caste. In the first, folk efforts comprised the majority of the tunes. The vocalizing here is spirited and sincere, with the sound of the accordions and guitars adding considerable flavor. Sound, frankly, is not very good but in this case, it's no great drawback. Fans of this type of material will buy, regardless.

★★★ AROUND THE STEREO WORLD BERLIN CONCERT ORCH. (Kevchazy). Rondo-Lette SA 59

STEREO & MONAURAL
An international pot-pourri of dance favorites in concert rendition. Program includes several items popularly identified with several different countries. ("Taranella" with Mexico, for instance). Sound is good and, at \$2.98 for the stereo version, a real bargain. The cover reproduction of a Breughel painting is an eye-stopper and gives the package a lot of class.

INTERNATIONAL ★★

★★ HAYUTIN SINGS 30 MINUTES AROUND THE WORLD
Marvin Hayutin, Tenor. Harvest 1002

STEREO & MONAURAL
Tenor Marvin Hayutin, Wall Street exec, warbles richly in various languages on a group of foreign tunes, ranging from the Hebrew "Eli Eli" to the Spanish "Granada" and English "Sylvia." According to liner notes, proceeds from all Hayutin's albums will go to a scholarship trust fund for student singers. A commendable effort.

★★ MOISEYEV AND ALEXANDROV ENSEMBLES IN RUSSIAN DANCES
Bruno BR 50076

The folk numbers performed here have a special or "national" appeal but the Moiseyev name could produce a wider audience. Publicity and reception accorded the ensemble could help sales. Bland packaging offers small opportunity for eye-appealing display.

LATIN AMERICAN ★★★★★

★★★★ DANZONES BAILABLES
Orquesta Folklorica De Cuba (Urfe). Tofador T 533

The music in this album is peculiarly Cuban, for the "Danzon" is that island's unique creation which blended the formal European and Spanish dance with the untamed Afro-Cuban beat. The result, after about 80 years, remains the most popular traditional Cuban staple. The prominent flute and drums accent the rhythms, while the flowing melodies are principally derived from folk themes. The result is a top-notch album, suitable equally for listening or dancing, and there's nothing old-fashioned about the blonde in the beach scene on the cover, either.

LATIN AMERICAN ★★★

★★★ DAMIRON
Treador T 534

Dominican pianist Damiron leads his rhythm combo thru a series of listenable interpretations of guarachas, boleros, cha cha, merengues and mambo on this recording. Tunes include "Volare," "Piensalo Bien," and "Prull," played tastefully and capably by the pianist. Dancers to Latin rhythms will find the set a delight.

(Continued on page 36)



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• Reviews and Ratings of New Popular Albums

• Continued from page 34

LOW-PRICE CHILDREN'S ★★★

★★★★ **TOM AND JERRY STORYTIME**
Narrated by Bret Morrison with Leroy Holmes Ork. Lion L 70087

This \$1.98 package should chalk up sizable sales in the low-priced album field. The M-G-M cartoon characters are well known; packaging is attractive and Morrison's narration is sincere and colorful.

LOW-PRICE CHILDREN'S ★★★

★★★ **HOORAH FOR THE RED, WHITE AND BLUE!**
Dick Byron, Bert Parks, The Sandpiper Chorus & The Naval Cadet Choir. Golden GLP 36

This is a fine album for kids who like marching. It contains 14 well-known patriotic numbers, sung in stirring style by a vigorous voiced chorus. Included are songs of the various branches of the Armed Forces and their schools, as well as a presentation of "Ballad for Americans" and others with a solid beat.

NOVELTY ★★★★★

★★★★ **THE BEST OF KERMIT SCHAFER FOR THOSE WHO HAVE EVERYTHING**
(2-12"). Jubilee KS 1

Producer Kermit Schafer has repackaged some of his most successful previous disk experimentations for a set that looks like a solid long-term. On the two disks are excerpts from the "Pardon My Blooper" series, "Over Sixteen," "The Candid Mike" episodes and the "Burlesque Show" seg. The repackaging of these acknowledged successes under a cover that does catch the eye, should account for a profitable share of activity.

POLKA ★★★★★

★★★★ **POLKA NIGHT!**
Ray Budzdek Band. Capitol T 1104
Here's a wonderfully happy polka album by the Ray Budzdek ork, the second by

the Cleveland polka crew for the label. Polkas and obereks are featured on this driving, enthusiastic recording, and the two drummers add a lot of rhythm to the band's performance. Tunes include many Polish polka favorites such as "Cradle Song," "Vito's Silver Wedding," "Whoop Pie, Shoo Pie," and "Fortunes of War." The cover is eye-catching and the set should appeal to polka fans from Pennsylvania to Illinois.

RELIGIOUS ★★★★★

★★★★ **HAIL HIM WITH A SONG**
Jimmy Davis with the Auld Kerr Singers. Decca DL 8786

Another of Jimmy Davis' solid packages (Continued on page 53)

• Reviews and Ratings of New Stereo Albums

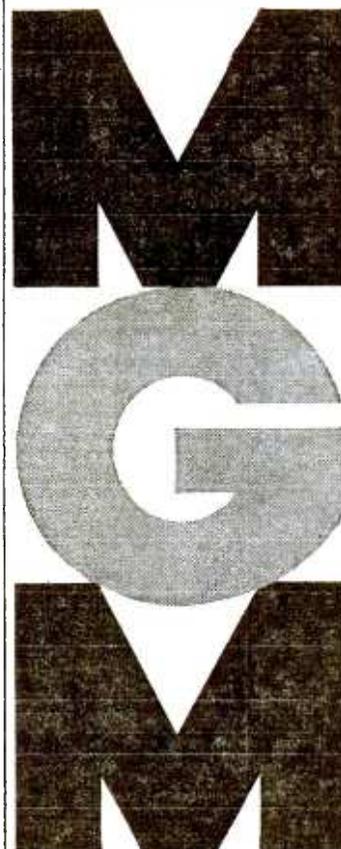
Results indicate Relative Strength Among Stereo-Only Albums

POPULAR ★★★★★

★★★★ **MARTY NAPOLEON AND HIS MUSIC**
Stereo-O-Craft RCS 504

STEREO ONLY

Here's a package of listenable music in stereo played capably by a fine group of jazz musicians, with Marty Napoleon featured on piano. Other instrumentalists include C. Jackson on bass, J. Puma on guitar, C. Leggio on tenor and M. Sheen on drums. Tunes include standards such as "You Made Me Love You," "Apple Blossom Time," "Girl of My Dreams," etc. Stereo effect is good, and the recorded sound is first class.



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MAKES MASTERS

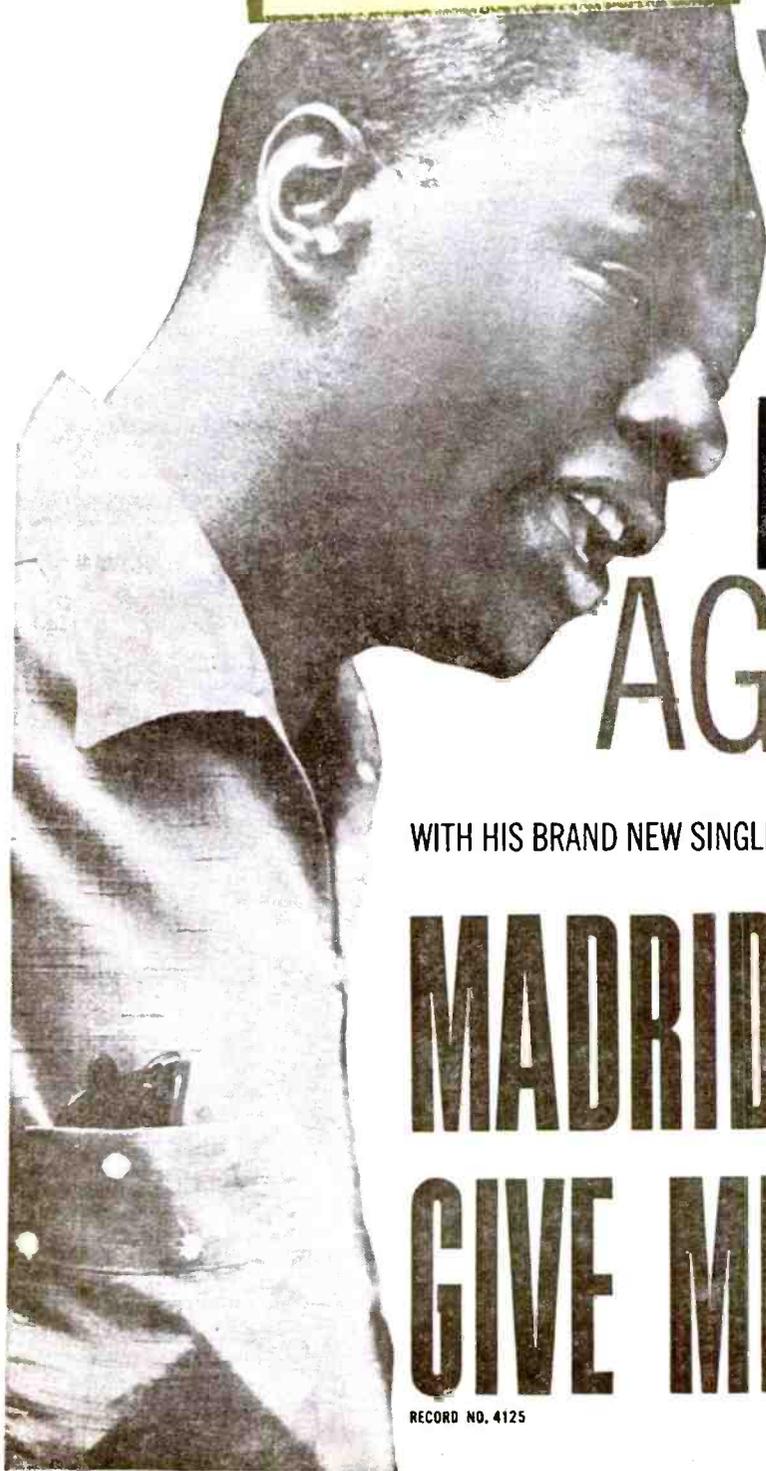
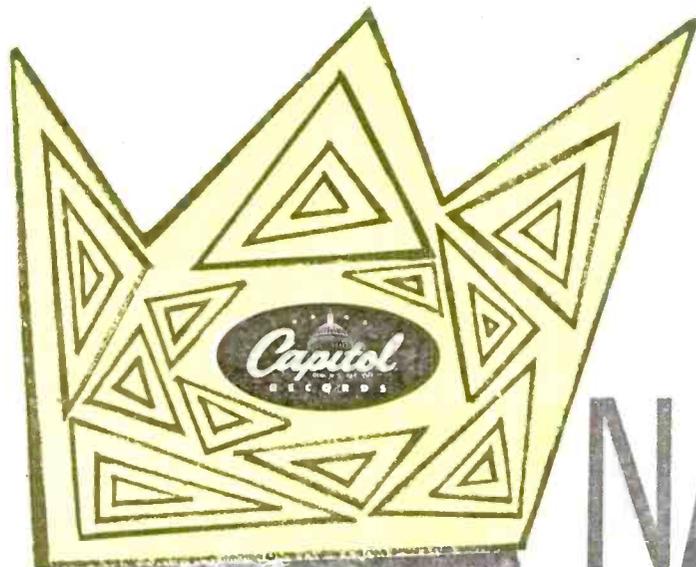
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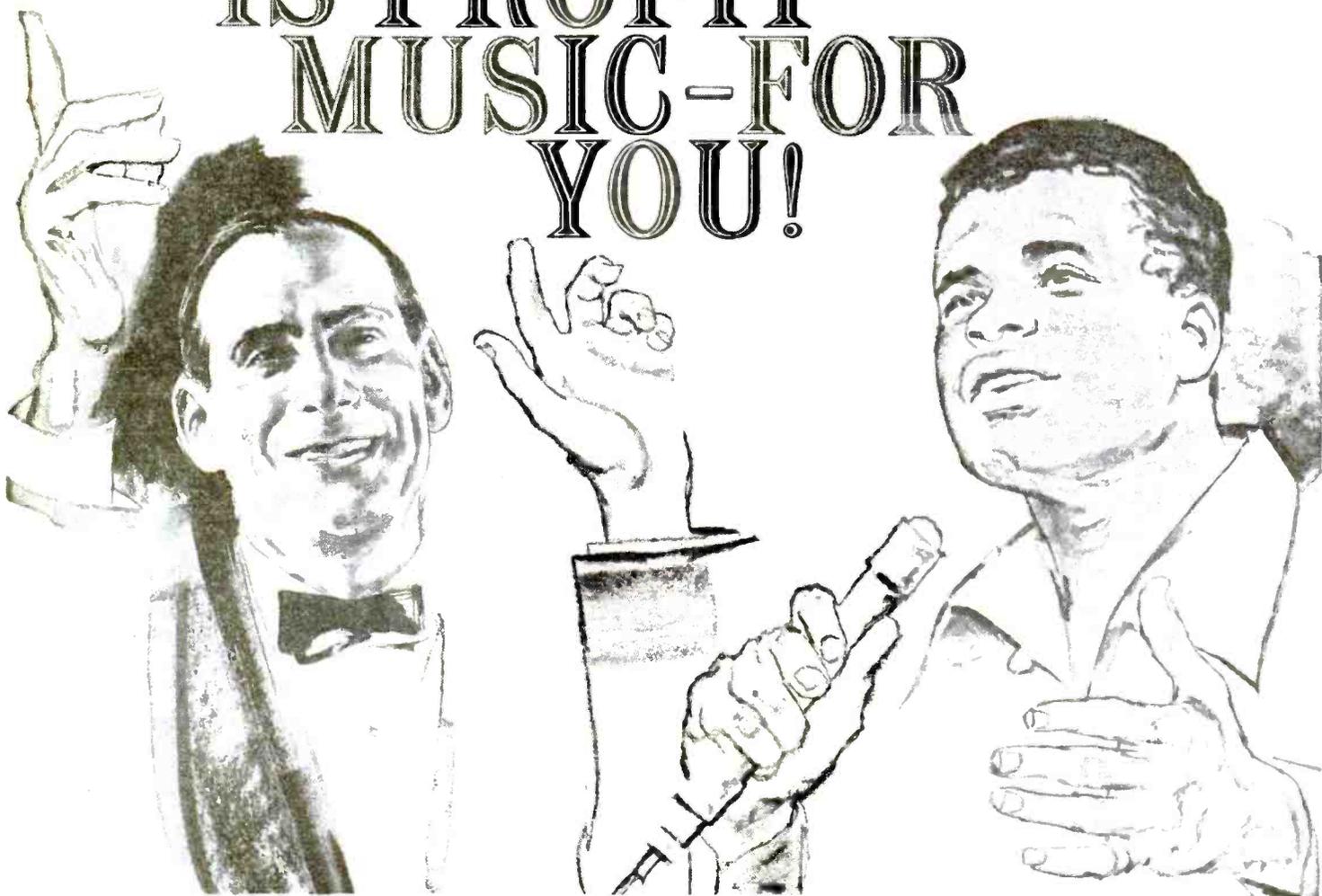
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 Have Band, Will Travel LN 3520 BN 517*
 Lester Lanin at the Tiffany Ball LN 3410 BN 505*
 Dance to the Music of Lester Lanin LN 3340
 Lester Lanin Goes to College LN 3474 BN 501*
 Lester Lanin and His Orchestra LN 3242
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Why Fight the Feeling? LN 3545 BN 525*
 With All My Love LN 3519 BN 518*
 The Golden Boy LN 3364
 Roy Hamilton LN 3176
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MGM RECORDS



WHOOOP-UP—Original Cast
E3745 OC, Stereo E3745 OC
DAVID ROSE PLAYS
MUSIC FROM WHOOOP-UP
E3748, Stereo E3748
DICK HYMAN TRIO SWINGS
MUSIC FROM WHOOOP-UP
E3747, Stereo E3747



JONI JAMES SINGS SONGS
OF HANK WILLIAMS
E3739, Stereo E3739,
X1632, X1633, X1634



LISA KIRK SINGS AT
THE PLAZA
E3737, Stereo E3737



MAURICE CHEVALIER
SINGS BROADWAY
E3738, Stereo E3738



FLAMENCO FURY—Jose Greco
E3741, Stereo E3741



DICK ROMAN SINGS
E3742, Stereo E3742



COUNTRY PICKIN'
AND HILLSIDE SINGIN'
The Osborne Brothers &
Red Allen
E3734, X1645, X1646, X1647



MURRAY ARNOLD
ENTERTAINS AT THE
SAHARA, LAS VEGAS
E3740

METROJAZZ



NEW FACES AT NEWPORT—
Randy Weston Trio &
Lem Winchester
E1065



KEEPING UP WITH THE
JONESES—The Jones Brothers
E1003, Stereo E1003

CUB ALBUMS



TAKE OFF IN SOUND—
Maria Smith CUB 8001



THE BLUES—MAMIE
WEBSTER SINGS W. C. HANBY
CUB 8002

CLASSICS



PROKOFIEFF: Symphony No. 4—Sensad! Rozdestvenski cond. The State Orch. of the U.S.S.R.
GC 30001



KNATCHATURIAN: Symphony No. 2—Nathan Rachin cond. The State Radio Orch. of the U.S.S.R.
GC 30002



KOGAN PLAYS THE KREUTZER SONATA, Leonid Kogon, Violin
GC 30003



DISTRANK PLAYS BRIGER—
David Distrank, Violin
GC 30004

HANK WILLIAMS

- LUKE THE DRIFTER
E3267, X1195, X1643, X1644
- HONKY TONKIN'
E3412, X1317, X1318, X1319
- I SAW THE LIGHT
E3331, X1218, X1648, X1649
- RAMBLIN' MAN
E3218, X1136, X1138, X1630
- MEMORIAL ALBUM
E3272, X1612, X1613, X1636
- THE UNFORGETTABLE
HANK WILLIAMS
E3733, X1637, X1638, X1639
- "MOANIN' THE BLUES"
E3330, X1219, 1216, 1219

* LION RECORDS NOT INCLUDED IN THIS PROGRAM

MGM RECORDS HAS THE LINE FOR '59

Dot's PARADE of BEST SELLERS

- 15888 WITH THE WIND & THE RAIN IN YOUR HAIR—GOOD ROCKIN' TONIGHT—Pat Boone
 15879 BLUE HAWAII—Billy Vaughn
 15880 CITY LIGHTS—STOLEN MOMENTS—Ivory Joe Hunter
 15890 PETITE FLEUR—Bob Crosby
 15858 YELLOW BIRD—Mills Brothers
 15887 FIRST STAR—The Tabs
 15840 I'LL REMEMBER TONIGHT—Pat Boone
 15884 THE ABA DABA HONEYMOON—LOVE IS A THING—Debbie Reynolds
 15882 NEVER, NEVER—WHEN YOUR HAIR HAS TURNED TO SILVER—The Treniers
 15881 THE COOL ALASKA ROCK & ROLL—Part I—Peter Lind Hayes-Mary Healy
 THE COOL ALASKA ROCK & ROLL—Part II—Nacio Herb Brown-Peter Lind Hayes
 15861 HAPPINESS LEFT YESTERDAY—Gale Storm
 15836 CIMARRON—Billy Vaughn

BEST SELLING LP's

- DLP-3118 STAR DUST—Pat Boone
 DLP-3119 BILLY VAUGHN PLAYS THE MILLION SELLERS
 DLP-3140 LA PALOMA—Billy Vaughn
 DLP-3122 JOHNNY MADDOX PLAYS THE MILLION SELLERS
 DLP-3121 YES INDEED!—Pat Boone
 DLP-3100—SAIL ALONG SILV'RY MOON—Billy Vaughn

BEST SELLING EP's

- DEP-1075 MARDI GRAS—Pat Boone
 DEP-1072—SAIL ALONG SILV'RY MOON—Billy Vaughn
 DEP-1071 BILLY VAUGHN PLAYS THE MILLION SELLERS
 DEP-1068 THE LORD'S PRAYER—Pat Boone
 DEP-1069 STAR DUST—Pat Boone
 DEP-1066 FOUR BY BILLY VAUGHN

NEW LP's

- DLP-3156 BILLY VAUGHN PLAYS
 DLP-3157 THE MILLS BROTHERS' GREAT HITS
 DLP-3150 AROUND THE WORLD—Steve Allen
 DLP-3149 POLKA DOT PARTY—Herb Shriner
 DLP-3143 JACK KANE SALUTES THE COMICS
 DLP-3151 WHISPERING HOPE—Bonnie Guitar
 DLP-3153 WHAT'S MY LINE
 DLP-3142 MY BABY—Ken Nordine

BEST SELLING and NEW STEREOGRAPHIC LP's

- DLP-25016 THE GOLDEN INSTRUMENTALS—Billy Vaughn
 DLP-25057 LURE OF THE ISLANDS—Hal Aloma
 DLP-25064 MELODIES IN GOLD—Billy Vaughn
 DLP-25068 HYMNS WE LOVE—Pat Boone
 DLP-25077 PAT BOONE SINGS IRVING BERLIN
 DLP-25086 MUSIC FOR THE GOLDEN HOURS—Billy Vaughn
 DLP-25096 SON OF WORD JAZZ—Ken Nordine & Fred Katz Group
 DLP-25097 LOVE SCENE—Elmer Bernstein
 DLP-25100 SAIL ALONG SILV'RY MOON—Billy Vaughn
 DLP-25103 MMMM . . . The Mills Brothers
 DLP-25108 RAGTIME PIANO 1917-'18—Johnny Maddox
 DLP-25109 HIGH UPON A MOUNTAIN—Eddie Albert
 DLP-25110 ORGAN HUES IN HI-FI—Al Bollington
 DLP-25113 MARGARET—Margaret Whiting
 DLP-25115 LOVE WORDS—Ken Nordine
 DLP-25118 STAR DUST—Pat Boone
 DLP-25119 BILLY VAUGHN PLAYS THE MILLION SELLERS
 DLP-25121 YES INDEED!—Pat Boone
 DLP-25122 JOHNNY MADDOX PLAYS THE MILLION SELLERS
 DLP-25126 WINDJAMMER CITY STYLE—Red Norvo
 DLP-25140 LA PALOMA—Billy Vaughn
 DLP-25143 JACK KANE SALUTES THE COMICS
 DLP-25149 POLKA DOT PARTY—Herb Shriner
 DLP-25150 AROUND THE WORLD—Steve Allen
 DLP-25151 WHISPERING HOPE—Bonnie Guitar
 DLP-25156 BILLY VAUGHN PLAYS
 DLP-25157 THE MILLS BROTHERS' GREAT HITS
 DLP-29006 CROSS COUNTRY SUITE—Buddy DeFranco
 DLP-29009 THE NINA, THE PINTA AND THE SANTA MARIA
 —Eddie Albert, Joanne Gilbert

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THE NATION'S BEST SELLING RECORDS

HONOR ROLL OF HITS

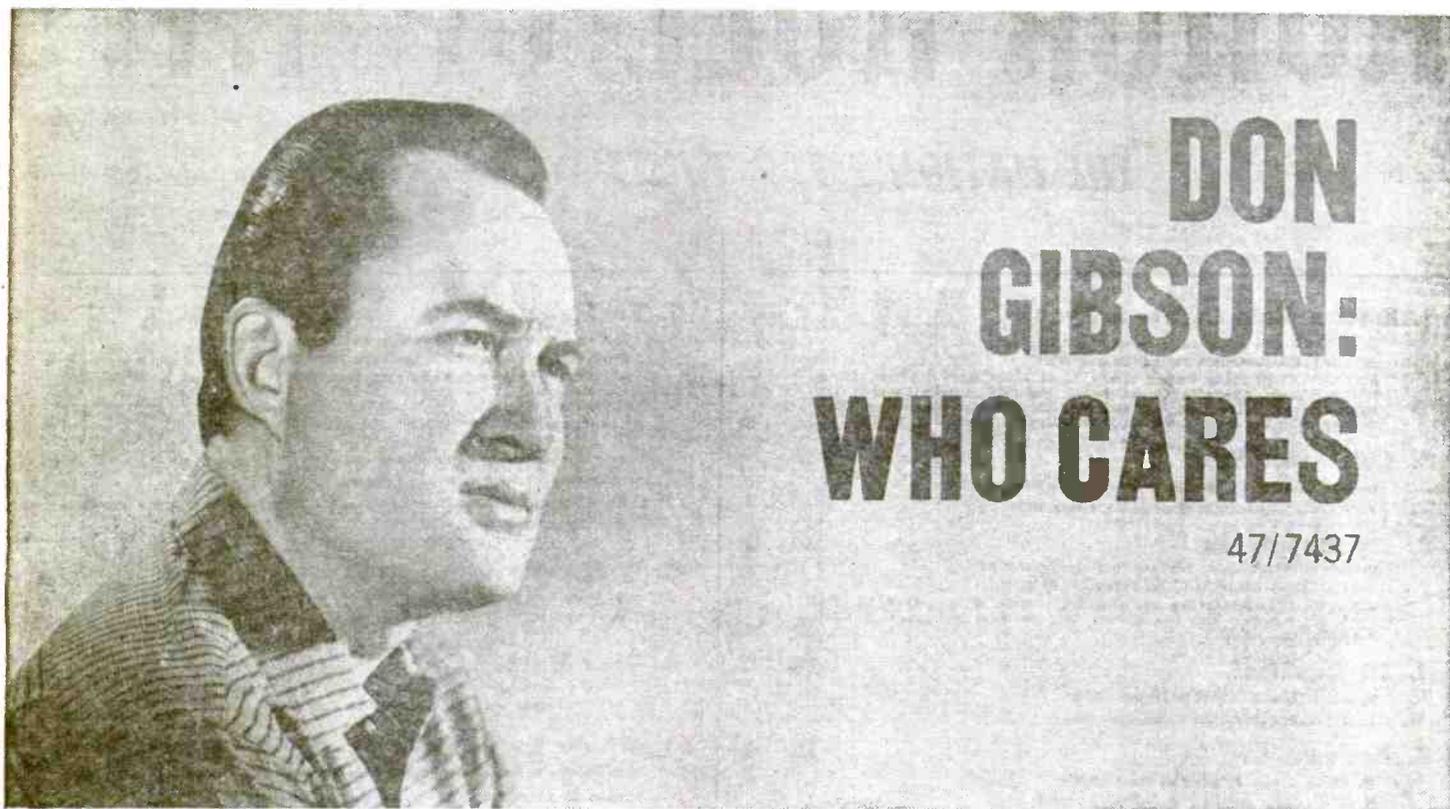
TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending January 10

This Week	Last Week	Weeks on Chart	Title	This Week	Last Week	Weeks on Chart	
1.	2	8	Smoke Gets in Your Eyes By Harbach-Kearns—Published by Harms (ASCAP) BEST SELLING RECORD: Platters, Mercury 71383 RECORDS AVAILABLE: Richard Barrett, MGM 12416; Harry Belafonte, Jubilee 3035; Earl Bostic, King 4570; Connie Boswell, Decca 25055; Carmen Cavallaro, Decca 24183; Dennis Day, Cap 1610; Jerry Gray, Decca 27450; Gordon Jenkins, Decca 27166; Guy Lombardo, Decca 23996; Tab Smith, Argo 3323; Fred Waring, Decca 23728.	6.	4	14	To Know Him Is to Love Him By Philip Spector—Published by Warner (BMI) BEST SELLING RECORD: Teddy Bears, Dore 503 RECORDS AVAILABLE: Cathy Carr, Roulette 4107; Evelyn and Towers Kinsey, Cap 4069.
2.	1	6	Chipmunk Song By Ross Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville, Liberty 55163	7.	8	7	Gotta Travel On By Paul Clayton—Published by Sandoz (BMI) BEST SELLING RECORD: Billy Grammer, Monument 400; RECORDS AVAILABLE: Harry Belafonte, Vic 7445; Bill Monroe & His Blue Grass Boys, Decca 30809.
3.	3	5	My Happiness By Peterson & Bergantine—Published by Happiness (ASCAP) BEST SELLING RECORD: Connie Francis, MGM 12738 RECORDS AVAILABLE: Ella Fitzgerald, Decca 24445; Mulcays, GNP 131; Pied Piper, Cap 1628; Ron Robt Lico, Cardinal 1003; Joe Siegel & Sandra, Coral 65316; Townsmen, Cardinal 1032.	8.	11	11	A Lover's Question By Brook Benton Jimmy Williams—Published by Eden-Progressive (BMI) BEST SELLING RECORD: Clyde McPhatter, Atlantic 1199.
4.	14	4	16 Candles By Dixon-Khent—Published by January (BMI) BEST SELLING RECORD: Cresta, Coed 306	9.	5	15	Tom Dooley By Dave Guard—Published by Beechwood (BMI) BEST SELLING RECORD: Kingston Trio, Cap 4049
5.	16	5	Donna By Ritchie Valens—Published by Kemo (BMI) BEST SELLING RECORD: Ritchie Valens, De-Fi 4110.	10.	9	8	Whole Lotta Loving By Domino & Bartholomew—Published by Starout (BMI) BEST SELLING RECORD: Fats Domino, Imperial 5553.
Second Ten							
11.	6	13	Lonesome Town By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545	16.	12	3	The Little Drummer Boy By Harry Simeon—Published by Delaware (ASCAP) BEST SELLING RECORD: Harry Simeon Chorale, 20th Fox 121.
12.	10	9	Problems By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1355.	17.	15	8	Bimbo By David-Peretti-Creatore—Published by Planetary (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4110.
13.	21	2	Stagger Lee By Archibald-Price-Logan—Published by Suedon (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount 3427.	18.	13	11	Beep Beep By Donny-Morey-Chic—Published by H.&L. (BMI) BEST SELLING RECORD: Playmates, Roulette 4115.
14.	7	10	One Night By Dave Bartholomew-Pearl King—Published by Travis-Preley (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7410.	19.	20	3	Goodbye Baby By Jack Scott—Published by Starfire (BMI) BEST SELLING RECORD: Jack Scott, Carlton 493.
15.	17	6	Lonely Teardrops By Barry Gordy Jr. & Tyran Carlo—Published by Pearl (BMI) BEST SELLING RECORD: Jackie Wilson, Brunswick 35105.	20.	-	1	All American Boy By Bill Parsons-Orville Lunford—Published by Buckeye (ASCAP) BEST SELLING RECORD: Bill Parsons, Fraternity 835.
Third Ten							
21.	22	4	Manhattan Spiritual By Billy Nixted—Published by Zodiac (BMI) RECORD AVAILABLE: Reg Owen Ork, Patere 5195.	26.	25	2	Lucky Ladybug By Frank C. Slay Jr. & Bob Crews—Published by Conley (BMI) RECORD AVAILABLE: Billy and Lillie, Swan 4020.
22.	18	11	I Got Stung By Aaron-Schroeder-David Hill—Published by Gladys Music (ASCAP) RECORD AVAILABLE: Elvis Presley, Vic 7410.	27.	-	4	Philadelphia, U.S.A. By Antonucci & Borelli—Published by Southern (ASCAP) RECORDS AVAILABLE: Milton D. Lusc, Dot 15865; Art Lund, Coral 62054; Nu Tornados, Carlton 492.
23.	-	1	(All of a Sudden) My Heart Sings By Ronnie-Jambian-Herpin—Published by Leeds (ASCAP) RECORDS AVAILABLE: Paul Anka, ABC-Paramount 3447; Karen Chandler, Decca 30341; Kathryn Grayson, M-G-M 30071; Roy Hamilton, Epic 9132; Guy Lombardo, Decca 27504; Fred Waring, Decca 24501.	28.	-	1	Nobody But You By Dee Clark—Published by Gladstone (ASCAP) RECORDS AVAILABLE: Dee Clark, Abner 1019; Luther Dixon, Chess 1682; Jimmy Simms, Lamp 2017; Mamie Van Doren, Dot 15863.
24.	24	3	The Diary By Neil Sedaka-Howard Greenfield—Published by Aldon (BMI) RECORD AVAILABLE: Neil Sedaka, Vic 7408	28.	-	1	May You Always By Larry Markes-Dick Charles—Published by Hecht-Lancaster & Buzzell (ASCAP) RECORD AVAILABLE: McGuire Sisters, Coral 62059.
25.	-	1	Hawaiian Wedding Song By Charles E. King-A. Hoffman-D. Manning—Published by Pickwick (ASCAP) RECORDS AVAILABLE: Mary Kay Trio, Warner Bros., 5015; Andy Williams, Cadence 1358.	30.	-	1	Love You Most of All By B. Campbell—Published by Hermosa (BMI) RECORD AVAILABLE: Sam Cooke, Keen 2008.

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



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THE CHORDETTES



CLP 3001

The Billboard

HOT 100

FOR THE WEEK ENDING JANUARY 25

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
2	2	2	1	SMOKE GETS IN YOUR EYES	Platters, Mercury 71303	10
13	6	3	2	MY HAPPINESS	Connie Francis, M-G-M 12730	7
1	1	1	3	THE CHIPMUNK SONG	David Seville & the Chipmunks, Liberty 55168	7
18	15	15	4	★ DONNA	Ritchie Valens, Del-Fi 4110	9
25	18	12	5	16 CANDLES	Crestle, Coed 506	9
9	8	7	6	A LOVER'S QUESTION	Clide McPhatter, Atlantic 1199	14
11	9	4	7	GOTTA TRAVEL ON	Billy Grammer, Monument 400	9
10	10	6	8	WHOLE LOTTA LOVING	Fats Domino, Imperial 5553	10
53	36	21	9	★ STAGGER LEE	Lloyd Price, ABC-Paramount 5972	7
3	3	5	10	TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 503	18
5	4	9	11	PROBLEMS	Everly Brothers, Cadence 1355	11
16	20	17	12	LONELY TEARDROPS	Jacqui Wilson, Brunswick 55105	9
4	5	8	13	ONE NIGHT	Elvis Presley, RCA Victor 7410	11
7	11	10	14	LONESOME TOWN	Ricky Nelson, Imperial 5545	12
30	23	19	15	GOODBYE BABY	Jack Scott, Carlton 493	6
22	22	20	16	MANHATTAN SPIRITUAL	Reg Owen Ork, Palette 5005	7
39	33	26	17	ALL AMERICAN BOY	Bill Parsons, Fraternity 035	5
6	7	11	18	TOM DOOLEY	Kingston Trio, Capitol 4049	17
15	13	14	19	BIMBOMBEY	Jimmie Rodgers, Roulette 4116	11
8	12	16	20	BEEP BEEP	Playmates, Roulette 4115	12
32	21	23	21	THE DIARY	Neil Sedaka, RCA Victor 7468	7
14	14	18	22	I GOT STUNG	Elvis Presley, RCA Victor 7410	11
29	16	13	23	THE LITTLE DRUMMER BOY	Harry Simonsen Chorale, 20th Fox 121	5
43	37	25	24	(ALL OF A SUDDEN) MY HEART SINGS	Paul Anka, ABC-Paramount 5987	5
56	27	24	25	LUCKY LADYBUG	Billy and Lillie, Swan 4020	5
46	54	33	26	NOBODY BUT YOU	Dee Clark, Abner 1019	8
—	84	46	27	★ MAY YOU ALWAYS	McGuire Sisters, Coral 62059	3
50	41	36	28	PEEK-A-BOO	Cadillacs, Joste 846	7
17	17	29	29	QUEEN OF THE HOP	Bobby Darin, Atco 6127	16
72	48	34	30	HAWAIIAN WEDDING SONG	Andy Williams, Cadence 1358	4

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
26	31	27	31	LOVE YOU MOST OF ALL	Sam Cooke, Keen 2000	10
27	28	31	32	PHILADELPHIA, U.S.A.	Nu Tornadoes, Carlton 492	10
81	80	54	33	★ LA BAMBA	Ritchie Valens, Del-Fi 4110	4
—	78	44	34	★ PETER GUNN THEME	Ray Anthony, Capitol 4041	3
34	38	28	35	I CRIED A TEAR	LaVern Baker, Atlantic 2007	7
12	19	22	36	IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	19
100	60	41	37	RED RIVER ROSE	Ames Brothers, RCA Victor 7413	4
23	25	32	38	I'LL WAIT FOR YOU	Frankie Avalon, Chancellor 1026	13
58	50	40	39	ROCK-A-CONGA	Applejacks, Cameo 155	5
—	—	69	40	★ THE CHILDREN'S MARCHING SONG	Cyril Stapleton, London 1051	2
48	35	42	41	C'MON EVERYBODY	Eddie Cochran, Liberty 55166	9
19	24	30	42	LOVE IS ALL WE NEED	Tommy Edwards, M-G-M 12722	13
—	98	72	43	★ TALL PAUL	Annette, Disneyland 118	3
51	46	43	44	THE WEDDING	June Valli, Mercury 71302	9
68	58	50	45	TEASIN'	Quaker City Boys, Swan 4023	5
—	86	61	46	★ LITTLE SPACE GIRL	Jean Lee Turner, Carlton 496	3
21	32	37	47	POOR BOY	Royal Tones, Jubilee 5338	14
20	34	38	48	I GOT A FEELING	Ricky Nelson, Imperial 5545	15
—	82	52	49	LET'S LOVE	Johnny Mathis, Columbia 41304	3
—	—	97	50	★ WITH THE WIND AND THE RAIN IN YOUR HAIR	Pat Boone, Dot 15888	2
85	61	55	51	WIGGLE, WIGGLE	Accents, Brunswick 55100	5
73	59	49	52	BLUE HAWAII	Billy Vaughn, Dot 15879	4
55	40	51	53	DON'T PITY ME	Dion and the Belmonts, Laurie 3021	5
—	—	73	54	★ THE CHILDREN'S MARCHING SONG	Mitch Miller, Columbia 41317	2
24	30	45	55	THAT OLD BLACK MAGIC	Keely Smith and Louie Prima, Capitol 4063	12
—	—	79	56	★ I'M A MAN	Fabian, Chancellor 1029	2
54	51	47	57	IT'S JUST ABOUT TIME	Johnny Cash, Sun 309	6
—	71	63	58	DON'T YOU KNOW YOCKOMO	Ruey (Piano) Smith, Ace 853	4
92	69	64	59	THE BLUEBIRD, THE BUZZARD AND THE ORIOLE	Bobby Day, Casa 241	4
—	73	62	60	YOU ARE BEAUTIFUL	Johnny Mathis, Columbia 41304	3

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

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

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
61	57	48	61		TRY ME	James Brown, Federal 12337	6
—	—	83	62	★	TRUST IN ME	Patti Page, Mercury 71400	2
33	29	39	63		TEEN COMMANDMENTS	F. Aoki, G. Hamilton IV, J. Nash, ABC-Paramount 9974	8
—	85	82	64	★	PRETTY GIRLS EVERYWHERE	Eugene Church, Class 235	4
—	83	66	65		THE GIRL ON PAGE 44	The Four Lads, Columbia 41310	3
42	52	57	66		BIG BOPPER'S WEDDING	Big Bopper, Mercury 71375	7
31	26	35	67		CANNON BALL	Duane Eddy, Jamie 1111	12
—	—	90	68	★	PETITE FLEUR	Chris Barber's Jazz Band, Laurie 3022	2
—	—	100	69	★	IT'S ONLY THE BEGINNING	The Kalin Twins, Decca 30807	2
—	81	74	70		YELLOW BIRD	Mills Brothers, Dol 15858	3
—	—	—	71	★	DON'T TAKE YOUR GUNS TO TOWN	Johnny Cash, Columbia 41313	1
76	—	91	72	★	THE WORRYIN' KIND	Tommy Sands, Capitol 4082	3
98	—	—	73	★	SAVE MY SOUL	Jack Scott, Carlton 493	2
83	67	85	74		DREAMY EYES	Johnnie Ellington, Cadence 1353	8
45	56	53	75		PLEDGING MY LOVE	Roy Hamilton, Epic 9294	10
—	89	76	76		TEACH ME TONIGHT CHA CHA	DeCastro Sisters, ABC-Paramount 9988	3
41	49	68	77		THE END	Earl Grant, Decca 30719	19
—	100	89	78		GAZACHSTAHAGEN	Wild Cats, United Artists 154	3
36	44	56	79		TURVY II	Cory Cole, Love 5013	8
—	—	92	80		THERE'S GOOD ROCKING TONIGHT	Pat Boone, Dol 15888	2
—	88	75	81		ONE ROSE	Teresa Brewer, Coral 62057	3
99	96	87	82		HEARTBEAT	Buddy Holly, Coral 62051	4
—	—	95	83		O' FALLING STAR	Four Knights, Coral 62045	2
—	—	98	84		RASPBERRIES, STRAWBERRIES	Kingston Trio, Capitol 4114	2
—	—	—	85	★	TEASABLE PLEASABLE YOU	Budds Knox, Roulette 76397	1
—	—	—	86	★	LOVERS NEVER SAY GOODBYE	Flandinos, End 1035	1
—	79	78	87		I TALK TO THE TREES CHA CHA	Edmundo Ros, London 1834	3
40	39	65	88		THE WORLD OUTSIDE	Four Cuts, Epic 9295	11
—	—	—	89	★	THE LONELY ONE	Duane Eddy, Jamie 1117	1
37	55	67	90		CHANTILLY LACE	Big Bopper, Mercury 71343	24

THE BILLBOARD'S BEST BUYS

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

POP

- DON'T TAKE YOUR GUNS TO TOWN** **Johnny Cash**
(Cash, BMI) I Still Miss Someone (Cash BMI) Columbia 41313
- WITH THE WIND AND THE RAIN IN YOUR HAIR** **Pat Boone**
(Paramount, ASCAP) (Blue Ridge, BMI) Dol 15888
- TRUST IN ME** **Patti Page**
(Advanced, ASCAP) Under the Sun Valley Moon (Lear, ASCAP) Mercury 71400
- IT'S ONLY THE BEGINNING** **Kalin Twins**
(Daniels, ASCAP) Oh! My Goodness (Jason, BMI) Decca 30807
The above are previous Billboard Spotlight picks
- I'M A MAN** **Fabian**
(Rio Grande, BMI) Hypnotized (January, BMI) Chancellor 1029
- TALL PAUL** **Annette**
(Wonderland, BMI) Ma, He's Making Eyes at Me (Mills, ASCAP) Disneyland 118
- PETITE FLEUR** **Chris Barber's Jazz Band**
(Hill & Range, BMI) Wild Cat Blues (Pickwick, ASCAP) Laurie 3022

C&W

- WHEN IT'S SPRINGTIME IN ALASKA** **Johnny Horton**
(Cajun, BMI) Whispering Pines (Buna, BMI) Columbia 41308
A previous Billboard Spotlight pick

R&B

- THE RIGHT TIME** **Ray Charles**
(Crossroads, BMI) Tell All the World About You (Progressive, BMI) Atlantic 2010
A previous Billboard Spotlight pick

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	77	71	91		DANCE WITH THE TEACHER	Olympics, Demon 1512	4
67	76	80	92		COME PRIMA	Pilly Berce, Columbia 41375	6
—	—	—	93		I'LL SAIL MY SHIP ALONE	Terre Lee Lewis, Sun 312	1
—	—	—	94		MATILDA	Cookie & His Cupcakes, Judd 1002	1
—	—	—	95		HERE I STAND	Wade Fleming, See Jay 295	2
—	—	—	96		MY MAN	Perry Lee, Capitol 4115	1
—	—	—	97		THERE MUST BE A WAY	Janet James, M-G-M 12736	1
93	93	81	98		FUNNY	Jesse Belvin, RCA Victor 7387	4
94	70	60	99		COME PRIMA	Tony Dalardo, Mercury 71327	7
—	—	—	100		WHO CARES	Don Gibson, RCA Victor 7437	1

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• Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. SMOKE GETS IN YOUR EYES (Harms)	3	4
2. TOM DOOLEY (Beechwood)	1	12
3. TO KNOW HIM IS TO LOVE HIM (Warman)	2	12
4. MY HAPPINESS (Happiness)	12	2
5. THE CHIPMUNK SONG (Monarch)	5	6
6. LONESOME TOWN (Eric)	4	10
7. THE DAY THE RAINS CAME (Garland)	7	15
8. COME PRIMA (AMC)	8	7
9. YOU ARE BEAUTIFUL (Williamson)	-	1
10. SIXTEEN CANDLES (January)	-	1
11. THE WORLD OUTSIDE (Chappell)	6	9
12. GOTTA TRAVEL ON (Sanga)	-	1
13. PROBLEMS (Acuff-Rose)	13	3
14. CHILDREN'S MARCHING SONG (Miller)	-	1
15. HAWAIIAN WEDDING SONG (Pickwick)	-	1

• Best Selling Sheet Music in Britain

(For week ending January 10)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. America publishers in parenthesis.

