

The Billboard

SIXTY-FIFTH YEAR

PRICE:
50 CENTS

JULY 27, 1959 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Dealers' Sales Not Bad—For Summer

Cross-Country Consensus Puts Over-All Business a Bit Ahead of Last Year

By BOB ROLONTZ

NEW YORK—Business among record dealers thruout the country this summer is not as bad as it has been painted. It is not sensational, but it is not bad—for summer, that is. Dealers contacted by The Billboard in New York, Hollywood, and Chicago, found over-all business to be slightly ahead of last year, altho Washington and Cincinnati dealers said business was behind last year. In the cities where dealers noted an increase, this was due mainly to upped LP sales, with the singles business off generally, with a few exceptions. Altho stereo sales slumped this summer, monaural sales were holding up very well. (These dealer comments are borne out by The Billboard-NYU national dealer survey which appears in another story in this issue.)

Dealers contacted directly by The Billboard in the five cities were unhappy about many things, their biggest complaints being directed at manufacturers policies and record clubs. They indicated

the manufacturers for special deals and failure to control prices and they were not happy about the transshipping being carried on by some distributors and one stops.

Not Too Pessimistic

But on the whole, the majority of dealers talked to were not unduly pessimistic. Many felt that if the product was aggressively promoted and wisely purchased a respectable business could be maintained thru the summer. Many of the dealers felt there would be the normal pickup in the fall.

Here are the comments of dealers across the country, starting in New York:

NEW YORK—George Prinz of the Doubleday Book Stores chain reported that as a whole the record business in the Doubleday

(Continued on page 4)

"SHOW NEWS" INTRODUCED IN THIS ISSUE

IT IS "See Day" for The Billboard readers. With this issue, "Show News" is introduced to cover the outdoor amusement field and segments of the indoor amusement fields—auditoriums and arenas and talent which play in those buildings.

Show News offers greatly expanded coverage of The Billboard's outdoor field, plus coverage of other amusements, and also many new features, plus a new, more interesting typographical presentation.

Talent on the Road—one of the new features—capsules the news of traveling shows and talent. **Show Places**—another added feature—spotlights users of talent. **Tintypes**—still another new feature—presents intimate close-ups of carnival people.

New columns—**Fair-Exhibition Management, Amusement**

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Study Points No Major Slump in Disk Business

2-Year Billboard-NYU Fact Sum-Up Shows LP's Holding Up Big

By SAM CHASE

NEW YORK—There is no major slump today in the record business.

This can be stated flatly, despite industry talk about slow sales. In an endeavor to substitute facts for assumption, The Billboard herewith presents an analysis which compares dollar volume of sales at retail stores by four-week periods for the past two full years, thru June 20, 1959.

As can be noted from the charts

which appear on page 5, the overall gross between May 25 and June 20, including sales of LP's, singles and EP's, totaled \$16,600,000. This is well above the \$16,386,000 which was the average of business done during each four-week period during the past two years (based on manufacturers' suggested list price). Here's how it compares with the early part of 1959:

January 5-31: \$16,700,000.
February 2-28: \$16,500,000.
March 2-28: \$19,900,000.
March 30-April 25: \$18,900,000.
April 28-May 23: \$18,350,000.

Thus, tho it is true that business has been backing down from the March peak, it is also true that each four-week period of 1959, without exception, has brought in more dollars than any four-week period from June 1957, the beginning of this study, with the exception of the peak December periods of 1957 and 1958.

Cash Register Check

The statistics used here are all derived from the confidential report.

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Stereo Boost For LP Sales

NEW YORK—Sharply improved LP sales in 1959 have been due, in good measure, to the big splurge made by stereo. During the first 20 weeks of this year, stereo albums alone accounted for \$14,000,000 worth of business in retail stores at manufacturer list price, according to The Billboard-NYU studies. This compares with a virtual zero in the same period of 1958.

The stereo bonanza was not at the expense of monophonic sales, either. These actually ran 8 per cent ahead of 1958 for the first 20 weeks of this year.

NEWS OF THE WEEK

Arthur Godfrey Booked For Appearance at ESE . . .

Arthur Godfrey will make his first personal appearance since his operation at this year's Eastern States Exposition, West Springfield, Mass. The red head will be featured in the fair's horse show, September 25-27, and is also booked into the Boston Garden Rodeo later in the year. Page 51

Form Disk Jockey Assn., Inc., Elect Jim Hawthorne First Prexy . . .

An official national deejay organization became a reality last Saturday night, July 18, when a group of jocks from key areas of the country met in Milwaukee and formed the Disk Jockey Association, Inc., a nonprofit membership corporation. Jim Hawthorne, KDAY, Los Angeles, was elected prexy. Page 2

More Companies Present Fall Product and Programs . . .

Decca, Warner Bros., Verve, and many other labels presented their fall product lines and special distributor-dealer plans at meetings last week. Pages 2, 3, 5, 6

ASCAP Dissident Cleffers Meet, Attack "Recognized Works" Pool . . .

Active ASCAP writers identified with the current pop hit scene, met Thursday (23) in New York to map strategy in protesting alleged unfair provisions of new ASCAP Consent Decree. Singled out as the most prominent ill was the provision which puts 30 per cent of ASCAP revenue into the so-called "recognized works" pool. Page 3

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Broad Singles Stock Pays

NEW YORK—One of the more interesting aspects of the dealer survey last week was that dealers who had expanded their single stock to include all labels, or had continued to carry all labels, did not suffer as sharp a decline in single sales as did dealers who cut back to "Top 40" or a limited singles stock. Si Bondy, of The Record Shop in New York, for instance, noted how his singles business picked up tremendously when he threw out the "Top 40" hits and started to carry all labels. This is the line with King Records' prexy Ed Nathan's comments a few weeks ago, that dealers can't sell singles unless they carry them, display them, and make them available for the kids to hear.

DECCA CORAL

Brunswick

SILVER ANNIVERSARY
BLOCKBUSTERS

Disk Jockey Association, Inc., Makes Bow in Milwaukee

Key Deejays Launch Own National Org; Elect Jim Hawthorne First Prexy

By JUNE BUNDY
and BERNIE ASBELL

MILWAUKEE — An official national deejay organization — long in the planning stage — became a reality last Saturday night (18) when a group of jockeys from key areas of the country met here at the Milwaukee Inn and formed the Disk Jockey Association, Inc., a non-profit membership corporation.

Elected as officers — serving in an interim capacity — were Jim Hawthorne, KDAY, Los Angeles, president; Scott Muni, WMCA, New York, first vicepres; Bob (Coffeehead) Larsen, WRIT, Milwaukee, second vicepres; Fred Hohl, WAME, Miami, third vicepres; Charlie Austin, KVLC, Little Rock, Ark., fourth vicepres; Robin Seymour, WKMH, Detroit, vicepres in charge of public relations; Bill Gavin, music programmer for "Lucky Lager Dance Time," San Francisco, secretary-treasurer.

The interim board was limited to 16 members. However, a full board of 56 will be elected at the association's 1960 annual meeting, with each regional division guaranteed representation on the board and provisions made to include representatives from small markets in each region.

In addition to the officers, the first DJA board includes John Do-

remus, WMAQ, Chicago; George Ricci, WTAQ, La Grange, Ill.; Tom Lambert, WISN, Milwaukee; Bill Liegeois, WISC, Marinette, Wis.; Pat Webster, WCGO, Chicago; Dave Neumann, free-lance programmer, Seattle; Art Roberts, WKBW, Buffalo; Vince Paul, KWNO, Winona, Minn.; and Gene Edwards, WROW, Albany, N. Y. First honorary member of the Association is attorney Ben Starr, who provided the group with free legal services and who is filing for a

corporation charter in New York State.

Also attending the meet were Frank Ward, WSAI, Cincinnati; Gary Smith, WVET, Rochester, N. Y.; Mike Ruppe Jr., KWK, St. Louis; and four other Milwaukee jocks — Jack Revore, WISN; Woody Welch, Larry Clark, and Lee Rothman, all of WRIT.

'Professional Group'

In setting up the Association, the jocks stressed that the DJA will be a "professional group." In line with this, it was agreed that to qualify for membership an applicant must have two or more years experience as a full-time disk jockey or music programmer ("one who selects or programs recorded music for broadcast"). Prospective members must also be recommended by "some qualified person"

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Merc Staging Singles Hype; 8 on Hot 100

NEW YORK — Mercury Records is currently riding a strong singles splurge, with eight disks on The Billboard's Hot 100. Highest of the lot is the Dinah Washington click, "What a Difference a Day Makes," which moved to 14th from 22d. Phil Phillips' "Sea of Love" has moved up to 35th. The Platters' "Remember When" is 44th, as against last week's 41st.

Brook Benton's "Thank You Pretty Baby" has jumped to 47th (Continued on page 46)

Fitzgerald, Sahl Highlight Verve Sked

HOLLYWOOD — Ella Fitzgerald and Mort Sahl highlight Verve's 12-album August release. Other artists represented include Mitzi Gaynor (in an Ira Gershwin package), Dizzy Gillespie, a Lester Young - Roy Eldridge - Harry Edison album, Duke Ellington and Johnny Hodges, Oscar Peterson's "My Fair Lady," Stan Getz Quartet, Lee Knoitz, the Fraternity Brothers, Lyle Ritz in Hawaiian Jazz. Also noteworthy, an album featuring readings by Jack Kerouac on the beat generation.

Ella's album is tagged "Songs for Sweet Singers," and includes Frank DeVol's arrangements and batoning. Sahl's package, his third for the label, is called "A Way of Life."

Dozen albums to be issued includes eight released simultaneously in stereo and monaural forms with the remaining four in single-track.

M-G-M Brass to Nassau Meet

NEW YORK — The advance guard for M-G-M Records' distributor sales convention was due to leave here today (27) for the island of Nassau, B.W.I., where more than 100 representatives of M-G-M Distributors throughout the country will gather for meetings Thursday and Friday of this week.

The vanguard was composed of promotion chief, Sol Handwerker, together with Eddie Heller and Ed Budzinski. The two-day series of meetings will be held in the swank British Colonial Hotel which, distribs from hot and humid Stateside locations are assured, is fully air-conditioned.

In addition to the business meetings, the attendees will have an opportunity to meet such M-G-M stars as Connie Francis, Dick Caruso and Sam Fletcher, who are being flown in for the event.

Dave Oppenheim Exits Col. Post

NEW YORK — Dave Oppenheim, director of Columbia's Masterworks department for the past seven years, has anked his post at the company to become associate producer with Robert Saudek Associates, the TV package outfit. John McClure, who has been executive assistant to Oppenheim for the past two years, has been named acting director of the department.

The departure of Oppenheim marks the second of the vet a.&r. men to exit Columbia, the other being George Avakin last year from the pop-jazz album department. Columbia Records has announced that there will soon be a complete reorganization of the entire a.&r. staff.

KOOKIE! LEND ME YOUR BOMB!

POMONA, Calif. — Station KWOW here last week gave a heavy ride to "Like I Love You," new Warner Bros. platter waxed by Edd Byrnes, the Kookie of television's "77 Sunset Strip," and the repercussion was such to drive some people bats.

In the lyrics, a lad calls his chick on the phone to tell her that he loves her. It seems that she can't get his identity straightened out and it finally develops that he has the wrong number. "Is this Sunset 7-7777?" he asks, and she replies: "No, it's Pomona 9-2600."

To get to the punchline, it developed that there really is a Pomona 9-2600 in Pomona, and it's the number of the Western Exterminator Company.

Shortly after KWOW started spinning the Byrnes platter, the exterminator firm's phone was kept busy, averaging a call every five minutes during the day, and every two minutes at night. The first few calls had the exterminator people scratching their heads, but it wound up driving them bugs.

EDITORIAL

Commendable Step Ahead

Growth and responsibility entail the assumption of increased obligations.

It is therefore commendable that a group of key jockeys, assembled last week in Milwaukee, organized the Disk Jockey Association, Inc., a nonprofit corporation (see separate story).

DJA is dedicated to the maintenance of standards of professionalism among deejays.

The serious tenor of the discussions at Milwaukee was evidence of the sincerity of the men whose long planning made the Milwaukee event possible.

The DJA can be an industry conscience; it can be a focal point for the improvement of radio-record company relations; and most importantly, it can help to channel the great power of the deejay on a public service level.

This will all help to place in proper perspective the professional's contribution to broadcasting, to music and our over-all American culture.

May the organization prosper.

KEEPING UP WITH THE JONESES

Diskery-Distrib Meets in Live-It-Up Competition

NEW YORK — The slew of distributor meeting being held this summer by the manufacturers, from major to minor (The Billboard, July 20), has brought out the somewhat surprising fact that just as manufacturers try to beat each other saleswise, they are now trying to beat each other hotel-wise. If there is any plush hotel anywhere in the United States that has not held a record manufacturer distributor meeting this summer it should be ashamed of itself. For the manufacturers are now openly vying with each other as to which firm can get the poshest hotel to show off its line.

Years ago a manufacturer used to summon his obedient distributors to his warehouse type office, serve some coffee in paper cups and ask them to order his new product. Today, the distributors are regally wined and dined in such elegant surroundings as the Savoy-Hilton, the Sherry Netherland and the Delmonico Hotel in New York, the Ambassadors East and West and the Drake in Chicago, the Americana in Miami, the Beverly Hills in California, etc.

It matters little whether the firm be large or small, pop or r.&b., high price or low price — each firm feels that holding a meeting in the plush hotels adds a certain status to their label.

As the surroundings are excellent, so is the culinary art. Steak, chicken, peach melba and other fine foods rank high on the menus. Many distributors, overwhelmed by the magnificent surroundings and the gastronomical delights, often sign orders for more product than they can use or easily dispose — but maybe that's the whole point.

But the one drawback. Few hotels, especially the plush ones, are equipped to handle the sounds that now pour out of the twin 12-

inch stereo speakers that sit snugly on tables in the French Provincial ballrooms of the posh hotels. At practically every meeting where the product is demonstrated the sales chief comes with the apologetic or defiant phrase: "Please excuse the sound fellows — this room is rather boomy." And it usually is. But boomy or not, few companies appear willing to give up the grandeur of the plush hotels for a plain pipe rack studio to show off the product. They might lose status.

The Billboard

The Amusement Industry's Leading Newsweek
Founded 1894 by W. H. Donaldson

Publishers
Roger S. Littlefield Jr.
William D. Littlefield

Editors
Paul Ackerman... Music-Radio-TV, N.Y.
Herb Dotten... Show News, Chicago
Aaron Sternfield... Coin Mach., Chicago
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Show News-Adm. ... Robert Kendall, Chicago
Music-Radio-TV ... Dan Collins, New York
Coin Machine ... Hilmer Stark, Chicago
Music-Western ... Robert McCluskey, L.A.

Circulation Department
B. A. Bruns, Director... Cincinnati
Send Form 3579 to
Main Advertising and Circulation Office
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers, when requesting change of address, should allow old as well as new address to be published weekly. Entered as second class matter June 4, 1957, at Post Office, Cincinnati, Ohio, under no. 461-100.
Copyright 1959 by The Billboard Publishing Company. The Billboard also publishes Veed, the monthly magazine of automatic merchandising; Funspot, the monthly magazine of amusement management; and High Fidelity, the magazine for music listeners.
Printed by WORLD COLOR PRINTING CO., St. Louis, Mo.
Vol. 71 No. 31

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Greer Named to Dot Exec Slot

HOLLYWOOD — Norman Greer last week was appointed executive director of advertising and sales promotion of Dot Records. Dot President Randy Wood, in making the appointment, told The Billboard that Greer will supervise and direct all matters concerning the company's advertising, sales promotion, deejay promotion, distributor and dealer relations, artists' relations, publicity and public relations.

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Bally Starts On New Goody Store Debut

NEW YORK — Plans were well advanced this week for the forthcoming grand opening of Sam Goody East, new east side Manhattan giant retail disk outlet of Sam Goody. Official opening ceremonies are set to take place on or about August 17, but considerable pre-opening sales activity is expected.

Already, Goody men are making systematic tour of the giant office buildings in the Grand Central district, making sure that everybody knows of the impending opening. Special offers are being made via coupons to all office personnel in the vicinity to come in before the official opening and get free record.

The store will also officially mark Goody's entry into the retail jewelry and camera business. The store will carry an extensive line in both. Explaining these maneuvers, Goody declared: "There are certain camera stores in our vicinity over there that carry rec-

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RCA Skeds New LP Line

NEW YORK — Initial two albums in a series of RCA International packages have been announced by Dick Broderick, record marketing manager for RCA International Division. Disks, recorded by RCA affiliates throughout the world, will be manufactured in Mexico and sold via regular RCA Victor distributors in the United States. The first album is a package of Swedish folk music originally cut in Stockholm by Mat Olsson and a package of 20 prize-winning songs from the Naples Festival, recorded in Italy by artists who took awards. A complete line of International packages is planned for 1960.

SHOLES-ATKINS UPSWING; SEE ELVIS EVEN HOTTER

NEW YORK — RCA Victor expects Elvis Presley to be an even bigger record seller when he returns to civilian life in March of 1960. This forecast was made last week by a top chief Steve Sholes, who pointed out that the singer has not been on a TV show in two and one-half years and has necessarily missed out on a lot of promotional activity owing to his U.S. Army duties. Presley's films, continued Sholes, are now on a double-feature basis.

Despite this long hiatus in TV and films, Presley continues to sell in undiminished quantities. His new disk, "My Wish Came True," is already in fifth position on the Billboard chart and the flip, "Big Boss o' Love," is 22d. The singer is scheduled to do three shows shortly after leaving the Army, with Hal Wallis doing the promotion (Wallis did Presley's "Love Me Tender," etc.).

Presley will record, prior to leaving the films, and he will also have a string of TV appearances. Meanwhile, Sholes noted: "It's a matter of his staying power that continues on such a powerful basis—and of course we don't sell records on a guarantee basis." The RCA Victor singles line is showing a spurt of activity currently. "The Three Bells" by the Four Seasons is a Best Buy this week and has hit the 63d slot on the charts. Eddy Arnold's "Tennessee

ORKSTER SEEKS DISK RE-ISSUES

SAN ANTONIO — Emilio Caceres, the San Antonio orchestra leader, is enlisting the aid of the mayor of San Antonio, J. Edwin Kuykendall, Senator Henry Gonzales, San Antonio's music store operators, and others in efforts to get the RCA Victor recording people to re-issue some records he made for the Victor label in the late '30's and early '40's. Caceres thinks the records are very fine.

A petition bearing the signatures of the prominent citizens is to be dispatched this week.

Caceres enjoys distinction as a hot fiddler. And this came in some measure from his old Victor recordings of "Jig in G," "I've Got Rhythm," "Runnin' Wild," "Humoresque in Swing Time" and others.

People still ask for these records, according to Caceres, and he hopes to get them on the market again.

Huge Jump in Somerset & S-F Sales

NEW YORK — Sales chalked up by Somerset and Stereo Fidelity Records in the first six months of 1959 were 400 per cent ahead of sales during the same period last year, according to national sales manager Joe Martin, for the parent company, Miller International. Martin said 80 per cent of the increase was in the stereo line. Stereo Fidelity now has 72 titles in its catalog.

Meanwhile, Martin has made three distribution changes. In Washington, Schwartz Brothers now handle the two labels in Maryland, Virginia and parts of West Virginia; while C. & C., San Francisco, has taken over the line in Northern California, and Walter Slagle has obtained distribution rights out of Salt Lake City.

Stud" has gone from 80th to 73d position, and is the strongest Arnold disk in a long time. Floyd Robinson's "Makin' Love" is a Best Buy and has hit 66th position. "The Wonder of You" by Ray Peterson reached the 20's and is now in the 30's after a long period of sale. Meanwhile, other disks by Hank Locklin, Don Gibson, Johnny and Jack and others are getting

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Discontented Cleffers Air Decree Amendment Beefs

By REN GREVATT

NEW YORK — "The voice of the working writers has at least been raised." These were the shouted words of several of the 25 so-called young, active ASCAP writers who attended a hastily called meeting on the third floor of the Variety Rehearsal Hall here Thursday evening (23). As these words were uttered at the close of the meeting, which had been called to protest certain portions of the revised ASCAP Consent Decree,

another writer, obviously carried away by the import of the moment, banged out "My Country 'Tis of Thee," on a piano in the corner.

With the knowledge that Judge Sylvester Ryan had called for a hearing on the decree for next October 19, the writers had met to discuss ways and means of amending certain odious (to them) provisions of the new decree, particularly the one which called for reserving 30 per cent of the annual

ASCAP revenue for the classification of what is known as availability—or the recognized works pool.

In this category, no money is paid a writer on his song until four quarters have passed since its initial performance. This was singled out for attack by the meeting since these writers present were all currently active in the pop field. It was reasoned, how many performances ever result on a pop hit of today, a year after it has been a hit?

Hot & Heavy

The discussion, which was chaired by a sometimes harried Hal David, waxed hot and heavy, and frequently went far astray of the central point, as writers, long prevented from venting their spleen at alleged inequities because of the necessity of writing songs and "making a living," gave out with many beefs.

With cool heads finally holding sway, it was decided to press for a lowering or complete discontinu-

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WB Offers Dealers Demo Stereo Player

Needles, Wire Disk Racks Also Added To Heavy Release Program for Fall

NEW YORK — Warner Bros. Records kicked off its fall product line at a meeting of distributors at the Delmonico Hotel here with a total of 24 stereo and monaural albums, a full line of Warner Bros. phonograph needles and wire record racks, and a special WB stereo record demonstrator for dealers' stores. All of the albums, plus the needles, racks and stereo demonstrator, were shown at the Eastern WB distributor sales meeting last Monday and Tuesday (20, 21) here.

The 24 albums include new releases by Edd Byrnes, George Greeley, Buddy Cole, Eddie Condon, a sing-along country music package (without Mitch Miller), a "Dring-Along With Irving" package (also without Mitch), another with

Billy Byrd, a new recording of the "Gone With the Wind" score, three or four new jazz packages, an album of Kur. Weill music, an album of Continental music, a Hawaiian album, a march album, and many others.

The stereo demonstrator model, which comes equipped with high class earphones for listening to records and a table for it to sit on, lists at \$150. WB is making it available to dealers at special prices for

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Nathan Returns To A.&R. Slot

CINCINNATI — Sid Nathan, president of King Records and spearhead of King's a.&r. department in its early years up to 1952 when ill health and administrative duties took him from the recording studios, stated he'll return to conducting King's recording sessions. Nathan said that Henry Glover, veteran aide-de-camp, will soon be leaving King, while Ralph Bass, traveling rep for King and last stationed in Chicago, left King Friday (24).

Nathan said that the return of his health and the exodus of the two a.&r. men combined to force his decision to return to the control booth. He said he is not making any immediate replacement for Bass, but that he is adding Rudy Toombs, veteran New York writer who is an exclusive songsmith for King thru R-T Music.

It's not known exactly when

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Victor Signs Jaime Laredo

NEW YORK — RCA Victor has signed Jaime Laredo, 18-year-old Bolivian-born violinist who won the 1959 International Competition sponsored by Queen Elizabeth of Belgium, and considered one of the world's most important musical competitions.

Laredo has already recorded for Victor, and his first LP is scheduled for immediate release. It includes several selections performed by Laredo during the Brussels competition — the Vivaldi Sonata No. 2 in A, the Paganini Caprice No. 13, and the Scherzo and Tarantella by Wieniawski.

Laredo, who is managed by Arthur Judson, will make his New York recital debut in Carnegie Hall October 19.

Decca Skeds Fall Promo 90 Pkgs.; Includes Indies

NEW YORK — More than 90 separate packages, set for fall promotion, received a gala send-off Wednesday (22) when Decca Records held a special press preview showing at the Savoy Hilton Hotel here. The ambitious fall program, which is all a part of Decca's current Silver Jubilee Anniversary campaign, involves product not only of Decca and its Coral and Brunswick subsidiaries but packages from such labels as Everest, Urania, Stereo-O-Raft, Strand and Listen and Learn Records, all of which are nationally distributed by the Decca organization.

As part of the mass promotion effort, a special dating and discount plan has been arranged. In what is seen as one of the closest tie-ups between indie disk firms and their national distributor, Decca has included the product of the entire group of labels, in addition to that of Decca's own family, as eligible for the dating privileges.

Under the dating plan, all dealers approved by the Decca credit office, by ordering a minimum of \$300 worth of merchandise, can make payments of one-third each on November 10, December 10 and December 28. This applies to chain

stores and one-stops as well as regular dealers. For Decca, an extra 10 per cent discount is allowed on purchases of \$100 or more. For Coral and Brunswick, the discount is extended for a minimum of \$50 worth of merchandise bought. The other labels being handled by Decca have their own special discount plans. The discount provisions expire as of September 18, but back orders will be carried thru September 30.

An abundance of display material has been readied for dealer

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Tops Holds 1st Nat'l Conclave

HOLLYWOOD — Tops Records last week held its first national sales convention in the company's 13-year history. In previous years, the firm held regional meets of its Eastern and Western sales reps. Purpose of the change was to bring its sales reps to the company's Los Angeles headquarters and inform them of their firm's expansion program now under way.

Tops President Carl Doshay filled in his sales force on a new product line to be kicked off on August 20. They were also told of a major promotional campaign now being launched which will continue on a regular basis (Tops recently appointed George Sherlock, formerly with Capitol's promotion department, to helm its publicity and promotion activities).

Deejays will be serviced regularly by Tops' newly formed promotion department. Furthermore, trade publications and metropolitan newspapers will receive news reports regularly. A continuing ad campaign is also being started with Honig, Cooper, Harrington and Mjner agency handling the account.

Doshay displayed his label's 50 album releases aimed for fall, largest in the company's history. Tops current catalog numbers more than

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Atlantic Skeds 3 July LP's

NEW YORK — Atlantic Records is releasing three new LP's this month, featuring Ruth Brown, T-Bone Walker and Brazilian guitarist Luiz Bonfá.

"A Late Date With Ruth Brown," spotlights the canary on a group of standards, backed in a new lush pop vein by Richard Wess' orchestra and chorus. Wess arranged and conducted Bobby Darin' LP "That's All."

"T-Bone Blues," marking Walker's return to Atlantic, features a group of blues, with backing by some of the West Coast's top traditional jazz side men. Bonfá, whose LP is tagged "Amor," was featured on Mary Martin's concert tour last season. The Ruth Brown and Bonfá LP's are available in stereo as well as monaural.

Summer Sales Not Bad, Say Dealers

• Continued from page 1

stores, both in New York and in other cities where the chain has outlets, was a trifle better than during May, June and July last summer. He stated that most of the stores in New York City were up to 10 per cent ahead of last year, with only one store falling seriously behind. The Detroit Doubleday store, where business has been generally bad in all lines, was ahead of last year; the St. Louis store was also ahead of last year.

Stereo Dip

Prinz noted that stereo sales had dipped this summer after healthy spring sales, but he also said stereo sales were about 10 per cent of over-all LP sales for his chain. Prinz also expressed strong feelings about the executives of the large record firms, claiming that he saw no improvement in their thinking in regard to the record business. He said that their double talk about discounting was hypocritical, and that they and their distributors could control price cutting if they wanted to.

On Broadway, Nappy Grossbar, owner of the Colony Record Shop, and associated with Tin Pan Alley across the street, also said business this summer was better than last summer. Some of this he attributed to sales of Columbia's "Gypsy" LP (since "Gypsy" is playing in the Broadway Theater only 30 feet away), but he said both singles and albums were holding up. Grossbar pointed out that business was not what it was in the spring—"but then it never is, in summer." Stereo sales at Colony, according to Grossbar, have slipped a little, but stereo buyers, although only one to 20 as against monaural buyers, purchase five and six albums at a clip.

Colony sells all records at list, and the owner stated he wasn't worried by clubs or discounters or anyone else. Part of this is because Colony remains open all night when other stores are closed. However, Tin Pan Alley, Colony's sister shop, sells everything at discount, and he noted sales at TPA were good on albums, although singles were down.

Harry Sultan, at Sultan's Record Shop at 23d Street in Manhattan, stated that his business was "awful." He said that although his LP sales were up 100 per cent, his singles sales were off 60 per cent. Since the shop's biggest business is singles, Sultan said that meant his business was really off 10 to 15 per cent this summer as against last. He attributed part of the singles sales decrease to "kids getting tired of rock and roll." He said there were too many companies putting out too many releases, and these many releases hurt the dealer.

Si Bondy, however, owner of

The Record Shop on Park Row in downtown New York, stated that his business was up 4 to 6 per cent both on singles and LP's. He noted that his singles business was way up over last year because this year he stocked all the hits, and last summer he had only stocked the top 40. His album sales were way up. As for stereo, sales of stereo records dropped this summer but monaural sales increased strongly.

Bondy said that he believed his increased business was due to aggressive merchandising. He said that this summer he made sure all his cream items were displayed in his windows and in the store. And he also said that he worked many different price deals to get customers to come in the store. (Bondy discounts both his albums and singles.) He said: "I take a beating on some items, due to a special price, but it gets people into the store." Bondy, too, felt that there were too many companies and too many releases, thus forcing the dealer to carry a bigger and bigger stock.

Picture Varies

Ed Geiger of Geiger's Record Shop on Sixth Avenue in New York, said that although his business was very bad in May and June it had picked up in July substantially and now was about the same as last year. Although Geiger is a discounter himself, he said that the shops who sold records at cost price, like some of the appliance discounters in New York, were making customers so bargain conscious that they shopped for price rather than for records.

Max Silverman, the Waxie Maxie of Quality Music in Washington, told The Billboard that July of this year was about 10 per cent under last year. Silverman did say that his May and June business was up about 6 per cent over 1959, after a whopping 30 per cent increase in business from January thru April. Silverman couldn't put his finger on any cause for his business slump in July, although he felt that the glut of deals from manufacturers may have caused it. According to Silverman, when customers can buy all records at a discount, they don't respond to any sale and thus business falls off. Waxie Maxie said that he felt the deals the industry was offering on records to distributors and dealers indicated a price break was due on LP's. He said the price was broken once manufacturers offered 10 and 15 per cent discounts, even though they reportedly held to the same list price. Silverman also noted that if dealers or chains have the purchasing power they can get any deal they want. He also said that the reason manufacturers offer all the deals they do is that they no longer want to control the sales price of records.

Gloom in Washington

By MILDRED HALL

WASHINGTON — Washington dealers, large and small, are fed to the teeth with the inroads of rack jobs and record clubs on the legitimate retail operation. Adding insult to injury, they say, are the unfair discount deals known to be going on over and under the counter, as a torrent of releases from the manufacturers and distributors floods the country.

Even the larger buyers in the area, the department stores with solid financing and larger legitimate discounts, have to fight the competition of clubs, racks, and discount houses. They must take

advantage of every discount or distress sale they can locate; they must promote to the hilt; and sometimes they have to pressure the distributors for an allowance they know is available, but which can find its way into some other outlet.

Comment from half-dozen dealers in the area was so bitter against the manufacturer tactics that they preferred to remain anonymous. Said one: "Something's got to give. Prices are haywire, and deals are fantastic. If you know where to go, you can get a deal of \$1 and even 90 cents for the same records the distributor makes you pay full price for. The cream of the top-10

pop sales is skimmed off by rack jobs, and record clubs sell albums at a third off retail price. What are we supposed to do?"

Unanimously, the area dealers want: stabilized and lowered prices, with stereo pegged at the monaural level. They want lower prices for the almost vanishing pop singles; they want an effort to expanding record club sales offering 33 per cent discounts; they want an end to special deals for rack jobbers. They want curtailment of the flood of releases and duplications. They want more help in educating the public in stereo. Incidentally, they do not think much of Columbia's new 33 stereo single — few have backed it.

Business has not been as good thus far in 1959 as it was in 1958, with few exceptions, dealers say. But they were not talking sales and profit as they would in normal times. They talk in terms of: "Have we a future in this business, or haven't we? It's becoming a matter not of profit, but survival."

Dan Danziger, owner of the newly expanded carriage-trade Disc Shop, and a top participant in the RCA and Columbia Record clubs in the area, says of the clubs: "These clubs were presumably set up as 'teasers,' sending out a few records a year to prompt customers to come to the store for more. Now they are continually competing with the dealer by offering records to the subscriber at discount. They can afford extensive advertising. Columbia offers Epic and other labels — there's no telling where it will end."

Like other dealers, Danziger is baffled about the reason manufacturers are playing off dealer, rack jobber and record clubs against each other. The Disc Shop proprietor attributes it to competition among the manufacturers. "These men are shrewd, smart and aggressive businessmen. But they are creating a poor climate for the whole industry. Eventually the situation must backfire on the manufacturer. They don't set up any counter-pull to promote record buying by the public from the retail record dealer who is the true backbone of the record business."

While the dealers lose out to clubs on album sales, "over 50 per cent of the pop singles are being sold thru rack jobbers," says Danziger. "It doesn't pay a dealer to compete with racks carrying the same top 10. I'm down to the top 15, and may cut back even further on pop singles. We lose not only the come-on of the pop tune, but additional sales when rack customers buy the 'junk' offerings in the racks."

Call It Greed

Other dealers in the area attributed the rack and club tactics to "pure greed," on the part of the manufacturers. Said one: "Someone is making big money out of this set-up. The pressers are hungry. They don't care where or how the product is sold—just keep it rolling." Some dealers believe the price discrimination is becoming so rampant it may come to a full-scale Congressional investigation.

Miss Osa Jay, buyer for the Hecht Company, one of the area's largest department stores, agrees that conditions of the record business today are "murderous" for the small dealer. However, she takes a longer view of the storm-tossed record industry. "Whenever you have an industry growing as big and as fast as the record industry in this country, it takes some wild swings before it settles down." She believes the shakedown period, like the earlier gyrations when speeds changed and LP's arrived, will have its day, and get over with.

"I'm an optimist. I believe the dealer who stays with it will come out ahead. As an industry, it's going to grow. Anything too new, and growing too fast, is going to produce casualties. The record dealer has to hang on until it straightens itself out."

While waiting for the future to

catch up with the present, Osa Jay meets the competition with shrewd merchandising backgrounded by 20 years in the business. "We promote, promote, promote. And we get the best buy we can at all times." Evidence of the successful foraging comes out in ads like those of a recent full-page ad in a Washington Sunday paper offering savings below the usual Hecht Company price base, which is under list. Albums listed at \$4.98 were down to \$3.29, and list price \$3.98 went to \$2.47. Extra help and added space were also noted in the ad. "We did business," said Miss Jay.

Area dealers are all in agreement that more education is needed in stereo, before the public will really launch a large-scale buying spree that could make 1960 a banner year. Osa Jay had an additional angle.

"We need a whole new slant. We're selling gimmicks when we should be selling music. We talk about records, tape, cartridges and speeds, when we should be talking music. Emphasis on the machinery confuses buyers, increases their reluctance to get involved with the newer products. They need to be sold on music for pleasure, for comfort, for relaxation, for all around lift. Once they're sold on

what music can do for them, they buy it in whatever form will give them the most satisfaction."

The discount houses are counted among the rogues' gallery for area dealers, but the retailers seem less concerned with them than previously. Danziger of the Disc Shop believes that the regular retail record store client was a booth to listen in, a complete stock, and good service—none of which are offered by the discount house.

However, some of the dealers—and particularly the department store buyers who have to share their customers with discount outlets—still strongly resent the latter's special advantage from the manufacturers in prices, as also for killing the additional legitimate customers might make legitimate outlets.

Too Much, Too Soon

Prices and flooding of releases as well as changes in taste, blamed by area dealers for the decline of the pop singles market. "There was too much of everything. The kids just stopped buying, and got it on their radios."

Said Osa Jay, of Hecht's, would take a real smash to hit them back to record buying.

(Continued on page 5)

Chicago on Even Keel

By BERNIE ASBELL

CHICAGO — In Chicago, the usual dip is having its usual effect, that of spreading the illusion of a cave-in. But dealers who keep books for year-to-year comparison are finding, sometimes to their own surprise, that business is slightly up from last year. They report, too, that last year's ratio of singles to LP sales is holding firm, which can be taken as a healthy sign.

"I see no reason for concern," says Sam Alexander, a veteran retailer in the industrial southwest side. "Volume is almost exactly the same as last year. There might be a trifling dip in singles, but it's negligible."

Morry Alpert, owner of Met Music, one of the city's largest jazz and r.&b. specialists, reports that, if anything, sales are up slightly over last year. He attributes this partially to his increased advertising activity. Alpert, who promotes the fact that he keeps a full inventory, says he is getting back much of the trade he previously lost to discounters. Customers, he says, tire of going to stores where

they can't find the titles they want. They'll pay full price to a dealer who can fill their wants.

Bill Arbogast of Emerald Music also reported a slight pickup over last year during the past few months. He pointed out, however, that business is somewhat down from two years ago when rock and roll was at its zenith, particularly sparked by Presley's most solid records.

Another report of confidence came from a most surprising source: Bernie Skidell, whose ABC Records is in the heart of the mill district, where a strike is in progress.

"People have a lot of leisure time, the buck isn't tight yet," Skidell explained. "The paint and hardware stores are doing better than they're done in years. Our business is holding firm. In two or three weeks, there'll be a drop. But if we start some crazy promotion like operating a carnival where every buyer gets a spin, and the numbers get a free record. It's a lot. The neighborhood expects a long strike, so before we're hit we'll probably get hurt. But so far there's no complaint."

LP's Carry L. A. Ball

By LEE ZHITO

HOLLYWOOD — Record sales are up 25 per cent over a year ago, but dealers are bemoaning the lack of hit singles. This was revealed in The Billboard's survey of record retailers in this market. Sales gains, the study showed, are due solely to an upsurge in LP business since sale of singles continues to wane.

Clyde Wallichs (with Music City stores in the Hollywood, Lakewood and downtown Los Angeles shopping areas) said:

"Our sales during May were 48 per cent ahead of the same month last year. Business now has leveled off to around 20 to 25 per cent. However, it should be remembered that the nation's economy was going thru a recession last year and that the drop in business, under the circumstances, was to be expected. Similarly, the increase this year represents a normal year's sales over a year when all business was off."

On the subject of hits, he said: "There's no excitement in the business today. No hit singles and no hit albums. Without the excitement of a hit, store traffic is bound to suffer and so will sales."

On product: "Far too much product is hitting the market today. We could do without it. However, this is an advantage for dealers, while it's a disadvantage for consumers. The big thing the store (Music City) has to sell is a complete inventory. We try to offer everything. It's a distinct handicap for other dealers to try to keep with the tremendous amount of product now being released."

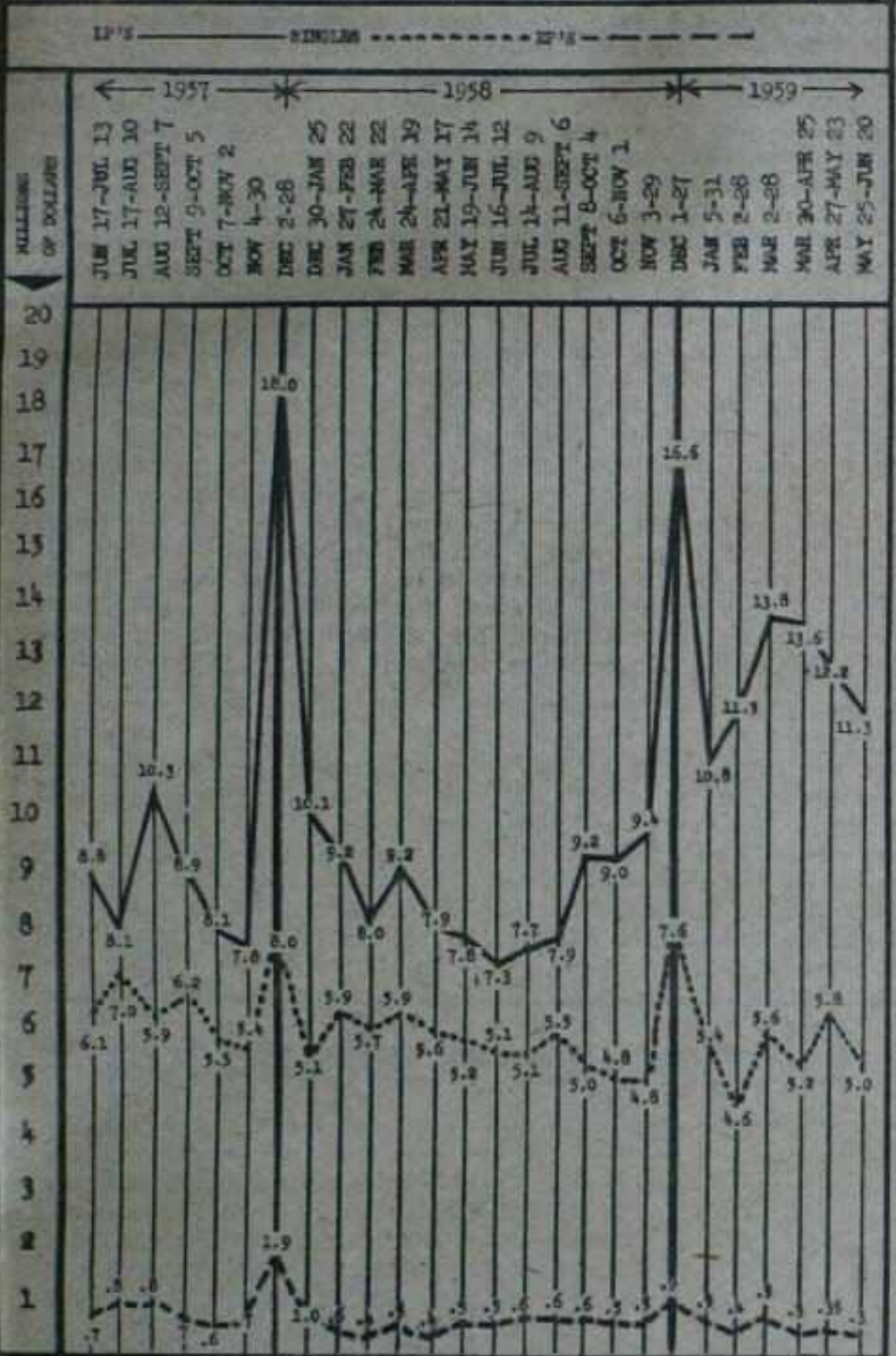
On Columbia's "Stereo Set": "I've always felt singles would be better if the business would return to single speed basis. Limiting 33 1/3 single to stereo buyers would prove a thing. Anyone who has just invested in stereo equipment will buy albums and won't want to bother with singles. I think a mistake. If Columbia is trying to test market acceptance of its seven inch LP, I shouldn't stop at it, but go all the way (include single releases) because the consumer isn't interested in anything."

Relative to a possible price on singles: "Price doesn't mean anything. If you've got a hit, it will sell. If you don't, you can't get away. Product is the answer. We know the companies are knocking

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TWO YEARS OF RECORD SALES IN RETAIL STORES

By 4-Week Periods Thru June 20, 1959
In Millions of Dollars at
Manufacturers' List Prices



PERCENTAGE SHARE OF RETAIL STORE GROSS BY LP's, SINGLES, EP's



Factual Sum-Up Points No Major Disk Sales Slump

Continued from page 1

ports on record sales in retail stores, as prepared by The Billboard under the supervision of the NYU School of Retailing. The full reports, which include specific sales data about each label, have been issued every four weeks for the past two years, and are compiled by means of a cash-register diary of actual sales kept by a rotating sample of retail record dealers on a national scale.

In general, it is possible to note from the charts in the accompanying columns that the singles business has been in a slight but perceptible decline since June 1957, and that the EP business now is grossing less than half of what it did two years ago. But a strong rise in LP dollar volume, especially this year, has kept over-all total grosses on the rise.

LP Volume Leads

For purpose of comparison, the average dollar volume of LP's over the past two years during a four-week span has been \$10,050,000, from disks sold thru retail record stores, based upon suggested manufacturer list price. The dollar volume of singles records, on the average for a four-week span, has been \$5,700,000. And for EP's, the average for a four-week period has been \$634,000.

As the chart shows, in only three four-week periods during the past two years did LP sales top the \$10,000,000 mark prior to the last four weeks of 1958. From that time on, however, LP's have not fallen below \$10,800,000 for any four-week span thru June 20.

The singles picture shows that business during 1959 has been slightly below the \$5.7 million four-week norm. But even here, the 1959 four-week average has been over \$5.2 million.

With EP's, the picture is darker. Not once has the four-week take approached the two-year average of \$634,000. For the first 24 weeks of 1959, the national average four-week gross has been \$390,000.

Underlining the increasing importance of LP sales to the total dollar volume is the bottom chart in the adjoining columns, which shows how the total dollar volume every four weeks (which would be 100 per cent) has been split, proportionately, among LP's, singles and EP's. The average split, in the full two years shows LP's responsible for 60.8 per cent of all gross revenues, while singles accounted for 35.4 per cent, and EP's were responsible for 3.8 per cent.

In the most recent four-week period shown, that ending on June 20, LP's brought in fewer dollars than in any other period since the first month of the year. Yet, album business was responsible for fully 68.1 per cent of all record dollars, to the 30.1 per cent of singles, and a mere 1.8 per cent by EP's. There is little doubt that a rising trend of LP dollar share is in evidence, according to the charts, and that this may have great significance regarding the entire industry's operations in the future.

The analysis of the past two years also can lead to several other significant conclusions about the state of the business:

1. The singles business is off slightly. This is true in comparisons both with grosses earlier this year, and with the past two years at this approximate period.

2. Despite this, an analysis of specific individual labels shows that more of the key labels are doing better, dollar-wise, than are not faring as well as they did a year ago (see other story on this page).

3. The company with the hot single still can count on doing well, at any time of the year. For exam-

ple, one label with a very big single during the month of May actually did double the gross singles take it had rolled up during April.

Lull—Not Slump

4. If there still is any doubt, there is definitely such a thing as a summer lull. A glance at dollar volume during the summer months, as shown in the adjoining chart, makes that clear. But it is not severe enough a lull to actually be a slump.

5. Thus, the business in the four weeks ending June 20 was down compared with sales earlier this year, this is in strict accordance with normal business for this season.

6. Nevertheless, LP business, while down compared with March,

is well above the volume done at this time in preceding years.

7. Not all LP labels were ahead of 1958, however. Some have concentrated so heavily on stereo that they have badly lost ground in mono sales. Others have released so much album product that their increased grosses are not yet in proportion with costs and returns.

8. Similarly, in the singles area, some labels have been damaged financially, despite excellent grosses, by intemperate promotion policies, excessive free distribution and heavy returns resulting from overproduction.

9. Finally, and to repeat the initial conclusion, there's no major slump in the record business today.

32 Labels Gain, 27 Lose on 1959 Singles

NEW YORK—For every label which is complaining about the state of the singles business in 1959, there is at least one other label faring better than it did at this time a year ago.



A study of comparative statistics from The Billboard-N.Y.U. studies of record sales in retail stores shows that 32 important labels are ahead of 1958 in singles dollar volume during the first 20 weeks this year, running behind a year ago.

The 32 labels doing better this year include 23 which each earned at least 1/2 of 1 per cent of the total retail singles take in the first 20 weeks of this year, but did not do so in the same period of 1958. And it also includes nine labels which in both 1958 and 1959 did at least 1/2 per cent of the total singles dollar volume, and which also are currently well ahead of 1958 in total singles dollars.

Complaints about the business are most apt to be heard from the 11 labels which last year had earned at least 1/2 per cent of the

dollar volume but dropped out of that group in 1959, or from the 16 labels which achieved that share in both years but which are behind their 1958 singles take so far this year.

One of the reasons that some of these labels are not doing so well is the increased number of manufacturers dividing the total take. For example, in the first 20 weeks of 1958 a total of 35 labels divided the singles dollar from retail stores at the rate of 1/2 of 1 per cent or better for each company. In the same period this year, the number has increased to 48 labels.

Also drawing dollars away from the leading labels is the amount of business done by smaller labels which each fall under the 1/2 per cent share of total singles dollars. All of these labels grouped together, did a total of \$80,000 more in singles business at retail stores thus far this year than they did in the same period of 1958.

The full reports from which this data is derived named individual labels and their dollar volume, but this data, of course, is confidential and is for the exclusive use by the subscribers to The Billboard-N.Y.U. reports.

LP's Carry L. A. Ball

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their brains out trying to come up with product that will sell. We could all use a hit single right now."

Jerry Johnson, whose House of Sight and Sound in Van Nuys, Calif., is the top outlet in the San Fernando Valley area, said:

Sick Singles

"Sales are up 25 per cent over last year, altho they slipped some during the heat wave. Sales in our area were hit harder by the heat than elsewhere. When Los Angeles was having 103, the heat reached 124 in San Fernando Valley. However, that's a temporary condition. Despite this, business is still up over last year's sales."

Regarding singles: "Singles are sick. I don't know what has to be done to bring them back. Too much 'Top 20' exposure is killing sales of records I can see it in my own home. I used to bring home singles to my teen-age son for helping around the house. He listens to the radio. He used to take a record-carrying case with him full of the current hits when he'd go over to a friend's house for a dance. Now, the youngsters tune

in on a radio station and can hear the same music."

On product quality: "Too many albums are coming out. You can't concentrate on them as you used to. We used to pick a few albums and really work on them. It just isn't possible today."

Re Columbia's stereo single: "I'm afraid it's going to add to the confusion. Fact that it's for stereo only may save the market from total confusion. It would be well if we could have one speed, say like 33 1/3, but it can create quite a mix-up before that can happen."

Anent to singles price cut: "It's ridiculous that singles should be dropped in price. This is the most idiotic approach I've heard. If the price is lowered to 89 cents, it is more realistic because a buyer can pay the price of a single plus tax and still stay under \$1. But the idea that a kid will pay 59 cents or even 49 cents for a record that's already being overexposed on radio just doesn't make any sense. All that means is that we'll lose money. We'll have to hire more help, handle twice as many sales but still

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BLEYER HAMMERS Grammophon to SINGLES ANVIL Set U. S. Base

Launches All-Out Promo on Two Disks; Scores Price-Cut Talk

NEW YORK — One of the most energetic and expensive promotion campaigns ever launched on behalf of a release of single disks is being undertaken by Cadence Records chief, Archie Bleyer.

"I have no truck with all this talk about a soft market in singles, and the two new records, to which we're giving all this special treatment, I expect will prove that there's nothing wrong with the business that good records won't cure," Bleyer declared. Following the announcement of his plans for the two records — by the Chordettes and the Everly Brothers — Bleyer also denounced the talk, now prevalent in the industry, of price cuts as a solution to record business ills.

"I'm predicting before these records are officially released next week that the Chordettes coupling of "No Wheels" and "A Girl's Work Is Never Done" will sell two million and the Everly Brothers' side of "(Til I Kissed You" will go a million and a half."

Backing up his faith in the disks, Bleyer has spent upwards of \$3,500 on a special dramatized film of both sides of the Chordettes disk, which he expects will be used by TV jockey shows across the country. Bleyer will also dispatch two separate jockey disks of the Chordettes record. Each of these disks will contain two sides of the same title for jockey use.

Whirlwind Tour

On a whirlwind international tour, Bleyer was in Chicago Saturday (25) with his sales manager, Don Sanders, for showing of the Chordettes film to distributors there. Yesterday (26) he took off by jet for London and was due to show the film there this morning (27) to British Decca officials. Tomorrow (28) he will be in Hamburg for a special showing to the brass of Deutsche Grammophon. He's due to return to the States Wednesday. Tho no film was prepared for the Everly Brothers recording, the disk was due for its own heavy exploitation at all these meetings. While Bleyer was in Europe, Sanders was due for meetings with distributors on the West Coast and in New Orleans.

Explaining his faith in these disks and what he called "good records in general," Bleyer took sharp issue with those who see the solution to the industry's sales problems in a lower retail price.