More Than Ever—Sterling (Ameco)	Trudie—Henderson (Kassner)
The Day the Rains Came—John Fields (Garland)	As I Love You—Macmelodies (Northern)
It's Only Make Believe—Francis Day (Marielle)	Love Makes the World Go Round—Chappell (Winneton)
A Certain Smile—Robbins (Robbins)	Tom Dooley—Ardmore (Beechwood)
The World Outside—Keith Prowse (Chappell)	Carolins Moon—Lawrence Wright (Cromwell)
Mandolins in the Moonlight—Bron (Roncom)	To Know Him Is to Love Him—Bourne (Warman)
Hoots Mon—Southern (Southern)	Real Love—Progressive (Acuff-Rose)
It's All in the Game—Blossom (Remick)	Tea for Two Cha Cha—Chappell (Harms)
Someday—Henderson (Leeds)	You Need Hands—Lakeview (Leeds)
Tom Dooley—Essex (Ludlow)	Kiss Me Honey, Honey—Lakeview (Leeds)

• Best Selling Pop Records in Britain

(For week ending January 10)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. IT'S ONLY MAKE BELIEVE—Conway Twitty (MGM)	1
2. THE DAY THE RAINS CAME—Jane Morgan (London)	4
3. HOOTS MON—Lord Rockingham's XI (Decca)	2
4. TEA FOR TWO CHA CHA—Tommy Dorsey Orchestra (Brunswick)	3
5. TOM DOOLEY—Lonnie Donegan (Pye-Nixa)	4
6. TO KNOW HIM IS TO LOVE HIM—Teddy Bears (London)	9
7. BABY FACE—Little Richard (London)	14
8. LOVE MAKES THE WORLD GO 'ROUND—Perry Como (RCA)	8
9. COME ON LET'S GO—Tommy Steele (Decca)	11
10. HIGH-CLASS BABY—Cliff Richards (Columbia)	7
11. TOM DOOLEY—Kinaston Trio (Capitol)	6
11. KISS ME, HONEY HONEY, KISS ME—Shirley Bassey (Phillips)	13
13. YOU ALWAYS HURT THE ONE YOU LOVE—Connie Francis (MGM)	17
14. MANDOLINS IN THE MOONLIGHT—Perry Como (RCA)	12
15. WOMAN FROM LIBERIA—Jimmie Rodgers (Columbia)	18
16. AS I LOVE YOU—Shirley Bassey (Phillips)	-
17. SMOKE GETS IN YOUR EYES—Platters (Mercury)	-
18. IT'S ALL IN THE GAME—Tommy Edwards (MGM)	10
19. MY UKULELE—Max Bygraves (Decca)	-
20. SOMEDAY—Ricky Nelson (London)	15

NO NEVER MY LOVE
Clint Miller

★ ★ ★ NO NEVER MY LOVE
 ABC-PARAMOUNT 9979—The lad sells a rockballad tastefully, again helped by the girls and the combo. (Roger, ASCAP)
 —Review from The Billboard

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The Billboard HOT C & W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
3	3	2	1	BILLY BAYOU	Jim Reeves, RCA Victor 7380	11
1	1	1	2	CITY LIGHTS	Ray Price, Columbia 41191	14
4	2	3	3	COUNTRY MUSIC IS HERE TO STAY	Simon Crum, Capitol 4673	12
5	5	5	4	LIFE TO GO	Stewart Jackson, Columbia 41257	12
2	4	4	5	PICK ME UP ON YOUR WAY DOWN	Charlie Walker, Columbia 41211	14
6	7	6	6	TREASURE OF LOVE	George Jones, Mercury 71373	10
15	14	11	7	I'VE RUN OUT OF TOMORROWS	Hank Thompson, Capitol 4685	8
19	12	10	8	COME WALK WITH ME	Stoney Cooper & Wilma Lee, Hickory 1685	6
14	16	15	9	MY BABY'S GONE	Louis Brothers, Capitol 4655	14
—	—	27	10	WHEN IT'S SPRINGTIME IN ALASKA	Johnny Horton, Columbia 41368	2
7	6	8	11	GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7336	14
11	10	7	12	YOU'RE MAKING A FOOL OUT OF ME	Jimmy Newman, M-G-M 12787	12
21	—	16	13	CIGARETTES AND COFFEE BLUES	Lefty Fitzgerald, Columbia 41268	7
—	24	24	14	THAT'S WHAT IT'S LIKE TO BE LONESOME	Ray Price, Columbia 41369	3
—	15	13	15	DARK HOLLOW	Luke Gordon, Blue Ridge 562	4
—	22	22	16	GOTTA TRAVEL ON	Billy Grammer, Monument 406	3
8	11	12	17	ALL OVER AGAIN	Johnny Cash, Columbia 41251	14
9	8	9	18	SQUAWS ALONG THE YUKON	Hank Thompson, Capitol 4617	14
10	20	17	19	THAT'S THE WAY I FEEL	Faron Young, Capitol 4656	14
—	—	—	20	DON'T TAKE YOUR GUNS TO TOWN	Johnny Cash, Columbia 41313	1
—	19	18	21	WHICH ONE IS TO BLAME!	Wilburn Brothers, Decca 36787	3
—	—	—	22	I'M LETTING YOU GO	Webb Pierce, Decca 36789	1
16	—	—	23	ROCK HEARTS	Jimmy Martin, Decca 36783	5
12	9	14	24	WHAT DO I CARE!	Johnny Cash, Columbia 41251	14
—	—	—	25	BEST YEARS OF YOUR LIFE	Carl Smith, Columbia 41290	1
20	21	26	26	SO MANY TIMES	Roy Acuff, Hickory 1696	4
—	23	19	27	WHAT AM I LIVING FOR!	Ernest Tubbs, Decca 36789	3
—	—	—	28	DARK HOLLOW	Jimmy Skinner, Mercury 71367	1
—	—	—	29	KNOXVILLE GIRL	Wilburn Brothers, Decca 36787	1
—	—	—	30	IT'S JUST ABOUT TIME	Johnny Cash, Sun 309	1

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THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

SPOTLIGHT—Strongest Sales Potential of ALL records reviewed this week
★★★★—Very Strong Sales Potential

★★★—Good Sales Potential
★★—Moderate Sales Potential
★—Limited Sales Potential

★★★★

BOBBY FREEMAN

★★★★ A Love to Last a Lifetime
 JOSIE 855—Pretty ballad is sung with a gospel feeling by Freeman on this fetching cutting. It has a chance to take off quickly. (Wemar, BMI)

★★★★ When You're Smiling
 The standard is sold with spirit by the chanter over a rocking beat. It could grab much coin. Watch it. (Mills, ASCAP)

JANICE HARPER

★★★★ I Need You
 CAPITOL 4131—Janice Harper sells this big ballad with a lot of feeling over most attractive ork backing. Gal could have a big one here. Very spinnable side. (Leeds, ASCAP)

★★★★ Let There be Love
 A fine chanting job by the warm-voiced turn on this pretty new ballad with a strong lyric and fine backing. This could also be big. (Columbia, BMI)

THE TOMMY DORSEY ORK, STARRING WARREN COVINGTON

★★★★ I Still Get Jealous - Cha Cha
 DECCA 30827—The great old standard receives a solid reading from the Dorsey-Covington crew, as they add a sweet cha cha beat to the tune. Could grab a lot of loot from boxes and for dealers. (Morris, ASCAP)

★★★ Dinah - Cha Cha
 The ork is back with another cha cha, and it's sold with the guts and drive that could make it another big one. (Mills & Morris, ASCAP)

BOBBY HENDRICKS

★★★★ Cast Your Vote
 SUE 710—Bobby Hendricks comes thru with a wild rendition of a driving rocker, as he asks the United Nations for a declaration for young rock and rollers. It has a sound and could break thru. (Satur, BMI)

★★★ It's Misery
 On this side the chanter tells how he feels now that his gal no longer cares. It's a warm ballad. (Satur, BMI)

THE COASTERS

★★★★ Charlie Brown
 ATCO 6132—The Coasters turn in an attractive reading concerning the problems of Charlie Brown on this rocking side. Could get coins. Watch it. Good teen lyric. (Tiger, BMI)

★★★ Three Cool Cats
 On this side the Coasters tell of three cats who stand on the street corner watching the chicks as they stroll by. Interesting side, but flip appears stronger. (Tiger, BMI)

SONNY JAMES

★★★★ Dream Big
 CAPITOL 4127—Strong warbling sint by James and vocal group on an infectious rockabilly item, with dual market appeal. (Famous, ASCAP)

★★★ Yo-Yo
 Effective multi-track vocal treatment by James on amusing novelty with catchy tempo. (Marson, BMI)

★★★

ROBERT & JOHNNY

★★★★ Give Me the Key to Your Heart
 OLD TOWN 1065—The pair give their own style of harmony to this pleaser. This one could certainly catch some action. (Maureen, BMI)

★★★ Tru's in Love

The boys turn their attention to a lovely message expressing their true feelings. A commercial coupling. (Maureen, BMI)

THE MOONGLOWS

★★★ I'll Never Stop Wanting You
 CHESS 1717—This one starts with some pleasant vocal harmonies, followed by a devoted lead performance in slow rock tempo. The cat really puts his heart in this. Watch it. (Arc, BMI)

★★★ Love Is a River
 The boys have a fiddle-backed, slow ballad reading here. Side could garner some interest. (Arc, BMI)

NOBLE (THIN MAN) WAITS

★★★ Flap Jack
 BATON 266—Growling tenor and twangy guitars distinguish this listenable instrumental, good juke wax. (Dare, BMI)

★★★ Hot Tamales

A honking horn sells this rhumba blues instrumental that swings from take-off. It's a frantic side and could attract coins. (Dare, BMI)

CHARLIE GRACIE

★★★ Hurry Up, Buttercup
 CORAL 62073—Cute, fly rocker is performed brightly by the chanter on his debut recording for the label. It's a good side. (Shapiro-Bernstein, ASCAP)

★★★ Doodlebug

Another cute rocker is handed an enthusiastic reading by the Philadelphia cat. This side, too, is a good one, and the lad could get some action on either. (Skidmore, ASCAP)

JIMMIE & THE-NIGHT HOPPERS

★★★ Night Hop
 NIGHT 2006—A blues instrumental, which catches the flavor of night travel—sounds of auto horns, etc. Imaginative use of the blues medium. (Post, ASCAP)

★★★ Cruising

Another instrumental, similar in feeling to the flip; but without the traffic sounds and more of a melody line. (Post, ASCAP)

THE FIVE FLEETS

★★★ Yo Good Lovin'
 FEISTED 8522—Exuberant chanting by lead singer and group on catchy rocker with good beat. A dual market item. (Lowery, BMI)

★★★ Slight Case of Love
 Group sounds good here too with similar type material. Good lead performance. Nice coupling. (Lowery, BMI)

THE IMPALAS

★★★ Lost Bougie
 SUNDOWN 115—Good instrumental blues. Solid beat, with horns giving a soulful feeling. (Durf, BMI)

★★ The Lonely One
 Blues instrumental with plenty of beat, and horns giving a "Tequila" touch. Honest wax. (Durf, BMI)

THE MOONBEAMS

★★★ Cryin' the Blues
 CHECKER 912—A weeper ballad delivered with a certain masha-ga feeling by the lead. A good side that could stir some action. (Arc & Sapphire, BMI)

★★ Teen Age Baby
 The rhythm side is in the blues tradition. It's nicely rendered but the flip may have an edge. (Arc & Sapphire, BMI)



THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK

Pop Records

CHUCK BERRY

ANTHONY BOY (Arc, BMI)
THAT'S MY DESIRE (Mills, ASCAP)

Berry has two potent sides—his strongest in a spell. "Anthony Boy" is an interesting item with a sort of folk flavor and very topical teen lyrics and it's sold with drive. Flip is a spicy cha cha reading of the old Frankie Laine hit. Either can score. Chess 1716



ROGER WILLIAMS

THE KEYS TO THE KINGDOM (Chappell, ASCAP)
DEARER THAN DEAR (Remick, ASCAP)

"The Key" is a lovely ballad, based on "Mediterranean Concerto." The pianist is given a warm chorus assist by the Happy Harts on the lushly presented side. It has a hit sound, and it could go all the way. "Dearer Than Dear" is in a bouncy groove, and the Happy Harts again add much to side. Both appear winners. Kapp 257



MARTY ROBBINS

THE HANGING TREE (Witmark, ASCAP)
THE BLUES COUNTRY STYLE (Advanced, ASCAP)

"The Hanging Tree," title tune from a coming flick, is neatly warbled by Robbins. The folksy tune is catchy, and the side could reap heavy coin in both pop and c.&w. markets. Flip, "Country Style," is in more of a traditional c.&w. groove. This can also go well. Columbia 41325



BUDDY HOLLY

IT DOESN'T MATTER ANYMORE (Spanka, BMI)
RAINING IN MY HEART (Acuff-Rose, BMI)

Holly switches style to the ballad-kick on "It Doesn't Matter Anymore," a tune clefted by Paul Anka. "Raining" is a ballad by the Bryants that is also warmly read. Excellent ork backing on both helps. These could be big sides. Coral 62074



LITTLE ANTHONY & THE IMPERIALS

WISHFUL THINKING (Vanderbilt, ASCAP)
WHEN YOU WISH UPON A STAR (Robbins, ASCAP)

Little Anthony and crew appear to be in chart form again on these two fine efforts. "Wishful Thinking" is similar in sound to "Tears on My Pillow," the group's first click. "When You Wish," the oldie, is also wrapped up in salable rockaballad style. Two potent sides. End 1039



THE PONI TAILS

FATHER TIME (Sherwin, ASCAP)
EARLY TO BED (Mansion, ASCAP)

The gals could bounce back with these waxings. "Father Time" is a brightly rendered item with cute lyrics and a smart vocal by the gals. It's a peppy, terp side that could easily click. "Early to Bed" is an equally catchy side that moves right along. ABC-Paramount 9993



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

Pop Talent

BILLY SHEPHARD

YOU CALL EVERYBODY DARLING
(Mayfair, ASCAP)

Shephard has a highly appealing rendition of the oldie to mark his disk debut. It's done in danceable fashion with effective orking pacing the fine vocal treatment. He could have a winner with this. Flip is "Somebody Stole My Gal," (Robbins, ASCAP). Felsted 8549



Pop Novelty

SAM SPACE & THE CADETS

TAKE ME TO YOUR LEADER CHA CHA CHA
(Knollwood, ASCAP)

Space and his cadets deliver this imaginative novelty about space visitors with a yen, in wacky style. It's a cute gimmicky side with strong possibilities. There's action on it in some Eastern markets. Flip is "The Man With the Green Mustache," (Janos, BMI). Cabot 127



Pop Disk Jockey Programming

JO STAFFORD

HOW CAN WE SAY GOODBYE (Grady, ASCAP)
MY HEART IS FROM MISSOURI (Grady, ASCAP)

The fine thrush is at her best on "How Can We Say Goodbye," a lovely ballad that is given a quality reading with beautiful ork backing. Cheerful piping on "My Heart Is From Missouri," a bright march effort, also provides an excellent side for deejays. Columbia 41321



PATTY SATURDAY

LADIES CHOICE (Kincord, BMI)

Miss Saturday bows on wax with an excellent side for jocks who run hops. It's very much in the teen groove, and spins should win approval from the kids. Tune is a rocker with a Latin touch. Side can also do well sales-wise. Flip is "Love Is a Beautiful Thing," (Kincord, BMI). Swan 4022



EDDIE BARCLAY ORK

SERMONETTE (American Jazz, BMI)

The French orkster has a really smart treatment of the Nat and Julian Adderley jazz theme and it's a good side for both pop and jazz jocks. Side is from their current L.P. It's a moderate-beat, danceable effort that should score with all age groups. Flip is "Paris Blues" (Rayven, BMI). United Artists 155



CHARLIE BLACKWELL

MIDNIGHT OIL (Music World, BMI)

Blackwell delivers a happy, whistling side with rhythm support. The cat really swings in his improvisations. It's a clever item with a good chance for coin, if it's plugged. Flip is "None of 'Em Glow Like You" (Moonbeam, BMI). Warner Bros. 5031.



C&W Records

NO SELECTIONS THIS WEEK.

R&B Records

NO SELECTIONS THIS WEEK.

"Plain Jane" is the correct title of the Bobby Darin side, spotlighted in last week's issue of The Billboard. Publishers are (Rumbalero-Fern Progressive, BMI). Correct publishers for the flip side, "While I'm Gone," also a spotlight side, are (Fern-Progressive, BMI).

JOHNNIE RAY

*** When's Your Birthday, Baby
COLUMBIA 41327—A nice song gets an attractive reading by Ray. Will no doubt catch spins. (Planetary & Valyr, ASCAP)

** One Man's Love Song Is Another Man's Blues
A medium-beat tune with an okay reading by Ray. It can get some attention. (Summit, ASCAP)

TONY MIDDLETON

*** I Just Want Somebody
TRIUMPH 600—A deeply dedicated plea by the impressive chanter. He really shouts this one out to the accompaniment of church figures in the piano. Good side. (Medal-Volo, BMI)

** Count Your Blessings
A sharp gospel-styled side with plenty of excitement by the lead and the backing group. (Medal-Godday, BMI)

ARI NEVILLE

*** Arabian Love Call
SPECIALTY 656—Blues novelty, introducing a pseudo Oriental strain. Watch it for the gimmicky sound and instrumentation may get action. (Venice, BMI)

** What's Going On
Bluesy, folk-flavored side, chanted very well by Neville. (Venice, BMI)

THE CAPITALS

*** Write Me a Love Letter
TRIUMPH 601—There's a lot happening on this up-beater, with the group shouting out the message. Good swinging backing. An exciting side. (Goday-Medal, BMI)

** Three o'Clock Rock
A fine, upbeat bluesy side with a strong lead by the cat, with the group rapping out good rhythmic support. (Goday-Medal, BMI)

THE CYCLONES

*** Aftermath
TROPHY 503—Blues instrumental with a Vancey figure in the bass. Good side for lovers of the honest article. The scoring gives prominence to strings, piano and horns. (K. & G., BMI)

** You Can't Make Me Cry
Chanter Bob Williams does a soulful vocal on a good ballad. He's backed by a chorus and a modified triplet figure. (K. & G., BMI)

THE BROWN BROTHERS

*** Am I to Be the One
ALADDIN 3445—Lads blend attractively on a catchy rockabilly item. Either side could step our with exposure. (Rio Grand, BMI)

** In Love With You
Boys warble plaintively on a dreamy rockabilly. Tune has a country flavor. (Aladdin, BMI)

THE KENTIS

*** I Found My Girl
ARGO 5299—Exuberant chanting by lead singer and bouncy instrumental backing feature the frantic rocker. Dual market appeal. (Robin Hood, BMI)

** With All My Heart and Soul
Meaningful vocalizing by lead singer and group on okay rockabilly. (Robin Hood, BMI)

NORMAN FOX & THE ROB ROYS

*** Pizza Pie
CAPITOL 4128—A rocker, slightly doted in sound and approach, but the side is well made, the boys handle it nicely and the novelty interest is there. It ties the story of a lifetime in with a pizza pie. This could catch a spin. (EmKay, BMI)

** Dream Girl
A slower, ballad-styled side with a good lead performance by Fox. Pleasant enough but the flip has the edge here. (Wildcat, BMI)

JOE DARENSBOURG QUINTET

*** Petite Fleur
LARK 4510—The tune, now happening on Laurie Records with Chris Barber, is handed a warm reading by the Darensbourg combo. This version could catch a share of the loot. (Hill & Range, BMI)

** Over the Waves
The well-known tune receives a bright reading by the combo with Darensbourg's clarinet in lead. (Jendar, BMI)

LAURIE LONDON

*** Three o'Clock
CAPITOL 4133—"When school is over, I'll meet you outside," sings Laurie London to his clock on this new rocker. (Southern, ASCAP)

** My Mother
This tribute to mom is sung with sincerity by young London. Lad's voice is changing. (Chappell, ASCAP)

MAN BYGRAVES

*** My Ukulele
LONDON 52—The noted British music hall performer radiates considerable charm with his relaxed style. Tune has a gang sing effect and a nostalgic quality. (Cromwell, ASCAP)

** Comin' Out Party
Bouncy version of material with authentic British music hall flavor. Tinny piano lends to the effect. (Berry, ASCAP)

ARLYNE TYE

*** Who Is the One
CARLTON 486—Thrush bows on the label with a very strong reading of a passionate weeper, supported with feeling by the ork. A good debut disk. (Sounds, ASCAP)

** The Universe
Thrush asks the questions all youngsters ask as she tells of her thoughts on this new ballad. (Marks, ASCAP)

JOE REISMAN

*** Trini
RCA VICTOR 7449—Bright sounding version of a Latinish item is played with sparkle by the Reisman ork and chorus. Record has a good sound and could get coin. (Planetary, ASCAP)

** So Goes Our Love Song
Attractive ballad is played stylishly by the band with a warm vocal by a chorus. Two nice sides. (Sheldon, BMI)

THE WILDTONES

*** Sick Chick
MADISON 109—Latin-tinged instrumental, with barnyard sounds and gimmicked vocals. (Monument, BMI)

** The B Side
Mambo instrumental opens with lively rhythm and gets a pickup via a nervous horn. Fair excitement. (Monument, BMI)

LAWSON-HAGGART ROCKIN' BAND

*** Dumplis
DECCA 30821—This is from the Lawson-Haggart album "Boppin' at the Hop." It's a driving instrumental in stroll tempo featuring Sam Taylor on tenor. Deserves spins. (Carnegie, BMI)

** Pinetop's Boogie Woogie
The standard boogie woogie piece is played in rocking fashion here by the ork with Lou Stein starred at the piano. This side too is from the album. (Metrose, ASCAP)

THE LANCERS

*** Take Me to Your Leader
IMPERIAL 3564—The Lancers come thru with a stylish reading about a moon man, come to earth. On this novelty effort, which is full of space sounds, the moon man speaks like the "Purple People Eater." Watch it. (Alan-Edwards, BMI)

** Golden Years
On this side the Lancers sound more like their old selves with a good reading of a pretty ballad. Flip, however, will get the attention. (Alan-Edwards, BMI)

BOBBY SHARP

*** Last Night in the Moonlight
DESTINY 401—Bobby Sharp bows on the new label with a wild reading of a rocking effort, backed by a vocal group and a combo with a beat. Could get some coin. (Bourne, ASCAP)

** I Love You My Baby
Sharp sells this weeper ballad in okay fashion over triplet backing and a beat. (SueRob, BMI)

FAY DEWITT

*** I'm Walking Behind You
LEEDS 780—Fay Dewitt bows on the label with a dramatic-type reading of the Eddie Fisher hit of a few years ago, now backed with a rockabilly beat. Record has a sound and it could get some action. (Leeds, ASCAP)

(Continued on page 53)

Reviews of New Pop Records

Continued from page 51

My Intended On this side the lass sings a rockaballad with much intensity, but the flip has more to it. (Leeds, ASCAP)

Wilder Brothers On this side the lass sings a rockaballad with much intensity, but the flip has more to it. (Leeds, ASCAP)

Party Line A rocker is sold loudly by the boys, helped up by a thrush, as they tell of the accents to be learned from a party line. Two licensable sides. (Leeds, ASCAP)

Vera Lynn London 1845—The British thrush sings this class ballad with a big voice. Triplet backing gives a rocking feeling. (Shapiro-Bernstein, ASCAP)

Be Happy Similar to Philadelphia Mummies-styled dinking is this happy-sounding side. (Hood, BMI)

Jack & Jill Liberty 55170—Jack and Jill sing this story about young marriage nicely, tho it lacks sparkle. (Morris, ASCAP)

Dear Hearts and Gentle People The duo sings this pleasantly too. Oldie is the hit of a number of years ago. (Morris, ASCAP)

Mantovani Ork. Under Paris Skies London 1846—Continental-flavored instrumental featuring accordion. Side has sweeping passages and an attractive melodic line. (Leeds, ASCAP)

Separate Tables The film tune with a narration by Anthony Oliver achieves a dramatic effect. (Hecht-Lancaster & Russell, ASCAP)

The Arena Twins Mama, Cara Mama Kapp 252—Full of melody and charm is this performance of the Mediterranean-flavored tune. Tempo is leisurely, with the vocal backed by organ and simple string arrangement. Watch it. (Bourse, ASCAP)

Little Pig Cute novelty, inspired by the nursery story of the wolf and the little pigs. Honking horns give a bluesy effect to the arrangement. (Arc, BMI)

Jimmie Stewart Livin' Doll Trump 817—Lyric catches a nostalgic flavor. Stewart's vocal is backed by a chorus and smart instrumentation. (Nor Va Jak, BMI)

Ten Thousand Miles Stewart sings this one in stylized fashion, giving the lyric the sound of special material. Arrangement is carefully done. (Nor Va Jak, BMI)

Alan Kalani Take Me Away From All This Orbit 529—Chatter does a big-voiced job with a ballad. Backing has a precise quality with Latin feeling in the rhythm section. (Axtex, ASCAP)

You're Not a Child Anymore A tender lyric, with the chanter backed by a chick chorus. There's a triplet figure in the arrangement, and a slow, swinging tempo. A good job. (Alamo, ASCAP)

Pierre Cavalli Ork. Come Prima Jamie 1116—The feitching tune gets a solid instrumental go, with the horns outstanding. (AMC, ASCAP)

When Instrumental rhythm side with a novelty flavor. Jocks will find it a lively, swinging item. (Sounds - Michele, ASCAP)

Names Sisters Hey Boy Felsted 8548—Pretty piping by gals on an okay ditty with r.a. flavor. (Zodiac, BMI)

One More Kiss Personable blend work by canaries on a feelingful rockaballad. (Zodiac, BMI)

Donny Lee Moore You Left Me Standing There Golden Crest 512—Effective multi-track walking on plaintive theme. (Gamut, ASCAP)

FBI! Personable rockabilly vocalizing on a bouncy rhythm-novelty. (Gamut, ASCAP)

The Quarter Notes Record Hop Blues Wizz 715—Swinging instrumental side with fine rockin' temp. Good hot wax. (Music Maestros, BMI)

Suki-Yaki-Rock! Same comment. (Music Maestros, BMI)

The Radiants I'll Never Be Mean Wizz 713—A rocka-latin tempo backs this recitation of intention. Arrangement has a very old-style flavor but the lead handles the tune with some degree of meaning. Could stop some coin. (Music Maestros, BMI)

Ra Cha Cha This vocal style is nothing new in the field, but the group still has a fair enough meshuga tune sound on this cha cha item. Worth a listen. (Music Maestros, BMI)

Bobby Garrett Rose City China Trophy 501—A bouncy, up-rhythm country-style instrumental with a hoe-down feel. Pleasant guitar break would give this a chance with jukes in the rural areas. (K. & C., BMI)

Bobcat A faster side, also on the instrumental kick. Nice picking on the guitar end. Another good box item for the territories. (K. & C., BMI)

Humphrey Lyttleton Manhattan London 1844—Smooth reading by the British crew of the Rodgers and Hart favorite with a trumpet lead featured. Jocks may spin. (Marks, BMI)

Bodega Latin styled effort is performed neatly by the ork with the horn dramatizing the melody. (Hobbs, BMI)

LFE Talboys Does It Mean Anything to You Spinning 6007—A folk-sung ballad, done well by the lead chanter. (Asbury, BMI)

Baby, Baby Rhythm side. Lead singer's vocal is answered by a chick chorus. Arrangement includes handclapping. (Asbury, BMI)

The Spotlighters Preachin' Aladdin 3441—Bouncy rhythm-novelty is handed an okay vocal treatment by group. (Aladdin, BMI)

This Is My Story Cha Cha Cha So-so cha-cha-styled rockaballad. Flip is better side. (Aladdin, BMI)

Bobby Rydell Dream Age VEKO 730—This is a feelingful reading of a tender rockaballad. (Hartel)

Fatty Fatty Routine rhythm-novelty is wrapped up in an okay vocal stint. Flip is better side. (Hartel)

The Allegro's Dance of Love (Cha Cha Cha) PAL 1003—The vocal group offers an okay harmony chanting job on this cha cha item. Nice melody here. (Pal-O-Vine, BMI)

Play Banjo Play A bouncy, upbeat strictly in an old-fashioned "play that banjo" groove. Okay w.a. (Pal-O-Vine, BMI)

Sam Alessi & The Round Robbins Oho, Oho—A slightly novelty-styled version of the Italian song, also cut by Modugno and Caterina Valente. On this one, the band rocks. Alessi sings it straight and the Round Robbins come in with Chipmunk type harmonies. Fair appeal. (Maurice, ASCAP)

Sam Alessi Adorable Cha Cha Okay cha cha material contains a pleasant but unnecessary vocal by Alessi. (Jutap, BMI)

Klark Kent Superman 4 Star 1729—Klark Kent bows on the label with an Elvis Presley-ish reading of rocker in the well-known groove. Singer is capable. (Fowler, BMI)

Why Do I Love You On this side Kent tries with a ballad but doesn't come out very well. (Fowler, BMI)

Kenny & Mose You Know I Love You Josie 854—Kenny and Mose tell of their troubles with their gal on this down home side. (Audio-Fair, BMI)

Tell Me That Your Love Is Real Male duo sings this with little enthusiasm. (Audio-Fair, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

AL BARKLE: Soda Water/Private War—Frantite 110

Nellie Britton: What's the Use of the Moonlight/Ocean of Love—Allstar 7175

Terry Corin: Carrot Top/Our First Love—Cue 818

Bob D'Fano: All of a Sudden/Baby You Are a Flod—Star Satellite 1004

Ken Grimley: Full Moon/Why Don't You Love Me—Wonder 111

Hayutin: Polka Man/Children's Day—Prexy 403

Delores Marshall: Believe Me/Your Valentine—Variety 1008

Jeffrey Scott: The Song of the Bells/My Dream Madonna—Pyramid 2225

Lenny Troy: Chinese Junk/Enchanted—Wanderlust 2098

Polka

Stars

Razzberry Reynolds Polka Band Sharpshooter's March Bowers 223—A good sound here. The Reynolds band has the bright, happy, sound of the ballroom band as it goes thru its marching paces. A fine box item that can attract plenty plays. (Marks, BMI)

Schneider Polka More good juke box music on this side, in the strict polka vein. Flip actually has more brightness but both sides have appeal. (Schneider)

Religious

Stars

Stereo Only

Hayutin Ave Maria Harvest 1501—This is the Gounod-Bach composition and it is sung for good effect by baritone Hayutin. Stereo effect is noticeable in the separation of piano and voice. However, the disk is not likely to blaze popular stereo trails. (Harvest, ASCAP)

Saint Frances Cabrini A satisfactory vocal performance by the singer of the religious item. Stereo is not impressive, however, nor does the side figure to be a stereo impetus for jukes. (Orlok, ASCAP)

Country & Western

Stars

Grandpa Jones Pickin' Time DECCA 30823—Entry tune penned by Johnny Cash about a day in time in the bottom land is sung with sincerity by Jones here. Tune tells much of the ecology of the small Southern farmer. (Johnny Cash, BMI)

The All-American Boy Grandpa Jones comes thru with a bright and humorous reading of the current hit by (Continued on page 55)

Reviews and Ratings of New Popular Albums

Continued from page 38

of religious material. This one is done with the good sound and Davis' spiritual feeling shines in every performance. Makes very gratifying listening. Included are "Back in the Fold Again," "Honey in the Rock," "Amazing Grace."

Specialty

Andy Griffith Shouts the Blues and Old Timey Songs Capitol T 1165 Movie star-comic Griffith warbles a fine batch of blues and country folk songs, ranging from the effective "How Long Blues" and "The Crawdad Song," to the amusing "Preacher and the Bear." Standout guitar backing by Brownie McGhee. With exposure this should chalk up sizable sales returns.

Spiritual

I'll Walk With God Frank Alpers. Dial LP 8149 Alpers has a trained voice—and couples this with a world of spiritual feeling. Many similar packages are in the field, yet, at the price, this will not disappoint a buyer. There are a dozen performances, including "I'll Walk With God," "It's a Real," "I Must Tell Jesus."

Reviews and Ratings of New Classical Albums

Classical

Richard Strauss: Also Sprach Zarathustra De Berlin Philharmonic Orch. (Bohm), Decca DL 999 & DL 7999

Stereo & Monaural

The majestic tone poem receives a meticulous reading from Bohm and the Berlin Philharmonic. The grand sound, bolstered by tremendous organ swells, is especially effective in stereo. The disk will have competition in monophonic form, but as one of the early stereo treatments of the work, the stereophile and the hi-fi buff will have a field day of sound with this release. While not among the composer's favorite works, those who lean toward his more somber, romantic works will want this.

Dvorak: Symphony No. 4: Carnival Overture London Philharmonic Orch. (Sjvostri), Angel 35622

Dvorak's melodic symphony is performed without undue sweetness by the orchestra. The descriptive and programmatic passages are nicely contrasted to evoke the many vacillating, somber and bright extremes. There are other versions available, including another on this label. The "Carnival Overture" is spiritedly rendered. Appeal of the set, however, is the symphony.

Brahms: Sonata No. 3 in F Minor, Op. 117, by Brahms. The sensitive and often interesting interpretation of the Brahms' works should be of interest to many piano fans. Package is attractive too.

On Wings of Song Michel Piastro Orch. Decca DL 8675 & DL 79675

Stereo & Monaural

A delightful package indeed. Classical themes, of Mendelssohn, Dvorak, Brahms, Debussy, etc. are given high concert readings by the ork. Ten selections in all are highlighted by the album title work by Mendelssohn. The ork assembled here has a full, rich texture which is nicely augmented by the stereo treatment. Attractive cover too. This can be sold.

Schubert: Moments Musicaux; Drei Klavierstücke Jorg Demus, Piano. Decca DL 10004 Jorg Demus, now concertizing in the United States with Paul Badura-Skoda, per-

forms the Schubert "Musical Moments" in capable fashion on this new release which was recorded in Europe by the Deutsche Grammophon label. And he does a satisfactory job too with the three posthumous Schubert impromptus, "Drei Klavierstücke." Only Walter Gieseking has recorded the latter and that should help the appeal of this new recording.

Classical

De Falla: El Amor Brujo; Albeniz: El Polo; Surinach: Sinfonietta Flamenca Orchestre Radio-Symphonique De Paris (Serinac). Montilla FM 142 Montilla's entrance into the classical field is impressive, with a striking performance of colorful Latin works. Prime appeal to moderns.

Music for the Harpsichord Sylvia Marlowe, Harpsichord. Decca DL 10001 & DL 701001

Stereo & Monaural

A style of elegant ornamentation together with a subtlety of phrasing that suggests rather than romanticism is brought to bear in works by moderns Colin McPhee and Alcei Hiaieff, as well as Haydn, Couperin, Rameau and others of the classical period. Stereo version gives the strange effect of two harpsichords and limited market will prefer the monophonic.

Richter Plays Schubert Monitor MC 2827

The great pianist brings his double heritage of Russian beauty of conception and German solidity of technique to the lovely A minor sonata. He has caught the work at a remarkable balance between sentimentality and restraint with clarity and sweetness preserved thruout. Disk also includes two impromptus. Competition negligible.

Breaking in all markets. Bobby Freeman Jubilee Records 1721 B'way, New York 19, N.Y.

Fastest Selling Hit We've Ever Had! The Children's Marching Song from The Inn of the Sixth Happiness #1851 London

Golden Crest Presents Donny Lee Moore in two great sides YOU LEFT ME STANDING THERE and FIRE CR-512 Golden Crest Records 220 Broadway, Hamilton 3-7090

Spotlight on Gazachstahagen The Wild-Cats 154x United Artists Records, Inc.

Greed Hits 'In-Person' Deals

• Continued from page 3

record in the top 10 to make an artist any kind of a sustained draw."

Other spokesmen single out the clique of what they call "johnny-come-lately, fast buck-minded personal managers" for much of the trouble. "These guys, some of them at least, know what the disk business is like these days," he declared. "They know an artist is likely to be a hero today and gone tomorrow. So they figure they have to make their percentage fast before their property drops dead. They never give a thought to trying to build an artist's career intelligently. They never stop to think that by bleeding somebody for every last cent they can get for an appearance or a tour, they may wind up with no more net profit or maybe even less because of increased income taxes."

"Another type of personal manager is the fellow who knows nothing at all about the pop scene. But he has a friend who gets a record hit. Being a businessman, he takes over the artist's management, and largely because of sheer ignorance, he makes outlandish demands on an agent. More often these days an agent who can size up a talent will tell the fellow to take his act to somebody else. He doesn't need the guy."

The trouble with the whole situation, according to other spokesmen, is that in many cases there is little "in-person" talent to begin with and if it's there at all it has

to be developed carefully and slowly. Another thing about the business which many forget is the fact that the records today are often hits because of a gimmicked sound in the control room, not because of an artist's talent. And it's been pointed out that it's one thing for an act to lip-synch its disk on a TV show. But they can't collect their money on a personal if they can't do more than that.

Another agent this week stated that the business may be picking up with records, it hasn't yet with the personals to any great extent. The kids don't have the money they used to have. And if they don't turn out, promoters won't let themselves get burned very often with these high-priced hit record phenomenons.

Tough on Untalented

"The untalented acts are going to have a tough time in the months to come," another source opined. "The big variety TV shows are getting more choosy all the time with regard to talent. It's harder for mediocre performers to get themselves exposed. The kind who know what to do on a stage, however, won't have any trouble getting on the air and if they are good, this will help their bookings. But these are the kind of acts who've been around for four or five disk hits—long enough to learn something."

The same general situation has been noted on the foreign level with agents here noting that per-

Craft Ankles

• Continued from page 2

spite the obvious success of the operating team on the label, it was believed that fundamental differences on operating procedure and matters of policy accounted for Craft's withdrawal.

According to a statement from Craft's attorney, Martin J. Machat: "On September 1, 1958, Craft received a new employment agreement wherein he was given as a bonus a percentage of gross profits of the pop singles department." "Under Craft," the statement said, "M-G-M sold about 11 million single records in 1958." It's understood that Craft was to get 1 per cent of gross profits as his bonus. The both sides denied discussions were going on, it was believed that at a late hour Friday, negotiations were underway to arrive at a fair settlement, based upon the bonus arrangement, for the duration of the contract, which extends to August 31, 1959.

No replacement for Craft has yet been named, altho the name of Ray Ellis has frequently been mentioned. Craft will take a two-week vacation after which he will announce his plans. Machat said he had received offers from a number of companies.

sonal managers and the artists themselves have tried to hold everybody up for their services. Foreign bookers have learned to drive a hard bargain with this type, said bookers active in this field.

JD Inaction on ASCAP Problem

• Continued from page 3

tion, "in order to prevent the destruction of a large number of small publishers and composers," Roosevelt said. "Your staff is well informed about this . . ."

Hansen was reminded that a transcript of some 732 pages of hearings went to Justice in March. Also conferences were held during hearings with Robert Bicks, second in command at antitrust division.

Representative Patman termed "inexcusable" the Justice delay in acting on the Roosevelt findings, either by negotiating a revised decree, or by filing court action. "The committee is unable to understand why such unproductive action should be tolerated by the department. If, as indicated, the department has convinced itself that corrective action is called for, it would seem to follow that such action should be taken seasonably. We believe that the delay in bringing this matter to a head is inexcusable."

Here is the full text of the Roosevelt letter to Victor Hansen:

"Reference is being made to the hearings before Subcommittee No. 5 of the House Small Business Committee during March, 1958, respecting policies of the American Society of Composers, Authors and Publishers (ASCAP)

"Members of your staff, including Mr. Robert Bicks, your first assistant, testified during the course of those hearings. They made it clear that they were familiar with

ASCAP and the applicable provisions of the consent decrees previously entered against that Society. These hearings developed, as you know, a showing of need for changes in the organization or operations of ASCAP in order to prevent the destruction of a large number of small publishers and composers. Your staff is well informed about this as transcripts covering the evidence received by the subcommittee were transmitted to you during March, 1958.

"It is my understanding that by June, 1958—almost eight months ago—the antitrust division had initiated negotiations with ASCAP to determine whether agreement could be reached respecting the provisions of a new consent decree. As of today, I am told, no such agreement has been obtained and neither has any substitute action been taken by your division.

Prolonged Delay

"Frankly, this course of events leaves me nonplussed, for I am unable to understand your willingness to tolerate such indecisive action. It is distressing and disappointing to see that the corrective action needed so badly in this case has been thusly prolonged and delayed.

"Will you please explain why this matter has not yet been brought to a conclusion and advise me when your division will reach a decision thereon."

Col. Seeks 'Gal'

• Continued from page 3

nographs and disk libraries. Jockeys who submit the winning photos will receive the same prizes plus cash prizes. According to Dave Kapralik, who is handling the contest for the diskery, the prizes will total over \$4,400.

Columbia is conducting the contest along with Teen Magazine, and the editors of Teen will judge the photographs submitted by jockeys. The May issue of Teen will feature photos of the winning girls and the jockeys who submitted their pictures. Columbia Records is sending out contest kits to their distributors who in turn will get them to jockeys around the country this week. Finalists in each local contest will receive a set of four Four Lads albums.

Musical Binge

• Continued from page 3

Sydney Chaplin, Silvers' Sgt. Bilko platoon, and Diana Dors.

Gene Kelly will do his "Poutiac Special" April 24; while the new Goodman show for Texaco is scheduled April 10, the 25th anniversary of Goodman's start as a bandleader. It will feature both pop and jazz artists.

Cap to Unveil

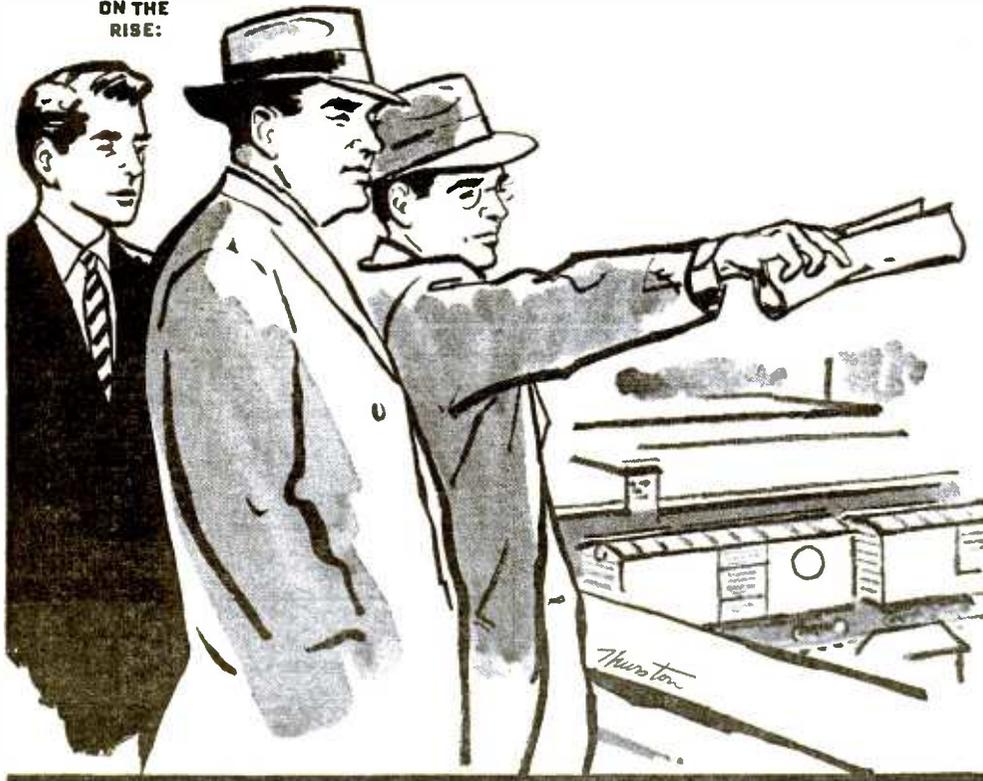
• Continued from page 2

tra and Erich Leinsdorf conducting the Philharmonia Orchestra.

The other Capitol-EMI albums feature Sir Malcolm Sargent, Yehudi Menuhin, Efrem Kurtz conducting the complete "Nutcracker Ballet," pianist Grant Johannsen, conductor Rudolf Kempe, piano duo of Vronsky and Babin and an album of Spanish songs by Victoria De Los Angeles.

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ON THE
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WHERE THERE'S ENTERTAINMENT BUSINESS

THERE'S

The **Billboard**

Reviews of New Pop Records

Continued from page 53

Bill Parsons on Fraternity. May get action in the country field. two good sides. (Buckeye, BMI)

★ ★ ★

GOLDIE HILL
★ ★ ★ What's Happened to Us DECCA 30826—The thrush turns in a strong reading of a typical country weeper over good backing by the combo. It could pull coins. (Tenn, BMI)

★ ★ ★ Yankee, Go Home
The thrush tells a visitor to the south to return to his home in Tennessee, and Red Sovine comes thru with a touching recitation of his lost love. A side that can move in the field. (Jat, BMI)

BILLY WALKER
★ ★ ★ I Thought About You COLUMBIA 41319—A snappy ditty with a fine arrangement to back Walker's solid chanting effort. This can get plays. (Willet, BMI)

★ ★ ★ Mr. Heartache
Billy Walker gives this weeper ballad a fine traditional reading, with a weepin' fiddle to increase the mood. A strong side is abetted by a few choruses. Mighty nice wax. (Ace-Gee, BMI)

MOON MULLICAN
★ ★ ★ I'll Sail My Ship Alone KING 5172—The chanter tells this traditional country effort with heart as he tells how he'll have to sail his ship alone now that his girl is gone. (Lola, BMI)

★ ★ ★ Seven Nights to Rock
Moon Mullican sells this wild rocker with feeling as he explains he has a week of dates with his girl friend. Record has a beat and takes off from the start. For the pop market too. (Mar-Kay, BMI)

DON RENO & RED SMILEY
★ ★ ★ Country Latin Special KING 5169—The boys turn in some mighty fine guitar work on this happy, swinging instrumental side. Sure to get attention in the country market. (Lola, BMI)

★ ★ Wall Around Your Heart
Reno and Smiley sing of a gal with a wall around her heart, on this country weeper. (Lola, BMI)

★ ★

STEVE REEVES
★ ★ I Walked Away From You COOL 104—Reeves has a good catch-in-the-voice quality of the true weeper artist. He's very much at home with this weeper message. Worth country spins. (Peer, BMI)

★ ★ Come on Along With Me on Saturday Night
A fine chanting job in the old style country tradition by Reeves. Very pleasant wax. (Peer, BMI)

HANK BRADY
★ ★ Don't Be Ashamed of Your Past COOL 115—Brady has something of the pathos of Kitty Wells in his voice as he sings this message of devotion to his woman. Plenty of emotion here vocally and in the weepin' fiddle. Good rural flavor. (Delmore, ASCAP)

★ ★ Why Go on Loving You
A weeper walz with a message of despair by Brady. Similar appeal to flip. (Queen, BMI)

NEAL HART
★ ★ Dream Queen ALLSTAR 7176—Country ballad, wherein his dreams of the chick continue to live on. Performance is in the traditional groove. (Allstar, BMI)

★ ★ As Lola
Rhythm side, with typical country backing of strings and piano. (Allstar, BMI)

DARRELL RHODES
★ ★ Lou Lou WINSTON 1029—Rockabilly performance of a bluesy item, with considerable funky quality in the strings. The vocal is solid. (Willet, BMI)

★ ★ I Thought About You
Unusual rhythm pattern marks this one. Like the flip, a good vocal backed with funky guitar. (Willet, BMI)

MAX WILLIAMS
★ ★ Hey Mr. Moon LOGAN 3105—Country ditty is sung pleasantly by Williams. (Gaylord, BMI)

★ ★ You Didn't Say Goodbye
An Everly Brothers styled tune is sung in fair style by the chanter. (Gaylord, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

ROY BAHAM: I Laughed Till I Cried/Cry Baby Blues—Logan 3104

DAVIS BROTHERS: Going On, Pretty Rainbow—Flag 1121

RED MANSFL: Going Steady With a Dream/My Only One—Allstar 7174

CURLEY MONEY: Do You Think We'll Make It/I Thought I Was the Only One—Rambler 553

CARL RUTH: Keep On Keepin' On/Bombs and Rockets—Del-Ray 136

TRAVIS SIMS: I Can't Release You/Best Years of My Life—Trophy 502

Rhythm & Blues

★ ★ ★

JERRY FOSTER BAND
★ ★ ★ Your Love BACK BEAT 520—Rockabilly is of the pleading type. Good vocal is nicely backed by a chorus and soft organs. Side merits plays. It has a message for teens. (Lion, BMI)

★ ★ ★ What Would I Do
Rocker with a Latin touch is listenably sold by the chanter against a cheerful chorus assist. Both sides have a sound and could stir out with exposure. (Lion, BMI)

ARCHIBALD
★ ★ ★ Shack-A-Lee (Parts I & II) IMPERIAL 5563—Archibald has an interesting disk of the folk item, recently a hit in updated "Stagger Lee" form by Lloyd Price. This has the authentic old-style blues feel and was cut a long time ago. Fine for jocks who like something a bit offbeat and interesting. Simple piano backing is done in classy fashion. (Commodore, BMI)

JOHNNY FULLER
★ ★ ★ Haunted House SPECIALTY 655—Showmanly reading by Fuller of an amusing novelty-rocker with bouncy tempo. (Venice-B-Flat, BMI)

★ ★ The Mighty Hand
Fuller sings out with feeling and heart on a moving rockabilly with a sacred-lyric theme. (Venice-B-Flat, BMI)

★ ★

SMILEY LEWIS
★ ★ Baby Please KNIGHT 2007—Smiley shouts a blues in okay style. Horns take over midway for a soulful effect against a triplet backing. (Alan-Edwards, BMI)

★ ★ I Shall Not Be Moved
The inspirational song gets a sincere and telling performance. Smiley's lead vocal is backed by an answering chorus. (Alan-Edwards, BMI)

Shure Shows 2d Stereo Cartridge

NEW YORK — A magnetic stereo phonograph cartridge designed to sell for \$24, including diamond stylus is being introduced by Shure Brothers, Inc., Evanston, Ill.

The new cartridge, the M7D Custom Stereo Dynetic, features high compliance, minimum hum, wide frequency response, and low needle talk. Shure stereo cartridges utilize the Dynetic principle of a moving magnet in a stationary coil.

Shure also manufactures the M3D Stereo Dynetic, a de luxe cartridge for high fidelity installations, priced at \$45. A stereo version of



Shure's integrated Studio Dynetic tone arm and cartridge will be placed on the market in the near future, according to Victor Machin, Shure vice-president.

The new M7D stereo cartridge has a recommended load impedance of 47,000 ohms and recommended tracking force is 4 to 7 grams. There are four terminals, providing an independent ground for each channel.

The Shure Custom Stereo Dynetic cartridge comes with a .7 mil diamond stylus which is replaceable by the user in 10 seconds.

Audio Feedback

Continued from page 27

But remember, I say this is my opinion. Here, we're in an area of strictly personal taste."

Isn't there any way we can do away with the problem of two large enclosures? What about the new "tapestry" or "picture frame" electrostatic speakers—the kind that are only two inches thick and you can hang on your wall like a picture? Just as doggedly, Rudy rejected this idea. The electrostatics, he pointed out, could be very good and they could serve as good mid-range speakers.

"But," he said, "they're too small to give good bass and too large to reproduce the treble end."

"The speaker systems of the future have a dual function," he stated, making some concession to the problem of enclosure size, "they must serve as a speaker housing and all that implies in sound quality. And they must also serve as an element in room decor. High fidelity belongs in the living room. So does stereo. The owner should be able to point to his system with pride and not apologize for its appearance. That's the primary reason why we recently set up a cabinet making plant. It gives us more control over the design of our cabinets and a flexibility in their production. We've had to go into the furniture business."

"Mr. Bozak," we asked, "how much are your speaker systems?"

"Our simplest system costs \$125," he said. "It consists of a 12-inch speaker and two two-inch speakers in a five cubic foot enclosure. Our best system costs \$784. It consists of four 12-inch speakers mounted on an inch-and-a-half-thick panel. Two six-inch speakers and eight two-inch speakers. These are all in a 16-cubic-foot enclosure."

"And," we asked, "you expect people to duplicate this system for stereo?"

"For the best possible system, yes," he said. "But the people who already own one of our \$784 units don't have to duplicate it completely for stereo. They can split the system in half—using half the speakers for one channel and half for the other. They do, however, have to buy an additional enclosure for half of the speakers. But they can do this for a fraction of their original outlay."

Any questions, anyone?

Dynamic Adds

Continued from page 28

output, 12 - tube chassis and AM-FM radio, with an FM Multiplex adapter jack. The Hampton, at \$299.50, is a 50-watt output unit, using 9 tubes and two 12-inch coaxial and two eight and two four inch tweeters. In the same modern cabinetry is the Stanton, equipped with a 25-watt output and AM-FM radio on a 12-tube chassis with the Multiplex adapter jack at \$349.50.

In a provincial styled cabinet, the Americana offers 50-watt stereo output, nine tubes, two 12-inch coaxial and two eight and two four-inch tweeters at \$349.50. For an additional \$50, the New England in the same cabinet, available in three unusual wood stylings offers 25-watt dual channel output, with AM-FM radio and the multiplex adapter.

In a Japanese modern styling, the Shoji has a similar chassis, tube and speaker setup to the Americana and is available in three woods at \$399.50, while with AM-FM radio and multiplex jack-in, the identically cabinet Summara goes for \$449.50.

radio. Three wood finishes are offered.

"In the low \$200 category," the contemporary lowboy-styled Great Neck has eight-tube, four-speaker playback with AM-FM, with an 18-watt output. It's available in four wood finishes.

The French provincial-styled Allentown boasts 12-tubes, six speakers and a 30-watt output in the "mid-\$300 price range," according to Stan Seltzer, Olympic sales manager. Phono also carries AM-FM radio.

Set All-Industry Hi-Fi Show in N. Y.

CHICAGO—A hurry-up scheduling of an all-industry hi-fi show for the New York Coliseum February 26-March 1 has been announced by Henry Goldsmith of Rigo Enterprises, Inc., promoter of 40 past hi-fi shows in smaller markets.

Previous New York exhibitions, Goldsmith pointed out, have been largely restricted to manufacturers of components. Goldsmith is making a heavy pitch to set manufacturers but it is expected that component firms will participate too. Also, distributors and New York retailers are being invited in.

Goldsmith said RCA is the first to have signed for sizable space. Numerous other manufacturers, he said, have committed and even received their space assignments but he declined to release their names because contracts have not yet been formalized.

The show will occupy the entire first floor of the recently-opened exhibition hall. Public admission will be 75 cents.

Goldsmith, a Chicagoan, has opened an office in Manhattan at 553 W. 57th St. to supervise the Coliseum project.

All-Stereo Booth

Continued from page 27

phonic tape recorder or phonograph has come in, and found the demonstration models already in operation. Asking the customer to "listen to stereo" while waiting for a demonstration of the actual set always pays dividends, Aber reports.

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O. Seeks Plant Tax Freedom; Jr. Fair \$\$

Alt New Prexy; 'Best Fair' Plaques Awarded; Gooding Talks on Showbiz

COLUMBUS, O.—More than 1,500 persons serving as officials of county and independent fairs of Ohio and those servicing Ohio fairs attended the 34th annual convention of the Ohio Fair Managers' Association in the Deshler-Hilton Hotel here January 13-15.

At the closing session resolutions were adopted supporting legislation in the General Assembly which would exempt county fair buildings and grounds from property tax. Other resolutions asked renewal of a \$1,000 appropriation by the Legislature to county fairs for junior fair work, urged county fair boards to have more junior fair board members present at the youth sessions of the OFMA convention next year and pledged cooperation with the Department of Agriculture in adopting a uniform method of classification, showing and judging of horticultural entries at fairs.

The convention opened with the United States Trotting Association banquet Tuesday (13) evening and concluded with the annual banquet of the Ohio Fair Managers' Association Thursday night when 1,100 persons crowded the hotel ballroom to see Morgan County Fair, McConnellsville, win the coveted Best Fair trophy, which this year was awarded as a memorial trophy in memory of former Gov. Myers Y. Cooper, first president of the association.

Elevated to the presidency of

the association was Russell W. Alt, secretary of Fairfield County Fair, Lancaster, succeeding James D. Murray, secretary of Henry County Fair, Napoleon, who has served for the past two years. Other officers are Bryan P. Sandles, Clark County, Springfield, first vice-president; Merle Stacey, Washington County, Marietta, second vice-president; Goldie V. Scheible, Montgomery County, Dayton, executive secretary, and Henry C. Richards, Knox County, Mount Vernon, treasurer.

Plaques were awarded in the Best Fair contest to winners in county population divisions as follows: Division A, Muskingum County Fair, Zanesville; Class B, Wood County Fair, Bowling Green; Class C, Hardin County Fair, Kenton, and Class D, Morgan County Fair, also the winner of the Cooper trophy. Mr. and Mrs. Ray Smith, secretary and assistant secretary of Morgan County Fair, accepted the trophy from President Murray, who presided at the banquet.

Support was pledged to new State Director of Agriculture Robert Terhune, who was one of the speakers at the convention, and a statement of appreciation to former Gov. C. William O'Neill and his Department of Agriculture was expressed.

Floyd Gooding, Columbus, president of the Gooding Amusement Company, who said he had been

(Continued on page 58)

Sam Lewis, Pa. Fairman, Dies at 84

Succumbs After Long Illness; Was Lt. Governor

YORK, Pa. — Samuel S. Lewis, former Lieutenant Governor and long-time president of the York Interstate Fair, died Thursday (15) at the age of 84. He was buried here Sunday afternoon (18).

Lewis was one of the best known personalities in fair, show and attraction circles from coast to coast. His own event, which he supervised in every respect, was regarded as a model both in terms of plant and management.

Progress marked each year's planning and major new improvements were ready for each event. One effort, costing in excess of \$100,000, was aimed at beating the weather. This consisted of roofing and enclosing the sides of the

(Continued on page 58)

Charles Hugo, World Agent, Dies Jan. 4

ROCHESTER, N. Y. — Charles Classen Hugo, dean of magician managers and a pioneer in world theatrical tour activities, died here January 4.

During a long career Hugo managed tours for such magicians as Carter the Great, the Great Nicola; LeRoy, Talma and Bosco; Dante, George Stillwell, Long Tack Sam, S. S. Henry, and Chee Toy, who inherited the show of her father, Ching Ling Foo.

He also piloted world tours for such attractions as the Wembley Rodeo & Wild West, Hugo Bros. Negro Minstrels, Carpi Italian Grand Opera Company of Milan, the A. B. Marcus Show, Slaviansky Royal Russian Choir, "Broadway Follies" and the Harmsston Circus. Hugo introduced American talking pictures in the Far East and produced in Shanghai the first sound films made in the Chinese language.

His wife, Josephine, who died in 1953, had accompanied him on many of his tours. She was the former Josephine Jordan, a sister of James Jordan, of the "Fibber McGee and Molly" radio show. Surviving are two sisters, Mrs. Gusnie Jarvis, Rochester, and Hattie Duerr, Toledo. Masonic services were held at the family plot in Memorial Cemetery, Toledo.

of Illinois Fair at Peoria and has been interested in a number of other amusement enterprises at the Milwaukee fair and in other locations.

Ammon was born on a farm near here and moved to Wisconsin in 1922. A graduate of the University of Illinois, he earned his master's degree in agricultural journalism and a minor in economics at the University of Wisconsin.

Started as Editor

As a young man he became editor of The Brown Swiss Bulletin, a national breed publication, and was farm editor of The Wis-

(Continued on page 62)

Wis. Fair Conclave Elects Dougherty

Delegate Turnout Sets New Record; Uniform Premium List Approved

By CHARLIE BYRNES

MILWAUKEE—A record turnout of fair executives elected William H. Dougherty, Spooner, president of the Wisconsin Association of Fairs at its annual meeting here last week. The three-day conclave was held Thursday (13-15) in the Hotel Schroeder.

Dougherty succeeds R. B. Harris, Elkhorn. William Steckling, Merrill, was named vice-president, and Win Eldridge, Plymouth, was returned as secretary-treasurer. All directors were re-elected and, in addition to Harris, Dougherty, Steckling and Eldridge, includes Harold Lockner, Portage; C. J. McAleavy, Wausau; Harlan Seyfort, Ellsworth, and A. H. Thayer, Baraboo, the latter sergeant at arms.

One of the important high points of the meeting was the approval of a uniform premium list for all members of the association. This was passed by a 39 to 9 vote at Wednesday's meeting.

Charles B. Drewry, supervisor of Wisconsin county and district fairs, reviewed the past season. Willard (Bill) Masterson, manager of the Wisconsin State Fair, spoke briefly, and Don McDowell, director of the Wisconsin Department of Agriculture, described agricultural exhibitions in Russia. Harvey Becker, Rhinelander, described his fair's new conservation building, and Steckling addressed the group on the history of fairs.

A number of social events

marked the meetings. On Wednesday evening the fair execs and attraction people enjoyed the annual cheese party sponsored by the Wisconsin Cheese Makers' Association and the fair association. The annual banquet of the Wisconsin Breeders and Harness Horse Association preceded the annual cheese party.

Wives of delegates and other ladies in the fair business, 64 in all, enjoyed the annual luncheon on Wednesday as guests of the association.

The annual banquet capped the meeting Thursday evening. Kenneth Wallin, Shawano, was the toastmaster, while Hunter's Artist Bureau, Milwaukee, provided the floor show. Steve Swedish and his orchestra cut the show.

NAAPPB, IAFE, SLA to Meet With Sherman

CHICAGO—Executives of the Hotel Sherman here are scheduled to meet Monday (26) with representatives of three major outdoor amusement organizations that hold

(Continued on page 62)

Ralph Ammon, Vet Fairman, Dies at 57

Managed Wis. State Fair 15 Years; Served as IAFE President in 1938

CARMI, Ill.—Funeral services were held here Wednesday (14) for Ralph E. Ammon, 57, former manager of the Wisconsin State Fair and 1938 president of the International Association of Fairs and Expositions. Ammon died Monday (12) in a local hospital following a heart attack the previous day.

The attack was the second for the veteran fair executive, having been stricken last August when he was at the Milwaukee fair.

Long rated one of the nation's ablest fair managers, he received his initiation in the fair business at the Dane County Fair, Madison, Wis. He later served as manager of the Wisconsin State Department of Agriculture, operated the Heart

of Illinois Fair at Peoria and has been interested in a number of other amusement enterprises at the Milwaukee fair and in other locations.

Ammon was born on a farm near here and moved to Wisconsin in 1922. A graduate of the University of Illinois, he earned his master's degree in agricultural journalism and a minor in economics at the University of Wisconsin.

Started as Editor

As a young man he became editor of The Brown Swiss Bulletin, a national breed publication, and was farm editor of The Wis-

(Continued on page 62)

Kansas Fairs Urged To Join 1961 Cele

TOPEKA, Kan. — Participation by Kansas county fairs in the State's 100th centennial celebration in 1961 was urged by Maurice Fager, manager of the Mid-America Fair, at the 36th annual meeting of the Kansas Fairs Association here Tuesday and Wednesday (13-14).

Fager, in addition to managing the newly named fair here, has been appointed by the governor to stage the centennial production. In urging the fairmen to tie in with the celebration he said the county events are one of the best vehicles to carry out the program. Centennial days, featuring historical parades, festivals, musicals, dances, picnics and a number of methods were suggested by Fager.

A total of 374 fair execs attended the two-day meeting which was held in co-operation with the Kansas State Board of Agriculture. E. A. Bryant, Dighton, president of the county fair organization, presided at the business sessions. Speakers included Joe W. Cook, Columbus, association vice-president; Francis J. Perrier, Eureka; J. D. Botkin, Internal Revenue Department; Virgil C. Miller, secretary of the Kansas State Fair, Hutchinson; D. Linn Livers, Barnes; Ray Ely, Dighton; John Keas, Effingham; Jackson George, Emporia; Roy A. Fobes, Beloit; Hugh Dennis, Eureka, and Carl H. Beyer, Belleville. Everett E. Erhart, Stafford, is secretary-treasurer of the association.

Governor George Docking was key speaker at the Tuesday evening banquet and ball with Lew Galloway, veteran emcee, again handling those chores.

Winkley Gets St. Paul Fair Race Pact

ST. PAUL—Frank R. Winkley's Auto Racing, Inc., has again been awarded the contract to provide auto racing at the Minnesota State Fair here, which is annually one of the longest consecutive programs of the motor sport at any fair.

The string of events, billed as the World's Series of Dirt Track Auto Racing, will have an upped

(Continued on page 62)

The Billboard Buys Goodfellow's Arena, Auditorium, Stadium Guide

NEW YORK—The Arena, Auditorium & Stadium Guide, a yearly manual, has been acquired by The Billboard Publishing Company. The transaction was completed Monday (11) by William D. Littleford, president of The Billboard, and Arthur R. Goodfellow, of National Sports Publications, Inc.

The Arena Guide and The Billboard's annual Auditorium-Arena Review special issue will be combined. Details of how the combination will be carried out, as well as other information about the fu-

ture operation, will be announced in The Billboard shortly.

The Guide has been published by Goodfellow's National Sports Publications as an annual index to the auditorium, arena and stadium fields for about six years. The Billboard's special auditorium-arena section has been published each year since 1951. The two have taken part in the great increase of show business interest in the auditorium-arena field and observed tremendous increase in the number of modern facilities available.

The annual coverage is in addition to the columns, news articles and service features being carried weekly by The Billboard for the auditorium-arena field.

Goodfellow will be associated with the staff of The Billboard in production of the newly combined publication under a long-term contract.

The action, Monday, climaxes negotiations that began nearly two years ago between Goodfellow and The Billboard.

In a statement Goodfellow made

(Continued on page 57)



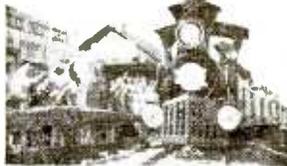
RALPH E. AMMON

A. Gondeck, operating at Pleasure-bound Park, Rye, New York, says: "Have never enjoyed anything so much as the installation and not profits BIG ELLI has returned to me. My Wheel is tops." Another satisfied owner writes: "Receipts were very satisfactory. The Wheel is one of the few rides that paid for itself the very first year." Have you considered a Wheel for your Park installation or portable operation? Ask about a BIG ELLI Wheel for 1959. Write for Price List A-13.

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The Billboard Buys Arena Guide Mag

• Continued from page 56

in announcing the sale, he said: "While both personal and business reasons entered into my decision, there is also the conviction that this move will help further growth and development of the auditorium-arena field.

"As many of you know, The Billboard for 65 years has chronicled the weekly news of the entertainment industry. In the publishing world it is looked upon as one of the nation's outstanding business papers. The firm also publishes Vend and Funspot, and it owns Andiocon, Inc., which publishes High Fidelity magazine.

"While further details will be announced shortly, plans already are definite to combine the annual auditorium-arena special edition of The Billboard with the Guide in 1959. The goal of the staff is to make this the most comprehensive, informative and useful directory

published in any field. Meanwhile, I am proud to announce that the Arena-Auditorium-Stadium Guide is now part of The Billboard Publishing family and that I am a member of the team which will produce it."

The Billboard's acquisition includes the Guide's Newsletter supplement, but Goodfellow retains the other operations in his National Sports Publications, Inc.

'Ice Follies' Reception by New York OK

NEW YORK — Midway thru its 23d tour, the Shipstads and Johnson's Ice Follies opened Tuesday (13) on the third leg of a five-year Madison Square Garden contract. Ten dates have been played and 10 more remain after this one, and a couple of the irritations encountered at the season's outset (The Billboard, September 22) have since been overcome.

Chief among these is a tightening up to where the running time, originally 10 minutes short of three hours, is now two hours, 15 minutes. Strength of the production, however, is still very heavily in the second half.

Several new faces have been carrying on well and one key substitution has been made. Newcomers are Judy Lawrence, Glenn and Colleen, Gordon Crossland, Jo Ann Dawdy and Richard Sveinling, who is featured now in the "Undersea" production in place of the sojourning Florence Rae.

Advance sale here, where the show plays until January 25 before departing for Syracuse, was ahead substantially. Season's business is ahead of 1958. Opening night was attended by a crowd short of one-third of capacity, but following day's reviews were unanimously favorable, which is expected to go a long way in stimulating attendance.

Irwin Kirby.

Austin Has Dedication Of Auditorium

AUSTIN, Tex.—Austin dedicated a \$3,000,000 Municipal Auditorium here Monday night (5). The dedication program begins a schedule of daily events culminating January 20 with the inaugural ball and reception for Gov. Price Daniel and Lieut. Gov. Ben Ramsey.

A variety show, starring Shirley Jones, was held January 8. Another variety show was held the following day, matinee and evening.

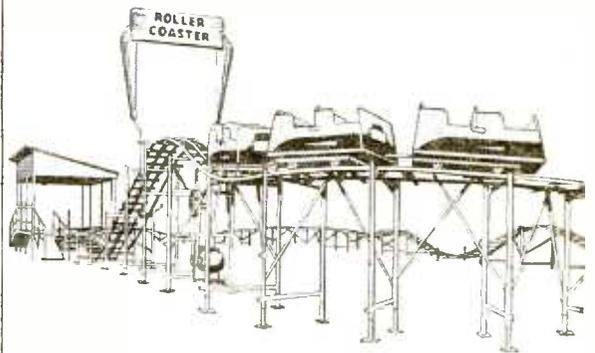
There will be three religious observances, Protestant, Jewish and Catholic, on succeeding Sundays. Education will be highlighted with programs by the University of Texas and the Austin Public Schools.

The auditorium is air conditioned and has a floor area of 220,000 square feet, that of the main floor being 74,000 square feet. Seating capacity is 4,350, with 2,900 seats on the main floor and 1,450 in the balcony. The auditorium has 43,000 square feet of exhibition space on the main floor and 35,000 square feet in the basement. There is a parking area for 3,500 cars.

Kansas Meet Draws Well

TOPEKA—Carnival, attraction and fair supply reps turned out in good numbers at the Kansas fair meeting here last week.

Included were: Don M. Brashear, American Midway Shows; Mr. and Mrs. Bob Hammond, Bob Hammond Shows; Tobe McFarland, Stewart and Stevenson Co.; Malcolm M. Moser, Central States Shows; Mr. and Mrs. J. W. Mahaffey, Cherokee Amusement Co.; Jack Colvin, Jack Collins Agency; Clifford Davis, Dixie Amusements; Jewell Smith, Hazel Randell and Tom Drake, Tom Drake Agency; D. S. Dudley and A. L. Stafford, D. S. Dudley Shows; William E. Evans, Don Evans, and Mrs. Clay M. Evans, Evans Shows; Ted Cory, Heart of America Shows; Fielding Graham, Holiday Amusement Co.; Happi Bruno, Hollywood Thrill Show; N. L. Neighbor, Hutchinson Tent and Awning Co.; Mike Lowen and Allen Marshall, Lowen Co.; Leon McComb, McComb & Sons Rodeo; Dave and Panline Wiloughby, My Dancing Horse; Tex



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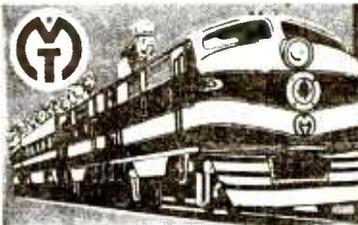


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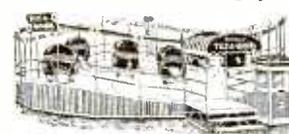
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Say You Saw It in The Billboard

Food Law Thorny To Georgia Fairs

Concrete Floors, Screens Required; Turnout Big, W. L. Benton Elected

ATLANTA — Interest and attendance at the annual fair meeting soared again this year, with Monday's (12) get-together pulling 158 registered visitors. Joe Pruett, executive secretary of the Georgia Association of Agricultural Fairs, had the flutters again as usual, until last-minute registrants spring-boarded the Dinkler-Plaza Hotel attendance far ahead of last year's 100.

There were 31 fairs represented

by a total of 79 persons, compared with 24 fairs in 1958. And there were 26 carnival and other commercial outfits registering. From all standpoints the results were excellent.

Pruett, at the annual banquet, was presented with a surprise tray, for his services from 1956-59. Among the items of business taken up was the talk by A. F. Parrish of the State Board of Health. Parrish outlined the new food law affecting eating stands, and told how it will be affecting fairs. The law requires that locations have concrete floors, screening, and hot and cold water.

Need Permanent Stands

Parrish confirmed what fair and carnival people had deduced: that fairgrounds locations are not excepted from the regulations. He said enforcement of the law is strictly a local matter so permits must be obtained in each locality. There will be no statewide permit. He indicated there will be leniency for the first couple of years, but that eventually the fairs would have to install permanent food facilities such as flooring and piping, and rent them out to traveling operators.

Pruett reported interest in a plan whereby the association would become agent for a blanket insurance policy covering its member fairs, at reduced rates. This will be investigated. He reported a proposal on this from Phil Cook, who represented broker Charles A. Lenz. The circuit booking of exhibits was also taken up, with some support shown.

Phil Campbell, Commissioner of Agriculture, was named man of the year in Stat. agriculture. He has been endorsing state financial aid for fairs.

Ann Nicholson V.-P.

William L. Benton of Savannah's Coastal Empire Fair was elected president, Mrs. Ann Nicholson of Hiawasee, vice-president, and Pruett, executive secretary. Directors are Hunter Leaf of Savannah, Marvin Loring of Albany, Felix Jenkins of Columbus, R. F. Armstrong of Jackson, E. Lee Carter of Atlanta, Bob Wade of Macon, J. H. Henderson of Marietta, Oscar McGowan of Waycross, Burl Scoggins of Dalton, and I. V. Hulm of Elberton.

It was decided to hold the fourth annual short course next May at Rock Eagle State Park, Elberton.

The following firms registered: Capital City Shows, Cetlin and Wilson Shows, Gooding Amusements, James Drew Shows, Georgia Amusement Company, Gold Medal Shows, L. J. Heth Shows, Hoard and Mullis Amusements, Holly Bros. Shows, Johnny's United Shows, Lee Amusements, Page Combined Shows, Southland Amusements, Johnny T. Tinsley Shows, GAC - Hamid, Kochman Thrill shows, Chattanooga Tent and Awning, Fair Publishing House, Fireworks Corporation of America, Mehafey Bros., Tent and Awning, Pepsi-Cola, Regalia Manufacturing Company, Southeast Enterprises, Southern Poster Printing Company, E. J. States & Company, Triangle Poster.

Capt. George E. Morrissey Jr. caught Cristiani in Miami and spotted Jack Joyce, Corky Cristiani, Emmett Kelly, the Doll Family, Johann Petrusson, Pat Anthony, the Ray-Dell Flyers, Betty and Nancy Elliott, Emanuel Zaccchini, the Sons of Morocco, Jim Douglass, Raymond Escorcia and Harry Dann.

Ohio Seeks Tax Freedom

• Continued from page 56

dealing with fairs for 45 years, cautioned fairs not to overcharge concessionaires for privileges. "If rates are too high, the public ultimately suffers," he said, "since there may be a tendency to cheapen the premiums awarded, shorten the amusement ride or serve a small sandwich." He said that most fair managers realize that concessionaires just show a profit. He gave other constructive and timely advice on fair-concessionaire cooperation.

Terhune Speaks

Director of Agriculture Robert Terhune cautioned fairs "not to overlook Ohio's natural, human and spiritual resources" in working up fair attractions. Referring to professional acts, he urged these questions be kept in mind: Will the entertainer be as popular next summer as he is now? Does he demand a large guarantee? Should the fair try to get entertainers who appear all week instead of just one or two appearances?

Among those who appeared on the program were Dr. William H. Alexander, Oklahoma City, inspirational banquet speaker; Secretary of State Ted W. Brown; Lt. Gov. John Donahy; Gordon Augsburger, president of the Ohio Association of County Commissioners; Byron Frederick, master, Ohio State Grange; H. D. Heckathorn, president, Ohio Farm Bureau Federation; William J. Rogers, director, Cleveland Department of Port Control, and Russell S. Hill, Fremont, past president, who gave the memorial tribute to the late Myers V. Cooper.

President Alt predicted that approximately 4,000,000 people will go thru the turnstiles at Ohio's fairs during 1959. He said Ohio's fairs will present better programs this year as a result of studies made at the three-day convention and the short course in fair management

held at Ohio State University last fall.

Banquet acts were supplied by the Gus Sun Agency; GAC-Hamid, Inc.; Klein Attractions and MCA, with Bob Shaw, of the Sun office, emceeing the show.

Attractions Repped

The convention was marked by an unusually large turnout of owners of carnivals and thrill show units seeking 1959 bookings. Among attractions and supply firms represented at the meeting were:

- Henry A. Theodor Concession Supply Co., Gooding Amusement Co., Rotort International All-Girl Auto Thrill Show, Powell Amusements, Enquirer Printing Co., Myers Concessions, Cook & Rose Agency, Hub Peterson Associates, Carpenter Bros. Shows, WSM "Mermaid Ole Opry," Triangle Poster Co., Barnes-Carruthers Theatrical Enterprises, A. J. Sunny Amusements, Ohio Fireworks Co., Stoney Roberts' Hill Drivers, Bob Otto, races and wrestling; Paul Young, Cadillac starting gates; Regalia Manufacturing Co., NWA wrestling, Fred Procter Co.
- Boyle Woolfolk Agency; Klein's Attractions; John H. Postel, trophies; Rick Regan's Hill Drivers; Hager Mast, sound equipment; Degceller Amusement Co., Bar M Rodeo, R. E. Powers Trophy Co., MCA Artists, International World Champion Auto Raceville, Dan Pleenor's Thunderbird Hill Drivers, Ray Price country show, Cochran's Majorettes, Bud Jenne, Cadillac starting gates; Nolan Amusement Co., Carl Swaney, ox parades; Cherokee Hammons' Rodeo; Leon Franklin, illusionist; Jack Koobman's Hill Drivers, Columbus Fireworks Co., E. Ward Beam's Thrill Show.
- Fallon's rides, Frontier Attractions, Ace Totalizers, Jimmy's Concessions, Pence's Concessions, Merozer Attractions, Roseland Sound Service, Buddy Wagner's Auto Capades, Gus Sun Agency, Anchor Supply Co., Pepsi-Cola Co., Joey Chitwood, Playland Amusements, Tournament of Thrills, Fair Publishing House, Jimmie Chanos Shows, Howard Bros. Shows, McKinley's Rodeo, Playland Amusements, R. B. Powers Co., Nelson Breeze's rides, Loyd Sherman Rodeo, Hudson Fireworks, Ken-Pena Amusement Co., GAC-Hamid, Inc., Gold Medal Products Co., J. & W. Concessions, Gaines Tent & Awning Co., Red Poley's "Jubilee U. S. A.," Curley Little's Concessions, Lee Becht and Wilbur Vandergrift.

Sam Lewis Dies

• Continued from page 56

grandstand stage to insure presentation of the show in all kinds of weather. Stage facilities equaled those of most permanent facilities and, even in a declining trend of grandstand interest and attendance, York mostly played to its full 14,000 capacity on each of its five nights of operation.

Lewis was one of the first and most consistent users of name talent. His policy for years was to present a major personality on each of the five nights. His talent costs for the five days ranged between \$80,000 and \$100,000.

Lewis was active in Republican politics most of his life. He served for two years as postmaster of York and was Republican County Chairman of York County for many years.

He held five high offices in Pennsylvania State government. They were Auditor General, State Treasurer, Secretary of Highways, Secretary of Forests and Waters and, in 1939-42, Lieutenant Governor.

He was a law graduate of Columbia University (now George Washington University) in 1901. He was admitted to practice in the Supreme Court in the District of Columbia and the York County courts.

Three years ago Lewis donated 35 acres of land near Wrightville to the State Forests and Waters Department for a state park. The park was named in his honor.

In 1945, Lewis served as president of the International Association of Fairs and Expositions and was active for years in that organization.



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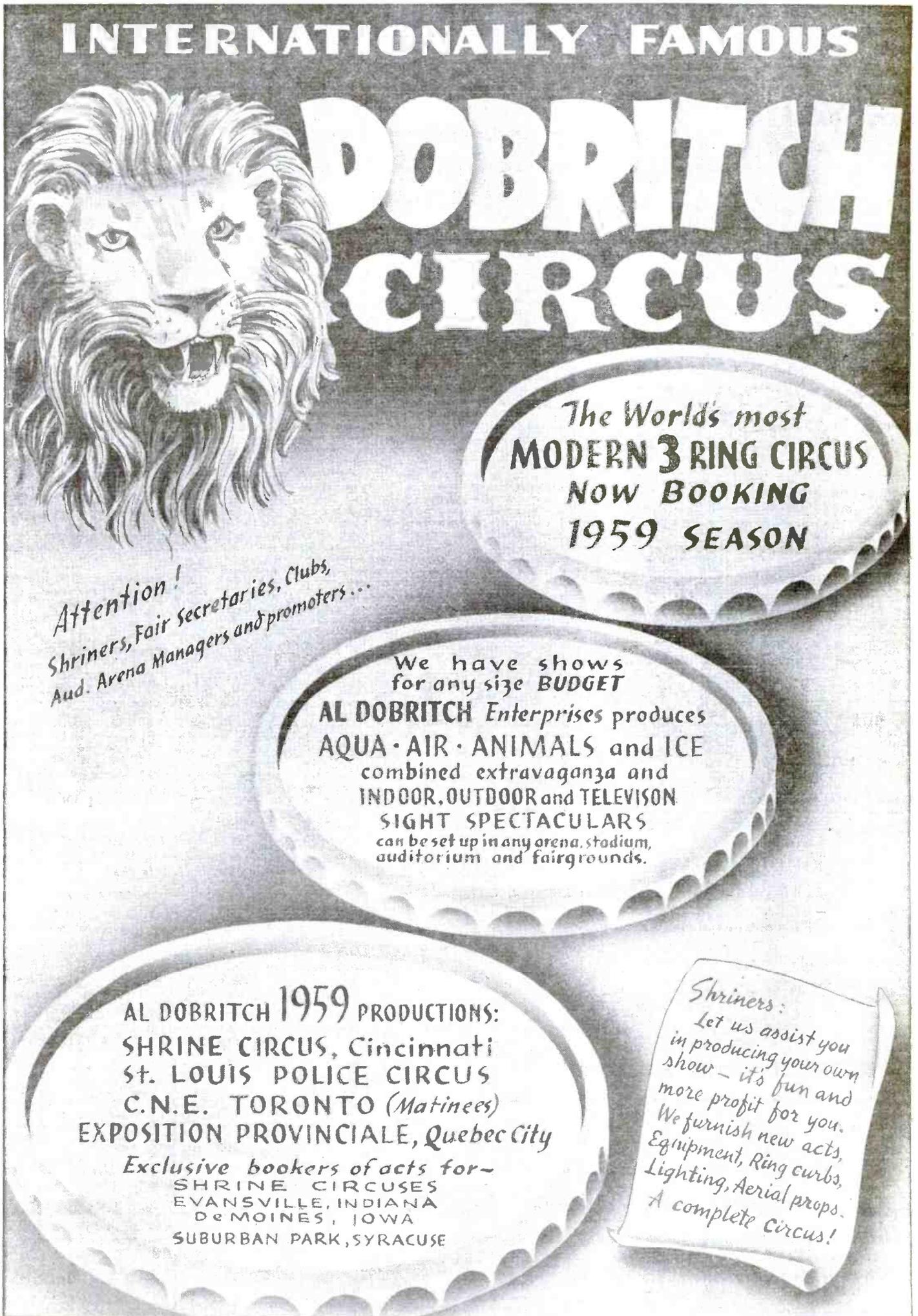
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SPECIAL

INSURANCE SECTION

INSURANCE OUTLOOK

Lloyd's Ups Rates; Market Tightening

BIGGEST NEWS THIS year in the show insurance field is that rates are going up and the market is tightening, making it more and more difficult to buy liability insurance. Behind this are these points:

Some parts of Lloyd's of London have lost heavily in their American liability business in the past year.

Some American companies also have had heavy losses in liability coverage. Some of these are said to be out of the business so far as show and ride coverage is concerned.

Lloyd's has announced an overall rate increase. At the same time it is declining to renew a number of policies for the coming season.

This serious tightening of an already tight market means that in the coming weeks, as they get set for the new season, some shows are likely to find that it is even more difficult to get insurance. Some may find that it is nearly impossible to get coverage.

Brokers specializing in show insurance are girding for an expected rush of inquiries from showmen who have been hit by this tightening of the insurance market.

Lloyd's Confirm

A check by The Billboard with a Lloyd's office brought confirmation that they are continuing to write insurance on rides, parks, carnivals, circuses and similar risks.

The same conversation included a statement by Lloyd's that an increase in rates was made effective January 1. However, they said, details of the increase were not yet in the hands of most brokers.

Lloyd's declined to state what size the increase would be.

A source close to both Lloyd's and shows, however, said that the increases are expected to be 20 per cent on excess lines. That means, he said, that a carnival that has been paying 5 per cent of its gross for insurance will be upped to 8 per cent.

Stiffer increases are in store for

clients in certain States. California, Washington and Oregon clients will be assessed a 100 per cent penalty. That means a West Coast showman who has been paying 5 per cent will be increased to 6 and then, for the penalty, his rate will be doubled. Therefore, what cost 5 per cent last year, will cost him 12 per cent this year, it is reported.

Similarly, clients in New York, Massachusetts and Florida will be assessed a 50 per cent penalty. Under this, last year's 5 per cent will become 6 per cent under the general increase plus 3 per cent under the penalty provision, giving a total of 9 per cent.

In a separate parallel action, *(Continued on page 71)*

WHY SPECIALISTS?

Importance of Show Brokers to Increase

IMPORTANCE OF THE specialized insurance broker to show business is certain to increase in the coming season.

Every showman already knows that his insurance man is a very important associate. The basis on which shows are insured is a highly personalized business in which the broker is not willing to take on insurance except in such cases as he has knowledge and confidence in the show operator's methods.

Behind this is the fact that very few of the nation's hundreds of insurance companies will consider insuring shows and similar special risks for public liability.

Those that do take this kind of risk do so on certain terms and special conditions. One of those is confidence in the broker. The same confidence has to exist be-

PRODUCTS

Clause Gives Food Claims Protection

PRODUCTS liability is a variety of insurance advisable for many and purchased by few, in the opinion of show insurance brokers.

It is intended to offer protection against claims arising out of such situations as food poisoning. One broker said 90 per cent of the claims in products liability involve food or drink items.

Products liability is available to all types of amusements. Limits of liability normally are no more than \$10,000 and \$20,000, according to an insurance specialist. For most users, products liability insurance is not automatically included along with other types. Fairs and carnivals, for example, request this as an extra coverage. In amusement parks insurance, products liability is included automatically in one company's policy and available on request in another firm's policy.

HOW MUCH?

High Awards Raise Limits Questions

HOW MUCH INSURANCE one should carry as protection against the gigantic amounts that some juries have been awarding in liability cases is a question with more and more complications.

In every field of insurance it has been observed that jury awards have been big, too big in the eyes of insurance people and those who must buy the insurance.

One example of what it means when juries give more and more, bigger and bigger amounts in damage suits is shown in auto insurance rates. Another example is in liability insurance, including that for shows.

Thus, it used to be that shows had insurance limits of \$25,000 and \$50,000 or \$50,000 and \$100,000. Now many shows have and many brokers recommend limits in the neighborhood of \$100,000 and \$300,000.

But not all insurance people have recommended such high limits and now others are beginning to question the procedure.

It is a question of whether the chicken or the egg came first in some respects. One broker who now sees high limits as a mixed blessing at best, says that juries may be awarding big amounts more often because they know that more people carry big insurance coverage.

While he states that he is not necessarily recommending a standard amount, many clients are demanding higher and higher limits. Carnivals frequently want \$100,000 and \$300,000 limits. For another type of liability he recently wrote a policy for \$1,000,000 and \$3,000,000.

These high limits are wanted because there have been such big jury awards, and once the insurance is in existence, the awards may become more frequent. Such higher judgments are part of the cause of considerable upset in the liability insurance business, with some insurance companies taking losses on the year.

Another show insurance office points out that it has generally never advised a client to take such outsized limits, and that it disagrees with the urgings from most other insurance offices to take larger limits.

How to stop the spiralling in limits and awards is a subject that

brings much concern and many questions, but few answers.

Meanwhile, there are reports of courses in law schools on how attorneys can win bigger judgments, of associations of lawyers concerned with how to improve their approach to juries and win more money, and of jurors moved by these and other attorneys to award fantastic judgments.

The question of how much insurance to carry faces everyone who is open to liability and damage suits, and there appears to be no single answer.

OFF SEASON

Winter Brings Special Needs For Insurance

ONLY A FEW weeks ago the winter quarters of an Eastern carnival went up in flames, destroying rides, tents and other equipment.

In the same holiday period a West Coast park experienced a fire that destroyed a valuable Merry-Go-Round and other equipment.

Fire is only one of several winter-time, off-season risks that showmen need to consider for insurance purposes. Liability continues to be a risk. Trucks might become a liability even though the standing unused most of the time.

Yet in many cases the insurance carried by a show is of a variety that suspends coverage at season's end. In other cases there are risks that exist in winter quarters but do not present much of a problem elsewhere.

Fire insurance on winter quarters usually can be written by local agents, and parks also can get fire insurance locally.

Liability insurance for winter quarters or off season is obtainable from show insurance specialists at low rates.

Liability insurance for trucks is available from show insurance brokers also, with special terms for low winter usage.

Fairs Face Multiple Insurance Problems

A RECENT SURVEY among Iowa county fairs revealed that only two-thirds of them carry public liability insurance on their fairgrounds.

Many carry no workmen's compensation insurance.

Of 66 which contract for a carnival, only 25 fairs have the carnival's insurance endorsed to include coverage of the fair in case of an injury damage suit.

This survey points up what several observers have said is an important phase of fair management—adequate insurance coverage.

A factor affecting some fairs is that they are operated as part of a governmental unit and consequently often do not buy insurance. Governments usually insure themselves or pay claims out of general funds. For many fairs, however, liability and loss are potentialities that demand insurance protection.

Most persons would agree that a first step is to carry liability insurance to cover accidents on the fairgrounds. Another must would

be to see that the carnival and other units coming on to the grounds have their own insurance in adequate amounts.

There is no point in duplication of coverage. Therefore, a fair need not buy insurance on rides which the carnival already has covered, but it is important that the carnival's policy have an endorsement to include the fair's name. This serves to give the fair the same protection the carnival has on the rides.

Also advisable in the view of many insurance men is a contingency policy for the fair. This would be to bring the amounts of coverage up to a uniform level. Under this set-up, if a showman has \$5,000 in insurance and some one wins a judgment against him and the fair for \$7,000, the fair's contingency policy pays the difference. At the same time, if the judgment is covered by the showman's insurance, the fair is protected by an endorsement, and the contingency policy is not used in that case.

tween broker and show for the system to work at all.

In the whole insurance industry, show coverage is a very small part of business. Most insurance companies know nothing about shows, rides or how to write insurance for them. Those companies refuse to take such business, and thru the nation most of the insurance agents and brokers do business with this majority of companies.

Few in Field

There are a few companies, probably fewer than a half dozen, however, that will accept show insurance. They won't take it from any but a few agents, and these are the specialists.

If a company were to take this special insurance from any one of its usual brokers or agents, they would be doing so blindly because they have no information on how great or little the risks are, how much the losses might be, what the premiums ought to be. Further, if one took such a policy and there was a judgment, the claim might far exceed any premium income

(Continued on page 71)

No Problems With Foreign Ride Imports

INFLUX OF FOREIGN-built amusement rides in recent years has caused no special insurance problems, according to a spot check of show insurance specialists.

In the past few seasons an increasing number of rides have been imported and several of them have been unlike any general style of U. S. amusement devices. Some others have been similar to American-made units, like Coasters, Merry-Go-Rounds and flat rides.

Several insurance men were asked if foreign rides created any new problems or if they had any observations to make about them. None indicated any difference between American and European rides as a class for insurance purposes.

IS THERE COVERAGE?

Certificate of Insurance Meets Most Proof Demands

SOME GIVE AND SOME take. But every one in show business has need at one time or another for proof that certain insurance exists and is in force.

Parks and fairs often must get proof from some one on their grounds that the latter holds proper liability insurance. Carnivals and circuses often must provide proof that they hold such insurance. Carnivals need proof from independent ride operators, and there are many more applications.

Insurance men are not agreed on what constitutes perfect proof. Most of them agree that a certificate of insurance is adequate. This is a document that states there exists insurance as the law requires and that the insurance company shall notify all certificate holders in event the insured allows it to lapse.

Some say, however, that only the policy itself shows what they need to know about another's insurance. Critics of this point out that the policy may give the information, except whether it is paid up and still in force. Critics of the certificate of insurance point out that it doesn't state what the limitations are.

Despite the debate, certificates of insurance are accepted in most instances, and most insurance people recommend their use generally.

AGVA Insurance Moved

NEW YORK — The American Guild of Variety Artists' Welfare Fund has changed its insurance carrier for its accident insurance program to the Travelers Insurance Company, Hartford, Conn. Coverage had previously been provided by Lloyd's of London.

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Scott, Turner, Rides: Daytona Beach, Fla., 19-30.
Sugar State: Chacahoula, La.

Circus Routes

Davenport, Orrin: Saginaw, Mich., 19-24; Grand Rapids 26-31; Detroit Feb. 1-15.

Legitimate Shows

The Music Man: (Taft) Cincinnati, O., 19-31; (Music Hall) Kansas City, Mo., Feb. 2-7.

Miscellaneous

Matchstick City: (Northgate) Tampa, Fla., 19-24.

Ice Shows

Holiday on Ice of 1959: Milwaukee, Wis., 19-25; Cincinnati, O., 27-Feb. 1.

Ice Capades, 18th Edition: Edmonton, Alta., 19-24; Calgary 26-31. Ice Capades, 19th Edition: Providence, R. I., 19-21; New Haven, Conn., 22-28; Washington, D. C., 29-Feb. 11. Shipstads & Johnson's Ice Follies of 1959: New York, 19-25; Syracuse, N. Y., 27-Feb. 1.

Drag Racing Track Wins Okay in Conn.

HARTFORD, Conn.—Hartford businessman Frank Maratta plans to build the State's first quarter-mile drag racing track near Colchester, Conn. He has an option to buy 175 acres on Route 18, about a mile from Colchester center. State Police have approved Maratta's plans, he said, which call for a track to be built under regulations of the National Hot Rod Association at a cost upward of \$125,000. A May 1 opening is planned.

Harry Dann, equestrian director for Cristiani Bros.' Circus last year, is reported to be with Clyde Beatty-Cole Bros.' Circus now.

Ralph Ammon Dies

• Continued from page 56

consin State Journal at Madison. As farm editor his criticism of the Dane County Fair, Madison, led the board to offer him the manager's post, which he accepted. His record at Madison led him to the State fair managership, a position he assumed in 1930 after placing first in a civil service examination. In 1938, he was named director of the State Department of Agriculture and was reappointed in 1939 by another governor. He held the agriculture job as well as managing the fair, and in addition was chairman of the United Dairy Committee which fought butter substitutes. In 1942, he left the fair to join Charlie Rose, who operates the permanent fun zone on the Milwaukee fairgrounds and at that time also ran Edgewater Park, Detroit. In 1946, he was again named manager of the Wisconsin State Fair and held this position thru the 1948 run, which marked the Wisconsin Centennial Exposition. Between his two tenures of service at the fair he was assistant publisher and manager of The Prairie Farmer and its radio station in Chicago, WLS.

Became Publisher

Ammon was later manager of Station WKOW, Madison, leaving that position due to the press of his other activities, which included publishing Dairyland News and operator of Arte Press at Evansville, Wis. Since leaving the fair in 1948, he was associated with the Peoria, Ill., fair, was in the sign-posting business, the wholesale paint business, and operated a frozen French-fry firm in Milwaukee.

For the past eight years, Ammon, in partnership with Archie Gayer, operated the Fun-on-the-Farm amusement zone at the Milwaukee fair, a collection of midway shows and concessions.

During his many years at the helm of the State fair, he is credited with taking the event out of politics, building its attendance from 200,000 up to over 600,000, and thru the plowing back of profits, built the plant into one of the most modern in the country.

Ammon was a member of Sigma Delta Chi, national journalism fraternity; Alpha Kappa Delta, sociology fraternity; the City Club, Milwaukee, and a past member of the Showmen's League of America.

He is survived by his widow, Eileen; two brothers, Leslie and Raymond, and two sisters, Mrs. Ethel Overlin and Mrs. Erskine Nelson. Burial was in Maple Ridge Cemetery here.

Boat Show Sees Turnout Of 400,000

NEW YORK — The growing popularity of boating is expected to contribute another record attendance week for the National Motor Boat Show. The 49th annual edition got underway in the Coliseum on Friday night (16) and closed Sunday (25).

Around 389,000 persons jammed every available foot of walking space in the building last year. This year's turnout should exceed 400,000, officials predict. All exhibit space was sold out by last October, and 502 boats will be on display, plus other products.

Opening night feature was a fashion show for which the Guy Lombardo orchestra played. Aluminum Company of America paid the bill.

THE FINAL CURTAIN

AMMON—Ralph E., 57, former manager of the Wisconsin State Fair, January 12 in a Carni, Ill., hospital, following a heart attack. (Details in Outdoor section.)

AMRHEIN—Carl, owner of the Amrhein Baking Company, Springfield, Ill., and well known to outdoor show people, January 12 in Springfield. For years he has furnished all baked goods at the Illinois State Fair.

BROOKS—E. L. (Red), 59, for 42 years in the carnival business, January 1 in the Talihina (Okla.) Tuberculosis Sanitarium. In the past he had tramped with the Con T. Kennedy; C. A. Wortham, Beckmann & Gerety and Dodson World's Fair shows. Survived by his parents, a brother and two sisters, all of Wewoka, Okla.

BROWN—Arley, ride designer and former partner in the U. S. Brownie Corporation, Joliet, Ill., recently in an automobile crash near Joliet. Brown designed the Brownie Kiddie Tractor and later merged with the Greenberg brothers of Joliet to mass-produce the device. In September, 1958, the Greenbergs and Brown sold their firm to the Allan Herschell Company, North Tonawanda, N. Y., which currently manufactures the ride. His wife, Leona, is still confined in a Joliet hospital from injuries received in the collision.

BUNYARD—Billy Lou, former carnival concessionaire with her husband, the late W. Clay Bunyard, December 16 in Little Rock. She had been connected with the old C. A. Wortham, Wortham & Allen, S. W. Brundage and DeKreto Bros. shows. She was a member of the Ladies' Auxiliary, Showmen's League of America. Burial in Calvary Cemetery, Little Rock.

BURKS—Henry, advance advertising agent for Clyde Beatty-Cole Bros. Circus, January 7 at Eastern (Pa.) hospital. He collapsed on the street and was pronounced dead on arrival at the hospital.

CHAMBERS—Col. J. D., 74, retired president of Bry's Department Store, Memphis, and who had served as a director

Sherman Meeting

• Continued from page 56

conventions in the Sherman each fall.

The three are Bill Masterson, International Association of Fairs and Expositions; William Carsky, of the Showmen's League of America, and John S. Bowman, National Association of Amusement Parks, Pools and Beaches.

The three organizations will lay before the hotel a series of complaints arising out of handling of the conventions in recent years and seek a method to avoid complaints in the future, it was stated. Hotelmen Pat Hoy and Danny Amico will meet with the trio.

Winkley Gets

• Continued from page 56

purse this year, with \$57,000 up for grabs in the 10-day meet.

All events, with the exception of the midget races, will be under the banner of the International Motor Contest Association. D. K. Baldwin, fair secretary-general manager, said that during the five days of stock car racing, no souped-up motors will be permitted.

of the Mid-South Fair, the Cotton Carnival Association, Memphis Chamber of Commerce and other organizations, January 8 at a hospital in Centreville, Miss.

CHAMPAGNE—Louis J., 43, comptroller of the Fairgrounds Corporation, New Orleans, January 11 in Baptist Hospital there. He became associated with the corporation in 1945 as auditor and bookkeeper. Surviving are his widow, Louise; two daughters, Mrs. Walter Ledbetter and Diane Lou; a stepdaughter, Jacqueline Monpat, and two brothers, Edward and Roy. Interment in Metairie Cemetery, New Orleans.

CRALLE—Ray B., 68, a director of Florida State Fair, Tampa, January 11 in Tampa. Surviving are his widow and two daughters, Mrs. David R. Hall and Mrs. Louis C. McClure, Tampa.

IN MEMORY OF **JACK HALSTEAD**

Who passed away January 11, 1958. Three years have passed. Dear, since you went away, and I miss you more each day. Your Loving Wife, MAY

GORDON—Maude Wilma, 62, wife of Ed J. Gordon, owner-operator of Southland Amusement, December 20 of a heart attack while attending a meeting of the Eastern Star in Tampa. She was also a member of Elin Temple, Daughters of the Nile. Besides her husband, she is survived by a daughter, Iyeno Staunko, Tampa; a brother, Harley Lyons, Spokane; three sisters, Mrs. Freda Hensley, Los Angeles; Mrs. Charles Elishire, Aurora, Neb., and Mrs. Harry Lucas, Phoenix, Ariz., and five grandchildren.

IN MEMORY OF **GEORGE E. HONOLD**

Who passed away January 20, 1958. **LUCILLE M. ROSS** Daughter

McGOWEN—Harry, 79, former outdoor show musician, recently at his home in Sylacauga, Ala. He had tramped with such outfits as the Harris-Nickel Plate, Cosmopolitan, Shipp & Feltus, Ringling Bros. and Rhoda Royal shows. Survived by his widow, Ethel; a daughter, two sisters and a brother, Marlin, former circus musician of Vincennes, Ind., and Miami. Burial January 1 in Sylacauga.

ROBESIN—Robe, 31, carnival girl show dancer, December 10 in Chicago. She was the former wife of Bill Holt, girl show operator. Her non-professional name was Lizzie Ethel Roberson. Survivors include her mother, Lorena, a brother, Thomas, and a sister, Martha C. Dickerson. Burial in Henderson, N. C.

MARRIAGES

TIBBS-HARRINGTON— Casey Tibbs, rodeo star, and Cleo Ann Harrington, Miss South Dakota of 1954, December 31 in Sturgis, S. D.

BIRTHS

GRIFFITH— A daughter, Linda, to Bill and Dolores Griffith, Appleton, Wis., December 17. Parents are owners and operators of the Adams Bros. Circus.

Suburban Park Signs Dobritch Thrill Acts

SYRACUSE — A series of weekly thrill acts for Suburban Park, Manlius, has been contracted with booker Al Dobritch for the coming season. Russ Pace, manager, said the first appearance will be June 23. Acts will work Tuesdays thru Sundays.

There will be seven high acts and three ground acts. Definitely set so far are Henry Lamothe, high dive, Forsetz-Mendez high wire

act, and Bruno's breakaway sway-pole act.

Pace confirmed purchasing a Junior Hot Rod ride thru Fred Cerbini and Pat Razzano will place their Schiff Wild Mouse ride at the park for the season.

Season's opening will be during the Easter period, with weekend operations until warm weather arrives, when the operation will go daily.

ROLLER RUMBLINGS

Pennsy Negro Club Eyes Nat'l Contests . . .

PHILADELPHIA—The Imperial Jets, a local Negro skating club, has embarked upon a program of training and sponsoring skaters with unusual ability for possible entry in national skating contests in the undetermined future.

The program, to begin in early 1959, will cover five rinks and eventually, it is hoped, the Delaware Valley area.

Jets President George E. Miller says that his three-year-old club will promote and sponsor contests in Philadelphia, Franklinville, N. J., and Chester, Pa. Winners from the three cities will then compete against each other, with final winners slated for special grooming so that they may apply for membership in the Roller Skating Rink Operators' Association of America.

"Often," said Jets publicist Donald Trainer in explaining the plan, "our skaters don't have the experience to qualify for these national meets. But those of us who know

what is required are going to give these youngsters the benefit of our know-how and push them just as hard as we can."

The "youngsters" are those who skate regularly at the Carmen, Imperial and Playland rinks in Philadelphia; the Great Leopard Rink, Chester, Pa., and the rink at Franklinville. Trainer assists instructors Hubert Mitchell and Logan Gray four nights a week at the Imperial.

The Jets will call their organization the Roller Skaters' Guild. Its aim is to "keep 1,000 teenagers off the streets for four hours a night." Then a major contribution will have been made to the sport and community, say members.

In addition to Miller and Trainer, the Jets are backed by David Mong, business manager; Frances E. McDaniel, secretary; and Robert Johnson, treasurer. All of them pitch in at the Imperial to encourage patrons in a sport which they hope to use as a springboard for national recognition.

Polio Benefit Party Staged at Henderson, Ky. . . .

HENDERSON, Ky. — Green's Rollerrome here, owned and operated by Carroll Green, was the scene of an "Operation Stop Polio" skating party December 23, with all proceeds being turned over to Lester Woody, chairman of the Jaycees roller skating committee, to aid in the latter's drive to pay for polio shots given the people of Henderson. The Jaycees have given the first and second shots, of the series of three, to over 3,000 people.

Special guests at the party were Judy Carnal, Kentucky roller skate queen of 1958 who finished fourth in the contest at Miami, and Caroline Payne, Kentucky's 1957 queen.

The rink publicist, working with the Jaycees, contacted local newspapers and radio and TV stations, resulting in contributions of much space and time to make the drive a success.

Davis Open In Winter; Tilt Helps

BILONI, Miss. — Biloxi and Gulfport Amusement Park here has been in operation thru the winter, but weather has been chilly and business has been fair.

Helping create excitement, according to Owner-Manager Kenneth Davis, is a new Tilt-a-Whirl which he purchased at the NAAPPB convention in Chicago.

Also added is a spiral lighting fixture similar to one the Davises spotted while they were touring Europe last fall with the NAAPPB tour group. Mrs. Davis is secretary-treasurer of the park.

Ken Phillips, Bloomington, Ill., park and golf man, was a recent visitor at the park.

NAAPPB Poll Of Exhibitors Brings Ideas

CHICAGO—Late count on the poll of NAAPPB trade show exhibitors shows that out of 35 replies, 30 said the show was good to excellent, four said it was fair and two were not satisfied.

John S. Bowman, NAAPPB secretary, said that 28 said they would be in the 1959 show and eight said they were undecided.

Many good suggestions were included in the returns, he said, and these were forwarded to the NAAPPB's Locations and Exhibits Committee, headed by Lawrence Canfield.

Suggestions were concerned with hotel costs, hotel accommodations, use of badges, lobby signs, publicity, and admission of curiosity seekers.

One suggestion was that arrangements be made to encourage buyers to complete their transaction at the convention.

Favored Field

Continued from page 61

out of possible injury to children or others who come into the closed park and are hurt on inactive rides.

There are other special coverages to provide protection in case of injury on the general park grounds, or at the hands of a park employee, or under other circumstances.

Safety Cuts Costs

Safety pays for amusement parks, as insurance costs are less if losses are down and more if losses are great. Rates cited earlier are manual rates, those listed in the tables. If a given park has a good record over a period of years, the insurance company may reduce his rates to a percentage of the manual rates.

Generally, in determining what a park's rate shall be an insurance company examines the park's losses and grosses for the second, third and fourth years previous. It also gives some attention to the year immediately past.

Rates quoted here are for primary coverage of up to \$5,000 per individual or \$10,000 per accident. These amounts cover the great majority of demands on insurance, but there also should be protection against greater losses, especially in the cases of rides in which many people might be hurt in one accident.

To meet this demand insurance firms offer added coverage at additional price. The amount of coverage one ought to have is a matter of opinion among insurance agents and among park owners, but a sample coverage would be \$100,000 per individual and \$300,000 per accident.

NAAPPB OUTLINES SAFETY CAMPAIGN

Aim at Cutting Insurance Cost; Ending Injuries, Big Claims

CHICAGO — National Association of Amusement Parks, Pools and Beaches will broaden its safety program to reduce the accident rate at parks. It will be aimed at ending carelessness by patrons as well as by others.

John S. Bowman, NAAPPB secretary, said he believes the proposed program will have definite results in bringing insurance premiums down. The plan was approved by the NAAPPB board and will be carried out in co-operation with the National Safety Council.

One step will be to educate the public on safety precautions.

Another will be to investigate the possible presence of unjustified claims and unethical lawyers in the field.

A third will be to train employees in post-accident procedures and in safety precautions. Special attention will be given to increasing

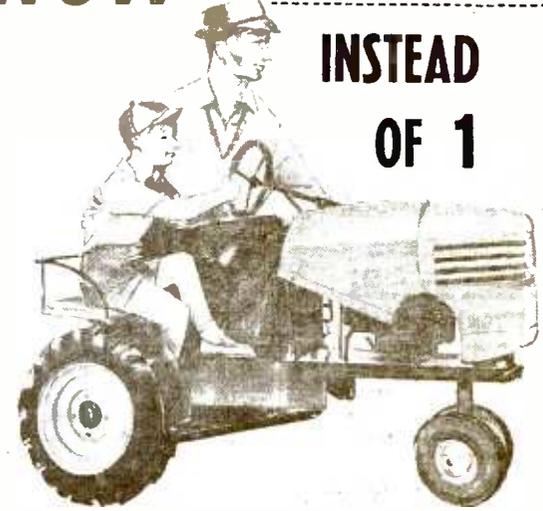
attention to safety late in the season, when earlier warnings and training have been neglected to some degree.

The association also plans a safety contest for member parks, with classes for parks of various sizes. A safety committee will be named. Al Balzer of the National Safety Council will work with NAAPPB.

A survey to determine interest of member parks in a group health and accident insurance plan for permanent employees is continuing. If enough interest is shown the association expects to set up such a plan with one of several insurance firms it now is in touch with.

On liability insurance, the association has renewed its contract with Associated Indemnity Corporation for another three years. The Insurance Committee will meet with the insurance company in March.

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Beatty-Cole Signs Buffalo Shriners

Add Day to Repeat Engagement; Six More Days Set for Club Towns

BUFFALO—Clyde Beatty-Cole Bros. Circus has contracted with Ismaila Shrine Temple to exhibit four days, starting June 4. This will be the second year for the Beatty circus here and the Shrine's 29th annual show.

Six additional days will be played in this area for Shrine clubs affiliated with the Buffalo Temple. They include Niagara Falls, May 30-31; Olean, May 29; Dunkirk, June 1; Salamanca, June 2, and Attica, June 3.

This year's Buffalo run will be a day longer than last year's. Last year the Beatty show played to sell-out business and added extra shows. The temple's profits were double what it had made a year earlier, according to the circus.

The circus had lively competition from both Cristiani Bros. and Harold Bros. circuses in bidding on

the contract. Previously, it had been a Hamid-Morton date most of the time.

Lot again will be the Orchard Park and Reserve Road site in the east end of town and three miles from downtown.

Setting up the contract were Burt C. Brown, potentate; Arthur S. Bedford, recorder, and Nell Burk, executive agent for the Beatty-Cole show.

MULL NEW BUILDING

Atayde Tabs Good Business In Long Mexico City Stand

MEXICO CITY—Free of opposition and with generally favorable weather, Ciro Atayde is having good business during the annual winter run at its home base here.

Meanwhile, conferences are in progress between Atayde executives and architects on plans for a circular aluminum building at the show's site on Calzada de Tlalpan. This would replace the tent now sheltering the semi-permanent ring and seating arrangement that have been in service for some years.

The current engagement opened December 20, just six days after the show's road tour ended, and will continue thru February 11. Performances are given at 6 and 9:15 p.m. daily, with four on Sundays at 11 a.m. and 4, 7 and 10 p.m. Two and sometimes three of the Sunday shows draw capacity crowds, and the first show other days is usually packed.

Dick Clemens, presenting 10 lions and a Himalayan bear, has sold the animals to Atayde, and Joe Horwath is on hand to take them over when the show ends its Mexico City run and Clemens and his Japanese-horn wife, Mary, return to the States. The stock is young, and the routine has less fighting and more comedy than most. The animal act follows intermission.

Also from the States are the Torelli (Stafford) family's six black Liberty horses and dog, pony and monkey combination. The show has omitted an elephant act from its Mexico City program, but three of its four elephants appear in the entry.