"We're in the middle of a rising, inflationary economy," Bleyer noted. "The cost of manufacture of everything is going up. The theory behind selling in any field today leans to upgrading in price. People are more and more concerned with quality and they're willing to pay the price to get it. So why should we suddenly drop the price of records?"

"I don't think teen-agers are basically bargain hunters anyway. Of course, if they see something cheaper, they'll buy it maybe for a gag, but believe me, if you give them what they really want, they won't worry whether the price is 98 cents or 79 cents. It's easier to upgrade a teen-ager than an adult anyway."

"Do you remember the case of the Toni Home Permanent? When the Toni people first came out with it, they found they could actually afford to sell it for 25 cents. But they also found thru tests that nobody would buy it at such a cheap price. Buyers thought there was something wrong with it. So they sold it for a dollar or so and made a fortune.

"It's all part of the idea of cre-

ating a concept of value around your product. Discount operations have practically destroyed the value concept of the LP. Who can say what an LP is worth today? And by tampering with price, they can do the same thing to singles.

'Creativity' the Nub

"The trouble today is not price. It's the lack of creativity and thinking in making singles. And if creativity is absent long enough, kids may easily get out of the habit of buying and playing records. Then we'll all be in bad trouble. People don't buy foreign cars today because they're cheaper. It's because it's stylish to have one. And that's because people have been convinced that they must have a foreign car.

"Good records in the singles field will create the same urge to buy among the teen-agers. And without good records, even in a peak economy like we have now, it's possible that nobody would buy one single record. I'm happy that the business is supposedly bad right now. That will only help us sell these two new records, because we believe they're good."

On the international angle, it was the same Bleyer who early this year undertook a fast European safari in company with the Chordettes, the Everly Brothers, and Andy Williams. A number of personal "live" TV appearances were made by the group, which resulted in a solid upsurge in sales of the product in Europe.

TRADE WORDS TABOO FOR WNEW STAFFERS

NEW YORK — "New" is an unmentionable word at radio indie WNEW here. So are "flip," "cover" and "disk jockey." It's all part of station manager Jack Sullivan's policy of keeping his staff's on-the-air chatter "consumer-oriented" rather than tradey.

The name "disk jockey" is also taboo in all WNEW station promotion — newspaper ads, etc. Sullivan prefers "personalities." Jocks are permitted to refer to a "new album," but they can't talk about a "new single." "Just because a record is new doesn't mean it's best," opines Sullivan.

In line with this, Sullivan explained that WNEW screens each release on its own merits, and never plays a disk just because the artist's previous release was a big hit. Each deejay picks platters for his own show, subject to supervision for over-all balance and working within the framework of the station's programming policy, which rejects the more raucous rock and roll items and disks deemed of "poor musical quality." For example, Sullivan said they play Frankie Avalon, but won't play Fabian because his vocal quality is considered too poor.

Whereas at on time stations programmed differently in the late afternoon hours to catch teen-agers home from school, Sullivan said this condition no longer exists, now that crowded schools here have placed more than 700,000 kids on part-time shifts — some getting home at noon — others just leaving for school at that hour. Consequently, WNEW's programming consideration at practically every hour.

Mark Olds, formerly program director of KYW, Cleveland, joins WNEW as program director next week. Sullivan said Olds will immediately start work on a series of

NEW YORK — Gerhard Detlefs recently arrived here as delegate of Deutsche Grammophon, will remain for a period of one and one half to two years and establish a permanent American liaison office for that label. Detlefs is currently having talks with Decca, especially as regards that label's selection of classical releases from the Deutsche Grammophon line. He will also sign up indie labels for European distribution. Deutsche Grammophon distributes Cadence and other indies, and has recently signed up additional indies such as Laurie, Chancellor, etc. American material, Detlefs states, is considered a valuable adjunct overseas.

Detlefs during his stay will make a study of the American market, of merchandising and distribution techniques.

The executive, commenting on aspects of cultural interchange, noted that American jazz is a very important commodity overseas. He expressed the opinion however, that American classical music, by such groups as the Boston Symphony, could do an even more vital cultural job overseas, and he urged that more bookings of this type be scheduled. The sale of classical records has helped to pave the way for this; and such appearances in turn will help the sale of classical American disks.

Since Deutsche Grammophon is a subsidiary of Siemens, the giant electronic concern on the Continent, Detlefs' headquarters are in the Siemen's suite at the Empire State Building.

LP's Carry L. A. Ball

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end up with the same dollar volume."

Bill Denels, whose Denels Music on Hollywood Boulevard, two blocks closer to Vine Street, said: "We've had at least a 20 per cent increase over a year ago. I've just started discounting my inventory before we move our store, and this has really proved an eye-opener. It's boosting our sales even higher. I haven't made up my mind, but I'm y stock to discount policy at the new location."

"Singles sales have fallen off so drastically, it isn't worth the effort you put behind them. No dealer can afford to handle them to any degree. If you go into the singles business to any extent your profits will be cut. I won't handle singles unless they're guaranteed. Distributors and manufacturers are going to have to co-operate, so much of our profits are going down the drain with singles.

"There used to be a 5 per cent across-the-board return privilege even in the old 78 days. Our classical sales covered us on singles. Today, sure we have different plans now and then, but we need at least a 5 per cent return privilege. You can always get rid of an album — somehow — but there's nothing as dead as a dead single. The manufacturers are not pushing singles like they used to, and I'm coming to the conclusion that the kid business isn't the important business after all.

On product abundance: "They're coming out with a lot of product, but that's not a problem. You just have to be more selective. An LP is never dead. It's the dead singles you have to watch out for."

Back the Dealer

Regarding racks, etc.: "The sooner manufacturers realize the basic fundamentals of this business and return the record business to the record store, the sooner we'll all be better off. All the major record manufacturers are also in the equipment business. The racks and the supermarkets can't sell their equipment. The music store does. Why take away traffic from the music store when that traffic can pay off in sales in equipment and the other products which the record manufacturers make?"

"Singles are doing well, however since we stock component high-fidelity equipment. Our chief target is the adult buyer. When kids got out of school, however, we noticed a decided increase in singles sales.

"Too much product is offered. It's about 50 per cent too much. We end up ordering about 30 per cent of what's available.

General comments: Fact that we're heavy in the component business means that we move albums in bulk sales, particularly stereo product. We are also stocking up on four-track tape which Ampex (United Stereo Tapes) is now distributing and expect to do well with that product.

Gloom in Washington

• Continued from page 4

something they simply had to own." As an interesting sidelight, she noted that a question of personal affection for their records is a factor. "People love their records—which is why tape has had such hard sledding. They get attached to something, and they don't want to see any changes, even for the better, if it seems to cold and scientific." (The merchandiser who can re-awaken the affection of kids for "their own" records would make history in the industry at this point.)

The oversupply is hurting the album trade as well as the singles. How, asks Dan Zangier, are you going to sell three brand-new releases of Beethoven's Ninth coming out in a single month? "New and good releases are a necessity to the dealers, but not in floods. They can't keep up with it all."

The flooding is hardest on the smaller dealer who can't keep track of his inventory or his sales rate for different releases, from week to week, the way the larger outfit can. He is afraid not to buy the newer output, and in addition, has to buy at the higher prices, dealers pointed out.

Educating the public on a grand scale, in stereo, could put the record sales in much better shape next year, is the belief of spokesmen for Woodward & Lothrop department store, and Campbell Music. The public is still hesitant and confused about stereo. Only a strong promotion at national manufacturers' level can get them up to the counters in a receptive frame of mind, these record retailers believe.

Apropos of new developments, at least two Washington dealers interviewed believe that tape will replace the disks when the cartridges come out in volume. Dealers will shudder at the thought of the transition period, but tape spokesmen believe it's inevitable. "It would probably take a good many years—but tape is bound to win out simply because it has so many factors superior to disks."

Educating the listener to want music and want it at its best may be the gyroscope to settle the storm-tossed record industry. The retailers may one day win their battle with a "Remember the music!" one dealer believes, just as another war was won with "Remember the Maine!" Also, they think good dealer associations could be part of the answer—but so far, the common grief has not been enough to overcome individual tendencies to hedge, when it comes to facing up to manufacturers.

Cincy Not So Hot

By BILL SACHS

CINCINNATI — Howard Hancock, manager of the Song Shop, volumewise one of the top two record shops in town (Shillito's is the other), states that business, from a dollars and cents standpoint, is off about 10 per cent from last year. He stated that the record industry is presently laboring in a state of confusion and gave as his opinion that the record business will never be as sound as it was several years ago. Hancock sees nothing wrong in the price of packaged goods. He had no suggestion for the revitalizing of the singles business, adding that "the industry could cut the price, say to 69 cents, but that would have no beneficial effect in the long run. Speaking of stereo, he said: "Stereo is still in its infancy and as yet has failed to orbit. For one thing, the price of stereo is too high." Of record clubs and discount houses, Hancock said: "They are bound to hurt to a degree. However, when we sell a record we know we make a profit; the same can't be said for the discounters." He spoke of Columbia's new seven-inch stereo 33 $\frac{1}{3}$ as "really nothing new." "They tried it once before when they put out the seven-inch 33's to buck the 45's, and nothing happened," said Hancock. "The biggest outlet for Columbia's new

product seems to be the juke boxes," concluded Hancock.

Lou Epstein, manager of the Jimmie Skinner Music Center, popular downtown retail record outlet, says his business is off compared with the same period last year, but wouldn't cite figures. He blames the lag in singles sales for most of the disparity, with other lines holding steady, altho not up to the par of a year ago. His chief complaint was against the flood of singles on the market today. He also blamed the record clubs and discount houses for loss of business, especially in sales of the names on the major labels. "Today we merely serve as a showcase for the major labels' product," Epstein said. "The buyer comes into our shop to listen to the record and then goes out to buy thru the record club or from the discount house, and this hurts," Epstein stated. Epstein said that his stereo business is negligible. "There was a flurry at the outset, but it soon petered out," he said. Epstein had no comment to make on Columbia's new seven-inch stereo 33 $\frac{1}{3}$, saying he had no information on the new product.

Also interviewed Marion Booth, head of Shillito's record department. She advised that she could not give out any information regarding business or otherwise, especially on the phone.

HOT 100 ADDS SEVEN

NEW YORK—Seven new sides appear for the first time in this week's edition of the Hot 100. These are:

- 63. The Three Bells—The Browns, RCA Victor
- 67. I'm Gonna Be a Wheel Someday—Fats Domino, Imperial
- 95. Sleep Walk—Santo & Johnny, Canadian-American
- 96. So High, So Low—LaVern Baker, Atlantic
- 98. Half Breed—Marvin Rainwater, M-G-M
- 99. You Don't Know Girls—Kathy Linden, Felsted
- 100. Who Shot Sam—George Jones, Mercury

'Crawl' Turns Into Sprint

HOLLYWOOD — "The Caterpillar Crawl" seems destined to break out into a full-fledged disk race, now that Dot Records acquired national distribution to the original recording on George Brown's Titan label. It all started two weeks ago when Brown, co-author of Demon Records, decided to launch Titan Records (he is sole owner of the label) by recording a group tagged the Strangers in a novel rhythm instrumental, "The Caterpillar Crawl." Taking the cautious approach, Brown decided to release it first in the Southern California market.

Disk proved an immediate action getter, and the excitement created by the single spurred several labels to bid for the master, among them Kapp Records. While Brown mulled the advisability of turning over his master to another firm, Kapp decided to cover the original Titan release.

Brown thus faced the prospect of being blacked out from all other markets where his disk had not as yet been released. On Thursday (23) Brown concluded a national distribution deal with Dot's Randy Wood. Dot will distribute the "Caterpillar" original under the Titan label.

Thus, Titan's "Caterpillar" is heading eastward (via Dot's distribution steam) while Kapp's "Caterpillar" is heading westward — both in an all-out race for all markets.

KWK Makes Local Movie Promo Tie

ST. LOUIS — Station KWK will salute the movies from August 2 thru August 16 via a promotional tie-up with every motion picture exhibitor in the Greater St. Louis area — nearly 100 in all.

The station has alerted local distributors to screen their stocks for albums featuring movie tunes of the past 30 years, since KWK's programming will place strong emphasis on picture scores round-the-clock thruout the two-week drive.

In return, local film exhibitors have made up (at their own expense) a 60-second movie trailer, calling KWK's "Movie Musical Salute." Local theaters will screen this trailer (indoors and in drive-in) and also plug the KWK stunt with prominent lobby displays. At the same time, local dealers are adding special album displays around the movie music theme.

In addition to spotting movie music on every show, KWK is showcasing Academy-Award tunes and other movie songs during the 11 a.m. to noon portion of "Hi Fi Showcase" on Sundays, August 2, and 16, with program director Newsome serving as spokesman for the movie industry on each show. Newsome will also interview (via tape) top motion picture stars.

AUDITION
A new selling force
...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH
IN THE BILLBOARD

Sill-Hazelwood Prep Duane TV Drama Series

HOLLYWOOD—Pilot TV film has been completed starring top-selling Duane Eddy in a series named after his disk, "The Quiet Three." Series is a whodunnit with Eddy portraying a bandleader. Film is going back to New York next week following final editing for screenings by network officials. It is being considered for national sale as a midwinter replacement.

It is being produced by Lester Sill and Lee Hazlewood, the song-writing, music publishing (Gregmark Music, BMI) which have been producing Eddy's disk clicks for the Jamie label.

The Sill-Hazlewood combine has chalked up an enviable batting average since it went into business in May, 1958. Pair started off with a total capital of \$209 and earnings this year will be in six figures. As independent disk producers, they reap a royalty on all their disk sales so far, virtually all their platter productions have hit the charts.

This, coupled with the fact that most of Duane Eddy's disks include original material penned by Eddy and Hazlewood and published by Gregmark, keeps the pair's earnings climbing.

The TV film show marks their initial entry into the video field. While the whodunnit series is a dramatic show, it will tie-in with the pair's music activities. From time to time, selections performed by Eddy in the series will be released in disk form. TV plugs will help the disk sales while radio deejay plays will be aimed at boosting the series' ratings.

Capitol Inks 8 New Acts

HOLLYWOOD — Capitol Records last week signed Muzzy Marcellino and seven other artists to exclusive recording contracts. Conductor, arranger, guitarist, vocalist, whistler ("The High and the Mighty" theme) Marcellino for a long time has been musical director of Art Linkletter's CBS-TV network "House Party" show. Other artists joining Cap's roster include Cathie Taylor, 15-year-old folk singer; the Polka Chips and vocalist Gary von Ilg, the Busy Boys, composer-arranger Bob Alwood, and Young Jessie. Capitol also has picked up its option on Richard Cannon to sign a long-term pact with the vocalist.

Burrell Gets New WB Post

BURBANK, Calif.—Bob Burrell has been appointed to a newly created position at Warner Bros. Records, that of national single sales manager for the company. He will headquarter out of Burbank and will report to sales chief Hal Cook in New York. Burrell's job will be concerned with keeping the field forces informed about the firm's upcoming single releases, sides to be worked on, records to be pushed, etc. He has been with WB for the past year after a long stint at Columbia Records.

DEALERS IN FLORIDA & MASSACHUSETTS

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Is The First Program That Really CREATES CUSTOMERS

DOMESTIC SERVICE	
Check the class of service desired at service (this message will be sent as a full-rate telegram)	
FULL RATE TELEGRAM	
DAY LETTER	
NIGHT LETTER	

WESTERN UNION
W. P. MARSHALL, PRESIDENT

INTERNATIONAL SERVICE	
Check the class of service desired, whether the message will be sent at the full rate	
FULL RATE	
LETTER TELEGRAM	
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I ENTHUSIASTICALLY ENDORSE YOUR NEW PROGRAM AIMED EXCLUSIVELY FOR THE INDEPENDENT RECORD RETAILER. OPERATION TRAFFIC BUILDER SHOULD BE A GREAT STIMULANT TO OUR BUSINESS DURING AUGUST.

—MIKE SPECTOR, SPEC'S, CORAL GABLES, FLORIDA

ENTHUSIASTICALLY ENDORSE YOUR TRAFFIC BUILDING PROGRAM. GET ME THE CUSTOMERS, I CAN SELL THEM.

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THE ROCKIN' LADY (FROM NEW ORLEANS)

"THE
ROCKIN' LADY"
(FROM NEW ORLEANS)
PENNY CANDY
FLIPPIN' 201
DISTRIBUTED NATIONALLY BY
LAURIE RECORDS,
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NEW YORK CITY

(FROM NEW ORLEANS)

HOT 100 'STAR PERFORMERS' CORRECTIONS

CINCINNATI — The following are the sides that should have been listed as "Star Performers" on last week's Hot 100 chart.

A Big Hunk o' Love—Elvis Presley, RCA Victor; Ragtime Cowboy Joe—David Seville and the Chipmunks, Liberty; My Wish Came True—Elvis Presley, RCA Victor; What'd I Say—Ray Charles, Atlantic; Here Comes Summer—Jerry Keller, Kapp; Sea of Love—Phil Phillips, Mercury; Small World—Johnny Mathis, Columbia; It Was I—Skip & Flip, Brent; Till There Was You—Anita Bryant, Carlton; Ten Thousand Drums—Carl Smith, Columbia; What Is Love—the Playmates, Roulette; Lonely Guitar—Annette, Vista; Thank You Pretty Baby—Brook Benton, Mercury; Crackin' Up—Bo Diddley, Checker; To a Soldier Boy—The Tassels, Madison; I Still Get Jealous—Joni James, M-G-M; Rockin' in the Jungle—The Eternals, Hollywood; Sugaree—Rusty York, Chess; With All My Heart—Brook Benton, Mercury; Mona Lisa—Conway Twitty, M-G-M; Cry—The Knightsbridge Strings, Top Rank.

ARD Hook-Up Pays Off for N. Y. Dealers

NEW YORK — The New York Association of Record Dealers is paying off for the 367 members enrolled in the organization according to Si Bondy, head of ARD here. He says that distributors are showing a lot more co-operation to dealers who are members of ARD than the dealers used to get. Bondy said that a dealer who might have had a rough time in getting distribut to take back returns or issue a credit for instance, are getting quicker action after joining the ARD.

Bondy indicated that this bears out the theory that in union there is strength. He pointed out that ARD Committees check on dealer problems with their members and then the committee meets with distributors to explain these problems. This tactic has helped get a better area of co-operation between dealer and distributor.

The ARD will hold its next dealer meeting in August in New York City. At that meeting the dealers will consider the possibility of co-operative advertising, where all the dealers will take one big ad and then list the names of all the member stores.

33 Packages On Mercury Aug. Agenda

CHICAGO—Twelve new titles comprise Mercury's August 1 album release, all being issued in monaural and stereo. In addition, nine established monaurals are being released in stereo version, bringing to 33 the total number of packages in the shipment.

The new mono-stereo numbers are by Patti Page, Sarah Vaughan, Ralph Marterie, J. L. Cook, Harry Arnold, Shay Torrent, Peter Palmer, Jimmy Cleveland, Joe Saye, Terry Gibbs, the London Symphony and Philharmonica Hungarica.

Folkniks Tab Newport Folk Bash Huge Hype for Clan

NEW YORK — The first annual Newport Folk Music Festival, which was staged earlier this month a week following the more renowned Newport Jazz Festival, "has done for folk music what John Hammond's 'Spirituals to Swing' concert of 1939 did for jazz," according to Israel G. Young, well-known Greenwich Village authority on the subject, and proprietor of the Folklore Center in that section of Manhattan.

Young, who claims to be the coiner of the term, "Folknik," which is used to describe fans and artists of folk music alike, hails the fact that as a result of the Newport affair, "folk music is no longer an esoteric art belonging to the Southern Mountains and other assorted cultural pockets in America." As tho to back up his faith in the surge of folkdom, Young will inaugurate publication of a new magazine, known as Folk Music Guide USA, in September. The paper will list all folk events, concerts, festivals, club dates and college appearances of folk artists.

Returning to the subject of Newport, Young said that altho the project was a financial loser this year (attendance was pegged at about 12,000) sponsors Louis Lorillard and George Wein were encouraged that, properly promoted, a repeat of the event next year would be a success.

More than 1,000 attended a symposium on folk music on Sunday morning of the festival to hear

Peterson to UST Post

HOLLYWOOD — Jimmy Peterson last week was appointed dealer service manager of United Stereo Tapes, and resigned his position as manager of Capitol Records Distributing Corporation, Detroit branch, to join the Ampex audio subsidiary. Peterson's duties at UST will encompass being in charge of its national order desk at the Sunnyvale, Calif., headquarters, heading the firm's distribution facilities in Hollywood and Omaha, handling dealer service and sales co-ordination.

Peterson will have his operations at Sunnyvale and will report to Bill Muster, UST's marketing manager.

He comes to UST as a well-seasoned veteran after a decade with Capitol. He started his CRDC career as a salesman in its Detroit branch. He was later named manager of its San Francisco branch. He was assigned to open CRDC's Des Moines branch. He was then promoted to manager of the Detroit branch, heading the office where he first started with the firm.

Peterson's appointment is effective immediately. He expects to move his family to the Coast within a month.

Nat Goodman Joins Merc

CHICAGO — Nat Goodman, manager of the Diamonds, has been appointed to the a.&r. staff of Mercury Records by Art Talmadge, vice-presy. He will take charge of singles supervision on the West Coast, freeing Pete Rugolo to concentrate on album sessions. In addition, Goodman will direct sessions by the Diamonds, regardless of their location.

Goodman, a former symphony musician in Toronto, has become widely noted since his success with the Diamonds for picking off-trail hit material.

Moses Asch, operator of Folkways Records, make a strong plea that fled by the methods that bedevil the pop recording industry today.

On a Saturday afternoon workshop session, Frank Hamilton, of Chicago's Old Town Folk Music School, discussed the styles of the great folk instrumentalists of the day. Sonny Terry was then invited to sing by Pete Seeger and according to Young, "a glorious jam session ensued in which performers took turns on breaks 'Poor Howard'."

Also on the folk scene, it has been learned that a three-day folk bash is in store for Labor Day weekend at the Music Tent of the Empire State Music Festival in Pikes Interstate Park.

Fields Named Everest Pop A.&R. Chief

NEW YORK—Jerry Fields has been appointed director of pop a.&r. at Everest Records. He will wax the label's single pop disc and will also handle purchases of outside masters. Fields, who was formerly the New York rep for Cameo Records, and is a former pop leader, will hold an open house once a week for all comers.

Appointment of Fields to the pop a.&r. slot is the latest in a series of recent changes for the Everest label. Ted Wallerstein came in as over-all head of the firm a few months ago, and Charles Schicke is now sales chief for the firm after many years with Epic Records.

French Lick Jazz Jumps

CHICAGO—The French Lick Jazz Festival, skedded for July 1 to August 2, sponsored by Sheraton Hotels at its French Lick, Ind. inn, has already assured itself of whopping growth over its sizable attendance of last year. A week before the start of the bash, according to a Sheraton spokesman, more than 18,000 tickets were sold. The figure equals last year's total gate. For the four-night show, total capacity is 32,000.

LUNCH MUSIC SOOTHES SOLONS

WASHINGTON — Music is being used to ease the tensions of U. S. Senators.

Lunch-hour concerts, sung by the Air Force "Singing Sergeants," are now being conducted in the new Senate office building. Performances of the 21-voice male chorus were planned by Martin D. Roderick, amateur impresario, who wants to "get people to relax around here." Senators and employees are "going at high tension all the time," he said.

Roderick, who works as a registry clerk in the Senate Post Office, claims that he and Tom Fox, a colleague, began the music idea several years ago with concerts at Easter and Christmas.

Some 400 persons enjoyed the half-hour concert given by the "Sergeants" last week in the 552-seat auditorium of the Senate building. Earlier, there were performances by the Army Chorus, the Sea Chanters, and an accordion ensemble.

TV REVIEWS

Time Lack Mars Menotti Potpourri

Ed Sullivan bounded thru the little Umbrian town of Spoleto last Sunday (19) in a 60-minute race to present Gian Carlo Menotti's chi-chi "Festival of Two Worlds." Bounding along with him were Eileen Farrell, Sir John Gielgud, Nora Kaye, Menotti himself and assorted ballet and modern dancers, puppets, actors and choruses.

Menotti, in an interview with Sullivan, laudably explained that the fest's underlying philosophy was to show the best of Europe to Americans and the best of America to Europeans. Sullivan's praiseworthy effort to show it all to CBS viewers was handicapped from the start because of the time factor.

Miss Farrell came off well in a terrific rendition of "The Sunny Side of the Street," which she sang for the ailing Armstrong with Satchmo's band. Her other stint was a stunning rendition of "Pace, Pace, Mio Dio." Sir John Gielgud offered an all-too-brief sampling from his successful "Seven Ages of Man." An excerpt from Tennessee Williams' "Night of the Iguana," without preamble or explanation, was incomprehensible, tho the familiar aura of decay was present to mark the master's work.

Snatches of opera, ballet, modern dance and oratorio rushed thru the hills where Hannibal's elephants roamed so many years ago, but far too quickly to leave any impression other than breathlessness. For good measure, the stanza included the TV debut of a new Italian club singer, Ornella Vavone, who sounds like a female Domenico Modugno. All in all, a strenuous evening, with some beautiful shots of a town that must be peaceful when the tourists are gone.

Bernie Hodes.

NIGHT CLUB REVIEWS

Basin Street East Line-Up Solid

Ralph Watkins' Basin Street East (Manhattan) club, opened a new summer policy Thursday (23) with a threesome of acts which should pull solid business for the Thursday-Friday-Saturday-only operating policy. Included in the current layout are the Hi-Lo's, the Kai Winding Septet, and Lennie Tristano's Quintet.

The Hi-Lo's, absent from the club scene here for a year, are sporting a replacement in Don Shelton, who moved in for the departed Bob Strasen. Shelton sings as high as tenor Clark Burroughs and blends nicely with the lads in their nifty and familiar harmony stylings of "My Sugar Is So Refined," "Stars Fell on Alabama," and "Life Is Just a Bowl of Cherries." Burroughs does his usually fine solo on the beautifully handled "Black Is the Color of My True Love's Hair." Shelton shows the result of a lot of painstaking work rehearsing with the group.

Also on the stand, as a holdover from the previous bill is the Winding outfit, one of the most swinging around. The four trombones playing from arrangements develop a great ensemble harmony sound on numbers from their "Swinging States" Columbia album like "Louisiana," and "Stars Fell on Alabama," plus the "Can Can" standard, "It's All Right With Me." Winding has a strong asset, too, in pianist Bill Rubenstein.

Rounding out the bill is the Lennie Tristano Quintet, which features Warne Marsh on tenor and Lee Konitz on alto. Konitz blows fine, but Marsh's long-extended out type choruses might have been curtailed in favor of more spotlighting of Tristano on piano, who seemed to be somewhat submerged in favor of the sax men up front on the stand.

Ren Grevatt.

Twin Set Debs
Bing's Label

HOLLYWOOD — Si Rady last week concluded recording the double-LP album which parallels Life Magazine's seven-part "How the West Was Won" series. Recording is first to be made on Project Records, Bing Crosby Enterprises subsidiary label headed by Rady.

Life is currently pre-testing the package in various markets to determine whether it will sell it via mail-order to its 6,000,000 subscribers supported by ads in its magazine or whether it will turn it over to a major record company for distribution. If Life decides to handle the album's sales, it will mark the first time that it offered its readers disk merchandise. (It has enjoyed considerable success

with special book offers based on its series — i.e. "History of Man," "History of Religions," etc.)

In addition to the two LP's, the de luxe package will consist of a book containing an adaptation of the seven articles recently completed in the magazine. The book will also feature key illustrations which had appeared in the magazine series.

Rady's recordings boast an all-star cast: Bing Crosby, Rosemary Clooney, Jimmy Driftwood (permission of RCA Victor), Mormon Tabernacle Choir (permission of Columbia Records), with Burl Ives as narrator (permission of United Artists), Bob Thompson is arranger and conducts the orchestra. Advisors on Project's project include Alan Lomax, Beth Hawes, and folklorist Sam Hinton, Dr. Lucas Foss (UCLA's Music department) and Jimmy Van Huesen.

Package will be sold for less than \$10. It is contemplated that after Life Magazine has completed its use of the album, Project will make arrangements for regular record dealer distribution as well as its sale thru one of the existing record clubs.

Rady feels this package will remain as a definitive musical anthology of Americana. Current market trends, he said, point toward an ever increasing demand for folk flavored music.

Rady told The Billboard that upon completion of the Life Magazine package, five other projects are currently in his hopper and that production will soon get under way on these.

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I ONLY HAVE EYES FOR YOU

THE FLAMINGOS - GONE

TWO FOR THE CHARTS!

THE VOXPOPPERS

"A BLESSING AFTER ALL"

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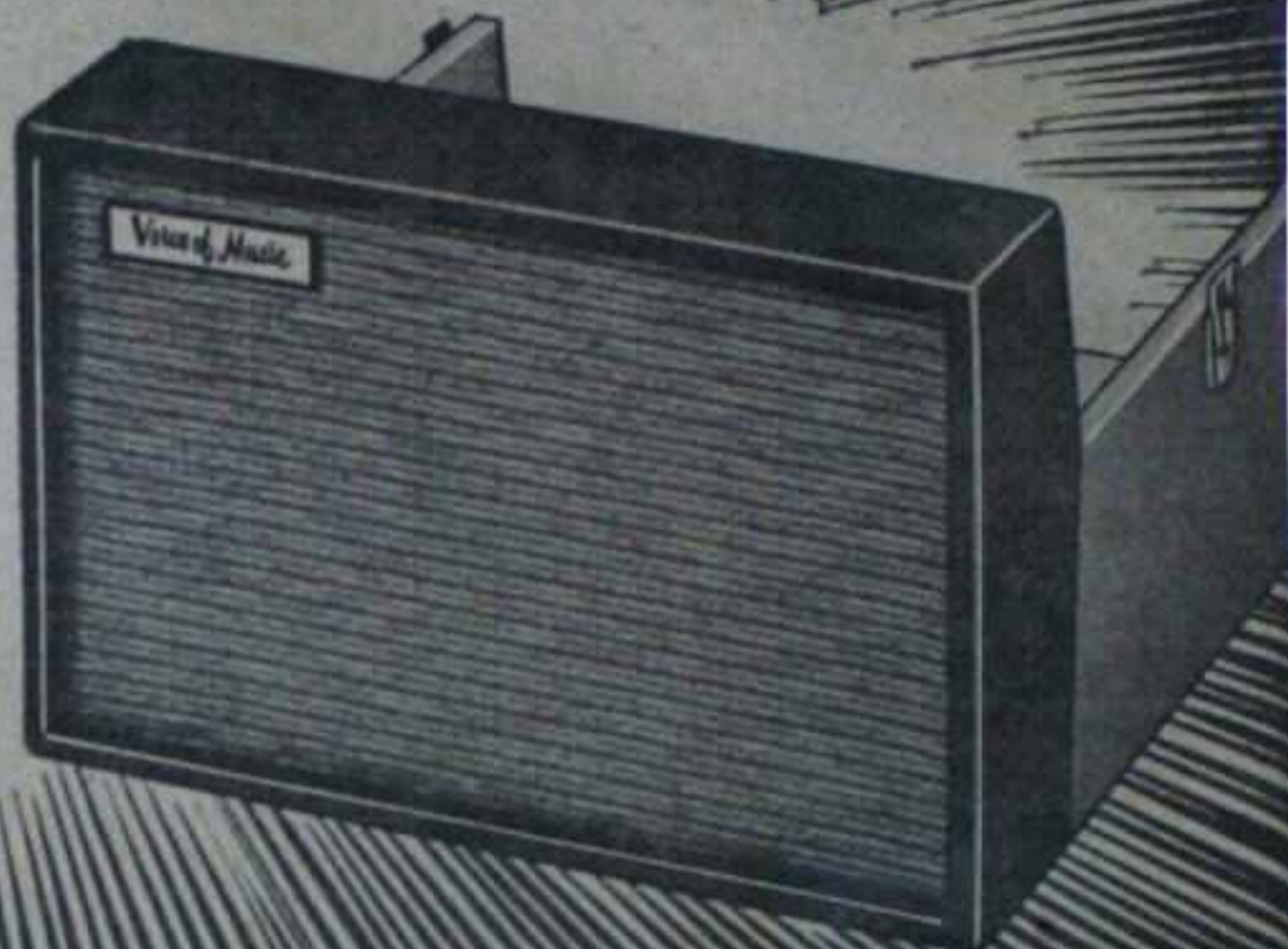
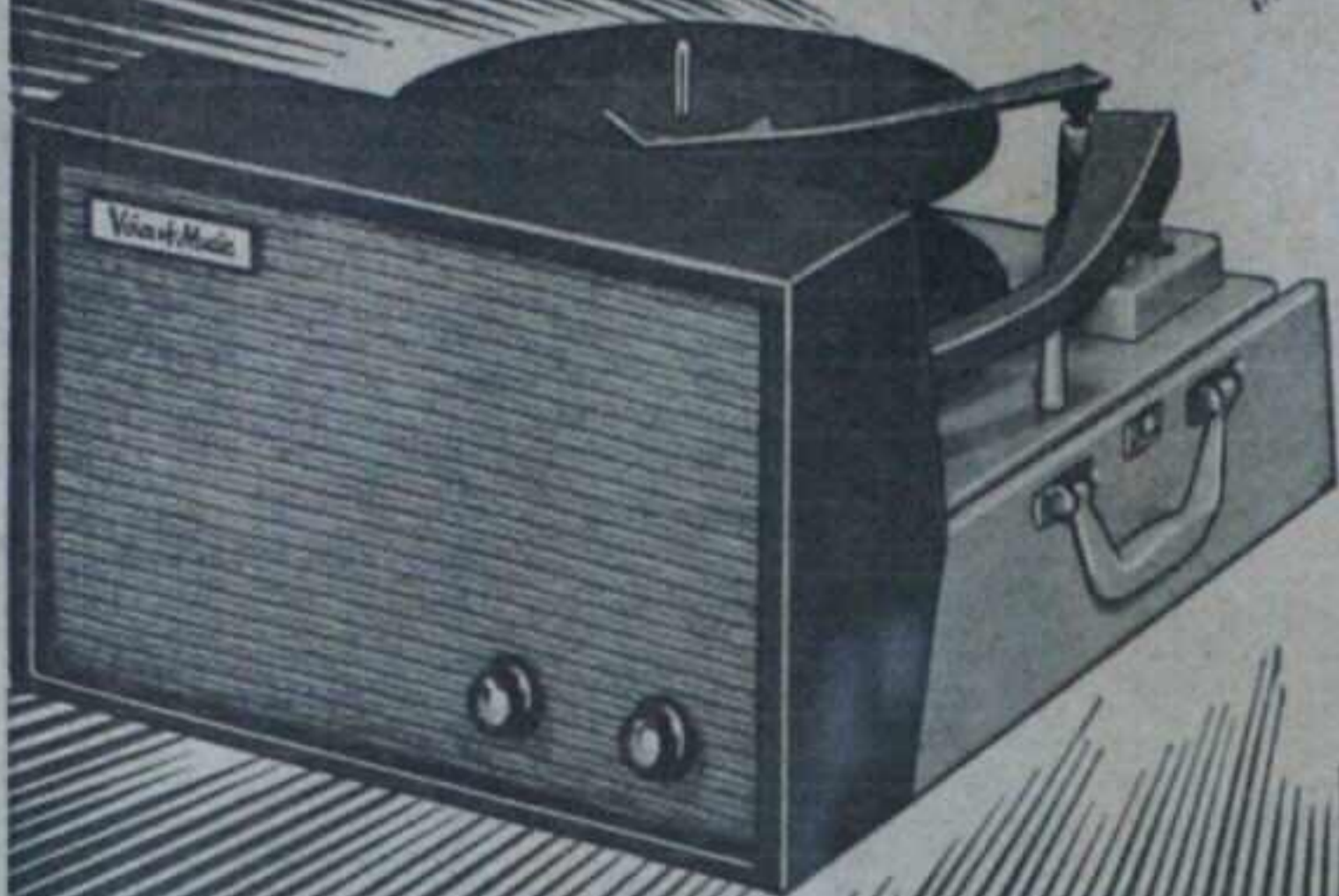


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SOMETHING REALLY NEW!
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JULY 27, 1959

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THE BILLBOARD

11

Audio Feedback

By RALPH FREAS

LEVEL RAISED?

"The component high fidelity manufacturer has been responsible for raising the general quality level of all phonographs. The people who make packaged sets tell me this themselves," George Silber said the other day.

Silber is the president of the Rek-O-Kut Company, long-time maker of quality turntables for the hi-fi market. He has a well-earned reputation for directness and not mincing words.

"Look at the ads on those packaged phonos. You'll see specs about the amplifier output, the size of the speakers, the frequency response and all the rest of it. You wouldn't see that if the consumer hadn't been trained to look for them by component manufacturers."

It should be noted that Silber is Chairman of the Board of Directors of the Institute of High Fidelity Manufacturers. He is more than a little proud of the strides taken by the component hi-fi industry in recent years.

HI-FI AND THE AUTO MAKERS

"The situation that component manufacturers find themselves in with respect to packaged phono people reminds me of the automobile business," Silber continued. "They have their hobbyists too — the 'hot-rod' kids. Years ago when a person bought a car, all he wanted to know was how much horse-power the engine had. But the hobbyists want to know all kinds of other things. Like torque. Nowadays people rate one car against another by the amount of torque. And the manufacturers vie with each other in giving the customer specs on things they never would have thought of years ago."

But if the packaged phono people moved somewhat in the direction of the component manufacturer, the component people have similarly moved toward packages. They are making the move by shooting for better looking units. And they are also recommending that the dealers put components in furniture and sell them as a unit.

WHAT ABOUT QUALITY?

The day isn't long past when the hi-fi hobbyist wouldn't be caught dead with an amplifier, turntable and speaker in the same cabinet. And the manufacturer traded on this in selling his equipment as separate components. The reason, coincidentally, was a condition from which this column took its name. It's called "audio feedback." It simply means that mechanical vibrations caused in reproducing sound thru a hi-fi rig could be picked up by the sensitive needle and cartridge and fed back thru the amplifier. It's like a cat chasing its own tail. If you mounted a speaker, in the same cabinet as the turntable, the chance of this condition occurring was increased.

We tossed the question at George Silber. Why the about-face? Time was when a packaged phono manufacturer couldn't show his wares at the hi-fi shows dominated by the component boys. Now, they are free to exhibit. How come? And more than one component manufacturer, Rek-O-Kut included, will be showing complete high fidelity packages at the upcoming New York show (October 5 thru 10).

"Our cabinets will be solidly built," Silber said, "and we'll insulate one unit from the other. The speakers will be suspended in a way to minimize feedback. It won't be a serious problem."

NEW MERCHANDISING TACK

"Ten years ago," Silber pointed out, "the hobbyist couldn't care less about the appearance of his equipment. He just wanted to know what it would do, how it would sound. To this day, many hobbyists don't care about looks."

"But the high-fidelity manufacturers have grown in the intervening years. We have big investments in plant and equipment. Because we've grown, we have to see that the market grows too. We can't live on hobbyist buyers alone."

"This industry has to go into styling to satisfy Mrs. Consumer. As a result, big speakers are dead. And we're turning from engineers to industrial designers. People didn't know what to do with components, so we're giving them cabinets. The prevailing idea in speakers today is that they have to be seen as well as heard."

CABINETS RULE THE DAY

In Silber's view, phono-record dealers can enter the high fidelity component field most easily via the furniture route. A number of furniture firms specialize in building "cases" to handle audio equipment.

"Take department stores, for instance," Silber said. "They can handle these 'cases' in many different styles. They sell the 'case' and they sell the components to go into it. The installation can be done by an XYZ service which takes care of the service guarantee. In a sense, the store is a phono manufacturer without any union or labor problems. This system also takes care of obsolescence because, when something new comes down the pike, it isn't necessary to put in a complete new system. Just change the component."

(Continued on page 13)

AND THINK OF ALL THE CHEESE YOU CAN SAVE!

NEW YORK — An important by-product of high fidelity is rat-proofing, according to an item in the June issue of Popular Mechanics. If a system can be made to toss out ultrasonic signals, it'll also chase away rats.

A Cleveland firm developed such a system and used it in an airport office that was overrun by the pests.

"First annoyed, then highly agitated, the rats were gone in 72 hours," said Popular Mechanics.

The system was pitched so that it didn't bother humans or pets.

TRAFFIC-BUILDER

Clips Build Good Will for Stereo Shop

MEMPHIS — Capitalizing on the fact that everyone enjoys reading complimentary notices about themselves in newspapers has been a goodwill-building program for many years at Perel & Lowenstein, stereo dealers here.

The plan, developed many years ago by Phillip Perel of the management, is strictly non-commercial and as such, actually carries more commercial weight than the average sales winner or direct mail piece.

As the plan operates, Perel & Lowenstein maintains a daily check of all daily newspapers published in the Arkansas - Mississippi - Tennessee area which the city centers, and clips out scores of complimentary paragraphs and items concerning local people. Perhaps it is a squib from the news pages, calling attention to an award won by a local scoutmaster. Or, from the society column, there may be a paragraph detailing a luncheon given by a local hostess. Occasionally, there are complete articles about farmers who have won recognition, families who have taken unusual vacations, etc.

The items are carefully clipped out of the newspaper, and pasted into a folder resembling a Christmas card. This is slipped into an envelope, and addressed by hand.

(Continued on page 13)

N. Y. Hi-Fi Show on Way To Sell-Out

NEW YORK — Already 86 exhibitors have signed up for the 1959 High Fidelity Music Show to be held in New York, October 5 thru 10, at the Trade Show Building. The exhibitors have contracted for 115 display rooms. Balance of available space is expected to be allocated within a month, according to Abe Schwartzman, executive of the IHFM.

Special feature of this fall's show will be five display rooms "done" by members of the American Institute of Decorators to emphasize decor advantages, of high fidelity components.

"Dealer Day" at the show will be Monday, October 5th, at which time the exhibits will be open from five p.m. to 10 p.m.

DEALER LEARNS:

To Sell Recorders, Sell Their Benefits

DENVER — Making it a point to seek out unusual uses for tape recorders and suggesting them to tape recorder prospects has had a lot to do with the sale of 150 units per year at Murphy's, appliance and record dealership here.

Ted Murphy, owner of the store, is a tape recorder fan himself, owning fine stereo and high-fidelity equipment. Music, however, is only one of the uses to which he puts his recorders. "People can have a lot of fun with tape recorders above listening to music, and recording their own voices," he said. "We have found a lot of examples in our own experience."

Real Estate Prospect

Perhaps the most unusual employment of a tape recorder which Murphy has ever encountered, came when James Duncan, a Denver real estate salesman, asked Murphy to rig up an in-car and a tape recorder with an electronic timer in his car. At first, Murphy thought that Duncan merely wanted to record sales messages, reports, etc., in the automobile, rolling or standing still. The timer, however, didn't fit into this picture.

On querying the real estate salesman, he first met with a little resistance. Finally, the real estate man revealed his plan. What he wanted, he said, was a recorder which could be installed out of

sight in the trunk of his car, with the microphone behind the cloth speaker of the car radio, and with a switch which would operate the inverter for periods of anywhere from five to twenty minutes, merely by flicking a switch. Murphy, highly interested, wanted to know why.

Eventually, the salesman admitted. (Continued on page 13)

Quick-O-Matic Disk Storage System Bows

NEW YORK — A new record storage system, the Quick-O-Matic, will soon be distributed nationally to record-music dealers. Units are manufactured by the Howard Company, Chicago.

The system consists of three elements: (1) the Add-A-File, (2) albums in which the Add-A-Files are stored, and (3) a record and file numbering system.

The Add-A-File is an envelope and pocket which holds the record. The record is placed in the pocket and rotated into the envelope. To find a record, the number of the disk is first found on an index. The corresponding numbered tab on the Add-A-File is pulled from the album and there's the record. Each Add-A-File closes automatically to seal out dust and reduce the danger of scratching, warping and breaking.

Add-A-Files can be bought separately as the user's library increases. The complete Quick-O-Matic Album retails for \$9.95. This includes one album, 30 Add-A-Files with 20 file numbering tabs already attached and 20 numbering stickers to affix on the records themselves. Album holds up to 25 Add-A-Files. A special feature is room for storing the original album covers. This was done for fans who like to refer to the liner notes.

The Howard Company believes that their storage system encourages disk collecting and can lead to extra record sales for dealers who sell the Quick-O-Matic.

Duotone to Continue 20-20 Deal

NEW YORK — Duotone is extending their 20-20 deal, introduced to dealers in Chicago last May. Dealers can order the firm's replacement needles under the plan for the balance of the summer, says Steve Nestor, Duotone prexy.

Tied in with the firm's 20th anniversary, the deal provides an assortment of five monaural, and five stereo diamond needles plus five stereo sapphires. There is no limit to the number of deals a dealer can order. The assortment is packaged in a special display box with plastic cover and carries a special dealer bonus.

Philco Shows AM Stereo System to FCC

NEW YORK — Philco has demonstrated a system of AM compatible stereo broadcasting here with the co-operation of the American Broadcasting System's local outlet, WABC. Special FCC approval sanctioned the broadcast demonstration.

The Philco system is compatible and doesn't affect regular AM broadcasts. Firm is ready to market the stereo receivers as soon as the FCC approves standards for the new broadcasting method. The FCC has been asked to approve a 90-day extension for programming tests.

Philco's system is known as the Single Station AM Compatible Stereo. It has no effect upon the range of the broadcasting station, its frequency or its standard monaural signal. It sends out a dual signal which is picked up by the

radio receiver and channeled into two separate speakers. Speakers are placed in a room in the same manner as those of a stereo record or tape playing system.

Armin Allen, Philco vicepres in charge of the demonstration, made a point of the fact that the system doesn't obsolete the millions of radio receivers now in homes and autos. Receivers used in the demonstration were the standard Philco radios especially adapted to bring in the dual signal.

The broadcast was monitored by an FCC team in Newark, N. J. The team, headed by Commissioner Robert T. Bartley, has the responsibility of investigating new broadcasting methods to determine whether they will enhance broadcasting in the U. S. The FCC sets standards, based on their findings.

**THIS ONE
IS BOWLING THEM
OVER!**

**BEEER
AND
SKITTLES***

by the DOUGLASAIREs

ORCHESTRA DIRECTED BY LEW DOUGLAS

TODD 45-1033

*An age-old expression of carefree fun brought up to date in a happy song with a barrel of CASH APPEAL!

AURAPHONIC SOUND

TODD

RECORDS

101 West 55th Street, New York 19, N. Y.

Sell Recorders' Benefits

Continued from page 11

ted that he wanted to do a bit of "electronic evesdropping" on his prospects, seated in his automobile, during the usual drive from one home to another looking at houses. The salesman, after showing the house to a husband and wife combination, for example, would seat them in the car, ready to leave, and then "remember something" which would result in him leaving the automobile for a trip back to the house for five minutes or so. Flicking on the switch, he would thus record everything which the couple in the car had to say, and get a true perspective on the sales possibilities existing. Later in the day, he would listen back to the tape, and could tell accurately whether there was any point in following up on any particular home.

"This was a clever application," the Denver dealer said, "and since there was nothing illegal about it, I was glad to comply. Duncan, incidentally, told me that he sold at least a dozen extra houses in the first three months, using this equipment, since he was able to concentrate on the right houses with the right customers."

Not all off-beat applications of tape recorders are such happy ones, Murphy confided. In one case, he installed a microphone in an electric clock, so that a couple who gave many parties, could keep the recorder going out of sight under the bed, and record the comments of guests, when putting hats and coats in the bedroom, on entering and leaving.

"The customer's wife listened to the tape, heard a few comments about her housekeeping she didn't enjoy, and that was the end of that," Murphy said.

Free Records

A puzzler came when a customer bought a light-weight, but high-quality tape recorder, and then asked Murphy to design a small folding tripod which would hold the microphone about two feet above the floor, rigidly enough that it could not be kicked over carelessly. Here again Murphy was puzzled, until he found that the recorder owner habitually took the recorder with him into bars, taverns, restaurants, or wherever high-quality juke boxes are installed, and "recorded his music from the juke box."

In this instance, the Denver dealer was willing to comply, of course, but he pointed out that on most juke boxes, there are output jacks which would make it possible to simply "plug in" the tape recorder, and get much more faithful reproduction of disc music, without the chatter of other customers in the bar, and similar background noise. This resulted in the sale of not only a specially-rigged tripod, but a \$360.00 tape recorder as well.

Finally, Murphy delights in

showing a foot switch and other "business machine attachments" to as many prospect customers as possible. Altho most tape recorder buyers know that the tape recorder has some practical application such as this, few of them can see how it would fit into their own operations. By dictating some typical letters in advance, and keeping a foot switch attached to a standard tape recorder, Murphy can demonstrate quickly the "start and stop" principle to keep both hands free for typing. And he'd point out that a seven-inch reel of tape will soak up "just about all of the letters, memos, reports, etc., which a businessman can dictate in a week."

There is also advantage in the fact that there is no extra expense for media such as one-time discs, belts, etc., which are used in most office dictation machines. Once Murphy has gotten this fact across, and points out that a stereo recorder can be used as a business machine just as well as for music reproduction, its usefulness is magnified in the customer's eyes. The final results are always good.

Hi-Fi Banner Pulls 'Em In

NEW YORK — The Sargent-Rayment Company has begun distribution of a new sales aid to spark high fidelity component sales. It's a four-foot-by-eight-foot banner in three colors. The banner wasn't designed to plug the Sargent-Rayment products but simply carries the message, "Hear Component Hi-Fi Stereo, Phonic Demonstration."

The firm has found that the sign is particularly effective in attracting the attention of motorists. Because of its size. In a special try-out at a retail store, customers, inquiries were logged. The sign, it was found out, resulted in pulling in six new customers a day. All were hi-fi novices and 75 per cent were motorists, who saw the banner from their car windows when they were traveling to or from work.

Sargent-Rayment reps will answer any dealer questions regarding getting one of these sales aids.

Dynamic Sets Big New Ad Campaign

NEW YORK — Dynamic Electronics here is about to launch its "biggest promotional campaign," Smith & Dorian, Inc., of New York and Hartford is the agency appointed to handle the account.

Firm makes console stereo systems which are marketed in most major cities. Component units include amplifiers, tuners, pre-amps, record changers and speaker systems for both monaural and stereo units.

Robins Accessories Adds Strobe Disk

NEW YORK — Robins Industries is adding a strobe disk to its line of record accessories. The disk provides an accurate way for checking turntable speeds. A turntable that moves faster or slower than pitch of the recorded sound.

Robins' Model SD-1 Strobe-Disk is tagged at 50 cents.

Two Admiral Execs Are on the Move

CHICAGO — Two important departures are taking place at Admiral here. Dick Gorman, veteran advertising manager, ankles his post soon. Gorman has not disclosed his future plans. Jerry Bornstein, sales-promotion chief for the past two years, is leaving to find work on the West Coast.

Twelve Hi-Fi Shows Set for Next 5 Months

CHICAGO—The consumer will be exposed to 12 major city hi-fi shows from September, 1959, thru mid-February, 1960, according to three top powers behind the shows. Chronologically, the shows set up as follows:

September 11-13, Pfister Hotel, Milwaukee; September 18-20, Palmer House, Chicago; September 25-28, Sheraton Hotel, Rochester, N. Y.; October 5-10, N. Y. Trade Show Building, New York; October 16-18, Statler Hotel, Detroit; November 6-8, New Washington Hotel, Seattle; November 13-15, New Heathman Hotel, Portland, Ore.; November 20-22, Benjamin Franklin Hotel, Philadelphia; January 27-31, Civic Center, San Francisco; February 10-14, Shrine Auditorium, Los Angeles.

The Chicago show is again backed by Si Niemann, while the New York, San Francisco and Los Angeles shows are sponsored by the Institute of High Fidelity Manufacturers. All other shows are guided by Rigo Enterprises, Chicago.

Henry Goldsmith of Rigo here indicated that a new consumer marketing survey will be available to show exhibitors and other interested parties. At each Rigo show, \$1,000 worth of hi-fi product will be given away in a drawing of those names who attended the show and filled out three-page questionnaires. Goldsmith said he tested the survey effort and found 40 per cent of the attendance responded. Goldsmith will have a general consumer survey available and for additional cost will conduct surveys for anyone interested in the consumer hi-fi picture.

Powell Joins Capitol Phonos

HOLLYWOOD — Wallace T. Powell last week was named staff assistant to Capitol Records National Phonograph Administrator Bud Schuster. Powell, active in sales management for the past 12 years, brings to the firm's phono operation experience in all levels of sales and merchandising. He will base his activities at the Capitol Tower headquarters.

Robins Debuts Slides For Components \$3.50

NEW YORK—Robins Industries has added a set of aluminum component slides to their accessory line. The slides are designed to be used for record players, changers, professional-type turntables and similar installations.

Designated CS-1311, the slides have a load capacity of 30 pounds. They are 13 inches long and extend a maximum of 14 inches. Equipment slides on ball bearings. A special silencer spring eliminates vibration and the distortion caused by it, according to the firm.

Slides are tagged to retail at \$3.50. Firm says they are easy to install.

Hi-Fi Firm Promotes Via Belafonte Wax

HOLLYWOOD — Last week station KRHM (FM) broadcast a four-hour Harry Belafonte spectacular sponsored by James B. Lansing Sound, manufacturer of hi-fi speakers. Program aired Monday (20) from 8 p.m. to midnight, consisted of playing all available Belafonte recordings with the vocalist himself chatting on various subjects.

Audio Feedback

Continued from page 11

TRACKING ERROR

As an example of obsolescence, Silber had one of his engineers tell us about "tracking error" and how its correction changed the appearance and design of the tone arm.

Because the cutting head, in the manufacture of a record, cannot move in exactly the same way across the surface of a disk as the cartridge that will reproduce it, there is a mechanical discrepancy and a resultant loss of quality. Not too many years ago, the tone arm was made to be perfectly straight, and, when it swung over the center spindle, the needle was immediately over that spindle.

It was discovered that, by putting a bend in the arm (engineers call it "offset angle") and by lengthening the arm so that the needle extended beyond the center spindle instead of directly above it (engineers call it "overhang"), the needle will work in a line that is more nearly tangent to the arc described by the record groove. These rather simple changes made the quality of the reproduction improve by about three or four times.

The design change also obsoleted the straight tone arm without any overhang. The moral of Silber's story is that, when such an improvement occurs today, the owner of a component package is in a better position to take advantage of it.

GETTING STARTED

How, we wondered, did Silber get started in high fidelity. According to the peppy Rek-O-Kut prexy, his firm evolved thru a logical sequence of events. Interestingly enough, the firm was established before the high fidelity industry, as we know it today, was even thought of.

Silber himself had a machine shop back in 1936 that turned out "lead screws" for disk cutters. The Rek-O-Kut firm name dates back to 1939 at which time they were making those old disk cutters for home recording use. Remember, this was before wire and tape recorders came along.

"Our cutter was an overhead lathe type," Silber said, "and it retailed for \$29.95. It was a nice little gadget that people used with their record players. Trouble was the turntable motors weren't powerful enough to do a good clean recording job. So we began designing them."

THE PROFESSIONAL BUSINESS

By 1945, Rek-O-Kut was in the professional turntable business, making transcription tables for broadcasting studios. Three years later, the LP disk debuted and the hi-fi business began. Silber's firm, along with many others making quality audio equipment, coasted right in.

WB CUTS \$1.98 STEREO SAMPLER

NEW YORK — Warner Bros. announced a special \$1.98 stereo sampler at its eastern distributor meeting last week titled "You Ain't Heard Nothin' Yet." (This is also the title of the firm's fall sales program.) The stereo sampler consists of a band telling about the history of sound, and the other bands taken from the firm's album releases for August. A special copy of the sampler will also be made available to disk jockeys and salespeople of the firm's distributors.

The stereo samplers come in pre-packs, with 10 in a box. This is only one of the sales aids that WB is offering dealers this fall. Firm is also making window streamers, mobiles and album covers available advertising the firm's new releases.

Dual Specs Take a Change for Better

NEW YORK — United Audio, U. S. distrib for Dual record changers and Wigo loudspeakers, announces a change in specifications for their Dual-1006 record changer. The unit's minimum tracking pressure is one and one-half grams instead of the previously advertised two grams. Tracking pressure is particularly important in reproducing stereo records.

The firm also says that their Dual model 1006X will have a five and one-half pound turntable assembly rather than the previously reported five and one-quarter pound assembly.

New Urania Harp LP

NEW YORK — Mildred Dinning, harpist, recently completed an LP for Urania Records. The set, "Clair de Lune — Romantic Music for the Harp. Played by the First Lady of the Harp," is scheduled for fall release.

Miss Dinning has written several books on the harp and gives recitals throught the country each year.

Audio Books Sell!

The Meditations of Marcus Aurelius read by Marvin Miller. Six 16-rpm records. \$6.95 list.	Three Series: Religious, Great Literature, Children's Stories. Send for Catalog
--	---

AUDIO BOOK COMPANY
St. Joseph, Michigan

Jazz 'Porgy' Promo

NEW YORK — United Artists Records is launching an extensive advertising - promotion campaign to promote its LP, "Jazz Soul of Porgy & Bess." The diskery is planning a heavy advertising sked, special mailing pieces and displays plus full deejay coverage.

The album features big band arrangements by Bill Potts, played by a jazz, all-star line-up. The elaborate packaging includes a 14-page folio of photographs and liner notes by Andre Previn.

Traffic-Builder

Continued from page 11

that the recipient feels that he's getting an invitation, a thank you note, or personal letter. Copy printed on the card is merely the message. "We thought you would be interested—" with the store signature.

Mailed out in huge numbers every year, such clippings often have been overlooked by the people to whom they are mailed and the final recipient is, of course, properly grateful. Since there is no advertising connected with the mailing, the recipient drops into Perel's store in downtown Memphis to thank the store management. The plan brings in many people who have never visited the store in downtown Memphis and has paid for itself in "immediate sales" alone.



**THE NEW STAR
WITH THE
NEW STYLE!**

**JOHNNY
RESTIVO**

THE SHAPE I'M IN

c/w

YA YA

47/7559



RCA VICTOR
RADIO CORPORATION OF AMERICA



DISTRIBUTOR NEWS

By HOWARD COOK

MILWAUKEE: Benn Ollman, Billboard correspondent, has the following comments in his monthly round-up of distributor doings in Milwaukee: At Capitol Records Bob Thompson reports strong action on "An Evening in Roma" by Dean Martin and "High Hopes" by Frank Sinatra. Top LP is "Kingston Trio at Large." Bob Reinhardt, former city salesman for Morley-Murphy, distributor for Columbia Records, left his post and entered the retail ranks. He is currently heading up the New Music Mart outlet.

Bill Farr, Columbia Records, points to a trio of hot selling singles, "I Got Stripes" by Johnny Cash, "Jine the Cavalry" by Mitch Miller and "Soldier's Joy" by Hawkshaw Hawkins. "More Johnny's Greatest Hits" by Johnny Mathis is headed for the best selling album charts. Indie distrib Vern Sherkow, Sherco, Inc., has a winner with "Angel Face" by Jimmy Darren on Colpix. "Nina Simone" is a hot selling LP for Bethlehem.

Strongest platters at Garmisa Distributors are "Mona Lisa" by Carl Mann on Phillips International, "There'll Be Some Changes Made" by Steve Lawrence on ABC-Paramount and "Thank You Pretty Baby" by Brook Benton on Mercury. Mercury has a strong LP in "Songs From Great Shows" by Herman Clebanoff. Rolf Voegelin, Tell Music, has sellers with "After Hours" by Lew Douglas on Todd, "Cry" by the Knightsbridge Strings on Top Rank and "Beach Time" by Roger Smith on Warner Bros. Rik Froyo reports that "Ragtime Cowboy Joe" by David Seville and the Chipmunks, "Dream Lover" by Bobby Darin on Atco and "Bells, Bells, Bells" by Billy & Lillie on Swan are his top disks.

Marty Schwartz of James S. Martin, Inc., has hits with "Bel Mir Bist Du Schoen" by Louis Prima and Keely Smith on Dot and "Thinking of You" by Barbara Allen on Felsted. Bob Kahn is the new sales rep for Music Distributors. Kahn reports that his fastest movers are "Like Young" by David Rose and Andre Previn and "Lipstick on Your Collar" b-w "Frankie" by Connie Francis on M-G-M. "Buckeye" by Johnny and the Hurricanes on Warwick is starting. Bob Blie, of Decca Records, mentions "The Mummy" by Bob McFadden as a potential hit. Other Decca climbers are "Boppin' on the Beach" by Sandy Dale and the Valiants and "She Loves the Love I Give Her" by Tompall and the Glaser Brothers. Top Decca LP is the original cast recording of "Destry Rides Again."

RCA Victor distributor, Taylor-Electric, opened its new one-stop Record City last week. Bob Mahl is in charge. Hit Victor singles in Milwaukee are "Crying My Heart Out for You" by Neil Sedaka, "Round the Bay of Mexico" by Harry Belafonte and "Tie Toe Polly Woc" by Perez Prado. Hottest LP is "Porgy and Bess" by Harry Belafonte and Lena Horne.

NEW YORK: Strongest items at Cosnat are "What'd I Say" by Ray Charles, "So High, So Low" by LaVern Baker and "Since You've Been Gone" by Clyde McPhatter on Atlantic. "Miami" by Eugene Church on Class is starting. "Cry" by the Knightsbridge Strings on Top Rank is big. "Bye Bye, Love" by Will Jordan on Hanover is a big novelty seller. "Romeo" by the Cadillacs on Josie is grabbing action. Ditto "La La La" by the Deltones on Jubilee. Other disks that are showing include "Do I Really Love You" by Lu Ann Sims on Jubilee, "Karen" by Bobby Randell on Shad and "Flying Saucer No. 3" by Buchanan & Goodman on Comic.

BRIEFS: Von-Aum Records has signed New Sound Distributors in San Francisco. First release by the label is "Only Love" by Gary and Chuck. . . J. M. Records has pegged Malverne Distributors in New York and Wendy Distributors in Newark, N. J.

Al Levine, of Ideal Record Products, Inc., in New York has a flock of things moving. Best M-G-M sellers are "Like Young" by Andre Previn and David Rose, "Somebody Else Is Taking My Place" by Jaye P. Morgan, "I've Been There" b-w "I Looked at Heaven" by Tommy Edwards, "Where Did I Make My Mistake" by Clyde McPhatter and "Don't Worry 'Bout Me" by Billie Holiday. Cub has clicks with "Oh, What a Fool" by the Impalas, "Only When You're Lonely" by the Wanderer and "Roulette" by Russ Conway. "Lonely Guitar" by Annette on Vista looks promising.

Other platters that are selling well include "Billy Boy's Tune" by the Three Graces on Golden Crest, "Hot Spot" by Boudleaux Bryant on Hickory and "Nobody to Love Me" by Jeannie Allen on Mala. Top items for Challenge are "Betty My Angel" by Jerry Fuller and "Primrose Path" by Jerry Wallace. Warwick has winners with "Telegram of Love" by Lola Fisher, "Red River Rock" by Johnny and the Hurricanes and "I Apologize" by Bob Silvers. Hottest LP's are the sound track of "Gigi," "Secret Songs for Young Lovers" by Andre Previn and David Rose and "Billie Holiday" on M-G-M.

Sandy Ginsberg of London Record Distributors in New York lists "Adonis" by Terri Stevens and "You Don't Know Girls" b-w "So Close to My Heart" by Kathy Linden on Felsted among her best sellers. "My Love, My Love" by the Bongos on Splash is getting action. "N-U-T-H-I-N-G" by Stan Robinson on Monument looks like a big one. Ditto "The Three Bells" by Dick Flood on Monument. "Passion Flower" by Caterina Valente on Telefunken is showing. Gitta Lind's German version on Telefunken and English version on London of "In Surabaya" are both moving.

PHILADELPHIA: Chips Distributors reports on the following singles this week: "Hush Our Secret" by Bobby Baker on Swan, "Walking on Air" by Jimmy Bowen on Roulette, "Heart of an Angel" by Johnny Johns on Vista, "Crying in the Chapel" by Mary Swan on Unart, "Sleep Walk" by Santo & Johnny on Canadian-American and "Sugaree" by Rusty York on Chess. Top LP is "Tutti's Trumpets" on Disneyland.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Jacky Noguez Hails From Paris, France

Jacky Noguez was born in Paris some 30 years ago. He began his musical training early, since his father was a teacher of harmony, piano and accordion. Noguez' first engagement as an ork leader came when he was 15, at a small spot near the Place de la Bastille, a sort of Parisian Basin Street.

With the liberation, he learned much about Amer' an jazz. While the bandleader plays many instruments, his favorite is the accordion. He has toured Europe and Africa, and played at many prominent clubs, including the famed Moulin Rouge.

Much of his time now is spent playing for society parties like those of Ali Khan, and in arranging and recording. Americans are currently responding to his waxing of "Ciao Ciao Bambina" on the Jamie label.



Tassels Decorate 'To a Soldier Boy'

New Jerseyites John Gaudet, Leo Joyce and Joe Intelisano have been singing together for three years as the Tassels. However, it wasn't until Gaudet's sister Rochelle joined the group as the feminine lead that they began clicking on Billboard's charts.

The tune that is hitting for them, Madison's "To a Soldier Boy," was inked 18 years ago by Rochelle and John's mother, Mary Glen Gaudet. Rochelle and John have been singing since they were very young, and John has frequently appeared on local radio shows since he was small. He plays guitar as well as sings.

Joyce and Intelisano, the group's younger members, have both just been graduated from high school.

YESTERYEAR'S TOPS—

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

JULY 23, 1949

1. Riders in the Sky
2. Some Enchanted Evening
3. Again
4. Baby, It's Cold Outside
5. Forever and Ever
6. Bali Ha'i
7. Room Full of Roses
8. I Don't See Me in Your Eyes Anymore
9. A Wonderful Guy
10. The Four Winds and the Seven Seas

JULY 24, 1954

1. Little Things Mean a Lot
2. Three Coins in the Fountain
3. Hernando's Hideaway
4. Sh-Boom
5. Little Shoemaker
6. Happy Wanderer
7. I Understand Just How You Feel
8. If You Love Me (Really Love Me)
9. Wanted
10. My Friend

VOX JOX

By JUNE BUNDY

DJA REPORT: Rich, resonant voices and solid determination keynoted the formation of the Disk Jockey Association (see story elsewhere in this issue) in Milwaukee last week. The jocks obviously had come prepared to work, and work they did from 1:30 p.m. past 11 p.m. Saturday (18); then back at 9 a.m. the following morning for another lengthy session running into mid-afternoon.

Their determination to make the Association a going concern was evidenced by the fact that most of the jocks attending paid their own transportation costs (some coming from as far as Los Angeles, Seattle, and New York State). Practically all of them had to make taping arrangements for Saturday shows back home. Robin Seymour, WKMH, Detroit, actually interrupted his vacation to drive down for the meet.

Host Bob (Coffeehead) Larsen, WRIT, Milwaukee, made all the arrangements for the group at the Milwaukee Inn and commandeered some of his WRIT jocks — Woody Welch, Larry Clark, and Lee Rothman — to meet incoming planes and escort visiting spinners from the airport to the inn.

Even meal time was made to pay off, since most of the deejays dined enmasse to kick around proposals made and trade tips on hot news releases, audience-building gimmicks, etc. Attorney Ben Starr, who generously donated his services to handle all legal matters for the group—including filing the corporation charter — was so busy that he didn't eat dinner until 11 p.m. Then he had to sandwich it in while supervising the signing of the corporation charter. Larsen used his local influence and persuaded the Milwaukee County Clerk to make a special trip to the inn late Saturday night to notarize the signings.

In addition to the trade papers (The Billboard and two other publications) the only other trade observers were Phoebe Ostrow of Jubilee Records, who volunteered to act as recording secretary for the meet Saturday afternoon; Juggy Gale of Carlton Records; and the head of Allan Records. Sorry we didn't get his full name.

The trade was allowed to sit in on the meets, but, of course, not permitted a voice in the voting. However, the trade paper representatives were invited to participate in a special committee set up to suggest a name for the organization. The Disk Jockey Association, Inc. may sound like an easily-arrived-at tag, but you should have heard some of the discards!

The man mainly responsible for the formation of the Association — Bill Gavin, the DJA's new secretary-treasurer — estimates the Association will need between 800 to 1,000 members (at \$10 annual dues each) to put it on an even financial keel initially. Meanwhile the boys are cheerfully footing their own bills. Communication is the big problem. For example, new prexy Jim Hawthorne, KDAY, Los Angeles, headquarters on the West Coast, while his first veepee Scott Muni, works at WMCA, New York.

Meanwhile, Hawthorne — a busy man who (besides his regular local radio show) does a daily program and records for his own record label — plans to cut down on his outside activities in order to concentrate on making the DJA a success. If hard work, sincerity, and a well-thought-out plan of action mean anything, the DJA should have it "made" by this time next year. We wish them the best.

GIMMIX: Among the gimmicks discussed by the new DJA members were the following: Gene Edwards, WROW, Albany, N. Y., for instance, said his station had started a "whisper campaign," whereby all the deejays and announcers on the station vow to speak only in a whisper (including commercials) for one week. If anybody goofs and uses his natural voice, the first dialer to telephone the station and report it, gets \$500. Station KBOX, Dallas, tried the same stunt recently, and managed to keep its spinners' voices down to a whisper the whole week. Edwards said it's a great attention-getter for dial-changers.

Fred Hohl, WAME, Miami, was enthusiastic about Hanover's "Count Down" record, which is grooved so that it can be used as a game on the air. It has three different endings, depending upon which way the needle falls, and Hohl is offering prizes to listeners guessing which dance will come up next. He narrows the competition down, via a provision that contestants must first call and register to be eligible to play the "Count Down" game.

CHANGE OF THEME: Steve Brown appointed program director of KISN and Jim Tate, operations manager. Tate will handle music policies while Brown will head up over-all production. . . . Jim Murphy has returned to KIBLE, Beeville, Tex., Laurie Cox, formerly with CKSL, London, Ontario, Can., is now spinning 'em at CKOY, Ottawa, Can., under the name of Ray Lawrence. . . . Dick Buller, veteran deejay at WKMR, Detroit, has been named program director.

Thom Hawkins and Rick Miller have joined KJAY, Topeka, Kan. Ex-jazz jock Hawkins, formerly with KCUE, Redwing, Minn., emceeds "Hawkins Talkin'" from 7 p.m. to midnight. Miller handles a daily 3-7 p.m. seg. . . . Darrell Dreyer has left KFOX, Long Beach, Calif., to rejoin WMFJ, Daytona Beach, Fla., where he will broadcast under the name Russ Knight. . . . Jim Procter, WEZL, Richmond, Va., has received an award (doesn't say from whom) "for being Richmond's swingiest and best all around disk jockey for 1959," according to E. U. Martin.

Norm Prescott has resigned from WBZ, Boston to become veepee of Embassy Pictures. Meanwhile, Murphy (that his full name) has joined WBZ in the daily 10:30-11:30 p.m. and a Sunday airer from noon to 6 p.m. . . . Roy Fox, WIKY, Evansville, Ind., has started a new Sunday show from 7 to 8:30 p.m., featuring stereo tapes, via an AM-FM set-up. The program is tagged "Music for Influentials" and "built around" a recent Saturday Evening Post article and a Steve Allen LP.



CAVALLARO WITH THAT LATIN BEAT—Carmen Cavallaro DL 78864/8864



25 RECORD EN



HITS FROM BROADWAY—The Four Aces DL 78855/8855/EP 72658/2658



THE SWINGIN' ERA—Warren Covington DL 78914/8914/EP 72660/2660



CLAP YOUR HANDS—Roberta Sherwood DL 78863/8863

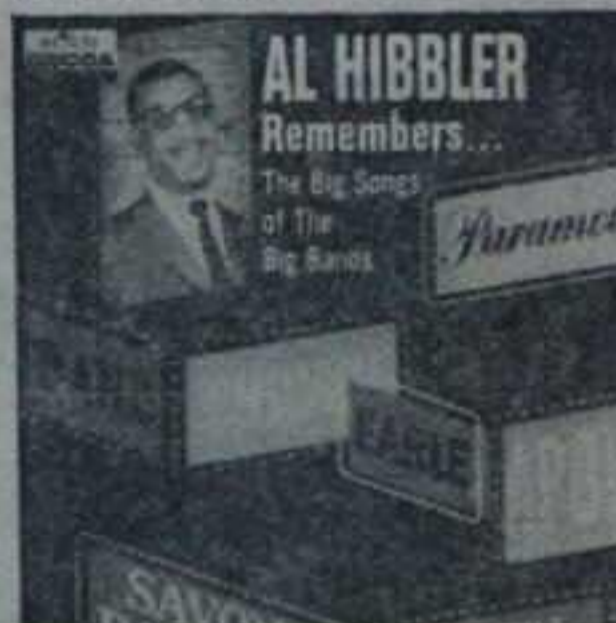
Out of a unique background of twenty-five years in recorded entertainment, DECCA RECORD presents its Silver Anniversary Release—cramped with product that meets the criteria of "blockbuster" release. Exciting new ideas, ne



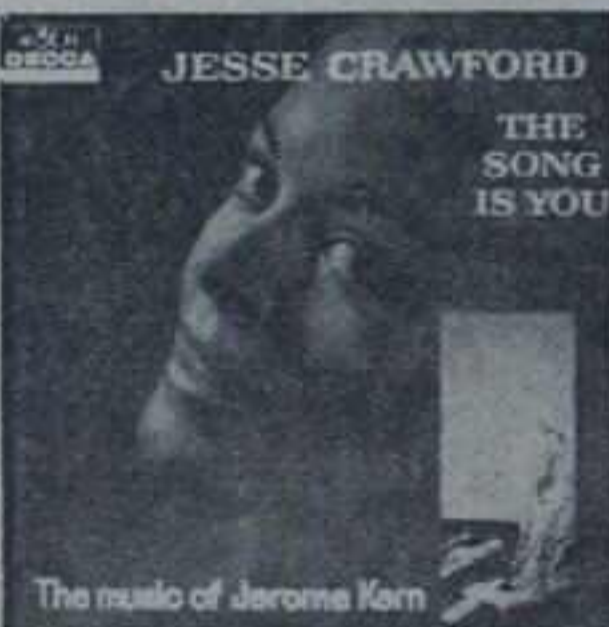
GRANDMA, WHAT GREAT SONGS YOU SANG!—Brenda Lee DL 78873/8873



IN THE EVENING BY THE MOONLIGHT—Ray Charles DL 78874/8874/EP 72652/2652



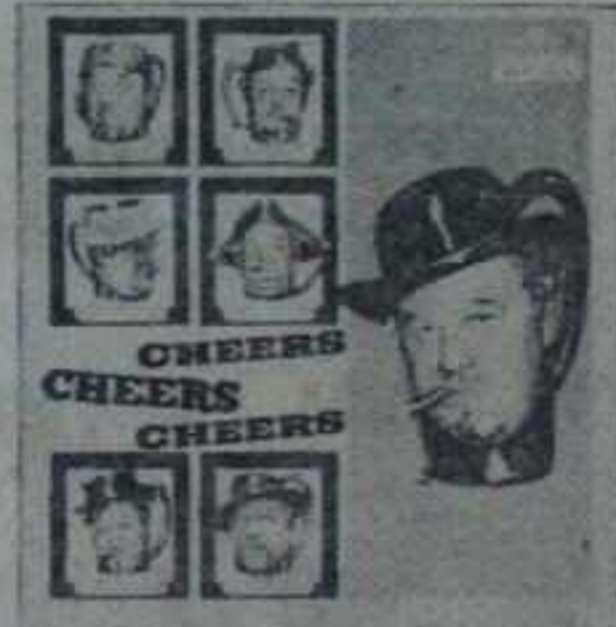
AL HIBBLER REMEMBERS THE SONGS OF THE BIG BANDS DL 78862/8862



THE SONG IS YOU—Jesse Crawford DL 78861/8861



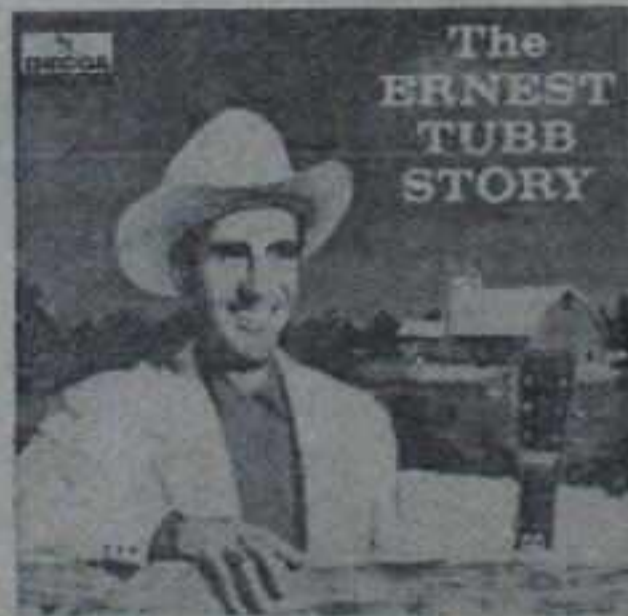
JAN GARBER IN DANCELAND—Jan Garber DL 78867/8867



CHEERS—Burl Ives DL 78886/8886/EP 72650/2650



WEBB!—Webb Pierce DL 78899/8899/EP 72653/2653



THE ERNEST TUBB STORY—Ernest Tubb DXSA 7159/159



DUST ON THE BIBLE—Kitty Wells DL 78858/8858/EP 72646/2646



RUSSIAN FAIR—Don Cossack Choir DL 710016/10016



HANDEL ARIAS—Russell Oberlin DL 79407/9407



ELIZABETHAN AND JACOBAN MUSIC—New York Pro Musica DL 79406/9406



THE GERSHWIN YEARS—George Bassman—DXSZ 7160/160

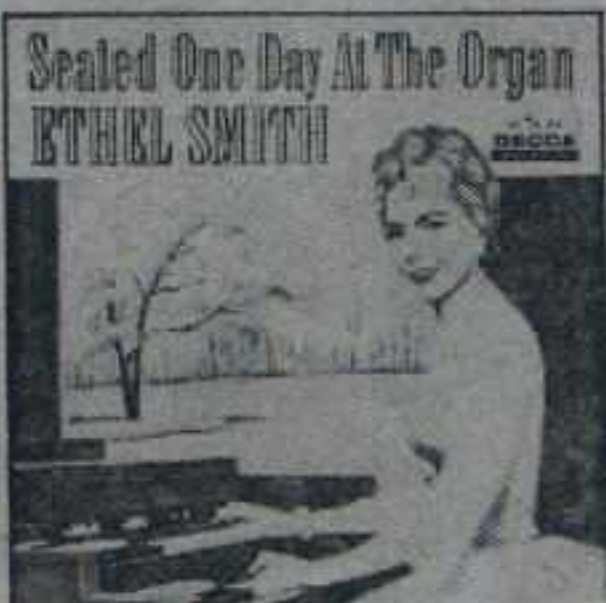


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DL 78902/8902



ORCHIDS TO MY LADY—Wayne King
DL 78876/8876/EP 72662/2662



JIMMY DURANTE (IN PERSON) AT THE PIANO
DL 78884/8884



NEW YORK, N.Y.—George Russell
DL 79216/9216



THE SINGING TRUMPET—Rafael Mendez
DL 78869/8869



THE LENNY DEE SHOW—Lenny Dee
DL 78913/8913



VINCENT GOMEZ—Vicente Gomez
DL 78918/8918



GOLDEN AWARD SONGS—Werner Muller
DL 78887/8887



LET'S ALL SING TO HIM—Red Foley
DL 78903/8903/EP 72263/2263



YOU ARE MY SUNSHINE—Jimmie Davis
DL 78896/8896/EP 72654/2654



BEETHOVEN EMPEROR CONCERTO—
Andor Foldes DGS 712011/12011



MOZART CONCERT ARIAS—Rita Streich
DGS 712012/12012



BACH—ARIAS FOR VOICES AND INSTRUMENTS
Bach Aria Group DL 79405/9405



GAITE PARISIENNE—BEAU DANUBE—Berlin
Radio Orch. DGS 712013/12013



HUNGARIAN RHAPSODIES—PEER GYNT—
Bamberger Symphony Orch. DGS 712014/12014

DECCA

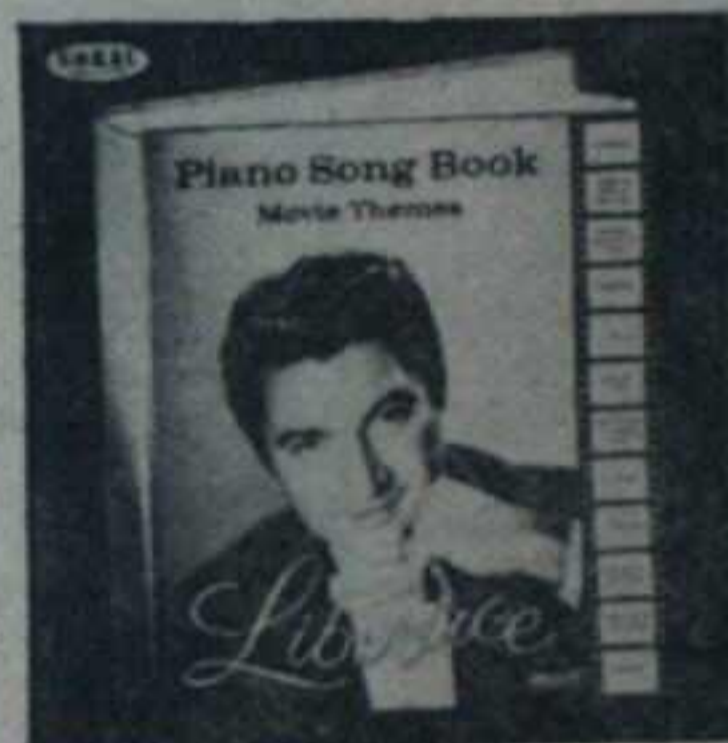
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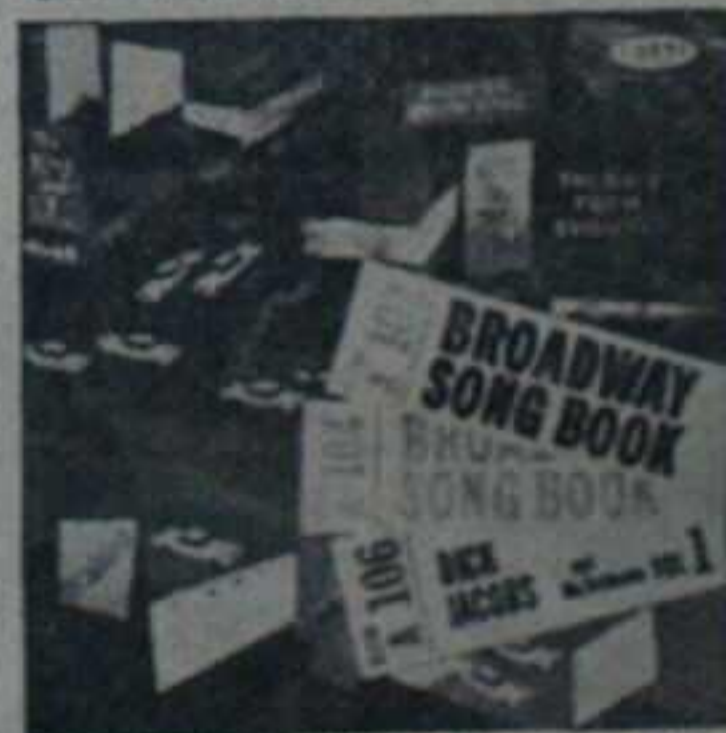
PIANO SONG BOOK-MOVIE THEMES--
Liberace
CRL 757292/57292



ALL THE KINGS' SONGS--
Teddi King
CRL 757278/57278



THE BLUES--
Pete Fountain
CRL 757284/57284



BROADWAY SONG BOOK-VOL. 1-Dick Jacobs
and His Orchestra CRL 757274/57274
BROADWAY SONG BOOK-DELUXE SET-CX 74/4



BROADWAY SONG BOOK-VOL. 2--
Dick Jacobs and His Orchestra
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MELANCHOLY BABY--
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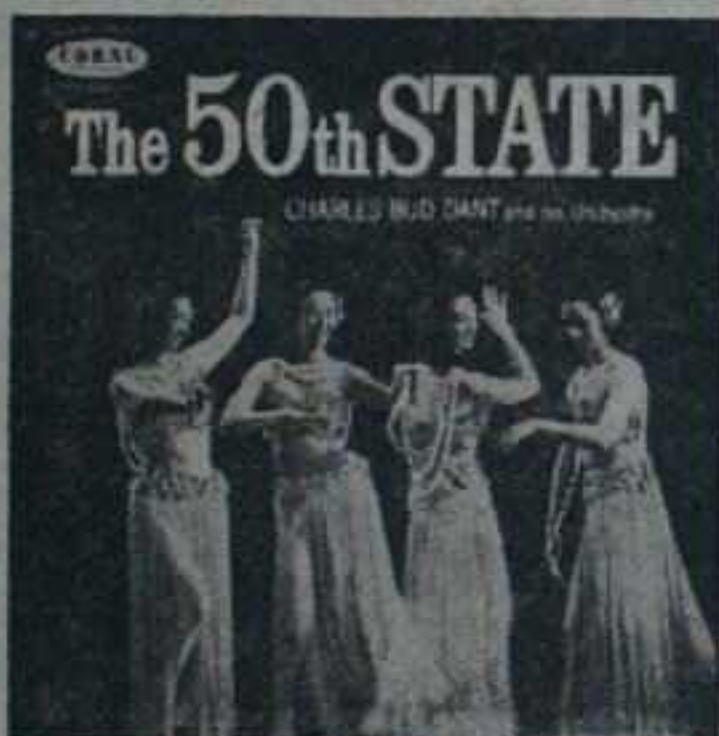
PETE FOUNTAIN'S NEW ORLEANS
CRL 757282/57282



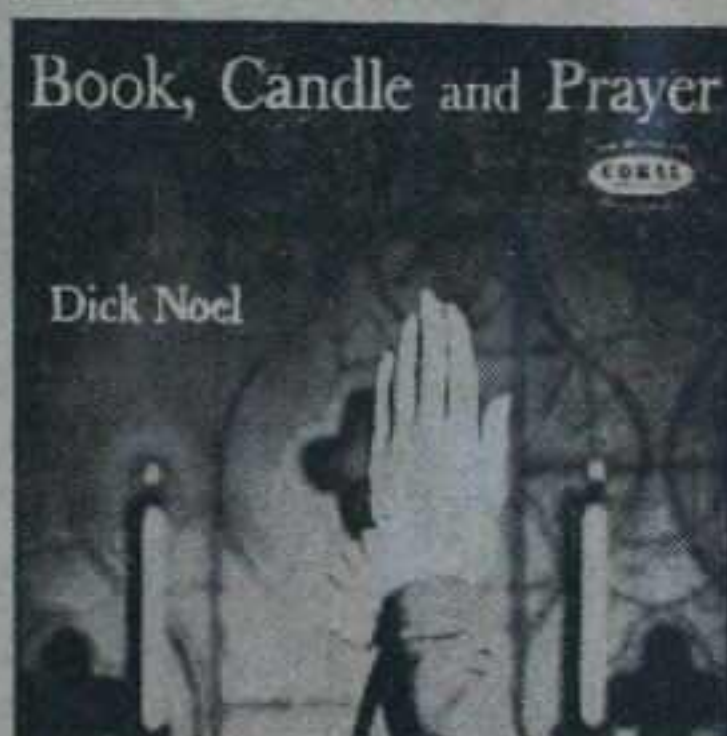
HALF SWEET HALF BEAT—
Billy Williams
CRL 757251/57251



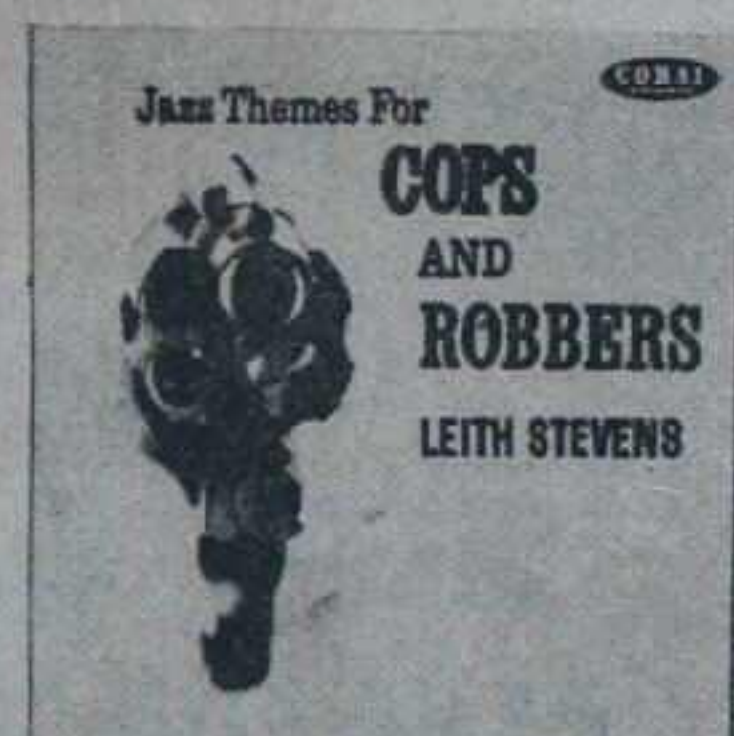
MEMORABLE MOMENTS OF MUSIC—
Marguerite Piazza
CRL 757271/57271



THE 50th STATE—
Charles Bud Dant and His Orchestra
CRL 757270/57270



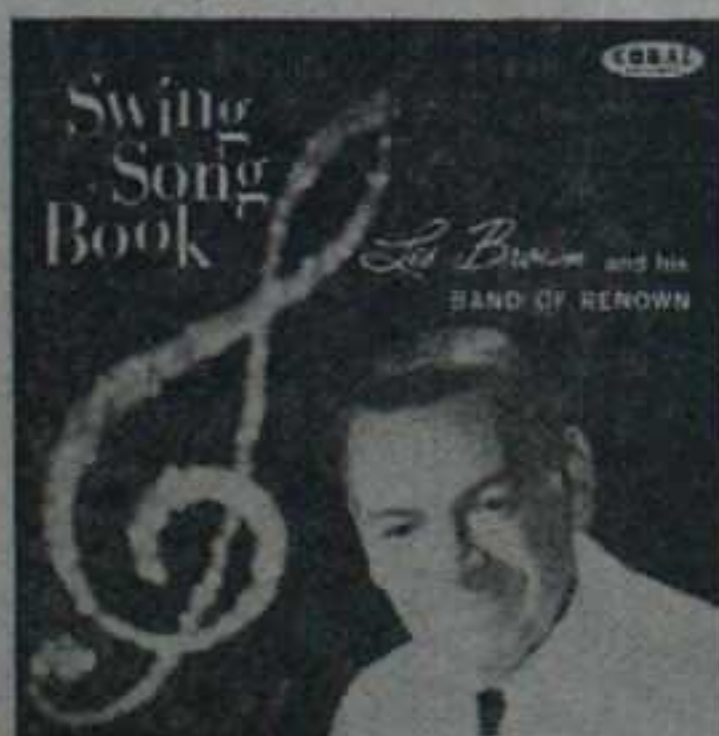
BOOK, CANDLE AND PRAYER—
Dick Noel
CRL 757288/57288



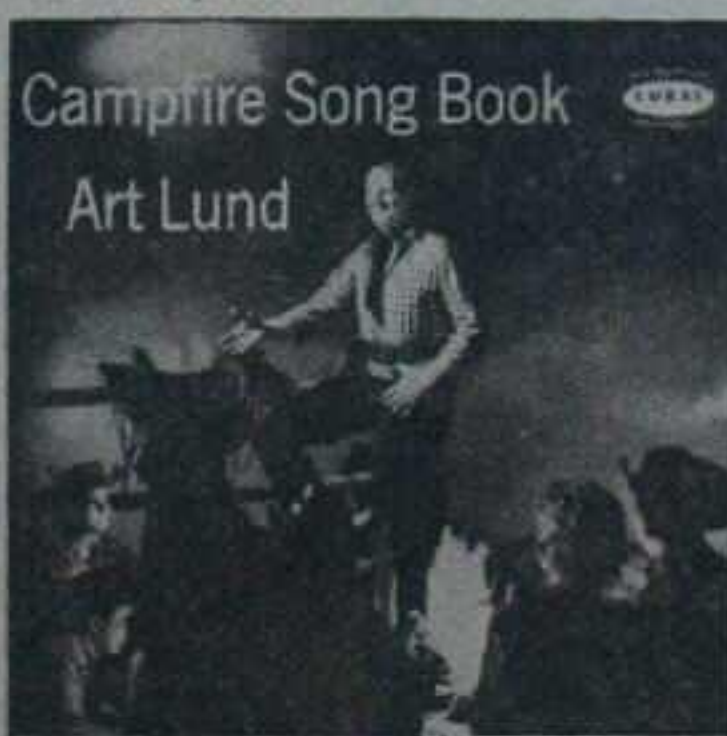
JAZZ THEMES FOR COPS AND ROBBERS—
Leith Stevens and His Orchestra
CRL 757283/57283 EC781185/81185



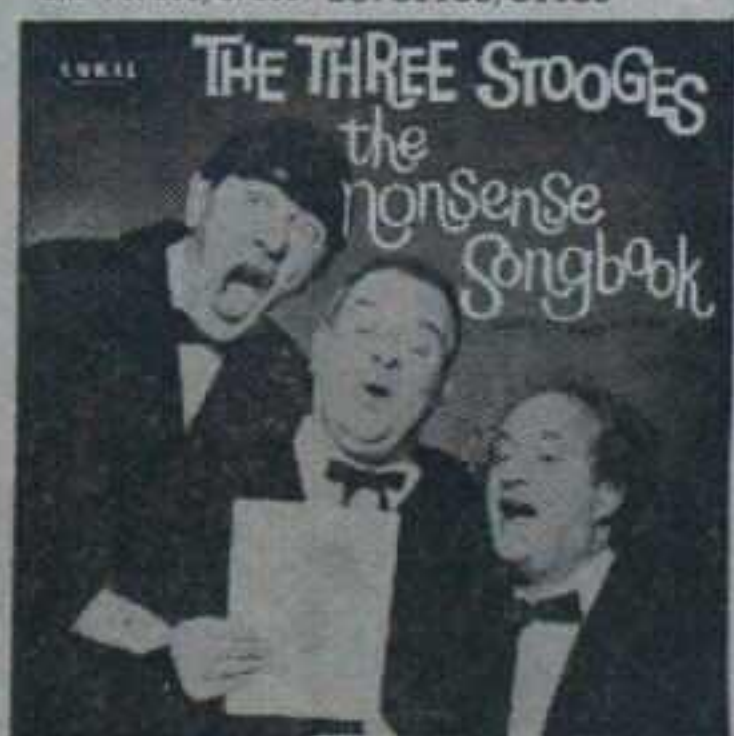
DON McNEILL PRESENTS
MARCH AROUND THE BREAKFAST TABLE
Eddie Ballantine
CRL 757291/57291



SWING SONG BOOK—
Les Brown and His Band of Renown
CRL 757300/57300



CAMPFIRE SONG BOOK (SING ALONG IF YOU LIKE)—
Art Lund
CRL 757272/57272



NONSENSE SONG BOOK—
The Three Stooges
CRL 757289/57289

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MUSIC AS WRITTEN

New York

CEDRIC DUMONT IN THE U.S.A.

Cedric Dumont, the musical director of the Swiss Broadcasting Company at Radio Basle, as well as the head of the Edition Coda publishing company of Zurich, and musical advisor to Radiag Corporation of Basle, the large Switzerland indie label, dropped up to The Billboard office last week. He was on his way back home after batoning the Philharmonia Orchestra of San Juan last week as a guest conductor spelling regular conductor Arturo Somohano. While in the U. S. Dumont has been seeing publishers and record people, looking for material of all types for a new record club that he is starting in Switzerland. Dumont stated that the new club would be a special type of record club. At present the largest record club in Switzerland is Ex Libris, a combination book and record club outfit.

Johnnie (Scat) Davis opens at the Sahara Hotel in Las Vegas tomorrow night (28) with Jimmy Nuzzo, Tony Papa and Cindy Layne. . . . The McGuire Sisters will also be playing a return engagement at the Desert Inn in Las Vegas for four weeks starting tomorrow night (28). . . . Apollo Records has acquired the Forward label for national distribution. Murray Wallberg and Jack Panes will continue to supervise all Forward recording sessions. Agreement was made by Bernie Lawrence, Apollo sales chief. . . . Epic Records has purchased the master released by the Willamette label of Eugene, Ore. Disk features Leon Smith singing "Little Forty Ford." . . . Prager and Fenton, CPA's to the music business for many years, has moved Jack Engelman from the New York to Hollywood office. The auditing firm reps the Harry Fox office, the Warner Bros. Music firms and many others.

Shadow Wilson passed away suddenly two weeks ago.

. . . Don Elliot will be at the Cork and Bib in Westbury, L. I., N. Y., this weekend (31, 1, 2). . . . Erroll Garner will play the Crescendo in Hollywood on a two-performance-a-night basis starting September 10 for 11 days. Speaking of Garner, the Newport Jazz Festival exec, George Wein, has sent out a notice apologizing to photographers for restricting all of them from taking photos while the pianist was performing there three weeks ago. Only flash shots were to be restricted while Garner was performing, photos shooting in available light were to be permitted to take all the shots they wanted. Seems the NJF goofed.

Columbia Records has pacted Sandra Church, one of the stars of "Gypsy" and banjo player Al Cante. . . . George (Hounddog) Lorenz, of WYNE in Buffalo, in town with his charming wife to celebrate their wedding anniversary. . . . Otis Pollard has been appointed national promotion director for Finch Records, and John Brindle has been named to the label's national sales post.

The City of New York will award the first annual music scholarship from the Mayor's Scholarship Fund this week (21) in honor of composers Richard Rodgers and Oscar Hammerstein. . . . Dave Usher is recovering in Detroit from minor surgery. . . . Romance Watson will be on the Dick Clark TV Show on Friday (31). . . . The correct title of the song being handled by Julie Stearns from the new flick "Say One for Me" is "I Couldn't Care Less." . . . Ray Ventura's Versailles label, under the operation of Duke Niles here, will bring out two new records this week, one by the Voxpoppers and the other by orkster Ray Ventura himself. . . . Moe Prekell out to the Coast this week for the Disneyland Records convention. . . . Teddy Wilson and Cootie Williams will lead their combos at the Embers in New York starting next week (31). . . . Laurie Records has purchased for American distribution a top selling German disk titled "Morgan." Tune, out on the Polydor label in Germany, is sung in German by Ivo Robic. . . . Don Robey, head of Peacock-Duke Records, was hospitalized last week for ulcers. . . . Roberta Whittle, Columbia Records receptionist, will marry Cal Roberts of the Columbia Transcription department on August 1.

Bob Rolontz.

Hollywood

Mike Gould, recently departed from his post heading the Disney Music firms, has concluded arrangements with Australia's Bill Watson to represent the latter's Headliners firm here in locating talent for tours in the Down Under Land. Watson, currently in Hollywood, is wrapping up a package which will boast Jimmy Rodgers, Dodie Stevens, the Champs and Tommy (The Mouseketeers) Cole, plus dancer Art Duncan. Tour kicks off October 1 with Gould accompanying the troupe to Australia. It will play the three principal cities, Brisbane, Melbourne and Sydney. Rodgers' hop marks his first appearance anywhere outside the U. S. His "Waltzing Matilda" recently released has become a top-seller in Australia, Watson said, and he expects the vocalist to be a record-breaker.

Dot Records named Wade Advertising, Inc., as its ad agency with Snowden M. Hunt Jr., Wade veepee, to serve as account exec. . . . Jesse Kaye recorded Debbie Reynolds, voicing the title tune of her Metro picture, "It Started With a Kiss," for release on the M-G-M label. Her Dot pact permits her to record pic tunes whenever she appears in film produced by a diskery-affiliated movie studio. Kaye's life was brightened with additional glamor when, the following day, he recorded Rhonda Fleming warbling the title song of "The Big Circus." . . . Don Ralke's orchestra provided the setting for Tab Hunter's WB single and moved over to Liberty for ditto duties for two sessions, backing both the Sabers and the Paris Sisters.

Jac Holzman, Elektra Records president, switched distribs during his visit here last week, going from Sunland Music to Allied Music Sales. . . . Raudy Wood switched distribs in the St.

(Continued on page 23)

ON THE BEAT

By REN GREVATT

Every so often, the Canadian influence creeps into the American music scene to make a solid dent. Looking back, one can note names as Paul Anka, the Four Lads, the Diamonds, Hank Snow, Ghele MacKenzie and Doris Collins as among those from north of the border who have become established people here. Another name that's likely to be heard here is that of Jack Kane.

Kane, a fine musician and arranger who has been the emcee, arranger and conductor for "The Music Makers," Thursday night Toronto-based CBC-TV show, admits that he has never really set out to get a hit on a disk. "With me, I guess it was art for art's sake," says Kane. "I always believe that you ought to let the sound on your record come from the instruments, not from echo chambers and those other crazy studio devices they use these days. But I do think if you use some imagination in an arrangement and it's basically good, you can still get a hit and I'm going to try to prove it."

Currently Kane is the music director for Andy Williams' summer show and last year worked the same niche with the Ed Gorme-Steve Lawrence summer replacement for the Steve Allen show. Before that, Kane scored Miss Gorme's arrangement for the Palace Theater (New York) and with Jerry Lewis which came about as a result of her appearance on his Canadian TV show.

"We have a lot of American artists as guests on that show. One time, we booked a vocal group that had a hit record. They came into Toronto in the morning and I asked them if they had their arrangements for the band to rehearse. That's when the trouble started. They told me: 'Well, man, I mean we don't have any arrangements. Don't you have our record?' It turned out they wanted to lip-synch the record but in Toronto, when you have a live studio band, you can't play any records. That's what the Union says. So then I told them maybe they could do another song, something we could put together a quick arrangement for. 'Well, man, we don't know any other songs but that one,' says this kid. It turned out that we couldn't have them on the show and they came all the way to Canada to do it. And the pay-off is that they had been doing club dates all over with one song. How do you like that? The business is in some state today, if that's the kind of artists that are coming along."

Kane, who has had albums on Coral and Dot, will soon be doing some new albums for the latter-Signature Records. "But don't expect to make any exclusive deals," he added. "An arranger can do much better if he has his own label. Maybe a singer hears something a fellow has done and wants to hire him to do arrangements. Well, if the guy is all tied up with one label, the singer can't even approach him. Also, if you make a long-term exclusive deal with a company, maybe they take you for granted and don't work on your stuff. If you're working with a lot of people, then everybody appreciates you more and maybe they'll work harder on the records."



THE VOTE IS UNANIMOUS!