The Seitz-Mendez high-wire act from the U. S. gets top billing and wins heavy applause. Other Stateside acts are the Egon Brothers, aerial anchor routine with a breakaway finish, and Jewel and Charlie Poplin getting plenty of laughs with their comedy Ford.

Adams Orders New Big Top From O. Henry

CHICAGO—Adams Bros. Circus last week ordered an 80 with three 40's from the O. Henry Tent & Awning Company. Show's owner, Bill Griffith, said the top will be in blue and white stripes, with a 12-foot side wall in the same color-scheme.

Also ordered was a 30 by 20 marquee. The show already has a banner line and Side Show top.

Griffith said he plans to jump from Wisconsin quarters to the South for an opening in late April. Show will pick up the new top on the way south.

Jarmes Buys Miller's Share in Famous Cole

HUGO, Okla.—Glen J. Jarmes has purchased the half interest in the Famous Cole Circus from D. R. Miller. Jarmes and Herb Walters now are co-owners. Walters has been manager and co-owner in the show since its organization 10 years ago.

Jarmes was assistant manager of the Kelly-Miller Circus in 1957 and manager of the Choctaw County Chamber of Commerce at Hugo in 1958. He formerly lived in Iowa.

For Walters, the coming year will mark his 50th season in show business.

The Famous Cole Circus will have all new canvas from the Central Canvas Company, Kansas City, Mo. There will be five elephants, a rhino and other features. The season is to start on Sunday, April 12.

Staff will include John A. Frazier, general agent; Hazel Frazier, promotion manager; Joe Wright, promoter; Charles Rex, transportation; Jon J. Jarmes, auditor; Helen Walters and Bea M. Jarmes, front door; the Ross McKays, concessions, and Floyd Bradbury, organizer, band leader and Side Show manager.

Form Corporations

Walters will be president and general manager. Jarmes will be manager and legal adjuster. They are setting up the Sooner Circus Corporation, with Walters as president and Dr. J. C. Wyche as vice-

then blues that are nine high. Total seating capacity is 6,000. Prices range from three pesos (24 cents) to 15 pesos (\$1.20) for box seats.

The menagerie is housed in a long tent with seven push poles and has its own entrance from the street. Admission costs two pesos (16 cents).

There is a broad arched front flush with the sidewalk, brightly painted and lighted, and about 50 feet behind this is the marquee of the big top. To the right as one enters is a restaurant and to the left is a small permanent building that houses the show's offices.

Pass 70th Year

The business administration of Circo Atayde is presided over by Andreas Atayde, and the performance is run by his brother, Anrelio. The show, founded by their father and uncle, celebrated its 70th anniversary last year.

There are Ataydes literally by the dozens. Andreas has nine children. The four sons of the late Manuel Atayde are active in the affairs of the show, as is the son of the Atayde sister, Patrice, whose husband was an Englishman named Phillips. Also present is the widow of Francisco Atayde and her offspring. Many of the third generation Ataydes are married and have a fourth generation well started.

From Mexico City the show will

(Continued on page 65)

Louis Munoz Injured in Cannon Act

MIAMI—Louis Munoz, of the Emanuel Zachini cannon act, suffered mild shock, but no other apparent injury, in the cannon finale of Cristiani Bros. Circus here Tuesday night (13). Munoz was taken to Jackson Memorial Hospital after he lay motionless in the net following the act.

Stewart Recalls Old Railroad Shows

BRADENTON, Fla.—O. F. (Curley) Stewart, lately with Ringling and for 48 years with various circuses, has compiled a list of 73 railroad shows. Pointing out that railroading now is a thing of the past for circuses, he names these outfits as railers that operated sometime since 1900:

Campbell, Bailey & Hutchinson; Jones Bros. & Wilson; Jones Bros.; Ringling; Barnum & Bailey; Gentry Bros.; Kit Carson; Molly Bailey; Clyde Beatty; Russell Bros.; Cole & Rogers; California Frank; Dode Fisk; Miller Bros.' 101 Ranch; Collmar Bros.; Van Amburg; Cole Bros.; Gentry-Patterson; Wheeler Bros.; Downie & Wheeler; Sig Sautelle; Heritage Bros.; Arlington & Beckman Oklahoma Ranch; Palmer Bros.; Daniel Boone; Sipe, Dolman & Blake; Forepaugh-Sells; Sells Bros.; Sells & Downs; Rice Bros.; Robbins; Robinson Famous; Sells & Gray; Dock Old Dominion; Young Buffalo; Col. Tim McCoy; Arthur Bros.; Great McMahon; Jethro Almond; Austin Bros.; John Robinson; Sells-Floto; Hagenbeck-Wallace; Howes Great London; Sanger's European; J. H. Eschman; Walter L. Main; Downie Bros.; La Tena; Sparks; Sun Bros.; Yankee Robinson; World Pros.; Buffalo Bill; Pawnee Bill; Al C. Barnes; Mighty Haag; Buckskin Ben; Welch Bros.; Campbell Bros.; Orton Bros.; Golden Bros.; Backman & Tinsch; J. H. LaPearl; Christy Bros.; Lee Bros.; Harris Bros.; Norris & Rowe; Lemen Bros.; Dailey Bros.; Harris Nickel Plate; Sells and Renfrew, and Rhoda Royal.

Pete Pepke recently was in General Hospital, Warren, Pa., recovering from a kidney infection.

The Flying Palustres (3) are from Cuba. Rest of the acts are of native origin. A cycling troupe is from a well-known Mexican circus family, the Esquedas. From the Mexican Circo Bells come Pola and Mundo Encarnacion, a sister-brother revolving ladder number. Antonio Morales Jr. works head-balancing traps.

Jesse Cardona, opening the show with his spirited cloud swing, was to close with Atayde Sunday (11) to join Polack Bros. in Flint, Mich. Also leaving for the Polack opening was Javier (Peluza) Reynoso, clown. His parents with Cardona comprise the Reynoso Trio, iron-jaw trapeze, also set for Polack.

The Atayde clown contingent, which makes half a dozen appearances, is headed by Bellini, who in private life is Aurelio Atayde II. Christmas, Arab Themes

The entry at the start of the show is led by girl baton twirlers, trumpeters and drummers, followed by the band of 14 pieces, and consists of all the performing personnel and show's lead stock. The aerial ballet has a Christmas theme. Amid paper snow, the 12 web girls enter in sleighs pushed by Santa Clauses, who become web-sitters. A big flashy production number in the second half is Arabian in motif, led by Jimmy Atayde as a sheik on horseback and including camels, a guanaco and more than two dozen people.

The Atayde round top is just under 200 feet in diameter. This covers a saucer-like stadium, the rim of which is several feet above ground level and the center several feet below. As a result, the four center poles are taller than usual, measuring almost 70 feet.

Between the poles is a raised circular arena, 60 feet in diameter, in the center of which is a 40-foot ring with illuminated curbing. There are 46 boxes each with four seats. Back of these are 12 rows of chairs on concrete risers, and

Cristiani Takes Delivery on First Of 5 Seat Wagons; Replacing Blues

MEMPHIS—Cristiani Bros. Circus is taking delivery on the first of newly-constructed retractable seat wagons.

Five such wagons have been ordered for this season. They are being fitted as blues, with each trailer having space for 360 people. They are 15-high with benches, a center aisle and handrails around the sides. They fold back into a semi-trailer which also can carry other cargo.

Two units have been completed and all five are to be finished in time for use by the circus at its first stands of the regular road tour, starting in early spring.

The seats were built by the Hagan Manufacturing Company here. The trailers were built here by Arrow Trailer Company. The Hagan firm had consulted with the Cristiana show a year ago on new plans and construction was started this winter. The same company,

closely associated with the Lewis Diesel Company, also made the seat wagons formerly used by Ringling-Barnum.

This year's five trailers will replace blues at each end of the tent. Cristiani will continue to use its grandstand with chairs as the reserved seat section this year. In Memphis it was stated that the show plans to order six wagons for reserved seats to use in 1960.

president. The operating company will be the George W. Cole Circus Company, with Dr. Wyche as president and Walters as vice-president. Jarmes will be secretary-treasurer of both firms.

As Jarmes left his position with the Chamber of Commerce it was announced that a new super highway between Hugo and the Red River will be named in his honor. He helped promote the project. He also was active in the governor's Oklahoma Industrial Commission, helped promote a Hugo reservoir lake project and lined up a steel fabricating mill that is moving from Pittsburgh to Hugo.

Fans Donate To Baraboo's Museum Fund

BARABOO, Wis.—Individual circus fans and organizations have been making contributions to the Circus World Museum here. The gifts range from \$5 to \$200, according to General Chairman C. P. Fox.

Fred D. Pfening Jr., president of the CHS, donated \$200 in the name of the CHS. John C. Arter, president of the CFA, donated \$100 to the fund. More than two dozen other fans already have sent checks of lesser amounts. Fox pointed out that a \$5 donation also entitles the donor to a year's membership in the museum organization.

In the larger gifts department, it was announced that the First Wisconsin National Bank Foundation has given \$1,000. The campaign is aiming at a goal of \$150,000 to finance the opening and initial operation of the museum in buildings that originally were winter quarters of the Ringling Bros. Circus here.

UNDER THE MARQUEE

Tex Maynard will have the concert on Hagen Bros.' Circus this season. This will mark his first Western appearance since 1949 with Rogers Bros. Special paper is being made up.

Estelline Pike writes from Hubert's Museum, New York, that the current line-up there includes Congo, witch doctor and voodoo; Renee, Spanish folk dancer; Lydia, contortionist; Lorette, tattooed lady; Seal; Estelline, sword swallower; Harold Smith, musical glasses; Heckler's Flea Circus; Princess Wago, snakes, and Lady Parham, weight lifting and dancing. Charley Lucas is manager and emcee. Hazel Hudgens, who formerly had the bingo on Victory Exposition Shows, is cashier and talker. Heckler and Seal are mentioned in Bill Ballantine's new book, "Wild Tigers and Tame" *(Continued on page 65)*

Miller Show in Calif.

POMONA, Calif.—Paul A. Miller's Big Top Wild Animal Circus showed at the Pomona Valley Shopping Center here January 6-11. The show uses no big top. The circus, with Jean Jacobs' Animals presented by Johnny Pack, is given free four and five times daily on the parking lot. Fourteen rides are carried with the unit which has shown in the Los Angeles area for some time.

Polack Opens Tour; New Faces in Show

Amandis, Konyot Chimps, Cardona, Riccardos, Kigordo, Abbotts Join

FLINT, Mich. — Polack Bros. Circus opened its 1959 season here with a week's run starting Sunday (18). This is the show's 18th annual appearance at the IMA Auditorium for the Flint Shrine Temple.

The program reveals a considerable turnover in talent. In the line-up are the Five Amandis, tector board; the Coronas (5), high wire; Oscar Konyot's Chimpanzees; Reynoso Trio, iron-jaw trapeze; Jesse Cardona, cloud swing, and the Three Riccardos, trampolines—

all new to Polack except the Coronas, who were with Polack Eastern in 1956.

Other new acts in Flint are Prince El Kigordo and his lions, the Flying Abbotts (4) and the Three Tong's, Chinese acrobats.

Janet and Frank Burger are presenting a new act called Burger's Ken-L-Kade and featuring Afghan hounds. The Besalon Elephants have a revised routine worked out by Mac and Peggy MacDonald during the between-season layoff, spent in Flint.

The George Hanneford Family have been held over with their bareback riding, as has Tommy Hanneford's wife, Princess Tajana, heel and toe trapeze. Kay Hanneford has joined her brother, George Jr., and his wife, Vickie, in their perch act, now billed as the Georgian Trio.

Barbette again has directed the show's aerial ballet, as well as an Indian-themed production number to introduce Princess Tajana. Laurette Jefferson was choreographer, and costuming is by Jacks of Hollywood. Girls in Barbette's numbers include Liliane Parbot, Terry Blaguer, Brenda Jones, Mary Huber, Kae Johnson, Kay Hanneford, Helen and Ava Nielsen and Ava and Jana Landkas.

In the clown line-up are Ray Sinclair, Locke Lorraine, Chester and Joe Sherman, Javier (Peliza) Reynolds, John Thomson and Johnny Cirillino.

Louis Stern came to Flint for a four-week stay at Hot Springs and Bessie Polack from her home in Florida. Nellie Vaughan, the show's talent booking agent, and Viola MacLeod, secretary of Polack's Chicago office, were on hand for the opening.

The show's staff remains unchanged, with Ross Paul as manager and ringmaster-announcer; Chester Stanley, assistant manager; Opal Paige, auditor; George Paige, concession manager; Gwen Carsey, concession auditor; Bee Carsey, musical director; Wally Newbury, organist; Bernie (Soldier) Longsdorf, superintendent and mail agent, and Lillian Harvey, wardrobe mistress. Sam Polack continues as general agent and Justus Edwards as publicity director.

Magic Mountain Opens Ski Area

DENVER — Magic Mountain, amusement park under construction, is ready to open one of its winter attractions, a ski area.

The first of the park's program for winter activities, the ski area will be open for the rest of the winter. It is equipped with a rope tow. The area will be lighted for skiing at night. The park will have skiing instructors to head schools for beginners and for advanced skiers. The snow producing machines have been installed to augment natural snowfall when necessary. Parking area is provided.

Two skiing periods have been set, 12 noon to 5 p.m., and 6 p.m. to 11 p.m. Rates are \$1.50 for adults and \$1.25 for children on weekday afternoons. Admission is \$2 and \$1.50 on all nights and Saturday and Sunday afternoons. Spectator tickets cost 25 cents.

DALLAS — Plans for a 100-unit motor hotel to be near the Great Southwestland Park were announced last week. The hotel will be built and operated by the same organization that has the Sherman Hotel in Chicago and others.

Flaes." Estelle had write-ups in Denver and Beaumont, Tex., this fall and is at Hubert's Museum for the third straight year.

Jack and Gladys Smukler, ribe clowns, and their son, Dwight, have returned to their Detroit home from a Florida trip. . . . Kenneth Waite had 17 Christmas parades, including Gimbel's, Philadelphia, with his Mardi Gras Nursery Toys. . . . Chief White Cloud, circus and Wild West show performer for 40 years, has been working in the Kansas City area. Edwin Weed Small, of Grand Avenue, Kansas City, reports that the Chief needs mail

Eric and Betty Wilson, CFA from Iowa City, Ia., visited Jake Posey in Huntington Park, Calif., on Christmas Day. The Wilsons were in Pasadena, Calif., with the Iowa football team for the Rose Bowl game. Wilson is publicist for University of Iowa. They also visited Harry Chipman, former circus advance man, in Alhambra, Calif.

Earl and Hattie Shipley are wintering in Tamiami Trailer Park, Sarasota. They were on hand when the Ringling show rolled into town and say that the event was carried on a Tampa television station.

Don Mareks visited with Louis Goebels when the latter was in San Francisco recently. Mareks has done his clowning and magic recently for Eastman Kodak and Travis Air Force Base. . . . Lecturers set by Dave Friedman for the Chicago run of the "Mom and Dad" movie and book pitch have been with various circuses and carnivals. They include Scott Hall, Phil Hall, Loren Hall, Chick Schloss, Jim Hess, Harry Cherniak, T. E. Tobin, Card Mondor, Mort Chaffy and Sid Sepulwin.

The Young Troupe, Walter and Johnny, are currently at the Lido, in Paris. . . . The Royal American Shows will this season use 42 flats, 22 sleepers, 2 private cars, 3 box cars and 1 pie car.

Texas Jim Mitchell's Reptile Farm and Zoo has reopened in Sarasota, Fla. The Chamber of Commerce sponsored a welcoming ceremony and presented Mitchell with a key to the city. He has been at Ponce De Leon Springs, Deland, Fla., for nearly a year.

Builds Alamo For Film Set, Tourist Park

BRACKETVILLE, Tex.—J. T. (Happy) Shahan is reproducing the Alamo and San Antonio de Bejar as they stood in 1836 at a cost of \$500,000 as a setting for a John Wayne movie about the Alamo heroes.

Later, according to Shahan on whose ranch the building is going up, it will be converted into a tourist attraction.

Atayde Tabs

Continued from page 64

go to Guadalajara, Mexico's second largest city, for 13 days, then will continue on the road to within a week of next winter's return to the capital. For this tour a smaller tent is used that has two center poles and a seating capacity of 3,000. Some of the imported acts, including Seitz-Mendez, will be retained for the Guadalajara date, but after that they will be mostly replaced by show-produced acts.

Miami's Junior Museum Circus, produced by Dave Endy, had the following acts, provided and managed by Frank Wirth: George Keller, wild animals; the Wallenda Troupe; Howard Suesz' Elephants; the Great Galasso, finger stand; Max Morris, seal act; the Flying Hartzells, flying return; Simrus, high pole; the Zellas, high aerial bar act; Celeste, star in the moon; Suesz' mixed animal group; Joe and Sally Novue's dogs. Clowns were headed by Rudy Ducky and Bert Turner.

Mrs. F. B. Hildebrand reports that Frank B. Hildebrand, of Fun-O-Rama Attractions and Warren Bros. Circus, is seriously ill with heart disease in Albuquerque, N. M., and would appreciate hearing from his friends. His address is 4805 Central, N. W.

Lieut. Lee Allen Estes, who does safety shows for the Kentucky Department of Public Safety, will sponsor Blackstone the Magician in Lexington, Ky., late in February. He sponsored the Cristiani circus there last year.

CFA Larue and Percy Osborn, Shreveport, spent New Year's Day with the Herb Walters in Hugo, Okla. They also visited Jack Moore and Obert and Dory Miller. The Osborns again rented the Kelly-Miller canals for their Christmas decorations in Shreveport.

Hagen Bros. Circus has Bossier City, La., contracted for late March. . . . Milt Hinkle is going to the Columbia, S. C., and Durham, N. C., fair meetings for the K Bar M Ranch Rodeo.

Charles (Kid) Koster, the veteran 74-year-old billposter, who for more than 50 years has divided his duties between the major circuses and the legit shows, got the full treatment in George Murray's column in The Chicago American January 12. The yarn relates of the Kid's experiences from the time he ran away from home, at the age of 14, to join the old Christ Bristol Circus up to the present. Koster, who has tramped with Buffalo Bill, Ringling Bros., Hagenbeck & Wallace, to mention a few, is now in Chicago with the legitier, "Two for the Seesaw," showing at the Michael T.odd Theater.

Paul Eagles, RB agent, was in Chicago Thursday, (15). . . . Leo Francis, clown, has the Minneapolis and Cincinnati Shrine circuses, and the St. Louis Police Circus booked.

Felix and Amelia Adler will be with the Ringling show this year. Adler's 50th year in circus business. He recently donated some old clown shoes at a Circus Saints and Sinners affair.

Bozo Cooper, clown, is with the R. A. Miller Circus playing shopping centers around Houston.

Billy and Gee Gee Powell will open in Saginaw, Mich., for Orrin Davenport. They have other winter and spring dates for both Davenport and the Schilling office. The Powells have been in Dallas where their son is in school. Next spring, they hope to purchase property in Logansport, Ind., suitable as a Midwest base for performers with animals. The quarters will be operated year around by Gee Gee's parents, Mr. and Mrs. George Engesser.

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If you are a collector of circus photos, I have postcard size photos of most of the old-time railroad shows, such as

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Strong Auspices. No collects.
JIM BURKE, Green Bay, Wis.
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Penn-Premier Inks 11 Fairs to Date

Ebensburg, Pa., Set for Labor Day; List Fredericksburg, Military Spots

MIAMI — Eleven fairs are tied up and at least four more are pending for the Penn-Premier Shows, which owner Lloyd Serfass has beefed up in size to where it can take on two dates a week during the latter part of the season. Substantial additions and improvements have been made in the last two years.

Most significant development since the 1958 season closed, however, has been the acquisition of Ebensburg, Pa., a recognized and respected Labor Day event played for some time by the Morris Hannum Shows. In addition, Penn-Premier is returning to the fair at Fredericksburg, Va., which was played by Amusements of America last year, and is retaining its Indiana, Pa., fair contract, another solid date.

The season has been shaping up steadily and nicely, with both Serfass and business manager Harry (Buster) Westbrook making business forays up North while vacationing here.

Dempsey Joins Staff

Tiny Dempsey will be lot superintendent this year, and is currently in charge of building. Four new show fronts are in various stages of construction in winter quarters, Henderson, N. C.

Fairs reported to date, as the show goes into the Southern meetings, include Indiana and Ebensburg, Pa., Fredericksburg and Suffolk, Va., and seven North Carolina spots, namely, High Point, Durham, Henderson white and colored, Mount Airy, Burlington, and Winston-Salem colored.

Serfass reported the purchase of five trucks from Johnny Canole, a third Ferris Wheel, a Helicopter ride, and a 90-kw. generator ac-

Show Folks Pay Tribute To Deceased

SAN FRANCISCO — Annual Memorial Services of the Show Folks of America were held under warm and sunny skies at Olivet Memorial Park here Sunday (11) under the direction of Earl J. Leonard and Alex Freedman.

The services were conducted by Sam Abbott, of The Billboard in Hollywood, who also delivered the principal address. The invocation was by Father A. L. Hemenway, with Rev. Ralph M. Pedersen, of the Parkside Methodist Church, delivering the prayers and benediction. Frederick L. Pyman, S. T. D., Show Folks chaplain, spoke on "These? Thy Brethren." Carol Aaroe sang "Hem of His Garment" and "Just a Little More Prayer," and Dick Anderson, "I Believe" and "May the Good Lord Bless and Keep You." They were accompanied by Dorothy Hueing at the organ.

Abbott, who has been the principal speaker for the past five years, gave a brief inspirational talk.

During the year the club lost John L. Blake, Earl O. Douglas, George Honold, Nick Kochur, John Libarry, John J. Miller, Fred Ramsey, Joseph Gillio, J. D. Burroughs and Charles H. Wilkinson.

quired from General Electric in Raleigh. One of the work projects is to be the erection of illumination towers atop all light plant wagons this season.

In addition to fair dates there are a couple of bright spots to live up the early season. The show will make the Western Pennsylvania Firemen's Convention in Apollo, the celebration in Blayerville, Pa., and military payday dates at Langley Air Force Base and Fort Eustis, both in Virginia.

S. H. Dudley will again be in charge of the Minstrel Revue. Miles Dietrich is general superintendent, John Riggle, electrician, and Joe Gillman, secretary. Opening will be in Lynchburg, Va., in mid-April.

GALA AFFAIR

Out-of-Towners Jam Show's Ball

SAN FRANCISCO—A record number of out-of-town visitors joined with Show Folks of America to make its 16th annual banquet and ball in the Gold Room of the Sheraton Palace Hotel here Sunday night (11) one of the outstanding events in the club's history.

Speeches were held to a minimum with Eddie Hellwig, the banquet and ball committee chairman, so instructing Al Rodin, who emceed the doings.

Rodin introduced those on the rostrum starting with Michelle Lasky, who was Queen of the Ball. Also honored, in this order, were Sam Dolman, retiring second vice-president; Charlotte Porter, treasurer, serving her second term and who also served two terms as president; Lola Cox, re-elected corresponding secretary; Bonnie Townsend, re-elected recording secretary; Mary Richards, financial secretary for 1959; Leona Stevens, incoming second vice-president; Earl Leonard, retiring third vice-president, who was elected first vice-president; Rev. Frederick L. Pyman, S. T., chaplain; Sam Abbott, The Billboard; Art Andersen, Pacific Coast Showmen's Association president.

Sam Steffin, representing Arizona Showmen's Association; Fay Prosser, PCSA Auxiliary president; Lou Leonard, Showmen's League of America; Dave Cavagnaro, Napa District Fair director; Mike Kerkos, SFA past president; Alex Freedman, retiring SFA president, and Harry Myers, SFA's 1959 president.

Gets Gold Card

Freedman was presented with a life membership gold card. Myers, who was installed as president the following night, made a brief talk.

Bows were taken by Ruth Davis, retiring president of Regular Associated Troupers, Los Angeles; O. N. Crafts, Ray Cox, William Meyer, Loren Roberts, Charles Albright, Louis Leos, Matthew Lantz, Tillie Palmateer, Judge Gerald Levin, Russell Pettit, E. K. Fernandez, Charles Bagby and Harry Golub.

Congratulatory messages were read from Mr. and Mrs. Frank (Pete) Sutton, Mr. and Mrs. Louis Goodman, Pacific Coast Show-

OUTLOOK GOOD

Manning Fair Route Spans Four States

MIAMI — Eleven fairs spanning four Southern States have been lined up for the Ross Manning Shows, following dissolution of owner Manning's affiliation with John Marks. Marks' decision to return to the road this year left many show observers interested in how the Manning organization would fare in bookings.

Petersburg, Va., and Florence, S. C., are fairs of major status and both will be visited by Manning this fall. In addition, a substantial beginning on the booking picture indicates a satisfactory season ahead if weather and spending conditions are favorable.

(Continued on page 68)

William T. Collins Completes Fair Route

MINNEAPOLIS — The addition of Greater Grand Forks (N. D.) State Fair to the route of the William T. Collins Shows has almost completed its 1959 fair bookings, William T. Collins, owner-manager, disclosed here last week.

The Grand Forks annual was not played by the Collins organization in 1958. Also new to the route this year is Red River Valley Fair, Fargo, N. D.; Sioux Empire Fair, Sioux Falls, S. D.; Jackson County Fair, Maquoketa, and Washington County Fair, Fayetteville, Ark.

Repeat fairs to be played are North Dakota State Fair, Minot; Interstate Fair, La Crosse, Wis.; Steele County Free Fair, Owa-

toona Minn.; Freeborn County Fair, Albert Lea, Minn.; Nebraska State Fair, Lincoln; Oklahoma Free State Fair, Muskogee, and Tulsa State Fair and Exposition, Tulsa.

Collins was optimistic about the long-range view for the fair season.

Holiday Stand Gives Victory Expo Fair \$\$

EL PASO, Tex.—Victory Exposition Shows wound up its holiday engagement here New Year's Day after a sponsored run that was hurt somewhat by cool evenings that chased patrons home early.

Show set up its rides and tents on the city streets in the southern part of the city, but, according to operators, concession spending was light, with the rides getting good takes. Johnny Howard's Snake Show topped the midway, however, as the natives went for the exhibit in a big way. In addition, the show was heated, which helped.

Show moved out on Friday (2), with part of the equipment heading for nearby Ysleta to play a short stand for the Old Mission Church.

Visitors here in El Paso included Jim Stutz and Johnny Howard. Doc Snow, carnival agent, is wintering here.

Hot Springs Club Installs Schlossberg

HOT SPRINGS — Norman Schlossberg was installed as president of the Hot Springs Showmen's Association at its recent annual meeting here.

Also taking office with Schlossberg were L. C. (Curley) Reynolds, first vice-president; Carlo Rocco, second vice-president; Louis (Stretch) Rice, third vice-president; Harry Zimdars, treasurer, and Clint W. Shuford, secretary. Shuford takes the post for the ninth year.

The club's building plaque, con-

(Continued on page 68)

Md. State Fair Mum on Show

TIMONIUM, Md. — A decision has been made on this fall's midway contract for the choice Maryland State Fair date, John M. Heil, general manager, reports. He said the fair will not announce its decision until February, however, for reasons which were not explained. The midway was an independent production of Jake Shapiro for several years, and was occupied in 1958 by the Dave Endy Shows.

Two Midways With Miami's Three Circuses

MIAMI — First of three major circus dates got underway here Friday (9), as the Cristiani Bros. Circus opened a 10-day run sponsored by the Jim Dooley Fishing Club, Jack Essner of Philadelphia is providing the midway, assisted by Leo Bistany.

During the last three days of the run, Friday thru Sunday (16-18), Frank Wirth's Great American Circus will show again at Tropical Park for the Junior Museum Guild, with Dave Endy producing the midway. Ringling Bros. Circus comes into the new Exposition Hall, January 23 thru February 1.

Essner has 15 rides with the Cristiani show, plus Irene Burton's Wild Life and midgets. Concessionaires include Johnny Miller, Sidney Daniels, Bob Parker, Jackie Lynch, the Sandefords, Maxie Glynn, Mark Reilly and others.

Endy is again saturating schools with tickets, 109,000 of them having gone out. Admission is 50 cents and \$1. The date went over very nicely for midway folks last year.

PCSA Fems Install Fay Prosser as Prez

HOLLYWOOD—Retiring and incoming officers of the Ladies' Auxiliary, Pacific Coast Showmen's Association, were honored at impressive installation ceremonies in the spacious Blossom Room of the Roosevelt Hotel here Saturday evening (3).

Blanche Henderson was emcee. Clara Anderson, installing officer, outlined duties to incoming officers who were Fay Prosser, president; Kitty Searce, first vice-president; Grace Goss, second vice-president; May Snobar, third vice-president; Madison Hopes, secretary, and Stella Shapran, treasurer. Mesdames Hopes and Shapran were re-elected.

Retiring officers were Helen Vaughn, president; Elsie Kennedy, first vice-president; Kitty Searce, second vice-president; Emily Friedenheim, third vice-president, Mrs. Hope and Mrs. Shapran.

Matthew (Jimmy) Lantz, retiring PCSA president, was escorted to a place of honor by his wife, Evelyn. Arthur Anderson, 1959

PCSA president, was introduced. He was accompanied by his wife, Clara, Auxiliary past president.

The retiring and incoming Auxiliary officers were escorted to their respective places on the rostrum by Lucille Dolman, Mae Mortensen, Kitty Doolan, Shirley Carpini, Ruth Davis and Emma Blash.

The invocation was delivered by Ted LeFors, with Ruth Relt singing the national anthem. Background music was furnished by Dorothy Ray, whose all-girl orchestra later played for dancing.

Miss Henderson read a congratulatory telegram from Tillie Palmateer, who could not attend because of illness.

Nell Ziv, the Auxiliary's first president, honored the various show clubs by lighting a bulb in a wheel thru which "Good Luck" was placed in large gold cut-out letters. The clubs were PCSA Showmen's League of America, Heart of America, National Show-

(Continued on page 68)

WITH THE LADIES

Midwest Club Fems Sparkle at Party

MINNEAPOLIS — Ladies attending the second annual banquet and ball of the Midwest Showmen's Association here Monday (5) presented a sparkling appearance in their colorful gowns, furs and jewelry.

Mrs. William T. (Mickey) Collins, Auxiliary immediate past president, selected an Oleg Cassini original of black taffeta and chiffon, while the new president, Mrs. Frank (Verna) Winkley, wore embroidered white silk by Nettie Rosenstein. Bette Carroll, new first vice-president, wore a Fath model of brocade pink satin, with Evelyn Spence, second vice-president, in a Cassini model in black trimmed with sequins.

Blue Lace
Secretary Grace Johnson chose a Block in aqua-blue lace, while Gladys Erickson, treasurer, selected a Putillio design with black velvet top and multi-colored skirt. Chaplain Belle Signor sparkled in a charcoal sheath trimmed in black lace and topped with a mink stole. Angelo Conroy wore a black satin

dress with white mink trim designed by Maggi of Toronto. A Dior creation in brown wool brocade was worn by Louise O'Neil, with Kathy O'Neil in a white strapless chiffon.

Jean Haddad came in an ankle-length black model and Blake Lambert in royal-blue velveteen. Clarette Faber chose coral satin lace with matching stole, and Peggy Junkin wore black satin, and Doretta Muckle a black and red silk sheath. Mrs. Al Thompson came in a black and silver dinner dress of brocade satin, while Mrs. B. Wilkens chose a black silk trimmed with rhinestones, and Mrs. Tom Moore Sr., a blue cocktail suit. Mrs. Tom Moore Jr. wore a red cocktail suit, and Mrs. Morris Challen a navy-blue model by Lapidus.

Doris Micklethun wore white wool trimmed in black lace, and Em Adam was also in black and white. Mary Dean was charming in a strapless green brocade gown, and Joyce Scott wore a blue-and-white print. Elaine Holman chose a black felt ballerina-length skirt with pink sweater. Neva Lanke wore a waltz-length blue satin, and Sooty Sheansey, a brown silk with gold trim.

Jeanette Gellman chose a black silk sheath, and Cassie Staley, a green sheath. Mildred Forcier was in black chiffon, and Marge Maupin came in a waltz-length gown in beige lace. Mrs. Clarence Hinkle selected a black sheath with sequin head dress, and Mrs. Frank Diamond a black jersey sheath trimmed in blue and white. Mrs. Norris Carnes wore black silk, and Marty Shern, a black wool cocktail number. Louise Kaufman came in a royal-blue cocktail suit, and Irma Feist, a black and aqua silk. A turquoise cocktail suit was chosen by Clara Frank, and Viola Dobson came in a gray cocktail suit. Mrs. Chet Moore chose black silk with a draped neckline, and Mrs. Kenneth Balgeman a harem skirt number in satin.

Gray and black brocade was selected by Ruth Cooper, and Rachel Pautriaup, a waltz-length chiffon number. Jeanne Atkinson came in blue chiffon, and Geneva Hazen in a blue lace skirt with velvet top. Mrs. C. J. Rose chose black velvet with satin stripes, and Helen Staley selected an orchid number topped with black velvet coat. Sally Forcier wore a red wool sheath, and Colleen Libby, a brown jersey sheath trimmed with gold and green satin.

Leona Bennett Elected Prez by Michigan Fem Club

DETROIT — Leona Bennett was elected president of the Ladies' Auxiliary of the Michigan Showmen's Association to succeed Margie Mansell. The other newly elected officers are: Ann Borke, first vice-president; Bobbie Schultz Dunkirk, second vice-president; Gertrude Quist, third vice-president; Grace Ziegler, treasurer, and Edna Burd, secretary.

Elected to the board of directors were Ravell Galo, Jean Briggs, Marion Fodal, Lottie Johnson, Carrie Dear, Rose Morrison, May Price, Rose Gold, Tina Weiner, Patricia Crognae.

When the National Showmen's Association Ladies' Auxiliary held its installations a surprise was in store for Ethel Weinberg, NSA executive secretary. She received a gold life membership card, presented by Bess Hamid.

Detroit Club Names Lovejoy

DETROIT—In a spirited election contest the independent ticket in the Michigan Showmen's Association defeated the so-called regular ticket, with Calvin L. Lovejoy, former circus clown, named president over incumbent Cameron D. Murray.

In the only other contested election, for third vice-president, Rex Allen defeated Frank Cook.

There was no contest for the other offices:

Edor Burge, first vice-president; Max Nahoum, second vice-president; Max Kahn; treasurer; Irving Rubin, executive secretary.

Directors are Sam Burd, Clyde Butler, Teddy Underwood, Jack Segal, Sam (Pork Chops) Ginsberg, Maynard Ostrow, Al Clothier, Fred Silber, Marvin Keys, Morris Mentzel, William Silber, Irving Borke, George Kane, Harry Peltier and Irving Quist.

Installation took place Monday (12) immediately after the election.

Joe King Adds Bull As Free Act

DENVER—Joe L. King, owner of King Bros. Shows, announced the purchase of an elephant to be used as a free act this season. The bull was recently acquired from the Green Animal Farm and Mary King will handle it and present the act. A new heated van was also bought.

King recently underwent surgery at Denver, but is well on the way to recovery. Visitors to the hospital included Rex Elliot, concessionaire; John Oxford, owner of Happy Day Rides; Ted and Dolly Kimpell, concession ops at Estes Park; Max Levine, Western Novelty Company, and Larry and Madlin Nolan, of Alamo Exposition Shows.

The Kings will rest at their winter base here with a trip to the Nebraska Fair meeting in Lincoln being the only business activity planned before opening. Show's 1959 route is much the same as last year.

Office Change And Snack Bar Set for NSA

NEW YORK — Renovation has begun at the National Showmen's Association quarters here, along lines which will solve several problems caused by the club's physical layout.

The front room downstairs, used now for storage, will be converted to a cloakroom. The present cloakroom will be enlarged and transformed into the office for the executive secretary. This will have an entrance onto the floor and a window to the front door vestibule.

In the kitchen, a snack bar is being built by cutting into a wall. The liquor bar will be disposed of. First reguar meeting under administration of Al McKee, new president, was held Wednesday (14).

Helen Vaughn Named Chrmn. By PCSA Fems

LOS ANGELES — Helen Vaughn has been named chairman of the board of directors of the Ladies' Auxiliary of the Pacific Coast Showmen's Association by Fay Prosser.

Officers serving with Mrs. Prosser include Kitty Seearce, first vice-president; Grace Goss, second vice-president; May Snobar, third vice-president; Madison Hopes, secretary, and Stella Shaphran, treasurer.

Member of the board of directors to serve with Mrs. Vaughn, Auxiliary junior past president, are, in addition to the elected officers: Nell Ziv, Clara Zieger, Martha Nathan, Peggy Forstall, Marlo LeFors, Nina Levine, Alberta Foster, Margaret Farmer, Edith Hargrave, Edith Walpert, Marie Tait, Betty G. Coe, Trudi Di Santi, Mary V. Taylor, Lillian Schue, Grace Merkel, Peggy Steinberg, Clara Anderson, Marosa Herman, Berta Harris, Emily Bailey, Raie Banard, Emma Blash, Mabel Brown, Esther Carley, Eleanor Crafts, Charlotte Cohen, Dot Cronini.

Edna Dauer, Eva Demarrs, Ruth Davis, Rose Westlake Dodson, Kathryn Doolan, Emily Friedenhein, Babe Gardner, Barbara Hellwig, Maybelle Hendrickson, Vivienne Jacobi, Lola Krekos, Esie B. Kennedy, Evelyn Lantz, Clara Little, Eliza Matthews, Mae Mortensen, Nancy Meyer, Ruth Martone, Maree Rhodes, Thora Rickard, Rose Rosard, Julia Smith, Alberta Vaughn and Ruth Wolff Wood.

Fifty-eight members were present at the recent meeting, with Rose Fernandez, of Honolulu, and Virginia Krieger as guests. Door prizes were donated by Thora Rickard, Mae Mortensen, Clara Little, Fay Prosser, Clara Andersen, and Eliza Matthews. Awards were made to Marie Tait, Ruth Wolff Woods, Eva Demarrs, Ruth Davis, and Helen Noeland.

Mrs. Vaughn, who retired from the presidency, thanked the members for their support during her administration.

Maybelle Hendrickson, chairman of the sick and relief committee, reported that Midge Holding is seriously ill. Also on the sick list are Vera S. McFarland and Trudi Di Santi's son.

HALLANDALE CHAMBER OF COMMERCE INDUSTRIAL & AGRICULTURAL FAIR

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6 BIG DAYS

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6 BIG NIGHTS

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Phone: Wabash 3-5540, Hallandale, Fla.

ANYONE KNOWING

The present whereabouts of EUGENE M. TETTS is requested to phone MR. ROBBINS Federal 9-3433, Minneapolis, Minn. A substantial reward will be paid for information enabling us to contact him.

WANTED

Ride Help of all kinds, Foremen for the Ferris Wheel, no cars, no wires, Hanky Panks of all kinds. Need Agents for String Game, Fish Pond, Cork Gallery, Hoop-La, Bear Pitch. Shopping centers only; come where the money is and no dirty midways. Contact JOHN WARNER Gulf Way Shopping Center Corpus Christi, Texas

WANT FOR CASH

Coaster, road model, or 8 or 16-tub Octopus. No junk. Give complete description, condition, price, etc. Also want Hit-Striker.

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For Lincoln's New State Fair Coliseum — March 5-8 — 4 Days 6 Shows. Please send complete details, pictures and lowest net salary. Erma Smith, answer. A few good locations still available for Pitchmen, Demonstrators, Ring Shows and outstanding Attractions. BILL MORTON 2616 S. 24th St., Lincoln 3, Nebr. Phone 38308

LAST CALL FOR FLORIDA

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RIDES: Roundup or anything new and different. Liberal percentage. SHOWS: Big Side Show or something outstanding that caters to women and children. HELP: Foremen and Second Men for Caterpillar and 12-car Scooter and Help for all major Rides.

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Redwood 7-3867, Tampa, Fla.

WANT RIDES AND CONCESSIONS

For big Mardi Gras Celebration, Mobile, Ala. (14 days). Have 3 locations, one on Government Street and one on Conti Street.

Can place Rock-o-Plane, Paratrooper, Mad House, Tilt-a-Whirl and Roll-o-Plane. Want Concessions of all kinds, Straight Sales, Jewelry, Long and Short Range Galleries. Agents for Scales and Novelties.

Want A-1 Foreman for Allan Herschell 2-branched Merry-Go-Round. Join now. FRANK W. PEPPERS
Phone Greenwood 7-6122 after 9 P.M., Mobile, Ala.

AGENTS WANTED

For Color Cigarette Games at permanent beach location. Must be experienced. No ups or downs.

MILTON KAUFMAN

469 OCEAN AVENUE REVERE 91, MASSACHUSETTS

WANT GIRLS

Exotic Dancing Girls. Strips, also Female M.C. and Choreographer for Carnival All-Girl Revue.

Send recent photo with age, height and vital statistics and experience to

BOX 600, Ellis Auditorium, Memphis, Tenn.

NEW WHIRL-A-ROUND RIDE

New major ride, has a capacity of 24 adults, requires a 40 ft. space, loads on one 30 ft. trailer. Ride has 12 all-metal cars that spin and whirl, giving a very thrilling ride. Send for photo and full information. Price \$8500.00. Terms arranged.

KING AMUSEMENT CO., INC., Mt. Clemens, Michigan

CLUB ACTIVITIES

Showmen's League of America

CHICAGO—President Bill Carsky was in the chair at the regular Thursday (15) meeting. Assisting him were Ed Sopenar, vice-president and Hank Shelby, secretary. Ed Levinson also sat on the platform.

Attendance was off due to many members attending the various fair meetings. Harold Steinman and Sam Shayon are new members.

The sick list was long. Sam J. Levy Jr., and Lou Keller were confined at home; Pete Andrews is in Augustana Hospital, Chicago; Dwight Pepple, Passavant Hospital, Chicago; Harry Mazy, Veterans Administration Hospital, Lake City, Fla., and John Dorsey, in a Savannah, Ga., hospital.

The name of Ronald Kornell was added to the plaque.

Ladies' Auxiliary

The regular business meeting was held in the Ruby Room of Hotel Sherman. Seated at the table with Mrs. William Carsky, president, were Mrs. Ethel Wadoz, first vice-president; Mrs. Jeannette Martindale, second vice-president; Evelyn Hock, treasurer, and Mrs. Elsie Miller, secretary. Carmelita Horan, chaplain pro-tem, read the invocation.

Correspondence was read from Nan Rankine, Dorothy Packman, Dolly Young and Katie Little. Dolly Young is the only member of the auxiliary to have won a gold life membership card for outstanding service. Margaret Hock, Rose Page, Nan Rankine, Mae Taylor, Alda McCue, and Margaret Filograsso were reported on the sick list.

The auxiliary celebrated its 41st anniversary January 13, with a party in their hotel Sherman club-rooms.

Prizes donated by Jeanette Martindale and Caroline Schultz were taken by Elsie Miller and Harriet McBeath.

Caravans, Inc.

CHICAGO—President Margaret Levine conducted the Tuesday (8) meeting in the Hotel Sherman. Also present were Theresa Dundee, second vice-president; Wanda Derpa, secretary, and Lillian Lawrence, treasurer. Chaplain Irene Coffee delivered the invocation.

A thank-you letter was read from Mayor Richard Daley for the club's donation to the Our Lady of Angels School fire fund, and another was read from the Multiple Sclerosis Society for contributions. Letters were read from Mollie Spitzer, Alice McLaughlin, Edith Streibich, Winona Woodward, Mae Oakes, Frances Berger, Ruth Davis, Emily Bailey, Agnes Dowsell and the auxiliaries of the Midwest Showmen's and Pacific Coast Showmen's associations.

New members are Bessie Lamson, Essie Tate, Estelle Bell and Mrs. Hilda Tole. Agnes and Oliver Barnes became grandparents. Members were saddened by the death of Billie Lou Bunyard.

Evening awards went to Theresa Dundee and Claire Cherniak. Isabell Brantman and husband, Max, are wintering in Florida. First social of the year will be January 19, in charge of Margaret Levine, Agnes Barnes and Wanda Derpa.

Heart of America Showmen's Club

Ladies' Auxiliary

KANSAS CITY, Mo. — The Auxiliary held its installation luncheon at the Roof Garden of the Aladdin Hotel with 27 members present.

May Wilson played piano while officers marched to the table. Each officer had a corsage at her plate. Elenora Prices was emcee. Highlight of the program was a reading by May Wilson.

Wires from other clubs were read. As each wire was read, a candle was lit in its honor.

Nellie Logue and Mary Cather, absent for some time, were present. The men's club sent flowers.

The club presented the outgoing president, Leota Campbell, with a gift. Other outgoing officers were also given gifts. Leota Campbell made the presentations.

Miami Showmen's Association

Ladies' Auxiliary

Rosita Dell presided at her last meeting as president January 7. On the dais were Francis Deemer, honorary president; Kay Leisure, Ella Dodson and Onales Jones, vice-presidents; Hilda Roman, recording secretary; Estelle Bell, treasurer, and Annalee Wilkins, corresponding secretary. Marie Vivona gave the invocation.

New officers for 1959 were installed January 8 at the Seville Hotel. The tacky party planned for January 18 has been postponed to January 25.

Alamo Adds Two New Fairs To '59 Route

SAN ANTONIO — Larry Nolan, general agent for Alamo Exposition Shows, reports the signing of two fairs to bring the Alamo organization up to a full route. New are the Bossier-Webster Parish Fair, Minden, La., and the Dallas County Fair, Dallas.

The show will open at the annual Battle of Flowers here. The show also repeats at the Farmington (N. M.) Spring Festival and July 4 Pioneer Days, Lander, Wyo.

Mr. and Mrs. Nolan are visiting at their home in Denver, but will report back to winter quarters in mid-January.

Jack Ruback, owner, flew to Hot Springs for a short rest after the Chicago meetings before returning to San Antonio where quarters are now open with a crew building new fronts featuring a new color scheme.

Herman Reynolds and his crew have the electrical equipment and trucks ready to go. Approximately 12 men are currently in quarters and there are many visitors daily.

McCrary Gets Mad Mouse

NORTH TONAWANDA, N. Y. — E. D. McCrary, San Antonio, has taken delivery of his new Allan Herschell Mad Mouse. The Mouse is booked with Bill Hames for the Fort Worth Fat Stock Show opening January 27. The McCrary Mouse will also make Laredo, Tex., for the Washington Birthday Celebration; the Battle of Flowers in San Antonio, and Buccaneer Day in Corpus Christi. McCrary is operating a Herschell Twister in addition to his new Mad Mouse ride.

Manning Route

• Continued from page 66

Manning has signed Lynchburg, Luray and Woodstock, Va.; Reidsville, Rutherfordton and Lenoir, N. C.; Camden and Newberry, S. C., and Marianna, Fla., in addition to the fairs already mentioned.

The show has been wintering in Marianna since closing the 1958 season there. Projects include rebuilding of the Skooter in Orlando. The front gate will be refurbished and decked out with Fibreglas. The Merry Mixer ride bought from Garbrick last year is being factory-rebuilt.

Manning emphasized that the Petersburg contract is a fence-to-fence affair except for eating stands, and the show will provide the second bingo which was decided on by the sponsors. Opening will be March 30, with the location as yet unannounced.

Hot Springs

• Continued from page 66

taining 133 names, was unveiled in the foyer of the clubhouse.

At the recent regular meeting, Zimdars presided in the absence of the president and vice-presidents. Lee Moss, Benny Hazen, Rocco and Spike Ponoffio represented the club at the recent banquet and ball of the Midwest Showmen's Club in Minneapolis.

After spending the holidays here, J. W. (Patty) Conklin headed for his Brantford, Ont., home to see his new grandson.

Al Weinberg is working his psychological hypnosis at the Casa Marina on Key West, Fla.

MIDWAY CONFAB

Ray Garrison gave a recent Christmas party at his Owensboro, Ky., home for show folk friends, including Mr. and Mrs. Dick Mardis, Mr. and Mrs. Leslie Dameron, Bob Hucklerberry, E. K. Brewer and Helen Gunther.

T/Sgt. and Mrs. Wesley Duke Charles, Langley Air Force Base, Va., have returned to their Chesapeake Bay home after a trip to their Gibsonton-on-the-Bay, Fla., property. Mrs. Charles, known in show business as Patricia Gordon, recently graduated from a boat-piloting school conducted in Newport News, Va. Her husband, a singer, formerly trouped with World of Mirth. Cetlin & Wilson and Johnny J. Jones shows.

Mrs. Al (Esther) Kunz, secretary-treasurer of Heth Shows, owned and managed by her husband, was released from a Chicago hospital last week after she entered it for emergency treatment. . . . Mr. and Mrs. James L. Reed left Dyersburg, Tenn., last week for the winter quarters of Byers Bros., Shows in Couthatta, La. Reed is builder and also handles mail and The Billboard while his wife will have their popcorn trailer on the show for the fourth season.

Frank R. Conklin, Canadian midway biggie, and his Midway Farms, Brantford, Ont., breeding place of thoroughbred horses, are featured in the current issue of Canadian Thoroughbred magazine. The price primarily tells the story of his purchase of the race horse, Blue Man, which will be used for breeding purposes.

Mr. and Mrs. A. E. Raines, owners of Raines Amusements, were recent guests at the Talihina, Okla., home of Mr. and Mrs. Noah (Okie) Kennedy. Noah will return to Raines Amusements for his sixth season as electrician. . . . Mike Gallichio, back from a trip to Dallas, is in Alexandria, La. He will spend two weeks at Hot Springs in January. . . . Cuban

PCSA Women

• Continued from page 66

men's Association, Missouri Showmen's Association, Show Folks of America, Michigan Showmen's Association, Miami Showmen's Association, Caravans, Inc.; Hot Springs Showmen's Club, Greater Tampa Showmen's Association, Regular Associated Troupers, Arizona Showmen's Association, Midwest Showmen's and International Association of Showmen.

Marie Tait, a past Auxiliary president, presented gifts of appreciation to Mrs. Vaughn, and Alberta Vaughn assisted her in the distribution of tokens to her retiring staff. Mrs. James Smith presented her mother, Mrs. Prosser, with a gavel and best wishes for a successful administration. The retiring president was presented with a gold life membership card by Opal Manly, a past president.

Mrs. Prosser withheld the announcement of committees, with their appointments to be made at a regular meeting. She, however, did name the house committee, including Peggy Forstall, chairman; Emma Blash, Elsie Kennedy, Grace Merkel, Clara Andersen, Bertha Harris and Nina Levine.

Emilie Bailey was thanked for her outstanding efforts in decorating the room with large white urns with a silvery finish.

The reception committee included Emilie Bailey, Kitty Scaerce, Mary Bacigalupi, Shirley Carpin, Steve Vaughn, Dave Friedenheim, Edward Kennedy, Dick Scaerce, Edna Dauer, Lucille Dolman, Betty Kent and Mickie Wexler. Tickets were handled by Grace Merkel, Betty Coe and Peggy Forstall.

Bill is wintering in Brooklyn. He will work on the front of a Glass House on Motor State Shows this season.

Dave Friedman, owner of Apex Films, now has Jim Hess, concessionaire, and Chick Schloss, Girl Show producer and booker, on his staff.

Edgar Hart writes that he stopped off at Charleston, S. C., recently and cut up jackpots with many showfolks. . . . Buck Denby and Col. Jack Lance are framing a new girl revue that will feature Little Gladys. The show is booked with Vivona's Amusements of America. . . . Dallas Duncan, legal adjutor with the Wolfe Shows, says that the organization will play the Butter and Cheese Spring Festival in Charleston, S. C. . . . Lester McGee has a winter unit in Charleston, S. C., using Gene Kaiser's rides. He reports good business. Harold Railey, former show owner, has a night club in Charleston, S. C., and has several showmen working there for the winter. Ralph Decker and Jimmy Davison are waiters, and Eddie Steele and Roy Allen are mixologists. . . . Art Craner, veteran publicist who has been in retirement for the past five years due to illness, came back to handle the publicity for the San Francisco chapter of Show Folks of America's recent activities. . . . Minnie Meyers, annex attraction, is wintering in New York.

88 Cited for Club Service At MSA Gala

MIAMI—In addition to the gold life-membership cards awarded at the annual banquet Monday (5), there were 88 names read off for special citation for service to the Miami Showman's Association. The list includes showmen, civic and fair officials and others whose efforts were publicly acknowledged.