FOR

WAIKIKI BEACH

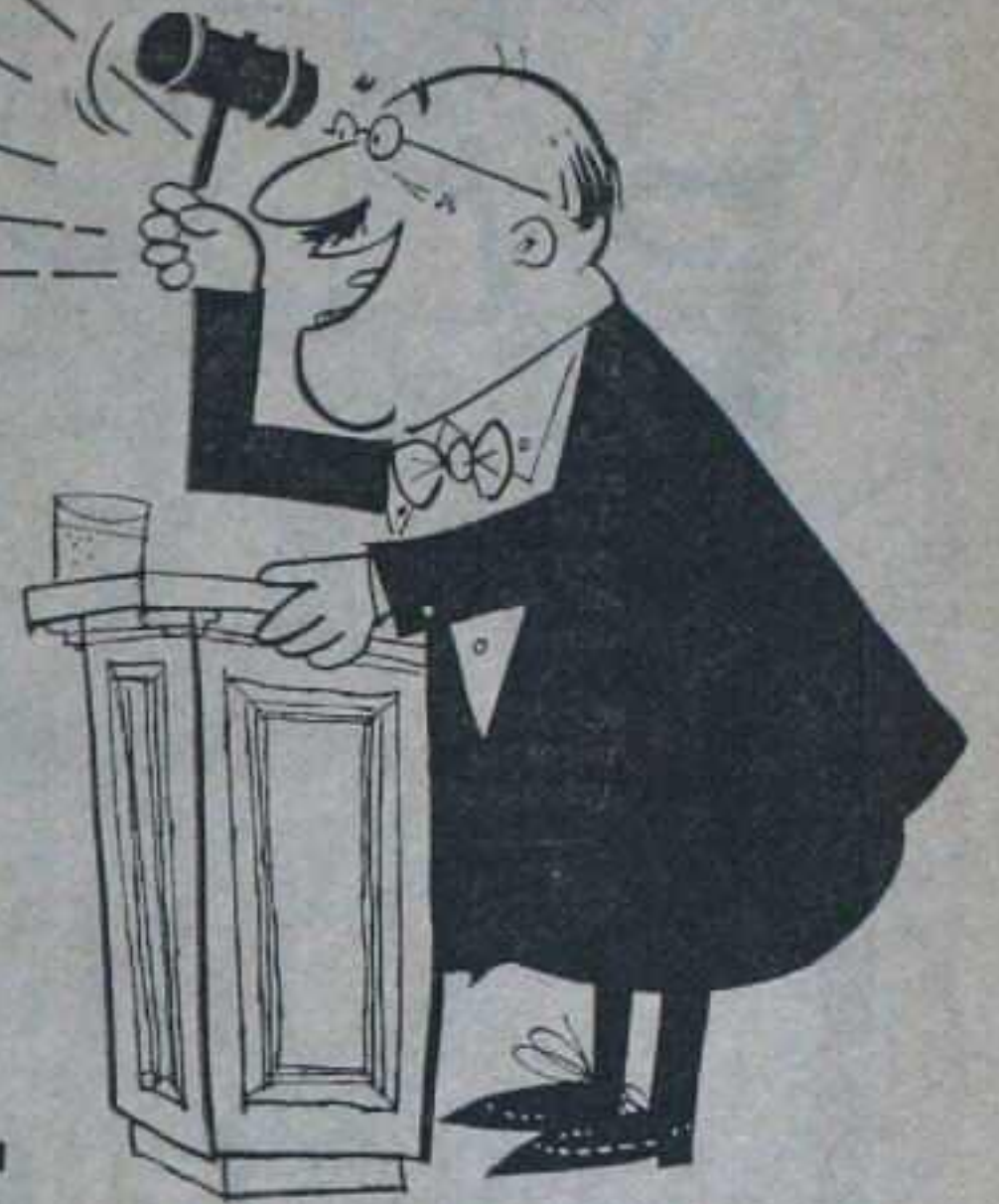
and

GEE, BUT I MISS THAT GIRL

BY

PAUL PEEK

NRC-033



CASHBOX SAYS—

The Cash Box Best Bets

PAUL PEEK (NRC 033)

B+ "WAIKIKI BEACH" (2:04) [Lowery, BMI — Peek] Good middle-beat rock account by Peek and musicians. Storyline's about a fella who wants to spend the summer on the famed Hawaiian resort. Happy teen sound.

B+ "GEE BUT I MISS THAT GIRL" (2:14) [Wonder, BMI — Peek] Artist displays a knack for the blues-beat idiom. Fine sound help from the combo.

BILLBOARD SAYS—

The pick of the new releases

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

PAUL PEEK

WAIKIKI BEACH (Lowery, BMI) — GEE, BUT I MISS THAT GIRL (Wonder, BMI) — Peek has two potent entries that should put him on the charts again. "Waikiki Beach" is a moving rocker that he shouts with gusto. It's a good, seasonal side. Flip is a pounding rock-ballad, and the chanter is given a strong ork assist. NRC 033

MUSIC REPORTER SAYS—

The Music REPORTER

SCOOP OF THE WEEK

● PAUL PEEK
NRC 033
"Waikiki Beach" (Lowery, BMI)
"Gee, But I Miss That Girl" (Wonder, BMI)

The girls might have some trouble doing the hula to this, but the overall effect is to pick you up on the surf of rock and roll and carry you along to the dance floor. Stock up now and go, go, go.

STILL GOING UP UP UP UP!

"ROBBIN' THE CRADLE"

by

TONY BELLUS

NRC-023

*The Wonder Record of The Year!
14 Weeks in The Charts
and Still Moving*



THE ORIGINAL SINGLE

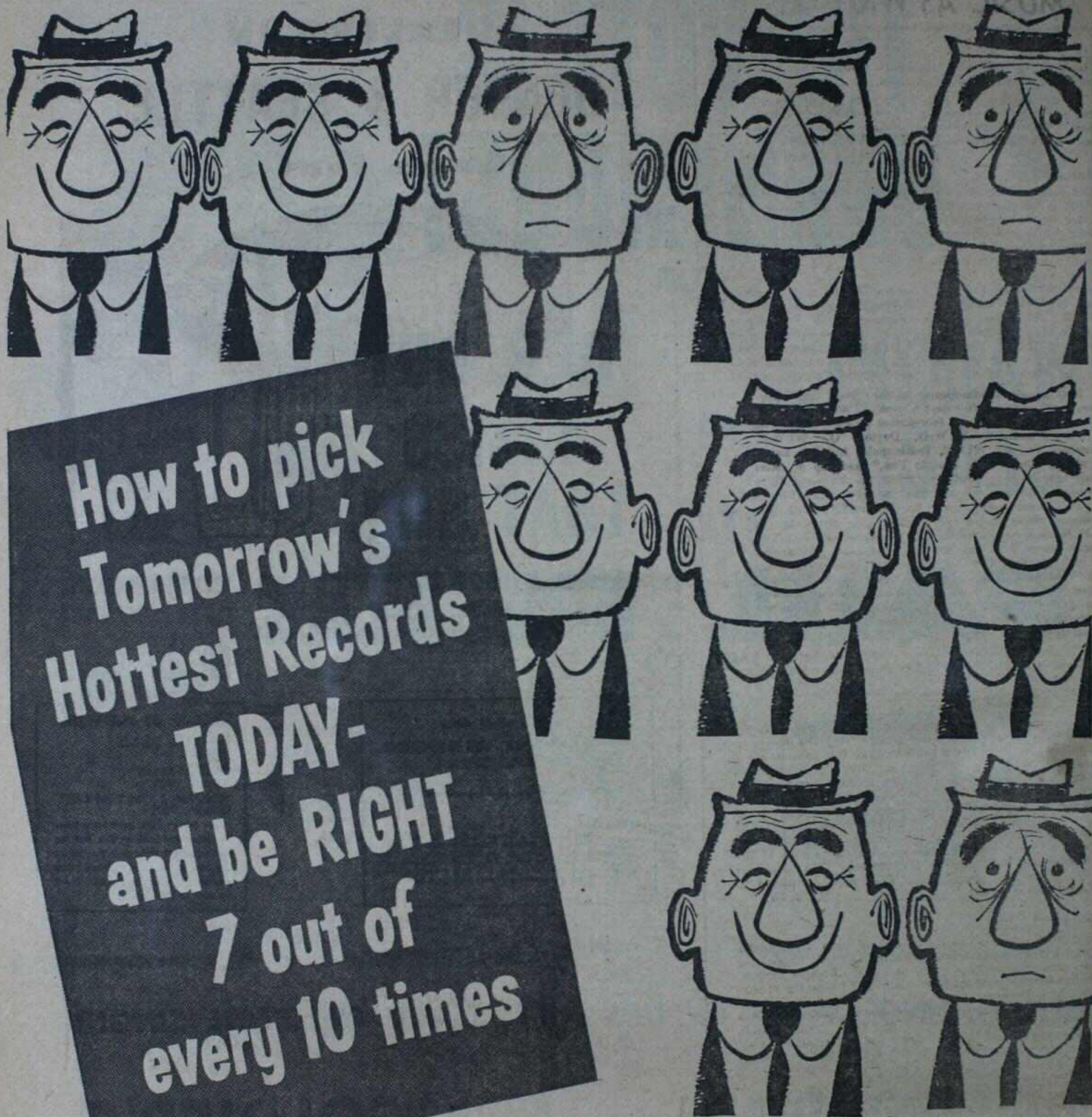
"SOLDIER'S JOY"

by

JERRY REED

NRC-5008

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from
NATIONAL RECORDING CORP.
ATLANTA 19, GA.*



How to pick
Tomorrow's
Hottest Records
TODAY—
and be RIGHT
7 out of
every 10 times

It's a method that others have followed with excellent success—because, *actually*, seven out of every 10 records picked wind up in the Hot 100.

And what's more, four of them reach the top 50! There's no gimmick to it. All you do is read and watch and order from the record ads in Billboard. Careful records kept over an extended period of time *prove* the amazing success performance of the records featured and promoted in big-space Billboard ads.

And it makes sense, too. Because these are the manufacturers' "money" records, the ones in

which they have the greatest confidence, and which they are willing to back with strong dollars-and-cents promotion.

So—if getting the jump on the competition by advance spotting of tomorrow's hits is important to your programming ... or your sales ... or plays ...

... it will pay you to read and order from the ads in Billboard every week!

MUSIC AS WRITTEN

Continued from page 20

... area, going from Bob Hausfater's Roberts Distributing to Charley Gorman's Record Merchandisers.

A double first is in store for Andre Previn. He will serve as conductor-arranger on Julie London's new Liberty album, "Your Number Please," marking his initial assignment with the songstress-actress and his first for Liberty.

Lea Zhitto.

Cincinnati

Four panelists from this area have been engaged to participate in the Friday-Saturday series of discussions at the French Lick (Ind.) Jazz Festival to be held July 30-August 2. The series will be headed by several nationally known jazz scholars. The local participants will be Dale Stevens, The Cincinnati Post & Times Star columnist and WZIP deejay; Dick Pike, who has a daily jazz talk show from 6-7:45 p.m., on WNOP, Newport, Ky.; Jim Layton, of WHIO-TV and radio, Dayton, O., and B. W. (Bernie) Fulkotte, of WAVI, Dayton. . . . Pee Wee King and his unit have been booked by the local Barney Rapp office to appear with Grand Ole Opry's Minnie Pearl at the Cincinnati Carthage Fair September 17-20. . . . Former band leader Tony Salamack continues to keep his hand in jobbing with his trio in the area, while jobbing as whisky salesman in the Northern Kentucky sector.

Ruth Lyons, standardbearer on the "50-50 Club" program, heard simulcast five days a week, 12 noon-1:30 p.m., over Crosley Broadcasting's four-station network comprising WLW-T, Cincinnati; WLW-D, Dayton, O.; WLW-C, Columbus, O., and WLW-I, Indianapolis, has just issued her second album, "Our Best to You," made up of tunes which have become standards on her air show and three new songs from her own pen. The various cast members of the "50-50 Club" contribute to the new works. Miss Lyons' Christmas album outsold every other yule album in the WLW listening area over the last holiday season. . . . Two separate record hops featuring Cincinnati radio personalities will highlight Pepsi-Cola Day at nearby LeSourdsville Lake Park Wednesday (29). Freelance-deejay Steve (Iron-Jaw) Palmer will spin the disks in the park's Stardust Gardens from 2:30-4:30 p.m., with Will Lenay (WSAI) whirling the biscuits 8-9 p.m. from the promenade stage, with dancing offered on the adjacent green.

GAC's summer package, with the Addrissi Brothers, the Tash, Skip and Flip, Carl Mann, Jerry Keller, Dicky Do and the Dent's and Joan Campbell pulled a so-so 950 paid to Coney Island's Moonlight Gardens Tuesday night (21), in the fifth of a series of teen-age hops being presented by the park management. Six-office is expected to zoom come Tuesday (28), when Tommy Sands gives 'em the teeth as the hop feature. . . . The American and Symphony of 57 pieces, giving a series of free concerts along the Ohio River waterways this summer under the direction of Robert Austin Boudreau, played to nearly 25,000 Greater Cincinnati Tuesday night (21) on the banks of the Ohio at Coney Island and here, the largest crowd the group has attracted on the river so far. In addition to those on the bank, the river was cluttered with floating craft carrying symphony enthusiasts. The performance was delayed an hour and a half due to the late arrival of the 12-foot barge used as a stage by the symphony. The barge was delayed 10 hours by fog downriver. The symphony played to some 7,000 in Louisville Monday night (20). Bill Sachs.

Nashville

James Melton was in town last week to open the Biltmore Hotel Court and Restaurant's swank new dining room. Appearing here with Melton thru August 1 will be soprano Barbara Meister. Manager Bill Boswell says that other names will follow the Melton opening. The latter began his singing career here during student days at Vanderbilt University. . . . Hillous Butrum, prexy of Be-Are Publishing Company, has launched a new label, Look Records, with Don Wayne's "Poor Little Jimmy" the first release. Other artist to record for the label to date is Gene Martin. Butrum credits WKDA's Bob Terry with breaking "Poor Little Jimmy," which has been covered by Decca's Hal Willis.

Jimmy Driftwood's new Victor etching is "The Answer to the Battle of New Orleans," and first disks will be shipped Tuesday (28). Side is coupled with "Sal's Got a Sugar Lip," also penned by Driftwood and already covered by Columbia's Johnny Horton. Don Warden, prexy of Warden Publishing Company, acquired Driftwood's material after other local publishers turned it down because they said it was not commercial. Don's wife confesses she was not too impressed the day he drove her and their baby to Driftwood's home in the back, backwoods of the Ozarks, where Warden taped "The Battle. . . . Homer and Jethro cut their own parodies on "The Battle of New Orleans" and "Watherloo" at the RCA Victor Studio here Wednesday (22). . . . Arnie Derksen had a Decca session at the Bradley Studios last week, along with Bobby Helms and Ronnie Self, the latter coming to Decca for his first session from Columbia. . . . Stonewall (Waterloo) Jackson started cutting an album at Bradley last week.

Getry Teifer, promotion man out of New York, is pushing pop for Acuff-Rose Publications from Washington to Boston, as the firm's Mel Ferec tours the Eastern Seaboard to promote the firm's Hickory label. . . . The Everly Brothers left Thursday for p.a.'s in Salt Lake City and Casper, Wyo. Cadence releases comes out Saturday (1). . . . Hank Snow returned last week for a month of p.a.'s which took him thru the Pacific Northwest into Canada. . . . Carl Smith is slated for a guest shot on "Rede U. S. A." August 8. . . . The Jordanaires were elated over the award they received from Columbia Records Tuesday (21) for being on the smash hit of the year ("The Battle of New Orleans"). Buddy Killen, vice-president of Tree Music, reports that Bill Merson's "Ninety Nine," on Decca, is getting good pop exposure. Merson is the youngster who penned "City Lights." Pat Twitty.

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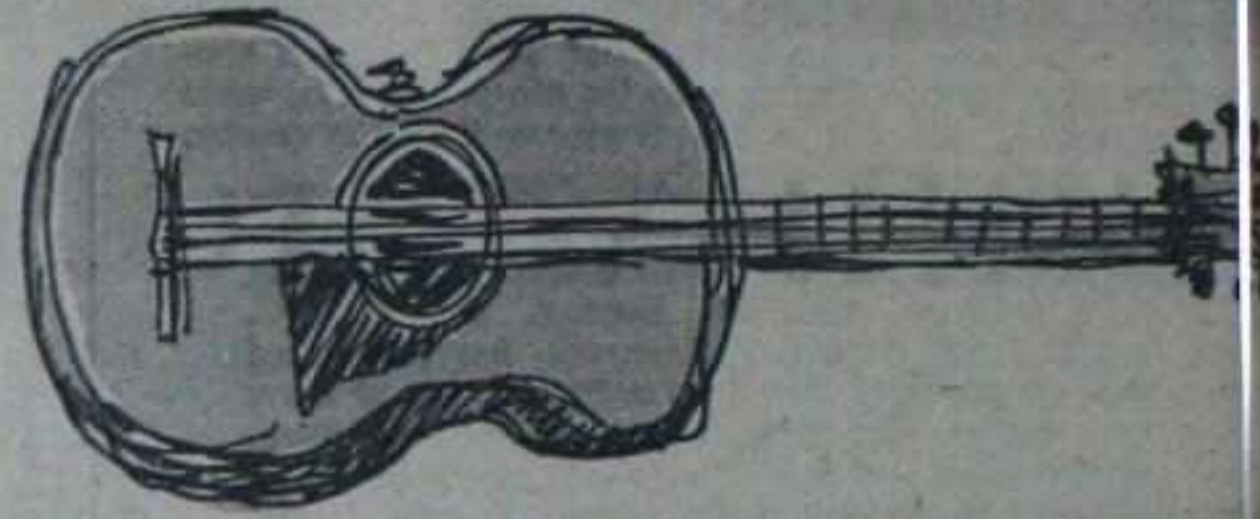
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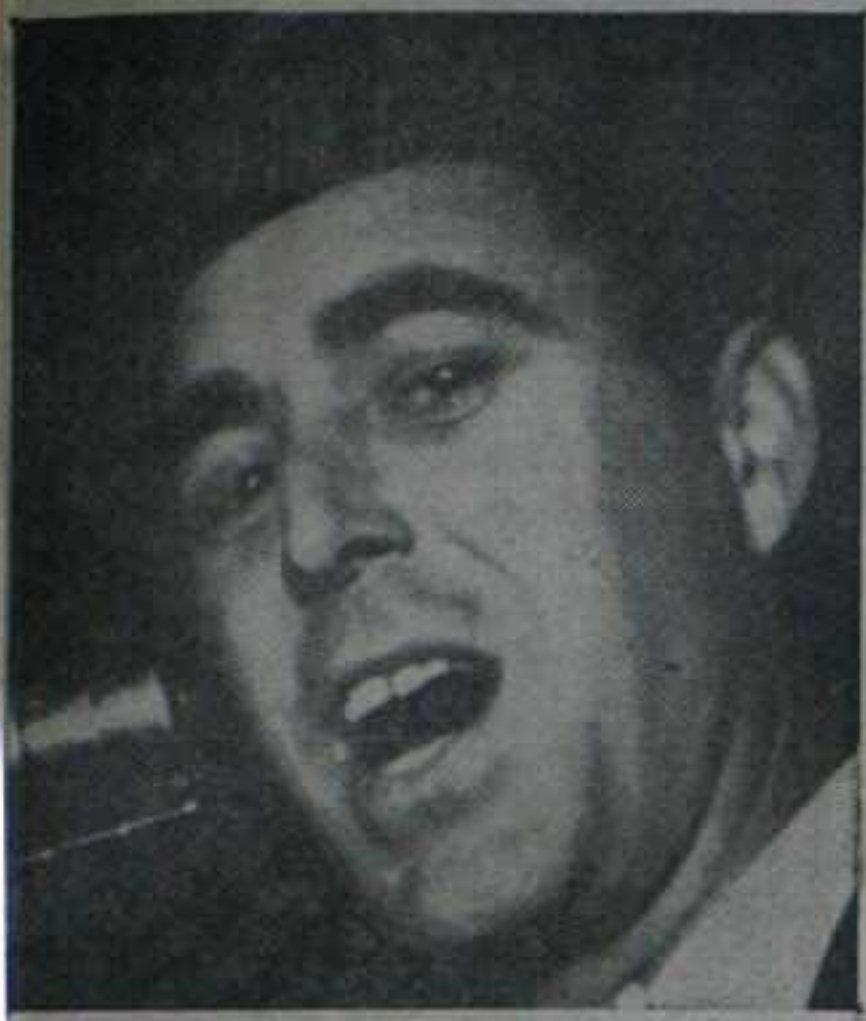


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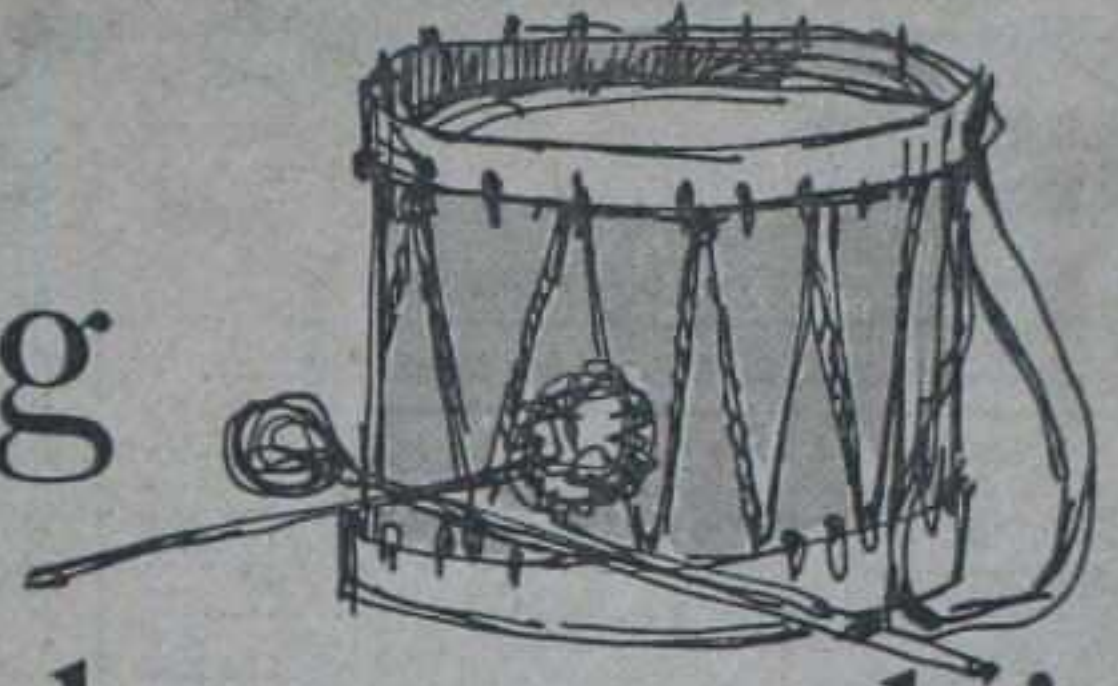
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The Billboard TOP LP'S

FOR THE WEEK ENDING JULY 26

BEST SELLING MONOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	2 KINGSTON TRIO AT LARGE, Kingston Trio, Capitol T 1199	6
2	1 EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034	13
3	4 FROM THE HUNGRY I, The Kingston Trio, Capitol T 1107	24
4	6 INSIDE SHELLY BERMAN, Verve MG V 15003	14
5	3 PETER GUNN, Henry Mancini, RCA Victor LPM 1956	24
6	5 GIGI, Sound Track, M-G-M E 3641 ST	56
7	9 SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	70
8	7 HOLD THAT TIGER, Fabian, Chancellor CHL 5003	11
9	13 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040	6
10	12 JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	65
11	11 MY FAIR LADY, Original Cast, Columbia OL 5090	173
12	8 SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	55
13	— MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	1
14	14 LOOK TO YOUR HEART, Frank Sinatra, Capitol W 1164	9
15	19 KINGSTON TRIO, Capitol T 996	6
16	15 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LM 2226	20
17	16 THE MUSIC MAN, Original Cast, Capitol WAO 990	74
18	10 COME DANCE WITH ME, Frank Sinatra, Capitol W 1069	24
19	17 FILM ENCORES, VOL. II, Mantovani, London LL 3117	7
20	25 SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716	5
21	18 TABOO IN HI FI, Arthur Lyman, Hi Fi Records R 806	19
22	20 BUT NOT FOR ME, Ahmad Jamal Trio, Argo LP 628	30
23	23 PORGY AND BESS, Harry Belafonte & Lena Horne, RCA Victor LOP 1507	6
24	24 FLOWER DRUM SONG, Original Cast, Columbia OL 5350	28
25	21 MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	35

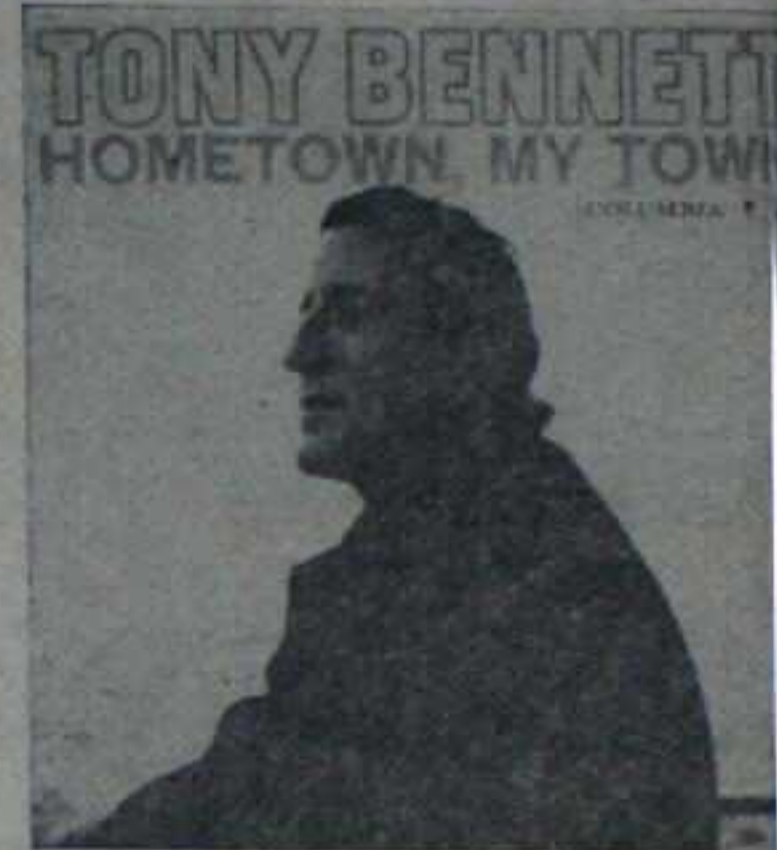
THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	34 TENDERLY, Pat Boone, Dot DLP 3180	3
27	22 FILM ENCORES, VOL. I, Mantovani, London LL 1700	90
28	27 HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	26
29	28 OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	25
30	33 OKLAHOMA! Sound Track, Capitol SAO 595	181
31	26 77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289	15
32	29 HOLLYWOOD IN RHYTHM, Ray Conniff, Columbia CL 1310	5
33	31 THE KING AND I, Sound Track, Capitol W 740	145
34	35 GYPSY, Original Cast, Columbia OL 5420	2
35	30 MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1113	7
36	32 LOVE IS A GENTLE THING, Harry Belafonte, RCA Victor LPM 1927	10
37	44 RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355	3
38	39 WARM, Johnny Mathis, Columbia CL 1078	50
39	36 FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316	9
40	38 ONLY THE LONELY, Frank Sinatra, Capitol W 1053	35
41	40 GEMS FOREVER, Mantovani, London LL 3032	39
42	— BROADWAY IN RHYTHM, Ray Conniff, Columbia CL 1252	5
43	43 SOUTH PACIFIC, Original Cast, Columbia OL 4180	269
44	— CONCERT IN RHYTHM, Ray Conniff, Columbia CL 1163	9
45	— PORGY AND BESS, Sound Track, Columbia OL 5410	2
46	42 STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	15
47	37 TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252	48
48	49 BLUE HAWAII, Billy Vaughn, Dot DLP 3165	9
49	45 CRAZY HE CALLS ME, Dakota Staton, Capitol T 1170	9
50	48 I WANT TO LIVE! Gerry Milligan's Jazz Combo, United Artists, UAL 4006	6

BEST SELLING STEREOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	10
2	4 GIGI, Sound Track, M-G-M SE 3461 ST	10
3	3 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	8
4	2 FILM ENCORES, VOL. I, Mantovani, London PS 124	10
5	6 MY FAIR LADY, Original Cast, Columbia OS 2015	10
6	8 TABOO IN HI-FI, Arthur Lyman, Hi-Fi Record SR 806	10
7	14 EXOTICA, VOL. I, Martin Denny, Liberty LST 7034	3
8	7 COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	10
9	5 PETER GUNN, Henry Mancini, RCA Victor LSP 1956	10
10	9 THE MUSIC MAN, Original Cast, Capitol SWAO 990	8
11	10 KINGSTON TRIO AT LARGE, Kingston Trio, Capitol ST 1199	4
12	16 MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KS 3013	6
13	19 PORGY AND BESS, Harry Belafonte and Lena Horne, RCA Victor LSO 1507	3
14	12 GEMS FOREVER, Mantovani, London PS 164	6
15	13 TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054	8

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	17 FILM ENCORES, VOL. II, Mantovani, London PS 164	6
17	24 77 SUNSET STRIP, Warren Barker, Warner Bros. WS 1289	7
18	15 ONLY THE LONELY, Frank Sinatra, Capitol SW 1053	10
19	18 OKLAHOMA! Sound Track, Capitol SWAO 595	8
20	21 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LSP 2040	3
21	23 RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LSC 2355	3
22	11 MANTOVANI SHOWCASE, London SS 1	9
23	— TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	9
24	22 SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6600	10
25	26 PORGY AND BESS, Percy Faith, Columbia CS 8105	10
26	20 CONTINENTAL ENCORES, Mantovani, London PS 147	10
27	25 THE KING AND I, Sound Track, Capitol SW 740	6
28	28 FLOWER DRUM SONG, Original Cast, Columbia OS 2009	3
29	27 BILLY VAUGHN PLAYS THE MILLION SELLERS, Dot DLP 25119	2
30	29 TILL, Roger Williams, Kapp KLS 1081	3

Album Cover of the Week



HOMETOWN, MY TOWN, Columbia CL 1301. Photographer Dirone has taken an absorbing close-up of Tony Bennett leaning on the railing of a boat with background of the New York skyline in the distance.

Best Selling EP's on the Racks

This chart has been tabulated from the sales made by the nation's leading rack service merchandisers and jobbers. Over a four-week cycle, it covers the main types of packaged records sold from racks. These include: Best-Selling LP's (\$3 or more suggested retail price); Best-Selling LP Priced LP's (\$2.99 or less suggested retail price); Best-Selling EP's, and Best-Selling Kiddie Records.

1. Peter Gunn
Henry Mancini RCA Victor EPA 4
2. Hank Williams
..... M-G-M EPX 1
3. The Fabulous Johnny Cash
..... Columbia EPB 1
4. Exotica (Volume 1)
Martin Denny Liberty LEP 1
5. Tenderly
Pat Boone Dot DEP 1
6. The Kingston Trio at Large
..... Capitol EAF 1
7. A Touch of Gold
Elvis Presley RCA Victor EPA 1
8. The Happy Organ
Dave (Baby) Cortez RCA Victor EPA 4
9. Come Dance With Me
Frank Sinatra Capitol EAF 1
10. Sing Along With Mitch
Mitch Miller Columbia EPB 1

Best Selling Pop EP's

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.

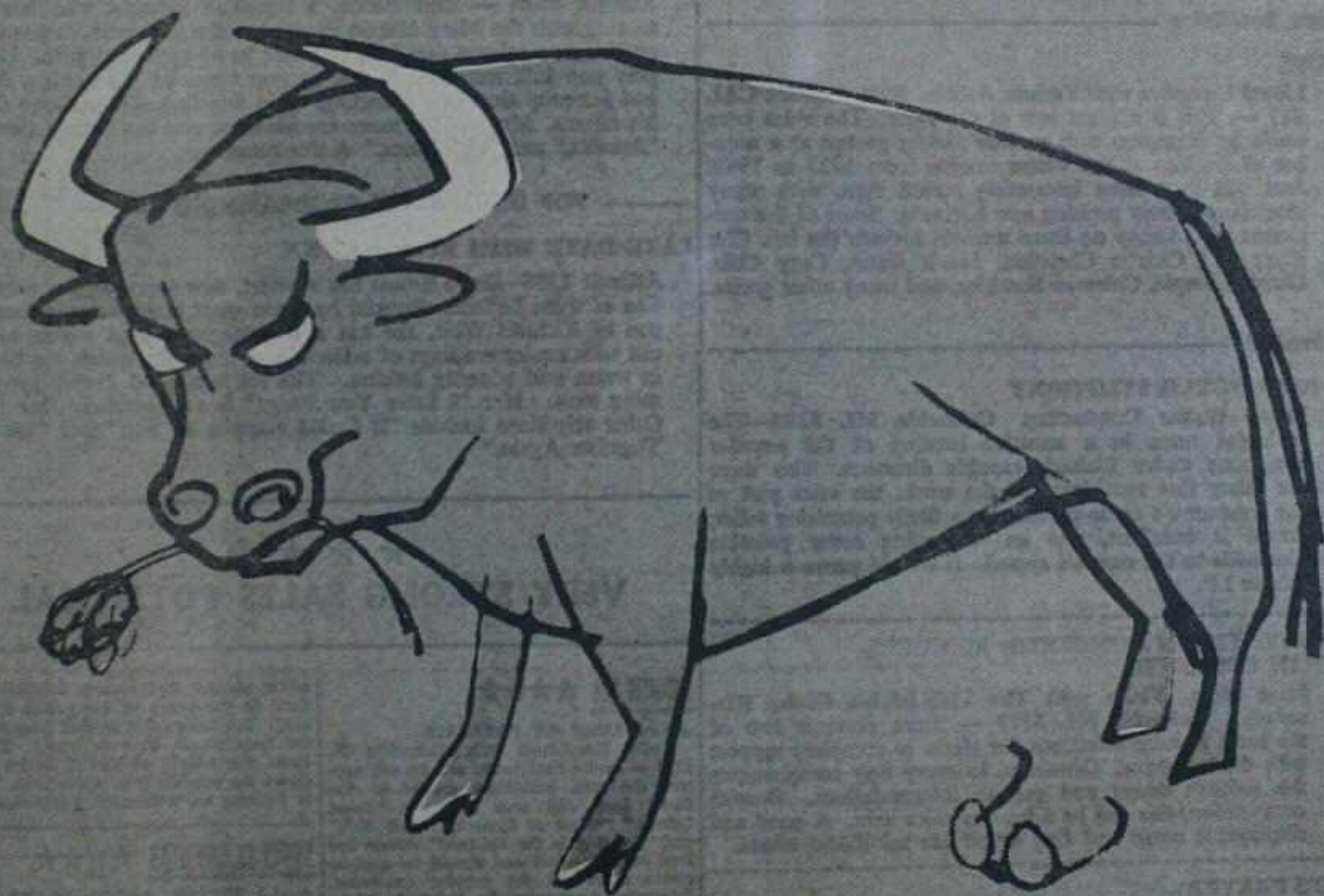
1. Side by Side
Pat & Shirley Boone Dot DEP 109
2. Spirituals
Tennessee Ernie Ford Capitol EAF 1-11
3. King Creole, Vol. I
Elvis Presley RCA Victor EPA 411
4. Peter Gunn
Henry Mancini RCA Victor EPA 411
5. Songs Our Daddy Taught Us
Everly Brothers Cadence CEP 11
6. Nearer the Cross
Tennessee Ernie Ford Capitol EAF 1-106
7. Ricky Sings Again
Ricky Nelson Imperial EP 119
8. Hymns
Tennessee Ernie Ford Capitol EAF 1-108
9. Crazy He Calls Me
Dakota Staton Capitol EAF 1-117
10. Come Dance With Me
Frank Sinatra Capitol EAF 1-106

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*Swingin' the Toreador (Toreador's Song);
A Pad On the Edge of Town; Free As a Bird (Habanera);
If You Dig Me; Viva El Toro! (Toreador's March);
Flowersville; Carmen's Cool; The Gypsy's Hip;
Like, There's No Place Like...*

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Reviews of THIS WEEK'S LP'S

The pick of the new releases!

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

PARTY SING ALONG WITH MITCH



Mitch Miller. Columbia CL 1331 — This promises to be a big one like Miller's previous singalong packages. It has a book type cover and special lyric sheets which are decorated with early American art shots. Material is done in fine, rousing fashion by the chorus and includes "The Sweetest Story Ever Told," "I Love You Truly," "My Gal Sal," etc.

SONGS OF OUR SOIL



Johnny Cash. Columbia 1339 — This will be a big seller. Songs are folk ballads, many of them Cash's, and they are done in the typical Cash style. Each one tells a story, and one or two have been broken out as singles — as "Five Feet High and Rising." Others are "The Great Speckled Bird," "The Man on the Hill" — not a trite piece among them.

IT'S THE TALK OF THE TOWN



Ray Conniff Singers. Columbia CL 1334 — The distinctive Conniff sound is there, only in this instance the chorus sings the melody instead of filling in as part of the work. Set should score heavily with jocks. Selections include "They Say It's Wonderful," "It's Been a Long, Long Time" and the album title tune. Strong potential.

Jazz Low-Price

OPEN HOUSE



Lionel Hampton with Various Artists. RCA Camden CAL 517 — This is a great buy at the price. The sides were made by Hampton with various pickup groups at a number of sessions at the Victor studios from 1937 to 1940. Jazz was in a most interesting period then, with many musicians already probing new horizons. Some of the musicians with Hampton on these sessions include the late Chu Berry and Charlie Christian, Jonah Jones, Cozy Cole, Dizzy Gillespie, Coleman Hawkins, and many other greats.

Classical

DVORAK: NEW WORLD SYMPHONY



Bruno Walter Conducting. Columbia ML 5384 — The orchestra turns in a sensitive reading of the popular symphony under Walter's capable direction. Tho there are many fine recordings of the work, the sales pull of the conductor's name makes this a likely promising seller. Sound is excellent, and an interesting cover painting also adds to the over-all appeal. It should prove a highly salable LP.

TCHAIKOVSKY: VIOLIN CONCERTO; MENDELSSOHN: VIOLIN CONCERTO



Isaac Stern, Violin with The Philadelphia Orch. (Ormandy). Columbia ML 5379 — Stern presents two of the most popular selections for violin in complete rapport with the orchestra, Ormandy, in every way complements the soloist's warm and precise interpretations. Despite competition, this can be a healthy sales item. A good and displayable cover and fine sound are additional assets.

THE LORD'S PRAYER



The Mormon Tabernacle Choir & The Philadelphia Orch. (Ormandy). Columbia ML 5386 — This is a fine album, featuring the outstanding of America's great choral organizations. The selections include works by Brahms, Handel, Holst and Gounoud, all inspirational and religious works performed with reverence and warmth by the choir. The many followers of choral music will want this set.

PAUL ROBESON AT CARNEGIE HALL



Vanguard VSD 2035 & VRS 9051. (Stereo & Monaural) — The program consists of selections that Robeson presented in his Carnegie Hall concert in May, 1958. His voice is still remarkably youthful and certain. His selections include folk, spiritual and classical numbers. He also renders a few dramatic readings. Stereo adds little to the appreciation of the LP. Robeson fans will find this a rewarding item.

RIMSKY-KORSAKOV: SCHEHERAZADE



John Corigliano, Violin with The New York Philharmonic Orch. (Bernstein). Columbia ML 5387 — Another Scheherazade? Yes and this one has the benefit of Leonard Bernstein's name value (Columbia saw fit to make the conductor's name as big as the name of the music on the jacket) plus a reading paced to emphasize fully the inherent drama of the familiar piece. Top-notch sound completes the picture. Very strong potential.

Folk

MY EYES HAVE SEEN



Odetta. Vanguard VSD 2046 & VRS 9059. (Stereo & Monaural) — Dealers should demonstrate this one to clientele looking for distinctive folk material. This is it. The performances by Odetta are dramatic and her voice is beautiful. Repertoire includes several spirituals, including "Poor Little Jesus," and a broad range of songs, including "No More Cane on the Brazos," "I've Been Driving on Aid Mountain" and "Water Boy."

Spoken Word

WILDE: THE PICTURE OF DORIAN GRAY



Read by Hurd Hatfield. Caedmon TC 1095 — Hatfield registers with solid, dramatic impact in his reading of the Wilde classic. The artist is familiar with the text, having created the part of Dorian Gray in a film version of the novel some years ago. The condensation captures the highlights of the work, and the disk is in no way lacking. The set is another commendable LP from Caedmon, worthy of prime consideration.

SPECIAL MERIT SPOTLIGHTS

The following albums have been picked for outstanding merit in their various categories, because in the opinion of The Billboard Music Staff, they deserve exposure.

POP

AMOR THE FABULOUS GUITAR OF LUIZ BONFA

Atlantic 8028 — Luiz Bonfa, a Brazilian guitarist who has been touring with the Mary Martin show over the past year, demonstrates on this new release that he is a talent to be reckoned with. He can play pop folk music of Brazil, or pop tunes or jazz with a feeling and intensity that is outstanding. And this fine album shows off all his talents. Most of the tunes are his own, and the best of these are "Brasilia," and "Old Times." A fine recording.

POP DISK JOCKEY PROGRAMMING

LATE DATE WITH RUTH BROWN

Atlantic 1308 — Ruth Brown has a smart, new sound in her presentation of these ballads. Backed by some great arrangements from the pen of Richard Wess, she has a fine framework in which to give out with tender readings of a flock of evergreens, which she handles in warm and winning fashion. The set is a good deejay programming item. Her "I Love You Porgy" is an especially fine track. Other selections include "It Could Happen to You" and "We'll Be Together Again."

★★★★★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ LURE OF PARADISE

Andre Kostelanetz Ork. Columbia CL 1335 — Andre Kostelanetz and his ork capture the soft, melodious sounds of the South Seas with such songs as "Sweet Lullaby," "Gales of Heaven," "Bali Ha'i" and "We Kiss in the Shadow." Album has fine, smooth sound and should be another strong seller for the popular conductor. Interesting liner notes by James A. Michener on his favorite subject.

★★★★ HOMETOWN, MY TOWN

Tony Bennett. Columbia CL 1301 — Top level performance by Bennett as he solidly sings out a group of ballads, all moods in theme, depicting his home town, New York. Ralph Burns' arrangements back the artist beautifully. Tunes include "The Skyscraper Blues," "Penitence Serenade," "All By Myself," "I Cover the Waterfront," etc. Good cover shot of the artist.

LOW-PRICE POPULAR ★★★★★

★★★★ THE KING AND I

MH Bowen Ork. with Various Artists. RCA Camden CAS 502. (Stereo & Monaural) — A terrific stereo buy at \$2.98. The Rodgers and Hammerstein score is just as fresh as it was at its 1951 debut. Soloists include Patricia Clark, Dennis Martin and Pip Hinton, who have voices completely adequate to the score. Sure fire on the racks and in the browsers.

CLASSICAL ★★★★★

★★★★ MOZART: VIOLIN CONCERTOS NOS. 3 & 4

Zino Francescatti, Violin with Bruno Walter, Conductor. Columbia ML 5381 — Fa-

millor classics that receive first-rate treatment in the hands of the soloist Francescatti. This impeccable reading loses none of the lyric charm of both works. Demonstrates the adagio of the G Major which shows the soloist's rich, warm tone. Sound is stunning on wide-range equipment.

SEMI-CLASSICAL ★★★★★

★★★★ VICTOR BORGE PLAYS AND CONDUCTS CONCERT FAVORITES

Columbia CL 1305 — Borge shows his non-comic, musical side on this disk both at the keyboard and on the podium. He conducts a string-heavy orchestra in a medley of Tchaikovsky "best sellers," a Kurt Weill medley and his own "Blue Serenade," and he plays the "Moonlight Sonata" and a Chopin étude with ork backing. Wide appeal.

JAZZ ★★★★★

★★★★ 7 PIECES — THE JIMMY GUILFIRE 3

Verve MGJ 8307 — Jimmy Guilfire, accompanied by R. Mitchell on bass and J. Hall on guitar, perform some interesting and listenable jazz chamber music on this new disk. Guilfire, heard here on tenor, clarinet and baritone, turns in many fine solos, all marked by that special Guilfire sound. Tunes are all originals penned by Guilfire, of which the best are "Happy Man," "Lovely Willow" and "Princess." For the clarinetist's fans.

★★★★ AWARD WINNER STAN GETZ

Verve MGJ 8296 — Stan Getz has had many good recording dates and many weak ones — but this is one of his better blowing dates. It features the tenor man playing a group of standards with feeling and down home meaning, and his many fans will be sure to enjoy it. Best selections

are "Where or When," "Smiles" and "Three Little Words." It's a happy Getz on this date and a good one for listeners.

SPOKEN WORD ★★★★★

★★★★ WALT WHITMAN'S LEAVES OF GRASS

Read by Ed Begley. Caedmon TC 1027 — Begley's reading is quietly pitched well-modulated and has the quality of inviting the listener's interest. In brief, the reading seems unobtrusive but is actually magnetic in its appeal. The selections from the great American poet comprise a representative sampling from his writings covering a large segment of the second half of the 19th century. Discerning collectors of the spoken word will find this package is in the label's usual high tradition.

★★★★ JAMES JOYCE: A PORTRAIT OF THE ARTIST AS A YOUNG MAN

Read by Cyril Cosack. Caedmon TC 1110 — Cyril Cosack previously has done flexible readings from Joyce's "Finnegan's Wake," as well as from the poetry of Yeats and Gerard Manley Hopkins. This latest release includes three excerpts from "Portrait of the Artist" and Cosack again shows an extraordinary flair for characterization, plus an ear for the music of Irish speech and an ability to shift easily from humor to drama. Should get a response in major markets and college towns.

★★★★ MARTHA SCHLAMME SINGS JEWISH FOLK SONGS VOL. II

Vanguard VSD 2032 & VRS 9049 (Stereo & Monaural) — Miss Schlamme's genius is that by her art she makes favorite songs sound new and new ones like old favorites. On this disk, "Die Rebbe Elemelch," "Raisins and Almonds" and "Vos Vilnau" are the Yiddish evergreens. The other selections, warm, humorous and sad, are less known. The artist turns in her usual beautiful performance. It's a truly splendid offering that should find wide acceptance, and it's marred only slightly by trite orchestrations.

★★★

GOOD SALES POTENTIAL

POPULAR ★★★★★

★★★★ STRAUSS WALTZES FOR DANCING

Sammy Kaye. Columbia CL 1236 — The "Swing and Sway" orkster serves up liting arrangements of the perennially favorite Strauss melodies. The salable set includes "Tales of the Vienna Woods," waltzes from "Die Fledermaus," and "Blue Danube." As a terp or listening item, this can be a good seller.

★★★★ TRAVELIN' ON

Billy Grammer. Monument M 4000 — Very well produced package of country flavored material, with string backing and chorus. Grammer has a flock of good songs here, in that most of them tell a real story and capture a mood — such as "Midnight," "A Thousand Miles Ago," "Run, Roy," etc. Interesting waz, and programmable.

★★★★ SOCIETY IS MY BEAT

Bernie Richards Ork. Columbia CL 1236 — Richards is an accomplished purveyor of the Society beat, and dancers will love this package. Material is taken from Cole Porter, Lerner and Lowe, Rodgers and Hammerstein, Jimmy Mercer, etc. and there are lively vocals as well as an infectious beat thru-out.

LOW-PRICE POPULAR ★★★★★

★★★★ GISELIE MACKENZIE

RCA Camden CAL 532 — The pert chanteuse's pleasing voice and refreshingly un-gimmicked style are happily employed by a group of familiar tunes, including "You're My Everything," "At Sundown," "Swinging Down the Lane" and "These Foolish Things." Her substantial video and club following should be attracted to this low-price issue.

JAZZ ★★★★★

★★★★ THE KID FROM NEW ORLEANS

Edward (Kid) Ory. Verve MGJ 1016 — Despite his 72 years, Kid Ory still is a master of the traditional seven-man Dixieland ensemble, he slides, grooves and blows his way thru numbers not especially associated with this kind of jazz. Numbers include "Old Grey Bonnet," "Swanee River," "Somebody Stole My Gal." Best work is in the solo passages, ensemble work seeming to lack something in cohesion.

★★★★ T-BONE BLUES — T-BONE WALKER

Atlantic 8020 — Outstanding blues package by one of the masters. There are both vocals and instrumentals by T-Bone here.

and they are very favorable indeed. Some really make you want to jump and shout, like his song "I-Boo Shuffle." Other titles are "Papa Ain't Salty," "Two Bones and a Pick," etc. Discerning blues listeners will want this, and dealers should demonstrate it. Knowledgeable notes by Ralph Gleason, 1877 critic.

★★★ MUSKRAT RAMBLE
Doc Evans Dixieland Band. Audiolophile AP 54 — There's a lot of fun on this Dixieland date, and this bright side should help it appeal to the many who enjoy the two-beat beat. Tunes, altho new are in the old-fashioned Dixie vein, ranging from "New Orleans Joys," and "Georgia Swing," to "Fantasy on Muskrat Rumble" and "My Jelly Land." Doc Evans and the boys have a good time and so will anyone who hears the disk.

★★★ THE OSCAR PETERSON TRIO AT THE CONCERTGEBOUW
Verve MGY 8258 — When Oscar Peterson was on tour in Europe last year with his Trio, a rapid fan recorded one of the concerts in Amsterdam. This is that recording, and tho it is not quite up to the recording standards of many concert waxings, it does show off some occasionally listenable work by Peterson and the trio and the excitement of the audience. Tunes are mainly standards, pop and jazz, such as "The Lady Is a Tramp" and "Bags Groove."

★★★ TRANQUILITY
The Lee Kowitz Quartet. Verve MGY 8281 — Sweet and mellow is the work of Lee Kowitz on this happy album. It features a lyrical Kowitz and a fine group of tunes, plus good work by the members of his combo. The selections range from "Memories of You" to "People Will Say We're in Love," and they are performed very neatly here. A good album for the busy man.

★★★ SONNY STITT PLAYS JIMMY GUILFIRE ARRANGEMENTS
Verve MGY 8289 — Sonny Stitt and Jimmy Guilfire may seem an unusual combination, but on this new album Stitt shows

off his individual style on tenor with gusto over the Guilfire arrangements. Some of the tunes were penned by Guilfire, others by Stitt, but many are standards such as "Sonny Boy" and "Sings' in the Rain." An unusual album and an unusual blending here.

CLASSICAL ★★★

★★★ THE STRING QUARTETS OF FRANZ JOSEPH HAYDN
The Griller String Quartet. (2-12") Vanguard VSD 2033-4 & VRS 1941-2. (Stereo & Monaural)—The Haydn quartets are played with care and precision by the chamber ensemble. Chamber music enthusiasts will find the fourth and fifth quartets among the better versions of the works available. The works are well recorded in both stereo and monaural. Within the limited market, these can prove profitable items with exposure.

SOUND ★★★

★★★ ECHOES OF THE STORM
Audiophile AP 28 — For those who want to bring a raging thunderstorm into the living room, this disk is what the doctor ordered. There's thunder, wind, rain and enough sound effects to test the most sensitive pickup. As a bonus, a train arrives in the midst of everything. Reverse side features a hammer driving nails, water dripping into a bucket, drums, a rotary saw and a music box. Can make a good demo record.

★★
MODERATE SALES POTENTIAL

POPULAR ★★★

★★ GENTLEMEN, BE SEATED AGAIN—THE WORLD'S GREATEST MINSTREL SHOW
Various Artists. Epic LN 3596 — Big brass and noisy. Epic has captured the lively feeling of a live minstrel show. Old-timers can't listen without feeling a nostalgic tug. And youngsters will find themselves tapping their feet. Dealers who had a good experience with the first "Gentlemen Be Seated" disk won't be disappointed in this one.