The following people were cited:

Joe Aarons, Buckv Allen, Carmen Amici, Louis Bell, Leo Bistany, Dr. Sam O. Black Sr., Shep Blumberg, George Brayford, William C. Bryant, Oscar Buck, Harry (Whitey) Byus, John Campi, Johnny Canole, S. Tommy Carson, Issy Cetlin, James L. Christine, Dick Coleman, Phil Cook, Bill Cowan, Sidney Daniels, Danny Dell, Mel Dodson, J. D. (Eddie) Edwards, Dave Endy, R. Erdell, Jack Essner, Nate Farber, Dave Fineman, Patty Finnerty, Ben Glasburg, Max Godman, George Gordon, Specs Groscurth, Joe Ross, Carl Hanson.

Also, Pud Hartman, Frank Hausman, Donald V. Hock, John Hoffman, Eddie Horwitz, Raymond S. Hottle, H. William Jones, Harry Katz, Lew Lange, Ed Leidig, Murray Levitt, Willie Lish, Wallace N. Maer, Ross Manning, Frank C. Miller, Harry Modele, Pete Norman, Jacques Ostadal, Bob Parker, Bill Perrot.

Also Alton Pierson, Abe Prell, Joe Prell, Sam Prell, Max Pincus, Louis A. Rice, Rhody Riding, Mike Roman, Martin H. Ritter, Dutch Saltus, Harry Schreiber, Claude Sechrest, Lloyd Serfass, Maxie Sharp, Irving Sherman, Sam Solomon, Jimmy Stable, John F. Stine, Whitey Tara, Al Tედlow, L. I. Thomas, Bill Tucker, Dominic Vivona, Johnny Vivona, Mose (Rip) Weinkle, Harry Weiss, Jack Weiss, Marty Weiss, Buster Westbrook, Dutch Whiteside, John Wilson and Charley Wright.

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Wants for "Broadway to Hollywood" Revue

JAMES E. STRATES SHOWS

For winter fairs in Florida and the 1959 season.

Want Singers, Dancers, Musical Novelty Acts, Line Girls and Exotic. Want Workington to handle canvas, also Front Man. Bob Holmes, contact me. Also Gus Schultz. No collect calls or wires.

All answer to JACK NORMAN Box 535, Gibsonton, Fla. or phone Tampa 40-3623

WANTED RIDE HELP

Foremen and Second Men. ALSO TICKET SELLERS, for Brownsville, Tex., Celebration, Jan. 30 thru Feb. 8.

RIDE HELP, REPORT TO WINTER-QUARTERS, SEQUIN, TEX., BY JAN. 23.

DON FRANKLIN SHOWS

207 Carolwood San Antonio, Tex. (Phone: Diamond 3-7722) No Collects.

Thank You TONY MASON

Revue Owner-Mgr. Amusements of America for your G.M.C. tractor purchase. "Save Money With Johnny"

JOHNNY CANOLE 8641 N.W. 18th Ave., Miami, Fla. Phone: PLaza 1-9266

NOW BOOKING FOR 1959 SEASON

Have a few open weeks for Fairs and Celebrations.

DOWN RIVER AMUSEMENT CO.

1938 W. Jefferson, River Rouge, Mich. Phone: Winewood 3-1810 or University 3-1555

AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1959 DATE BOOK CENTRAL Show Printing Co., Inc. MASON CITY, IOWA

URGENT JAMES C. BENNETT

Who worked for the Rock City Shows in 1967, or anyone knowing the whereabouts of him, call (collect).

GEORGE ISENHOWER

Phone: 4-4721 Oswego, Ill.

Southland Amusements

Last Call

Ocala Fat Stock Show & Exposition, Saturday, January 24, thru Saturday, January 31.

Few more concessions open. X on Popcorn, Floss and Applix. J (ED) GORDON, Gen. Mgr. Ocala, Fla., after January 21.

FAIRS-EXPOSITIONS

JANUARY 19, 1959

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

THE BILLBOARD

69

LUNCHEON, TOURS, SHOW

Women's Program for Penn. State Meeting

READING, Pa.—Special programs for the women, including a tour of the world's largest full-fashioned hosiery mill, are on the agenda for the 47th annual convention of the Pennsylvania State Association of County Fairs at the Abraham Lincoln Hotel, January 28-29.

Wives of delegates will have a round of activities Thursday (29) thru co-operation of the Reading Fair, Reading-Berks Chamber of Commerce convention committee, Berkshire Knitting Mills, and the Abraham Lincoln and Berkshire hotels. Included are a mill tour, free luncheon and fashion show in the Berkshire Hotel, and a greater Reading sightseeing tour, with free bus transportation. Free hosiery will be given all touring the mill.

No convention sessions are planned for Wednesday (28) but the annual election of officers and assignments of 1959 dates in the Central Fair harness race circuit will take place that night, starting at 8 o'clock.

Mayor Plans Welcome

Edward A. Clark, of Clearfield, president, will call the convention to order at 10 a.m. the next day

and delegates will be welcomed by Mayor Daniel F. McDevitt. Forum discussions on "Proper Insurance Coverage for Fairs," "Suggestions for Improvement of Food Sanitation," "Admission Passes: How to Control Them," and "Methods of Deriving Off-Season Revenue."

Leading agencies will provide entertainment for the Thursday night banquet. John S. Giles, president of the Reading Fair, will be toastmaster. No speech-making is scheduled and the banquet will start at 7 o'clock.

Committeemen on the various groups arranging the convention are Giles, John P. Bloom, of Ebensburg; A. J. Richards, of Butler; Dwight B. Hower, of Port Royal; J. R. Hogentogler, Clearfield; Dick Eichelberger, Bedford; Samuel S. Lewis, York; Maynard Mordan, Bloomsburg; James A. Wilkinson, Ebensburg; Dr. W. J. Perkins, Honesdale; William Arthur Morris, Reading; Russ Moyer, Reading; Albert Swoyer, Reading; Mary Rupert, Ebensburg; R. U. Fasiacht, Ephrata; Ralph Bard, Kutztown, and Josiah W. H. Behrens, Lehighton.

Bloomsburg's Net Is 43G Despite Rain

110,930 Attend; Fair's Finances Draw Approval

BLOOMSBURG, Pa.—Bloomsburg Fair's net profit for 1958 included more than 35 per cent from off-season operations, it was brought out at the annual audit. The society's profit was \$43,196, of which \$1,751 came from manure sales, \$1,146 from stall rentals, \$3,590 from building rentals and \$7,345 from interest on investments.

The association's financial stability is pointed up by the \$275,000 it has invested in U. S. Treasury Bonds and time deposits, plus a cash balance of \$67,104 and prepaid insurance of \$16,496. A gate charge of 55 cents is levied, but children up to and including high school age are free-gated.

Officials expressed satisfaction at the financial statement, especially in view of poor weather conditions prevailing last year. The event pulled rain on Friday night and Saturday, but paid gate admissions totalled 110,930 and 28,036 automobiles were parked during the week.

Gate Admissions \$61,011

Chief income items during fair week were \$61,011 gate revenue, \$14,018 parking receipts, \$36,382 day receipts from grandstand and paddock, \$27,590 night grandstand receipts, \$56,333 from building rentals, and \$13,500 carnival grounds rental.

Major expenditures included \$13,204 in race purses, \$21,303 for judges and other help, \$10,839 for printing and advertising, \$17,172 for office and grounds payroll, \$32,000 for grandstand entertainment and night show, \$11,350 for salaries of officers, \$11,542 in Town of Bloomsburg amusement tax and \$20,056 in insurance premiums.

More than \$25,000 was spent in improvements. There were new walkways and roads constructed, new fire and water lines, and refurbishing of horse barns, grandstand, toilets, sumps and electrical work.

Willard Alexander Agency, New York, provided the grandstand show last year, and the midway was that of Reithoffer Shows.

Midwest Assn. Meets Feb. 27

TOPEKA, Kan.—The Midwest Fairs Association will hold its annual meeting at the President Hotel, Kansas City, Mo., February 27, Maurice E. Fager, secretary, announced last week.

NEWFOUNDLAND, Pa.—The Greene - Dreher - Sterling Fair will run two weeks later in 1959, September 1-4, Bob Staph, secretary, announced last week.

Move was made by the annual to clear a conflict with a North-eastern Pennsylvania Dairy Show and to take advantage of Labor Day weekend in the Pocono Mountains summer resort area. The midway remains unsigned to date.

February 27. Maurice E. Fager, Mid-America Fair, Topeka, Kan., secretary.

61G Net for York Is Increase of 5%

Total Admissions 287,892; 1959 Fair Signs Strates, Wirth, Swenson Unit

YORK, Pa.—Net earnings for the 1958 York Inter-State Fair rose 5 per cent over 1957, the annual report shows. Increases were recorded in many departments, and Horace B. Faber, vice-president, termed the general results "very good, considering the economic conditions under which we worked."

The fair wound up with a surplus of \$61,651 on total income of \$319,133. In 1957, there was a surplus of \$58,183 on revenue totaling \$314,961. Last year's income exceeded this year's only in the case of Exhibition Building rentals, which fell off about \$9,000 to a figure of \$8,705.

Attendance for the five-day event was given as 287,892, substantially better than the 273,340 persons who attended in 1957.

QUEEN HELPS

Calgary Gets Big Early Ticket Call

CALGARY, Alta. — Indications are that the grandstand will be a sell-out well before the July 6 opening of the Calgary Exhibition and Stampede.

Altho the mail order grandstand reserved seat sale does not officially open until February 1, hundreds of ticket applications from all over Canada and the United States and even Great Britain and Europe have piled up.

Unofficial reports that Queen Elizabeth and Prince Philip may attend the stampede are believed to have spurred the early demand for tickets.

Some applicants have actually asked for tickets on the day or days that the royal couple will attend the stampede. Exhibition and stampede officials say they have no knowledge of any such visit.

First orders for grandstand seats were received on the closing day of the 1958 show last July.

Three ticket offices built to resemble full-size Indian teepees will be used at the entrance gates. They will carry the insignia of three chiefs who signed a treaty at Crowfoot Crossing in 1877. Crowfoot, Bears paw and Big Belly.

Wood, rather than canvas, will cover the teepees and a modern touch will be the addition of a device to provide ventilation and a protection against rain. Indian craftsmen will apply the final touches to the paint job.

Work on the construction of a \$1,775,000 multi-purpose exhibits building and curling rink at the fairgrounds is proceeding on schedule and completion is planned in time for the 1959 exhibition and stampede.

FAIR MEETINGS

Association of Alabama Fairs, the Battle House, Mobile, January 19-20. Christie W. Summers, Box 972, Jasper, secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 18-20. H. B. Kellev, Hillsdale, secretary-treasurer.

Maine Association of Agricultural Fairs, Portland, January 21-22. Roy E. Symons, Skowhegan, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-23. A. D. Scott, Box 68, Fargo, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 25-27. Clifford D. Coover, Shelby, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 25-27. Clifford C. Hunter, Taylorsville, secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 28. William C. Lynn, 1 West State Street, Trenton, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 26-27. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 28-29. William Arthur Morris, 522 Court Street, Reading, secretary.

Association of Tennessee Fairs, the Noel Hotel, Nashville, January 29-30. Jack Vinson, 938 East Broadway, Newport, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 5-7. Bob Murdoch, 102 E. Locust Street, Tyler, secretary.

Western Pennsylvania Fair Exhibitors' Association, Penn Albert Hotel, Greensburg, February 7. H. W. Churns, 524 Alexander Street, Greensburg, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 9-10. Clyde E. Byrd, Box 907, Little Rock, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 22-23. L. (Doc) Cassidy, Box 73, Shelby Station, Louisville 17, secretary.

Oklahoma Association of Fairs, February 1 - 3, Biltmore Hotel, Oklahoma City, Harry James, 621 Court House, Oklahoma City, secretary.

Louisiana Association of Fairs and Festivals, Bellmont Hotel, Baton Rouge February 14-15. Adolph Netter, Donaldsonville, secretary.

Mid-West Fairs Association, President Hotel, Kansas City, Mo.,

WINTER FAIRS

Arizona
Phoenix-Maricopa Co. Fair Assn. March 26-28. Harvey M. Johnson.

California
Cloverdale-Cloverdale Citrus Fair. Feb. 19-22. Valle Taylor.

Imperial-California Mid-Winter Fair. Feb. 28-March 8. D. Karl Lehmann.

Indiana-Riverside Co. Fair & Nat'l Date Festival. Feb. 14-23. R. M. Fullenwider.

Los Angeles-Calif. Int'l Trade Fair & Industrial Expo. April 1-13. Don M. Muchmore.

San Bernardino-National Orange Show. April 9-10. G. Walter Glass.

San Francisco-Grand Nat'l Jr. Livestock Expo. March 21-25. Nye Wilson.

Florida
Clewiston-Sugarland Expo. March 3-8 Mrs. Dorothy Moore.

De Land-Volusia Co. Fair. Feb. 16-21. Eunice-Lake Co. Fair & Flower Show. March 9-14. Karl Lehmann.

March 9-14. Karl Lehmann.

Large-Pineleaf Co. Fair & Horse Show. Feb. 24-28. J. R. Logan.

Miami-Southeast Fla. State Co. Youth Show. Jan. 29-Feb. 2. Ralph E. Huffaker.

Ocala-Southeastern Pet Stock Show & Sale. Jan. 24-31. Louis Olibreath.

Orlando-Central Fla. Fair. Feb. 28-29. Crawford T. Bickford.

Palmetto-Manatee Co. Fair. Jan. 26-31. Harper Kendrick.

Plant City-Fla. Strawberry Festival. March 2-7.

Plant City-Hillsborough Co. Jr. Agrl. Fair. April 16-18. D. A. Storms.

Sarasota-Sarasota Co. Fair. March 16-21.

Sebring-Highland Co. Fair. Feb. 28-28.

Smith Rudisill Jr.

Tampa-Florida State Fair. Feb. 1-14. J. C. Huskisson.

West Palm Beach-Palm Beach Co. Fair. Feb. 28-31. Lamar Allen.

Winter Haven-Fla. Citrus Expo. March 7-14. Robert J. Eastman.

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Featuring
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RACING CAMELS
THE ATTRACTION THAT WILL FILL YOUR GRANDSTAND
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Need 40 Acts for 1959 Tours.
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Critics from Coast to Coast say . . .
JOAN BRANDON is
THE WORLD'S GREATEST HYPNOTIST
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BOB CONSIDINE, New York Journal-American: "Joan Brandon's book, 'The Art of Hypnotism,' is being published by Fawcett."
NORMAN WINTERS, Show Business, Hollywood, Calif.: "The biggest attraction in town is Joan Brandon, hypnotist."
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this week's

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PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

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Sets of • Earrings
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Sparkling, hand-set stones in a variety of brilliant colors. High style — beautifully boxed for Christmas selling.

25% cash with order, bal. C.O.D., F.O.B. Memphis.

WRITE FOR NEW CATALOG

CEL-MAX, Inc.
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CEL-MAX Extra SPECIAL Ladies' Rhinestone WATCH SET \$7.95

Distinctively boxed 7-Jewel Rhinestone Watch, rebuilil like new! Necklace, Earrings, Jeweled Ball Point pen. The Complete Set, \$7.95. Sample, \$8.95.



PIPES FOR PITCHMEN

A FEW . . . get-well cards from acquaintances in the business would be appreciated by vet pitchman Owen V. Flippo, according to his partner, Manuel Miller, of Chicago. Flippo, who is well known to many in the trade, is located in the Johnston Willis Hospital, Richmond, Va.

and Herman Keller and Maurie. I keep busy pretty much of the time now with my three-year-old grandson, but am able to work occasionally. I generally work during the Christmas season and make three or four fairs in season."

"THOUGHT . . . I would pipe in and let the girls and boys know that I am still among the living," writes Mrs. Teresa Sidenberg, widow of Sid Sidenberg, a pitchman who was known to readers of this column for many years. Mrs. Sidenberg reported that she had a top-grade jewelry display during the holiday season in a drugstore in Wellston, Mo. "This was my second year in the same location, and I did very well," writes Mrs. Sidenberg. "Helen and Norm Hutchcraft and George Regan were all within two blocks of my location, and they, too, did very well. I often wonder where some of the old-timers are and how they are doing. I'd like to take this opportunity to say hello to some of my very dear friends and ask that they send in an occasional pipe so that we know something of their whereabouts and their activities. I refer, of course, to such vets as Dave Rose and wife, Madeline and Mary Ragan, I. W. Hightower, Joe Clark, Jimmy Miller, Kentuck Lee, Giff and Kay, Ginny Gordon, Chief Mexes, Lil and Tip Halstrom, Cowboy Williams, Kenney and Irene Hackett, Shorty Grace, Harold Newman, Rose and Herbie Caspar, Joe Hall with his plumber tools in the bottom of his trunk, Tom Kennedy,

Five Years Ago In Pitchdom

Doc M. J. Lockey reported that he was writing sheet in the Haykinsville, Ga., area while his wife, Prairie Mae, was working their med show to good returns. Doc was headed toward Florida. . . . Jim Poole, back in Chicago after a stay in New Orleans, reported seeing a number of other pitchmen in the Delta town, including Big One-Eye Stein, Morrie Green, Lefty Shapiro, Ruben Bluestein and Mike Hepburn.

Curley Miller was reported to have forsaken the country music field for a fling at the med business with an all-colored show. . . . Joe Greenie made his debut on TV, doing a pen pitch on WATV, Newark, N. J. . . . Teresa Sidenberg and her sister, Ailene, were working in the Miami territory.

C. E. Pearson was spotted working coils in the Birmingham area to good takes. . . . Tex Smith was a visitor in Georgia with Doc M. J. Lockey and wife, Prairie Mae. . . . A Sells was doing a med pitch in Georgia and also peddling cartoons to trade journals. . . . E. C. Pardee reported from Alabama that his ramblings brought him in contact with Jim Ford, Lloyd Mil-ton, Hambone Hammond, Blackie Hamlett and Paul Atkins.

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150 pr. 24" Necklaces	37.50	16.50 Gr.
48 pr. 24" Necklaces with 2 Silhouette Charms, Boy & Girl	36.00	21.00 Gr.
325 pr. Heavy Shadbelly Chain Bracelets with Heart, Round, Square or Octagon Charm	33.00	18.00 Gr.
76 pr. Bracelets, Rope Chain, with 2 Silhouette Charms, Boy & Girl	36.00	21.00 Gr.
17 pr. Oval Engrawable Sweater Guards	36.90	24.00 Gr.
60 pr. Ass. Cufflink & Tie Bar Sets, in Black & Crystal Plastic Boxes	5.50 Dr.	2.50 Dr.
136 pr. Cufflink Sets, carded up to	36.00 Gr.	12.00 Gr.

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COMING EVENTS

- Arizona**
Chandler—Chandler Rodeo, Feb. 14-15.
Chandler—Sheriff Posse Rodeo, Feb. 28.
Mar. 1. Katherine Aulley.
Mesa—Jr. World Championship Rodeo, Feb. 7-8.
Phoenix—Phoenix Rodeo, March 12-15.
Scottsdale—Scottsdale Show, March 21-22.
Scottsdale—All-Arabian Horse Show, Feb. 21-22.
Scottsdale—Scottsdale Rodeo, Jan. 30-Feb. 1.
Tucson—Cutting Contest, March 12-15.
Tucson—La Pista de los Vaqueros, Feb. 19-22. C. Edgar Goyette.
Wickenburg—Gold Rush Days, Feb. 13-15.
Yuma—Silver Spur Rodeo, Feb. 14-15. Bill Murie.
- California**
Chowchilla—Chowchilla Team Roping & Calf Roping Contest, March 27-29.
Los Angeles—Trailer Late Show (Great Western Exhibit Center), Jan. 29-Feb. 1.
Shaw Management, Inc., 142 S. Fairfax, Los Angeles 36.
Palm Springs—Palm Springs Rodeo, Feb. 7-8.
San Diego—Southern Calif. Marine Assn. Boat Show (Electric Bldg., Balboa Park), Jan. 23-Feb. 1.
San Francisco—San Francisco National Sports & Race Show (Cow Palace), Feb. 27-March 2. Thomas Rooney.
- Colorado**
Denver—Colorado Sports, Boat & Travel Show (Coliseum), March 1-8. Robt G. Langenwaller.
Denver—Denver Auto Show, April 6-11.
Denver—Denver Rodeo, Jan. 16-14.
- Florida**
Bradenton—DeSoto Celebration, Feb. 17-18. Mrs. Roe Rrasoner.
Fort Pierce—St. Lucie County Home Show, Feb. 11-18. Lew Nachman, Fort Pierce Hotel.
Hollywood—Home Show (Armory), Jan. 24-28. Al Stern, 2007 N. Ocean Blvd.
Homestead—Homestead Rodeo, Feb. 7-8.
Indianapolis—Circle T. Ranch Rodeo, Feb. 28-March 1.
Kissimmee—Silver Spurs Rodeo, Feb. 20-22. Katherine Aulley.
Miami—Intl. Forestry and Sports Car Show, Jan. 25-Feb. 1, 1959.
Miami—Miami Intl. Boat Show (Dinner Key Aud.), Feb. 20-March 1.
Miami Beach—1959 World-Wide Auto Show, Feb. 25-March 8, 1959.
Miami Beach—Miami Beach Sports & Vacation Expo. (Miami Beach Exhibit Hall), March 14-22. Frank Jenkins.
- Georgia**
Atlanta—Southeast Boat & Vacation Show (Aud.), Feb. 27-March 8. Martin P. Kelly.
- Illinois**
Chicago—Chicago Auto Show, Jan. 17-25, 1959.
Chicago—Chicago National Boat Show (Intl. Amphitheater), Feb. 6-15. Guy Hughes.
Chicago—Chicago Sportsmen's & Vacation Show (Intl. Amphitheater), Feb. 27-March 8. H. Werner Buck.
- Indiana**
Fort Wayne—Fort Wayne Sport & Vacation Show (Memorial Coliseum), Feb. 14-19. E. M. Berg, Trio Enterprises, P. O. Box 2047.
Fort Wayne—Fort Wayne Boat Show (Memorial Coliseum), Feb. 14-22. E. M. Berg, Trio Enterprises, P. O. Box 2047.
Indianapolis—Indianapolis Sports, Vacation & Boat Show (Fairgrounds), March 13-22. Melvin T. Ross.
- Iowa**
Des Moines—Iowa Sports, Boat & Vacation Show (Memorial Aud.), March 31-April 5. Martin P. Kelly.
- Kansas**
Wichita—Kansas Sports, Boat & Travel Show (Forum), Feb. 10-15. Robert G. Langenwaller.
- Kentucky**
Louisville—Mid-American Sports, Boat & Travel Show (Fairgrounds), Feb. 14-22. William H. King.
- Louisiana**
Baton Rouge—Baton Rouge Rodeo, March 7-14.
- Massachusetts**
Boston—New England Boat Show (Commonwealth Armory), Feb. 22-March 1.

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Insurance Outlook

Continued from page 60

Lloyd's is reported to be declining to renew some policies for primary coverage. However, two points are made. First, Lloyd's states that it is not backing away from all show coverage or from any other entire class of business.

Second, Lloyd's and all observers agree that the London giant of insurance business will continue to write liability insurance of this kind and that it will be a stiff competitor as in the past.

Despite this there are bound to be repercussions from Lloyd's actions and from the fix some American insurance firms find themselves in.

Show insurance men agree that it will be harder and harder to place show coverage; fewer companies want it. As Lloyd's becomes more selective, there will be more clients out looking for other companies to take their insurance. One show insurance man reasons that some new companies may be tempted to enter the field, but he feels they are likely to stay only a short time.

Others of the four or five insurance companies which now will take show liability are not expected to welcome new business with open arms in some cases.

Followed to its next step, this means that it may not be long before some showmen find it virtually impossible to get insurance. What then? Several show insurance men who were asked this were unanimous in their answers. Each said: "I don't know what will happen."

Redouble Safety

All this means that everyone in show business must keep the problem in mind and some must take important steps as a result. For example, show owners must take all precautions against accidents and must redouble safety precautions. To do otherwise, might mean loss of insurance and inability to place it elsewhere. That could lead to a situation where it would be impossible to stay in business.

Fair management must take more positive steps to be sure that shows coming on to its grounds has the insurance that is required. This would include carnivals, auto racers, independent midway people and others.

Similarly, sponsors should take every precaution to be certain shows they back have proper insurance.

Why Specialists?

Continued from page 60

it could hope to gain in as much as 25 years or more.

But the companies that do take it have necessary information on risks and rates. They have enough of this type to warrant having engineers who are skilled in inspecting equipment of this nature. They have enough of it so that premiums from all the policies build up enough of a fund for them to handle claims without dipping into income from other kinds of business.

To get the business concentrated in a few firms, each takes its business only from a few specialized brokers. The volume of business comes in from insurance men who are also aware of how shows operate. The brokers don't accept risks they think are poor. And when they have accepted several good risks, they place them with one of the specialized insurance firms as a "book" of business.

If a broker has too many losses among his policyholders, the insurance company may decide to take no more business for him. So the brokers are eager to accept only good risks; they don't want to gamble their whole business on the methods of a showman who has had more than the average number of claims. Now show liability insurance is

COMING EVENTS

Continued from page 70

Boston—Herald-Traveler Fishing & Hunting Show (First Corps Cadets Army), March 19-22. Robert Duffy. Locks.

Detroit—Detroit Boat Show (Artillery Army), March 14-22. Jack Ferguson. Grand Rapids—West Michigan Sports & Boat Show (Civic Aud.), Feb. 23-28. Jack Locks.

Jackson—Jackson Boat, Sports & Travel Show (Armory), March 12-15. National Sports & Travel Shows, Inc. 10421 West Jefferson, Detroit 18.

Kalamazoo—Kalamazoo Sports, Boat & Travel Show (County Center Bldg.), Feb. 18-21. E. H. Buchner & Co., 10421 W. Jefferson Ave., Detroit 18.

Pontiac—Pontiac Lakes Sports & Travel Show (Armory), March 26-29. National Sports & Travel Shows, Inc. 10421 West Jefferson, Detroit 18.

Minnesota Minneapolis—Northwest Boat, Sports & Travel Show (Municipal Aud.), March 27-April 5. F. W. Eshler. St. Paul—Land-O-Lakes Boat, Vacation & Travel Show (Auditorium), Jan. 16-24. Noel Van Tilburg.

Missouri Kansas City—Kansas City Boat, Sports & Travel Show (Auditorium), Jan. 30-Feb. 8. F. W. Kahler. Springfield—Springfield Outdoor Sport Show (Shrine Mosque), March 3-8. Paul Barker. St. Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 30-March 1. Wendell Emrick.

Nebraska Omaha—Omaha Sports, Vacation & Boat Show (Civic Aud.), March 10-18.

New Jersey Asbury Park—Jersey Coast Boat Show (Convention Hall), Feb. 21-March 1.

New Mexico Albuquerque—Albuquerque Auto Show, Feb. 19-23, 1959.

New York Buffalo—Buffalo Boat, Travel & Sports Show (Armory), Feb. 21-March 1. John G. Mellon. Jamaica—Long Island Boat & Sportsmen's Show (Armory), March 7-15. George Kamrass.

New York—National Motor Boat Show (Coliseum), Jan. 16-23. Joseph E. Ochoates. New York—New York Outdoor Exposition (Coliseum), Feb. 14-23.

Syracuse—Northeastern Sports Show (War Memorial Bldg.), March 5-8. W. C. Hartman.

North Carolina Raleigh—Sportsmen's Motor Boat & Vacation Show of the Carolinas (Reynolds Coliseum), March 30-April 4. H. F. Van Horn.

Ohio Cleveland—American and Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 13-22. A. W. Newman. Columbus—Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), Jan. 18-25.

Dayton—Sport, Boat and Outdoor Living Show (Fairgrounds Coliseum), April 2-5. Ward Colony, 133 Warren St. Toledo—Toledo Home & Travel Show (Auditorium), Jan. 31-Feb. 8. Milt H. Tarloff.

Oregon Portland—Portland Boat Show (Centennial Expo. Bldg.), Feb. 21-March 1. Jean Callahan.

Pennsylvania Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 16-21. Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb. 27-March 7. Clinton W. Smullen.

Tennessee Knoxville—Tennessee Valley Sport Show (Chilhowee Park Expo. Bldg.), March 25-29. Claude P. W. Curry. Nashville—Great Lakes of the South Outdoor Show (Fairgrounds Coliseum), March 16-22. Amon C. Evans.

Texas Brownsville—Charro Days, Feb. 5-8. M. G. Dennis, 1006 Van Buren St. Dallas—Southwest Boat Show (Memorial Aud.), March 8-14. W. W. Curry. El Paso—Southwestern Livestock Show & Rodeo, Feb. 11-15. Chamber of Commerce Fort Worth—Fort Worth Rodeo, Jan. 30-Feb. 7.

Houston—Houston Fat Stock Show & Rodeo, Feb. 25-March 8. Herman Engel, Mgr. Laredo—Washington Birthday Cele., Feb. 15-March 2, 1959. J. George Look, Mgr., Box 455, Laredo.

Mercedes—Mercedes Rodeo, March 19-23. Odessa—Permian Basin Sports Show (Ector Co. Coliseum), March 14-15. Jerry Dunlap.

San Angelo—San Angelo Rodeo, March 12-15. San Antonio—Livestock Exposition Rodeo, Feb. 12-22. B. Johnson. San Antonio—San Antonio Sport & Boat Show (Exar Co. Coliseum), March 3-8. Robt. and Chas. Coffen.

Virginia Richmond—Virginia Motor Boat & Sportsmen's Show (Arena), March 17-22. John R. Ratne.

Washington Spokane—Spokane Sports Show (Coliseum), March 10-15. Tom O'Loughlin. Milwaukee—Sentinel Sports Show & Great Lakes Boat Show (Aud. and Arena), March 14-22. Charles D. Collins.

Canada Ontario Toronto—Canadian National Sportsmen's Show (Coliseum), March 13-21. Loyal M. Kelly. Toronto—First Annual Canadian Boat Show (Queen Elizabeth Bldg.), Feb. 6-14. Loyal M. Kelly.

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getting even harder to place. Companies are more choosy. They are more likely to decide not to renew a policy. This means brokers also have to be more careful. For a show owner the implications are obvious. They, too, must be more careful, follow the suggestions of their brokers and guard against losses. Otherwise, they stand to be denied insurance where only the specialists can deliver and even that is getting tougher to do.

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DRUMMER, TRAVEL ANYWHERE, AGE 29 single; locations only. Vocals, play any style. Photos, information available. Contact John Bonino, 834 Drake St., Madison, Wisconsin. ja26

HAMMOND ORGANIST WITH ORGAN. Just completed long engagement. Available immediately. Agents invited. Write, wife: Fred Shepard, 19 Hamilton, Gloversville, N. Y. ja26

DRUMMER VOCALS, REFERENCES AVAILABLE: age 24, single, will travel. BME in music. Read, fake, experience in shows. Photos and tapes available. Contact: Jack Gruedel, 416 Rein Ave., Evansville, Ind.

PIANIST-ACCORDIONIST — EXPERIENCED all-around, seek new connection for steady job. Harold Norwin, 610 West 136 St., New York 31, N. Y. AU 3-0765.

DRUMMER — NAME EXPERIENCE, YOUNG, can play Shows, Latin, Society, Jazz, etc. All good offers considered. Drummer, 317 S. Galena Ave., Dixon, Illinois, 3-3851.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

- 2. Check the heading under which you want your ad placed:
- Acts, Songs, Gags
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- Agencies, Distributors Items
- Animals, Birds, Snakes
- Business Opportunities
- Calliopes and Band Organs
- Collectors Items
- Costumes, Uniforms, Wardrobes
- Food & Drink Concession Supplies
- Formulas and Plans
- For Sale—Secondhand Goods
- For Sale—Secondhand Show Property
- Help Wanted
- Instructions and Schools
- Locations Wanted
- Mag. cal Supplies
- Miscellaneous
- Mobile Homes, Accessories
- M. P. Films—Accessories
- Musical Instruments, Accessories
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- Photo Supplies & Developing
- Ponies
- Printing
- Rigging and Props
- Salesmen Wanted
- Scenery, Banners
- Talent Wanted
- Tattooing Supplies
- Trucks, Trailers, Accessories
- Wanted to Book
- Wanted to Buy

- Music, Records, Accessories
- Business for Sale
- Record Pressing
- Situations Wanted
- Sound Equipment—Components
- Used Dealer-Distributor Equipment
- Used Records
- Used Record Pressing Equipment

- Coin Machine Headings
- Help Wanted
- Opportunities
- Paris, Supplies
- Positions Wanted
- Routes for Sale
- Wanted to Buy
- Used Equipment

- Talent Availabilities Headings
- Agents and Managers
- Bands and Orchestras
- Dramatic Artists
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- M. P. Operators
- Musicians
- Outdoor Acts and Attractions
- Vaudeville Artists
- Vocalists

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Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Please insert the above ad in _____ Issue

NAME _____
ADDRESS _____ I enclose remittance of \$ _____
CITY _____ STATE _____

PIANIST — SOCIETY, SOME JAZZ, RIGHT chords; sax man, alto, tenor; clar., arrangement; also fine bass man; doubling violin, vocals and M.C. Phone: Adams 49333. Panama City Beach, Fla.

TRUMPET MAN — TONE, RANGE, READ, fake, all styles; combo preferred; sober, neat. Lew Gautreaux, 1348 Willard St., Gary, Ind. Turner 5-2398. fe2

Outdoor Acts and Attractions

MARIONETTES—ANIMALS, CLOWNS, CIRCUS theme. Appeared on ABC-TV Network. Open for Fairs, Parks, Celebrations. Louise Becksmith, 230 McCormick Pl., Cincinnati 19, Ohio. ja26

Vaudeville Artists

BUSTER DOSS VARIETY REVUE—MAGIC, Clown, Music, Circus Acta. Experienced, all type dates. Phone dates, etc. Box 243, Roxton, Tex. fe2

Pyro Displays Held Liable

TWIST to fireworks coverage is that the producer is found liable for any accident almost automatically. Because of the explosive nature of the show, the producer is charged with special responsibilities and liabilities, insurance agents point out. Virtually any injury or damage that a spectator proves will be charged to the producer by the courts, they state. Fact that the spectators are so rarely found to be the ones at fault in fireworks cases, makes this insurance coverage a highly specialized one available in few places. The policies provide a deductible clause, and the premium is figured either on a percentage of the contract or a flat fee basis.

Agent Sees Coverage Gap

Need for more types of insurance on such attractions as thrill shows was pointed up by a specialist in the show insurance field. The auto stunt shows normally carry coverage for spectators that might be injured by some direct result of the performance. For example, the insurance protects against loss if a spectator is hit by a wheel which spins off a speeding car. But if the injury to a spectator is indirect, such as might result from stumbling in the grandstand, the show needs different insurance, this broker stated.

Two Systems

Continued from page 61
Midwest thru Associated Indemnity Corporation. The other representative coverage is that handled by several brokers thru Lloyd's of London. There are other companies in the field also, but these two are typical and carry much of the coverage. They also have prepared basic rate tables. One of the principal differences between the two sample plans is that of deductible clauses. NAAPPB's plan is figured on the premise that it will pay claims from the first dollar. Lloyd's plan is figured on a deductible basis not unlike a \$100-deductible automobile insurance policy. Under this plan the park owner pays the claims under a certain amount and pays that amount out of any larger claims, while the insurance company pays all above the deductible amount that has been specified in the policy. Members of the NAAPPB are accorded extra benefits under the group's insurance plan. One of these is the action of the insurance committee which meets each year with the broker and company to arrive at changes in rates, amendments to individual charges and other details.

Bev Kelly is working Chicago as agent for "Music Man."

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held; Cincinnati New York, Chicago or St. Louis. To be listed in following week, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St. Cincinnati 22, O.

- Abrams, Mrs. Duckie
Adria, Mike J.
Allen, Ann & Frank
Allen, Billy Lee
Allred, Stanley
Andreano, Frank
Applebaum, Sam
Armstrong, William
Arthur, James E.
Barlock, A. D.
Barnes, Amos
Beaver, Clarence
Belmar, Jack
Blankenship, Tom
Bennell, James C.
Bentley, Clarence E.
Beppler, Ken
Berofsky, Harry A.
Best, Dick & Mrs. Biles, Clyde (Fuzz)
Bodin, Johnnie M.
Bogdie, John A.
Bouillon, Frenchy
Boutin, Mrs. Helen
Bowen, Roy W.
Brennan, F. C.
Break, F. J.
Brich, James
Brooks, V. E.
Broome, Yvonne
Brown, Clarence A.
Brown, Raymond
Burke, Anthony
Burke, Teddy
Burton, Jack
Buxman, Lambert
Camper, Hale P.
Campbell, Mrs. Ethel
Carawan, C. L.
Carpenter, Walter
Carr, Kenneth E.
Carter, William
Cavaliero, Patricia
Chase, George
Clarkson, Bob
Clay, Bill
Clinton, Duke
Cobb, Phil
Cole, Joseph
Coleman, Mrs. Yvonne (Multi)
Conedera, Justin V.
Corley, David
Cook, Jesse M.
Cooper, Elias
Cowan, Jerry
Corey, Barney
Cortea, Rita
Coviello, James
Cox, Jacqueline L.
Crawford, W. W.
Crawe, Charlie H.
Crawe, Jesse
Crawford, Billie
Daves, Louis E.
Davis, Bud or Rod
DeArrel, Link
Davis, C. & H. W.
Davis, Clyde & Mrs.
Davis, Knke
Davis, Tennie M.
Deane, Brookes
Dean, Russell S.
Dearduff, Roy H.
Decker, Fred
Delano, W. W.
Delanater, Leroy
Dennis, Roy
Demones, John
Deuby, Buck
DeWitt, K. D.
Dimock, Kenneth
Dobbs, Robert
Donald, John
Donnelly, Russell
D'Rivers, De'ra
Druzewster, Harry
Duggan, Dub (W. F. Seaton)
Duggan, Mrs. Jean
Dunham, James
Farley, Slim
Fernalt, James
Fineman, David
Follisell, R. E.
Folz, Russell
Foidenherzer, Charles
Franz, Otto
Freeman, Roy
Gabowski, Lee
Gallagher, John J. & Bessie
Gamble, Slim & Dorothy
Gentach, J. A. & Mrs.
George, Galen
Gibson, Barbara A.
Gibson, Benjamin A.
Gibborth, Rita
Glickfield, Marjorie
Scott, Paul & Mrs.
Goffers, Art
Golden, I. Sam
Gordon, George
Green, Ralph E.
Griffin, D. I.
Groves, George
Gross, Joseph
Gullfoote, Charley & Mrs.
Backett, E. J.
Hall, Earl Emerson
Hall, Ed & Mrs.
Hall, Jack V.
Hanklan, Jim
Hanson, Albert J.
Harker, Homer E.
Hart, John P.
Hart, Melvin
Hartog, Charlie
Hava, Tom
Heaton, A. P.
Henderson, E. G. (Grabbo) & Mrs.
Hennessey, A. C.
Hiler, Edward
Hill, J. & E.
Hollander, Ray
Hitchcock, Iyde
Hodges, Carl Rex
Hollander, Ray
Howard, Larkin Bell
Hudson Smith, Gerald
Hush, Dick
Hugh, Jack
Hutchins, William R.
Irwig, William A.

- Saabo, Grula
Taylor, Buford R.
Tanson, A. (Circle)
Templeton, Ralph E.
Terrell, Harry A.
Thomas, Be.
Thomas, Col. Harry
Tobin Lester
Toley, Virgil
Tomplings, John W.
Tracey, Leonard
Turner, Jack
Vost, Robert
Wadkins, Norman
Wagner, Bert (Fire Eater)
Wagner, Mr. Veronice A.
Walker, R. L.
Warner, Jack
Watts, Doc T.
Weinberg, Morris
Westman, Albert & Mrs.
White, Robert
White, Fish
White, William
Wilbur
Wilmam, Arthur
Winn, Mrs.
Woodcock, Co. Wm.
Woodrich, Carl
Young, Mrs. Brud
Yovanovich, Lyle
Zapala, Genial
Zorn, Martin

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

- Callahan, Roger
Chelly, Paul
Crispi, Whitley
Davenport, Henry
Earle, Beatrice
Gould, Jack
Herbst, Leo
Jaxon, Jay
Kielross, The
Keefer, Robert
Lynn, Joyce
Lambert, Cies
McLean, John
Miller, R. R. (Lucky)
Miller, Richard
Monlan, Al
Pike, Kestline
Pittman, Gerry
Thomast, Chick
Williams, Victor
Woiwandl, Anty

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

- Allen, Vernon
Ailison, Jimmy
Cooper, Bob
Elyson, Francis Pat
Foltz, Russell
James, John C.
Kamaker, Charles
and Dottie Tuttle
Lampkin, Cotton
Mahu, Louis
Manner, Bill
Miller, M. and Mrs.
Nicol, Howard
Pappas, Sam
Sweeney, Bill
Van, K. O.
Wittman, Sister Bob
Williams, Anne
Blay

BIG BITE

Ponies Take Highest Rate Among Rides

HIGHEST risk among amusement park attractions is credited to live pony rides. The so-called thrill rides usually cost less than half of what it costs to insure a pony ride. With respect to the Shetlands, the fact remains that animals are unpredictable—or less so than most machines—and this is reflected in insurance claims and losses. Thus insurance for a pony ride costs about 10 per cent of the track's gross. That compares with a range of from 1 to 7 per cent for mechanical riding devices, with most of them rated at between 2.75 and 3.5 per cent.

Endorsements

Continued from page 61
protected from possible damage suits against concessionaires, fire acts or temporary attractions on the park grounds. Fairs would do well to have similar protection against loss if someone wins a judgment against a carnival on the grounds. The carnival needs the same sort of guard against claims that may be won against independent ride operators or others that may be working in connection with the carnival. It is a simple matter for any party to be included in the coverage held by another with which he shares liability for a short time. The procedure is called endorsement. Under it, a broker can provide endorsements that extend the protection to additional specified parties.

Tom Hughes caught the opening performance of Bertram Mills Circus. . . Mr. and Mrs. Howard Suez and family dropped in on the Tex Maynards in Florida. They also caught the Orange Bowl game at Miami.

BB Survey Gives Business, Route Facts of 176 Firms

Small Op Has Greatest Fill Variety of All

CHICAGO—The smaller the operator, the greater is the variety of bulk vending merchandise used, according to a survey of 176 bulk vending firms. The amount of ball gum or ball gum-charms used increases with the size of the operation. (See chart, this section.)

Thus the smaller operators are not only the most diversified in regard to prevalence of major equipment. (The Billboard, January 12.) They also vend the greatest variety of bulk merchandise, especially nuts.

As can be seen in the chart, the small operators (up to 200 bulk venders) have routes composed 38 per cent of nut machines, 17 per cent of ball gum and 27 per cent of ball gum-charms. Confections, capsules and a miscellaneous category form the remainder of the routes of these small operators. As the size of the routes increases from medium (200-600 machines) to large (600-5,000 machines) the prevalence of ball gum and charms increases while the use of nuts drops.

Few Confections

In any case, confections are by and large used sparingly by all three groups of operators. Per-

BASE ANALYSIS ON ROUTES, NOT VENDER TOTALS

This is the second part of a survey of 176 operators of bulk venders that was begun last week. The firms are broken down into small, medium and large operators for purposes of comparison.

Operators within each group are treated equally. Individual operators gave percentages on many aspects of their businesses. In each group these individual percentages are averaged.

Results thus refer to the make-up of routes and not machine totals. They tell how business as a whole is handled by the three different groups of operators. Differences within each group are not shown by these statistics.

However, these differences are important and will be taken up in future articles. Total machines on location account for these differences. Later articles will contrast the 176 operators on the basis of machine totals.

centage of machines in the miscellaneous category is highest for the small operators. Most of these

(Continued on page 77)

Sales Were Up a Little During 1958

CHICAGO — Business was somewhat better in 1958 than the year before in a group of 176 operators of bulk vending machines surveyed.

While 35 per cent of the operators reported better business, 21 per cent noted a drop, with the remainder indicating that receipts were about the same.

The 176 operating firms were broken down into small, medium and large operators of bulk venders. (See accompanying story.) The group of small operators reported the largest drop in business. Twenty-eight per cent of them said it was off last year. Only 13 per cent of the medium operators reported a drop, while a mere 3 per cent of the large operators were hurting last year.

The highest commissions paid

(Continued on page 77)

Nelson Echoes Ops' Reasons For Chi Slump

CHICAGO—His experience as a distributor of bulk vending products corroborates reports from established operators on the worsening metropolitan Chicago market, said Jack Nelson, Logan Distributing Company, last week. (See story elsewhere in this section.)

While competition has always been stiff in the Windy City, the gradual shift of retail stores to suburban areas is chiefly responsible for the slump, he continued. Decreasing traffic and loss of locations outright also accentuates existing competition, he said.

Nelson maintains that operators must find a way of extending their routes into suburban areas. Faced with decreasing location traffic in metropolitan Chicago, the wise operator also eliminates dead spots and doubles up in his better loca-

(Continued on page 76)

HIGH AND DRY

Chi Ops Stranded By Drift to Suburbs

By FRANK SHIRAS

CHICAGO—"The big are getting bigger and the small are getting smaller." This is veteran bulk vending operator Harry Bell's terse description of what had been taking place among full-time vending operations here during 1958.

One-man family operations, with routes centered in metropolitan

combined with slow, incessant inflation plus the recent recession, it spelled a loss in gross takes up to 40 per cent for operators.

The corner grocery, the delicatessen, the school store, the confectionery—such traditionally good spots for bulk vending have steadily lost ground over at least the past decade. Some of these small stores continually fold and reopen, causing headaches to operators, but a steady number have closed down for good each passing year. Many are converted to beauty parlors or living quarters. These small stores are losing out because business establishments, like a slow-moving glacier, have been following the shift of population further and further away from the heart of the city.

In the suburbs, shopping centers and other complexes of stores have been growing like mushrooms. They are lucrative spots, hard to get into, especially for the traditional one-man operation. The operator finds himself faced, not merely with one store to negotiate with, but a group of them, often in chains, that follow general policy. It's hard to deal with just one store; it's hard to deal with them all. A deaf ear is often turned to bulk vending as a penny-ante business.

But that isn't all. Going after these new locations in suburbs too

(Continued on page 75)

FINAL REPORTS ON CITY SURVEY IN THIS ISSUE

This issue concludes The Billboard's series on bulk vending conditions in a variety of cities during 1958.

In this issue the situation in Chicago is contrasted with those in Phoenix, Ariz., and Sioux Falls, S. D.

Past issues of The Billboard have contained reports on Boston, Denver, Milwaukee, St. Louis, Cleveland, Detroit, Memphis, Toronto, New York and Los Angeles.

Chicago, are the traditional pattern. Except for one important factor, this pattern might have persisted indefinitely. That factor is the gradual decrease of retailing business within the metropolitan area. It has been going on for years, but

Sparsely Settled Areas Feel Bulk Vend Thrust

By BOB LATIMER

PHOENIX, Ariz.—Bulk vending operators here report a thorough satisfactory volume increase for 1958, even though the year marked an all-time high in competition. Collections were up at least 10 per cent for such operators as Walter Gray, E. H. Van Patten, E. L. Millard and Andy Andrews.

A primary factor in such increases was the extension of Phoenix into the year-round market, according to most operators. Whereas until a year or two ago the Arizona city population fell off to a thin percentage during the

(Continued on page 76)

SIoux Falls, S. D. — Bulk vending grew rapidly in the Upper West during 1958, report operators headquartered in Sioux Falls.

Volume was up around 20 per cent, stemming primarily from route expansion in a community which is a long way from the saturation point. Operators Lou Manderscheid and Robert Peters added substantially to their routes thru 1958.

These two, as well as others in the Iowa-South Dakota corner, have been making installations in locations which hadn't been entered before, such as bowling alleys, service stations, bus and railroad depots, as well as supermarkets, big drugstores and "spots farther out on the highways." Almost no spots have been dropped. Instead each man has been buying up small routes and relocating the venders wherever better locations are still open.

Two Specialists

Peters, with several years' experience, vends ball gum-charms for the most part, while Manderscheid, surprisingly, concentrates on candy and nuts. His 300 machines thus can be added to many spots previously vending only gum and charms. Peters has no complaint over charms which manufacturers are currently producing, and feels that rings in various classifications were his chief attraction during the year past.

Neither of the Sioux Falls operators were going into 5-cent major vending, both convinced that the penny market has a fine future in South Dakota. Each, however, feels that multiple heads have a big future, and that most single machines could be doubled or even tripled in existing locations without

(Continued on page 77)

Fill Variety Works Best On Op's Small Route

PHOENIX, Ariz. — Collections of \$800 to \$900 a month on his route of 145 machines are only possible thru complete diversification, claims Fred Millard, local operator.

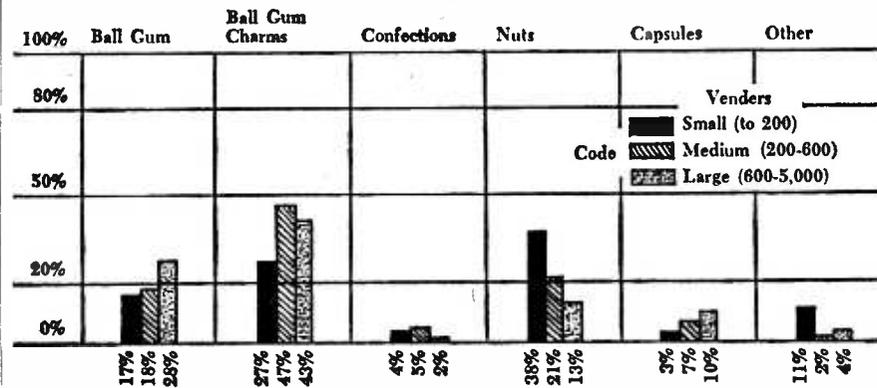
He is convinced that use of a single fill could not produce that much revenue. Millard vends ball gum, nuts, charms, confections, novelties and stamps. Primary reason for diversification is that Millard has built his small route upon prime locations of a wide variety. In any one location, the fill he uses is based upon such factors as age level of customers, section of the city the location is in, advice from the owner, and so forth.

With a route of his size, Millard feels that overhead would be

about the same regardless of whether he specialized or diversified his fills. With each machine grossing an average of more than \$5.50 a month, he is convinced that diversification in hand-picked spots is the best way to run a small route.

Millard, in his late seventies, moved with his wife from Davenport, Ia., to Phoenix when he retired. Previously he operated a cocktail lounge, restaurant, service station, barber shop and retail store in a shopping center. The Millards reside in Youngtown, famed residential park which is limited to retired persons.

Fills Used: By Route Size



Pictured above are the types of fills used by small, medium and large operators surveyed by The Billboard. (For example, the black bars refer to the 104 small routes of the 176 firms surveyed.) 100 per cent refers to all the routes in each group of operators. Note that small operators have the

highest percentage of nut machines, while the medium and large operators concentrate more on ball gum-charms. Vending of confections is negligible for all three groups. The "other" category includes a variety of fills specified by operators, such as ring-marble, tab gum, Chiks.

Memphis Had Less Cig Venders in '58

MEMPHIS—The total number of cigarette machines licensed at the end of 1958 showed a decrease of 40, from 1,976 at December 31, 1957, to 1,936 at December 31, 1958, Sloan O. Craig, collector of licenses and privileges, reported last week.

Craig said cigarette machine operators, among the lowest taxed coin machine men, paid a total \$17,424. Of that, \$5,808 went to the city, \$5,808 to the county and \$5,808 to the State.

In addition, a small amount in clerk's fees were also paid by operators—25-cent city fee and 50 cents each on county and State fees. Operators pay the fee only once no matter how many licenses they buy if they buy them at the same time.

VENDING MACHINES — Parts, Supplies; Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hershey's, 320 count and 520 count Candy Coated Baby Chicklets; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. **KING & CO.**, Northwestern Distributors, 2705 West Lake St., Chicago 12, Ill.

Folding of Small Stores Costly to Vet Operators

• Continued from page 74

often would mean expansion of the route area to an unmanageable size. The overhead would shoot up so high that an in-city operator needs more than a few hot spots in the suburbs to make it worth his while angling for them. The rub is that part-time operators and big operators with servicemen have too often already snapped up other available locations in the vicinity.