JAZZ ★★★

★★ MIDNIGHT OIL
Jerome Richardson Sextet. New Jazz 8285—Richardson comes across with technique and imagination on both alto sax and flute on this, his first LP. Other members of the group include J. Cleveland, trombone; K. Burrell, guitar; H. Jones, piano; J. Benjamin, bass and C. Persip on bass. Richardson, however, is the central figure. He's bound to gain fans with this offering. But can be sold with samples of "Caravan" or "Way In Blues."

CLASSICAL ★★★

★★ PURCELL: WELCOME TO ALL THE PLEASURES; BLOW; ODE ON THE DEATH OF HENRY PURCELL
Alfred Deller, Countertenor with Various Artists. Vanguard BGS 5015 & BG 509. (Stereo & Monaural) — Latest dinking of the Deller Consort finds the group con-

tinuing as before, matched for scholarship and purity of style, and singing with a vocal brilliance of the first order. Of the two 17th century works here, the Purcell ode, written for St. Cecilia's Day, 1683, contains some of the composer's best writing. Blow's tribute to his colleague, with words by John Dryden, has a sensuous elegance. Truly for the connoisseur.

LOW-PRICE SEMI-CLASSICAL ★★★

★★ THE MERRY WIDOW WALTZ
The Vienna State Opera Orch. (Paulik). Vanguard SRV 111-SD & SRV 111. (Stereo & Monaural) — This demonstration disk features popular waltzes, polkas and gallops by Lehar and Strauss. All the essentials of good sound reproduction are present, and timbre is especially realistic. However, Paulik, whose Viennese interpretations of these Viennese works are in the authentic tradition, sounds somewhat flat to American ears. We're accustomed to more glitter and sparkle as they are performed by major orks this side of the water. Heavy competition.

INTERNATIONAL ★★★

★★ VIENNA—CITY OF MY DREAMS
Karl Grell Ork. Columbia WL 156 — This is somewhat different than the usual package of Viennese music. Grell creates the impression of a trip thru Vienna, capturing the atmosphere of Vienna in the Spring, Vienna at night, etc. The well-known melodies are here, but in addition a subtle arrangement whose sounds give the effect of a tour of the city.

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RCA VICTOR
RADIO CORPORATION OF AMERICA

Decree Amendment Beefs

Continued from page 3

ance of the 30 per cent recognized works pool, with the money to be tossed back into the current and the sustaining pools. One writer objected to a proposal that all the money be placed in the current works pool, on the grounds that the money should be more spread out for income tax benefits.

After several writers roundly attacked Hans Lengsfelder and others of his school for supposedly speaking in Congressional hearings for many writers without their consent, another cleffer reflected: "It all sort of reminds you of Independence Hall doesn't it?" At the conclusion of the meeting, a kitty of \$4 was collected to pay for the rental of the meeting hall. Friday afternoon, the group planned to

assemble at the office of one member, prior to a scheduled meeting with ASCAP proxy Stanley Adams.

Wide Discontent

The writers' meeting was only one reflection in the view of tradesters close to the scene, of a wide discontent among numerous writers and publishers at what was called "the grossly watered down provisions of the new decree." It was believed that there would be numerous additional expressions of irritation and discontent prior to the October hearings.

It is no secret that many who are involved in the ASCAP situation, feel that Judge Ryan himself may represent their final opportunity to obtain redress in their grievances.



Disk Jockey Association, Inc.

Continued from page 2

such as a board member or program director. Record librarians and program directors will be eligible for membership only if they are actually responsible for making up programming lists.

Of particular interest to the trade was the Association's decision that they will neither seek nor accept financial aid from record companies, station management or allied fields. Instead the group will rely on a \$10 annual membership dues fee and any fund-raising projects they can handle themselves.

Still in the exploratory stage is an idea proposed by prey Hawthorne whereby the Association would tape and edit an all-star show at their annual meet (similar to the Miami deejay convention talent line-up) and arrange for the taped program to be sold for national sponsorship on network TV. Some provision would also be made to permit local radio stations to carry the show's audio if they wished, thereby preserving the spinners' loyalty to their media.

Altho Scott Muni was appointed chairman of a convention committee, the DJA has "no plans at present to set up a big national deejay convention," according to Bill Gavin. Gavin said: "Most of us appreciate the tremendous stimulus given the business by Todd Storz' enterprise in sponsoring the first two deejay conventions."

However, he added: "We do believe that in time our annual meeting will be the convention with full opportunity for the record industry to participate." Muni said: "We would hope any plans for a 1960 convention would include a voice from our group."

The jocks kicked around several names — most of them considerably fancier — before they

settled on their present monicker, the Disk Jockey Association, Inc., on the grounds that it was simple, dignified and easy to remember.

Some of the jocks objected to the use of the term disk jockey — claiming it carried a certain stigma — but it was finally decided that they should use the name by which they are best known and endeavor to give it increased prestige and respectability.

In its certificate of incorporation, the DJA set forth its purposes specifically as follows: "To encourage and foster improved understanding and communication among the members of the corporation and allied industries. To conduct and direct periodic seminars, meetings, discussions and conventions for the purpose of discussing problems and matters pertaining to members of the corporation in the exercise of their professions. participate thru all media, in projects of public service and public interest. To provide for public relations projects toward a better public understanding of the professions of disk jockey and music programmer."

Public Service Plans

Altho it isn't spelled out in detail now by the Association, plans call for the DJA to take on a major public service project — such as helping retarded children, combating juvenile delinquency, etc. — once the membership is set up on an extensive national basis.

The board of 56, which will be elected by nominating committees from each region at the Association's 1960 meet, will be set up regionally as follows: Five from Northeast States; 11, East; five, Southeast; five, Southern; five, Southwest; five, Mountain, and 10, Pacific, including Alaska and Hawaii.

None of the officers or the board members will receive salaries or fees. It was agreed that secretarial help will be provided for on a part-time basis only for the present. Once the financial picture of the Association improves the board will consider hiring a full-time executive secretary. The Association has also received an offer from an outside concern to pay for an executive secretary with the provision that he not be a deejay or music programmer.

Meanwhile, the Association is readying an all-out drive for membership. All of those who make bona fide membership applications before July 19 will be listed as charter members. Membership applications should be sent directly to Gavin in San Francisco.

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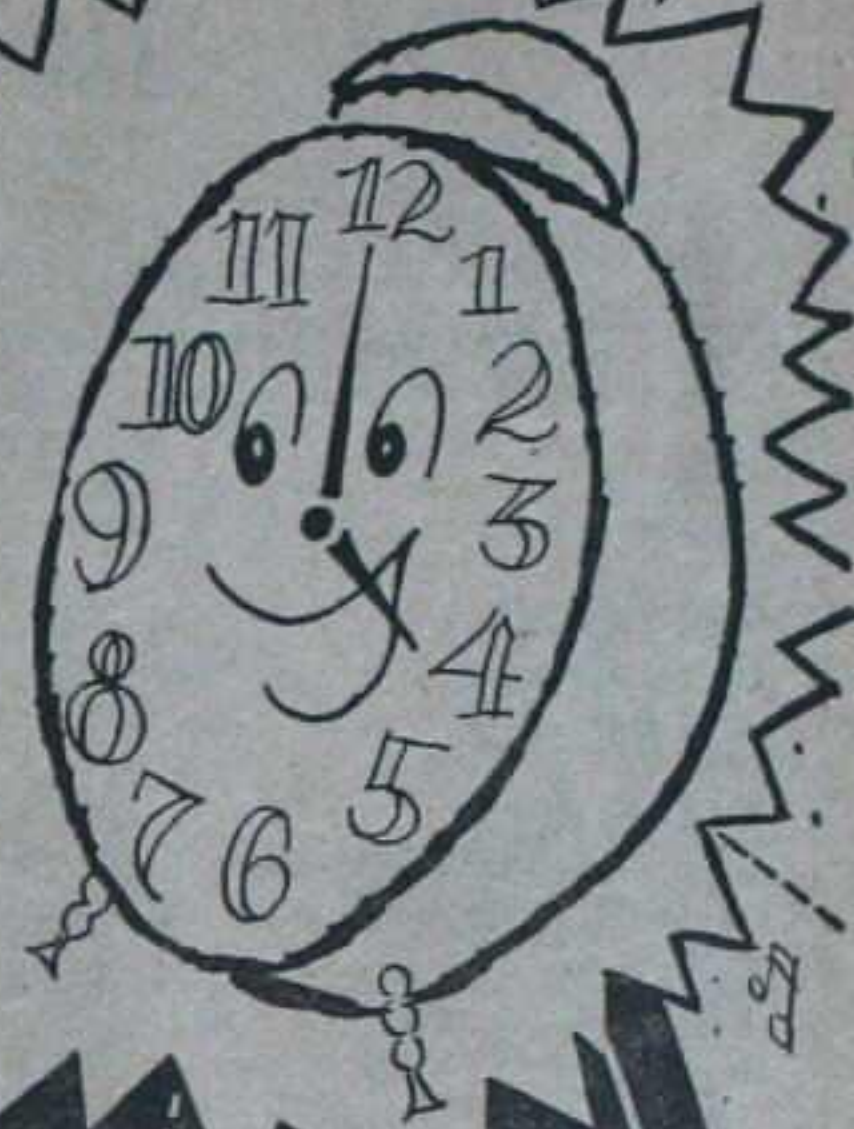
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written by Wood, Clowney, Kriegsmann

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About the Artist

LIKE many other aspirants to fame and fortune, Dave Cortez Clowney, born twenty years ago in Detroit, Mich., came to New York to look for his "lucky break." For two years he demonstrated his material singing and playing the piano to music publishers. His break came the day he sang a new composition in the Clock Record office. He was signed as an artist.

THE HAPPY ORGAN, the first major hit for Clock Records and Dave Cortez, has opened new horizons for him. He now travels with his group across the nation in his own truck, and his proudest possession is a Hammond Organ which he affectionately calls "my happy organ." His latest Clock recording, THE WHISTLING ORGAN, is rapidly following the success of his first. Currently successful for him in the recording field, too, are the new packages released by RCA Victor.



DAVE 'BABY' CORTEZ

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATIONS TOP TUNES For survey week ending July 18

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. The Battle of New Orleans		1	12		
By Jimmie Driftwood—Published by Warden (BMI) BEST SELLING RECORD: Johnny Horton, Col 41339. RECORDS AVAILABLE: Jimmie Driftwood, Vic 7534; Vaughn Monroe, Vic 7495; Pete Seeger and Frank Hamilton, Folkways 201; Buddy Starcher, Starday 439.					
2. Lonely Boy		2	8		
By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10022.					
3. Waterloo		4	7		
By Wilkin-Louthermik—Published by Cedarwood (BMI) BEST SELLING RECORD: Stonewall Jackson, Col 41393.					
4. Tiger		5	5		
By Ollie Jones—Published by Roosevelt Music (BMI) BEST SELLING RECORD: Fabian, Chancellor 1037.					
5. Personality		3	11		
By Logan & Price—Published by Lloyd-Logan (BMI) BEST SELLING RECORD: Lloyd Price, ABC-Paramount 10018.					
6. Lipstick on Your Collar				6	
By Lewis-Goehring—Published by Joy (ASCAP) BEST SELLING RECORD: Connie Francis, M-G-M 12793.					
7. My Heart Is an Open Book				7	
By Hal David-Lee Pockrist—Published by Sequenza (ASCAP) BEST SELLING RECORD: Carl Dobkins Jr., Dee 30803. RECORD AVAILABLE: Jimmy Dean, Col 41265.					
8. A Big Hunk o' Love				10	
By Schroeder & Wyche—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7600.					
9. There Goes My Baby				16	
By Patterson J. Treadwell—Published by Jat Progressive (BMI) BEST SELLING RECORD: Drifters, Atlantic 2025.					
10. Forty Miles of Bad Road				12	
By Duane Eddy and Al Casey—Published by Gregmark Music (BMI) BEST SELLING RECORD: Duane Eddy, Jamis 1126.					
Second Ten					
11. What a Difference a Day Makes		20	5		
By Greer-Adams—Published by E. B. Marks (BMI) BEST SELLING RECORD: Dinah Washington, Mer 71435.					
12. Lavender Blue		24	3		
By Larry Morey & Elliot Daniel—Published by Joy (ASCAP) BEST SELLING RECORD: Sammy Turner, Big Top 3016.					
13. Dream Lover		8	12		
By Bobby Darin—Published by Progressive-Fern-Trinity (BMI) BEST SELLING RECORD: Bobby Darin, Atco 6140. RECORD AVAILABLE: Robert Farnon, London 1241.					
14. Bobby Sox to Stockings		14	8		
By Faith-DiCicco—Published by Delmar (ASCAP) BEST SELLING RECORD: Frankie Avalon, Chancellor 1036.					
15. M.T.A.		15	4		
By Jacqueline Steiner and Reiz Hawes—Published by Atlantic Music (BMI) BEST SELLING RECORD: Kingston Trio, Cap 4221.					
16. Just a Little Too Much				23	
By J. Burnette—Published by Hilliard (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5595.					
17. Sweeter Than You				22	
By B. Knight—Published by Hilliard (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5595. RECORD AVAILABLE: Gaylords, Mercury 71450.					
18. I Only Have Eyes for You				13	
By Harry Warren—Published by Remick (ASCAP) BEST SELLING RECORD: Flamingos, End 1046. RECORDS AVAILABLE: Rose Hardaway, Dec 30893; Al Jolson, Dec 24684; Steve Lawrence, Coral 62052; Smart Set, Warner Bros. 5001.					
19. Ragtime Cowboy Joe				21	
By Muri-Clark-Abrahams—Published by Robbins-Fisher-Alfred (ASCAP) BEST SELLING RECORD: David Seville & the Chipmunks, Liberty 55200. RECORDS AVAILABLE: Eddy Howard, Mercury 30058; Jack Valentine, M-G-M 12044.					
20. Frankie				11	
By Sedaka-Greenfield—Published by Aldon (BMI) BEST SELLING RECORD: Connie Francis, M-G-M 12793.					
Third Ten					
21. A Boy Without a Girl		18	6		
By S. Jacobson & R. Sexier—Published by Arch (ASCAP) BEST SELLING RECORD: Frankie Avalon, Chancellor 1036.					
22. Twixt Twelve and Twenty		17	4		
By Aaron Schroeder and Fyeda Gold—Published by Spoons (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15995.					
23. Hushabye		19	5		
By Doc Pomus-Mort Shuman—Published by Britanny (BMI) BEST SELLING RECORD: Mystics, Laurie 2028.					
24. My Wish Came True		26	2		
By Ivory Joe Hunter—Published by Deziard (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7600.					
25. You're So Fine		25	6		
By L. Finney-W. Schofield—Published by Albika (BMI) RECORDS AVAILABLE: Downbeats, Peacock 1689; Falcons, Unart 1013.					
26. What'd I Say					1
By Ray Charles—Published by Progressive (BMI) RECORD AVAILABLE: Ray Charles, Atlantic 2031.					
27. Tallahassee Lassie				9	9
By Slay-Crews-Picariello—Published by Conley (BMI) RECORD AVAILABLE: Freddy Cannon, Swan 4031.					
28. Small World					1
By Syne & Seidheim—Published by Chappell (ASCAP) RECORD AVAILABLE: Johnny Mathis, Col 41410.					
29. I'll Be Satisfied					1
By Berry Gordy Jr. & Tyran Carlo—Published by Pearl (BMI) RECORDS AVAILABLE: Helene Dixon, Epic 5044; Jackie Wilson, Brunswick 55136.					
30. Here Comes Summer					1
By Jerry Keller—Published by Jaymar (ASCAP) RECORD AVAILABLE: Jerry Keller, Kapp 277.					

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HEARTS"**

**"POOR
BUTTERFLY"**

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FOR THE WEEK
ENDING AUGUST 2

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	2		LONELY BOY Paul Anka, ABC-Paramount 10023	9
2	2	1		THE BATTLE OF NEW ORLEANS Johnny Horton, Columbia 41339	14
3	3	6	10	TIGER Fabian, Chancellor 1037	7
4	4	4	6	WATERLOO Stu Wallace, Columbia 41393	10
5	9	25	43	A BIG HUNK O' LOVE Elvis Presley, RCA Victor 7600	4
6	6	9	13	MY HEART IS AN OPEN BOOK Carl Dobkins Jr., Decca 30803	14
7	16	20	28	THERE GOES MY BABY The Drifters, Atlantic 1025	9
8	8	5	5	LIPSTICK ON YOUR COLLAR Connie Francis, M-G-M 12793	11
9	12	13	23	FORTY MILES OF BAD ROAD Duane Eddy, Jamie 1126	7
10	5	3	3	PERSONALITY Lloyd Price, ABC-Paramount 10018	14
11	23	32	42	JUST A LITTLE TOO MUCH Ricky Nelson, Imperial 5595	5
12	24	26	31	LAVENDER BLUE Sammy Turner, Big Top 3016	6
13	13	11	16	I ONLY HAVE EYES FOR YOU Flamingos, End 1146	9
14	22	23	25	WHAT A DIFFERENCE A DAY MAKES Dinah Washington, Mercury 71435	10
15	18	24	53	SWEETER THAN YOU Ricky Nelson, Imperial 5595	4
16	11	12	8	BOBBY SOX TO STOCKINGS Frankie Avalon, Chancellor 1036	10
17	14	10	12	A BOY WITHOUT A GIRL Frankie Avalon, Chancellor 1036	10
18	25	36	65	RAGTIME COWBOY JOE David Seville and the Chipmunks, Liberty 55200	4
19	19	15	18	M.T.A. Kingston Trio, Capitol 4221	7
20	17	18	24	TWIXT TWELVE AND TWENTY Pat Boone, Det 15955	7
21	20	17	20	YOU'RE SO FINE The Falcons, Unart 2013	15
22	27	39	—	MY WISH CAME TRUE Elvis Presley, RCA Victor 7600	3
23	21	27	22	HUSHABYE Mystics, Laurie 3028	11
24	15	14	9	FRANKIE Connie Francis, M-G-M 12793	11
25	28	35	33	I'LL BE SATISFIED Jackie Wilson, Brunswick 55136	6
26	33	43	82	WHAT'D I SAY Fay Charles, Atlantic 2031	4
27	7	8	7	TALLAHASSEE LASSIE Freddie Cannon, Swan 4031	12
28	35	46	69	HERE COMES SUMMER Jerry Keller, Kapp 277	5
29	10	7	4	DREAM LOVER Bobby Darin, Atco 6140	15
30	40	54	58	SMALL WORLD Johnny Mathis, Columbia 41410	7
31	55	67	89	WHAT IS LOVE Playmates, Roulette 4160	4
32	48	49	72	CIAO CIAO BAMBINA Jacky Noguez, Jamie 1127	6
33	50	69	74	IT WAS I Skip & Flip, Brent 7002	6

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
34	31	34	34	ROBBIN' THE CRADLE Tony Bellus, NRC 023	14
35	38	48	85	SEA OF LOVE Phil Phillips, Mercury 71445	4
36	52	65	75	TILL THERE WAS YOU Anita Bryant, Carlton 512	5
37	26	19	15	BONGO ROCK Freston Epps, Original 4	11
38	29	31	27	THE WONDER OF YOU Ray Peterson, RCA Victor 7813	11
39	49	41	50	MONA LISA Carl Mann, Philips International 3029	9
40	39	28	32	ONLY SIXTEEN Sam Cooke, Kapp 3023	8
41	30	30	26	THIS I SWEAR Skyliners, Calico 106	9
42	43	40	59	SINCE YOU'VE BEEN GONE Clyde McPhatter, Atlantic 2028	7
43	32	22	21	JUST KEEP IT UP Dee Clark, A&M 1026	13
44	41	42	49	REMEMBER WHEN Flatters, Mercury 71467	6
45	53	62	77	THE WAY I WALK Jack Scott, Carlton 514	5
46	47	55	47	QUIET THREE Duane Eddy, Jamie 1126	7
47	60	76	—	THANK YOU PRETTY BABY Brook Benton, Mercury 71478	3
48	51	56	68	HIGH HOPES Frank Sinatra, Capitol 4214	7
49	54	79	84	TEN THOUSAND DRUMS Carl Smith, Columbia 41417	4
50	57	84	96	LONELY GUITAR Aunette, Vista 339	4
51	36	16	11	ALONG CAME JONES Coasters, Atco 6141	11
52	45	44	64	THERE IS SOMETHING ON YOUR MIND Big Jay McNeely, Swingin' 614	10
53	58	37	41	BACK IN THE U.S.A. Chuck Berry, Chess 1729	6
54	46	51	51	LIKE YOUNG Andre Preslin & David Rose, M-G-M 12792	7
55	37	21	14	QUIET VILLAGE Martin Denny, Liberty 55162	16
56	61	47	57	I KNOW Perry Como, RCA Victor 7541	8
57	81	85	90	SEE YOU IN SEPTEMBER The Tempos, Climax 102	5
58	66	63	48	TALL COOL ONE Wallers, Golden Crest 518	11
59	74	86	91	KISSIN' TIME Bobby Rydell, Cameo 167	5
60	76	93	—	TO A SOLDIER BOY The Tussels, Madison 117	3
61	34	33	19	A TEENAGER IN LOVE Dion and the Belmonts, Laurie 3027	15
62	75	92	98	CRACKIN' UP Bo Diddley, Checker 924	4
63	—	—	—	THE THREE BELLS Browns, RCA Victor 7555	1
64	68	57	36	CROSSFIRE Johnny and the Hurricanes, Warwick 502	15
65	77	99	—	I STILL GET JEALOUS Joel James, M-G-M 12807	3
66	98	—	—	MAKIN' LOVE Floyd Robinson, RCA Victor 7529	2

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
67	—	—	—	I'M GONNA BE A WHEEL SOMEDAY Fats Domino, Imperial 5606	—
68	63	58	40	WONDERFUL YOU Jimmie Rodgers, Roulette 4180	—
69	71	78	80	DANNY BOY Bill Austin, Mercury 71442	—
70	99	—	—	BROKEN-HEARTED MELODY Sarah Vaughan, Mercury 71477	—
71	64	59	60	WITH MY EYES WIDE OPEN I'M DREAMING Patti Page, Mercury 71469	—
72	42	38	30	LITTLE DIPPER Mickey Mozart, Roulette 4148	—
73	80	88	—	TENNESSEE STUD Eddy Arnold, RCA Victor 7543	—
74	91	100	—	ON AN EVENING IN ROMA Dean Martin, Capitol 4223	—
75	96	89	93	BEACH TIME Roger Smith, Warner Bros. 8068	—
76	90	—	—	CRY The Knightsbridge Strings, Top Rank 3006	—
77	79	—	—	SUGAREE Rusty York, Chess 1720	—
78	69	71	78	BEI MIR BIST DU SCHOEN Louis Prima and Keely Smith, Dot 10906	—
79	89	—	—	MONA LISA Conway Twitty, M-G-M 12804	—
80	73	70	66	I LOVE AN ANGEL Little Bill & the Disciples, Dolton 4	—
81	85	87	—	KATY TOO Johnny Cash, Sun 321	—
82	70	53	56	FORTY DAYS Ronnie Hawkins, Roulette 4154	—
83	62	72	61	THE WHISTLING ORGAN Dave (Baby) Cortez, Clock 1012	—
84	41	29	17	KANSAS CITY Wilbert Harrison, Fury 1025	—
85	87	94	—	I'M COMIN' HOME Marry Johnson, United Artists 178	—
86	97	—	—	A GIRL LIKE YOU Gary Nites, Carlton 516	—
87	84	96	—	DEDICATED TO THE ONE I LOVE Shirley, Scepter 1203	—
88	93	—	—	MARTINIQUE Martin Denny, Liberty 55199	—
89	—	—	87	SWEET SOMEONE Eddie & Betty Cole, Warner Bros. 5854	—
90	95	—	—	LINDA LU Ray Sharpe, Jamie 1128	—
91	94	98	—	BELLS, BELLS, BELLS Billy and Lily, Swan 4036	—
92	59	68	63	VELVET WATERS Megatrons, Acousticon 101	—
93	100	—	—	SUMMER'S LOVE Richard Barrett and the Chantels, Gene 8060	—
94	78	95	—	ROCKIN' IN THE JUNGLE The Eternals, Hollywood 68	—
95	—	—	—	SLEEP WALK Santo and Johnny, Canadian-American 103	—
96	—	—	—	SO HIGH, SO LOW LaVern Baker, Atlantic 2033	—
97	—	—	—	WITH OPEN ARMS Jane Morgan, Kapp 284	—
98	—	—	—	HALF-BREED Marvin Rainwater, M-G-M 12803	—
99	—	—	—	YOU DON'T KNOW GIRLS Kathy Linden, Felsted 8587	—
100	—	—	—	WHO SHOT SAM George Jones, Mercury 71464	—

& TOMORROW'S TOPS

BUBBLING UNDER THE HOT 100

These records, while they have not yet developed enough strength thruout the country for inclusion on any national chart anywhere, already have stimulated considerable regional action. Rank position indicates relative potential to earn an early listing on the Hot 100.

1. TIME MARCHES ON.....Roy Hamilton, Epic
2. ALL NIGHT LONG.....Billy Vaughn, Dot
3. A VERY PRECIOUS LOVE.....Hernado Ork, Corsican
4. ALIMONY.....Frankie Ford, Ace
5. MY OWN TRUE LOVE.....Jimmy Clanton, Ace
6. SLOW MOTION.....Wade Flemens, Vee Jay
7. ANGEL FACE.....Jimmy Darren, Colpix
8. HAPPY LONESOME.....Marion, Sandy
9. SOLDIER'S JOY.....Hawkshaw Hawkins, Columbia
10. OUR LOVE.....The Rivieras, Coed
11. JUST AS MUCH AS EVER.....Bob Beckham, Decca
12. SWEETIE PIE.....Bob Crewe, U. T.
13. I CAN'T BEGIN TO TELL YOU.....Jane Morgan, Kapp
14. CARIBBEAN.....Mitchell Torok, Gone
15. SOLDIER'S JOY.....Jerry Reed, NRC

BEST BUYS

These records, of all those on the Hot 100, have begun to show NATIONAL sales breakout action this week for the first time. They are recommended to dealers, juke box operators and disk jockeys as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (*).

POP

*I'M GONNA BE A WHEEL SOMEDAY.....Fats Domino
(Travis, BMI) Imperial 5606

*BROKEN-HEARTED MELODY.....Sarah Vaughan
(Mansion, ASCAP) Mercury 71477

SEE YOU IN SEPTEMBER.....The Tempos
(Gold, ASCAP) Climax 102

ON AN EVENING IN ROMA.....Dean Martin
(Zodiac, BMI) Capitol 4222

MAKIN' LOVE.....Floyd Robinson
(Emerald, BMI) RCA Victor 7529

THE THREE BELLS.....The Browns
(Southern, ASCAP) RCA Victor 7555

C&W—No selections this week.

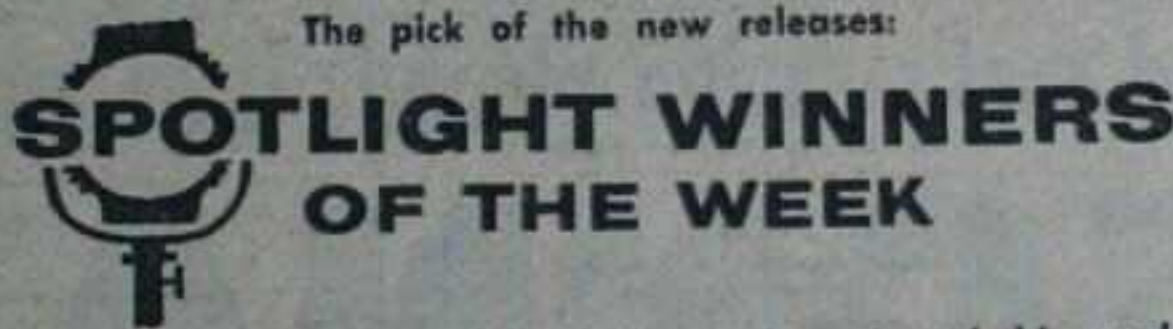
R&B—No selections this week.

HOT 100: A TO Z

- A Big Hunk o' Love..... 5
- A Boy Without a Girl..... 17
- A Girl Like You..... 86
- A Teenager in Love..... 51
- Along Came Jones..... 51
- Back in the U. S. A..... 82
- Battle of New Orleans, The..... 2
- Beach Time..... 75
- Bei Mir Bist Du Schoen..... 91
- Bells, Bells, Bells..... 16
- Bobby Sox to Stockings..... 37
- Bongo Rock..... 70
- Broken-Hearted Melody..... 70
- Ciao Ciao Bambina..... 32
- Crackin' Up..... 54
- Crossfire..... 54
- Cry..... 74
- Danny Boy..... 69
- Dedicated to the One I Love..... 87
- Dream Lover..... 79
- Forty Days..... 82
- Forty Miles of Bad Road..... 9
- Frankie..... 84
- Half-Breed..... 90
- Here Comes Summer..... 28
- High Hopes..... 48
- Hushabye..... 33
- I Know..... 56
- Love an Angel..... 13
- Only Have Eyes for You..... 45
- Shil Sil Get Sealous..... 65
- It's So Satisfying..... 85
- I'm Comin' Home..... 85
- I'm Gonna Be a Wheel Someday..... 67
- It Was I..... 33
- Just a Little Too Much..... 11
- Just Keep It Up..... 43
- Kansas City..... 84
- Katy Too..... 81
- Kissin' Time..... 39
- Lavender Blue..... 12
- Like Young..... 54
- Linda Lu..... 90
- Lipstick on Your Collar..... 8
- Little Dipper..... 72
- Lonesome Boy..... 1
- Lonesome Guitar..... 60
- M. T. A..... 19
- Makin' Love..... 46
- Martini..... 88
- Mona Lisa (Mann)..... 39
- Mona Lisa (Twitty)..... 79
- My Heart Is an Open Book..... 4
- My Wish Came True..... 32
- On an Evening in Roma..... 74
- Only Sixteen..... 40
- Personality..... 10
- Quiet Three..... 44
- Quiet Village..... 88
- Ragtime Cowboy Joe..... 18
- Remember When..... 44
- Robbin' the Cradle..... 34
- Rockin' in the Jungle..... 94
- Sea of Love..... 31
- See You in September..... 37
- Since You've Been Gone..... 43
- Sleep Walk..... 30
- Small World..... 96
- So High, So Low..... 77
- Sugarcane..... 93
- Summer's Love..... 89
- Sweet Someone..... 15
- Sweeter Than You..... 58
- Tall Cool One..... 27
- Tallahassee Lassie..... 49
- Ten Thousand Drums..... 73
- Tennessee Stud..... 47
- Thank You Pretty Baby..... 7
- There Goes My Baby..... 52
- There Is Something on Your Mind..... 41
- This I Swear..... 63
- Three Bells, The..... 3
- Tiger..... 36
- Till There Was You..... 50
- To a Soldier Boy..... 26
- Twist Twelve and Twenty..... 92
- Velvet Waters..... 4
- Waterloo..... 45
- Way I Walk, The..... 34
- What a Difference a Day Makes..... 21
- What'd I Say..... 26
- Whistling Organ, The..... 100
- Who Shot Sam..... 71
- With My Eyes Wide Open..... 97
- With Open Arms..... 28
- Wonderful of You, The..... 48
- Wonderful You..... 99
- You Don't Know Girls..... 21
- You're So Fine..... 21

REVIEWS OF

THIS WEEK'S SINGLES



The pick of the new releases:

Strongest sales potential of all records reviewed this week.

LLOYD PRICE



I'M GONNA GET MARRIED (Lloyd-Logan, BMI)—Price has another likely big one with this offering. He's shouting that he's gonna get married, tho friends advise him that he's too young. Song has great teen appeal and the hit sound. Flip is "Three Little Pigs," (Lloyd-Logan, BMI). ABC-Paramount 10032

JOHNNY HORTON



SAL'S GOT A SUGAR LIP (Warden, BMI)—**JOHNNY REB** (Bayou-Cajun, BMI)—Horton can follow his big "Battle of New Orleans" with either of these potent entries. Top tune is similar in sound to his current smash. The lyrics are clever. "Johnny Reb" is a bright, march type Civil War ditty. Both can score. Columbia 41437

THE CRESTS



THE ANGELS LISTENED IN (Winneton, BMI).....**I THANK THE MOON** (Winneton, BMI)—The group can keep their hit string going with either of these powerful bids. "The Angels" is a smooth rockaballad that is given a stylish and salable approach. Flip, "I Thank" is also a rockaballad, and this is also presented neatly. Coed 515

BILLY STORM



YOU JUST CAN'T PLAN THESE THINGS (Jack-Do, ASCAP)—**EASY CHAIR** (Siras, ASCAP)—Storm has strong sequel sides to his "I've Come of Age." "You Just" is a pretty ballad that is warmly read over lush ork backing. "Easy Chair" is a bluesy ballad that is also nicely chanted. Either can click. Columbia 41431

EDDIE COCHRAN



SOMETHIN' ELSE (Metric, BMI) — **BOLL WEEVIL SONG** (Fireside, BMI)—Cochran could bounce back onto the charts with these strong efforts. "Somethin' Else" is a moving rocker that is given a rhythmic chant. "Boll Weevil" is a rockabilly adaptation of the traditional folk tune. Liberty 55203

THE FOUR PREPS



I AIN'T NEVER (Cedarwood, BMI) — **MEMORIES, MEMORIES** (Sherman-DeVorzon, BMI)—"I Ain't Never" is a gospelish tune that is done in verveful style by the foursome. On "Memories," a Latin-tinged song with teen appeal lyrics, they also deliver an attractive vocal. Both can be winners. Capitol 4256

DODIE STEVENS



MISS LONELY HEARTS (Spoone, ASCAP) — **POOR BUTTERFLY** (Harms, ASCAP)—The young chanteuse has two fine sides—either of which can reach the chart. "Miss Lonely Hearts" is a pretty ballad that is given a quality reading over fine ork support. She also gives a strong reading to the pretty evergreen, "Poor Butterfly." Dot 15975

BILLY GRAMMER



WILLY, QUIT YOUR PLAYING (Acuff-Rose, BMI)—**IT TAKES YOU** (Acuff-Rose, BMI)—Grammer has his strongest tries since "Gotta Travel On." "Willy" is an appealing novelty with overtones of his previous click. "It Takes You" is a mild rocker, and Grammer does the side in hit fashion. Monument 407

JERRY FULLER



BETTY MY ANGEL (Horn-Jat, BMI)—Fuller gives the tender rockaballad a first-rate, dual-track vocal with a strong group assist. It's a good side and one to watch. Flip is "Memories of You," (Horn-Jat, BMI). Challenge 59052

Country & Western

SIMON CRUM



MORGAN POISONED THE WATTER (Aberbach, BMI) — **I FELL OUT OF LOVE WITH LOVE** (Lowery, BMI)—Crum has two amusing country novelties that can account for heavy c.&w. loot. Both are done in sly, ingratiating style. Both offer spinnable material for jocks, and both appear likely clicks. Capitol 4252

Rhythm & Blues

NO SELECTIONS THIS WEEK.



The following records have been picked for outstanding merit in their various categories, because in the opinion of The Billboard Music Staff, they deserve exposure.

POP DISK JOCKEY PROGRAMMING

DON CORNELL

SEMPRE AMORE (Criterlon, ASCAP)—Cornell has a fine disk outing on this attractive, Italian type tune. The side builds in interest thruout, using several tempo variations, and Cornell sells the song with strong appeal. Flip is "Forever Couldn't Be Long Enough," (Sheldon, BMI). Signature 12002

(Continued on page 39)



**PRICE
IS RIGHT...**

Again!

LLOYD PRICE'S

biggest smash of all (and that's saying plenty!) is gonna be

**I'M GONNA
GET MARRIED**

b/w

**THREE
LITTLE PIGS**

ABC-10032

"STAGGER LEE" was tremendous!

"PERSONALITY" is still
on top! But mark our
words—this one's bigger
than both of 'em!

**Arranged and
Conducted
by DON COSTA**



Distributed in
Canada by
Sparton of
Canada, Ltd.

Reviews of THIS WEEK'S SINGLES (continued)

POP TALENT

DOLPH PRINCE

NOBODY UNDERSTANDS ME (Raleigh, BMI)—**MY OWN TRUE LOVE** (Remick, ASCAP)—Prince turns in two sock readings that make for an impressive wax debut. "Nobody" is an interesting rhythm tune that is handled with ease. "My Own True Love" is a pretty rockballad version of the "Tara" theme from "Gone With the Wind." **Strand 25006**

JOHNNY RESTIVO

YA YA (Cromwell, ASCAP)—**THE SHAPE I'M IN** (Roosevelt, BMI)—Restivo registers to good effect on two listenable efforts. "Ya Ya" is a cute, danceable side on which the singer is given a strong ork assist. "The Shape" is in a rockabilly groove, and it's given a Presleyish go. Both sides are worth watching. **RCA Victor 7559**

BOBBY CARLE & THE BLENDAIRES

I GOT IT BAD AND THAT AIN'T GOOD (Robbins, ASCAP)—**GUARANTEED** (Winneton, BMI)—Carle scores strongly on two ballads. The Ellington tune is done in a mild, rock arrangement. "Guaranteed" is also given a rockballad reading. The Blendaires back the singer all the way. With exposure either side could take off. **Decca 30938**



VERY STRONG SALES POTENTIAL

THE VIRTUES

★★★★ VIRTUE'S BOOGIE WOOGIE — HUNT 328 — The classic boogie by Pinetop Smith gives the group a strong item. This appears one to watch. (Melrose, ASCAP)

★★★★ PICKIN' THE STROLL — The "Guitar Boogie Shuffle" crew deliver a blues in stroll tempo. Danceable item should pull coin. (Aqua, ASCAP)

AL MARTINO

★★★★ DARLING, I LOVE YOU—20TH FOX 153—An ultra-slow, almost dirgelike reading of a deeply felt ballad. Martino turns in a strong performance with chorus backing. (Cini-Rambled, BMI)

★★★★ THE MEMORY OF YOU—A celestial-type fem voice backs this slow ballad reading by Martino. Tune is set in a triplet rhythm. Both sides can catch spins. (Cini-Rambled, BMI)

THE MIRACLES

★★★★ BAD GIRL—CHESS 1734—An unusual ballad is sung with a lot of feeling by a lead voice who sells it strongly. It could break out quickly. (Jobete, BMI)

★★★★ I LOVE YOUR BABY—The Miracles bow on the Chess label with a wild reading of a swinging rocker that has a sound and a chance. (Bengal, BMI)

TOMMY LEONETTI

★★★★ I'LL FORGIVE YOU BUT I WON'T FORGET — RCA VICTOR 7567 — A smartly-produced side with a haunting quality in the melody line and a lyric which has roots in hillbilly tradition. Use of chorus is excellent. Watch it. (Louis, BMI)

★★★ Magic Mountain — Like the flip, good sound here. This one is bouncy in delivery and has an imaginative lyric. (Norcliffe, BMI)

CHICK REENY ORK

★★★★ BLACK EYES — FELSTED 8584 — The well-known tune gets a smart instrumental go with a flowing melody line and plenty of effective percussion and horns. (Barbro, ASCAP)

★★★ Rockin' March — A military-flavored item, reminiscent of bugle calls. Arrangement includes a chanting chorus and bluesy instrumentation. (Barbro, ASCAP)

TOMMY HUDSON

★★★★ SWANEE RIVER GAL — D 1073 — Using much of the melody of "Swanee River," Tommy Hudson sells a rock and roll effort enthusiastically over solid backing by the ork. This packs excitement. (Glad, BMI)

★★★ Band Stand Stomp — Driving stomp is handled solidly by the combo with talking comments from the guys now and then. Good coupling for the flip. (Glad, BMI)

RONNIE AND ROY

★★★★ YOU'RE GONNA BE SORRY — CAPITOL 4246 — Arrangement makes this one interesting, with stops and horn taking over for a soulful solo. Good performance too. (House of Fortune, BMI)

★★★ Get Up and Let's Dance — Vocal duet belts this out with a rumba blues backing. It's plenty rhythmic and likely to get deejay action. (House of Fortune, BMI)

TED TAYLOR

★★★★ COUNT THE STARS — DUKE 308 — Mild rocker is given a solid belt by Taylor over Latin-tinged ork support. Good side with a chance. (Lion, BMI)

★★★ Hold Me Tight — Medium-beater is nicely handled by Taylor who made some noise with his last effort, "Be Ever Wonderful." This can sell with plugs. (Lion, BMI)

THE WAILERS

★★★★ DIRTY ROBBER — GOLDEN CREST 526 — A falsetto performance by the lead stands out on this good blues side. A lot of excitement and there could be action. Worth watching. (C.F.G., BMI)

★★★ Mau-Mau—An interesting blues instrumental has something of the low-down swamp sound. Flip may have a better chance. (C.F.G., BMI)

BOB GADDY

★★★★ Till the Day I Die—OLD TOWN 1070—A pleader ballad is sung with great devotion by Gaddy. Fem chorus gives it an even stronger gospel feeling than on the flip. Strong chanting job by Gaddy. (Hi Hoss, BMI)

★★★ I'll Go My Way—Gaddy turns out a driving, medium beat blues item with a chick chorus lending a gospel touch to the backing. Good beat here. (Hi Hoss, BMI)

SAL MINEO

★★★★ MAKE BELIEVE BABY—EPIC 9327—Sal Mineo comes thru with a very listenable reading of a conservative rock and roller. One of Mineo's better efforts that could move. (Toga, ASCAP)

★★★ Young As We Are—On this side the lad turns to a pretty ballad and sings it well, again helped by a classy arrangement. Both sides are good ones. (Tryton, BMI)

BOB LUMAN

★★★★ CLASS OF '59—WARNER BROS. 5081—School days are over at last for the loving young couple, and this tune reminisces about the happy days. Good material, handled well by Luman. This side has a chance. (Lu-Tal, BMI)

★★★ My Baby Walks All Over Me—Luman has a touch of Johnny Cash in his vocal delivery on this spirited effort. Good side which could catch spins. (Lu-Tal, BMI)



GOOD SALES POTENTIAL

TONY LEE

★★★ Someone to Love Me—KING 5230—Happy rocker is sold with much spirit by the warbler over good support. It has a chance to grab some coins. (Jay & Cee, BMI)

★★★ I Don't Care What You Do—A heart-felt reading of a pretty ballad by the chanter over chorus and ork backing. (Jay & Cee, BMI)

ANGEE CASTLE

★★★ Your Loving Baby—CUB 9036—The thrush purrs her way thru a warm ballad with a lot of tender feeling, backed with a rock and roll beat. It deserves exposure. (Budd, ASCAP)

★★★ You'll Never Know—The fine standard is sung with warmth by the thrush over multi-stringed ork support. (Bragman, Vocco & Conn, ASCAP)

JIMMY WILLIAMS

★★★ Don't Put It Off (Do It Now)—CUB 9039—Jimmy Williams sells this rocker with a lot of feeling over a solid beat by the ork. A first-rate side that has a chance. (Sheldon, BMI)

★★★ C'Mon Baby (What's Your Name?)—Another good reading by the singer, this time on a swinging rocker. Two good sides by Williams. (Famous, ASCAP)

RONNIE SMITH

★★★ A Tiny Kiss—BRUNSWICK 55137—A bouncy item of considerable charm. Smith doesn't drive too hard here, but gives the song a light touch, in keeping with the material. (Nor-Va-Jak, BMI)

★★★ Lookie, Lookie, Lookie—Rockabilly item has a solid vocal, backed by instrumentation which has a grass roots quality and infectious beat. (Nor-Va-Jak, BMI)

EDISON YOUNGBLOOD

★★★ Tennis Shoes—HANOVER 4530—A bright, happy reading of a snappy new tune by Edison Youngblood that could be a coin catcher. (Figure, BMI)

★★★ Maybe Now—Youngblood sells this sad song with emotion, as he tells his ex-girl how much he loves her. Lad has a sound. (Vision, BMI)

THE STARS

★★★ When You Love—VEGA 101—The Stars bow on the label with a good per-

forming rocker that has a good sound. If exposed, this record stands a chance. Watch it. (Tara, BMI)

★★★ If I Can Stay Away Long Enough—Another fine performance by Martin, this time on a good weeper. Both sides are strong ones, altho the flip may have the edge. (Tara, BMI)

HAL WILLIS

★★★ That's the Way I Goes—DECCA 30942—The singer sells this semi-weeper with warmth over a snappy backing. It could get spins. (Tara, BMI)

★★★ Poor Little Jimmie—Hal Willis tells the tale of Little Jimmie who has finally fallen in love. Good side. (Be-Are, BMI)

FELICIA SANDERS

★★★ In Other Words—DECCA 30937—A sweet tune, penned by Bert Howard, is handed an intimate performance by the thrush helped by a chorus backing. Two good sides for jocks. (Almanac, ASCAP)

★★★ Summer Love—Felicia Sanders turns in a lovely reading of this pretty ballad over smooth backing. Jocks will hand this many plays. (Publications, ASCAP)

THE GAY POPPERS

★★★ You Better Believe—SAVOY 1573—Medium-beat blues tune is given an okay reading by the group. Side can move for pop and r.&b. col. (Savoy-Prime, BMI)

★★★ I Need Your Love—Ballad with beat is handled in fair enough fashion by the lead with an okay group assist. Fair chances. (Savoy-Prime, ASCAP)

CLARA WARD

★★★ You'll Never Walk Alone — DOT 15964—The Rodgers and Hammerstein classic is given a sincere and emotional delivery by the gospel singer. Side can attract. (Williamson, ASCAP)

★★★ Summertime—Clara Ward has a pop approach on the Gershwin melody. Good jockey item. Potential appears similar to that of the flip. (Gershwin, ASCAP)

TRAVELIN' TEXANS

★★★ Beating on the Bars—D 1077—Attractive novelty ditty is sung with drive by the boys over a bright arrangement. This has a chance in both the pop and country markets. (Glad, BMI)

★★★ Song of Blue Love—Good instrumental reading of a pleasing ballad by the Texans. (Glad, BMI)

THE LANCERS

★★★ Cindy Dea — IMPERIAL 5604—Rocker tribute to Cindy Dea is given an okay group vocal. Fair chances. (Alan-Edwards, BMI)

★★★ Ah, Sweet Mystery of Life — The oldie is given an up reading with Latinish overtones. Some coin possible. (Winnick, ASCAP)

JOE LEAHY ORK

★★★ On the Boulevard—FELSTED 519—Instrumental with a bright melody and arrangement uses strings, but doesn't get too saccharine, danceable and adult. (Electra, ASCAP)

★★★ Old Cape Cod—A pretty reading with a chorus of chicks voicing behind the instrument. Mood is romantic and relaxed. (Pincus, ASCAP)

THE TUNE-DROPS

★★★ Smoothie—GONE 5072—Instrumental, velvety smooth as the title. Trumpet carrying the lead melody line is very pretty. (Wemar, BMI)

★★★ Jumpin' Jellybeans—Novelty instrumental, with a decided Continental flavor, and an infectious rhythm. Worth exposure. (Wemar, BMI)

CARMEN McRAE

★★★ Talk to Me—KAPP 290—A tender ballad is sold sweetly by the warm-voiced thrush over good backing by the piano and ork. Should get a lot of exposure. (Barton, ASCAP)

★★★ Show Me the Way—The thrush sells a pretty ballad well over big-stringed backing. It will get spins. (Lorob, BMI)

DICK FLOOD

★★★ The Three Bells—MONUMENT 408—Flood has a good reading of the tune originally cut by Les Compagnons de la Chanson and now a budding hit by the Browns. This can catch spins but it's late. (Southern, ASCAP)

(Continued on page 49)

THE FIESTAS
Smash follow-up to "So Fine"
I'M YOUR SLAVE
b/w
OUR ANNIVERSARY
#1069

OLD TOWN
is always
POPPIN'
up with the
HITS!

BOB GADDY
Already on the nation's turntables, and selling like a smash!
TILL THE DAY I DIE
b/w
I'LL GO MY WAY

Coming Up Strong!

THE SOLITAIRES
HELPLESS b/w
#1071

LIGHT A CANDLE IN THE CHAPEL

OLD TOWN RECORDS 1697 Broadway
New York, N. Y.
DEE JAYS, Write for Sample Copies If You Haven't Been Served

• Reviews of New Pop Records
Continued from page 39

★ ★ ★
GOOD SALES POTENTIAL

*** **Far Away**—A slow and pleasant ballad set to triplets. Flood hands it a nice, relaxed reading, with chorus support. Side is also worth attention. (Combin, BMI)

LEN BAXTER
*** **Milford** — CAPITOL 4249 — Cute theme features piano over colorful instrumental and hummed chorus support. Fine deejay item (Hill & Range, BMI)

*** **Sabre Dance** — The Khachaturian theme is given an exciting ending by the Baxter crew with chorus. It's fine jockey item that can also pull loot. (Ardmore, ASCAP)

JERI SOUTHERN
*** **Run** — CAPITOL 4250 — Latinish theme is given a sultry thrashing by Miss Southern with a male chorus assist. Her fans will like. (Famous, ASCAP)

*** **Don't Look at Me That Way**—Soft stait by the chick on a cute, bouncy theme. Prime jockey material. (Harms, ASCAP)

PLAS JOHNSON
*** **The Loop**—CAPITOL 4251—Twangy guitars and honking saxes have the theme on this moderate beat rocker. Danceable side can move. (House of Fortune, BMI)

*** **Downstairs**—Interesting side has the accent on saxes with rapid-piano triplets prominent in support. Jocks may be interested. Side has a chance. (Music, ASCAP)

TODD RANDALL
*** **Twenty-Five Feet**—GLORY 29E—A Bo Diddley type blues is sung well by Randall over bright guitar backing. It features a talk vocal. This could grab loot, if exposed. (Bryden, BMI)

*** **Monkey Chambo** — Todd Randall bows on the label with an intriguing tune that has the elements of both the mambo and the chambo. (Bryden, BMI)

MARY KINNEY
*** **I Wonder**—SPOT 106—The chick shouts this blues in grand fashion with a gospel type chorus lending fine support in the backing. Good talent. (Aries, BMI)

*** **Needing You**—Celestial-type rockaballad is given a most pleasant reading by the thrush. Also an impressive side that could move with exposure. (Aries, BMI)

SUNSHINE BOYS
*** **My Love, My Love, My Love**—SCOTTIE 1307 — Rockaballad is given a good outing by the Sunshine boys over light rock backing. Pleasant side can attract. (Lowery, BMI)

*** **If You Still Want Me**—Good group vocal on a mild rockaballad. They have a sound. Side can move as well as the flip. (Lowery, BMI)

JIMMY GILMER
*** **Look Alive!** — DECCA 30942 — A swinger receives a good performance from Gilmer, helped out by a group and a rhythm section. (Nor-Va-Jak, BMI)

*** **Because I Need You**—A slight little tune is sung in a dulcet mood by the chanter over quiet backing. (Norman, ASCAP)

LUTHER BRANDON
*** **Blue Skirt Waltz** — FRATERNITY #52—A bright, medium-rhythm tune with a strong beat. Brandon turns in a dual-track harmony vocal on the side. A danceable side. (Mills, ASCAP)

*** **Tuff-E-Nuff** — An offbeat, minor-key instrumental job which could land some spins. (Buckeye, ASCAP)

LARRY O'KEEFE
*** **Alot-A That Somethin'**—FREEDOM
(Continued on page 42)

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This Week		Last Week	Weeks on Chart
1.	THE BATTLE OF NEW ORLEANS (Warden)	1	8
2.	KANSAS CITY (Fire)	3	6
3.	PERSONALITY (Lloyd-Logan)	2	8
4.	THE HAPPY ORGAN (Lowell)	9	13
5.	DREAM LOVER (Fern-Progressive)	6	7
6.	QUIET VILLAGE (Baxter-Wright)	8	11
7.	LIPSTICK ON YOUR COLLAR (Joy)	7	2
8.	LONELY BOY (Spanka)	—	2
9.	KOOKIE, KOOKIE (LEND ME YOUR COMB) (Witmark)	—	3
10.	77 SUNSET STRIP (Witmark)	5	16
11.	WATERLOO (Cedarwood)	4	2
12.	WHAT A DIFFERENCE A DAY MAKES (Marks)	—	1
13.	HAWAIIAN WEDDING SONG (Pickwick)	12	28
14.	M. T. A. (Atlantic)	14	2
15.	SAY ONE FOR ME (Feist)	—	1

• **Best Selling Sheet Music in Britain**

(For week ending July 18)

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

Roulette—Mills (Mills)	I've Waited So Long—Pan-Musik (Leeds)
Side Saddle—Mills (Mills)	A Fool Such as I—Leeds (Miller)
May You Always—Esses (Hecht, Lancaster & Buzzell)	It Doesn't Matter Any More—Monarch (Spanka)
Teenager in Love—West One (Rumbalero)	Never Be Anyone Else But You—Commodore-Imperial (Eric)
Dream Lover—Aldon (Progressive-Fern-Trinity)	Trampoline—Harvard (—)
Goodbye, Jimmy, Goodbye—Bron (Kadlwood)	Petite Fleur—Esses (Hill & Range)
Balls of New Orleans—Acutt-Ross (Warden)	Chick—Henderson (—)
Personality—Leeds (Lloyd-Logan)	Livin' Doll—World Wide (Maurice)
Trudie—Henderson (Kassner)	Lipstick On Your Collar—Joy (Joy)
	Gigi—Chappell (Chappell)
	Come Softly to Me—Morris (Morris)

• **Best Selling Pop Records in Britain**

(For week ending July 18)

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

This Week		Last Week
1.	DREAM LOVER—Bobby Darin (London)	1
2.	BATTLE OF NEW ORLEANS—Lonnie Donegan (Pye)	3
3.	A TEENAGER IN LOVE—Marty Wilde (Phillips)	2
4.	LIVING DOLL—Cilla Richard (Columbia)	5
5.	BIG HUNK OF LOVE—Elvis Presley (RCA)	—
6.	ROULETTE—Rusa Conway (Columbia)	4
7.	LIPSTICK ON YOUR COLLAR—Connie Francis (M-G-M)	8
8.	PETER GUNN—Diane Eddy (London)	6
9.	PERSONALITY—Lloyd Price (HMV)	13
10.	PERSONALITY—Anthony Newley (Decca)	6
11.	A FOOL SUCH AS I/I NEED YOUR LOVE TONIGHT—Elvis Presley (RCA)	16
12.	GOODBYE, JIMMY, GOODBYE (Ruby Murray (Columbia)	10
13.	SIDE SADDLE—Rusa Conway (Columbia)	12
14.	IT'S LATE—Ricky Nelson (London)	14
15.	A TEENAGER IN LOVE—Craig Douglas (Top Rank)	16
16.	I KNOW—Perry Como (RCA)	20
17.	I'VE WAITED SO LONG—Anthony Newley (Decca)	9
18.	MAY YOU ALWAYS—Joan Regan (HMV)	15
19.	THREE STARS—Ruby Wright (Parlophone)	19
20.	HEART OF A MAN—Frankie Vaughan (Phillips)	—

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• **Reviews of New Pop Records**

• Continued from page 40

44020—The chanter sings about a girl who is so fine that he's gonna marry her and settle down. A good record with a sound. (Longhorn, BMI)

★ ★ Love's Dream — Larry O'Keefe tells this ballad sweetly over a tropical backing. It also features a descant by a chick in the backing. (Longhorn, BMI)

JIMMY RANCE

★ ★ ★ The Young Years—NRC 034—Pretty ballad is lushly treated by the singer with warm chorus and otk support. Side has a chance, if plugged. (Wonder, BMI)

★ ★ Little Things—Fair about by Rance on a bluesy medium-beater. Side can pull some pop and r.&b. loot. (Wonder, BMI)

COMPAN TOWN'S FINEST

★ ★ ★ The Happy Blacksmith — PLEASANT AND PEASANT 4—A bright, upbeat polka effort which starts with an intro from the "Anvil Chorus." A danceable side which is strictly instrumental. (True Blue, ASCAP)

★ ★ Luxembourg—This side is a waltz, and it provides a pleasant contrast to the flip. Band handles it well enough with a vocal by Floyd Schlotman. (Lingua-Musica, BMI)

ROSCOE WEATHERS

★ ★ ★ Blue Cha Cha—PROTONE 111—An

interesting sha sha rhythm blues, which features satisfying solos by a flute and a tenor sax. Pleasant dancing fare and some jacks would find it programmable. (Protone, ASCAP)

★ ★ Whistle Song—A shuffle rhythm effort with stops and unison vocal by male duo. Novelty effort has little to offer. Flip would be the side. (Protone, ASCAP)

TONY BUTALA

★ ★ ★ Look at Him, Look at Her—TOPIC 1002—Butala performs this driver with a lot of feeling, as he tells about his best friend

stealing his girl. Disk moves all the way. (Cordial, BMI)

★ ★ My First Real Romance—Tony Brown comes thru with an enthusiastic reading of a wild rocker arrangement and backing. (Cordial, BMI)

TOMMY WILLIAMS

★ ★ ★ My Dream and My Prayer—VICA 101—Pleasant rockabilly in song with backing by the warbler over standard support by the chorus and otk. Good side. (Vega, BMI)

★ ★ Late Late Last Night—A rocker with Latin beat is shouted brightly by Williams over okay backing. (Vega, BMI)

THE JAGUARS

★ ★ ★ Exit 6—EPIC 9325—Pretty instrumental is played in gitty style by the boys. The side could get some juke loot. (Mellin, BMI)

★ ★ Drive-In—The Jaguars turn in a lively instrumental performance of a semi-rocker here. (Mellin, BMI)

THE FASCINATORS

★ ★ ★ Oh Rose Marie—CAPITOL 424—Interesting rocker. Lead chanter goes for a narrative-type seg, but quickly reverts to stylized rocking chanting. (Jostay, BMI)

★ ★ Fried Chicken and Macaroni—Rock with a novelty lyric. Side bounces along with well-marked beat and a refrain on the title phrase. (Roosevelt, BMI)

ROY BROWN

★ ★ ★ Good Looking and Foxy, You—KING 5218—Knowing sound by Brown on a blues that tells of the charms of a pretty and smart chick. Side can collect pop and r.&b. loot. (Lois, BMI)

★ ★ Hard Luck Blues—Cat is really having a rough time according to the lyrics of medium-beat blues effort. Flip seems the stronger side. (Blue-Ridge, BMI)

BOBBY FRY

★ ★ ★ Richie—PLAYBACK 1111—A listenable instrumental performance by the Fry combo on a bright swinger. Good war. (Cholly, BMI)

★ Highway Robbery—He was robbed of both his woman and his money, sings Fry on this novelty. (Cholly, BMI)

(Continued on page 41)

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• **Reviews of New Pop Records**

• *Continued from page 42*

★ ★
MODERATE SALES POTENTIAL

ANGELA DRAKE

★★ *When I Was*—PICA 115—A rather routine rockabilly tune is handled pleasantly by the gal. Thrush has a commercial sound. (Pica, ASCAP)

★★ *Cha Cha Cha Italiano*—Tune uses a few Italian phrases tossed into the lyric. Otherwise, its routine Latin material, employing a chorus with the otk behind the thrush. Fair wax. (Southern, ASCAP)

DONNIE WHITE

★★ *Teen-Age Blues*—RIDGEWAY 713—White gives a fair performance on a routine piece of material. (Ridgeway, BMI)

★★ *Keep Saying You're Mine*—Tune has touches of "Singing the Blues," and White gives it a fair go. Limited chances. (Ridgeway, BMI)

WILEY WALKER & GENE SULLIVAN

★★ *Live and Let Live*—SULLY 107—Weepy steel guitar sounds back this philosophical ballad effort by the pair. Violin comes in for its share of crying, too. Moderate appeal. (Peer, BMI)

★★ *When My Blue Moon*—A medium beat tune with a message of optimism about the future. Side can do as well as the flip. (Peer, BMI)

HENRY HAYES

★★ *Hog Grunt (Parts I & II)*—ZEBRA 700—Stomping rocker blues has Latin overtones. It features honking sax over pounding rhythm. Part Two is more of the same, but with a rhythmic variation. (Glad, BMI)

AL HIBBLER

★★ *It Won't Be Easy*—DECCA 30946—A warm new tune is handed a typical smooth Hibbler reading over a strong band arrangement. (Barton, ASCAP)

★★ *Louesoma and Cold*—Same comment. (Copar, BMI)

BOB STARR

★★ *Blue Train*—SULLY 106—An echoey blues effort by Starr done to a shuffle rhythm in the band. Material is much on the trite side, tho the performance is not bad. (Sully, BMI)

★★ *Walls of Love*—His baby can't be found, and thereby hangs the tale of the tragedy. Slim potential here. (Sully, BMI)

THE LOMBARDO TWINS & COMBO

★★ *Arabian Drums*—A 101—A rather exciting and wild instrumental side featuring drums, a fem chorus and a driving beat.

Could get plays. (Dorv, ASCAP)

★★ *When You Look at Me*—Same comment. (Dorv, ASCAP)

KATIE LEE

★★ *Baby, Did You Hear?*—Specialty 8738—Katie Lee sells this bluesy tune in fair fashion over interesting backing. (Wald, ASCAP)

★★ *Hold Me Tight*—Attractive calypso effort is handed a good go by the gal. (Vickers, ASCAP)

THE SARRIS

★★ *Tenderfoot*—DIAL 102—Rocker is driven home neatly by the combo on this wild instrumental. Good juke wax. (Chant, BMI)

★★ *Bounty Hunter*—Another good instrumental by the group, again played with a lot of spirit. (Chant, BMI)

ALAN BLACK

★★ *Teen-Age Lullaby*—RADAR 777—Okay harmonica work on a listenable rockabilly. (Don-Dor & Intro, ASCAP)

★★ *Scarlet Gills*—Black plays attractive harmonica on this listenable effort. Tune has an appealing melody. (Don-Dor & Seps, ASCAP)

JERRY BENTY

★★ *Without You*—Willett 110—A country-flavored item, using horns as well as strings in the backing. Benty belts the lyric enthusiastically with chorus behind him. (Bourne, ASCAP)

★★ *We're Gonna Hate Love*—An enthusiastic expression on love making the world go round. The chorus chants nicely behind the vocal. Instrumentation is primarily strings, blues-oriented in sound. (David, BMI)

THE VELVETONES

★★ *Worried Over You*—D 1072—Rockabilly is handled in okay fashion by the lead with an adequate group assist. Side also has r.A.h. appeal. (Glad, BMI)

★★ *Space Men*—Novelty rocker tells of the group's plans to take a little trip to outer space and rock and roll on the planets. (Glad, BMI)

THE EMPALA SIX

★★ *Travelin'*—BLUE MOON 417—Instrumental rocker blues has the accent on tenor sax and twangy guitars. Fair chances. (Cliff, BMI)

★★ *Double Time*—Rocker blues sides should pull some coin. (Cliff, BMI)

EDDIE THOMAS

★★ *Truly, Truly, I Do*—STEPHENY 1837—A ballad, with a triplet figure in the arrangement. Thomas sings it with a big sound. (Marks, BMI)

★★ *Eight Slow Freights*—A train song, with the lover hopping a freight to reach his chick. Done with a beat and enthusiasm. (Marks, BMI)

FRANKIE EFANS AND THE TOPNOTCHERS

★★ *I'd Like to Start Again*—NUGGET 1001—Attractive go on a rockabilly by Evans with complementary support from the Topnotchers. Side can move with exposure. (Longo & Oscar, BMI)

★★ *Gotta Get Some Money*—Rockabilly tune has countryish overtones. Evans gives the tune a zestful vocal. Dual-market side. (Longo & Oscar, BMI)

RICHARD COLEMAN

★★ *Summer Job*—PRIMA 712—Topical
(Continued on page 47)

The **Billboard**
HOT C & W SIDES

FOR WEEK ENDING AUGUST 2
TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	2	2	2	WATERLOO, Stonewall Jackson, Columbia 41393	8
2	1	1	1	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339	14
3	3	3	3	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	12
4	4	4	4	BIG MIDNIGHT SPECIAL, Wilma Lee & Stony Cooper, Hickory 1098	10
5	5	5	9	TENNESSEE STUD, Eddy Arnold, RCA Victor 7542	6
6	7	6	7	SOMEBODY'S BACK IN TOWN, Wilburn Brothers, Decca 30871	11
7	6	10	11	CHASIN' A RAINBOW, Hank Snow, RCA Victor 7524	8
8	8	9	8	BLACK LAND FARMER, Frankie Miller, Starday 424	16
9	10	8	6	LONG BLACK VEIL, Lefty Frizzell, Columbia 41384	8
10	16	—	—	WHO SHOT SAM, George Jones, Mercury 71464	2
11	23	—	—	I AIN'T NEVER, Webb Pierce, Decca 30923	2
12	11	12	23	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389	8
13	14	19	26	YOUR WILD LIFE'S GONNA GET YOU DOWN, Kitty Wells, Decca 30890	4
14	17	—	—	TEN THOUSAND DRUMS, Carl Smith, Columbia 41417	2
15	9	7	5	HOME, Jim Reeves, RCA Victor 7479	18
16	21	—	—	KATY TOO, Johnny Cash, Sun 321	2
17	19	17	22	HALF-BREED, Marvin Rainwater, M-G-M 12803	4
18	13	13	16	AM I THAT EASY TO FORGET? Carl Belew, Decca 30842	17
19	20	20	19	NINETY-NINE YEARS, Bill Anderson, Decca 30914	4
20	28	—	—	COUNTRY GIRL, Faron Young, Capitol 4233	2
21	18	21	15	LONESOME OLD HOUSE, Don Gibson, RCA Victor 7505	12
22	—	—	—	GRIN AND BEAR IT, Jimmie Newman, M-G-M 12812	1
23	12	11	14	DRAGGING THE RIVER, Ferlin Husky, Capitol 4186	8
24	15	15	10	WHITE LIGHTNING, George Jones, Mercury 71406	19
25	—	—	—	PARTNERS, Jim Reeves, RCA Victor 7557	1
26	24	16	17	I'LL CATCH YOU WHEN YOU FALL, Charlie Walker, Columbia 41388	8
27	—	29	30	HEARTS ARE LONELY, Phil Spector, Starday 437	6
28	—	—	—	I HEAR YOU TALKIN', Faron Young, Capitol 4233	1
29	29	28	—	SET HIM FREE, Skeeter Davis, RCA Victor 7471	17
30	—	27	18	YOU TAKE THE TABLE (I'LL TAKE THE CHAIRS), Bob Giffon, M-G-M 12777	8

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Debby Kay, recently wed to make-up man Orran Brooks, is back from her honeymoon and in the middle of rehearsals for her vocal chores on Nat Nigberg's "Country America," currently prepping for syndication. . . . Jack Roberts and his Evergreen Drifters recently concluded a tour of the Pacific Northwest with Hank Thompson. Trek ended at Heiser's Shadow Lake Ballroom, near Seattle, operated by Roberts. He reports that Hank came within 40 paid admissions of tying the all-time attendance record at the spot. Last Saturday (25) Roberts had Eddio Cochran, Liberty Records artist, as special guest at the ballroom. . . . Pete Demours and Handy Fout, heard regularly on "Early Bird Jamboree" via WAVL, Apollo, Pa., recently waxed a pair of hymns for John Bava Records. They are to be included in a forthcoming album.

The newly formed Las Vegas Records, piloted by Jack McFadden, has opened studios and offices at 2611 Connie Drive, North Sacramento, Calif. McFadden infos that his firm is scouting for new talent, especially fresh rock-a-billy group with its own material. At the moment the Las Vegas label is concentrating on the new Del Reeves release, "Johnny Appleseed" b.w. "Because You Love Me," which McFadden will send to deejays who write in. . . . Red Foley, Pat Boone, Ferlin Husky, Pee Wee King, Ernie Lee, Connie Hall and Rusty York are among the names slated to appear at the Annual Berea, Ky., Homecoming Celebration August 17-19. The final day is being designated as Jimmie Skinner Day, with the Mercury Record artist slated to head up the program.

The Seventh Annual Country Music Festival held recently by the Indiana Association of Country Musicians and Entertainers at the News-Sentinel Outdoor Theater in Franke Park, Fort Wayne, Ind., attracted an overflowing crowd of country music lovers. Joyce Miller, of Fort Wayne, was crowned Miss Country Music of 1959. Contests were held in the various age brackets, with the winners, Bobby Hensley, Marian Groh, Robert Dietrich, Lavinia Miles, Robert Underwood and Marcella Cunningham, being rewarded with a trip to Nashville and "Grand Ole Opry." Among the pros who entertained at the event were Charles (Smokey) Montgomery, emcee; Paul Remakus' Melody Rangers, Charlie Walters' Trail Riders, Ray Kizer's Country Gentlemen, Billy Nix's Country Younguns, Joe Taylor's Indiana Redbirds, Gene Dennis' Midwesterners and Bob Richards and the Stewart Brothers.

It's still in again out again Finnegan with the Hank Thompson band. The other day we had word from Thompson headquarters that Hank was re-forming his Brazos Valley Boys aggregation and that Bobby White, for a number of years steel guitarist with the Thompson crew, would be included in the new personnel. Now comes word from Jim Halsey, Thompson's personal manager, to the effect that White will not be with the new Thompson combo, as originally announced, but will continue to tour on his own with his Bob-O-Links aggregation. Halsey reports further that Billy

Gray, road manager, leader and top arranger with Thompson since 1950, returns to the Thompson fold in the same capacity August 1.

Cathie Taylor, who began her singing career in the San Francisco Bay area before moving to Hollywood several months ago, has signed a five-year recording pact with Capitol Records and cuts her first session in two weeks. Cathie recently guested with Tennessee Ernie Ford on the latter's Ford Motors TV show. . . . Betty Ramsay, 19-year-old Dallas thrush, has been signed to a recording pact with Fred Stryker, head of Fairway Music, Hollywood, with her first session skedded for early fall. Charles Wright, Dallas agent, has commissioned Cindy Walker to write special material for the new discovery.

"Louisiana Hayride," Shreveport, with Johnny Horton as headliner, appeared Saturday (25) on the Cowboy Rennon Grounds in Stamford, Tex., under sponsorship of the local Junior Chamber of Commerce, with the promotion handled by Jay Thompson, of KOWT. . . . Junie Lou and Norm Kelly, of WAVL, Apollo, Pa., trekked up to Niagara Falls, N. Y., recently to appear as guests on Rambling Lou's show over WJIL. Junie Lou recently cut a session for Process Records and with Kelly waxed a series of tunes, including four religious numbers, for John Bava Records to be issued in album form.

Bandera Records has just released Betty Foley's new one, "Old Moon" b/w "Magic Love." Betty recently signed with Top Talent, Inc., Springfield, Mo., and will shortly join the cast of "Jubilee, U.S.A.," which features her dad, Red Foley. . . . Eddy Arnold is in the driver's seat this Saturday (1) at "Jubilee U.S.A.," Springfield, Mo., with a guest line-up headed by Little Jimmy Dickens. . . . Appearing last week in behalf of his NBC radio sponsor at the National Poultry & Hatcherymen's Federation Convention in St. Louis, Red Foley hosted at the Hess & Clark exhibit, with four of his Jubilee Promenaders square-dance girls serving as hostesses. Crossroads - RadiOzark veeep John Mahaffey and publicity cat Don Richardson were along, too.

"It Is So Strange," second selection on the No. 2 side of Elvis Presley's new album, "A Date With Elvis," was written by Faron Young. Latter returned to Nashville last week from a string of Western dates which wound up at the annual rodeo and rodeo breakfast at Colorado Springs, Colo., July 14. Hubert Long, Young's personal manager, still has available to deejays samples of Faron's new Capitol release, "Country Girl," written by Roy Drusky, also a member of the Long talent stable. Long's address is 616 Exchange Building, Nashville. . . . Comic Bob (Luke) Jones recently did a guest appearance on Don Owens' TV show over WITG, Washington. . . . Jack Perry, recently released from the Air Force, is playing rhythm guitar with Mel Price and the Santa Fe Rangers based in Easton, Md. Perry was formerly sideman with Bill Monroe and Stony Cooper. . . . Mel Price and his unit play the Old Soldiers' Picnic at Shade Gap, Pa., July 29-30.

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Decca Skeds Fall Promotion

Continued from page 3
 use, including, in the case of Decca, a series of revolving electric displays containing mounted color transparencies of album covers. Coral, which has built its campaign around a rocket "Explorer 22" theme, has mobile rocket displays featuring illustrations of eight new albums in several combinations.

Decca Highlights
 The Decca pop release is highlighted by a de luxe three-LP package titled "The Gershwin Years," by George Bassman, which contains a complete chronicle of Gershwin music. Another highlight is "The Ernest Tubb Story," a musical biog of the country singer, with new recordings of his biggest hits. Other new Decca packages contain recordings by the Four Aces, Kitty Wells, Jesse Crawford, Al Hibbler, Roberta Sherwood, Carmen Cavallaro, Jan Garber, Rafael Mendez, Brenda Lee, the Ray Charles Singers, Wayne King, Burl Ives, Jimmy Durante, Webb Pierce, Ethel Smith, Red Foley, Lenny Dee, Warren Covington and George Russell.

On the Gold label front, Decca will release five new sets, four of which were recorded in America. The foreign-recorded set, is a de luxe four-LP package of Bach's "St. Matthew Passion," the first stereo release in the firm's vaunted Archives series. This features soprano Irmgard Seefried; baritone, Dietrich Fischer-Dieskau, and tenor Ernst Haefliger.

Coral packages in the fall release are by Les Brown, Teddi King, Pete Fountain, Marguerite Piazza, Art Lund, Charles Bud Dant, Billy Williams, George Roumanis, Mary Ann McCall, Dick

Jacobs, Dick Noel, Leith Stevens, Teresa Brewer, Liberace, Eddie Ballantine, Keefe Brasselle, the Three Stooges and the Newport Youth Band. On Brunswick, there are sets by Red Nichols and the Five Pennies and the late Sidney Bechet.

The Indie Front
 The Urania release is featuring four classical and five pop albums, plus a special new stereo sampler of jazz and classical material. Urania is also bowing its low-price Avon label with a recording of selections from "My Fair Lady." Featured in the Urania release are the Fletcher Henderson All-Stars, with Rex Stewart; the Piccadilly Trio, with Jerry Shard; Sam Makia and his Hawaiians, Jo Courtin and his accordion, and Casey Anderson.

Everest, meanwhile, is issuing seven classical and one semi-classical, and eight pop LP's in its fall release. Ralph Young, Eddie Foy, the Coquettes, and Russ Morgan are among the featured artists. There is also a special original-cast cutting of the Mike Todd production of Johann Strauss' "A Night in Venice."

Stereo-CO-Craft, another label in the Decca distribution fold, originally started as a strictly stereo label in November of last year. Now the label is succumbing to demand from the field and releasing monaural versions of four of its current stereo LP line.

Greer Named

Continued from page 2

Greer is a veteran in the publicity public relations field here of nearly two decades. To accept the exec post in the Dot organization, Greer dissolved his independent public relations firm, the Norman Greer Company which represented a number of top showbiz personalities. The firm for the past four years had independently represented Dot Records. Greer Company clients had also included such Dot artists as Pat Boone, Billy Vaughn, Louis Prima, Keely Smith, and Mamie Van Doren. Prior to forming his own firm, Greer for seven years was a partner in the Foladare, Greer & Associates flackery. He started his career as copywriter and publicist in 1942 with Alan Gordon & Associates. During the war he served with the Air Force as public relations and press information specialist. Greer's appointment at Dot is effective immediately. He will report directly to proxy Randy Wood. His first major project will be launching Dot's "Billy Vaughn month," an all-out promotion similar to the recent Pat Boone drive.

Merc Staging

Continued from page 2

from 60th; and Sil Austin's "Danny Boy" has gone from 71st to 69th. Benton's "With All My Heart," after a run on the charts, has moved off. Sarah Vaughn's "Broken Hearted Melody" has moved up strongly, from 99th to 70th. In addition, the disk is a Best Buy this week.

New Mercury disk is the pop chart is George Jones' "Who Shot Sam," which just moved into the bottom of the list. This incidentally, is the second platter by Jones, originally a country artist, to make the pop listing.

The spread, incidentally, extends into the country and rhythm and blues fields. In the c.w. category, Jones is represented by "White Lightning," now in its 19th week, and his newer "Who Shot Sam." In r.&b. both the Dinah Washington and Benton disks are selling strongly.

The Billboard HOT R & B SIDES

				FOR WEEK ENDING AUGUST 2		WEEKS ON CHART
THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.		
1	2	6	11	THERE GOES MY BABY, Drifters, Atlantic 2025		8
3	1	1	1	PERSONALITY, Lloyd Price, ABC-Paramount 10018		11
3	3	2	2	YOU'RE SO FINE, Falcons, Unart 2013		10
4	7	25	—	WHAT'D I SAY, Ray Charles, Atlantic 2031		3
5	4	7	8	WHAT A DIFFERENCE A DAY MAKES, Dinah Washington, Mercury 71435		7
6	5	5	10	THERE IS SOMETHING ON YOUR MIND, Johnny Horton, Columbia 41339		11
7	6	3	3	I ONLY HAVE EYES FOR YOU, Flamingos, End 1046		7
8	8	8	8	LONELY BOY, Paul Anka, ABC-Paramount 10022		7
8	12	23	21	I'LL BE SATISFIED, Jackie Wilson, Brunswick 55136		6
10	9	4	5	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339		11
11	17	—	—	THANK YOU PRETTY BABY, Brook Benton, Mercury 71479		2
12	11	15	22	WATERLOO, Stonewall Jackson, Columbia 41393		4
13	15	10	14	LIPSTICK ON YOUR COLLAR, Connie Francis, M-G-M 12793		8
14	20	30	25	SINCE YOU'VE BEEN GONE, Clyde McPhatter, Atlantic 2028		7
15	13	27	—	ONLY SIXTEEN, Sam Cooke, Keen 2022		3
16	10	11	4	KANSAS CITY, Wilbert Harrison, Fury 1023		15
17	16	9	12	JUST KEEP IT UP, Dee Clark, Abner 1026		7
18	18	16	13	DREAM LOVER, Bobby Darin, Atco 6140		11
19	—	—	—	TIGER, Fabian, Chancellor 1037		1
20	27	—	—	THIS I SWEAR, Skyliners, Calico 106		2
21	25	26	15	SO FINE, Flatt & Stuart, Old Town 1062		19
22	—	—	—	LAVENDER BLUE, Sammy Turner, Big Top 3010		1
23	—	—	—	FORTY MILES OF BAD ROAD, Duane Eddy, Jamie 1126		1
24	22	28	24	TALLAHASSEE LASSIE, Freddy Cannon, Swan 4031		9
25	28	—	—	LIKE YOUNG, Andre Previn & David Rose, M-G-M 12792		2
26	—	—	—	MONA LISA, Carl Mann, Phillips International 3539		1
27	—	—	—	FRANKIE, Connie Francis, M-G-M 12793		1
28	—	—	—	A BIG HUNK O' LOVE, Elvis Presley, RCA Victor 7600		1
29	19	20	29	BACK IN THE U.S.A., Chuck Berry, Chess 1729		4
30	26	—	—	BOBBY SOX TO STOCKINGS, Frankie Avalon, Chancellor 1036		2

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• **Reviews of New Pop Records**

• Continued from page 44

rocker with teen appeal lyrics is given a fair enough vocal by Coleman. Some coin possible. (Diana, ASCAP)

★ ★ **Stockin' Rockin'** — Rocker tells of dancing at the weekly hop in stocking feet. Moderate appeal. (Diana, ASCAP)

THE COMPANIONS

★ ★ **Why, Oh Why, Baby**—BROOK'S 100—Same vocal on a Latin-tinged rocker. Fair chances. (Danco, BMI)

★ ★ **I Didn't Know**—Okay treatment of a rockabilly. Potential appears similar to that of flip. (Danco, BMI)

THE VALQUINS

★ ★ **Falling Star**—GAIETY 161—A rockabilly with conventional triplet figure. Lead singer and the group do a good job in relaxed style. (Glen Ray, BMI)

★ **My Dear**—Lack of definition in the recording sound put this one at a disadvantage. (Glen Ray, BMI)

THE TROYS

★ ★ **Ding-a-Ling-a-Ling** — OKER 7120 — Peppy rocker is handed a snappy reading by the boys over standard backing. (Fine, ASCAP)

★ **The Cling**—The Troys sing this in listenable fashion. (Fine, ASCAP)

THE FRETTS

★ ★ **Full Moon Above**—BLUE MOON 414 — Fair group vocal on a rockabilly. Soft lead voice is adequately backed. Some coin possible. (Cliff, BMI)

★ **Rockin' Baby**—So-so vocal on a rocker. Flip appears stronger. (Cliff, BMI)

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

JEANNIE ALLEN: I Really Love You/Nobody to Love Me—Mala 403

THE BOPPERS: 99 Chicks (Parts 1 & 2)—Cha Cha 701

BRAGA SISTERS: Little Girl Blue/Thirty Yards of Petticoat—Felsted 8568

THE DIXIE PLAYBOYS: Hi-Miss/The Grasshopper Hop—Hopscroo 1

THE FOUR IMPERIALS: Valley of Tears/Time Out—Dial 101

GEORGE KAMINSKI: Lollipop Love/Bubble-Gum Pop—Mott 716

RAY KRENEK: Red Bird Hill/Houston Polka—Dart 104

Country & Western

★ ★ ★ ★

RUSTY & DOUG

★ ★ ★ ★ **I Like You** — HICKORY 1101 — The vocal pair do a bouncy, novelty side. Performance and the material has some charm. (Acuff-Rose, BMI)

★ ★ ★ ★ **Dancing Shoes** — The duo, with Wiley Barkdull, develop an unusually good song. Effect is bluesy and sad, but has far more imagination than ordinary weepers. (Acuff-Rose, BMI)

★ ★ ★

TIM JOHNSON

★ ★ ★ **Yes, Indeed** — LEO 784 — Exclamation of love is shouted in a traditional framework by Johnson. Artist has a good sound. (Starday, BMI)

★ ★ ★ **A Memory of Mother** — Tender tribute to mother is read with appeal by the artist. Choice side for traditional fans. (Starday, BMI)

BILL LEATHERWOOD

★ ★ ★ **Call Me Lucky**—J.C.D. 103—Country medium beater is done in traditional style by Leatherwood who has a real pleaser technique. Coin possible. (Lowery, BMI)

★ ★ ★ **Prettiest Baby in Town**—Country blues-rocker is given a rhythmic go by the artist over plucked string backing. Also a salable item. (Lowery, BMI)

GINGER CALLAHAN

★ ★ ★ **All the Answers** — CULLMAN 6414 —Ginger Callahan sells this country novelty neatly over a gang sing vocal by the group. Rhythm is in hoo-down style. (Gaylord, BMI)

★ ★ **Noties Me** — A weeper is handled in touching fashion by the thrush, as she explains how much she still loves her man. (Gaylord, BMI)

★ ★

JIM HADLEY

★ ★ **Honky Tonk Girl** — BUDDY 115 — Pleasant chanting of a weeper with a message: "Stay away from this chick." For c.&w. deejays. (American, BMI)

★ ★ **Foolish Way** — Another weeper with a moral. The theme is that she tumbled down their castle with her sinful ways, but he wants to rebuild it. In the traditional style. (American, BMI)

THE WELCH BROTHERS

★ ★ **Thoughts of the Past** — BO-KAY 105 — A weeper. Tempo is leisurely and relaxed. Style is in the traditional groove. (Boquet, BMI)

★ ★ **Blue Eyes and Golden Curls** — Infectious rhythm and fast tempo mark this one in contrast to flip. (Boquet, BMI)

DELL SHIRELY & JOE BROWN


★ ★ **Chiff's Rocket** — LOGAN 3118 — Instrumental is blues - oriented. Initially uses strings only, but horns enter midway. Sound is not sharp enough. (Gaylord, BMI)

(Continued on page 45)

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Reviews of New Pop Records

Continued from page 47

★ ★ Paper-Wad Kid — Interesting side with a nostalgic feeling of the style of many years ago. Lyric has novelty value. (Gaylord, BMI)

TOMMY DURDEN
★ ★ The Bee — D 1076 — Side is talked-sung by the artist. It tells about a bee who helped win a baseball game. Country jocks might like. (Glad, BMI)

★ ★ Deep in the Heart of a Fool — Country ballad is given a warm reading by Durden over plucked-string backing. Moderate appeal. (Starline, BMI)

CHARLIE PARKER
★ ★ Be Mine Alone — LOGAN 3116 — Pleader country ballad is given a hill vocal by Parker. Traditional fans will like. (Gaylord, BMI)

★ ★ I Bowed My Head and Cried — Mountain sound by the artist on a weeper. Side should move as well as the flip. (Gaylord, BMI)

JIM HADLEY
★ ★ My Broken Heart — BUDDY 116 — The chanter sings this weeper in fair fashion. (Fiesta, BMI)

★ Wanted — Hadley sings the weeper pleasantly. (TNT, BMI)

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

- AL AND JIM: Rock-a-Billy-Muske/More Than Ever—Logan 3117
- JOHNNIE HARGETT: Please Tell Me/Teardrops in the Snow—Cherry 1002
- SHENANDOAH VALLEY RANGERS: Selfish Heart/Sugar Doll—Arc 4449

Rhythm & Blues

★ ★ ★

MUDDY WATERS
★ ★ Take the Bitter With the Sweet — CHESS 1733 — Muddy sings a song of loneliness. It's emotion-packed, full of primitive, traditional blues feeling. Backing is guitar and harmonica. Fine wax. (Arc, BMI)

★ ★ She's Into Something — In contrast to the flip, this has a staccato, bouncy type of rhythm. Lovers of true blues will dig it. Tempo has a Latin touch. (Arc, BMI)

LIGHTNIN' SEIM
★ ★ Lightnin's Troubles — EXCELLO 2160 — Harmonica and guitar blend on this story of the artist's troubles, which he tells with a lot of pathos. A good side by the blues vet. (Excellorec, BMI)

★ ★ Sweet Little Woman — The blues singer tells this well known tale about a fine little woman who treats him right. It is sure to get Southern juke loot. (Excellorec, BMI)

EARL BOSTIC ORK.
★ ★ Feeling Cool — KING 5229 — Imaginative instrumental, with Bostic's usual fine alto work. Plenty of heat and flavor here for the fans. (Martin-Rose, BMI)

★ ★ Who Cares — Instrumental which contrasts sharply with flip in its mood. The alto horn develops the theme, with interesting side effects by drums, organ, etc. (Armo, BMI)

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

- THE MANHATTANS: Ebb Tide (Parts 1 & 2)—King 5229

Spiritual

★ ★ ★ ★

THE FAMOUS DAVIS SISTERS
★ ★ ★ We Need Power — SAVOY 4124 — Side starts right off with a rollicking pace, and maintains itself through. Lead is supported by fine chorus work. A fine side. (Planemar, BMI)

★ ★ ★ I Got a New Home — In tempo this contrasts with flip, being much slower. Beat is nevertheless a swinging, relaxed one. Excellent chanting. (Planemar, BMI)

ANGELIC GOSPEL SINGERS
★ ★ ★ Touch Me Lord Jesus — NASHBORO 644 — A lovely reading of the pretty hymn makes this one of the best offerings in this field in a while. Side deserves exposure.

★ ★ ★ Yes! Nobody Knows My Troubles — Unbilled ten lead renders the traditional gospel soulfully with excellent support from the choir. Side should go well. (Excellorec, BMI)

REVEREND CLEOPHUS ROBINSON & JOSEPHINE JAMES
★ ★ ★ Fire in My Bones — PEACOCK 1796 — Warm reading of a medium-beat gospel song about a sinner who has changed his wicked ways. A strong side for the market. (Lion, BMI)

★ ★ This Old Building — Slow gospel is delivered with sincerity by the duo. Hymn is stating everyone has to come to the end of their journey of life. Devotees of this sort should find it to their liking. (Lion, BMI)

CLARENCE FOUNTAIN & THE ORIGINAL FIVE BLIND BOYS

★ ★ ★ Great Camp Meeting — GOSPEL 1027 — This side starts off in slow tempo with the lead registering deep emotion in his recitative-styled delivery. Solid for this market. (Savoy, BMI)

★ ★ Sit Down and Rest a While — The spirit is on Fountain and the Boys, as they give an emotion-packed reading. Excellent for deejays looking for this material. (Planemar, BMI)

★ ★ ★

SONS OF JEHOVAH
★ ★ Jesus Hear My Plea — NASHBORO 645 — Emotional rendition of a slow-paced gospel by the group. Lovers of spirituals will find this a pleasing side. (Excellorec, BMI)

★ ★ Waiting for Me — Moderate-paced hymn is warmly performed by the group. Like the flip, this can prove a lure to lovers of spiritual fare. (Excellorec, BMI)

Goody Store

Continued from page 3

ords, so we figure we will fight them in the camera business. As far as jewelry is concerned, we intend to compete with the jewelry boys who stock records down on 14th Street."

In the new store, the entire ground floor will be given over to audio equipment, cameras and jewelry, with records occupying the entire basement area. Webb & Knapp, realtors who operate the building, are believed to have put about \$250,000 into readying the area for Goody. Goody himself estimates that the firm has ploughed an equal amount into preparing the store for opening.

How was all this accomplished in the face of Goody's recent petition for an arrangement under Chapter XI of the Bankruptcy Act? "Frankly, most of the \$250,000 was committed or spent before all the trouble started," Goody explained. "We are closing out our 49th Street Annex Store and moving the inventory from there to the new store. We are also removing a lot of product from the main 49th Street store to the east side." Goody added that retirement of his debts to secured creditors as about 80 per cent complete, with the balance of indebtedness now less than \$100,000. A Goody plan for an arrangement which was scheduled to be submitted early this month will be presented the second week in September.

Told that many dealers across the country had inquired as to "how Goody could do it?" (open the new store), Goody exclaimed: "It is done, signed, sealed and delivered, that's all. We'll open the doors on August 17, blow some trumpets and we'll be in business, and believe me it will be a help to the creditors and to us because with this store we'll sell a lot more records than ever."

Warner Bros.

Continued from page 3

various WB stocking plans. Depending on the number of WB stereo monaural records ordered.

The Warner Bros. fall plan involves a 10 per cent bonus for every order of 100 or 200 stereo and monaural records purchased. And WB offers the dealer delayed billing. If he orders 200 stereo and monaural LP's he gets the bonus plus the demonstrator set at half price. If the dealer orders 300 stereo and monaural LP's he gets the set for free and a 5 per cent bonus. On reorder: the dealer gets bonus merch. equal to 10 per cent of reorder purchase.

Warner Bros. has entered into the accessories business, with needles and wire racks (made by Seebro) to help their salesmen and distributor salesmen rack up some extra orders. With the needle line and the stereo demonstrator, WB has a foot in the door in the phono business in a quiet way.

In presenting its fall program, WB used an hour-long film which described the formation of WB

Sholes-Atkins

Continued from page 3

good reaction. "Furry Murray," by the Trade Winds, is also doing well.

Sholes notes that approximately 50 per cent of the RCA Victor best-selling singles were produced by Chet Atkins who heads up the diskery's Nashville a.&r. operation, and whose relationship with Sholes extends back to the heyday of the country field. Atkins now has under his jurisdiction more artists than any individual a.&r. man on the label.

Atkins, who also does the arrangements and sometimes plays on his own dates, cut three of the seven RCA Victor sides on the "Hot 100" chart this week and played guitar on the two Presley sides, which were cut by Sholes. The Browns, Robinson and Arnold disks were sliced by Atkins. He also records Locklin, Gibson and Johnny and Jack.

Commenting on the current folk-country trend in the pop field, as epitomized by such artists as Columbia's Johnny Horton and RCA Victor's Jimmy Driftwood, Sholes pointed up what he considered the advisability of broadening the song material to include other than war themes. Arnold's "Tennessee Stud" is an example.

Interesting anecdote in connection with the Browns is that when Sholes acquired these artists, he also acquired all their previous masters — just as he had done when he acquired Presley and Jim Reeves — in order to avoid the appearance of masters which would compete with the RCA Victor product.

Tops Conclave

Continued from page 3

250 albums. Tops execs hosting its visitors included prexy Doshay, sales veepees Bob Blythe and Ira Moss, artists and repertoire director Dave Pell and promotion chief George Sherlock. District sales managers attending included Phil Goldberg (Southern division), Fred Levi (North Central division), Ray Brockman (Eastern division), Ralph Gould (New York metropolitan), Archie Nussbaum, and buying office manager, Sam Strenger.

Doshay told the assembly that Tops intends to continue concentrating on retail record stores during the coming months, confident that this level of the business will reap ever increasing profits for the firm. "This fall," Doshay said, "we intend to stress quality on our album pressings for we feel that we have for \$1.49 as fine an album, fidelity-wise, as well as material-wise, as any package that the majors sell for \$3.98 and \$4.98.

Pictures and then the start of WB Records. Film featured covers of all albums plus musical tracks from each. It was enthusiastically received by the distributors and will be used by distributors for dealer meetings.

At the meet were prexy Jim Conkling, sales chief Hal Cook, publicity head Joel Friedman, and all East Coast execs of the company. Meeting, which lasted two days, included a banquet and show for all the visiting firemen.

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CANARIES SEEK BEAUTY TITLE

WASHINGTON — The WWDC annual beauty contest here has produced the customary plethora of musically minded contestants. Out of 40 original entries in the Miss District of Columbia contest, 16 were singers. Miss District of Columbia will represent the Capital at the Miss America pageant at Atlantic City in September for a crack at the Miss America title.

Semi-final judgments will be held at the Carter Barron outdoor theater here. The fledgling talent will have a chance to see and hear some top professional talent during the judgments, which precede regular performances at the theater. Unhappily for some of the teen-age aficionados among the contestants, their tryout dates will miss contact with the appearance of the fabulous Fabian, who holds forth the first week in September at the Carter Barron.

Nathan Returns

Continued from page 3

Glover will ankle King nor where he will go. Nathan said that announcement will come thru Jack Pearl, King's legal counsel and v-p.

Bass, originally with Black and White in 1945 and since that time with Savoy and with King eight years, told The Billboard he has no definite plans for the future. He will head for New York for a vacation this week. He stated that he will continue to own half of Armo Music, a subsidiary of Lois Music, King's principal BMI firm. Armo has copyrights on "Kansas City" and "Dedicated to the One I Love."

Programs Set For 1st Hub Jazz Fiesta

BOSTON — The program for Boston's first jazz festival, to be held at Fenway Baseball park August, 21 thru 23, has been announced by George Wein, Storyville operator and director of the event. There will be three evening concerts at 8 p.m. These are:

Friday, August 21, All-Star Group with Jimmy Rushing, Buck Clayton, Vic Dickenson, Bud Freeman, and Pee Wee Russell; Ray Charles, the Dukes of Dixieland, Thelonius Monk, Dakota Staton and others.

Saturday, August 22, Dave Brubeck, Eddie Condon, All-Stars, Roy Eldridge, Coleman Hawkins, Modern Jazz Quartet, Herb Pomeroy

SEVEN MORE JOIN LABEL PARADE

NEW YORK — Seven new labels joined the label parade during the last week. Here are the names and addresses of the newcomers:

Altair Records, 3020 Victoria Ave., Cincinnati 8; Avior Records, 3020 Victoria Ave., Cincinnati 8; Cawthorne Records, 4767 Maffitt Ave., St. Louis; De-Ada Records, 322 4th Ave., Chula Vista, Calif.; Dream Records, 8504 N. 29th St., Omaha; Piper Platters, Temple City, Calif.; Preferred Records, care of Bregman, Vocco & Conn, 1650 Broadway, New York.

orchestra, Horace Silver, Sarah Vaughan and others.

Sunday, August 23, Chris Connors, Duke Ellington orchestra, Dizzy Gillespie Quintet, the Jazz Messengers with Art Blakey, Oscar Peterson, Big Miller, Jimmy Smith Trio, Dinah Washington and others.

Palitz Exits Jubilee Slot

NEW YORK — Morty Palitz has wound up his association with Jubilee Records. He is now negotiating for an outside producer deal with one of the larger record firms and expects to conclude the arrangements shortly. It is understood that a number of former Jubilee artists will go with Palitz to his new label.

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EARLY U. S., CANADIAN FAIRS SET STRONG PACE

Saskatoon Ex Sees New Set Of Records

SASKATOON, Sask.—The Saskatoon Exhibition, as of Friday (24), was eyeing new records in all departments. Total attendance to that point was 8 per cent ahead of last year and S. N. MacEachern, manager, predicted Friday and Saturday would set new records at the gate, grandstand and midway.

Fair had the biggest one-day crowd in its 74-year history when 34,000 came out for the combined citizens-farmers' day on Thursday. Wednesday the crowd was off somewhat due to the appearance of Queen Elizabeth in Saskatoon, which outdrew the fair.

Only segment that was off was the Barnes-Carruthers night show, but this was down only slightly and was expected to pick up this loss Friday and Saturday evenings. MacEachern said the show was exceptionally well received. Parimutuel running races in the afternoon were drawing strong crowds.

Only weather to mar an otherwise good week was rain in the morning and early afternoon on Tuesday. Otherwise, the weather was warm with a cool breeze.

Royal American Shows were doing good business with rides and show up close to 12 per cent.

Anglo-Rotor Has Ride at Paragon

NANTASKET BEACH, Mass.—Harry G. Parker, American manager for the Anglo-Rotor Corporation, of London, said here that the Rotor at Paragon Park belongs to the Anglo-Rotor Corporation and is here on a concession basis. It was reported previously that Paragon had bought the ride from Ernest Hoffmeister. Parker said Hoffmeister enters only as the receiver of a royalty from Anglo-Rotor.



ATWOOD OLSON, co-manager of the Minneapolis Municipal Auditorium, is president of the International Association of Auditorium Managers and will preside at the IAAM convention in Atlanta Wednesday (29) thru Saturday (1).

Pleasure Beach Extends Contract With Bridgeport

BRIDGEPORT, Conn.—Extension of a lease for the city-owned Pleasure Beach has been signed by the city and the Pleasure Beach Operating Company. The original lease was signed last year and was to run five years, and the extension is for six years.

The company paid the city 7 per cent of the gross, or \$17,700, last year. It is to pay 8 per cent this year, 9 per cent in 1960 and 10 per cent thereafter. The minimum guarantee to the city has been increased to \$20,000 from \$10,000.

It also was announced that park Manager Frank Sonshine has signed with the Teamsters' Union, which represents 25 employees at the park.

Peoria Fair Gets Dry Run, Pulls 78,401

PEORIA, Ill.—The Peoria County Fair, long a target for rain in various doses, this year had what was called a practically rain-free run and as a result scored big at the outside gates.

The five-day fair, which wound up Sunday (19), drew a total of 78,401 at the 75 and 25-cent entrances. This compared with the 60,000 who came out during the shower-soaked 1958 event.

The fair operates with a free grandstand and, according to Robert Park, in his third year as secretary, the Barnes-Carruthers revue clicked big the first three nights. Also popular were the queen contest finals on Saturday plus local-produced entertainment, and Sunday's midget races and musical concerts.

One of the strongest segments money-wise was the midway brought in by Don Franklin Shows, which racked up a whopping gross. Total ride and show income was up over 30 per cent from last year, aided by a Bubble Bounce, Turnpike, Round-Up and Paratrooper. As a result, Franklin was awarded the contract for 1960 before leaving this city.

Run is scheduled for a week later next year, operating July 20-24, Park announced.

Brandon Ex To Spend 60G On Utilities

BRANDON, Man.—The \$60,000 renovation program of the Brandon Provincial Exhibition's buildings and facilities is expected to begin this fall. Sewer and water facilities will be expanded and power lines will be installed throughout the grounds.



TOMMY FUZZELL (left), longtime fun zone operator, was recently honored by three Little Rock church groups for his generosity to orphans and received a plaque from Bill Hood, on behalf of the religious organizations. Fuzzell, who left the road 10 years ago to operate rides and concessions at Little Rock War Memorial Park, has annually been providing a free ride day for the parentless youngsters. This year 160 moppets were his guests and enjoyed 2,700 free rides. Prior to operating the park, Fuzzell toured Fuzzell's Greater Shows in the Midwest and South.

BARABOO, KOHLER BIG FOR CRISTIANI

KOHLER, Wis.—Cristiani Bros. Circus played to moderately good attendance for three days at Milwaukee and to better crowds in Kohler and Baraboo.

The Milwaukee stand (15-17) was under Jaycee auspices for the second year and this time the lot was at the County Stadium, home of the Braves. Last year it appeared at the State fairgrounds. Expressway construction work

around the stadium hampered access.

Wednesday (15) afternoon's house was light, but the night was three-quarters, the show reported. Thursday (16) began with a UPC performance to a full house in the morning. Then came a three-quarter afternoon and a near-full night. Friday wound it up with a light afternoon and three-quarter house.

(Continued on page 60)

Auditorium Managers Head for Atlanta Conclave

ATLANTA—Managers of more than 75 of the nation's leading arenas, exhibition halls and auditoriums will convene here Wednesday (29) thru Saturday (1) for the annual convention of the International Association of Auditorium Managers.

Hosting the group will be the Atlanta Municipal Auditorium and its manager, Harry Niebruegge. Sessions and convention headquarters are to be at the Dinkler-Plaza Hotel. Charles McElravy is the executive secretary of the association.

Niebruegge has prepared a program heavy on discussions of practical questions of big-building management. Topics among the many to be considered include:

Advance ticket sales, convention solicitation, chair handling and storage, building manager's public relations thru civic projects, concession facts and figures, extra fees for extra services, manager's civic responsibility, per-seat and per-square-foot unit rental rates, and summer activities for auditoriums.

More topics are interchange of air-conditioning and ice rink equipment, tourist attractions during

the summer, emergency power equipment, union labor problems and solutions, new revenue sources, overtime pay for employees, IAAM questionnaires and publications and show promotions by professionals vs. local promotion offices.

IAAM sessions Wednesday morning will be devoted to meetings by geographical districts and of the board of directors. The conventioners will split into six-panel discussion groups each for three hours in the afternoon.

Wednesday evening managers, exhibitors and their families will be guests of "Holiday on Ice" for a dinner at the Standard Town and Country Club.

Thursday's meeting will get under way at 9 a.m. with reports of the standing committees. American Seating Company will be the host for lunch. In the afternoon, buses will take the group to see Stone Mountain and the Grant Park Cyclorama. Prior to the dinner hour, IAAM will be guests of the Pepsi-Cola Company at a party.

That evening (30), the group will go to Chastain Memorial Park Amphitheater to see a performance of "Kiss Me Kate" as guests of M. B. Sletzer, president of Theater Under the Stars.

On Friday the first session will be the Early Worms' breakfast at 7:30. Regular discussion panels will be resumed at 9 a.m., with 20 more topics to be considered.

The IAAM's annual "Mister Auditorium" competition will be conducted Friday morning. That afternoon the district vice-presidents will report and panel discussions will be resumed.

Coca-Cola will be host to a party for the IAAM at 6 p.m. Friday. Saturday sessions will be marked by the afternoon election of officers as well as selection of the 1961 convention site. Last year the group selected New Orleans for the 1960 convention and that is expected to be confirmed at this meeting. Final event Saturday will be a cocktail party sponsored by the Shepherd Decorating Company of Atlanta.

While managers are busy with convention business sessions, their wives and families will be at such special events as a brunch on Thursday at Rich's department store, and tours on Friday of Atlanta's fine homes and art museum. There will be a luncheon at the Couch House on Friday also.