Ops Frustrated

The result is that many of the metropolitan operators understandably find themselves frustrated. Too many of their established locations are losing traffic each passing year. A steady percentage close up for good. The marginal stops are a headache because of the constant changing of ownership. Multiple installations are mostly pure fancy because traffic won't support more than a couple of machines. On top of that, part-time operators, swelled last year by the recession, drive competition up in an unrealistic way. Many jump a location with fancy commissions, find that it won't work after a while, and pull out. No one really profits, and too many location owners afterwards hedge for better commissions once they've had the bit in their mouths.

Take the experience of Harry Bell. Receipts had dropped 30 per cent in less than two months as '58 drew to a close. The drop was more than could be attributed to the seasonal cold-weather slump. Over the past year, he has found that from 10 to 15 per cent of his locations have folded for good. Gone is the old school store. Children now eat lunches in school, and spend most of their time on school grounds. Why doesn't he tackle suburbs and highways? Shopping centers in the suburbs are dominated by chain stores, he has found. You need a franchise. Even tho he has tried working thru candy brokers, attempting to deal with the chains has been a no-soap proposition. Also, with most of route in Chicago, he would need a serviceman to hit the outlying areas. A man simply won't work on the highways and sleep on the road for long.

Join C...

Many of the within the city and become operators

shot is that the big get bigger and the small get smaller, he claims.

Gulotta is one of many within the city that would like to move into the suburbs with machines. But he feels that a chain is necessary. With a chain, an operator can then fill in with standard stops in the vicinity. The hitch is that the chains have been taken by the biggest operators. Those that aren't taken no one has been successful in even budging. Hy Fisher, co-partner with Leo Feingold, said that the bottom fell out in October last year. Business fell off as much as 40 per cent. The partners have tried going after new locations, such as shoe stores. Any place where there is traffic, is the mood.

Part-Timers

Fisher also has a particular dislike of part-time competition. A man will typically buy 20 machines without realizing that they are subject to licensing and sales taxes on location, Fisher reports. When he discovers his error, the part-timer is liable to chuck the machines in his basement and write it off as a misadventure. Trouble is, says Fisher, that the location is spoiled for an operator offering realistic commissions. The owner often expects the high commissions he got from the part-timer.

Chains are rough to deal with, says Fisher. The buyer must eventually be contacted, and the most sensible thing is to begin with him. Going over his head would only antagonize him. Chief difficulty is that a bulk vending operator really doesn't have anything to sell. This puzzles the buyer, who often pro-

(Continued on page 76)

BULK BANTER

By SAM ABBOTT

A number of bulk operators in San Francisco and vicinity are expanding their routes by using more machines or multiple units. Among them is Harry Dietz, who has been in the business for a number of years. ... Bob Cameron was in town from Mill Valley for supplies and machines. ... Bob Smith was down from Novato. ... The many friends of Art Simpson of William J. Newman Company, Inc. will be glad to learn that his daughter, Janet, is recovering from recent surgery.

Alex Ayres of Oakland in the city to buy for his operation, Vend-Ol-Ayres. ... Lou Costet was a buyer from Richmond. ... Harry Fetterman is adding a few cigarette units to his bulk operation. Harry Banis is building a route of bleaches and soaps in automatic laundries. ... Al Holtz of Petaluma is a new operator. ... Charlie Bunting has expanded his operation to include some bar candy and cigarettes. ... Robert Miller in town for machines from Reno. ... Frank Tuzzolino is among those operators who are growing. ... R. F. Apuan is opening a route of popcorn machines in the Philippines. ... William Rabbler visited San Francisco from his home base, Boyes Springs.

Dwight Carmack, a buyer from Chico was also in town last week. Bob Widner of San Mateo stopped off to see Ted Essad at William Newman Company last week. ... Harry Nix is recuperating from a recent illness. ... Charles Germaine is adding candy. ... Chet Engelman is being assisted in his route

(Continued on page 76)



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

\$13.25 \$12.75 EACH
02. 100 or more.

Packed and sold 4 per case.

Write for Lowest Prices on our complete line of
• CHARMS • BALL GUM
• CAPSULES • MACHINES

Order Now from Victor's South-eastern Distributor.

H. B. HUTCHINSON, JR.
1784 N. Decatur Road N.E.
Atlanta 7, Ga.
Phone: DRake 7-4300

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Con-	
verted for 100 ct. B.G.	6.50
Silver King 1c B.G. or Muse.	8.50
ABT Gums	10.00
Mills 1c Tab Gum	12.99

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	\$ 23
Pistachio Nuts, Jumbo Queen, white	48
Pistachio Nuts, Large Tulip	49
Pistachio Nuts, Vendor's Mix	54
Pistachio Nuts, Shiek	52
Cashew Whole	44
Cashew Butts	58
Peanuts, Jumbo	45
Spanish	37
Mixed Nuts	50
Baby Chicklets	30
Rainbow Peanuts	37
Bottom Baked Beans	32
Jelly Beans	28
Licorice Gams	28
Leaflets, 450 ct.	40
M & W, 550 ct.	49
Hershey-ets	47
Ball Gum, 40 ct.	30
Ball Gum, 100 ct.	32
Ball Gum, 140 ct., 170 ct.	30
Ball Gum, 100 ct.	37
Ball Gum, prepaid on all	
Ball Gum	45
Ball Gum, 100 ct.	45
Ball Gum, 100 ct.	40
Ball Gum, 100 ct.	1.40

SHAFFER CIGARETTE VENDOR SPECIALS

Corsair, 30 Col.	\$249.50
Eastern Mark II	
22 Column	219.50
Rowe Commander	
11 Col., Console	119.50
Rowe Ambassador	
11 Col., Manual	119.50
Eastern, 8 Col.	49.50

SHAFFER MUSIC COMPANY

849 NORTH HIGH STREET
COLUMBUS 8, OHIO

Phone: AX 4-4614

HELP YOURSELF TO MORE VENDING PROFITS



Folding of Small Stores

• Continued from page 75

crastinates and is hard to pin down one way or another.

Sam Nuccio, co-partner with Tony Corso, also reports that business fell off 40 per cent from '57 last year. In spite of putting more machines on location, falling per-machine take is gradually crippling the business. However, he has been ranging outside Chicago, as far as 50 miles away. Vending straight ball gum-charms, the partners contact all types of spots, the criterion being the amount of traffic. Neither have they been successful with the chains. "We are not interested in the ball-gum business," is the typical chain brush off.

Bob Kantor, one of the largest operators in the nation, covers a huge territory with both serviced and mail-order operations. Thus the in-city predicament is muted. Nevertheless, he also reports that per machine takes are dropping, that each year more machines have to be put out to keep from slipping. Unlike operators with routes in the city, he spots four-unit multiple installations whenever possible. Altho the closing of small stores affects him to an extent, inflation is the basic problem in his distended operation. With costs gradually going up, the profit margin per fill goes down. The cost of bulk vending products themselves is not as re-

sponsible as overhead factors such as labor and gasoline, he reports.

A major equipment operator, declining to be named, provides an interesting sidelight. Penny peanut machines are often spotted next to major equipment in factories. It is done as a service to the plant for the most part. Only by exchanging entire machines on location, emptying and cleaning at the workshop, can the nut operation even pay for itself, it was reported.

Mike Sparacino has another story to tell. He works a route within a 350-mile radius of Chicago, hitting Illinois, Iowa and Wisconsin. He specializes in small chains. Individual stores are in the 10,000-12,000-square-foot classification. Using stands manufactured by his father, S & S Vending, he spots from four to 12 machines in these locations. The machines vend ring-marbles, Century gum, Leaflets, gum-charms and capsules. When a chain he lands is spread over too large an area, Sparacino simply makes arrangements whereby whole, filled machines are shipped to the distant locations. The empty is kept on hand until he is in the area at a later date.

Sparacino has also been fortunate with the co-ops. He has found that when one or two stores accept bulk venders, it can be used as a lever to get into the other stores. He increased the size of his route about 15 per cent during '58, and reports that business was about the same as the year before. Sparacino travels four days a week and has no machines in Chicago proper.

Lobby of Indiana 7 Cities May Cause Hike in Cig Tax

INDIANAPOLIS — A new threat of an increase in the rate of the Indiana cigarette tax may be developing in a movement for the redistribution of the revenue from the existing tax.

Begin Sales Push At Newman, Inc.

SAN FRANCISCO — E. W. Anderton and Edwin Kock have joined the William J. Newman Company, Inc., and will participate in an expanded sales program. Bennett, sales manager, said Newman's product line includes a variety of vending machines. Newman's product line includes a variety of vending machines.

Sparse Areas Feel Thrust

• Continued from page 74

summer months, the universal adoption of air-conditioning in homes and business buildings has led to heavy traffic the year around. This has permitted the city's bulk operators to spot their machines during the summer as well as winter, and to show at least 75 per cent of winter volume during the hot months.

Outdoor Vending

There has been a growing trend toward spotting bulk venders, particularly ball gum, charms and novelties, out-of-doors. Arizona's largely rainless climate, even temperatures and the general trend toward suburban shopping centers has made it possible to put the machines outside. Typical are variety stores which attract hundreds of customers per hour, supermarkets, bar and restaurant spots. Machines are left outdoors during operating hours and pulled in at closing time. This means no space problem and has allowed Phoenix operators to double the number of machines in any spot without the usual space problems.

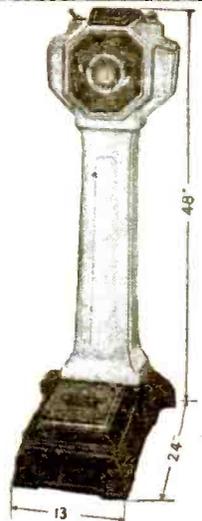
Because the Phoenix population is booming, there has been a steady stream of new locations created since 1956. Operators are not removing machines from old locations to new ones, but instead buying more and more equipment. The general trend is toward triple-head stands, but multiple units of as many as eight are beginning to appear, notably in supermarkets. Shopping centers, which usually contain from five to 15 stores, with bulk venders in front of every location, are the prime market today.

Ball Gum-Charms

Fills are generally ball gum-charms, altho several operators have maintained a heavy percentage of candy items. Peanuts, which were once a mainstay, are slowly disappearing. Only two firms still vend peanuts in service stations for the most part. Charms have progressed the most rapidly, in both 5-cent and 1-cent machines. Walter Gray, operator-distributor, has introduced 25-cent Victors in several spots and is watching results. He has purchased 25 units since late '57.

As mentioned above, multiple units were surprisingly absent in the market until early 1958. Experiments with six machines in one spot, as well as in supermarkets, are being modified

for use in outdoor locations as well. Almost every spot shows three-head units. A chief difficulty has been the cost of the machines. (Continued on page 77)



\$25

DOWN

Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE. CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.

Invented and Made Only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1389—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

FINEST RECONDITIONED VENDORS

Silver King, 1c or 5c	\$ 8.50
Northwestern Bolt-Top	40.00
Model V's	8.50
Silver King, 1c	10.00
Baby Grand, 5c	7.50
Premiere Card Machine	17.50
Mel Nut Machine, 3 Col.	17.50
Stamp Machine, 2 Col.	17.50
Shipman Stamp Machine	17.50
Pin Machines	17.50
M. W. 10 Col.	17.50
Mills Tab	17.50

VACUUM PLATED MAGIC LETTERS

\$6.25 per M

Free Labels
at your distributor or . . .
Write, wire, phone

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

VICTOR'S Sextette

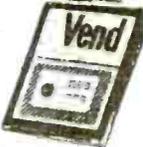
A terrific money-maker in those Supers and Chain stores.
The New Modern Key to Successful Bulk Vending.

IMMEDIATE DELIVERY! THE 4-UNIT BI-LEVEL STAND

VICTOR VENDING CORP.
5701-13 W. Grand Ave., Chicago 39, Ill.

JOBBER WANTED

Get VENDOR
Every Month
Thru a
Money-Saving
Subscription



More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON TODAY

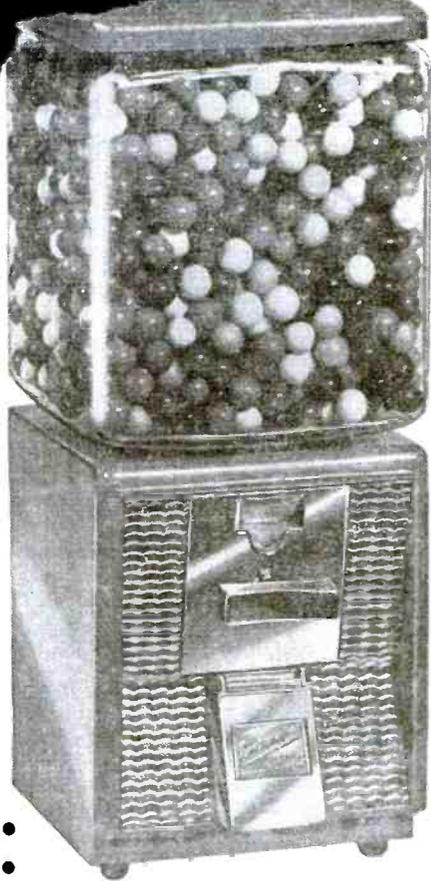
Vend Magazine
2160 Patterson St., Cincinnati 22, Ohio
 1 year \$5 3 years \$11
 Payment enclosed Please bill me
 (Foreign rate, one year, \$10) 701
 Name
 Address
 City Zone State
 Occupation

**SAVE MORE MONEY—
MAKE MORE MONEY**
Subscribe to The Billboard TODAY!

...nd a
...ing
...travel
...overnight
...Bell reports.
...Ops
...surviving groceries
...manage to enlarge
...part of a retailer co-
...Bell has found. It's too
...easy to get bumped from such spots
...by another operator who has some-
...how managed to contract for all
...the stores involved. Bell has in-
...creased the number of his machines
...by buying out other operators, but
...per-machine takes have sunk to the
...extent that business is way off over-
...all.

Tony Tortorici tells much the same story. Operating strictly in Chicago, he has found the stiff competition so pointless that during '58 he sold about a quarter of his route. Al Burel, in bulk vending for 30 years, said that about 10 per cent of his stops folded permanently last year. Operating ball gum-charms at a cent, he has tried to get into the dime stores and drugstores. But he reports that they don't want kids coming into their stores to spend pennies.

Pete Gulotta said that business was down 30 per cent from 1957. Last year he lost 75 stops due to stores that went out of business, and an additional 25 from part-timer competition that paid inflated commissions. He considers the majority of part-time operations a deadly nuisance. After snapping up locations with offers of big commission, claims Gulotta, the part-timer finds after a few months that he can't make the grade. So he sells out. And to whom? To the biggest operators in the city that are well known, says Gulotta. Up-



**GOLDEN
'59**

- New! Attractive Sales-Making Appearance.
- Interchangeable Merchandise Units With Lock-tite Carricap.
- Vends All Products Accurately. No Breakage or Crushing.
- Precision-Built Die-Cast Parts to Assure Perfect Fit.
- The Best of All Lift-Out Mechanism, 1c, 5c, 10c and 25c.
- Large Capacity. Actual 9 Lbs. 210 Count.

Write, Wire or Phone for Complete Details

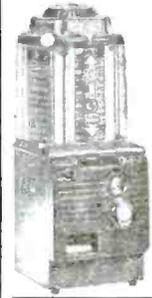
THE NORTHWESTERN CORPORATION
2193 ARMSTRONG ST., MORRIS, ILL.

...Rain-Bl...
...210 ct...
...Rain-Bl...
...700 lb...
...Rain-Bl...
...Adams Gum...
...Wrigley's Gum...
...Beech-Nut...
...Hershey's Chocolate...
...Minimum Order, 25 Boxes...

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

**THERE ARE BIG PROFITS IN
GUM**
GET YOUR SHARE WITH

Northwestern



**PACKAGE
GUM VENDOR**
This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

STAMP FOLDERS, Lowest Prices. Write
MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN
SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
Longacre 4-6467

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

1.50
22.50
15.00
22.50
14.50
19.50
14.50
14.50
14.50
6.50

RAKE'S SPECIAL MIXED CHARMS!
Consists of all factories latest items in one mixture.
\$9.00 per M
SEND FOR 1959 CATALOG, FREE!
"Rake's Automatic Merchandiser"

Rake Coin Machine Exchange
609-A Spring Garden St.,
Philadelphia 23, Pa. Lombard 3-2676

Assembly last week. The measure is sponsored by the Indiana Municipal League.

Under the provisions of the bill, Indiana municipalities would derive over seven million dollars annually from the tax, which yielded \$14,800,000 during the 1957-58 fiscal year.

The bill in itself was not to call for an increase from the 3-cent-a-pack toll. It is a matter of speculation, however, that in the event of great pressure the Legislature might yield to the cities by voting a 1-cent boost.

The hike to 4 cents was avoided narrowly in the 1957 session. Massively organized resistance by the State's tobacco dealers stopped it a few hours before adjournment after its adoption seemed certain.

Legislative observers point out, however, that a move to increase the tax would collide with pledges by both political parties.

under E. Essad, secretary-treasurer of the corporation, here last week (13).

Essad said that the company, which specializes in vending machines and supplies, principally to bulk merchandisers, is also considering moving to new and larger quarters as part of the program.

Anderton is in charge of route sales and Kock will be a field sales representative. The company serves Northern California and the area south of this city as far as Fresno.

Both Anderton and Kock are well-known in the vending field, having been in it more than 10 years with Mills Sales in Oakland and the Viking Sales here.

Bulk Banter

Continued from page 75

operation by his wife... Tom Perry spent Monday (12) shopping for supplies... Bob Heagy is having key trouble... Other operators taking time off from their routes to check supplies included George Zakall, Louis Green, Frank Yelton, and R. J. Condy, the latter from Burlingame.

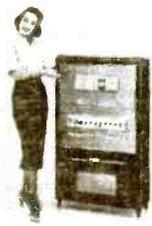
Nelson Echoes

Continued from page 74

tions, said Nelson. Batteries of machines should vend a variety of fills to get maximum play, he maintained.

He concluded that altho business is up and his firm is steadily adding customers, few new operators are coming in and the old accounts aren't increasing purchases to any great extent. His new accounts are coming from established operators who previously purchased elsewhere, he said.

to vending
Phoenix
metal stand
have worked
ket spots and a



with sales organization

to sell our new 1959 model Baby Cigarette vendors DIRECT TO LOCATIONS. Must be in position to arrange to finance the machines you sell, when necessary, altho most machines are sold for cash. Beautiful manually operated machines, many color combinations, low wholesale prices! Also 6-column candy bar vendors, postage stamp, pen and others. Write at once!

SHIPMAN MFG. CO.
1326 SO. LORENA, LOS ANGELES 23, CALIF.

Prices below for Color Plated—25M or more
Lower prices on drum lots

Western Rings \$2.25 ★ Bracelinks \$2.25
Link-It Trinkets \$2.00 ★ 200 Series \$2.25
King Mix—features and bulk \$2.75
Queen Mix—leads the field \$3.50
All Plated—\$3.50

Send 35¢ for SAMPLE KIT OF CHARMS

SURE-LOCK, the perfect capsule
Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

The PENNY KING Company
2538 Mission Street, Pittsburgh 3, Penn.
World's Largest Selection of Miniature Charms
NATIONAL SALES HEADQUARTERS
"FOR ATLAS-MASTER PENNY-NICKEL MACHINES"

BULK CHARMS are Important

THE BEST FOR THE LEAST

Vend... the Magazine of Automatic Merchandising

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Yes—Please sign me up for Vend for

1 year \$5 3 years at \$11
(Foreign rate, one year, \$10)

Name
Address
City Zone State
Occupation

706

GIVE TO DAMON RUNYON CANCER FUND

CORRECTION
The following is correct as it should have appeared in last week's ad:
ROWE CRUSADER CIGARETTE, 10 col., all 30¢ comb. \$90.00
NATIONAL VENDING SERVICE CO.
308 Furman St., Brooklyn, N. Y.
TR. 5-1857



POTS & PANS
AS AUTHENTIC AS IN MA'S KITCHEN

POTS & PANS
Aluminum Vacuum-Plated with Black Covers
FREE—Beautiful Labels
5,000 and up... \$7.85 per 1,000
1,000—4,000... 8.75 per 1,000
Immediate Delivery
EPHY
91-13 144th Place, Jamaica 35, N. Y.

Terrific Sellers
SHERIFF, RANGER
and
MARSHAL BADGES
\$8.25 per M
vacuum plated—labels available

PLATED COINS
\$7.00 per M
labels available

POTS 'N' PANS
Ass'd.: bowls, pots, pans, cups, saucers.
Plastic \$2.50 per M
Asstd. Plated \$5.50 per M

Price Co. Inc.
55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147

INSIST ON STAR BRITE BALL GUM
Save Money!

"QUALITY
Is never an accident.
It is always the result of intelligent effort.
There must be a will to produce a superior thing." John Ruskin

PROMPT SHIPMENTS EVERYDAY IN THE YEAR
Ask your distributor to stock "Star-Brite" for you—
Make more money in 1959!

210-170-140 BALL GUM
Also Cramer's "King-Size"!

CRAMER GUM CO. INC.
150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

Small Op Has Most Variety

• Continued from page 74

machines were ring-marble, tab gum, etc.
The percentage of machines operating at a penny also rises as routes increase in size. Beginning with the small operators, this percentage goes from 64, to 75, to 83 per cent for the largest operators. In all cases, nickel machines account for the overwhelming remainder of bulk venders in operation. As a matter of fact, the two largest groups of operators only reported 1 per cent of their venders operating at a dime or quarter.
The smallest operators probably have the greatest tendency to cater to the individual preferences of the location. They have little to lose, since overhead is a built-in factor that specialization vs. diversification would have little effect upon. Since they also have quite a bit of major equipment as well,

bulk vending is probably often used as a service to the location.
Nickel Nuts
Altho replies were not specific, much of nut vending by the small operators is probably at the nickel level. An average 32 per cent of the small operators' machines vend at a nickel, while 38 per cent of their routes are made up of nut venders. The relatively close correlation in percentages lends credence to the interpretation of nuts vending at a nickel among these operators.
The overhead factor becomes more important as a route increases in size. For various reasons, hand-picking of stops becomes more difficult. As routes increase in area, many large operators, especially those not in chains, are apt to snap up as many locations as possible in any given area. Since many aren't premium stops, keeping down overhead expenses is important. Specialization in fills is thus a natural enough development. A number of costs are kept down in this way, and savings are also made by quantity buying.

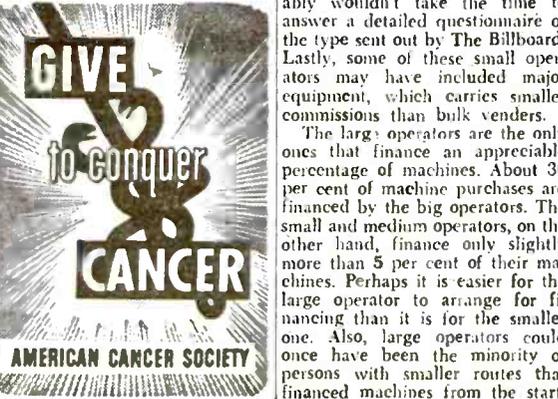
Sparse Areas
• Continued from page 78
been finding a dependable source of supply for such bases.
All Phoenix operators without exception have been adding new machines, spurred by the rash of small operators who have 30 to 100 machines. These new operators are usually retired businessmen coming to the hot desert country for health reasons, who buy a string of machines simply for "something to keep them busy."
Location owners are asking for 25 per cent commissions instead of the 20 per cent, which was more or less standard until recent years, because there are always new operators willing to extend the amount. Phoenix has been remarkably free from legislative problems in bulk vending, to the point that except for standard sanitary codes and inspection, operators have been unfettered in their growth.

Not Extreme
However, the specialization is not extreme in this group of 176 operators. As can be seen in the accompanying chart, even the largest operators vend an appreciable percentage of nuts and capsules. All of these statistics, however, refer to proportion of routes and not to machine totals, as explained in the accompanying box. Machine totals will be explored in subsequent articles, but the attempt here is to compare operators of roughly different sizes. For example, a couple of operators with routes of 2,000 machines vending strictly nuts could easily throw the 600-5,000 machine category off if machine totals were used. However, machine totals are important and will be dealt with later.

Sioux Falls
• Continued from page 74

cutting down on the sale of other units.
Triple Units
Manderscheid has installed more than 100 units in triples in his confection and peanut spots, and has found collections increased in all but four or five spots. His expansion is keyed directly to sales, with new machines being bought out of profits. Consequently, he won't make any attempt to expand too rapidly. With 300 units at the end of 1958, his string was the largest in South Dakota.
Competition has not been a serious problem for operators in this Dakota community of 65,000, probably because of the fact that there have been no "blue-sky" operators to contend with, and no new operators starting up on a big scale. Legislation has been no problem, and since both Sioux Falls operators maintain clean machines, there have been no sanitation ordinances invoked.

Sales Up in '58
• Continued from page 74
the location fell in the group of medium operators. More than 90 per cent of them said they paid 30 per cent. All of the small operators paid commissions of 25 per cent or less, and the large operators fell into the 20-25 per cent commission range.
Highest Commissions?
It is frequently said that small operators pay the highest commissions, that they drive up rates in order to land a spot. The above figures don't bear this out. A few factors should be taken into consideration, however. In the first place, most of these small operators of bulk vending equipment have surprising numbers of major equipment on location. (The Billboard, January 12.) Probably many bulk venders are put on location as a service. Thus the lower commissions.
Also, tho it is a supposition, a fly-by-night operator that presumably pays high commissions probably wouldn't take the time to answer a detailed questionnaire of the type sent out by The Billboard. Lastly, some of these small operators may have included major equipment, which carries smaller commissions than bulk venders.
The large operators are the only ones that finance an appreciable percentage of machines. About 30 per cent of machine purchases are financed by the big operators. The small and medium operators, on the other hand, finance only slightly more than 5 per cent of their machines. Perhaps it is easier for the large operator to arrange for financing than it is for the smaller one. Also, large operators could once have been the minority of persons with smaller routes that financed machines from the start.



GIVE to CONQUER CANCER
AMERICAN CANCER SOCIETY

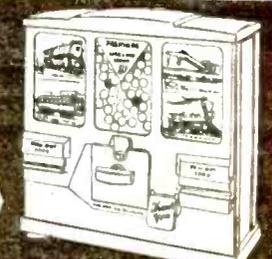
Be First in Your Territory with the NEW **POSTAL CARDS VENDOR**
Vends 4 Cards in a Folder for 15c

Backed by our 40 years of distributing and manufacturing experience.
7 1/2" wide, 8 1/2" deep, 1 1/2" high. Weight 14 pounds. Attractive cabinet in gray enamel with baked white enamel front. Easy Loading. Large Capacity. Large Profit. Vendor really pays for itself.

With Order, Balance C.O.D.
COMPLETE LINE OF STAMP MACHINES & STAMP FOLDERS
J. SCHOENBACH
Manufacturer and Distributor of Vending Machines
715 Lincoln Place, Brooklyn 16, N. Y.—President 2-2900



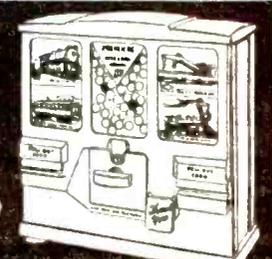
WE HAVE **oak's "PREMIERE"**
STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, Calif.



WE HAVE **oak's "LI'L LEAGUER"**
SOUTHERN ACORN SALES
526-30 Bruns Ave.
P. O. Box 5146
Charlotte 8, North Carolina



WE HAVE **oak's "PREMIERE"**
STAR VENDING SUPPLY CO.
6327 Colihoun Road
Houston 21, Texas
Mission 4-4281



oak's LI'L LEAGUER
a top scorer!

Football, soccer, or baseball... the fascinating game is right on the front of the machine to attract the eye and interest the customer.

AND **OAKS "400"**
Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vendor. Vends any denomination from 5c to 25c.

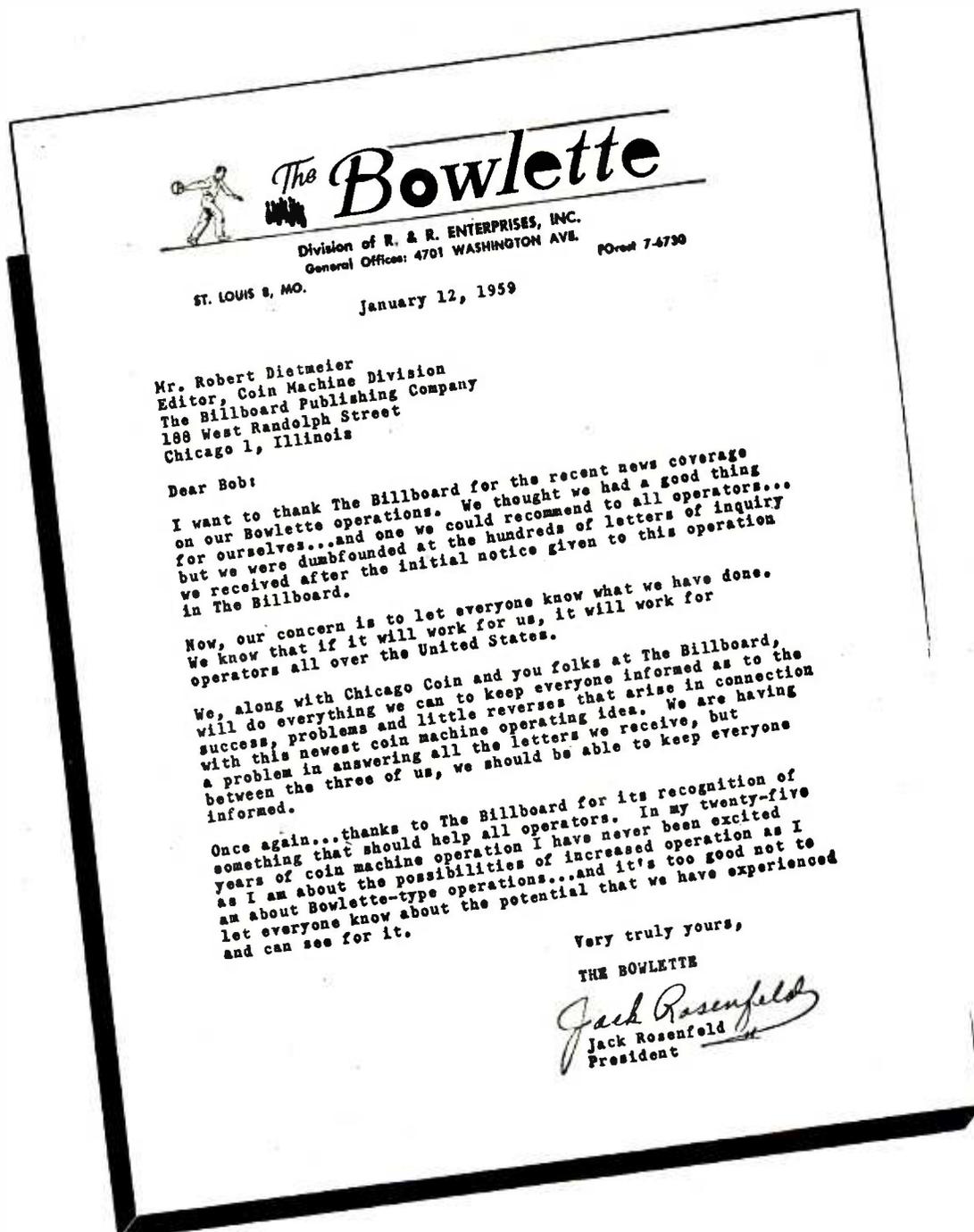
west coast factory sales
OPERATORS VENDING MACHINE SUPPLY CO.
1023 South Grand Avenue
Los Angeles, California

east and midwest factory sales
M. J. ABELSON/Phone AT 1-6478
2033 Fifth Avenue Pittsburgh, Pa.

oak MANUFACTURING COMPANY, INC.
1411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIFORNIA



OPERATION "NEW COIN SPARKS TREMENDOUS RESPONSE



In the December 8th issue of The Billboard a story and pictures announced the opening of a new type automatic recreational center for youth activities which was opened in St. Louis by the J. Rosenfeld Company.

Hundreds of inquiries have been received from operator, distributors and civic groups throughout the country requesting information on new "Bowlette" automatic recreational center.

As such it spells "opportunity" for all operators. The Billboard will continue to report on its success and/or problems so that all operators may gain.

MACHINE OPPORTUNITY" FROM THE BILLBOARD READERS

CHICAGO COIN MACHINE
DIVISION OF
CHICAGO DYNAMIC INDUSTRIES, INC.
1725 BIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS • WELLINGTON 3-4600

December 16, 1958

Mr. Robert Dietmeier, Editor
Billboard Coin Machine
188 West Randolph Street
Chicago 1, Illinois

Dear Mr. Dietmeier:

May I, in behalf of our company, congratulate you and your staff on the thorough way Billboard's December 8th issue reported the opening of Jack Rosenfeld's Bowlette in St. Louis, Missouri.

Naturally, because the basic idea for this type operation stemmed from our own long range plans, we were tremendously gratified at its acceptance by the press, the public and operators from coast to coast.

You may recall that as far back as February 23, 1957, we advertised in the Billboard, suggesting that operators set up their own Bowling Centers.

I am sure that anyone who has been an eye witness at this type of operation recognized its unquestionable success.

In the few days since your article appeared, we have literally been besieged by letters, wires and phone calls asking for more details. We are doing everything in our power to give each inquiry immediate attention.

We honestly feel that the basic idea for this type operation will, in a short time, play a most important role in the amusement field.

Through the years, we at Chicago Coin have constantly pioneered new ideas and approaches to games as well as business ventures. We are always on the alert to help find newer and more profitable methods for operators using our equipment.

With sincere best wishes for continued good reporting, I remain,

Yours very truly,
CHICAGO DYNAMIC INDUSTRIES, INC.
Samuel Wolberg
Samuel Wolberg,
President

SW:jp

500 Attend Opening Of New Coin Palace
Interest and Receipts Run High As Bowlette Debuts; Leagues Planned

By JOHN HICKS

ST. LOUIS—The opening of Jack Rosenfeld's Bowlette here the day after Thanksgiving was a gala occasion which aroused the interest of youths and parents who brought their children. About 500 persons, most of them patrons, visited the miniature coin-operated bowling palace the day it was opened.

Despite the season's first snowstorm which left a fine blanket of snow on the city, the opening was a success. Management that most of the games, excluding bowling, could be played for 5 cents instead of the customary 10 cents. One youth kept putting a dime in a machine, and complained that it would not work. When told it costs only a nickel, he remarked that the Bowlette was the only place he knew where the game could be played for a nickel.

Rosenfeld, president of Chicago Coin, said he was glad to see the opening was a success.



OPENING DAY AT "THE BOWLETTE"

Wurlitzer Distributors Show New Stereo, Monaural Juke Line

Consists of 4 Major Models, 4 New Stereo Speakers, 40-Watt Dual Amp

CHICAGO — The distributor organization of The Wurlitzer Company this week is holding operator showings of the new 2300 series stereo and monaural juke box line.

It consists of four major models, four types of stereophonic speakers and three types of wall boxes. Models include 2300S, stereo 200 selection with stepper and dual pricing; the 2300, monaural 200 selection with stepper; the 2304S, stereo 104-selection and the 2304, monaural 104-selection.

Stereo speakers are for floor (console type), wall or corner and an extender speaker designed to be used in pairs especially for large or oddly-shaped rooms.

Stereo phonograph models may be used with one of several speaker complements, ranging from the use of Model 2300S with a console floor speaker to the use of two or more pairs of extender speakers plus one or more floor, wall and/or corner speakers.

All four phonograph models—housed in new identical cabinets—each contain two 12-inch cone speakers—one heavy duty extended range and one mid-range—and one 7-inch tweeter. Stereo models have dual channel amplifiers, all models have automatic level control and volume control.

Speakers are inter-connected by two crossover networks, one mechanical and one electrical. Console floor speaker includes a speaker system identical to that of the phonograph.

As is customary in announcing new juke boxes, list prices were not made public. However, it is believed that lists on the new line are not appreciably more than the previous one. In any case, lists for stereo models up to now have ranged between roughly \$1,350 and \$1,550 (not including remote speakers).

The dual channel amplifier for stereo models, with a total output of about 40 watts (20 watts per channel when separated) is designed to play both channels thru the speaker system built into the phonograph itself or may be di-

vided to carry Channel A thru the phonograph speakers and channel B thru a floor console or single companion speaker.

Stereo pickup includes three-lead stylus head (one common, one each for separate sides of dual amplifier), cartridge containing a double stylus with a 1 mil sapphire needle on each side. When a needle shows wear, lever on the cartridge can be flipped, bringing second needle into place. When both needles are worn, entire stylus can be removed from cartridge and replaced.

Extender speakers, which must be installed in pairs, are to be installed about opposite one another with the speaker opening (which is faced at 20 degrees from center) pointing down the room away from the phonograph and/or companion speakers. Each extender contains a 6x9 cone, carries treble and middle ranges.

Wurlitzer has made up charts and location floor plans illustrating how speakers can be best installed to insure optimum stereophonic sound.

Here are several examples: In a square room with a circular bar: Phonograph speakers and a corner speaker to reproduce chan-

(Continued on page 86)

2 BURGLARS GET WRONG TUNE ON JUKE BOX

INDIANAPOLIS — Two burglars who tried breaking into a juke box here got the wrong tune. They tripped an alarm and they fled empty-handed—apparently not wanting to face the music.

The location owner said the juke box was wired as part of a six-month battle against burglars who have broken into the location nine times during that period.

Nick Biro Joins BB Ad Staff

CHICAGO — Nick Biro has joined the advertising staff of The Billboard's coin machine division.

Biro, formerly a member of the editorial staff of the division, assumed his new duties effective January 5.

In his new job, he will handle space sales for the Western States and foreign solicitation for The Billboard International. He will also devote considerable time to research into the international coin-operated equipment market.

Biro joined The Billboard Publishing Company in November, 1956, as a reporter. Most of his time in the editorial department was devoted to covering the juke box industry.

He graduated from the University of Illinois with a degree in marketing.

AMI Debuts New 'J' Stereo, Mono Units

Models in 200, 120, 100 Selections; Firm's First Built-In Stereo Jukes

CHICAGO — The new AMI juke box series—featuring the firm's first models built specifically for stereo and including monaural models—was debuted this week. AMI distributors began showings of the Model "J" line January 18.

Four basic models—in stereophonic and monophonic versions—make up the line: The J-200 and J-120, electrical selection machines in 200 and 120 selections respectively; and the J-200M and J-100, mechanical selection units in 200 and 100 selections respectively. New cabinets are identical and are available in midnight blue or ivory cabinet finish; metal trims are polished chrome or anodized aluminum extrusions. The line also includes a hideaway unit in stereo or monaural.

Stereo speaker units, to be used in pairs, each enclose three speakers: a 10-inch woofer plus two wide dispersion tweeters for dual coverage of the high frequency range. Universal mounting brackets permit installation of speakers in any of eight wall or corner mounting positions. Wall, ceiling and corner speakers for use in matched pairs either with a stereo juke box or hideaway or singly or in combination for monophonic units.

Besides the juke box, hideaway and speaker equipment, the new line includes a stereo kit for converting monophonic "J" models.

Stereo models are equipped with dual 25-watt amplifiers (including preamps); ceramic stereo cartridge with a .7 diamond stylus; a 12-inch woofer with one pound magnet coupled with front-loaded horn; compression-type high-frequency horn and driver assembly; built-in crossover.

Monophonic units use one 25-watt amplifier and preamp, and a GE VR 11 cartridge, but with all other equipment as indicated above.

All units measure 60½ inches high, 28 inches deep and 33½ inches wide.

(Continued on page 90)

Miller Sees MOA Growth This Year

Outlines New Tax, Service Available, Convention Moves

OAKLAND, Calif.—George A. Miller, Music Operators of America president, is optimistic about the growth of MOA in 1959.

Declared Miller: "MOA has completed a very busy and progressive year during 1958, and if 1959 is as promising as 1958 has been, the national association will continue to grow in leaps and bounds."

He announced that MOA had completed the necessary enrollment for its national group life insurance plan, one of two new projects the association has taken on for 1959.

The second is the tax and accounting service program headed up by Leo Kaner, Chicago C.P.A. and head of his own accounting firm. Miller said that Kaner will receive his first retainer fee this month and called attention of mem-

(Continued on page 90)

NAMA Head: Vending Is Separate

CHICAGO — C. S. Darling, executive director of the National Automatic Merchandising Association, again emphasized that the vending industry wants the distinction between automatic merchandising and all other forms of coin-

(Continued on page 86)

SENATE PROBE DATES ARE SET

NEW YORK — The on-again, off-again McClellan Committee hearings into alleged racketeering in the coin machine industry and the status of labor unions in the industry has been scheduled for either the last week in January or the first week in February. Some 30 local operators, association officials and union officers are scheduled to testify.

Automatic Canteen, AMI Merger Will Spur Change

Provides Basics for Biggest, Strongest National Juke-Box Operation in History

• Continued from page 1

that operate under the Canteen name. These operations lease vending equipment from Canteen which they operate. Its 30,000 cigarette machine locations are street or public locations—laverns, bars, restaurants. They are presumably therefore suitable juke box loca-

tions. Perhaps many of these locations already have juke boxes.

Biggest Operation

In acquiring AMI, it is clear that Canteen will have the framework for the biggest and most powerful juke box operating company in history. Whether it elects to build on this framework is an entirely different question. Vending machine industry pressure, conceivably pressure from their own vending operating franchises, could discourage Canteen from doing so at least right now. As mentioned earlier, the vending business has long sought to keep merchandise vendors separate as a business from any other type of coin-operated equipment.

In addition, Canteen will surely want to sell juke boxes to juke box operators and no fewer than AMI has been selling, more if possible. Whether the firm will be able to do this and still operate on a large scale is another factor that they would surely weigh carefully. Therefore the key question that must be dealt with before attempting to analyze what effects the acquisition of AMI by Canteen is likely to have on vending and juke box operating is this:

Canteen in Jukes

Will Automatic Canteen go into the juke box operating business, and if it does, when and on how big a scale?

Canteen up to now has apparently shown no interest in juke

box operating beyond that of using it to protect cigarette venter locations. Of course, this does not mean that equipped with a juke box manufacturing company, this policy will continue. It does mean that Canteen has used juke boxes up to now only to protect its vending business and that this use has not had great effect on the business in the areas where it has taken place.

Gradual Change

This explanation seems to pretty much answer the last part of the question, i.e., when and on how big a scale will Canteen go into juke box operating. It would seem that if recent history is followed, the firm will enter it only in the areas when and where its vending business is threatened and only with sufficient machines to put down the threat.

Nathaniel Leverone, Canteen chairman, said at the time the boards approved the acquisition that such a move had been under consideration for years and is another step in the company's program of broad diversification in all related fields of vending. Why then did Canteen make its move now? It seems possible that at least one of the immediate reasons was the move of Seeburg into the cigarette vending machine manufacturing business, and the possibility of Seeburg distributors or their op-

(Continued on page 90)

New Milwaukee Op Group Succeeding

MILWAUKEE — A strong membership drive by the newly-organized juke box operators' association here is earning results.

At the first meeting, held in December, of last year, a total of 11 operators signed up. According to president Sam Hastings, another 14 coinmen joined the trade group since then, bringing the roster to a total of 25.

Operators were contacted via special letters, telegrams and personal phone calls by association officers and directors.

Approximately 40 of the 50 music firms licensed in the city of Milwaukee were represented at the new organization's second meeting, at the Ambassador Hotel. Statistics gathered by the group's leaders reveal that active members of the association now control 74

per cent of the juke boxes in local locations. Within the next few weeks several more key operators are expected to join. Their addition will boost the total of association members' machines to close to the 90 per cent mark.

"We are planning to devote one more month to our organizational membership drive," says Sam Hastings. "After our next meeting, which will be held February 8, at the Ambassador Hotel, we will close the charter membership drive. Any operators that join after that date will have to pay an initiation fee and their admission will depend on an acceptance vote by the membership. Right now, we're accepting for membership any individual, or firm that is a legitimate music machine operator."

(Continued on page 86)

*Geared for
greater
earning power*



NEW

WURLITZER

HIGH FIDELITY

Stereophonic MUSIC SYSTEMS

Featuring WURLITZER **200-** and **104-**Selection PHONOGRAPHS

THE SPECTACULAR NEW
200-SELECTION



Stereophonic

WURLITZER MODEL 2300S

Here is sculptured-in-steel beauty that will fascinate every patron. Its blue-gold illumination and lower silhouette give this latest, greatest Wurlitzer terrific eye appeal.

As to ear appeal, this wondrous Wurlitzer offers the finest stereophonic, high fidelity sound in the field of coin-operated music.

Put the two together — high styling plus true stereo — and you have a combination geared for greater earnings than you ever before experienced.

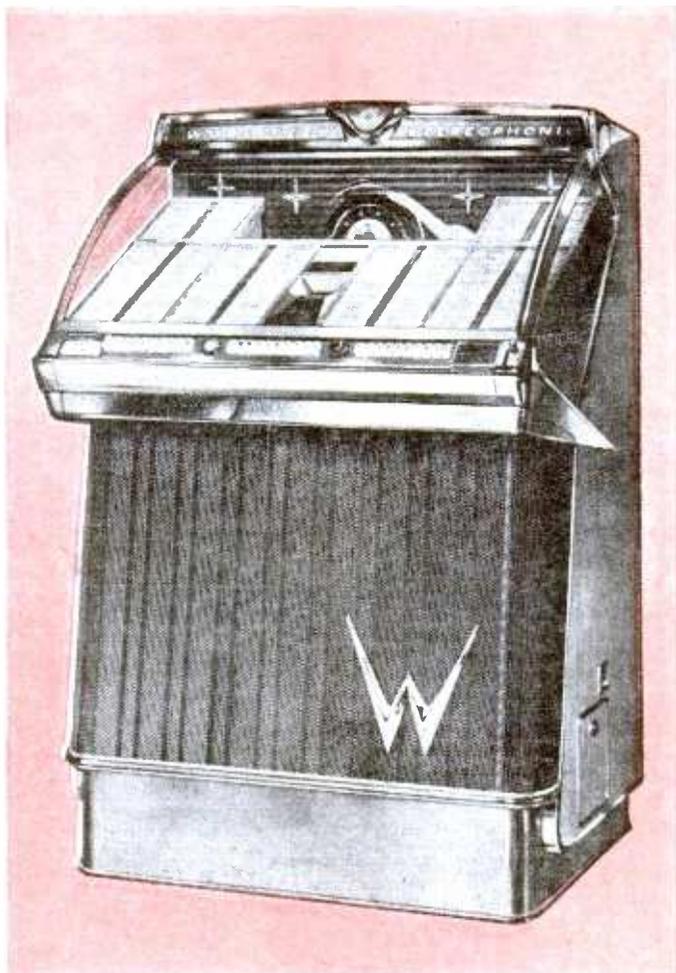
Let's consider the features that instantly distinguish this beauty from all others.

The heavily framed glass Dome has a new, more pleasing sweep, topped by a highly chromed casting which incorporates backlighted, under-glass name panels, center- featuring the colorful Wurlitzer crest in three-dimensional "See Deep" design. The top- lighted Program Holder, at a new low angle, affords easier patron reading — yet, for operating convenience, may be removed for front access to the mechanism, or swung forward to an upright position for simplified title strip changing and record loading.

Equally glamorous is the chromed steel wrap-around Grille, bathed in blue-gold light, decorated with a golden "W" and protected by a sturdy stainless steel kickplate. Side panels are wood grained Dura-weld in silver blue walnut capped by striped glass panels with WURLITZER emblazoned in contrasting color.

A new "Record Now Playing" indicator is viewed through an indented window located at the center of the program panel. Easily visible while reading title strips, it tells at a glance the number being played.

Hear for yourself how this Wurlitzer Stereophonic Phonograph, used with the Wurlitzer Stereo Speakers (shown on back of next page), reproduces music to the fullest capability of the human ear. You'll recognize at once that for eye-catching beauty and for coin-catching sound, Wurlitzer continues its leadership.

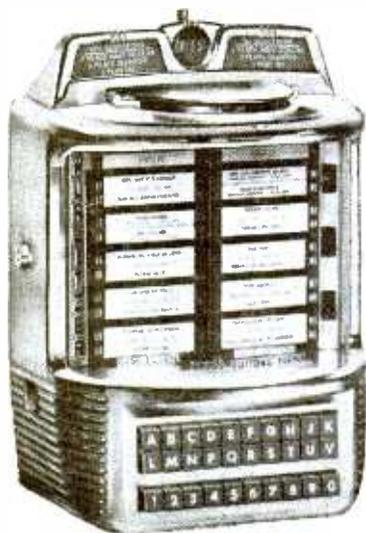
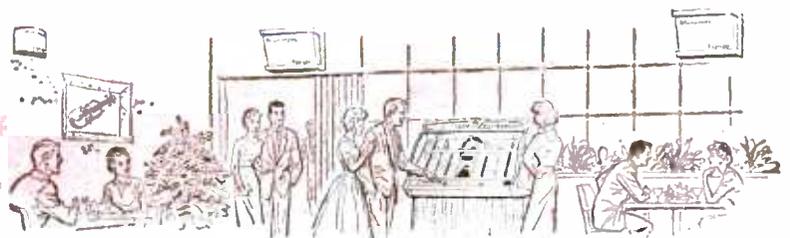


WURLITZER Stereophonic Music is High Earning Music

There is a new sound in the realm of reproduced music. It's Stereophonic Wurlitzer, first to adapt it to coin-operated phonographs, now brings it to you at its fullest and finest with Wurlitzer Stereophonic Music Systems.

Here is music in depth . . . music in motion . . . music with concert hall realism. No hidden highs. No lost lows. Every tone gradation of every instrument reproduced with fabulous fidelity.

On location, this true STEREOPHONIC Sound fills the room without blasting . . . thrills the patrons as it literally envelopes them in music. The natural reaction is to enjoy this listening sensation over and over again. Coupled with its ability to play monophonic records, a Wurlitzer STEREOPHONIC Music System presents the greatest value in HIGH EARNING EQUIPMENT ever offered.



THE WURLITZER
MODEL 5252

Dual Pricing
WALL BOX

Featuring the location accepted design-styling of the Model 5250, this new wall box incorporates three lighted panels which indicate the player's coin credits. Other features include 50-cent play, single coin entry, top-operated pages, magnetic slug rejector, chrome-plated die cast case, Ace lock.

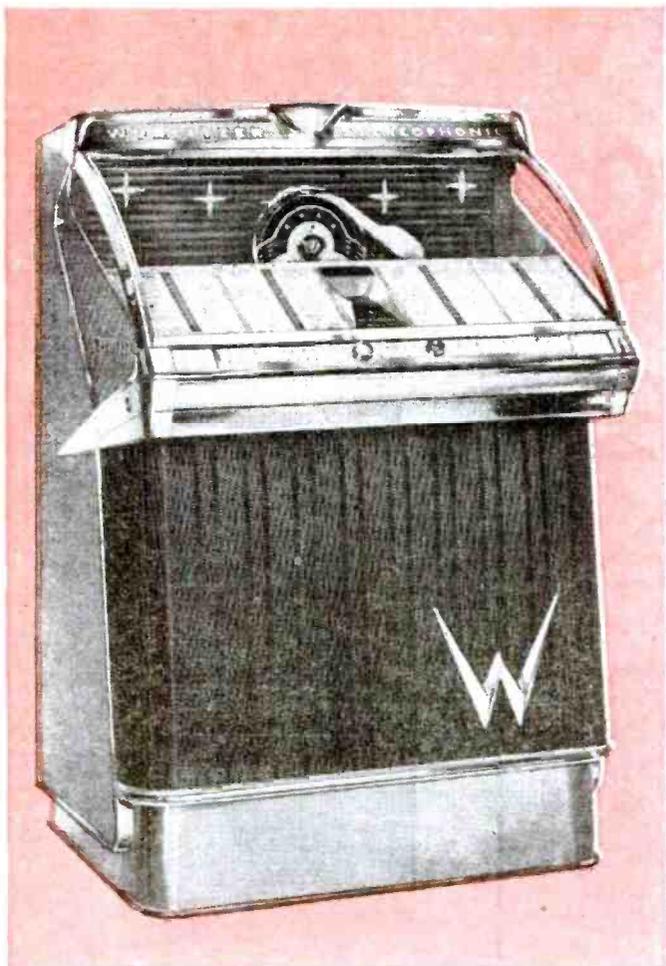
DIMENSIONS: 15 1/4" High, 11" Wide, 8" Deep.
Weight — 30 1/2 lbs.