Utah State Fair Headlines "Holiday on Ice," Cochise

Stunter, Pyro, Circus Round Out Sked; Building Board Mulls New Coliseum

SALT LAKE CITY—The Utah State Fair this year will be one of the few fairs in the U. S. that will feature a major ice show, with "Holiday on Ice" again scheduled to do 16 performances during the September 11-29 run. Cochise, of the television program, "Broken Arrow," will be in as a free attraction on the two children's days.

Don Wyatt, fair's secretary-manager, reported that additional major attractions will include the International Auto Daredevils brought in by Bill Reed for two matinee and night shows on the first weekend. Thearle-Duffield fireworks will be featured on the Sunday evening. Popo the Clown will be a roving ambassador during the entire run; Alec Seymour's German Circus will hold forth in a tent during the fair and the Utah State Fair Band will play two concerts daily.

CONCELLO TO SEE EUROPE'S ARENAS FOR 2d R-B UNIT

COPENHAGEN — Ringling-Barnum circus general manager Arthur M. Concello is to visit Europe during August to survey arenas and other buildings suitable for a tour by a proposed European unit of the Ringling circus. John Ringling North, circus president, and his European agent, Umberto Bedini, arrived in Copenhagen Friday (17) and caught Circus Schumann on Monday (20). North usually seeks to book several acts in the Circus Schumann for his next Ringling editions, and most new acts for the 1959 R-B show came from here. North and Bedini came here from Germany and they will go to Sweden.

Bedini confirmed that the Ringling organization is considering a European unit, but said nothing definite has been decided. One reason is that in Paris the Palais des Sports is being torn down, leaving no suitable building for a Ringling style circus. The new exhibition hall in Paris is not designed for use by arena attractions.

Other entertainment will be in the line of horse pulling, safety shows, horse shows for both adults and children and two afternoons of horse racing.

Monte Young Shows will again provide the midway.

Wyatt also disclosed that the State Building Board is working on plans for a new coliseum that would cost \$3,500,000. The money

is expected to be appropriated at the next session of the Legislature in 1961. According to tentative plans the proposed structure would seat 14,000 for an arena event and from 16,000 to 18,000 for shows or conventions.

Lenn Laden's water show recently wound up a six-day run here and was well accepted, Wyatt reported.

Costa Mesa, Calif., Fair Records 101,439

New High Set Despite Shortened Run; 29,876 Clocked on Saturday

COSTA MESA, Calif. — The Orange County Fair featured a glorified pumpkin theme and set a new attendance record of 101,439 during a six-day run which ended here Sunday (19), Stewart Yost, secretary-manager, disclosed. Last year the event counted approximately 77,000 during a 10-day run.

In addition to the record total, Saturday (18) chalked up 29,876 visitors, the largest number of people ever to be on the grounds at one time. Average daily attendance was 16,906 as compared with 7,700 last year.

Yost attributed the new record to the fact that he returned the event to "the old days." His entertainment features included twice daily appearances of Hugo Zacchini's cannon act; a vaudeville show on Wednesday and Thursday (15-16); the ice show, "Ice Landia," for the closing three days (17-19), and three championship rodeo performances on the last two days. National Helicopter Service offered flights over the grounds on the last three days with good results, Jack Lowry, head of the firm, said.

Publicity, directed for the first time since 1956 by Tom McCann & Associates, was widespread. The Los Angeles dailies gave daily coverage along with picture spreads at the outset.

Gate Cut Helps

Yost said a reduced rate admission campaign was conducted with satisfactory results. Admission for adults thru the gate was 75 cents.

These tickets were offered for 50 cents prior to the fair thru supermarkets, Chambers of Commerce and other outlets. Kids were admitted free.

The rodeo had sellouts on Saturday night and Sunday afternoon, (Continued on page 70)

Roy Rogers In Record Pace At Salt Lake

SALT LAKE CITY—The Days of '47 Rodeo, featuring the Roy Rogers-Dale Evans troupe, was racing to new all-time records here Friday (24). Event was in the Coliseum at the Utah State Fair.

First seven nights of the run, July 18-25, were sellouts and by the wind-up on Saturday night, total gross was expected to be between \$110,000 and \$120,000. This would double any previous rodeo gross in this city. An extra show was scheduled for Saturday night.

Weather was good thruout the week and the big crowds were being registered despite light publicity thruout the area. Stock was produced by Earl Hutchinson and Harley Tucker.

SHOW PLACES

All Roads Really Lead Here

MONTICELLO, Ia., with a population of 3,000, is not close to any large feeder towns. The nearest are Cedar Rapids and Dubuque, both about 36 miles away; Waterloo, 70 miles distant, and Davenport, 80 miles by highway. Yet the Monticello-based, five-day, four-night Great Jones County Fair daily draws anywhere from five to more than eight times as many people as live in Monticello.

One of the chief reasons is the night grandstand program. It features different name and semi-name talent each night in front of the fair's amphitheater, the counterpart to most fairs' grandstands. Nightly the amphitheater and the sides of the natural bowl in which it sets are jammed. The amphitheater itself seats about 5,000; the sides of the bowl accommodate as many or more.

Patrons of the fair in the last three years have seen such names as Ray Anthony and his orchestra, Sammy Kaye and his orchestra, Ted Weems and his orchestra, Herb Shriner, Molly Bee, Ben Alexander, the Four Preps, Smiley Burnette, Tex Ritter, Homer and Jethro and Jimmy Wakely.

This year they'll see Tommy Sands; the Schmitt Sisters, singing trio juggler Ben Beri, mirimbaist Doris Stockton, emcee Candy Candido and Blue Barron and his orchestra, August 26. Edgar Bergen, Teddy Phillips and his orchestra; the Jeffries, novelty act; Ross and Stone, comedy act, come in on August 27. Johnny "Battle of New Orleans" Horton, Leon McCauliffe and his orchestra; the Marvels, acrobats, and comic Tom Gary are set for August 28, while Claude Gordon and his orchestra; the Chordettes, singers; the Chipmunks; emcee-comic Jack Hebert and Sue Scott, acrobat-dancer, are the August 29 features.

For this the customers over 14 will pay only \$1 at the outside gates, with youngsters up to 14 years of age admitted free. For those who want a reserved seat the charge is \$1.50, but they get the reserved seat—a comfortable chair—at that price for both afternoon and night amphitheater shows of one day. In the afternoon, the fair will serve up a thrill show, stock car races and a saddle club exhibition one day and harness horse races two days.

Claude Appleby, the fair's secretary, explains why the reserved seats are sold in that manner. "It keeps the customers on the grounds longer, kind of gives the concessionaires and the midway a break."

The fair is 106 years old, one of the oldest in Iowa, but its management is sensitive to change. It had been growing when it shifted to a name attraction policy, but it sensed that its patrons wanted to see names. That's why it switched in 1956. Attendance that year soared 25 per cent over the previous peak. Each year since attendance has climbed—even last year when the fair was hit by off-weather on two days.

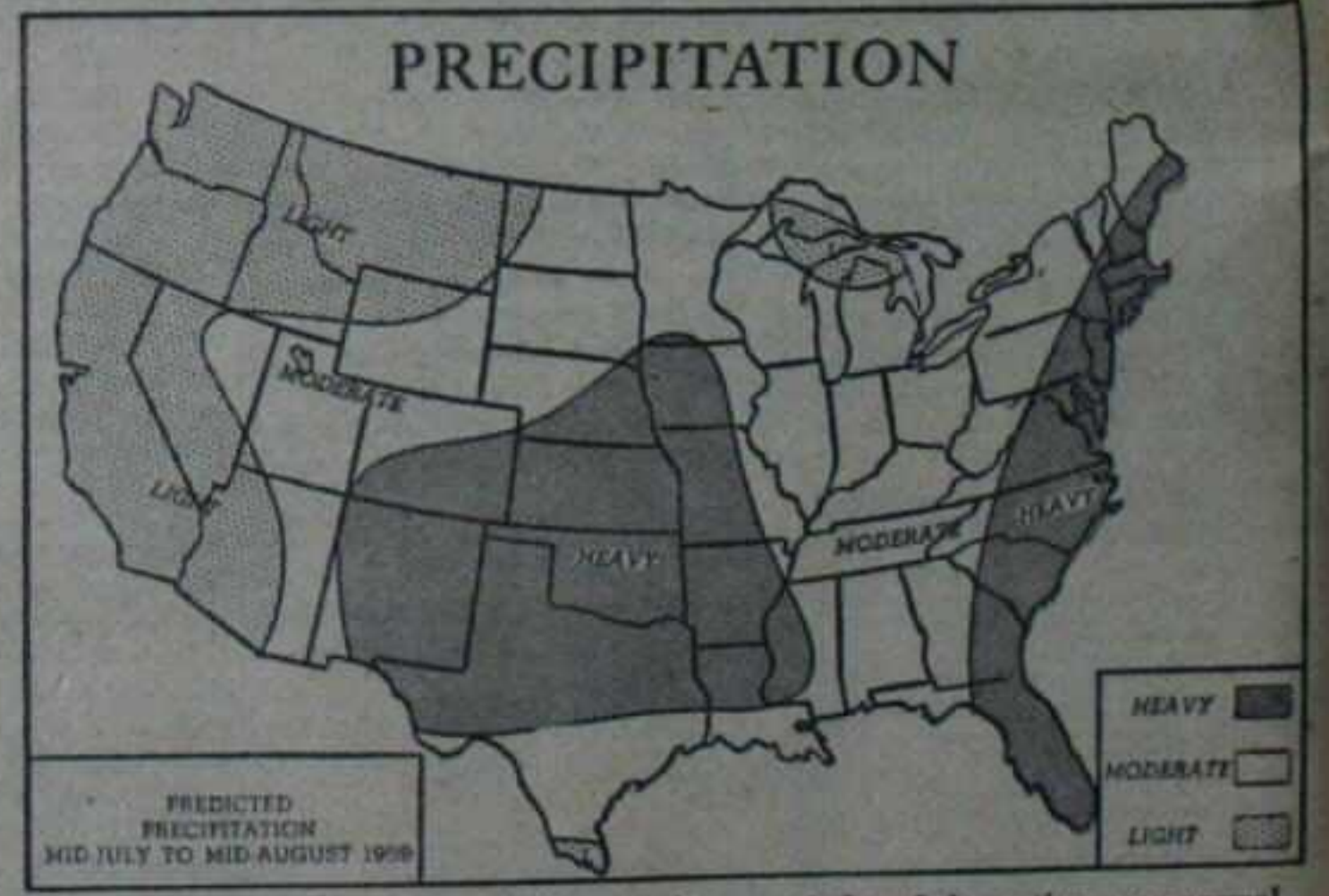
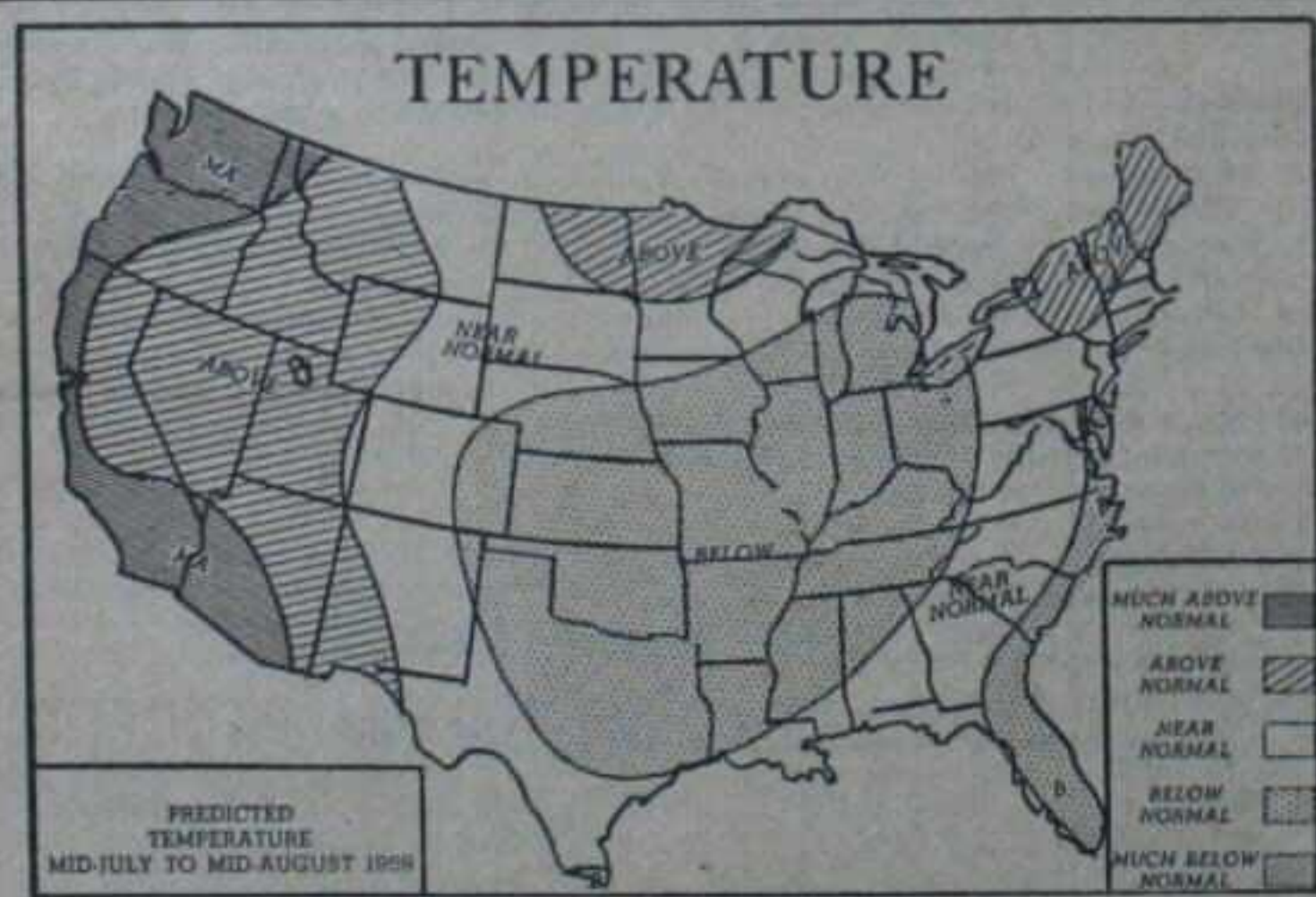
The fair now draws from a considerable distance. "We never used to be able to get but a few from Dubuque, Cedar Rapids, Waterloo and Davenport," Appleby observes. "Now we draw many people from those towns."

Financially, the name policy has yielded generous dividends. Higher attraction outlays have been more than offset by greater income. The fair's surplus is growing. Soon, according to present plans, it will go toward building a new youth building to cost \$90,000.—Herb Dotten.

New Ride Is Installed On Dallas Fairgrounds

DALLAS—A new amusement ride, the Star Flyer II, has been installed at the State Fair of Texas midway here. The \$35,000 machine, a rocket that carries 32 passengers, is elevated to a 23-degree angle by electricity to simulate a blast-off.

The rocket is equipped with a projector that throws a picture of a space journey on a screen and a recording of an actual take-off. Sam Daugherty, president of U. S. Amusement Corporation, which installed and will operate the Star Flyer, was in Dallas for the installation.



The U. S. Weather Bureau's 30-day outlook for the period from mid-July to mid-August calls for temperatures to average above seasonal normals west of the Continental Divide with greatest departures along the West Coast. Below normal averages are predicted for the rest of the country, except for near normal along the Gulf Coast, in the Northern border States, and over the Appalachian area. Rainfall is expected to exceed normal in the southern half of the Great Plains and also along the Atlantic Seaboard. Subnormal amounts are anticipated in the

Far West and over the Upper Lakes. In the remainder of the nation near normal precipitation is indicated. NOTE: The 30-day outlook given here is not a specific forecast in the usual meteorological sense, but is an estimate of the average rainfall and temperature based upon the best indications now available. For more specific predictions readers should look to the local forecasts published by the nearest Weather Bureau office.

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Detroit Fair Adds Nat'l Cutting Horses

DETROIT — Another national event has been booked as an added attraction at the Michigan State Fair. The National Open Cutting Horse Contest will be held on the first two days, giving the fair an extra hypo for the kickoff, according to Donald L. Swanson, fair general manager.

The contest is expected to appeal to the large number of rodeo followers in the Detroit area. The contest is open to any breed of horse, and is being sanctioned by the Michigan and the National Cutting Horse Association. Entries are expected to reach into the hundreds, on a national open basis.

The event as planned is to allow each horse two go-rounds to cut steers out of a herd of about 20, with elimination events on opening day resulting in the selection of 10 horses for the second day finals.

Headliners for the Coliseum

show, one of the major attractions, were also announced—Dick Clark, TV artist, together with Frankie Avalon, Duane Eddy, and the Coasters for the September 4-7 show. Booked for the September 11-13 show are Tony Bennett, Connie Francis, and the Mills Brothers.

For the grandstand, a water show is being booked in as headliner for the first time—Sam Howard's Diving Champions. The free grandstand admission introduced last year is to be continued.

Will Operate, Says Mesquite Fair Execs

MESQUITE, Tex. — Officials have denied a report that the Dallas County Fair in Mesquite would be abandoned this year.

A spokesman, Robert Yarbrough, said "the fair this year will be bigger and better than ever before." Dates will be September 7-12.

According to Mr. Yarbrough, the Alamo Exposition Shows will provide the midway attractions.

The fair association owns an eight-acre tract which has been sought by the Mesquite Independent School District as a building site.

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- NEAR YOU
- I ALMOST LOST MY MIND
- WHAT I TOLD YOU LATELY
- THAT I LOVE YOU
- WABASH BLUES
- INDIAN SUMMER
- LITTLE BUTCH WILL
- ELMER'S TUNE
- SINCE I MET YOU BABY
- YOU BELONG TO MY HEART
- BREED



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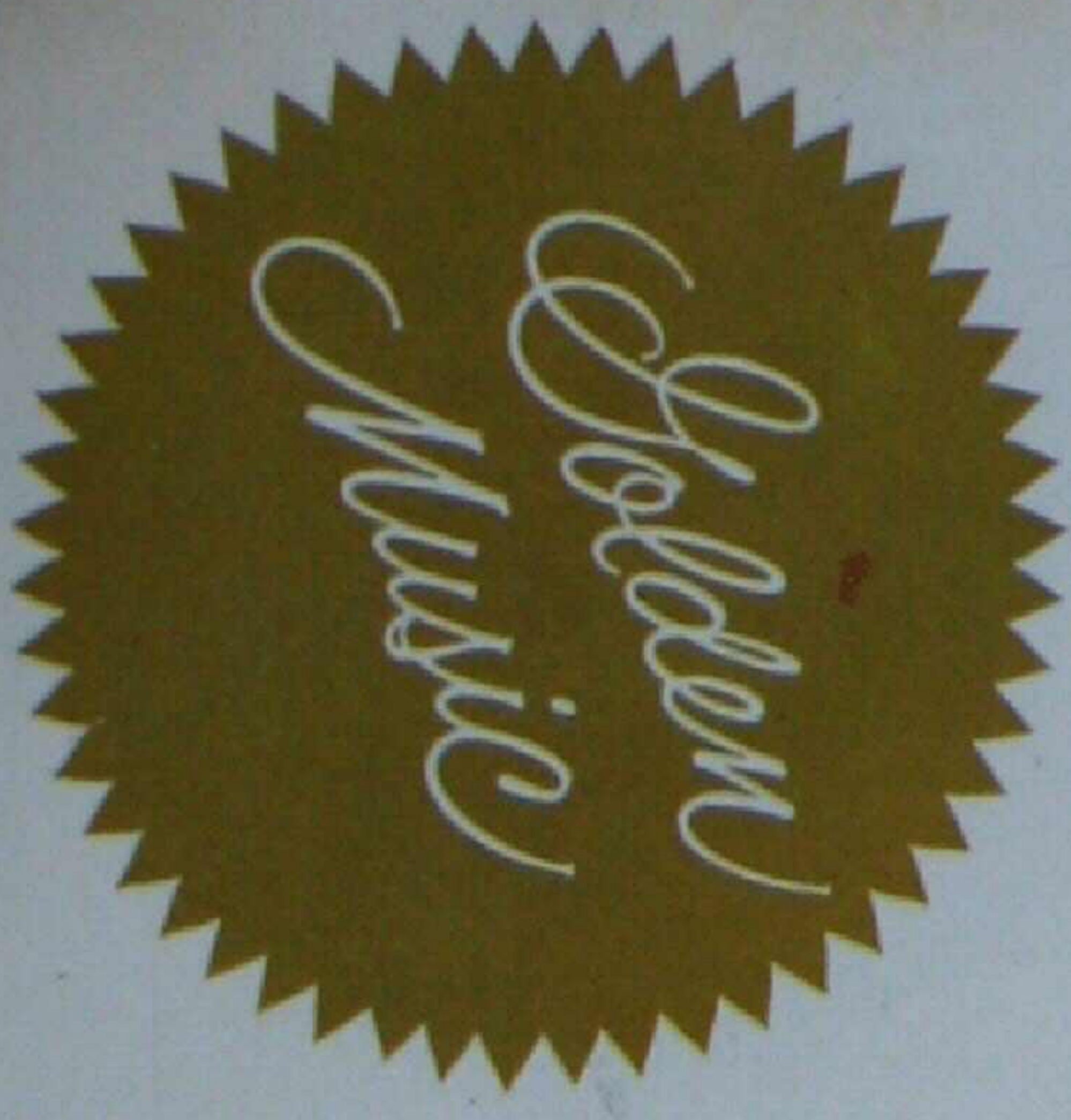
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Islands • Hawaiian War
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Naughty Annetta • Drifting
On A Cloud • Morning
Noon And Night
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CHRISTMAS CAROLS
White Christmas • It Came
Upon A Midnight Clear • O
Holy Night • Deck The Halls
• The First Noel • Joy To
The World • Adeste Fideles
• Silent Night • God Rest Ye
Merry, Gentlemen • O Tan-
nenbaum • Hark! The Herald
Angels Sing • Faith Of Our
Fathers • Jingle Bells • O
Little Town Of Bethlehem
DLP 3145



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A-I Amusements: Dale Carpenter; Badger State: A. Vomberg; Waseca, Minn., 29-Aug. 2; Bayport 6-9.

Phillipsburg, Kan.; (Fair) Seward, Neb., 3-5; (Fair) Deshler 6-8.

Crafts Fiesta: Garden Grove, Calif., 29-Aug. 2. Crafts 20 Big: (Fair) Pacoima, Calif., 29-Aug. 2; (Fair) La-Puerta 5-9.

Paris, Ill.; (Fair) Valparaiso, Ind., 3-8. Dudley, D. S.: Ernest Wade; Guy-mon, Okla.; Dalhart, Tex., 3-8.

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Circus Routes

Adams-Seils Bros.: Dot Burdett; Waupaca, Wis., 27; Clintonville 28; Stevens Point 29; Marsh-field 30; Wausau 31; Tomahawk Aug. 1.

Phillipsburg, Kan.; (Fair) Seward, Neb., 3-5; (Fair) Deshler 6-8. Cellin & Wilson: Tony Lewis; New Castle, Pa., 27-Aug. 6.

Miscellaneous

Cain, Frank, Parade Attractions: (fair) Milledgeville, Ill., Aug. 4-9.

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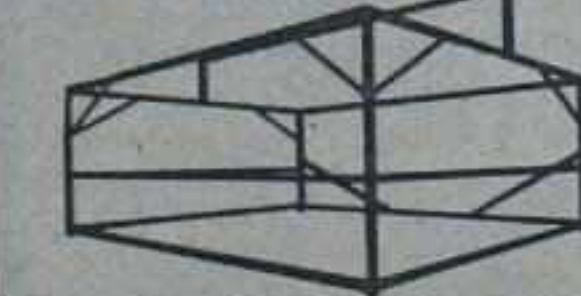
Legitimate Shows

Music Man, The: (Shubert) Chicago, Ill., indefinite run. My Fair Lady: (Opera House) San Francisco, Calif., 27-Aug. 8; (Auditorium) Portland, Ore., 11-15.

Arena Routes

Russian Festival of Music & Dance: (Hollywood Bowl) Los Angeles, Calif., 29-Aug. 2; (Cow Palace) San Francisco 4-6; Oakland 8; (Hollywood Bowl) Los Angeles 9-10.

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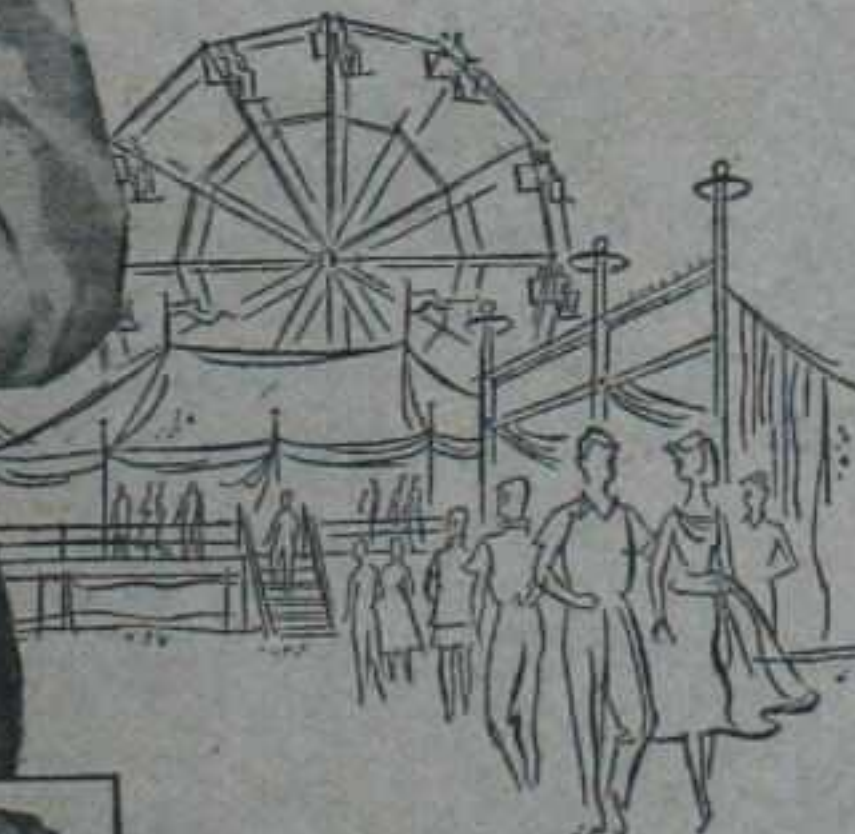
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TINTYPE: AL HOWARD

Former Boxer, Undertaker Worker, Union Organizer

THIS is a big year for Big Al . . . Al Howard, one-time ride foreman and all-round man, a 1959 entry into the ranks of show owners and fathers.

Big Al (230 pounds) was one of the mainstays of the I.T. Shows, a prominent 40-miler in the East until this year. . . Now he is president and co-owner of the How-Reit Shows, partnered with Pennsylvania's Pat Reithoffer, which accounts for the show's name.

Al had tried his mitts in various fields before he joined a carnival. . . He first was a professional boxer. . . Later he was a concessionaire at New York's Coney Island. . . He also worked for a Brooklyn undertaker. . . And at one time he was an organizer for a funeral drivers' union. . . Once in the carnival field, he never strayed from it.

At Coney he peddled confetti . . . worked bazaars . . . agented on midway games . . . worked around rides for B & V Shows, O. C. Buck, I.T. and others. . . He met the late Phil Isser and Is Trebish at a fair where they had their Merry-Go-Round booked and they got to talking. . . Result, he went along with I.T. right after World War II as ride foreman and in subsequent years he picked up a couple of his own kiddie rides.

"Early bazaar and carnival days around New York were rough ones," Al recalls. "Competition was keen; often on the rough side. It's mellowed a bit lately, tho, but still is aggravating at times. You have to go thru six to eight departments



AL HOWARD

for license clearance: Buildings, electrical, zoning, public assembly, fire department and others. Empty lots get scarier, and at best they're far from perfect. In poor neighborhoods sometimes there is a disturbance, but the show carries enough muscle to take care of itself."

When I.T. split into two units, Big Al went with Trebish as advance agent and lot man. . . Six-seven years ago Trebish and Isser made him treasurer. . . Isser died and Trebish, over 70, decided to retire last winter. . . Al then teamed with Reithoffer.

The fight game? Al had 15 pro bouts from 1925-'28 and won 13, but he quit. . . Recalling those days, he pats his belly and says, "I

always liked to eat. They can have that training; I'll eat."

Ambitions for Big Al include big business, which in his case spells big-time fairs away from the 40-mile circle around New York.

He pledges he'll make it. . . "We have lots of equipment of our own and lots to draw from. Watch and see. How-Re's going to make some eyebrows go up."

He's not a heavy drinker, not a teetotaler. . . Drinks on special occasions. . . "One when I sign a contract and four if we have a bad day." . . Likes boating, fishing, but hasn't much time for that now that he's a show owner.

Native of Brooklyn (May 11, 1909), Al still lives there with wife Camille (Paleski), a registered nurse, and Robert Allen Howard, born February 22. "I tell her we're going to open up a first-aid station for fairs right on the midway. She thinks I'm kidding. Wait 'til the fairs roll around. She'll be out there." *Irwin Kirby.*

Active Okay With Ride \$

PHILADELPHIA — Active Bazaar dates have provided some nice ride grosses thus far in the year, but concession earnings are down a little. Over-all business is about 10 per cent behind last year. Jack Essner of Active visited the Firemen's Fair in Kimberton,

CARNIVAL CONFAB

Shirley Jean, formerly with the movie series Our Gang Comedies, will headline the Chick Schloss girl show on the Conklin midway at Toronto Fair this year. Also set for the unit will be Baby Doll, dancer; Tiny Tim and Grover Wilkins, comics. Virginia Collette will handle the choreography and head up the six-gal line. . . Abe Franks, bingo op on James H. Drew Shows, is back with it after illness sidelined him for a couple of weeks. Build-up on the Drew organizations is under way for fairs. . . Bobby Cooper added another semi-trailer and panel truck; Harvey Drew has another semi; Bill Stevens has added joints and Custard Sam is now with the organization.

Billie Cooper, long-time popcorn concessionaire, laments the fact that accidents this year have taken their toll among the front-enders. Billie, currently with Art B. Thomas Shows on the Western Canada trek, reports that Pat White's short range was damaged to the tune of \$1,500 early this season. Billie had a similar but less damaging mishap to her house trailer. Then, too, one of the Thomas Ferris Wheel semis went out of control and smacked the Cooper popcorn trailer. At the same time, two cars were jammed into a bridge railing, and the semi, owned by Ray Bona, concession op, overturned.

Pete Kortes, Side Show impresario, has left his usual haunts for the green at the Oregon Centennial in Portland. He'll pack up there on August 16 and head for the Pacific National Exhibition in Vancouver, B. C., and then on a Western fair trek until November 11 when he will close in Phoenix, Ariz., and to the sunny climes of Mexico City.

Louis Bell is now with World of Pleasure Shows where he's got four concessions and the cookhouse. . . Eugene (Sheeney) Franklin, electrician on a long list of Midwest fun zones, is up and around again after a two-week siege in a St. Louis hospital. In recent years Sheeney has had concessions on Wes Schumacher's front end.

Lillian Sylvester, reporting on the social side of midway tramping, comes up with a report that Pinky Sylvester and Joan Prell were recent hostesses at a stork shower for Harriet (Cookie) Strickland on the Prell midway. Guests included Mrs. Alice Stevens, Faye Jeffries, Sara Ellenberg, Myrtle Jones, Dorothy Conley, Jo Barro, Jo Saffo, Ann Myers, Hazel Davies, Mary Ward, Thelma B. Liggins, Virginia Davidson, Patricia Beck, Mary Well, Sherry Miller, Fay Prell, Ruth Sharpe, Beatrice Prell, Wilda Stokes, Ann Williams, Toni Gambino, Terry Pat McNinn, Ethel McGuire, Janet McGuire, Ann Figgins, Lillian Reisinger, Judy Stevens and Marge Stevens.

C. J. Sedlmayr III, grandson of Royal America's owner, and son of the assistant manager, was one of the few permitted to remain in the Indian village at the Calgary Stampede when it was visited by Queen Elizabeth. The youngster, an honorary chief of the Stoney Tribe, was in full ceremonial regalia. . . Vernon Korhn, assistant to front office secretary, Walter DeVoyne, is back with it after an illness. . . Mrs. Ruby Hall, relief ticket seller is recuperating in her stateroom from pneumonia. . . Joe Pearl, Royal's mailman has everybody using his catch phrase, "It's a pleasure to do business with you." . . Mrs. Arthur Price left for a checkup at Atlanta.

Mrs. Marosa Herman is expected to join back on Royal after surgery in California and will again work Bob Parker's derby.

Chicago Doings: Lou Leonard left the Windy City for the Pacific National Exhibition, Vancouver, B. C., and Max Friedman also cleared out with his games unit for fairs in Iowa and Texas. . . A large group of visitors caught the Olson Shows at Milwaukee, including Hank Shelby, Ed Sopenar, Bernie Mendelson, Jerry Goby, Leonard and Jack Duffield.

Royal American personnel socialized recently on two occasions. Mrs. Gertrude Weiss marked her birthday with a party in Tom Blackwell's cookhouse with over a dozen fems from the front-end there. Wilma Summerlin presented the birthday cake and many other gifts were received. Earl and Hazel Maddox marked their wedding anniversary recently with a party. Mrs. Ida Jacobson was in charge of the cake for this event. *Charlie Byrnes*

Old-timer Gagger McMillan, out of the business for 20 years, has bought a new Herschell Helicopter and Roller Coaster, plus 20 ponies. Had them with Eddie Dietz in the East Butler, Pa., on the Eddie's Expo Shows. . . Bill McCoy, on Virginia Greater since the opening in April in Virginia, is pulling out for previously booked independent concession dates in Michigan after August 9. New faces on Virginia Greater include Florence Porter, who joined in Salisbury, Md., with her Two-Headed Baby and Jungle-land shows, and Tony DiMaggio with a crew for two Girl Shows. Veteran William C. (Bill) Murray is agentic the show again.

John Maloney, Mary Maloney, Scotty and June Logan, Frank and Marge Cleasby, and Gary and Sis Mix have been among those seeing action on Harry Kahn's New England Amusements this season. . . both Cetlin-Wilson and Marks Shows have Al Dorso bingos, MacWethy has one on George Clyde Smith and Paul Botwin has bingos on Wolfe Amusements and Page Combined. Wayne Crown is standing the teen-agers on their ears with his rock 'n' roll gymnastics on Amusements of America. Dad is the show's scenic artist, Don Crown.

R. F. McLendon is traveling with John T. Tinsley's show. . . Business can't be bad when Miami Showmen's Association dues start rolling in so early. Jimmy Stabile has collected from William (Bam) Storey, Sam Leavitt, Joe Baron, Herman Wolf, Petey Glynn, Frank Glynn, Al Bernabetti and James Cassara. The 33d birthday of Bob Keller, ride super on the M. D. Shows, was observed July 18th with a shindig at which Mike Dembrosky "gave" him a new trac- *(Continued on page 72)*

FLASHBACKS: 5 Years Ago—Negotiations for the sale of World of Mirth Shows by Frank Bergen to Irwin Knohl fell thru. . . Mr. and Mrs. Sam Prell observed 50 years of married life. . . An auction sale date for Al Wagner's Cavalcade of Amusements was announced. . . Evie Belew was named candidate from Royal American Shows in the Showmen's League "Miss Outdoor Show Business" contest and June Reynolds was named from the World of Today Shows. . . R. C. McCarter joined Gem City Shows as assistant manager.

KING REID SHOWS

FAIRS FAIRS FAIRS

July 27-Aug. 1
St. John, N. B., Canada
Royal Tour Celebration

Aug. 24-29
Knox County Fair
Union, Maine

Aug. 3-8
Woodstock, N. B., Canada
Old Home Week

Aug. 31-Sept. 5
Champaign Valley Expo.
Essex Junction, Vermont

Aug. 15-22
Skowhegan, Maine
State Fair

Sept. 7-12
Lewiston, Maine
State Fair

Sept. 19-27—Eastern States Exposition, Springfield, Mass.

Completing our triumphant International Tour of Canada. We are now preparing to enlarge for our route of fairs. Special consideration for those contracting entire route.

- | | | |
|--------------------|---|-------------|
| WANT | WANT | WANT |
| RIDES | Octopus, Roll-o-Plane, Fly-o-Plane, Rock-o-Plane, No. 5 Ell Wheel, Round-Up, Paratrooper and Helicopter. | |
| SHOWS | Revue-type Girl Show unit for our feature show, Side Show with own equipment, Snake Show, Crime or Torture Show, Motordrome, and non-conflicting Grind Shows of all kinds. | |
| CONCESSIONS | Fish or Duck Ponds, Novelties, Scales and Age, Pitch-Till-You-Win, Dart Stores, Photos, Custard, Derby, Greyhound, Long Range Gallery, Skee Ball, Hanky Panks of all kinds. No flats, Mitt Camps or Alibi Stores. | |
| SHOWFOLKS | Girl Show people for Revue, Ride Help on all rides, Drivers preferred. | |

KING REID SHOWS

Week July 27-Aug. 1, Wandlyn Hotel, St. John, N. B., Canada, phone OXFORD 3-3321; week Aug. 3-8, Hillview Motel, Woodstock, N. B., Canada, Phone 812.

Crafts Gross Up 15% At Costa Mesa Fair

Increase Registered Despite Small Lot, Lowered Earning Capacity

COSTA MESA, Calif. — Altho the run of the Orange County Fair was six instead of 10 days and the lot smaller because of new livestock facilities, Crafts 20 Big Shows did 15 per cent more business than last year, Larry Ferris, show unit manager, said. The fair closed Sunday (19).

Ferris said that the revenue took the lead from the first day. The fair turned in a record attendance of 101,439 as compared with last year's 77,000. The increase was attributed to a well-rounded entertainment and feature program.

Because the lot was 20 per cent

smaller than last year, Ferris used fewer rides. The set-up, however, was compact but adequate for 10 major rides, and 35 concessions. Seven kid rides were spotted in another area. While the gross in the area was satisfactory, it may have been higher had the location been closer to the main midway.

Of the concessions, 13 stands were operated by Blash & Hilligoss, Cecchini & Levaggi, and Darwin Glenn.

Ferris said the show made the move here from West Covina. It trucked out of here for Norwalk, to play its only still date of the season.

SASKATOON UP 10% FOR SEDLMAYRS

Rides, Shows Top '58 Despite Heat Wave; Best Show Leads Back-End, Mouse Scores

SASKATOON, Sask.—The Royal American Shows continued its winning ways last week at the Saskatoon Exhibition, next to the final fair on the Western A circuit. Despite a heat wave that pushed temperatures well into the 90's and even higher, ride and show grosses thru Thursday (23), fourth day of the fair, were 10 per cent ahead of last year. Business at Edmonton the week previous wound up 12 per cent ahead of a year ago.

The Dick Best Side Show led the back-end here with the Ricky Covette revue next and two others practically tied for third, Leon Claxton's Harlem in Havana and

the Johnny Mack Brown Western show.

The show's Mouse, here for its second year, did strong business during the week, with the Kiddieland also sharing in the good takes.

Many visitors from other fairs on the circuit showed up here. From the Brandon fair were F. O. Meighan, president, and Alec McPhail, manager, along with directors H. L. Crawford, Roy Potter and Bob McPherson. The Regina Exhibition was represented by Wallace Thompson, president; Tommy McLeod, manager; Charles Harlton, Gordon Grant, Jack Swain, and Roy McCannell, directors, and staffer Pat Lundy.

Tri-Date Operation Good for Collins

GRAND FORKS, N. D.—Prior to moving here to the Greater Grand Forks State Fair, the William T. Collins midway organization was spread over three different dates and clicked well at all of them.

Collins provided the major rides at the Red River Valley State Fair, Fargo, N. D., with Charlie Carroll, owner of Carroll Greater Shows, augmenting them with his entire show. The fair was a record one for rides and shows, with 26 deuces and 12 back-end units in operation.

At the same time, the rest of the

Collins organization played at Langdon and Hamilton, N. D., hiking business at both spots.

First day here, Monday (20), was kids' day and a strong turnout of youngsters were on hand until 4 p.m., when a windstorm blew in and forced the midway to close down for an hour. The Arcade was blown down but suffered little damage.

From here, the organization was set to truck 220 miles to the North Dakota State Fair, Minot. Collins reported here that still dates thus far this season have been well ahead of a year ago.

Prells Readied for Harrington Kickoff

WEST LANHAM, Md. — With Joe Prell off at Harrington, Del., packing out the lot for Prell's Broadway Shows, opening fair date, final preparations were made to equipment here. Business during still dates had been, at best, spotty, but the Prells and their traveling companions have come out of it okay. Sam Prell is overseeing the operation in the meanwhile.

The show is being expanded considerably for fairs. Col. Lew Alter joined here with his Side Show. Tony Mason is sending a Girl Show over, and the Minstrel

Revue is also ready to go. All three of these units are expected to stay out the season.

A Scrambler Twister and Hot Rod have been added for the fair opener. Joe Prell is also casting about for a Skooter, Octopus, Helicopter and other major rides.

Front-end business has been fair. Maxie Sharp, popular business manager, has been marking time for fairs, as has Harry Weiss with the bingo. Dave Wallace has one of Sharp's stores framed so spic and span that thought is given to not working it all, but to show it for motion pictures.

GEORGE CLYDE SMITH SHOWS

WANTED FOR THE FOLLOWING FAIRS

PRINCE WILLIAM COUNTY FAIR, MANASSAS, VA., week Aug. 10 to 15; CULPEPER, VA., FAIR, week Aug. 24 to 29; WARREN COUNTY FAIR, FRONT ROYAL, VA., Sept. 1 to 6; FIVE COUNTY FAIR, FARMERVILLE, VA., Sept. 14 to 19; MADISON AGR. FAIR, MADISON, N. C., Sept. 21 to 26; ENFIELD FIREMEN'S FAIR, ENFIELD, N. C., Sept. 28 to Oct. 3; ATLANTIC DISTRICT FAIR, ANOSKIE, N. C., Oct. 5 to 10; CHOWAN COUNTY FAIR, EDENTON, N. C., Oct. 12 to 17; LITTLETON, N. C. FAIR, Oct. 19 to 24.

Ball Games, Pitch-Till-You-Win, Custard, Age and Scales, Penny Pitch, Glass Pitch, Bear Pitch, High Striker, Six Cats, Buckets, Fish Pond, Duck Pond, Grab, Penny Arcade, Agents for office Hanky Panks, General Ride Help, Truck and Tractor Drivers. Will book Pony Ride, Octopus. All replies GEORGE CLYDE SMITH SHOWS, Carrigansville, Maryland, this week; Cumberland, Maryland, next week.

JOHNNY T. TINSLEY SHOWS

Opening Fair Season at Biggest Event in Western North Carolina.

HENDERSONVILLE FAIR WEEK August 17-22

WITH TEN OTHER CONSECUTIVE FAIRS, CLOSING OCTOBER 31

Proudly presenting the Mad Mouse for the first time at any fair in this section. Will also use the Mad Mouse at other fairs including Elberton, Ga.

Mayo Tinsley wants Manager for beautiful Bingo. Also Hanky Pank Agents and Percentage Dealers.

CONCESSIONS: Will place Concessions of all kinds. No "Ex." Cookhouse, Custard, Ice Cream, French Fries, Popcorn, Candy Apples, Snow Balls, Floss, Hanky Panks of all kinds. Bill Porter wants Count Store, Pin Store and Hanky Pank Agents.

RIDES: Can use two Kid Rides and Live Ponies to complete Kiddieland, Sky Fighter, Train or any other not conflicting. Will book Scooter. (Lloyd Burge, contact.)

HELP: Need Foremen and Second Men for office-owned Rides. Other Useful People in all departments. Contact.

SHOWS: Want Girl Shows, playing dandy spots for these attractions. Will book Grind and Bally Shows, Minstrel Shows with us before, get in touch. Can place Side Show, Snake Show, Monkey, Wild Life, Midget or any family-type Show.

We play the Junior Chamber of Commerce Peach Festival at Inman, S. C., week Aug. 10. A big pre-Fair date.

All address: JOHNNY T. TINSLEY SHOWS, 22-A East Court St., Greenville, S. C.

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

FAIRS FAIRS FAIRS

Want Hanky Panks of every kind, Pitch-Till-You-Win, Ball Games, Long Range, Short Range, Glass Pitch, Foot Long, all Line Concessions, \$51.50 per fair.

SHOWS: Fun House or any type of family show.

RIDE HELP: Clean, sober men who drive. Bert Anderson come home.

All this week—Laogootee, Indiana, Martin County Fair; next week, August 3 to 8, Putnam County Fair, Greencastle, Indiana; Logan County Fair, Russellville, Ky., August 10 to 15; Morgan County Fair, Martinsville, Indiana, August 17 to 21. All Fairs until October 3.

All replies

W. R. "BILL" GEREN

BOB HAMMOND shows

Want for the following route of Fairs and Celebrations

Hico, Tex., Reunion, July 27-Aug. 1; De Leon, Tex., Peach & Melon Festival, Aug. 3-8; Rush Springs, Okla., Melon Festival, Aug. 12-13-14; Anardako, Okla., American Indian Exposition, Aug. 15-22; Vinita, Okla., Rodeo, Aug. 26-29; Coffeyville, Kans., Montgomery County Fair, Aug. 21-Sept. 6; Stillwater, Okla., Payne County Fair, Sept. 7-10.

Enid, Okla., Garfield County Fair, Sept. 12-17; Crockett, Tex., Crockett County Fair, Sept. 21-26; Rosenberg, Tex., Fort Bend County Fair, Sept. 28-Oct. 3; Center, Tex., Shelby County Fair, Oct. 5-10; Pasadena, Tex., Pasadena Fair and Rodeo, Oct. 12-17; Austin, Tex., Ben Hur Temple Shrine Circus, Oct. 23-31; Houston, Tex., Arabia Temple Shrine Circus, Nov. 3-15.

AGENTS—Bill Boswell can use Hanky Pank Agents for 12 Concessions. Keith Chapman can use capable Agents for Grind Stores. Also Man to handle Concessions. Must drive. Year around work. Mac McCurdy wants Bingo Help and other Agents. Bruce Williams wants Agents for Snow, Peanuts, Popcorn, Ball Game and Pan Game.

SHOWS—Any family-type Show, Monkey, Fat Show, Walk Throughs, etc. Also capable Girl Show.

RIDE HELP—Need capable Ride Men for Roll-o-Plane and Paratrooper Ride. Answer at per route.

BOB HAMMOND, Owner

KEITH CHAPMAN, Legal Adjuster

WILSON FAMOUS SHOWS

Want at once: Foremen for Octopus, Wheel and Coaster; Second Men on all Rides.

Next week, New Berlin, Ill.

BAKER'S UNITED SHOWS

DELPHI, IND., OLD SETTLERS' REUNION, AUG. 5-9. Darts, Cork or any Stock Concession.

RIDE HELP: Need Ride Men in all departments. Must drive and be sober and reliable.

SHOWS: Can place Fun or Glass House.

FOR SALE: 3 Light Towers complete, \$250.

All replies: ERNIE ALLEN, BAKER'S UNITED SHOWS, Osgood, Ind., Fairgrounds this week.

FAIRS	FAIRS	FAIRS	FAIRS
August 3-8 Barnesboro Firemans State Cole., Pa.	August 10-15 Greene Co. Fair Waynesburg, Pa.	August 31-Sept. 5 Indiana Co. Fair Indiana, Pa.	September 7-12 Cambria Co. Fair Ebensburg, Pa.
September 14-19 Halifax Co. Fair Fredericksburg, Va.	September 21-26 Am. Legion Fair High Point, N. C.	Sept. 28-Oct. 3 Surry Co. Fair Mt. Airy, N. C.	October 5-10 Alamance Co. Fair Burlington, N. C.
October 12-17 N. C. State Col. Fair Winston-Salem, N. C.	October 19-24 Golden Belt Fair Henderson, N. C.	October 19-24 Suffolk Co. Fair Suffolk, Va.	October 26-31 Vance Co. Col. Fair Henderson, N. C.
October 26-31 Am. Legion Fair Dunn, N. C.	We hold exclusive rights on all our Fairs. Space limited in Waynesburg, Indiana, and Ebensburg, Pa. Remember Indiana, Penna., Fair is the only one in the State week of Aug. 31st. We have 3 more weeks in N. C., in November, closing Nov. 21st.		

CONCESSIONS—Can place Photos, Custard, Hats, Novelties, Short Range, Age, Scales, Glass Pitch, Six Cats, Eats, Drinks, Ice Cream, Derby, Auction, or any legitimate concessions. No exclusive except Bingo.
 SHOWS—Can place Motordrome, Monkey Show, Pickled Punk, Fun House, Glass House, or any good Grind Shows not conflicting.
 RIDES—Can place for these outstanding Fairs—Scrambler, Merry Mixer, Roundup, Rock-O-Plane, Paratrooper, Rocket or Fly-O-Plane, Bill Sirki, answer.
 HELP—Can place Foremen for Herschell Boats and Tank Rides, and Kid Train. Can place Second Men on Scooter, Wheels, Tilt, Octopus, Roll-O-Plane and Hot Rods. CAN PLACE GOOD FOREMAN FOR MIDGET RACE CARS WHO CAN KEEP THEM RUNNING. MUST BE PART MECHANIC. EXCEPTIONAL PROPOSITION. PLACE WIVES AS TICKET SELLERS. Preference given semi drivers. No men with cars. Must be sober. Pay every week plus bonus and long season.

Address all mail and wires to LLOYD D. SERFASS, Owner

PENN PREMIER SHOWS

Kittanning, Pa., this week; Barnesboro, Pa., next. Save this list.

***** of *****

AMUSEMENTS OF AMERICA
A STAR SPANGLED MIDWAY

WANT WANT WANT
 LYCOMING COUNTY FAIR, Hughesville, Pa., Aug. 3-8; GREAT HAGERSTOWN FAIR, Hagerstown, Md., Aug. 10-15; CUMBERLAND FAIR, Cumberland, Md., Aug. 17-22.
 RIDES: Especially want SCOOTER, HELICOPTER, ROUNDUP, TWISTER, DARK RIDE, WILD MOUSE.
 CONCESSIONS: Eating and Drinking Stands, Popcorn, Floss and Apples, Novelties, Hats, Jewelry, Age and Scales, Long and Short Range Galleries, Hankies of all kinds, Photos, Pitches of all kinds. Want Agents for Cat Rink.
 SHOWS: Monkey or Motordrome, Grind Shows or Family-Type Shows, Panny Arcade, Talker for Side Show. Tony Mason wants Talker for Revue, also Candy Butcher. Will book complete Chorus Line.
JOHN VIVONA **WELLSVILLE, N. Y.**

WANT WANT
 For Heber Springs, Ark., 72ND Annual Reunion, August 3 thru 8
 Concessions: Hanky Panks of all kinds, Cookhouse or Crab, Photos, Shows: Mechanical, Monkey, Reptile or other clean and attractive Attractions. Contact:
KID BURNS
 Judsonia, Ark. Randolph 9-3563
 Want good, small free act. Cat in touch with Kenneth Kendrick, 2-2729, or Wayne Ward, 2-2493, Heber Springs, Arkansas.

FLOYD O. KILE SHOWS
 Want Ell Foreman at once. Second Men who drive. Also Kiddie Ride Man. Come on to Gretna, La., now. Can place all Concessions except Photos, Floss, Snow, Popcorn and First Lunch. Need small Cookhouse and Hanky Panks of all kinds to join at Carthage, Miss., Fair, Aug. 17-22. All Fairs until Nov. Contact:
FLOYD KILE
 Gretna, La., City Park, July 28-Aug. 1; then Clinton, La., until Aug. 15.