MODEL 5250 WALL BOX is available for use where single price programming is used.



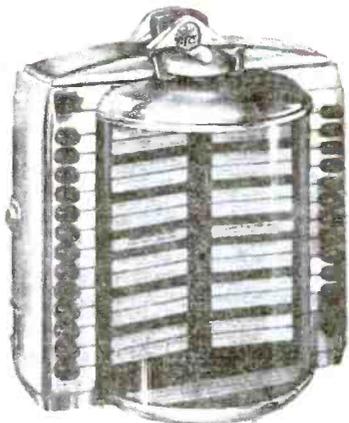
Stereo PICKUP

Equipped with two built-in sapphire stylus connected to Dual Channel Amplifier by separate shielded wires. When one stylus becomes worn, a lever located at the end of the cartridge may be flipped from the side bearing the numeral (1) to the side indicating numeral (2). When both needles need replacing, entire stylus may be removed from cartridge and replaced.



THE MAGNIFICENT NEW
104-SELECTION
Stereophonic
WURLITZER MODEL 2304S

For the location whose requirements are adequately accommodated by a 104-selection phonograph, there is this strikingly handsome new Wurlitzer Model 2304S, offering the ultimate in Stereophonic High Fidelity Music. The cabinet, identical to the 200-selection model, is alive with eye-catching illumination and dramatic, yet tasteful appointments designed to harmonize with any location decor. Mechanically, the 2304S features the time-proven, trouble-free performance of the 104-selection Carousel Mechanism, a Dual Amplifier and twin sapphire styli. It is equipped for 50-cent play with PLAYRAK Coin Registration, a single All-Coin Slug Rejector. As proven by its predecessor, these features plus Wurlitzer Stereophonic Sound will make this phonograph a high earning, all-time value.



THE WURLITZER
MODEL 5207
104-SELECTION
WALL BOX
5-10-25c PLAY

A smartly styled, high eye appeal wall box that has proved its ability to multiply Wurlitzer 104-selection phonograph earnings. Chromed case. Easy title strip reading. Flip pages top-actuated. 5, 10, 25c coins accepted. Selection by single button opposite title strip. Ace lock.

DIMENSIONS: 12 1/2" High, 11 3/4" Wide,
 7 3/4" Deep.
 Weight — 20 1/4 lbs.

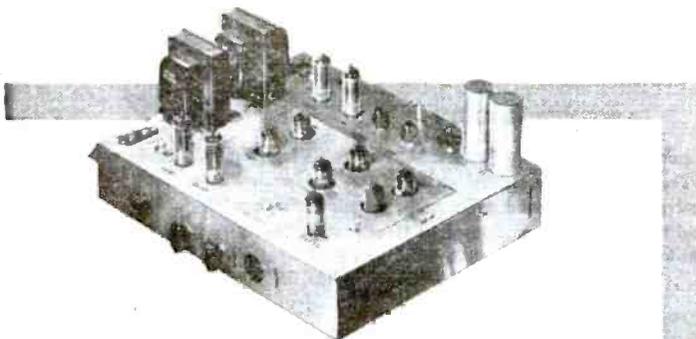


200 SELECTIONS
ILLUSTRATED

the New Hi Fidelity

WURLITZER MODELS 2300 AND 2304
200 AND 104 SELECTIONS WITH MONOPHONIC SOUND

For locations where Stereophonic Sound is not practical, Wurlitzer has the 200-selection Monophonic Model 2300 and the 104-selection Monophonic Model 2304. Housed in cabinets identical to their Stereophonic counterparts, both feature the time-proven Carousel Mechanism, the famed Dynatone Amplifier, Zenith Cobra Pickup, a full range speaker system comprising two 12-inch speakers, one heavy duty and one mid-range, plus a 7-inch tweeter connected by crossover networks. Both offer 50-cent play all the way at the phonograph and through wall boxes, volume level control and PLAYRAK coin registration. Dual pricing available if desired.



WURLITZER DUAL CHANNEL AMPLIFIER

Pickup divides music into two separate channels all the way from the pickup input to the output transformer. All pre-amplifier stages, from both channels as well as the automatic level control, are incorporated into a printed circuit board — long proved by Wurlitzer to be a tremendous service saver. May be used for monophonic music by feeding the Heavy Duty Extended Range Speaker through Channel A, and the Medium Range and Tweeter Speaker through Channel B. For stereo music, a rearrangement of switchboard plugs enables you to connect Channel A to feed through all phonograph speakers while Channel B serves remote speakers. Or each channel can be arranged to feed into a set of matching remote speakers.

WURLITZER

Stereo Speakers



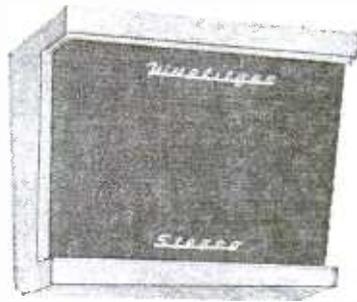
From these four handsome speakers you can custom-engineer a Wurlitzer Stereophonic Music System to the needs of any location, regardless of its shape, size or number of rooms.



WURLITZER CORNER SPEAKER Model 5124

Neutral finish sides and top. Wrap-around grille with fabric covering. Zinc cast "Wurlitzer" and "Stereo" name plates. Houses 8" wide range high fidelity speaker in specially engineered tone chamber.

DIMENSIONS:
18" Wide, 22" High,
13 1/4" Deep.



WURLITZER WALL SPEAKER Model 5123

Top and sides are neutral finish with wrap-around grille of fabric. "Wurlitzer" and "Stereo" in zinc cast letters on overhang above and below speaker face. Has 12" full range fidelity speaker including 3 1/2" coaxial tweeter, with baffle to enhance bass resonance.

DIMENSIONS:
26" Wide, 20" High, 11" Deep



WURLITZER STEREO EXTENDER Model 5125

Neutral finish top and bottom. Wrap-around grille has expanded metal cover with trim strip moulding top and bottom. "Wurlitzer" and "Stereo" in iridescent blue finish zinc castings. Houses 6" x 9" speaker set in a baffle at 20° angle within the half drum. Output is in treble and middle sound ranges for extending stereo sound through long room. Sold in pairs, left and right.

DIMENSIONS: 12" High, 14" Wide, 8" Deep.



WURLITZER CONSOLE FLOOR SPEAKER Model 5122

This handsome Console Floor Speaker has removable legs for wall installation. Features black marbled, stain-resistant top, neutral color sides, chromed steel wrap-around grille with extruded aluminum trim. Has identical three-speaker complement as phonograph. "Wurlitzer Stereo" appears in metal letters.

DIMENSIONS: 33" Wide, 32" High, 15" Deep



THE *Wurlitzer* COMPANY • NORTH TONAWANDA, N. Y.
Established 1858

We have the NEW
WURLITZER
 Line for '59
 200 and 104
 SELECTION MODELS
 WITH
Stereophonic
 OR HIGH FIDELITY SOUND
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 COME IN AND SEE US FOR THE KEY TO INCREASED PROFITS

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 549 Pine St. MAISON, GEORGIA Ph. SH 3-1588
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 716 Huger St. COLUMBIA, SOUTH CAROLINA Ph. AL 4-6928

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 614 W. GRAND AVENUE
 OKLAHOMA CITY 2, OKLA.
 PHONE: CEntral 2-8084

Neb. Ops Will Hold 7-State Meet Feb. 21-22

OMAHA—The Music Guild of Nebraska will meet in Omaha for their first meeting this year February 21 thru 22.
 Invited are operators not only from Nebraska, but also Kansas, Colorado, Wyoming, Missouri, South Dakota and Iowa.
 The meeting will be held at the Town House. A large block of rooms are being reserved for operators and their wives. Reservations should be made by writing Howard Ellis, secretary and treasurer of the group.

It is not yet known who will exhibit. But Ellis emphasized that the meeting will be "primarily one of business and education."
 The first business forum will begin at 2:30 p.m. on February 21 and a second at 4:00 p.m. Dinner, preceded by a social hour, will be at 7:00 p.m. The MGN board will meet at 9:00 p.m. A business meeting will be held February 22 at 2:00 p.m. The Cornhusker Investment Club, which is comprised of music operators only, will hold a meeting at 4:30 p.m. There will be a social hour at 6:00 p.m. and a banquet—with door prizes—beginning at 7:00 p.m.
 Meeting committee members, who planned the meet last week, besides Ellis, are: Jerry Witt, Harry Abramson, Warren Tunis, Ed Zorinsky and Lou Singer, all of Omaha; Phil Moss, of Des Moines, and Jerry Harris, of Denver.

S. R. Sperans, Standard Fin. Exec, Dies

NEW YORK — Samuel R. Sperans, 60, board chairman of the Standard Financial Corporation, a nationwide factoring house which specializes in factoring coin machine equipment and making direct loans to operators, died of a heart attack Tuesday (13) in a fishing boat off Palm Springs, Fla.
 Sperans, a World War I Army officer and a former student at New York University, was a certified public accountant. He was formerly president of Straus-Duparquet, Inc., board chairman of the Kny-Scheerer Corporation, president of Lyons-Alpha Products Company, and a director of the Albert Pick Company, all Straus-Duparquet subsidiaries.
 He leaves a widow, two daughters and five grandchildren.

Seeman New Raymar Mgr.

JAMAICA, N. Y. — Norman Seeman has been named manager of Raymar Sales, local one stop, replacing Mac Goldstein, who resigned recently.
 Seeman, a Marine corps veteran of the Korean conflict, had been assistant manager for four years. Prior to that he was in the hotel business.
 Sam Keenholz, Raymar president, is spending the week at the M-G-M record meeting in Chicago, after which he leaves for a vacation.

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WURLITZER
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 200 and 104
 SELECTION MODELS
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Stereophonic
 OR HIGH FIDELITY SOUND
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 M. S. GISSER (Sales Manager)
 2029 Prospect Ave. Cleveland 15, Ohio
 All Phones: Tower 1-6715

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 Chicago 22, Illinois
 Phone: HUmboldt 9-5161

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SALES RESULTS—
 THE ADVERTISING COLUMNS OF
THE BILLBOARD!



...PAID CIRCULATION PROVES READER INTEREST
 WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW
 MANY READERS BUY THIS BUSINESS PAPER.

DOES YOUR ONE-STOP SERVICE MAKE MONEY FOR YOU?

Have you been paying pennies over wholesale for your one-stop service? Have you lost business because of delay in your one-stop deliveries? Have you missed a sale because your one-stop service has an inadequate inventory?

SWITCH TO MUSICAL SALES AND GET BACK ON THE PROFIT ROAD!

Musical Sales Company, Seeburg distributors for Baltimore, Washington and Virginia, is the oldest and largest one-stop record and accessory service in the nation. The huge Musical Sales building in Baltimore houses one of the most complete inventories in the country, and the vast shipping department guarantees same day service on any order from this nation or abroad for all labels, hits and accessories.

THE MUSICAL SALES CO.

Musical Sales Bldg. Baltimore 1, Md. Vernor 7-3753

Musical Sales sells to you at **REGULAR DISTRIBUTOR WHOLESALERS!** Nothing over, with free title strips and in one prompt postage saving shipment.

Remember, nobody beats Musical Sales prices and nobody beats Musical Sales service because Musical Sales is the oldest and largest one-stop service in the nation with worldwide distribution.

Call, write or wire your order today.



We have the NEW WURLITZER

Line for '59

200 and 104
SELECTION MODELS

WITH
Stereophonic

OR HIGH FIDELITY SOUND

GEARED for greater earning power

COME IN AND SEE US FOR THE KEY TO INCREASED PROFITS

ANGOTT DISTRIBUTING CO., INC.

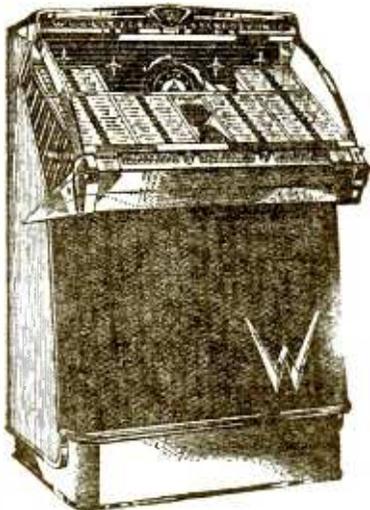
2616 PURITAN AVE.

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Phone UNiversity 4-0073

when answering ads . . .

Say You Saw It in The Billboard



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Line for '59

200 and 104 SELECTION MODELS

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earning power

COME IN AND SEE US FOR THE KEY TO INCREASED PROFITS

SANDLER DISTRIBUTING COMPANY

405 Plymouth Ave., North
Minneapolis 11, Minn.
Phone: Jackson 9-9693

110 Eleventh St.
Des Moines 9, Iowa
Phone: Cherry 4-9186

New Milwaukee Op Group

• Continued from page 80

Distributors who also operate music routes can join, if they desire to do so.

Following the upcoming February 9 membership meeting, the new trade group is expected to "start rolling," adds Sam Hastings. The board of directors is due to hold a meeting prior to the general session. They will (1) suggest a name for the new organization, and (2) discuss the feasibility of taking over the papers and functions of the older music operators' association here, which the new group charges has become ineffectively dormant.

To date a dues schedule has not been okayed by the group. This question, along with the association name and the possibility of taking over the reins of the old group will be discussed at the February membership meeting.

All organizational costs and expenses to date have been borne by the founding committee and officers.

Outlining the purposes of the fledgling group at the January 12th meeting, proxy Sam Hastings told the operators: "Our biggest problem today is the improvement of profit margins for the music operator. Records of my own music routes, for example point out that receipts are about the same now as they were five years ago. In checking my books from 1953 thru 1958, we have learned that receipts have remained stable, but service and equipment costs have advanced seriously over the same period. I have been in the music business for 27 years, and 1958 was the first year my firm did not earn a profit on the routes. Costs have gone too high. About the only thing we, as operators, can hope to do under the current situation is to break even."

The remedy for the present cost-price squeeze, Hastings admonished the operators, is a "good, strong trade association." Objectives of the association, he stressed, must be (1) elimination of cut-throat competition; (2) encouragement of more dime play installations, and (3) the improvement of the industry's public relations.

Attainment of these goals, he told members, will be simplified, if the majority of the city's music operators join the association and take an active role in its projects. "Basically," he concluded, "there's nothing incurably wrong with our industry. It's a cash business, and our services and equipment are in constant demand for the entertainment of tavern and restaurant patrons. The public has a tremendous appreciation for the high grade entertainment on records that we provide for them.

"The biggest mistake that operators, as businessmen, have been making is this: we've been giving away too big a share of our profits."

Officers and membership roster to date, includes Sam Hastings, Hastings Distributing Company, president; James Stecher, Novelty Service Company, vice-president and Jerome (Red) Jacomet, Red's Novelty Company, secretary-treasurer. Directors are Arnold Jost, Arnold's Coin Machine Company; Vince Waters; Otto Hadrian, Otto Distributing Company, and Bob Puccio, P. & P. Distributing Company.

Members are, Carl Klein, Klein's Novelty; Leonard Kulwicki; Harry Gromacki, H. & G. Amusement; Joe Pelligrino, P. & P. Distributing Company; Morry Fuhrman, Morry's Amusement Company; Harry Cisler, Cisler Music; Alice Smulkowski, Kewpie Novelty Company; Frank Bartnik, Banaco Amusement Company; Douglas Opitz, Hilltop Coin Machine Company; Mike Basile, Kemo Novelty; Joe Kosloske, M. & S. Novelty Company; Math Schaefer; Casper Reda; Harold Sommerfield, Southern Novelty Company; Merlin Wisserchen; Kenneth Kulow, Kendou, Inc.; Clarence Smith, Milwaukee Amusement Company; Frank Maunowitz, Franjo Novelty Company and Les Reder, L. R. Amusement Company.

Among those who attended the last meeting although not members, were Bert Liesch; Orville Carnitz, Badger Novelty Company, and Harry Jacobs Jr., United, Inc.

Vending Separate

• Continued from page 80

operated equipment made clear, especially in view of the upcoming McClellan committee hearings.

Darling, in a statement issued to NAMA members, declared in part:

"We should all, in my opinion, make it clear to the committee members that they have our wholehearted support in these activities and objectives (of uncovering racketeering in the fields of management, of labor and of management-labor relations and the committee's ultimate objective of legislation to prevent a continuation of such racketeering.)"

"What we in automatic merchandising are unhappy about, and what we are trying and should continue to try to correct, is the unwarranted assumption which exists in many quarters that automatic merchandising can be classed with other activities which have nothing in common with automatic merchandising except a coincidence."

"There is no such thing, as we have effectively demonstrated, as a 'coin machine industry' of which automatic merchandising is a part. There is an 'automatic merchandising industry' and other groups wholly different and apart from automatic merchandising."

"Our appeal to the members and staff of the Select Committee—an appeal which many members may be in a position to support—is that utmost care be used in all oral and written statements in connection with these hearings so that a 'coin machine industry' (the vending of merchandise or service) will not be confused with other coin-operated devices."

"Because certain unions in some localities have seen fit to try to organize the employees of automatic merchandising companies in the same locals with employees of other organizations using coin equipment, it is understandable that the investigation and hearings on one include investigation and hearings on the other, but this does not make it right to publicize the hearings as covering the 'coin machine industry' or the 'juke box and vending industry.'"

New Wurlitzer Juke Line

• Continued from page 80

nel A; two corner speakers to reproduce channel B.

Long narrow room: Phonograph speakers connected to reproduce channel A, console speaker to reproduce channel B; wall-mounted extender speakers are used along sides of the room connected with channel B on the same side of room as B channel console and A channel on the same side of room as phonograph.

Long L-shaped room: Phonograph is installed with no speakers operating, two wall speakers are installed, one on each side of the phonograph. Wall-mounted extender speakers are used to project stereo down the room to the right. More extenders are used in L-shaped part. Basic idea: Provide balanced A and B signal coverage down the room and around any corners.

Isolated rooms normally fed by wall or ceiling speakers: Corner or wall speakers are used in balance, but not extender speakers since bass notes are not carried by them.

The wall speaker contains a 12-inch full-range speaker with a 3½-inch coaxial tweeter; the corner speaker, an 8-inch speaker; the extender a 6"x9" speaker (see above). Wall-type measures 26 inches wide, 20 inches high, 11 inches deep; corner, 18x22x13¼, extender 14x12x8; floor model, 33x32x15. "Wurlitzer Stereo" appears on each.

The cabinet, same in all models differing only in the number of selector buttons and title strips be-

tween 200 and 104 selection models, has a concave glass dome occupying slightly more than one-third the face of the phonograph with a lighted top casting carrying the words "Wurlitzer" and either "Stereophonic" or "High Fidelity," depending on model.

Two 30-inch fluorescent tubes, one in top dome casting, other behind the selector button panel, are used. Title strip lighting is from top. New "Record Now Playing" indicator is located in center of program panel. Wrap-around grille is chromed steel, lighted in blue and gold, is decorated with large gold "W." Program holder is removed for front access to mechanism or swung forward for title strip changing and record loading.

The 200-selection models, in either 200 or 104 selections, are available with dual pricing that is built-in and is part of regular coin register unit.

Three wallboxes are: Model 5252 for 200-selection dual pricing and 50-cent play; 5250, 200-selection single pricing and 50-cent play, and the 5207, 104-selection single pricing and nickel-dime-quarter play.

All juke box models measure 51½ inches high, 34 inches wide and 27½ inches deep. All are equipped for 50-cent play, single entry coin chute, four-in-one magnetic slug rejector.

Both stereo units have low-pressure tone arms with twin sapphire styli; monaural units have the Zenith cobra cartridges.



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your choice with the new **AMi** model **j**

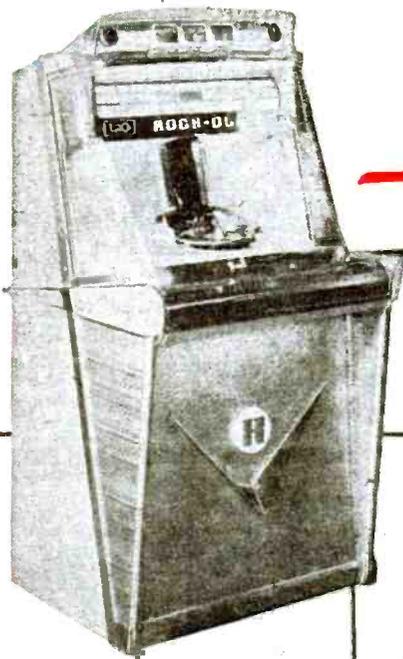
Hear it . . . See it Now at Your AMI Distributor.

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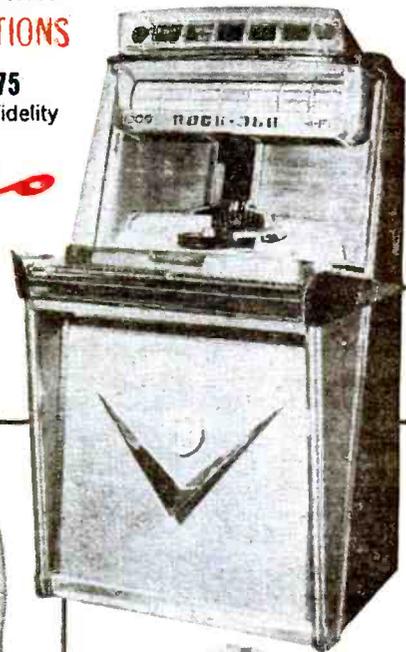
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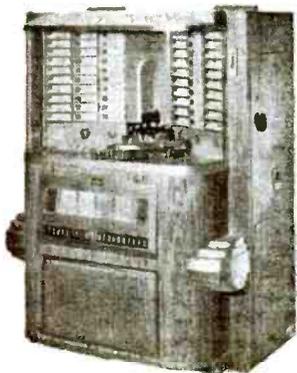


Model 1475 Stereo
200 SELECTIONS
and
Model 1475
Monaural Hi-Fidelity

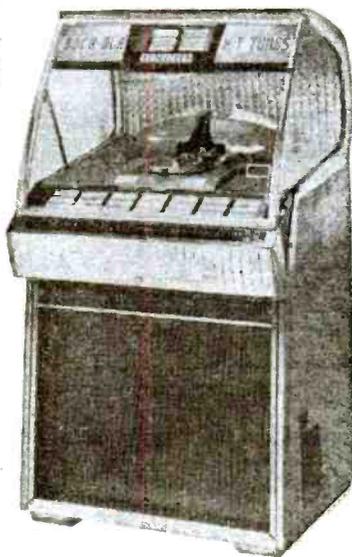


Model 1468 Stereo
120 SELECTIONS
and
Model 1468
Monaural Hi-Fidelity

Tempo



Model 1464 Wall Type
120 SELECTIONS
Monaural Hi-Fidelity



Model 1462
50 SELECTIONS
Monaural Hi-Fidelity



Model 1555
Dual Purpose Wall Box
for 120 and 200 Selection
Phonographs

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Juke Box Operator Expansion Into Cigarette Field Is Slow Process

Large N. Y. Music Ops Cigarette Veterans; But Smaller Man Is at Disadvantage

NEW YORK—While most of the large juke box operators in the New York area have been running successful cigarette routes for a number of years, there doesn't appear to be any great rush on the part of the smaller automatic phonograph operators to move into the field.

The big juke box operations, Paramount, County Enterprises and Lincoln, all have separate cigarette operations. But on the whole only about 15 or 20 per cent of the local juke operators have any cigarette stops.

The nature of the cigarette business is the key to the situation; it just doesn't pay to have a small cigarette route. The large operator is in a position to buy directly from the factory and to set up a separate cigarette division. The small operator, with a handful of cigarette stops, may regard cigarettes as a nuisance.

Working Arrangement

In many cases, a small juke box operator will have arrangements with a cigarette operator whereby every time one gets a location he deals the other in. The juke box operator isn't interested in the cigarette machine on his new location, but he may feel uneasy if a strange operator moves in with cigarettes. With a friendly cigarette operator on the stop, he is under less pressure. Of course, the same factors are brought into play when the cigarette operator moves into a new location.

A few small operators will pick up cigarette locations, place equipment on the locations, then sell them to a cigarette operator and pick up some extra change in the process. Of course, they will not sell the cigarette stops to another juke box operator who happens to be in the cigarette business as well.

When Seeburg entered the cigarette field last year, many trade sources felt that Seeburg distributors would begin to do missionary work among juke box operators who had never handled cigarettes.

Few Newcomers

So far this has failed to materialize. According to Murray Kaye, sales manager of Atlantic-New York, local Seeburg outlet, Seeburg cigarette sales have been coming along nicely, but these sales have been mostly to juke box

operators long established in the cigarette field, and also to some cigarette operators who are not in automatic phonographs. Only a handful of machines have been sold to juke box operators entering the vending field for the first time.

Most juke box operators here realize that a cigarette operation and a juke box operation have little in common except for the fact that the same locations can be utilized for both machines and that similar techniques are used in selling locations.

But as far as service and inventory are concerned, the similarity ends. The cigarette operator works

on the narrowest of margins, and fractions of cents count.

No Mad Scramble

Chances are that juke box operators will lean more and more toward cigarettes in 1959, but there won't be any mad scramble. As the marginal operators sell out to the big ones, and as the part-time operator passes from the scene, the existing juke box routes will become larger.

This means that more juke box operators will be in positions to expand into cigarettes and, based on the results of those who have already done so, they are apt to take advantage of this opportunity.

Any such expansion will mean taking locations away from existing cigarette operators who are primarily vending men. While the organization of a cigarette route presents some problems to the juke box operator, the creation of a juke box route by a cigarette operator as a retaliatory measure is infinitely more difficult.

Economic Factor

The easing of the recession, too, may stave off any conflict between juke box and cigarette operators. When collections were down, juke box operators were actively seeking ways to increase revenue from their locations. The operation of cigarette machines on juke box locations was one such alternative.

However, with the anticipated increase in juke box collections, the economic pressure on juke box operators to get more revenue from locations will probably abate.

On the whole, some expansion on the part of juke box operators into cigarettes is in the cards for 1959, and most of the new entrants will be operators whose routes have been enlarged to the point where enough good cigarette locations exist to serve as the basis for a profitable route.

Conn. Ops Pick Rechtschafer To Head Group

HARTFORD, Conn. — The Music Operators of Connecticut, at a dinner meeting in the English Room of the Hotel Bond here last week, elected Paul Rechtschafer president. Rechtschafer, who had been vice-president last year, replaces Jim Tolisano, who is retiring from the MOC presidency after five years. At the end of the meeting, Tolisano was given a standing ovation for his work in furthering the ends of the industry.

Jerry Lambert, who had been on board, is the new vice-president, while Frank Marks succeeds Glen Klopfenstein as secretary. Tony Wilkas, who had been sergeant at arms, succeeds John Colucci as treasurer. Directors at large are Byron Athenian and Isadore Resnick.

Speaker for the evening was Abe Fish, honorary president. He discussed the need of the organization to expand its membership. Guests were Meyer Parkoff, Atlantic-New York; Irv Kempner, Runyon Sales; Bob Jones, Si Redd Distributing, and Gene Gotthelf, Leslie Distributors.

The organization will hold its second annual banquet March 7 at the Hotel Statler, Hartford.

Memphis Beer Bd. Fight on 'Live' Music Draws in Ops

MEMPHIS — The city Beer Licensing Committee, under fire from the local musicians' union, modified its former policy last week of not issuing a beer license at night spots or restaurants where there is "live" music.

Police Chief James C. Macdonald, member of the beer board, had taken the position that live music, in the form of a combo of musicians, and beer "don't mix." His position was that there was usually trouble at such spots.

The furor drew juke box operators interests into the public dispute when the musicians union implied they were behind Chief Macdonald's official action.

Parker Henderson, general manager of Southern Amusement Company and president of Memphis Music Association, the organization of phonograph operators, branded the musicians' union implication as "ridiculous." Henderson spoke for the entire industry here of juke box operators.

The new beer board policy, stated last week by City Commis-

(Continued on page 90)

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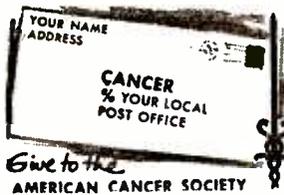


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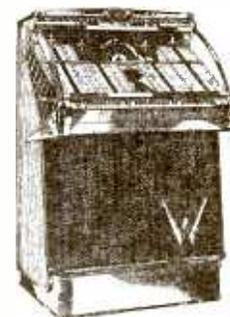
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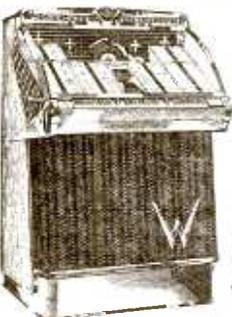
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Denver

By BOB LATIMER

As soon as Jack Arnold, owner of American Amusement Company, Aurora, Colo., had completed installation of a stereo phonograph in the Pink Elephant here, he began writing letters. A note went to all of Arnold's existing locations plus many prospective locations, inviting each to drop by and get a look at the stereo juke box in operation. More than three-fourths of the to-

tal list responded to the invitation, which led directly to several new spots, according to Arnold. There are times when a little extra merchandising effort will really pay dividends, the Colorado operator reported.

Jim Hall, of Rocky Mountain Coin Machine, Pueblo, Colo., will sell one of the biggest wall calendars this year in the region's history. The big calendars feature a bas-relief pheasant-hunting scene of startling realism.

Bill Burbank, phonograph operator of Montrose, Colo., visited Denver distributors between Christmas and New Year's. He reports that Montrose collections remained good thru 1958. Increased mining activity and a heavy build-up in the oil industry in Western Colorado was responsible. . . . A Christmas well-wisher from Wyoming was Harold Manders, of

Lusk, who visited most Colorado distributors during December.

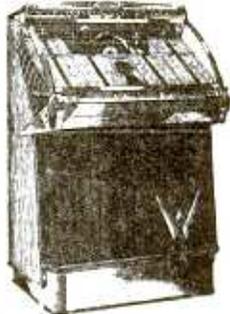
Another long-range visitor over the holidays was Gene Bosche, Raton, N. M., operator who glad-handed all members of the Colorado Music Merchants, Inc., during the holidays.

Antique phonographs and amusement machines are expected to blossom all over Colorado when the 100th anniversary celebration, Rush to the Rockies, gets under full swing. Gov. Steve McNichols has requested businessmen to display as many antiques as possible in connection with their business. However, according to the Colorado Music Merchants Association, most antique phonographs or pin games are in museums.

Roy Kyser, operator of Durango, Colo., spent the days between Christmas and New Year's in visiting Denver phonograph distributors. . . . Covering as many miles as any phonograph operator in Colo-

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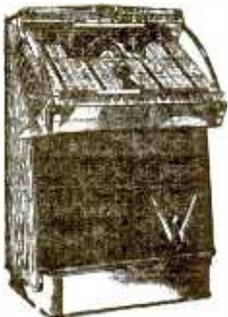
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Coinmen You Know

radio is Johnny Knight, of Denver. Knight recently extended his Skyline Music Company routes as far north as Fort Collins, 70 miles from Denver.

Draco Sales Company, Wurlitzer distributor for this area is making plans for around 100 visitors for the showing of the 1959 Wurlitzer, scheduled for January 19. The firm will hold an open house in conjunction with the Wurlitzer demonstration. . . . Sam and Dan Keys, who operate the Apollo Music Company here, have announced a move to a new operating headquarters at 657 Santa Fe Drive. The brothers will capitalize upon much larger space area available in the new building.

Boston

By CAMERON DEWAR

David J. Baker, Melo-Tone Vending Company, Arlington, was ready to take off for Florida, but an emergency operation for appendicitis on his general office manager, Stanley Juralewicz, delayed the trip. . . . Lee Jenkins, Continental Vending Company, Brunswick, Mo., usually takes a journey by plane to Florida, but this year he took his wife on a trip to Europe.

Arthur Sherman, counsel for the Massachusetts Music Operators' Association, has just returned from a Florida vacation and is now busily engaged in lining up another case to fight the oppressive license fees in the cities and towns in the State. . . . Two operators are off the sick list and doing well again. They are Israel Spector, Capitol Vending Company, who was hospitalized for surgery, and Leon Sherter, Chester Music Company, who is recovering from a heart attack.

Around the one-stops: Dick Mitchell, of Dick's Records, is frequently in conference with his wife over the choice of colleges for two of their children. . . . Jack Sager, of One-Stop, Inc., has a good sales gimmick. When a record sells 10,000 he puts it on a board on the wall so operators can spot the hits easily. "Chipmunk" is represented four times. . . . Jerry Flatto, of Boston Record Distributors, has shed the icy weather by dashing off with his wife on a trip thru South America.

Tony Grazio, Atlas Distributors, is taking a little breather after all the work of opening the distributorship and redecorating the whole place. He returned last week from Grand Rapids, where he huddled with AMI bigwigs. Tony's brother and veepee,

Dom, had a surprise visitor recently. He started to explain the machines and after a bit the visitor said, "I know, son, I'm the president of AMI." It was John Haddock paying a surprise call to Boston. Dom says he was most enlightening on the subject of the new stereo set-up. Dave Shuman, formerly a salesman at Redd Distributors, is now functioning as sales manager at Atlas and enjoying his new post immensely.

Bob Jones, sales manager at Redd's, is happy over the pick-up in business. Reports there has been more activity in the last 30 days than in the last three months put together. . . . Bill Hamil, Manchester, N. H., has gone in the hospital for surgery. Paul Doherty, Worcester, and George Marra, Danbury, Conn., have come thru their trials and are out again feeling fine.

Martin Oliver, Portland, Me., is

all set to take off for Florida in his new Lincoln. He's always gone by plane, but he's looking forward to seeing the countryside on the way. . . . Among operators seen around town buying games and music last week were Saul Taub and Louis Zeidman, Manchester, N. H.; Joe Reisman, Springfield; Bert Howell, Brunswick, Me., and Donald Foote, Randolph.

Miami

By PAUL DANIEL

Bert Lane has returned to New York with new additions for his kiddie route. . . . While Al Kahn is recovering from his recent accident, Jack Frost is handling the route for him. . . . Sam Marino Music Company moving into larger quarters at 852 N.W. 71 Street to sell and service equipment.

Walter Boese left the operation in Miami and is taking it easy but not retiring. . . . Local operators who had routes in Cuba are out of business for the present due to the change in government.

Operators in the area did a heavy business during the holidays. . . . Bill Baldwin, founder of Minute Man Music Company, one of the first operators in Miami, passed away recently. Many of the local operators attended the wake prior to burial in Atlanta.

Canteen---AMI

• Continued from page 80

erator customers becoming a factor in cigarette vending.

Total Effect

Assume the above reasoning is correct and that Canteen will edge more into juke box operating only when its vending street locations are threatened in specific areas, rather than moving quickly into juke box operating in various parts of the country all at once.

In either case, it would seem that the ultimate effect of Canteen's acquisition of AMI remains substantially the same. The only difference is that with the gradual course, its effect should be correspondingly gradual and less obvious than in the case of sudden change.

However, there is an important difference between the effect that a gradual move by Canteen into the juke box operating business would have, and a relatively quick one. That is simply that the juke box business would have time to adjust to whatever effects the move would have on the business in the case of gradual change. But gradual or no, the total cumulative effect should be considerable.

With these factors in mind, what then would seem to be the net effect of the Canteen-AMI move, assuming that Canteen does gradually, if not quickly, get into juke box operating on a national scale that would make them the biggest and most powerful?

First, it is probable that the entrance of Canteen into juke box manufacturing alone — operating aside — will be enough to stimulate some change. Because for juke box operators simply to know that Canteen could give them stiff competitive battle, as opposed to actually doing anything, may be enough to work change or spur developments already under way.

Next week some of these developments will be examined in the light of the Canteen move.

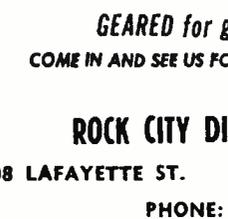
Memphis Beer Bd.

• Continued from page 89

sioner Stanley Dillard, the chairman, is that "there will be no discrimination against live music."

The other member of the three-member board, City Commissioner Henry Loeb, agreed with Dillard's statement. The two commissioners told the musicians' union that they need have no fear—that "each case will be decided on its own merits."

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108 LAFAYETTE ST.

NASHVILLE, TENN.

PHONE: CHAPEL 2-4353

MOA Growth

• Continued from page 80

bers to the availability of the service.

He said that any member desiring information on income taxes, personal property taxes, depreciation schedules, bookkeeping or accounting systems should make their requests thru MOA's headquarters in Oakland. Such requests are forwarded to Kaner who replies directly to the member requesting information. Requests are routed thru MOA to make sure members are paid up. The service itself costs a member nothing.

Miller made it clear that if a member was interested in changing his bookkeeping system or in any major tax or accounting work, he could obtain Kaner's service and advice on an individual basis.

He said that another of MOA's projects for 1959 is a national public relations program which is to be handled thru a New York agency.

To date, 53 booths for the convention, to be held at Chicago's Morrison Hotel April 6 thru 8, have been sold. Names of exhibitors who have so far confirmed reservations will be made public shortly.

He urged operators to buy banquet tickets early by writing Howard Ellis, 1430 South 13th Street, Omaha.

Miller plans to be in Chicago about March 1 planning and arranging details of the convention.

AMI's New 'J'

• Continued from page 80

inches wide. One 15-watt tube and one 20-watt fluorescent tube light grille and changer compartment. The machine is built so that top areas can be serviced from either the front or rear of the cabinet.

Wrap-around glass dome has been shortened from previous models, grille section is longer. Three pairs of chrome bars and the "AMI" design furnishes grille decoration.

Title racks lie flat against rear side of changer compartment; on 200-selection models there are also two sections of cantilevered title racks at the floor of compartment, one on each side of turntable, furnishing trim for the mechanism.

Wide bands of metal trim the frame and separate the dome section, selector button panel and grille. The dome and selection panel sections are further divided from the grille by an indentation in the cabinet.

UNITED'S

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UPB-100

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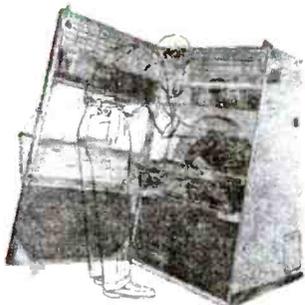
The Record Mechanism contained in the Model UPB-100 United Phonograph is UNCONDITIONALLY GUARANTEED for one full year from date of delivery by an authorized United Music Corporation distributor in a new and unused condition. Each United Phonograph is delivered with a "Certificate of Warranty" outlining United's complete guarantee.
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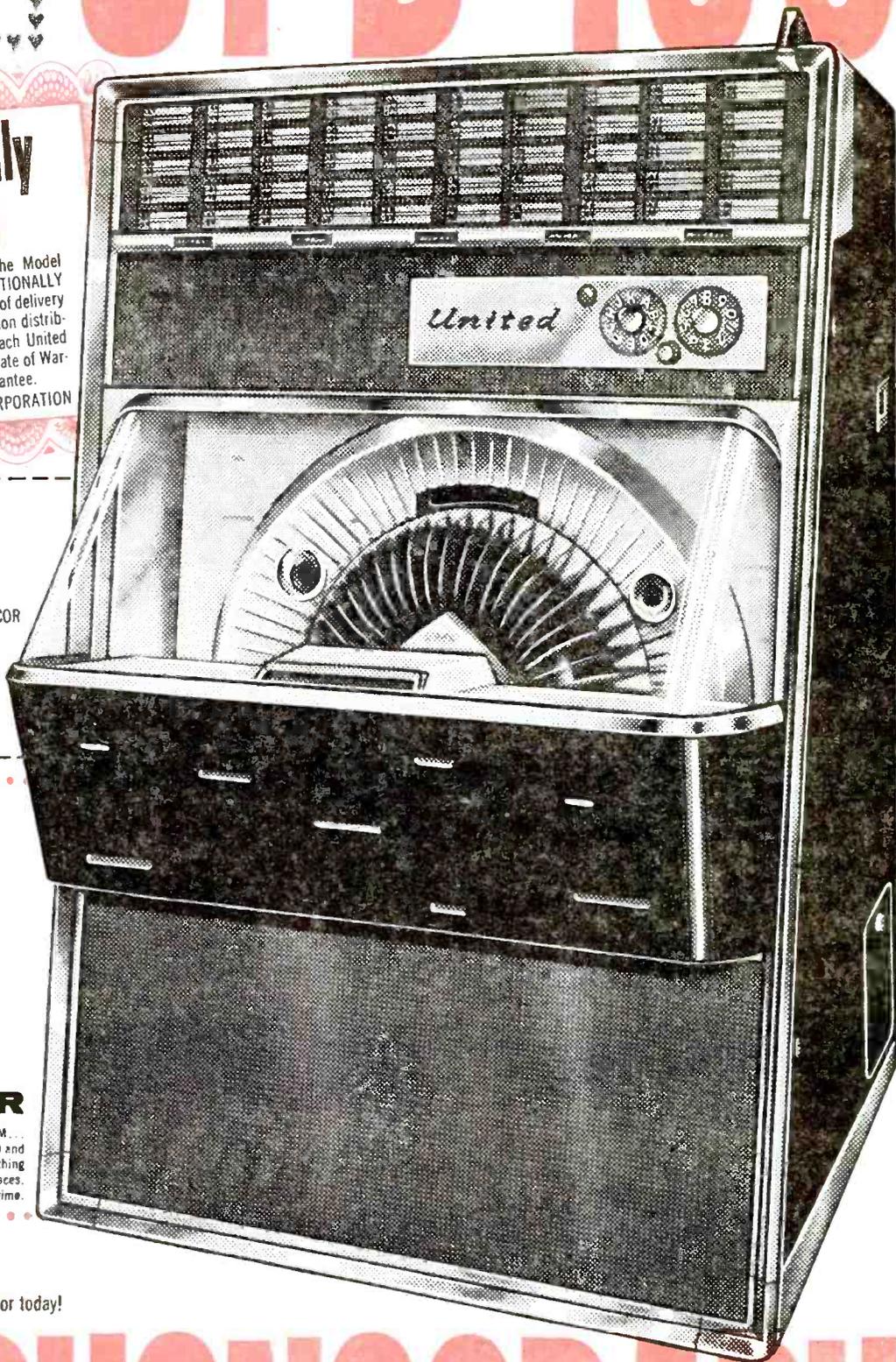
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PROVIDES INSTANT EASY ACCESS TO ENTIRE MECHANISM... Simply swing open the entire front door of the UPB-100 and the entire mechanism is exposed to the serviceman. Everything is cut in the open. No reaching into hard-to-get-at places. Makes servicing simple and easy. Saves loads of valuable time.

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THE PHONOGRAPH

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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of January 12, 1959)

Table with columns for Machine Type (e.g., AMI, ROCKOLA, SEEBURG, WURLITZER, PINBALL GAMES, CHICAGO COIN, GENCO), High Price, Low Price, Mean Avg., and Machine Name. Includes sub-sections for GOTTLEB, SHUFFLE GAMES, and ARCADE EQUIPMENT.

Ops Challenge Anti-Pin Code In Chattanooga

CHATTANOOGA—This city's ban on pinballs was challenged here in chancery court by five operators.

The operators asked that the Chattanooga anti-pin ordinance be declared in conflict with Tennessee law and thus void. But a request for a temporary injunction blocking enforcement of the ordinance was denied by Chancellor M. B. Finkelstein.

Suit was brought by Smith Amusement Company by James Powell; Shearer Amusement Company by Frank Stiel; Maurice Sadikoff of Sadikoff Amusement Company, and John Webb of Royal Electronics Company.

The anti-pinball ordinance, passed last June, gives police power to seize and destroy any pinball in operation within the city limits. It further set fines of from \$10 to \$50 for each day of operation, display or possession.

Cite State Law

The five operators charged the city code is "in direct general conflict with the general laws of this State." They cited paragraphs of the State law, arguing that pinballs are not gambling devices as therein defined. One sub-section states that pinballs "shall not be deemed to be included" in Tennessee's definition of gambling devices. Also, amendments passed by the Legislature in 1957, excluded pinballs from the gaming device listing.

The complainants, in seeking a decision invalidating the city's anti-pinball code, said:

"That as a result of the arbitrary, unjustified, illegal and ultra vires act of the defendant mayor and board of commissioners in the enactment and enforcement of the aforesaid ordinance, it has been discriminatory in nature in that it has placed a penalty upon the operation of a business device within the confines of the city of Chattanooga, while without the confines of the corporate limits of the city the identical operation is sanctioned by the general law and

(Continued on page 99)

Kids in Club, Get Bowlette Gold Cards

ST. LOUIS — One of the most cherished possessions of young people who patronize Jack Rosenfeld's Bowlette is their gold membership card, issued by the coin-operated miniature bowling palace here. The cards were sent out January 7 and permitted holders to bowl a game free.

Printed on gold stock, the cards read: "Bowlette Membership Card. This is to certify that (name of person holding card) is a member in good standing of the Bowlette and is entitled to all its privileges and facilities. If under 12 years old must have parent's signature." Spaces also are provided for both the parent and Bowlette manager's signatures. There is a reminder included that "this card is not transferable."

"Young people respect the card and are proud of it," Rosenfeld said. He explained that those on bowling leagues at the Bowlette must fill out application blanks for the cards, which are mailed with

(Continued on page 94)

UNUSUAL SYRACUSE COMBO

Restaurateur and Juke Ops Pool Talents to Run Arcade

SYRACUSE — Take two juke box men, add one restaurateur, and place all three of them in a downtown store in the highest rent area of a city of 300,000 and you'll come up with a successful arcade operation.

While most coinmen aren't apt to feel that this is a logical formula, three local men are about to prove that they're wrong. They are Tony Tringale and Fred Stott, who have been partners in the American Amusement Company (a major juke box operation with some games) for 20 years, and Bob Hunter, a veteran restaurateur owner.

The trio launched its arcade operation in early November on premises formerly occupied by a furniture store. The site is within a block of most of the largest stores in the city, with the side entrance opening on a passageway which leads from Salina Street (the main drag) to a huge indoor municipal

parking lot. The rent, of course, is steep.

Old Friends

Hunter, the restaurateur man, grew up in the Syracuse area, as did Tringale and Stott; the three are old friends. Last fall, Tringale and Stott, noting that no major arcade existed in downtown Syracuse, mentioned to Hunter that they would like to open one, but they weren't sure whether they could handle the high nut on rental.

Hunter, at that time, was looking for a downtown restaurant, and a 7,500-foot store in the dead center of town was open. So Hunter, Tringale and Stott formed a three-way partnership and signed a lease on the property.

They felt that a restaurant by itself might not make it, and an arcade by itself might be a risk, but a combination arcade-restaurant would have a good chance.

So a 40 by 135-foot area was allocated for the arcade (5,400-square feet) and the remaining 2,000 feet was allocated for restaurant space. The theory, which appears to be working out, is that each section picks up trade from the other.

Business is best when shopping in downtown Syracuse is heaviest. Mothers will leave their children in the arcade while they do their shopping. Some six attendants and Leo Neuman, the arcade manager, are on hand to watch the youngsters.

A considerable patronage comes from businessmen who have time to kill between appointments. They'll drop into the arcade, bowl

(Continued on page 95)

United Ships 2-Way Play Dual Shuffle

CHICAGO—Dual, a new shuffle bowling game featuring two-way play, was shipped to distributors last week by United Manufacturing Company.

Dual, a six-player, is eight and a half feet long, with player able to choose either regulation play or progressive scoring by pressing a button on cabinet.

Progressive scoring gives varying scores for strikes and spares in certain frames.

According to Bill DeSelm, sales manager, the two-way play feature of Dual makes the game acceptable in all sections of the country, whether regulation or progressive scoring is preferred.

Dual, the new shuffle bowler, complements Duplex, the two-way bowler introduced earlier.

ARCADES OF FUTURE?

New-Type Coin Fun Spots Perk Attention of Amusement Trade

By KEN KNAUF

CHICAGO—Amusement game playlands—hottest topics in the industry today—are getting long, hard looks from operators and distributors from coast to coast.

Two such playlands recently opened—Jack Rosenfeld's Bowlette in St. Louis, and the Runyon Sales game operation in a New Jersey discount store—are beginnings in what could become a revolutionary trend in the game trade.

Reports of new openings under way and plans for a number of others are gradually seeping into the hub of the coin machine industry here.

Reports include plans by both operators and distributors, as well as people now outside of the industry, to open new playland-type locations. The Billboard will re-

port as thoroughly as possible on each of these developments as they become actualities.

Two New Approaches

The two operations already begun—the Bowlette and the Playland—are far different from one another in scope and design.

The Bowlette, located in a busy residential section of St. Louis, is fashioned mainly as a youth center, with emphasis on Chicago Coin Machine ball bowling games, and is designed as a miniature bowling palace. Tournament play and concentrated promotions are part and parcel of the operation. Much time was and is being spent by the management in "selling" the idea to city officials, citizen groups, schools and parents as well as community youth.

The Playland, set up by Runyon Sales, New Jersey Bally distributor, in a large discount store in West Paterson, N. J., is designed as a separate play area for store customers. A chain of such installations is planned by Runyon. All types of Bally amusement games are on location here within a 2,000 square-foot area near the store's entrance.

Mort Secore, Chicago Coin sales executive, who played a key role in development of the Rosenfeld Bowlette, said last week that coin machine traders from many areas of the country have visited St. Louis recently to see the Bowlette first-hand. Some of these coinmen, said Secore, are seriously considering similar-type installations in their areas. He said plans for some new installations are already under way.

Not Arcades

Since the beginning of the coin machine industry, large installations of coin game equipment have traditionally taken the form of the "Penny Arcade." What seems to be starting now is a fresh outlook toward large installations, getting away from the honky-tonk character of most Arcades, but retaining the heavy traffic appeal that Arcades must have for success.

This new approach is taking the form of specially styled installations in new-type locations, accompanied

by promotions and appeal directed at the family trade, rather than at the passerby seeking a few minutes' diversion. In a sense the new installations are going to the traffic, instead of beckoning the traffic to come to them.

The new rec spots, however, are not designed to replace Arcades or render them obsolete. Rather, they are set up in areas not generally sought by Arcades and so are not in direct competition with Arcades.

From time to time thru the years new types of heavy-traffic game battery operations have been set up, especially in fun spots and tourist areas. What distinguishes

(Continued on page 97)

Mfrs. Focus Output On Rebound Games

CHICAGO—Manufacturers are banking on the idea that the trade is ready for a big influx of new-type rebound shuffleboard games.

With Chicago Coin Machine, Chicago, in production on its Rebound Shuffle since mid-November, and Irving Kaye, New York, now in shipment on a new rebound game, another firm is slated to begin shipment this week, and three more firms are expected to go into production within the next few weeks.

If all six manufacturers will actually be producing and shipping rebound games at one time, it will be the largest number in output on a single type of game since the heydays of bumper-type pool. At that time (1955-1956) more than 15 firms were in production.

Midway Manufacturing, Franklin Park, Ill., will begin shipment this week of its new rebound, Bumper Shuffle. It's the first of the new coin games to be shipped by Midway, a new entry in the game manufacturing business.

Three on Deck

Williams Manufacturing Company, Bally Manufacturing Company and United Manufacturing Company, Chicago, all expect to

introduce a new rebound game shortly.

Chicago Coin reports good results and continued production on its original product, Rebound Shuffle. The game, six feet long and relatively low priced, is played from one end, with two or four players competing. Players rebound shuffle pucks off an arched cushion at far end to score in numbered areas at shooting end. Play, with exception of the rebounding action, is similar to regular shuffleboard play. Pucks actually travel 12 feet—six each way.

One reason for the relatively large number of manufacturers joining the rebound shuffle campaign is that the game is comparatively easy and economical to produce. Another reason is, of course, that the game has had good success, altho not the kind of universal success enjoyed by the bumper pool table, one of its similarly built predecessors. Whether the game will continue as a good sales item will depend on its novelty appeal holding up and whether manufacturers and distributors are able to sell the game in areas which haven't yet taken to it and expand sales in other sections.

JUNE IN JANUARY

Guns Bowed in Oct. Shoot Right Into '59

CHICAGO—It might as well be spring as far as gun game play is concerned. Both United Manufacturing Company and Williams Manufacturing Company report their latest gun models, bowed last October, are expected to shoot on into the spring season.

Traditionally, the big season for guns is the spring. Both United and Williams bucked this tradition by introducing new guns in the fall.

Sam Lewis, Williams director of sales, said his firm had just completed what was to be the final run on its Vanguard rifle, with about 200 units to be stocked for spring. But, said Lewis, he soon found himself completely sold out, with none in stock. Lewis said the Vanguard has been going into taverns mostly, but also bowling alleys, luncheonettes and Arcades.

Timely Introduction

Lewis said that the Vanguard,

when first bowed, was criticized by some as being high priced or introduced at the wrong time of year. "A good game," Lewis asserted, "will sell at any time. There is always a market for it."

Bill DeSelm, United sales manager, reported sales up on the firm's Sky Raider, a compact machine gun game. Orders from Arcades are now coming in, DeSelm said, picking up from where sales to game routes left off.

Sky Raider, the United game, features twin ack-ack guns mounted on cabinet and moving airplane targets reflected from a glass mirror. A timer unit gives bonus scores for fast, accurate shooting.

Williams' Vanguard rifle features in-line scoring with bounding balls as targets. Player attempts to arrange balls in-line for automatic press-the-button scores. Rifle operates on direct electrical contact.

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Grand Jury Asks Ban on Pin Gambling

ST. LOUIS—County officials here considered last week a grand jury recommendation to ban pinball games used for gambling. Action could lead to introduction of an ordinance banning at least some types of pinballs by the St. Louis County council. Such a ban, however, would not include games on location in incorporated areas. One phase to be studied by the council would be whether such a ban would conflict with State law. If this were the case, action might have to be taken at the State level.

The grand jury, in urging such a study, noted that pinballs have been banned in Chicago, New York, and other large cities. According to a St. Louis Post-Dispatch report, the jury found that machines of the multiple coin-operated type, labeled for amusement only, can be manipulated thru insertion of coins to increase odds on the games they offer. This indicates, it was stated, "conclusively that money winnings, not free games, is the object of such devices."

The jury, according to the newspaper report, also called for legislation to regulate coin machine firms, some of which are dominated by "known hoodlums, ex-convicts and such kind." The jury was reported as stating that thru loans to taverns and other establishments, these individuals are able to exert "undue pressure...which might be used to make the location operator encourage gambling on the machines or force him into illegal operations."

Donan to Host Bally Op School

CHICAGO—Paul Calamari, of the Bally Manufacturing Company

engineering staff, will conduct a service school for operators and servicemen at Donan Distributing Corporation here, Tuesday and Wednesday, February 3 and 4. Don Moloney, Donan general manager, will act as host.

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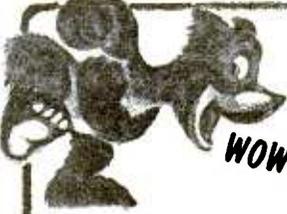
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Indy 'Crusade' Appears Over

INDIANAPOLIS — That the Indiana General Assembly is unlikely to renew its "crusade" against pinballs was given further confirmation Monday (12) with the appointment of Rep. Otto Pozgay, South Bend, to the chairmanship of the House Public Policy Committee.

The South Bend legislator has been a leader of the opposition to the "tough" anti-pin law enacted in the last four sessions of the Assembly.

All bills related to pinballs and gambling must pass thru the Public Policy Committee if it is to be adopted by the Legislature.

A legislative action of 1955 by which unrecorded free plays were approved was rescinded in the session of 1957.

Pozgay fought for the retention of the 1957 concession. An attempt to revive it in the current legislative session is considered a possibility.

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Kids in Club

Continued from page 93

the designation "Mr." or "Miss" on each. You can imagine how proud this makes a child 11 or 12 years old, the veteran coinman said. Rosenfeld said the cards also have proved a hit with parents because they are received at homes.

Already the membership cards are serving a two-fold purpose. Rosenfeld said the Saturday after they were issued a boy who is a regular Bowlette patron did not appear. The following day (Sunday) he came in with his mother, who explained the card had been taken away from him temporarily as punishment because he had not behaved himself.

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Syracuse Combo
 • Continued from page 93

a game or two on a shuffle alley, then make their calls. The gray flannel suit patronage is heavy. \$75,000 Nut

All told, some 140 pieces are in the installation. Total arcade investment, including the large "Playtown" street sign and the \$50,000 worth of equipment, comes to about \$75,000. Hunter feels that the arcade must gross \$75,000 to break even, and he's confident that it will.

The partners got a break on equipment. At the time they went into business, Mrs. Helen Fuller, veteran Hampton Beach, N. H., arcade operator, decided to call it quits. The partners bought the entire inventory, and this is the base of what they have.

Biggest earners on a per-machine basis are the 10 skee balls and the five shuffle alleys. The 15 three-in-line games are also good revenue producers.

Price Structure

Other top-earning equipment includes the 10 gun games, the Autophoto and the Auto Test. The shuffle alleys and gun games are set at 10 cents, while skee ball is 5 cents. The Penny Arcade pieces are 1 cent and 2 cents.

Kiddie rides, normally 10 cents on most locations, are set at 5 cents at Playtown. These ride are placed in the front where they may be seen easily from the street by youngsters who will insist on dragging momma inside. The 5-cent ride is a sales leader.

Supervising the arcade is Leo Neuman, who operates the arcade at nearby Island Park in the summer. Neuman, who has been in the arcade business for more than 40 years, is in charge of six attendants and two maintenance men. The shop and repair room occupies a 135-foot by 20-foot area.

Saturdays Best

The arcade is open six days a week from 10 a.m. until 12 p.m., and on Sunday afternoons. Biggest day, of course, is Saturday, when the families go shopping and the youngsters are deposited in the arcade.

Most of the week-day patronage is adult, and the arcade is becoming a popular meeting place for businessmen and college students.

Outside promotion is being used to attract customers. Wooden nickels, good for 5 cents in trade, are passed out in restaurants, and promotional megaphones are given away at home football games at Syracuse University and at home basketball games of the Syracuse professional basketball team. This spring, the partners plan to advertise in local newspapers.

Juke Box

A juke box, set for 10-cent play with 15 cents for EP's, is located in the restaurant. However, speakers are placed in the arcade and on the street where they catch the ear of shoppers. Shoppers en route from the parking area to the street, or on the way back, must pass by the arcade.

The restaurant itself features a conveyor belt system which allows food to pass by the 100-foot counter and thus speed up service. Fast service means more time to spend for the patrons, and this time is often spent next door. Restaurant hours are 8 a.m. until 8 p.m., which means that the restaurant and arcade are both operating 10 hours a day.

Also, the restaurant's name, Hunter Dinerant, is well known in Syracuse, as Hunter has been running restaurants here for 20 years. This too helps the arcade trade.

Bally Appoints

LAS VEGAS, Nev.—Star Lite Company here, has been named regional distributor for Bally Manufacturing Company in Nevada. James Crouch is manager of the Las Vegas firm.



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Davis Makes Stereo Juke Pitch to N. Y. Tavern Owners

Seeburg Distributor Fetes 400 Location Owners to Promote Interests in Stereos

ALBANY, N. Y. — The Davis Distributing Company, long an advocate of the theory that progress in the automatic music field comes easiest when operator and location owner work together, is using the operator-location owner formula to promote the sale of stereo juke boxes.

Davis, the Seeburg distributor for all of New York State except the New York metropolitan area, has pioneered public forums which give the operator and location owner the opportunity to understand each other's problems.

Such a forum took place Monday night (12) at the 22d annual convention of the New York State Restaurant Liquor Dealers Association at the Sheraton Ten Eyck here. For the fourth successive year, Davis was host to tavern owners and operators at the Old Timers' Night, an evening consisting of a cocktail hour, full-course buffet dinner, professional entertainment and dancing.

Dime Play

In the past, such evenings were conceived to promote 10-cent play and to give the operators and the Davis staff men an opportunity to explain to the tavern owners why dime play will help them, and to enable the saloon keepers to meet other bistro proprietors whose locations had already been converted.

Today, with about 80 per cent of the Davis sales area already pretty solidly on dime play, the problem is not nearly as acute as it was a year or two ago.

But Davis, which has already sold some 300 stereo juke boxes to operators throughout the State, is anxious to stir up location interest in dual-channel music. And the tavern-owner convention offered the opportunity.

Stereo Demonstration

A 160-selection Seeburg stereo box was set up in the bar (all drinks were on the house and none but the tavern owners and their guests were admitted) and stereo music was demonstrated.

Local operators—including Mike Garramone, John Fuller, Dan Robalatto and Vince Robalatto—were on hand to chat with their location owners as well as potential accounts, about stereo music.

Assisting the operators were Ted Kisil, Davis' director of public relations, Sid Gordon, assistant sales manager of the Davis Albany branch, and Mike Bauer, service manager.

Aids Dime Play

Paul LeKuyer, Davis credit manager, reported that stereo is being used not only on top locations, where it has caused an appreciable rise in revenues, but on fair locations that have been holding out for 5-cent play. He said that location owners who otherwise balked at going to 10 cents have gone along with 10-cent single and 15-cent EP play when stereo was offered. Moreover, he added, the percentage increases on these locations after the addition of stereo have been much greater than the percentage increases on stops already on dime play.

Tony Visciglio, president of the Association and owner of Enrico's Restaurant in Syracuse, was an important stereo convert. Visciglio's location, watched closely by other Syracuse tavern owners, could be described as a key stop.

Davis is banking on increased pop stereo releases from the major record labels and is gearing its stereo sales push on the supposition that such releases will be available

in sufficient selection within the next couple of months.

400 at Fete

All told, some 400 location owners and their guests were feted by Davis at the Old Timers' Night, which features a Gay Nineties review by the Memory Lane quartet and vocals by Denise Smith. The music industry was represented by G. Lee Trim, local BMI representative.

Major domo for the evening's

festivities was Ted Kisil, Davis PR man, who arranged for the banquet and talent, wrote special material for the show, emceed the proceedings, handed out derbies and mustaches to give the affair a Gay Nineties motif, and otherwise made himself useful.

Also very much in evidence was Sid Gordon of the Albany office who spoke with individual tavern owners about stereo music and (Continued on page 98)

BINGO MECHANICS WANTED

NO DRIFTERS! GOOD PAY! STEADY WORK!
Give qualifications and reference in your first letter.

Write to Box #939
The Billboard, 188 W. Randolph St., Chicago 1, Illinois

LATEST MODEL

NICKEL DISPENSER

\$14.95
List Price

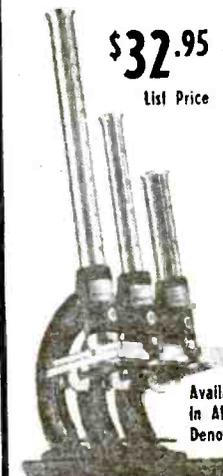
THE MOST TROUBLE-FREE COIN DISPENSER ON THE MARKET TODAY

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Single Tube Base Attached Model Available in All Denominations



\$32.95
List Price

The new model nickel dispenser is now available in quantity. This new Kwik-Koin unit is remarkably improved over the older model. The mechanism is die-cast made and chrome plated with unfailing accuracy. The units are precision-machined to prevent clogging or jamming. The "wearing" parts of the old dispensers have been eliminated. Non-scratch base bottoms. Sturdy, accurate, fast coin mechanism with smooth operation.

The Kwik-Koin saves time and money for operators of Arcades, Transportation Depots, Clubs, Taverns, Restaurants, Drug Stores, Tobacco Stores and all other locations having coin machine equipment.

The Kwik-Koin is speedy, unfailing and simple in operation. A light touch of the lever delivers the coins into your palm.

Each unit is quickly removed for exchanging, emptying or re-arranging.

SPECIFICATIONS

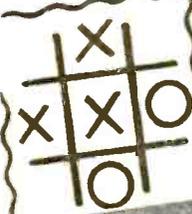
25c Unit	10c Unit	\$10.00	1c Unit
Capacity \$30.00	Capacity \$20.00	Capacity 5c Unit	Capacity \$1.50
Dispenses 4 Quarters	Dispenses 5 dimes	Dispenses 5 nickels	Dispenses 5 pennies

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100 ELLIOTT AVENUE WEST SEATTLE 99, WASH.
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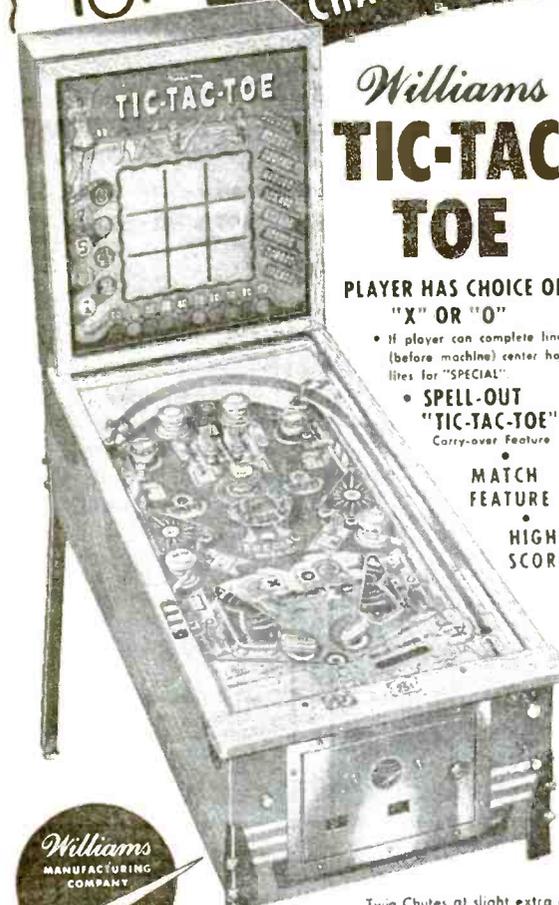
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Electric
CHALK-BOARD!



Williams TIC-TAC-TOE

PLAYER HAS CHOICE OF
"X" OR "O"

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- SPELL-OUT "TIC-TAC-TOE" Carry-over Feature
- MATCH FEATURE
- HIGH SCORE



Twin Chutes at slight extra cost
National Slug Rejector

Williams MANUFACTURING COMPANY

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WHEN YOU BUY A 5-BALL—BUY THE BEST—BUY WILLIAMS

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HF100R 575.00

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Refinished—Reconditioned

VL-160 \$549.50

Refinished—Reconditioned

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Available as "200" or "120"

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Chrome—New Buttons

WURLITZER

2150 \$549.50
2000 449.50
1900 469.50
1800 399.50

SHAFFER MUSIC COMPANY

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849 NORTH HIGH STREET
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COIN CALENDAR

Association Meetings scheduled. Check for changes.

January 19—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

January 21—Automatic Equipment & Owners' Association of Indiana, monthly meeting, 550 Broadway, Gary, Ind.

January 21—Eastern Pennsylvania Amusement Machine Association, General De Kalb Inn, 2519 De Kalb Street, Norristown, Pa.

January 26—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

January 27—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Figueroa & Washington, Los Angeles. Dinner, 7 p.m., meeting, 8.

January 28—Western Massachusetts Music Guild, semi-monthly meeting, Chalet Restaurant, West Springfield, Mass.

February 2—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

February 3—Washington Music Merchants' Association, monthly meeting, Seattle, Wash.

February 4—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, 130 N. Ironwood Dr., Mishawaka, Ind.

February 4—Summit County Music Operators' Association, monthly meeting, Akron, O.

February 5—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland.

February 5—Sacramento Division, California Music Merchants' Association, Sacramento Hotel, Sacramento, Calif.

February 10—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati.

February 10—Los Angeles Division, California Music Merchants' Association, monthly meeting, 2932 W. Pico Boulevard, Los Angeles.

February 11—Tri-County Juke Box Operators' Association, offices of Elum Music Company, Massillon, O.

February 11—Western Massachusetts Music Guild, semi-monthly meeting, Chalet Restaurant, West Springfield, Mass.

February 12—Music Operators' Association of Massachusetts, monthly meeting, Beaconsfield Hotel, Boston.

February 16—Westchester Operators' Guild, Inc., monthly meeting American Legion Hall, White Plains, N. Y.

February 18—Automatic Equipment & Owners' Association of Indiana, monthly meeting, 550 Broadway, Gary, Ind.

February 23—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

February 25—Western Massachusetts Music Guild, semi-monthly meeting, Chalet Restaurant, West Springfield, Mass.

Future Arcade?

• Continued from page 93

these newer installations from the others?

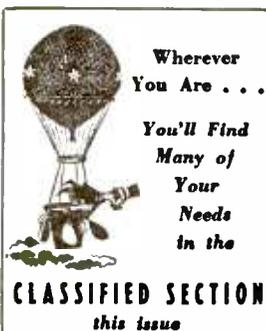
What's the Difference?

1. They are distinguished mainly in that they seek family trade. In this respect they are careful to operate only such equipment which can't possibly alienate any group of customers—coin games which are purely amusement types.

2. They provide for top management and supervision, to ensure that the installation is run according to high standards, and parents will encourage, rather than discourage their youngsters from visiting the place.

3. They get the backing and support of local citizens, officials and business representatives.

4. Finally, they promote the installation as a neighborhood or community attraction, rather than as a private enterprise.



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You'll Find
Many of
Your
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from **WORLD WIDE!**



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CYPRESS GARDENS	895	DOUBLE HEADER	920
MISS AMERICA	465	PARADE	195
SUN VALLEY	495	NITE CLUB	195
SHOWTIME	375	BROADWAY	175
KEY WEST	295	MIAMI BEACH	135
BIG SHOW	245	GAYTIME	135

Gottlieb Single-Player 5-BALLS

SUNSHINE	5295	SILVER	6195
ROTO POOL	285	WORLD CHAMP	165
ROCKETSHIP	225	ROYAL FLUSH	175
CRISS CROSS	225	ACE HIGH	165
STRAIGHT FLUSH	215	AUTO RACES	145

Gottlieb Multiple Player 5-BALLS

4-PI. CONTEST	5295	2-PI. SUPER CIRCUS	6275
4-PI. FALSTAFF	5295	2-PI. CONTINENTAL CAFE	225
4-PI. MAJESTIC	345	2-PI. FLAGSHIP	210
4-PI. REGISTER	210	2-PI. FOREADO	175
2-PI. BRITISH STAR	325	2-PI. GLADIATOR	165
2-PI. WHIRLWIND	310	2-PI. SEA BELLES	195

BASEBALL GAMES

Wms. SHORTSTOP	5395	United STAR SLUGGER	6175
Bally BIG INNING	375	United SUPER SLUGGER	155
Wms. 1957 BASEBALL	310	Wms. KING OF SWAT	145
Wms. 4-BAGGER	210	Cenco HIFLY	145
C.C. BATTER-UP	295	C.C. BULL'S-EYE	145

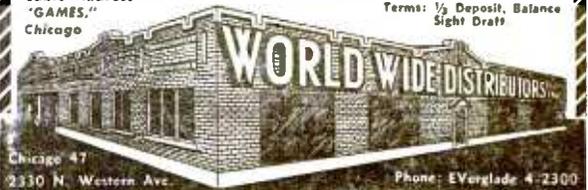
UPRIGHTS

GAMES' DOUBLE SHOTS—LIKE NEW	445
Wms. SUPER HUNTER	5375
Wms. SKET SHOOT	345
GUNSMOKE	295
2-PI. BIG HORN	225
2-PI. HUNTER	225
2-PI. BIG TENT	225

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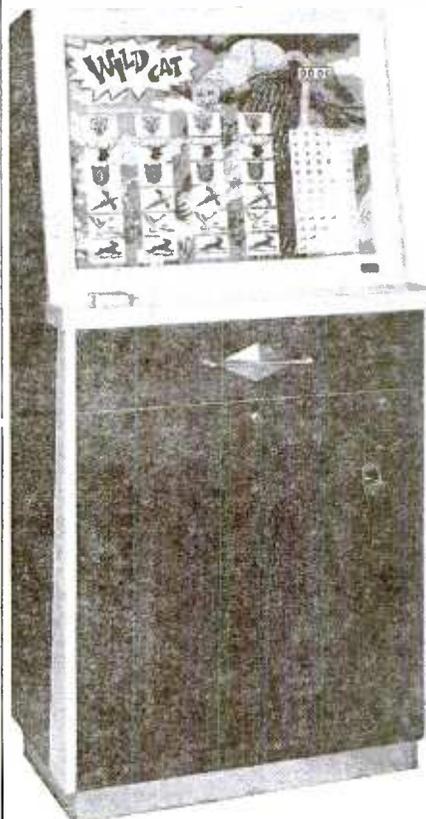
Location Tested	New Scuff-Proof Base
4 COLUMNS More Ways to Score	TERRIFIC EARNING POWER

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Height 56" Depth 16"
Width 28" Shipping Weight 171 lbs.

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3-Way Pricing
Smart, Low Console Styling
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MUSIC	
SEEBURG KD-200	\$725
SEEBURG 100-G	545
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SEEBURG 100-R	575
SEEBURG 100-W	525
SEEBURG VL (Converted)	625
A. M. I. D-80	265
WURLITZER 2000	575

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NEW Calcoin 45 RPM Conversion for M-100A
with fast-moving carriage gear!... **\$49.50**
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COINMEN YOU KNOW

Chicago

Sales manager Bill DeSelm, United Manufacturing, has his sales reps scattered throught the country this week: Al Thoeke's in Dallas, and traveling the Southwest. Ralph Sheffield is heading up thru New York State and New England. John Casola will be scouting out thru the Deep South. Jack Mitnick, United Music Corporation chief, also on the road boosting the firm's music business in Atlanta and New Orleans.

Sam Lewis, Williams Manufacturing director of sales, is all set for any skeptic visitors. He's got terrific reports on grosses of the firm's new five-ball, Tic-Tac-Toe from test location on an Arcade in the Southland. The game consistently did top sales in competition with a

large selection of other late-model pins on the same location. Lewis expects a record run.

Wico Corporation, large coin parts firm here, greeted a levy of visitors last week, all looking over the Wico vending machines and parts supplies. Among the visitors were Bill Happel, Badger Sales, Los Angeles; Lou Dunis, Dunis Distributing, Portland, Ore., and Johnny Michaels, Dunis Distributing, Seattle. Hosting the visitors were Wico's Milt Wiczler, Eddie Ruher and Morrie Wiczler.

Mike Spagnola, AMI distrib was busy preparing for the showing of the new model "J" Sunday afternoon last Friday. Mike hadn't yet taken the two new ones out of the crates. "I want to really surprise them," he explained.

Ed Ratajack, AMI veepee, was also busy: huddling with distribs on new models, eager to start the new year off right with banner sales. A. D. Palmer, Wurlitzer exec, about as optimistic about 1959 as any man can get about any year, feeling confident it will be topnotch.

Washington

Michael Bushdid is a happy man, now that airline strikes have been settled. He operates the Game Room at Washington's National Airport, and says the strikes really made a dent in collections. Things are beginning to boom again, now that the planes are in the air. Bushdid also has placed approximately 40 machines in the Greyhound terminal here. He said the bus terminal location played a big part in keeping business strong during the air strikes.

Stereo Pitch

Continued from page 96

passed location leads on to operators.

Arranged Confabs

Gordon also corraled location owners with stereo, introduced them to location owners who were considering pressing their operators for stereo, and then let nature take its course.

The Davis concept of wining and dining the tavern owners, and also seeing that they know more about the automatic music business, is the brain child of Al Wertheimer, resident of the Davis organization.

Wertheimer reasons that the tavern owner and the juke box operator are in the same financial boat; when the bar business is good, the operator generally prospers, and when the bar business is off, he suffers.

So he feels that with each party having a vested interest in the other, anything that aids understanding of each other's problems is of benefit to both operator and tavern owner.

C. Greene To Europe

CHICAGO—Carl Greene, president of Tower Distributing Company, newly named Wurlitzer distributor in Chicago, leaves December 27 for Europe to set up a used equipment export program for his firm.

In addition to music, Tower will also deal in used games, Arcade equipment, kiddie rides and vendors.

Greene will contact foreign importers in London, Rome, Paris, Brussels, West Berlin, Copenhagen and Stockholm, plus a few other cities not yet decided upon.

Greene will be gone a total of about 18 days. The export program is being set up simultaneously with the firm beginning to deal in used games, Arcade equipment and vendors in addition to its music line.

UNITED 16 FT. BOWLING ALLEY	\$525
UNITED 11 FT. BOWLING ALLEY	325
UNITED 14 FT. BOWLING ALLEY	325
CHI COIN 14 FT. BOWLERS	325

ALLEYS

United Midget Alley (new)	\$300
Patio Bowler (new)	425
Genco 2-Pt. Skill Ball	125

ARCADE

Genco State Fair	\$265
Davy Crockett	245
Champion Baseball	145
Hi-Fly Baseball	175
Williams Ten Strike	275
Bally Bulls-Eye Gun	250
Chi Coin Bulls-Eye Baseball	195
Batter-Up	345
Exhibit Joogie Hunt Gun	295
Treasure Cove	195

MUSIC

Seeburg C Hideaway	\$395
Seeburg C Photograph	375

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Seeburg 100C	\$325
Seeburg 100G	470
Seeburg 100R	550
Seeburg V200	495
Seeburg VL200	575
Wurlitzer 1800	385
Wurlitzer 2000	475
AMI F120	475
AMI G120	525

THESE MACHINES ARE SHOPPED & A1 SHAPE

ROWE CIC

11 Col. Commander	\$ 85
11 Col. Ambassador	135
14 Col. Ambassador	165
11 Col. 520's	115

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MONEY-MAKING MUSIC MACHINES

SEEBURG KD200H	\$775
SEEBURG KS200H	725
SEEBURG L100	725
SEEBURG 100JL	685
SEEBURG V200 with VL Receiver	650
SEEBURG HVL200 Hideaway	595
SEEBURG HF100R	575
SEEBURG HF100G	475
SEEBURG 100W	450
SEEBURG M100C	375
WURLITZER 1900	495
WURLITZER 1800	450
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WORLD EXPORT

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WURLITZER

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5210-200 Sel. 89.00
5207-104 Sel. 29.00
5205-104 Sel. 19.00

AMI

WX200-200 Sel. \$79.00
WX120-120 Sel. 39.00

NEW FAST!

NEW Keeneys SHAWNEE

THE BIG BONUS TODAY!

Keeneys SHAWNEE Operates on Nickels, Dimes and Quarters Thru a Single Coin Drop Opening. Simple plug adjustment for 1-coin operation or to accept any number of nickels, dimes and quarters.

- Nickel hits up first vertical column of lines or adds one replay on visible replay register.
- Dime hits up second vertical column of lines or adds 2 replays on replay register.
- Quarter hits up fifth vertical column of lines or adds 5 replays on register.

Plenty of Class
MAGNIFICENT WOOD GRAIN FINISH

Keeneys & Co., Inc.
3000 W. FIFTEENTH STREET - CHICAGO 33, ILLINOIS

Built BY KEENEYS

High Style Cabinet FOR EYE-LEVEL PLAY

for amusement only

ITS RED HOT!

chicago coin's REBOUND SHUFFLE

And We Have It....

R. F. Jones Company
127 EAST 2ND SOUTH, SALT LAKE CITY, UTAH

Still Producing and Shipping DELUXE and TWIN BIG TENT

Ops Challenge

Continued from page 93

the policing powers of this State. Further, the complainants would show that individually and countless citizens within the city of Chattanooga are directly or indirectly dependent upon the aforesaid business operation as a source of income and a means of livelihood and that the act of the mayor and the board of commissioners in the passing and enforcement of the aforesaid ordinance have caused irreparable loss to the complainants herein and to divers other persons who depend upon this industry for employment."

Y&T Ready on New Coin Lock

WHITE PLAINS, N. Y. — A new coin box lock for vending machines, automatic phonographs and games has been developed by Yale & Towne's lock and hardware division.

The lock, designated the 8100, is operated by a double-bitted parabolic key which the manufacturer claims can not be duplicated, and it has a twin side bar mechanism which provides resistance to picking.

According to Philip A. Snyder, Y&T's industrial lock sales manager, no key blanks will be sold to any source, and every cut key will be registered for each user. Additional keys will be provided only upon authorization from users.

The lock, which has a stainless steel head, comes in four different shell lengths and can be designed in various cam shapes and sizes.

CHICAGO—Clarence Schuyler, president of Games, Inc., here, last week named General Vending Sales Corporation, Baltimore, distributor for Maryland, Delaware, Virginia and West Virginia. General Vending will handle Games, Inc. up-rights, Wild Cat and Double Shot. Irvin Blumenfeld heads General Vending.

CONVERSION

FOR M100 & MH100A SEEBURGS'

45 RPM ONLY \$44.50

\$22.50 FOR 33 1/3 RPM

FAST CARRIAGE GEARS WITH UNIT— ONLY \$5.00. SEPARATE \$8.50.

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FACTORY REBUILT EQUIPMENT

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Air Football	\$195
Air Hockey (1st model)	195
Bike Race (new)	495
Chicoin Basketball	125
Chicoin Bull's-Eye	195
Chicoin Home Run	95
Chicoin Mdgt. Skee Ball	125
Chstr. Pollard Derby	145
Evans Bat-A-Score	100
Ex. Hit-Ball	95
Exhibit Ringerball	95
Gen. Champ. Baseball	145
Genco Hi-Fly Bsball	155
Genco Motorama	345
Genco Quarterback	125
Muto. Hockey	85
Muto. K.O. Champ	245
Muto. Silver Gloves	195
Rebuilt Chester Pollard Football	195
Rock-Ola Wild Series	125
Scient. Basbl. and Bsktbl	75
Scient. Btg. Practice	95
Scient. Field Goal	125
Scient. Pitch-Bat'em	125
Seeburg Hockey	85
Set Shot Basketball	195
"Squirts," rebuilt	495
United Hockey	125

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577 10th Ave., New York BR. 9-6777

WANTED for CASH

United and Chicago Coin SHUFFLE ALLEYS

Ace—Rainbow—Banner—Speedy
11th Frame—Lightning—Clipper
Capitol—Super Bonus—Fireball
Thunderbolt—Triple Strike—Arrow
Bonus Score—Hollywood—Bull's-Eye
Blinker—Score-a-Line.

For Immediate Delivery
N. ILLINOIS, N. INDIANA
and IOWA OPERATORS—
GOTTLIEB'S NEW 2-PLAYER
DOUBLE ACTION
New "Twin Target" Scoring
—Vertical Flippers

SPECIAL!

Completely Reconditioned
GOTTLIEB 4-PLAYERS
MAJESTIC \$245
FALSTAFF 345

Completely Reconditioned
GOTTLIEB 2-PLAYERS
TOURNAMENT \$150
SEA BELLES 185
LAGSHIP 195
WHIRLWIND 285
SUPER CIRCUS 295
BRITE STAR 295

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Love at FIRST Sight!
... You and "FIRST"
Service and Values!

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Chicago Coin—Bally—United
SHUFFLE ALLEYS
BALLY BINGOS

NEW GENCO GYPSY GRANDMAS
In Original Crates
WRITE FOR SPECIAL PRICE!

GUNS

Genco CIRCUS GUN	\$350
Genco STATE FAIR	240
Genco DAVY CROCKETT	225
Genco SKY ROCKET	195
Keeney RANGER	195
Un. CARNIVAL GUN	160
Wms. JET FIGHTER	150
Keeney SPORTSMAN	145
Genco RIFLE GALLERY	145

ARCADE EQUIPMENT

Genco CHAMPION BASEBALL	\$140
Genco FOOTBALL	140
Williams CRANE	115
C. C. STEAM SHOVEL	115
Bally ALL STAR BOWLER	175
Genco MOTORAMA	295
Multicoin 3-D ARTS	295
C. C. TWIN HOCKEY	215
Williams TEN PIN	265

FIRST COIN MACHINE EXCHANGE
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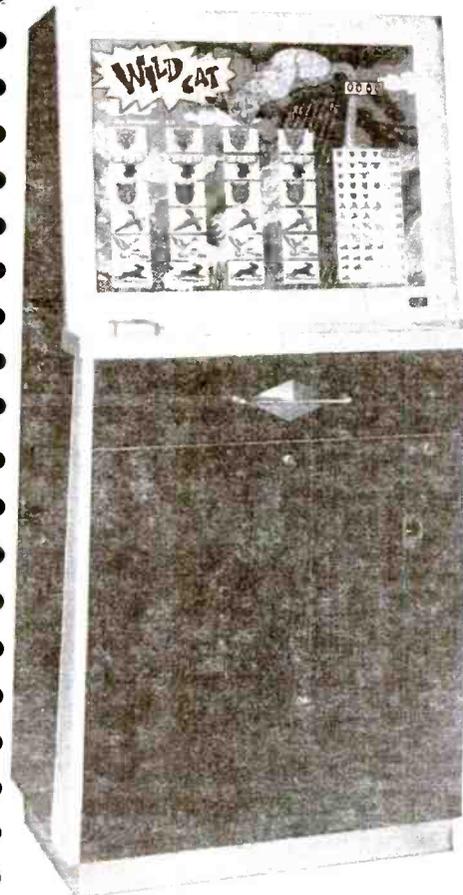
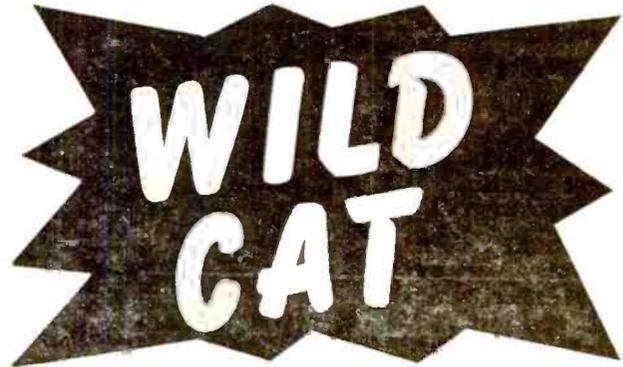
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16' PLAYER'S CHOICE
8' DOUBLE FEATURE
14' 18" TWIN BOWLER
REBOUND SHUFFLE

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Autoball CIRCUS WAGON
WHEEL
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Wms. VANGUARD
Wms. 3-D
Keeney TWIN BIG TENT
Bally SKILL PARADE
Bally CARNIVAL QUEEN
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Location Tested
4 Columns More Ways to Score
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Originators of the **ELECTRONIC UPRIGHT FREE-PLAY GAMES**

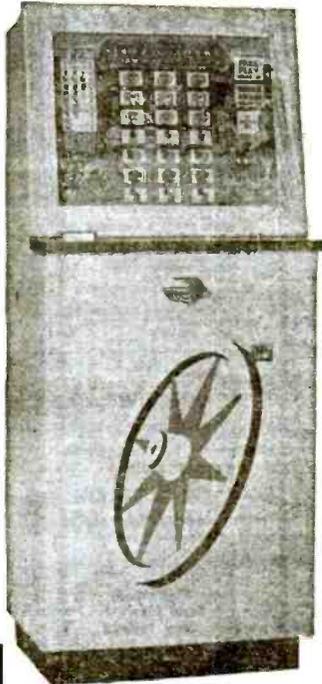
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- 40 Different Ways to Score
- Compact Modern Cabinet

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Empire COIN MACHINE EXCHANGE

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Rowe Bolsters Its Sales Staff; Names Distrib

NEW YORK — The Rowe Manufacturing Company has added six salesmen to its nationwide field force and named three distributors in the South and Southwest to supplement the activities of factory salesmen in areas where the distances involved might make for less frequent calls by regular field men.

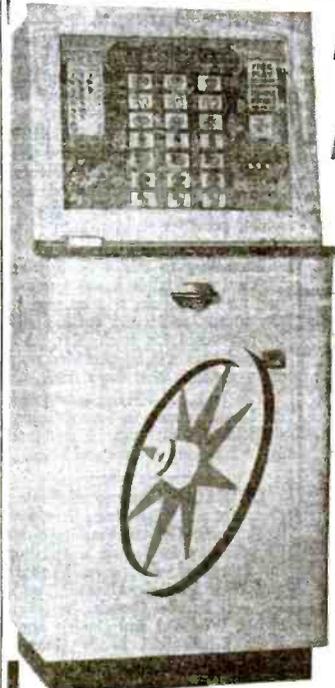
The distributors have been named on a non-exclusive basis. Charles H. Brinkmann, Rowe vice-president in charge of sales, explained that the naming of the distributors in no way changes the Rowe sales policy of relying primarily on direct factory representatives.

He pointed out that regular Rowe field men will continue to call on operators in areas covered by distributors and that the distributors were named to meet special situations where Rowe field men would have difficulty in making frequent calls.

No Connection
 Brinkmann emphasized that the naming of distributors has nothing to do with the contemplated acquisition of AMI by Automatic Canteen Company of America, Rowe's parent firm.

Brinkmann said that "Rowe and AMI are completely separate in manufacturing and sales organizations and there are no arrangements for either company to enter the other's field."

CIRCUS WAGON WHEEL



NEW ELECTRONIC Amusement Game

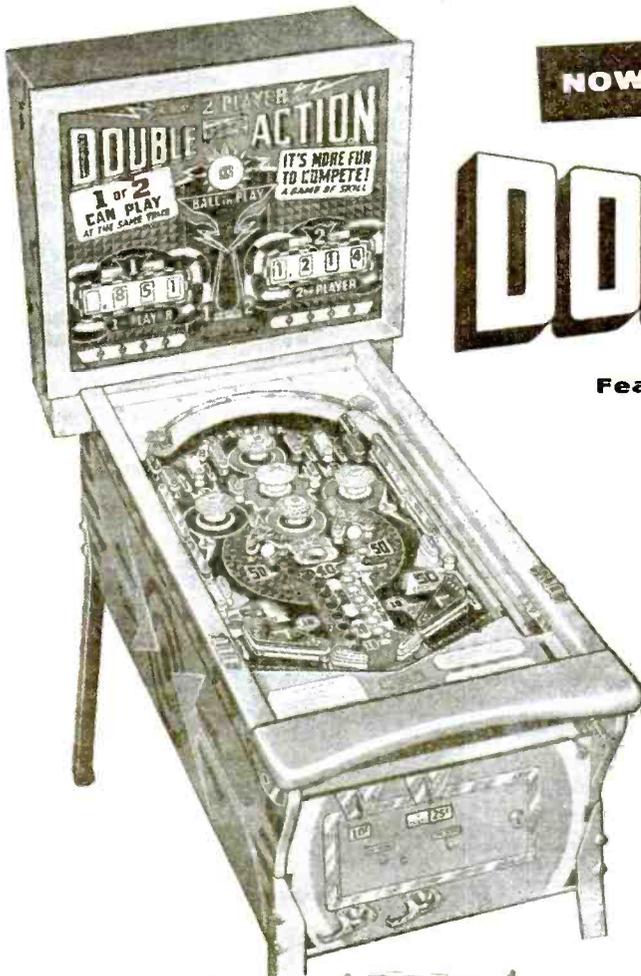
- Location Tested
- 40 Different Ways to Score
- Compact Modern Cabinet

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 314 EAST 11TH ST. ERIE, PENNSYLVANIA
 PHONE 2-3207

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NOW! Vertical flippers add player appeal!

Gottlieb's 2 Player DOUBLE ACTION

Features New "Twin Target" Scoring Sections

- ✓ Twin Advancing Value Targets
- ✓ Matching Red and Yellow Lights in "Twin Target" Scoring Sections Make Center Hole Light for 10 Times Target Value plus 100 Points
- ✓ Red and Yellow Pop Bumpers Advance Target Values
- ✓ On-Off Rollovers Light 2 Green Pop Bumpers for High Score
- ✓ Four Flippers—2 at Bottom of Field and 2 New Vertical Flippers Create Thrilling "Relay" Type Action Skill Shots
- ✓ Double Number Match Feature ✓ 3 or 5 Ball Play
- ✓ Adjustable 3-4 or 5 Plays for 25¢ ✓ Cross-Board Cyclonic Kickers

See your distributor today!

D. Gottlieb & Co.
 1140-50 North Kostner Avenue • Chicago 51, Ill.

Amusement Pinballs
 as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

FOLK TALENT AND TUNES

Continued from page 18

ists who might wish to cut a tape interview."

Betty Foley, Red Foley's eldest daughter, who recently gave birth to Red's first grandson, is again back in the music whirl. She cut her first platter session in almost two years in Nashville last week, and Wednesday (21) moves into the Southern Inn, new St. Louis country music nitery, for a five-day stand. **Marty Roberts**, formerly the Ole Night Rider of WCKY, Cincinnati, and presently deejay at WDZ, Decatur, Ill., is again serving as Betty's manager. Roberts has had Liberty Records' Jackie Dee on a series of record hops in the Centralia, Ill., area in recent weeks to plug her latest release, "Buddy."

"I missed the deejay convention in Nashville this year, as a result I'm not getting very good record service," laments Buddy Wright, of WSIV, Pekin, Ill. "WSIV is the only station in Central Illinois that has a regular country music show," continues Buddy, "and I'll spin all c.&w. records sent my way." . . . Rusty Gabbard, of WCAY, Cayce, S. C., has no complaints on record service. He asks that we thank all record companies for the good service being extended him on c.&w. records. He P.S.'s his letter with: "Business is good."

Jerry Smith infoes from Cedar Rapids, Ia., that he's now appearing on 10 radio stations in the Midwest, reaching around 200,000 listeners a week. Stations include WMT, Cedar Rapids; KSCJ, Sioux City, Ia.; KBUR, Burlington, Ia.; KCOB, Newton, Ia.; KLCG, Algona, Ia.; and KBOE, Oskaloosa, Ia., and others in the State. Jerry says he has just come out with a new release on Warrior Records, and that samples are available to deejays who will write the Warrior firm at P.O. Box 2581, San Antonio.

Claude Gray, the Tall Texan, who records for Minor Records, Houston, has joined Station

KOCA, Kilgore, Tex., to do a daily country music show. Claude laments the fact that the station's library is sadly lacking in country records, and asks that record companies and c.&w. artists please take note. . . . **Reedy Hall** is currently spinning 43 hours of pop and country music a week at WIEL, Elizabethtown, Ky. . . . **Gene Parson**, the Ol' Cactus Kid, who whirled the country wax over WTAQ, La Grange, Ill., is doing a record show each Saturday night from Leon's Restaurant, that city.

Bill Mack, who weaves the c.&w. melodies via the turntables at KDAV, Lubbock, Tex., type-writes under date of January 6: "We had a near capacity crowd at Municipal Auditorium Saturday, January 3, to see Johnny and Jack, Jimmy Dickens, Kitty Wells, Charlie Phillips, the Tennessee Mountain Boys and the Sugar-timers, altho the temperature was near zero and snow was predicted. This 'Grand Ole Opry' layout was one of the best shows we have ever had here. We also had a special program recently of Roger Miller tunes ('Billy Bayou,' 'That's How I Feel,' 'Nothing Can Stop Me,' etc.). His first Decca release is due out soon. We think he's the greatest country writer since the late Hank Williams."

WANTED

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

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Waiting Scales and others.

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Model WQ-200 (special)	79.50
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A.M.I. #80, #120, #80, #120.

Immediate Delivery Any Coin Machine

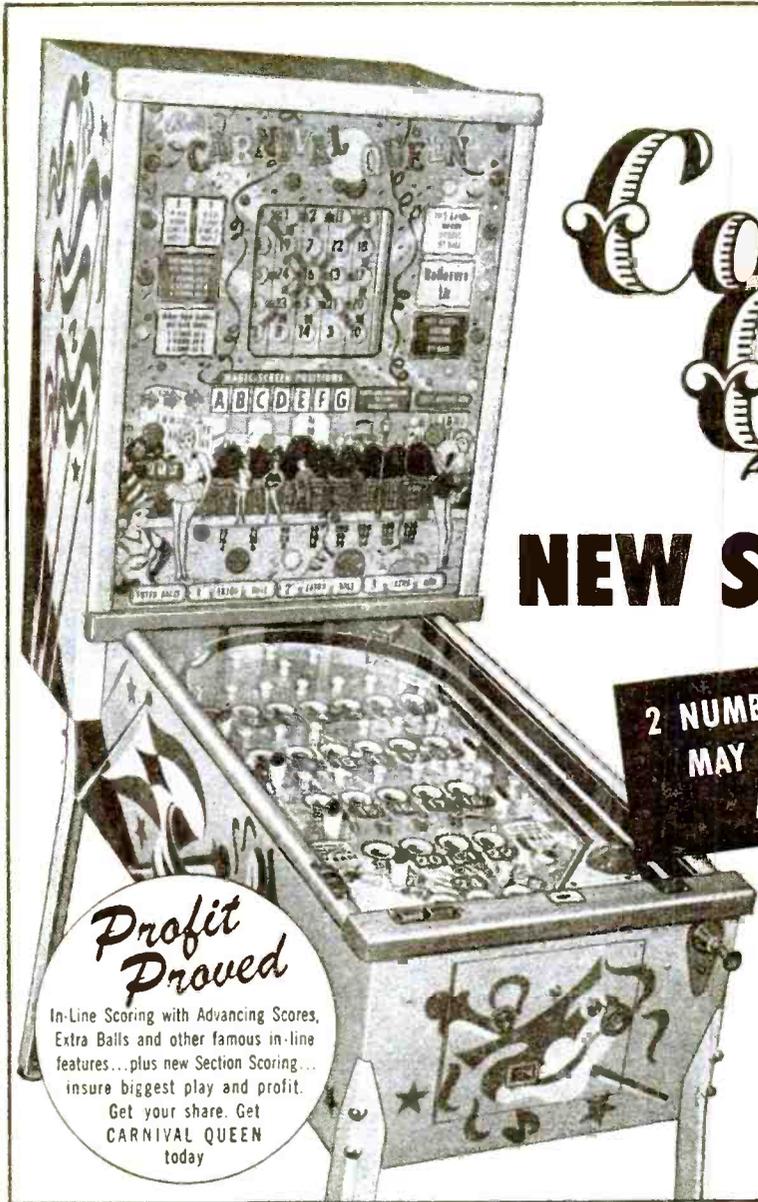
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NEW SECTION SCORING

**2 NUMBERS IN A SECTION
MAY ACTUALLY SCORE
AS 5-IN-LINE**

Player may play for in-line scores... combination In-line and section scores... or section scores only.

Before shooting 4th or 5th ball, player may shift card patterns back and forth for greatest scoring flexibility in pinball history.

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INSURES CONTINUOUS REPEAT PLAY ON
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HIGH-SCORE PLAY
1 TO 6 CAN PLAY
8 1/2 ft. x 25 in.
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Single chute for dime play; double chutes for players' choice of dime a game or 3 games for a quarter.

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SLOW SHOTS
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SPEED-BOWLER is not another "play-the-middle-for-top-count" game. Players must vary speed of shot in each frame for maximum scoring. Continuous "change of pace" insures continuous play-appeal... top earnings... long life on location. Get SPEED-BOWLER working for you now.

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

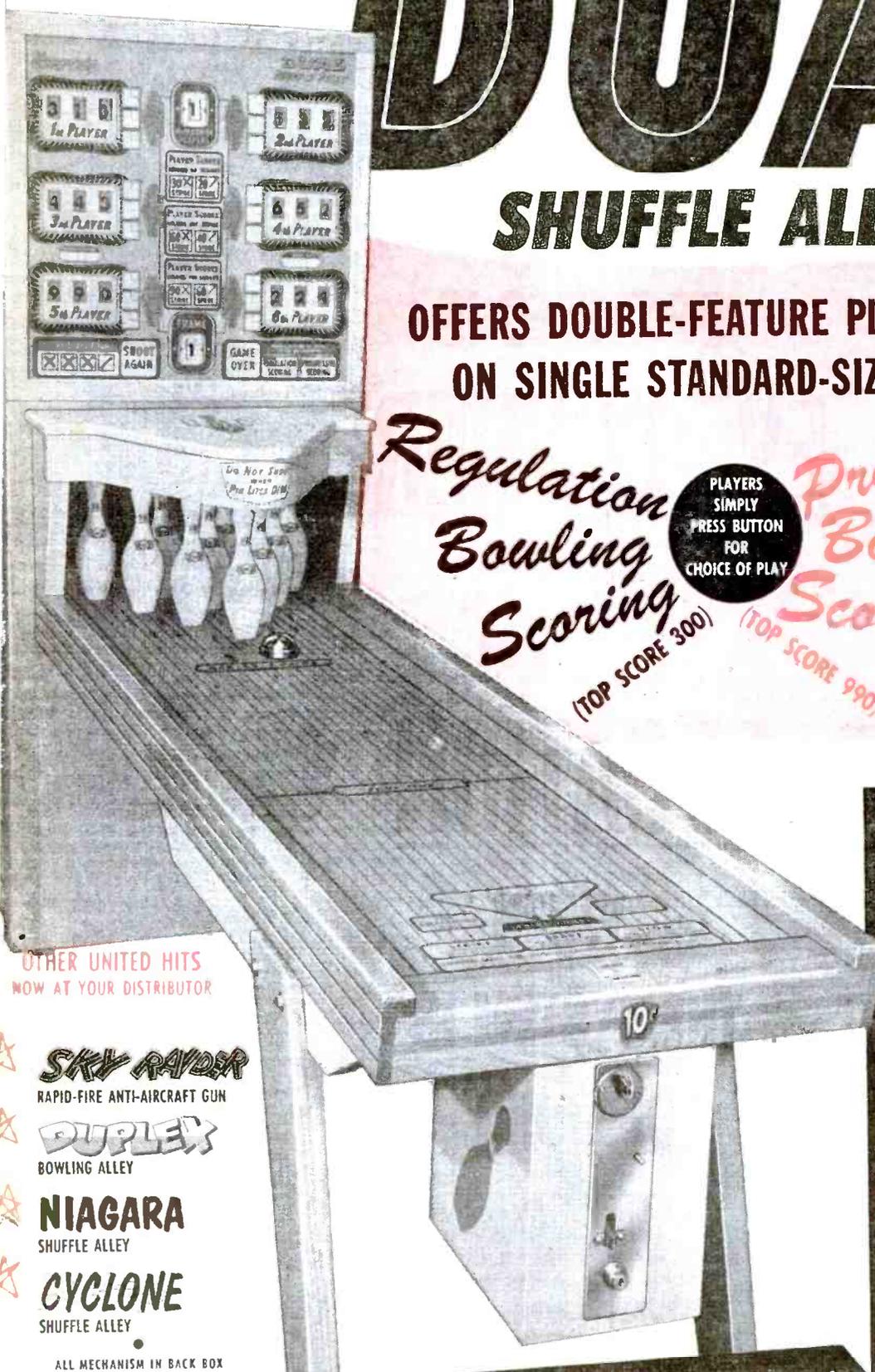
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FOR EASY SERVICING

1 TO 6 CAN PLAY

BIG BALL-TYPE PUCK
Actually Hits
Extra Sturdy Pins

DROP CHUTE COIN MECHANISM WITH NATIONAL REJECTOR

FLASHY, COLORFUL Cabinet and Backglass

10c PER PLAYER

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SHIPPING WEIGHT (CRATED)
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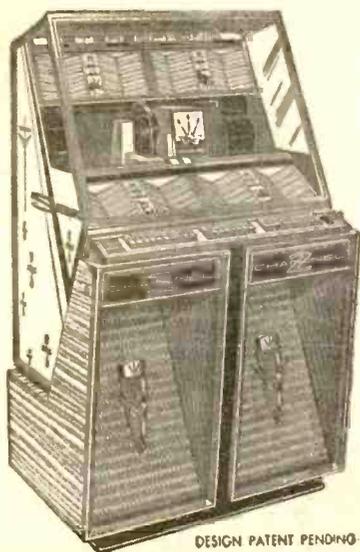
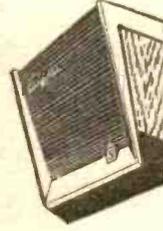
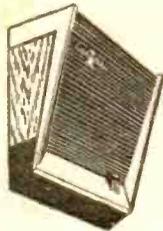
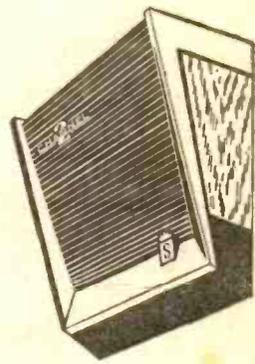
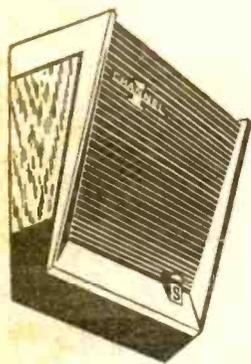
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