Ricky Schlossberg Married in Chicago
 CHICAGO — Ricky Joyce Schlossberg, daughter of Norman Schlossberg, co-owner of Olan Shows and president of the Heber Springs Showmen's Association, was married here Sunday (19) to Lester E. Okun. Among the 400 guests were Mr. and Mrs. William Carsky, Mr. and Mrs. William Glickman, Mr. and Mrs. Maurice Ohren, Max Friedman, Mr. and Mrs. Harold Feldman and Mr. and Mrs. Morris A. Haft. The bride's grandmother, Lena Schlossberg, well known in outdoor show circles.

Monarch EXPOSITION SHOWS

Now booking for the Big Carroll County Fair, Milledgeville, Ill., next week. Also the Big Bureau County Fair, Princelon, Ill.

CONCESSIONS Can place Hanky Panks of all kinds, Long and Short Range, Pitches, Pronto Pups, etc. **WANT FIRST-CLASS COOKHOUSE.**

HELP Can place Help for Tilt, Coaster, Dodgem and Kid Rides. **WANT WHEEL FOREMAN.**

Contact E. L. WINROD, Mgr., Belleville, Ill., Fair this week; Milledgeville, Ill., Fair, phone CAnal 5-2901, next week.

WANT SIX CAT AGENTS
 Decatur, Ill., Fair, Aug. 1-4; Davenport, Iowa, Fair, Aug. 8-12; Cedar Rapids, Iowa, Fair, Aug. 16-20. All Fairs thru October. (DON DAY, BAY FULBATH, JOHNNY BODIN, CONTACT)
BOB SMITH
 WIRE: c/o WESTERN UNION
 Decatur, Ill., now.

\$50.00 REWARD
 For information as to the whereabouts of **ANTHONY FINSTINETENO** Contact **GENERAL MOTORS ACCEPTANCE CORP.** 436 E. State St. Trenton, N. J.

DINE AMUSEMENTS
 4057 Martindale Rd. N. E. Canton, Ohio
 Want for Union County Fair, Marysville Ohio, Sept. 15-18, Straight Sales, Pitch men, Games of all kinds. Want Rides not conflicting.
 Mahoning Road Plaza, Canton, Ohio, July 22-Aug. 1; Bucyrus, Ohio, Fairgrounds, August 1-6.

WANT TO BOOK
 Two Kiddie Rides not conflicting with Auto or Ponies.
 Racine County Fair, August 6-9.
DON TEACH, Emshoff Shows, par route.

WALLACE BROS. SHOWS INC.

RIDE HELP: Foremen and Second Men for Ferris Wheel, Merry-Go-Round, Octopus, Mad Mouse, Tilt and Rockplane.
CONCESSIONS Place Concessions **SHOWS** Place small Shows of all kinds, except eating stands. All replies **E. E. FARROW, Mgr.** Phone Fairgrounds, Jefferson, Wis., this week. Janesville, Wis., next.

WANTED ALIBI AND HANKY PANK AGENTS
 North Platte, Nebr., this week; then 14 bona fide Fairs to follow.
CHARLIE CUMBERLAND
 c/o Alama Exposition Shows

WANTED DARK RIDE FOREMAN
 Sober, must drive.
JACK VINSON
 c/o Cumberland Valley Shows
 Paris, Tenn.

3 KIDDIE RIDES FOR SALE
 Will sell separately.
 3-BREAST MERRY-GO-ROUND
 6-CAR BOY WHIP
 8-BOAT DRY RIDE
 Rides just like new. Used 26 weeks. Can be seen now operating on city beach. Long lease. Can be left here or moved at once. Contact:
MRS. ANNA GERARD
 1227 Duval St. Key West, Fla.

Thank You A. W. CRIS CRISTIANI
 Cristiani Bros. Circus. For your new YELLOWSTONE MOBILE HOME PURCHASE. "Save Money With Johnny"
JOHNNY CANOLE
 Phone: WI 5-0025 or WI 4-9247 Altoona, Pa.

SKERBECK SHOWS
 ALL FAIRS AND CELEBRATIONS TO FOLLOW
 Want complete legitimate Quotations of all kinds. Grind Shows, Walk-Talk Annual, 5-in-1, 10-in-1 etc. Reliable Ride Help a all times. Contact **EUGENE SKERBECK**, as per route

FOR SALE OR TRADE
 2 Long Range Galleries, 2 Trucks, 1 Tandem Trailer, 1 A.H. 10-car Ride, 1 plane Kid Ride, Kid Ferris Wheel, Live Pony, 12 G.A. Trains, Smith & Smith Chair-o-Plane, 12-foot Tower, 18 Truss and Trusses. Can use House or Popcorn Trailer.
HELLER'S, Box 215, Kennett, Mo. Phone: TU 8-9507

GOOD RUN Fairs, Stills Top '58 for Jimmy Drew

PETERSBURG, Ind.—James (Georgia Boy) Drew took stock the season thus far here last week and came up with a smile. For one thing still dates played by the show bearing his name was the most profitable since the Drew banner has been on the road. At the Tri-State Fair, Middlesboro, Ky., came up with a 20 per cent hike in ride and show grosses which resulted in the show being awarded the contract for 1960. The juke stand at Paintsville, Ky., was a good one, Drew disclosed. Personnel was busy here getting set for the Edgar County Fair, Paris, Ill., to be followed by the Porter County Fair, Valparaiso, Ind., and the Great Wabash Valley Fair, Terre Haute, Ind. From the Drew aggregation was scheduled for a circuit of 14 Southern fairs.

En route out of Paintsville the show lost a tractor when it skidded on a mountain road and was a total loss. The driver, Hubert Crumby, escaped injury. The vehicle has been replaced.

Wolfe Tours Va. Peninsula For 8th Year

CAPE CHARLES, Va. — Their eighth year up and down the Cape Charles peninsula found most of the Wolfe Amusements folks getting their fill of sea food last week. Business has been satisfactory thus far.

Lucas' was the most popular emporium, with Buck Denby and Paul (Bingo) Botwin taking jocular pokes at Ben Wolfe. Ernie Sylvester continues as agent, lot man, secretary and all-around Man Friday.

Others around the show are Mr. and Mrs. Blackie Holt, O'Dell Swicegood, the Bell family (7), Frank Lombardi, Mr. and Mrs. Harry (Shorty) Brown, Mr. and Mrs. Taylor Trout, Mr. and Mrs. Oscar (Silent) White, Mr. and Mrs. Ticktack, Mr. and Mrs. Roy Beatty, Mr. and Mrs. Herschel Beatty, Mr. and Mrs. Al Edwards, Peanuts, Mr. and Mrs. Bob McBride, Christine B. Kee, Wolfe Junior, Russell Stevens family with their new baby, Mr. and Mrs. Miller Stevens, Mr. and Mrs. Johnny Stevens, and the ride department—Rusty, Earrings, Charlie Squires, Bob and Jack Vaughn.

Still Dates Ahead of '58 For Byers

MENOMINEE, Wis. — Good weather and a new route have combined to give Byers Bros. Shows bigger still date grosses this year, it was reported here last week by James L. Reed as the show went into its route of fairs which will continue until November 14 in Louisiana. Preceding dates at Prairie du Chien and La Crosse, Wis., were red ones.

A Round-Up has been added, giving the show 19 rides. J. T. Hutchins joined last week with his Side Show. Visiting owner Carl W. Byers at La Crosse was Doby Dobson.

Morris Hannum Shows

One of the Great Eastern Shows

BIG CENTENNIAL WEEK — EMMAUS, PENNSYLVANIA, AUGUST 3-8.

Free Stage Show Nightly — Gigantic Firemen's Parade Saturday. Dallastown and Kutztown Fairs to follow.

SHOWS Will book Independent Side Show with own equipment. Outstanding route of Fairs. Want family type Grind Shows such as: Snake, Mechanical, Monkey or Wild Life.

HELP Can place Second Men on all Rides; prefer semi drivers.

CONCESSIONS Can place well framed Bingo for this date. Will book show Cookhouse, Eats and Drinks of all kinds; positively no Exclusive. Hanky Panks of all kinds, Ball Games, Water Games, Long and Short Range Galleries, Scale and Age, Pottery and Glass Pitches, Bear Pitch, Bozo and Derby, Jewelry, Novelties, Name On Hats, Photos. Also, two Wheels and two Grind Stores.

All replies to MORRIS HANNUM

934 Murdoch Road, Philadelphia, Pa. Phone: (Philadelphia) Chestnut Hill 7-8176 till August 1; then Americus Hotel, Allentown, Pa., August 3-8.

WANT FOR OUR OUTSTANDING ROUTE OF EASTERN FAIRS INCLUDING CENTRAL CANADA EXHIBITION IN OTTAWA AND OTHERS!!

Midget Show Talker—good percentage. Ride Foremen and General Ride Help. Need help for Ray Chambers' Monkey Speedway. Cookhouse Help, also Canvassmen for Midget Show. Want Fat Lady or Fat Man with own banners, rest of equipment is furnished. Inside sales to be kept by fat people. Will book either P.C. or flat. ANY SHOWS OF MERIT CONTACT.

All answer:

WORLD OF MIRTH SHOWS OFFICE

Augusta, Me., to July 29, then Bangor, July 30 to August 8

CAN PLACE For Canadian Fairs
Side Show Talker, Freak to feature, Mind Reader, Annex Attraction, starting at Leamington, Ont., Fair, Aug. 5.
Contact **SAM ALEXANDER**
Belmont Park
Montreal, Que., Canada

RIDE HELP WANTED Kiddie Ride Foreman
Year-round job for those who will work and take care of good equipment. Can use married Couples. Playing Shopping Centers. Only sober and reliable Men need apply.
Telegraph & Schoolcraft Shopping Center, July 28 thru Aug. 2. Contact
H. L. ANDERSON
17108 Melrose, Detroit 35, Mich.
Phone: Elgin 6-1902

MOTORDROME
Motocycles for sale, 2 complete 101 Indian Scouts with genuine short rockers, good teeth kickstarters, jiffy stands, drop center wheels, ready-ride wall. Also lot spare parts. Sell everything, \$300.00 cash plus shipping cost.
GEORGE THIREAULT
721 Plain Street Brockton, Mass.

AMERICA'S FINEST SHOW POSTERS
WRITE FOR 1959 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

URGENT
All people I have worked with! Everybody with it! All my friends! Need funds for attorney fees! At once! All contributions appreciated. Season is hurrying by.
CHARLES SELDON
c/o Superintendent of North Carolina Prison Camp 1304, Marion, N. C.

WANTED
Ticket Seller that can drive truck and has license. One other attraction—Sword Swallower, Juggler, Strong Act or any Freak or Working Act that does not conflict. Need Girl for Blade Box and Ball. Truck Drivers! Salary, \$40.00 a week. We now have ten attractions. Address: **JOHN T. HUTCHENS, c/o Byers Bros. Shows, Northwood, Iowa (Fair, July 28-30) Osage, Iowa (Fair, July 31-Aug. 2.**

Cole County Fair, Charleston, Ill., Oldest County Fair in Illinois followed by Jackson County Free Fair, Brownstown, Indiana.

CONCESSIONS: Will sell "X" on Custard or Chocolate Dip. Also want Glass, Bird and Lamp Pitches, Basket Ball, Tip-Over-Coke and other Merchandise Concessions. Frank Aschey wants Agents.

SHOWS: Snake Show, with or without own equipment, Motordrome, Glass House and Mechanical. Bill Chalkias wants Inside Man who doesn't act. Good proposition. Also want Girls for Girl Show and Talker for both Shows. Can always use good acts.

RIDE HELP: Kiddie Ride Foreman, clean, sober and drive semi. Good salary plus bonus. Want to book Mad or Wild Mouse for week Sept. 14 thru 19 at Marietta, Georgia, and week of Oct. 19 thru 24 at Dothan, Alabama. Ernie Farrow, contact. Glen Wyble, call me collect.

Phone in office. Huntingburg, Indiana, this week.

JOHNNY PORTEMONT, JR.

WANTED
WEST PARK SHOPPING CENTER
Mansfield, Ohio, August 10 to 15.
Legitimate Games of all kinds, Direct Sales and Novelties.
Also wanted for St. Rocco Celebration, Wellsville, Ohio, August 17-22.
Candy Apples, Pop-Corn, Peanuts and Popcorn, French Fries and High Striker. There will be over 10,000 people to see a large fireworks display on this one. Contact
P. & J. AMUSEMENTS
P. O. Box 45 Masillon, Ohio
Phone: Temple 3-9487

WANT ELECTRICIAN
Who knows GMC Diesel to join on wire. Prefer semi driver. Will book Hanky Panks of all kinds. Want Ride Help, Cookhouse Help and Useful Help in all departments. Yes Yoders, Balloon C. Layton, come on. Have good proposition. All replies to
H. B. ROSEN,
MIGHTY INTERSTATE SHOWS
Big Stone Gap, Va.

LAST CALL
Hanky Pank Agents wanted for Missouri State Fair; Indiana State Fair; Knoxville, Tenn.; Atlanta, Ga.; Pensacola, Fla.; Tallahassee, Fla.; Savannah, Ga., etc. Only those who can qualify need reply.
HARRY ROSS
c/o General Delivery
Gooding Amusement Co., Franklin, Ind.

FOR RENT
LOCATION FOR CONCESSIONS
For any kind of entertainment in the New America Public Market, where all the farmers come to sell their products.
2300-C West 6th Ave., Amarillo, Texas.

HUNT AMUSEMENT CO.

Wants For Benton, Ky., and 13 County Fairs to Follow.

RIDES Want Roll-a-Plane, Fly-a-Plane, Round-Up, Spitfire, Paratrooper, Jumping Jupiter, Flying Scooter, Dark Ride or Scooter.
SHOWS Any worthwhile Show also.

CONCESSIONS Can place Cookhouse or Grab Joint. All straight sales open except Cotton Candy and Candy Apples. Want Derby Racer, Long or Short Range, High Striker and Hanky Panks of all kinds.

BINGO WANTED FOR SEASON

Diggers wanted for Benton, Hopkinsville and all fairs to follow.

Want Foreman for brand new Octopus. Bobby Giffin and Jim Wolf want Agents for Hanky Panks. Benton, Ky., this week; followed by the Gigantic Penny Royal Fair at Hopkinsville, Ky., Aug. 3-8; then Edmonton, Ky., Aug. 10-15.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

Motor State Forms Fourth Midway Unit

PALDING, O.—A fourth unit is going out under the Motor State Shows banner this year, a show under Eugene Coates, to play Ohio, Michigan and Indiana. Plans, according to owner Joe Frederick, are to have eight rides and upwards of 25 concessions.

Another unit, to be managed by Charles Krekeler, is set to play in the West and Southwest and remain out all winter.

The No. 1 unit, under management of Frederick, is carrying 15 rides, four shows and 35 concessions that move on 21 vehicles. It is currently playing Michigan, Ohio and Indiana. Later it will head for Southern fairs and remain out until November.

NEW WORLD OF PLEASURE SHOWS

U.S.A.'s BRIGHTEST MIDWAY!

Want for Warsaw, Indiana, Fair, Aug. 3-8 and the following Fairs
CONCESSIONS — GRIND SHOWS — MOTORDROME —

ROUTE #1
PRINCETON, IND., AUG. 9-15
CARM, ILL., AUG. 17-21
AND A STRONG ROUTE OF SOUTHERN FAIRS

ROUTE #2
HARTFORD, MICHIGAN
LOWELL, MICHIGAN
ALPINA, MICHIGAN
ROMEO, MICHIGAN
AND THEN SOUTH

HELP

Want Diesel Electrician, Also Ride Help on all Rides.

FOR SALE

ROUND-UP
Good condition.

Lewis Bell wants Agents, contact before Warsaw. Also wants two Up and Down Men.
Want Minstrel Show to join at Princeton, Ind., Fair and then South. Contact:
ROD LINK or BUD DAVIS
Elkhart, Ind., this week. Then Warsaw, Ind. (Phone in office at Warsaw)

FAIRLESS HILLS FIREMEN'S FAIR

Opposite big Shopping Center at Fairless Hills, Pa., August 3-8.

SHOWS—Family type Grind Shows.

RIDES—Will book Merry-Go-Round or complete set of Rides.

CONCESSIONS—Eats and Drinks of all kinds, no exclusive; Hanky Panks of all kinds, Ball Games and Water Games, Long and Short Range Galleries, Scale and Age, Glass and Bear Pitches, Jewelry, Photo, Popcorn, Apple, Floss, Sno Ice.

All replies to **MORRIS HANNUM**

934 Murdoch Road, Philadelphia, Pa.

Phone (Philadelphia)—Chestnut Hill 7-8176 till August 1; then Americus Hotel, Allentown, Pa., August 3-8.

HETH SHOWS

30 CAR RAILROAD SHOW ... motorized!!

WANT FOR OZARK EMPIRE FAIR, SPRINGFIELD, MO., AUG. 15-21

CONCESSIONS—Photos and Hats. Auction location available in Springfield, contact Ben Stone on Show. Wayne Kunz wants Agents for Six Cats. Lutch Heth wants Picture Frame Agents immediately. Good opening for capable Scale Agent.

RIDES—Will place Dark Ride.

SHOWS—Motordrome and unusual Grind Show starting Springfield. Nat Mercy can use two more attractive Girls for Revue. Tattoo Artist for Side Show.

HELP—Sober Men for new Mad Mouse Ride. Capable Second Man for Bubble Bounce Ride. Both Rides will set up Aug. 10 in Springfield, Mo. General Help in all departments who can drive semis.

AL KUNZ, Owner-Manager. All replies to Unit #1; Flora, Ill., this week; Olney, Ill., Aug. 3-7; Altamont, Ill., Aug. 8-13. Phone in office every week for balance of season.

SCHAFFER 20TH CENTURY SHOWS

WANT FOR THE FOLLOWING FAIRS

DECATUR, ILL., AUG. 1-6
DAVENPORT, IOWA, AUG. 9-15
CEDAR RAPIDS, IOWA, AUG. 16-22

MONTICELLO, IOWA, AUG. 24-29
HANNIBAL, MO., AUG. 31-SEPT. 5

CONCESSIONS

Want Eats and Drinks, Frozen Custard, Foot Longs, French Fries, Popcorn, Floss, Taffy Candy, Ice Cream, Lead Gallery, Derby and Hanky Panks of all kinds. (No flats wanted.)

CAN USE BIG BINGO FOR DAVENPORT

SHOWS

Good deal to Shows not conflicting, can use Arcade, Fun House, Dark Ride.

Will book Mad Mouse

Contact: **W. A. Schaffer, Mgr., Monmouth, Ill., this week.**

DON FRANKLIN SHOWS

RIDE HELP: Want Tilt and Wheel Foremen, Second Men for Wheel, Octopus and Scooter. All must be licensed semi drivers.

SHOWS: Will book Fun House for balance of season.

Address **DON FRANKLIN SHOWS, White Bear Lake, Minn., Fair** (suburb of St. Paul), this week; **Faribault, Minn., next.**

REED'S AMUSEMENTS

Smith County Fair, Carthage, Tenn., now. Followed by 12 Fairs and three service paydays.

RIDES: Want Octopus, Scrambler or any modern flat Ride and Pony Ride.
SHOWS: Girl Show with or without own equipment, Snake Show, Fun House, Five in-One or any family-type Show.
CONCESSIONS: Any and all Hanky Panks, Eating Stands, Custard, Novelties and Age and Scale.
HELP: Foremen for Ferris Wheel, Tilt and Chairplane, also Second Men on all Rides. Prefer Men who drive semis. Can place Wives on Ticket Boxes.
CONCESSION HELP: Razzie, Pin Store, Skillo Agents, P. C. Dealers, Hanky Pank Agents, Bucket Store and Six Cat Workers, Swinger Agents, Barns, come on. Take over new Swinger Joint. Rebel wants to hear from Wm. Walber, Whitey Jacobs and Slim or anyone who has worked for him before. All address:

JOHN REED

Fairgrounds, Carthage, Tenn., this week.

LAPEER, MICHIGAN, HOME COMING & STREET CELEBRATION ON DOWNTOWN STREETS, AUGUST 25-26-27.

First time in eight years.

Want legitimate Concessions of all kinds that work for stock. Want Short-Arm Octopus, Tilt-a-Whirl, Roll-a-Plane and Hasty Kid Rides, also Fun House that can work on the streets. Have for Sale: Dual Loop-a-Plane and Hobby Horse Ride in good working condition. Priced to sell.

COTE AMUSEMENT CO.

47340 VAN DYKE UTICA, MICHIGAN

EVANS UNITED SHOWS

Seeking Concessions now for Donaldson, Iowa, Fair, July 27-31; Washington, Mo., Fair, Aug. 4-8; Columbia, Mo., Fair, Aug. 10-15. Other good Fairs to follow until middle of October.

Can place any legitimate Concessions.

Also any clean Shows.

Need more Help on all Rides. Good proposition for Help that stays for balance of season. Help, come on.

CONTACT: MANAGER, AS PER ROUTE

FOR SALE

Large Dance Carousel, 52 horses, all hand carved, two chariots, completely overhauled, only needs painting. Now in operation, reasonably priced.

MORRIS GOLD

9-84c Blvd., Rockaway Beach, N. Y. GRanite 4-3438

A-1 AMUSEMENTS

Want for Crawford County Fair, Orlong, Ill., July 27-Aug. 1, followed by Rossville, Ill., Centennial and Clark County Fair, Marshall, Ill.

Can place Bingo, Photos, Duck Pond, Cork Galleries, Pitch-Tilt-You-Win, Bear Pitch, Glass Pitch, Age and Weight, Milk Bottles, Coke Joints or any Store working for stock.

SHOWS: Can place Girl Show, Fun House or Mechanical Show.

Wire **JOHN HANSEN, Mgr.**

Fairgrounds, Orlong, Ill., this week.

BEST MERCHANDISE BUYS

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

JULY 27, 1959

new merchandise for tomorrow's . . .

parade of hits

FOR LISTING
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

TOOL KIT



This six-piece tool set includes a heavy-duty plastic hanger, hammer, pliers, large and small screw drivers and a Philips-head screw driver made of forged alloy steel and chrome-plated. The feminine handles have delicate molded flowers imbedded in clear lucite. Retail price, \$4.98. Aluminum Housewares Company, Inc., Ambassador Building, St. Louis 1.

MITTS



Smart sayings on right and left padded mitts to lighten kitchen chores. Six different sets available. Packaged in display polyethylene bags with colorful headers. Retail price, \$1 per pair. Parvin Manufacturing Company, 1149 South San Pedro Street, Los Angeles 15.

AUTO AID



Car kit includes combination windshield scraper and snow brush, two webbed steel traction mats, emergency car shovel with 10 by 12-inch steel blade for winter driving. Fits in luggage compartment. Retail price, \$5. Gardex, Inc., Michigan City, Ind.

BALLOON PACKAGE



An assortment of latex balloons complete with a balloon pump attractively packaged in a poly bag. National Latex Products Company, Ashland, O.

TOOL BOX



This Handy Andy tool set consists of saw, pliers, hammer, screw driver, square and instruction booklet in a tool chest. Retail price, \$2.95. Skil-Craft Corporation, 325 West Huron Street, Chicago, 10.

RACE CAR KIT



The popular Jet Race Car is now available in kit form. It contains powerful clock-spring motor for runs up to 200 feet; at 20 m.p.h., realistic driver, rubber tires and precision machined wheels. Car may be assembled in minutes without tools. Retail price, \$2.49. Pagliuso Engineering Company, 113 West Harvard Street, Glendale 4, Calif.

PARTY GAGS

A kit of six laugh-getters, including a big red plastic heart that throbs automatically; a realistic spook hand, chattering teeth, phony padlock that attaches to any door by a vacuum cup, a phony hypo needle and a phony faucet with a humorous direction folder. Retail price, \$5. H. Fishlove & Company, 712-20 North Franklin Street, Chicago 10.

BATTING MACHINE

Electronic machine with a super-powered, six-volt motor that pitches unbreakable plastic balls 30 feet every 10 seconds. Operates on flashlight batteries. Complete with four balls. Retail price, \$10.95. Plastic Block City, Inc., 1017 West Washington Boulevard, Chicago 7.

MATCHES

New Italian import in book matches eliminates the usual tuck-in opening at the striking surface. There is a slit opening at the rounded top of the book. Cover makes a slight click sound when closed. Click Book uses wooden matches instead of the usual paper. Flat packets hold 20 or 30 matches. Azrael Advertising Company, 913 North Charles Street, Baltimore 1, Md.

HOUSEHOLD HINTS

Book with "2,001 household hints and dollar stretchers" details hundreds of ways for housewives to get the most out of the food dollar and clothes budget, remove spots and stains, work savers, beauty secrets, simple home repairs and hints on how to cut gas, electric and phone bills. Retail, \$1.25. Arkard Service, 5434 North Glenwood Avenue, Chicago 40.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS.

Sure-Fire Pitch Qualatex[®] Mouse Heads



Workers Available

3 Styles

10" and 15" Sizes

Order Today From
Your Supplier

the PIONEER Rubber Company 407 Tiffin Road
Willard, Ohio

NEW Sensation

Packed with "SELL" Priced for PROFIT!

CEL-MAX Ensemble



\$5.90
Set

- EXPANSION BAND
- BILDFOLD
- JEWEL WATCH
- PEN & PENCIL SET
- LIGHTER
- CUFF LINKS
- MONEY CLIP
- TIE CLASP

Same set as above with

- 7-Jewel Watch \$6.90
- 15-Jewel Watch 7.90
- 17-Jewel Watch 8.90

Min. order 5. 25% cash, bal. C.O.D.

NATIONALLY ADVERTISED

The hottest line for '59! High style — low price. . . . All pieces beautifully matched — handsomely boxed. **EVERYTHING**—nine smart pieces—including dependable watch and expansion band!

Cel-Max Extra!

LADIES' NEW RHINESTONE WATCH

A sparkling beauty to dazzle their eyes! Smartly styled case. Priced to sell at tremendous profit! Order a sample, \$5.95. Yellow or white. **\$7.90**

CEL-MAX, Inc.
582 SO. MAIN ST.
MEMPHIS, TENN.



Genuine Watch Movements made in attractive gold plated. Cuff Links. One set FREE with every order of \$49.00 or more.

WEINMAN'S Gives You "The Works" FREE with your order

MEN'S WOMEN'S New Styles

BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

FAMOUS MAKE WATCHES

Choice Lot — 6 for

Complete with expansion band. Refault and GUARANTEED like new. Choice selection of new styles for men and ladies. **\$49.00**

(Sample \$9.95)

10 FOR

Men's new style Elgin and Walthams. Expansion bands included. Guaranteed like new. **\$69.00**

(Sample \$9.95)

25% cash with order—Balance C.O.D.

WEINMAN'S
102 S. MAIN ST. MEMPHIS, TENN.

CARNIVALS ♦ PARKS ♦ CIRCUSES ♦ FAIRS

WE HAVE MOVED

**LARGER WAREHOUSE AND SHOWROOM
OUR NEW ADDRESS**

**1004 ARCH ST.
PHILADELPHIA, PENNA.**

HARRIS NOVELTY CO.

THIS IS OUR ONLY STORE

PHONE MARKET 7-9848 OR WALNUT 2-6970

**SEND
FOR
LATEST
CATALOG**



SEASON'S GREATEST VALUE

at Sensational Pen Deal in Years—
PEN POCKET SECRETARY SET—
Including:
Six Retractable Ball Point Pens, New
Top-Action Pens, Assorted Colors,
Red, Green and Blue Inks.
Leather Grain Vinyl Pocket Secre-
tary, handsomely styled and durable
with built-in pocket for credentials.
Standard Memo Pad, handy & replace-
able. This set is popular with every
man both in business and socially.
All Pens Fully Guaranteed.
Sample Set \$1.00 Postpaid.

\$51.00 per gross



**HARRIS SPECIAL
4-PIECE KAMEO AND BRILLIANT
STONE JEWELRY SETS**

Necklace, Earrings & Flexible Bracelet
to match, 14 Kt. gold plated. Satin
lined gift box.

**\$11.00 dozen
\$1.50 sample set**

**LADIES' 5-PIECE
GENOVA WATCH SET**

Watch & Expansion Band to match.
This also includes Necklace & Earrings
exquisitely styled. Beautiful plastic
hinged leaf-like box which can be used
as candy dish.

**\$6.00 complete
set**

**\$69.00 per doz.
sets**



**ROCK & ROLL
GABARDINE CREW HATS**



**LATEST CREATION
SELLING LIKE WILD FIRE THRU-
OUT THE ENTIRE COUNTRY**

Assorted colors and sizes: Small,
medium and large.
**\$6.00 per doz.
\$69.00 per gross**

SPECIALS

- | | |
|--|--|
| Regulation-type Sailor Hats doz. \$ 4.00 | 9" Feather Dolls doz. \$ 1.75 |
| Cooly Hats—16" gr. 21.00 | 12" Feather Dolls doz. 2.75 |
| Fuzzy Straw Hats per 100 15.00 | 7" Fur Monkeys gr. 8.00 |
| Kiddie Western Hats per doz. 2.50 | 10" Fur Monkeys doz. 1.50 |
| Admiral Yacht Hats doz. 6.00 | 12" Fur Monkeys doz. 2.25 |
| Imported Straw Sun Bonnets gr. 15.00 | Long Silk Lash Whips gr. 17.00 |
| Boys' Gabardine Jet Pilot Hats doz. 5.00 | Plastic Flying Birds, American made gr. 5.00 |
| Plastic Crash Helmet (with Goggles) gr. 37.50 | Mechanical Jumping Dogs doz. 3.50 |
| 8" Stuffed Monkeys, Clowns, Sailor,
Firemen and Major Dolls gr. 20.00 | Black Metal Sword with Sheath gr. 20.00 |
| 8 1/2" Vinyl Indian Dolls doz. 2.00 | Plastic Fencing Swords gr. 20.00 |
| Dangling Sponge Dice doz. 1.75 | Wood Ceremonial Swords doz. 3.50 |
| Indian Peace Pipes—20" decorated doz. 2.50 | Break Action Cork Rifles doz. 3.50 |
| 4 Point decorated Pin Wheels gr. 8.40 | Break Action Cork Guns doz. 2.00 |
| 5 Motor Bombers gr. 20.00 | Mechanical Boy on Bike with Bell doz. 3.00 |
| 25" Spread Rayon Parasols doz. 2.50 | Swiss Warblers gr. 60c |
| 7" Feather Dolls gr. 12.00 | Plastic Fireman Hat gr. 20.00 |



7-Pc. MEN'S WATCH SET

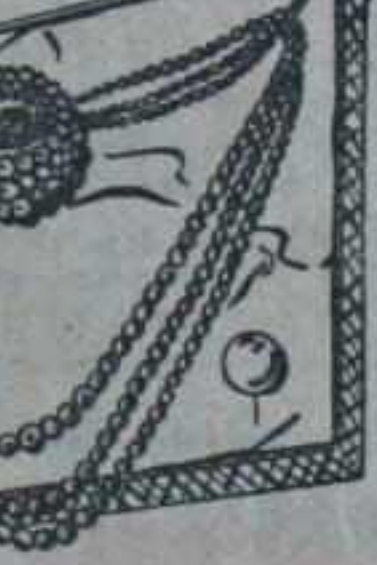
Includes Cuff Links—Tie Slide—Pen &
Pencil—Watch & Expansion Band to match.
Advertised in Life magazine, powerful
seller. Metal Gold Tone Pen and Pencil Set.
Tremendous value.
2 Year Service Guarantee
\$4.50 per set **\$51.00 per doz.**
Sample \$5.50 postpaid



**SPECIAL
OFFER
NEW
RETRACTABLE
BALL
POINT
PEN**

TOP ACTION
The new, sensa-
tional retractable
Ball Point Pen
with no-smear ink.
Bankers approved,
guaranteed leak
proof, large ink
supply.
**\$6.50
Gross**
4-inch metal refills
\$5 per 100

SPECIAL FLASH!



PEARL SET, \$6.00 DOZEN
Sample Set \$1.50 Postpaid

MOTORCYCLE CAP

WITH TWO BANDS
Terrific number selling like wildfire.
Made of good quality gabardine.
These hats have embroidered insignia,
With stars and piping.
\$6.25 doz. **\$72.00 per gr.**
These hats in colored material, pink,
yellow, blue, black, etc.
Special lot—While they last.



**SWISS STRAW
TYROLEAN
HATS**

With Braid
and
Pompon
**Asst. Colors
\$6.50 doz.**



**SWISS FEATHER
FELT HAT**

With Braid
and Eyelet
**\$6.00
Doz.**
Also made in
Gabardine
Twill.
**\$7.25
Doz.**



**The New
MIRACLE
CROSS
& CHAIN**
With magnified Lord's
Prayer in center of Cross.
Each Cross in beautiful box.
Assorted colored stones.
This makes a beautiful and
practical gift.
\$5.00 doz.

**FAST SELLING NOVELTY HAT
GONDOLIER**



**RIBBON
HAT**
\$5.00 doz.

**KIDDIE FELT
CAPS**

with POMPONS
Assorted sizes
and colors
Gr. **\$24.00**



**Fully Automatic
CHROME POCKET
LIGHTER**



**\$3.50
Per Dozen**
**\$39.00
Per Gross**

**MEN'S JEWELED GOLD TONE
WRIST WATCH**



Choice of new Suede Band
or Metal Expansion
Bands to match.
**\$3.50 each
\$39.00 dozen**

**LADIES' GOLD TONE
WRIST WATCHES**

Choice of suede band
or metal expansion
band.
**\$4.00 each
\$45.00 dozen**
All watches fully guaranteed.

BACK FELT DERBYS



Men's
Full-Size
With binding.
This hat is now
sweeping the
country.
**\$5.00 doz.
\$57.00 gr.**

IT'S A WINNER

Says George Reed,
OAK Superintendent



"FLASHIER THAN EVER"

George Reed with first shipment of new "Hy-Gloss" Tiger Cats as they left the plant on June 8th.

SAYS GEORGE—“This glossy new Tiger Cat is the toughest and most durable outside stick balloon ever developed. Its bright, flashy, high-gloss finish makes it a good joint—the best I've seen in 25 years of balloon making.”

ORDER NO. 61-120DD in assorted white, yellow, orange, blue, green, and pink



COLORED BALL BALLOON
No. 61-112
Pre-Stretched



The Oak Rubber Co.
Ravenna, Ohio

And don't forget OAK'S OTHER GOOD JOINTS for '59

MICKY MOUSE NOSE BALLOON
No. 40-109 Pre-Stretched for Handout
No. 40-108 Not Stretched for Sticks or Gas



CLEAR STRIPE BALLOON
No. 05-105



PATRIOTIC STARS BALLOON
No. 05-106

STARS AND STRIPES BALLOON
No. 05-107

BIRDIE-IN-A-BALLOON
No. 61-201

Get your 1959 OAK Catalog showing all these WINNERS and the NEW "Hy-Gloss" Tiger Cat
JUST FILL OUT THIS COUPON—PASTE ON A POSTCARD & MAIL

THE OAK RUBBER CO., Ravenna, Ohio

Send me your Full-Color Catalog and a sample of the TIGER CAT.

NAME _____

MAILING ADDRESS _____

I use (Check Box) Stick Balloons Handouts
 Gas Balloons Dart Balloons

My Regular Balloon Jobber is _____

His Address is _____

DEMONSTRATORS



Read this!

New Package—\$2.98 SELLER

- PASTRY MAKER
- PASTRY CLOTH
- DEEP FRY FRENCH BASKET

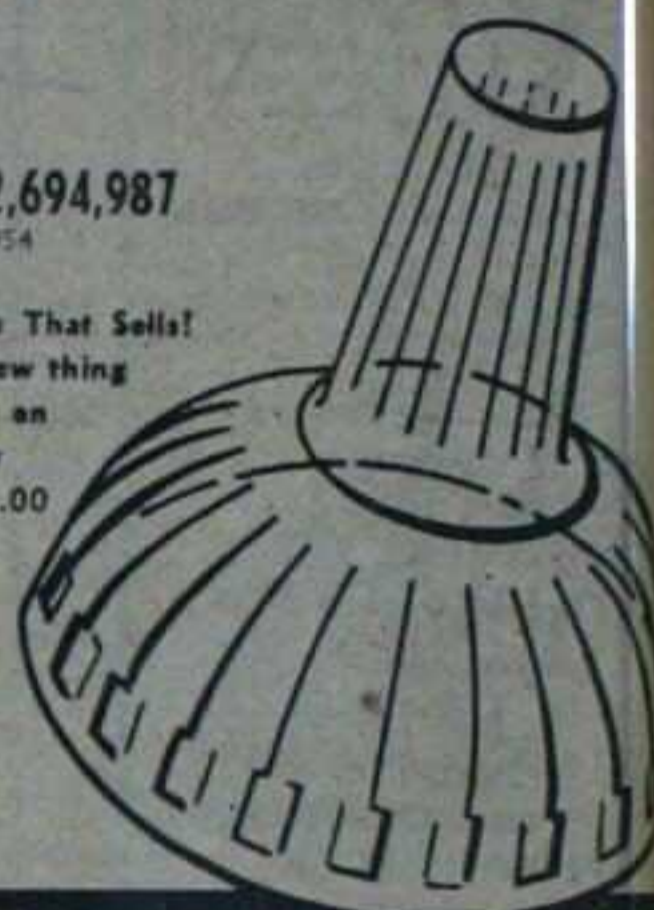
Sold at Beach Resorts, Chains, Department Stores, Fairs, Shows with big grosses.

NOW AVAILABLE WITH GIVEAWAY TO INCREASE TIPS

U. S. PAT. NO. 2,694,987
Nov. 23, 1954

Sell Clean Merchandise That Sells!
Get in early on a good new thing
Make your Fair bookings on the original Mouli Pastry Maker Package. Send \$1.00 for special "Pitch-Pack-age" with samples and new selling ideas.

Write Dept. B



VARCO, Inc. DEPT. B, 91 BROADWAY
JERSEY CITY 6, N. J.

PRICE LIST READY

Send for Your Copy at Once

SLUM . . . Greatest Line Ever Assembled

PLUSH TOYS and DOLLS

FLASH . . . Superb Values NEWS ITEMS When They Are New

If you have not dealt with us in the past, ask those who have

BERNY NOVELTY CO.

114 West 14th Street Phone: ALgonquin 5-8290 New York 11, N. Y.

We carry a full line of the LATEST TOYS, SOUVENIRS AND NOVELTIES FOR FAIRS, CIRCUSES, RODEOS, AMUSEMENT PARKS AND KIDDIE PARKS.



If it's new, we have it WRITE FOR THE LATEST CATALOG

CHARLES SHEAR
150 PARK ROW
NEW YORK 7, N. Y.
Phone: WOrth 2-2495-6

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Every kind of Glassware, Blankets, Hammers, Mastacks, Plaster Slum, Flying Whips, Balloons, Hats, Ball Gum Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail the Business and Type of Goods You Are Interested In.



ACME PREMIUM SUPPLY CORP.
2201 Washington Ave., St. Louis 3

WE ARE MANUFACTURERS ALL KINDS FULL TICKET CARDS
TIP BOOKS • BASEBALL BOOKS
at very, very reasonable prices.
Phone: Wheeling—Center 34283
Columbia Sales Co.
302 Main St., Wheeling, W. Va.

FREE! CATALOG ADULT GAME JAR TICKETS
• MATCH-PAKS • TIP BOOKS
• SALESDOARDS • PUSH CARDS
• BINGO and CASINO EQUIPMENT
• Complete Supplies — Ace Games Corp.
ACE GAMES Manufacturing Corp.
2244 So. Indiana Ave. Chicago 16, Ill.

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 July 20)

Main table with columns for High, Low, Mean, and Avg. prices for various coin machines categorized by type (Music Machines, Shuffle Games, Arcade Equipment, etc.).

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Rosen Feels Discount Center Holds Key to Game Operators' Problems

PHILADELPHIA — Dave Rosen, prominent local juke box and amusement game distributor, feels that the future of the coin machine industry is linked closely with the one-stop discount shopping market.

To prove this theory—and also to boost the revenues of the firm

that bears his name—Rosen opened his first coin-operated amusement center in a New Jersey discount house two years ago. Today, he has 16 such centers in full operation.

The centers contain anywhere from 25 to 50 pieces of equipment, with locations ranging from suburban shopping centers to a building in the swankiest part of Philadelphia.

First Location

Rosen opened his first center on November 18, 1957, in the "2 Guys From Harrison" shopping center in New Brunswick, N. J. He installed 45 machines in a 1,000-square-foot area of the store. The exact location inside the huge place where thousands of families do their complete shopping was determined only after months of research. "Location within the location is important," he said.

"We selected the equipment for our new venture with a different type of player in mind," Rosen continued. "For the most part, we were dealing with people who never played coin-operated amusement machines before. We had to cater to people who wanted to spend a couple hours relaxing after their shopping was done. We had to make sure our operation would be accepted by them."

Wide Variety

Rosen uses a wide variety of equipment, including Williams' Voice-O-Graphs, Auto-Photos, AMI Phonographs, Chicago Coin Bowlers, Williams' Guns, Genco Horoscopes and many others. In some places he includes a special machine that seems to go over at that particular location.

The "2 Guys From Harrison" were so impressed by the success of the Rosen operation that they collaborated at four of their other stores. The one at Bordentown, N. J., got 50 machines; Glen Burnie, Md., 40 machines; Allentown, Pa., and Totawa, N. J., 35 machines each.

Feeling the one-stop market was a natural for his new operation, Rosen expanded to other chains. The Bargain City group put in centers at nearby Fairless Hills, Pa., and Woodlawn, Pa., 45 machines each, and Westville, N. J., 25 machines.

Next he moved to the Atlantic Supermarkets chain and set up a few more of his coin-o-matic centers.

Own Building

But Rosen is probably most proud of his newest location. The one in Philadelphia's ritzy City Line. He opened it about seven weeks ago. But, it differs in the respect that it is not in a giant shopping mart. It is in a building of its own.

"We do not have the captive audience here like we do at the shopping centers," Rosen explained. "But we see no reason why it should not be just as successful."

Altho Philadelphia has its Arcades in midtown, this "center" is different. There are homes worth over \$50,000 within a stone's throw. And the residents don't mind the center. In fact, many of them patronize it.

"This," said Rosen, "is a credit to the business."

College Nearby

Things at this location should be especially busy from September to June each year, since St. Joseph's College is located right up the street. And it won't be surprising to find the students jamming the place.

Rosen said that many other chain stores are after him to put centers in their stores.

"The retailers are very much impressed when we point out that while other parts of the store earn a profit of about \$2 per square foot per year, the space occupied by the center is capable of netting the retailer about \$10 per square foot annually," Rosen said. "This, of course, is our main selling point."

"We also point out that the center will take some of the drudgery from shopping and after he or she plays a few games, will go back to the shopping area and buy even more merchandise."

\$15,000 Investment

Rosen explained that it takes "at least" a \$15,000 investment to set up a center. He also points out that it would be a mistake to try and palm off old machinery on these locations, that the finest machinery available be installed.

A minimum of 1,000 square feet should be considered in setting up a center and no less than 20 machines, Rosen said. "And do not close in your operation," he continued. "Let the shoppers have a lot of room so they pass right thru if they want. Eventually, they will stop and play."

Maintenance is no problem under Rosen's set-up. He has a trained man at each location with enough basic knowledge so he can repair minor trouble himself and just call the office for instructions on bigger jobs. Every few days, a mechanic from the plant calls at each location and checks out every machine.

"Atmosphere is also a very important item for a center," Rosen continued. "Create a show or carnival type one, if possible, for after all, you are selling amusement. And colorful decorations help, too."

"Remember, the customer is seeking an amusement center. Make your place recognizable as one. Do not treat the center as you would a tavern location."

Rosen reminded that the younger trade should not be overlooked.

"They will spend as long as they are happy," he stated. "In fact, it might be a good idea if parents learn they can dump the kids in a center while they shop thru the rest of the market."

Rosen said he would welcome inquiries about his operation from other operators.

"I feel I can save other men in our business from making the same mistakes we did when we started out," Rosen said.

Bally Ships Moon-Raider Gun Game

CHICAGO—A new type target game, Moon Raider, shipped to distributors last week by Bally Manufacturing Corp.

Featured with the automatic repeater rifle, mated targets of space-men



ing in a colorful, three-dim outer-space scene.

Varying values of each man target, changing at and ranging from 1 to 1,000 the player shifting his at frequently from one target to for maximum scores.

Big scores of up to 140, registered on fast, easy rotary totalizers. The game designed, according to Bill I. nell, Bally general sales manager, to appeal to men, women children alike for location ranging from taverns to kiddie

Moon-Raider occupies 38 inches by 38 inches of floor space. It can be operated with or without replays and with or without play. The game is standard at dime play to run 65 seconds coin.

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National PR Group Set to Incorporate

CHICAGO—The formation of a permanent public relations organization for the coin machine industry moved a step nearer realization Tuesday (22) as a seven-man committee representing all facets of the industry organized the Information Council of the Coin-Operated Equipment Industry.

The group will be set up as a non-profit organization, with incorporation papers and bylaws expected to be drawn up in the next two weeks. Symbolic signers of the "articles of incorporation" were Lou Casola, Rockford, Ill., operator, representing the operators; Bob Slifer, managing director of the National Coin Machine Distributors Association, representing the distributors, and Herb Jones, vice-president of the Bally Manufacturing Company, representing the manufacturers.

Meeting at the Bismarck Hotel here with the three signers were Clint Pierce, Brodhead, Wis., operator; Ed Ratajack, AMI; Lee Brooks, Cash Box, and Hilmer Stark, The Billboard.

Separate Entity

Casola, who is chairman of the group, emphasized that the organization will function as "a separate entity which is not a part of any existing organization, and which is composed of all elements in the industry; operators, distributors, manufacturers and allied groups."

Casola added that "we want this effort to be truly national, representative of the wishes of all in the industry," and that "this group exists only to form the permanent public relations organization and pave the way for participation by everyone."

He suggested that any recommendations—from operators, distributors or manufacturers—on how to run the organization should be sent to him at 208 North Madison Street, Rockford, Ill.

Committee assignments were made for the next meeting, which will be called as soon as the incorporation is completed. In addition to writing a constitution and bylaws, the committees will investigate and recommend public relations firms, nominate candidates for the board of directors and report on a bank to handle funds on a trustee and accounting basis.

Life of the temporary committee will end at the next meeting when the directors and an executive committee will be named. Directors and executive committee members will be selected not only from the standpoint of representing all facets of the industry, but to give representation to all geographical areas as well.

One problem faced by the temporary committee was the possibility of any conflict with the public relations efforts of merchandise vending groups. The new group will offer to work with and assist the merchandise vending groups and, in its publicity releases, make it clear that the group speaks only for itself.

Pending deeper discussion with a public relations firm, the industry's PR problem will be attacked on three fronts—organization within the industry, providing national leadership and co-operating with local coin machine associations.

Wis. Music Ops Meet in Milwaukee

MILWAUKEE — Wisconsin Music operators and distributors are to meet here at the Ambassador Hotel tonight (27). The special meeting is called by the Wisconsin Music Merchants Association.

Purpose of the meet, according to C. S. Pierce, association president, is to discuss compromise legislation on juke box performance fees. Opinions are to be heard on the proposed nominal fee per phonograph per year for a five-year period. All local distributors are to attend, and all State operators are invited.

MOLONEY FUND DONATES \$18,000

CHICAGO — Checks of \$9,000 each were sent this week to the American Heart Foundation and the American Cancer Society from the Raymond T. Moloney Foundation, set up in honor of the late Ray Moloney, president of the Bally Manufacturing Company. The foundation was set up after the family had indicated a wish to honor the memory of the popular coin machine executive "not with perishable floral tributes, but with means to aid in the imperishable work of helping mankind to combat disease." Contributions to the fund were made by operators, distributors and manufacturers in the trade.

Chi Coin Bows Bowl Master, 3-Way Shuffle

CHICAGO — Bowl Master, a new shuffle bowling game featuring three ways to score, was shipped to distributors last week by Chicago Coin Machine.

Two player-control switches give patrons the option of playing with or without flashing lights, and the option of regulation or high scoring.

Regulation, "Flash-O-Matic" and Advance scoring on a mystery basis is possible, according to players' preference.

The latest new shuffle bowler is a six-player with two coin chutes for dime and three-for-quarter play. Backglass panels light up to indicate that the game is set for regulation or high scoring, and light-up panels over the point registers indicate single, double, triple or quadruple scores for strikes and spares on the high score setting.

The "Flash-O-Matic" setting puts traveling lights into action, moving in front of the pins. Players then try to time their shots to the traveling light for top scores.

Williams Sale

Continued from page 94

Philadelphia headquarters, under the name Bargain City, U.S.A.

The Bargain City organization, it is interesting to note, is one of the Eastern chains which has moved its coin-operated amusement game playlands in several of its stores.

A Consolidated Sun Ray subsidiary also operates radio stations WPEN and WPEN-FM in Philadelphia.

As result of the February merger with Sun Ray Drug Company Consolidated Sun Ray's sales were expected to run in excess of \$50,000,000.

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Bingos Down; Bowlers, 5-Balls Up in St. Louis

By JOHN HICKS

ST. LOUIS—In-line pinballs, due to federal demands for \$250 license stamps, are no longer king on locations in this area. Top games, in terms of numbers on location, are five-ball pins, ball bowling games and shuffle bowlers.

Total percentage of the top three range anywhere from 40 to 80 per cent of individual game routes. The shift in games on location is the result of enforcement of a 1958 court ruling requiring a \$250 federal tax stamp on in-line pinballs. About 4,500 in-lines were taken off routes in nearby St. Clair and Madison counties, Illinois, and another 2,000 were pulled out of stops in St. Louis and St. Louis County. The percentage of in-lines now on location is negligible in the St. Louis area. Percentages of other games out vary from firm to firm:

J. S. Morris and Sons' games on location, according to Sidney Morris, consist of 54 per cent five-ball pins, 12 per cent baseballs, 11 per cent bowlers, 8 per cent shuffle alleys, 6 per cent in-lines, 3 per cent each on guns and pool games, 3 per cent other types.

Morris Figures

Lou Morris, of Morris Novelty's, figures are: In-line pinballs, 10 per cent; five-balls, 35; ball bowling, 20; shuffle bowling, 10; gun and pool games, 3 each, and baseball and rockets, a total of 10.

Central Distributors percentages, Ed Randolph said, are: Five-balls, 20; ball bowling and shuffle bowling, each 10 to 15; gun games, 10, and pools, about 5.

Marvin Nissenbaum said Wonder Novelty Company's figures were: Shuffles, 20; five-ball pinballs, 45; ball bowling, 30, and pools, rockets and gun games make up 3 per cent and other games the remaining 2 per cent.

Henry Raiffie of Atlas Amusement Company said he has 20 per cent of his machines in ball bowlers

and 25 per cent shuffle bowlers.

Operators here said receipts are down at present. Raiffie said machines are definitely not getting the play because money is not circulating. He added that even the taverns are not doing the business.

Operators are looking for something to replace the revenue from in-line pinballs, Nissenbaum said, adding that he had no idea of which kind of machine it would be.

Lower Bowler Price?

If the price is right, bowlers are what Raiffie wants more from manufacturers. The price of machines is currently "way out of line with returns," Raiffie said.

Lou Morris said the game wanted is some type which is a miniature of a popular like baseball, pool and bowling which have proved profitable. Randolph felt the five-ball machines are being sold a good deal now, but he had no idea what would be concentrated on now that the bingos are falling off.

Gross receipts on machines in locations were difficult to determine because they depend on many things and varied "tremendously," the operators agreed. Lou Morris said receipts compared about the same percentage-wise with the types of machines on locations.

In the St. Louis area, route ownership has changed little. The only change was that Star Novelty Company went out of business, and its routes were taken over by already established operators here earlier this year.

The only regulation affecting operators was the ruling by the United States District Court at Springfield, Ill., which held that in-lines are gambling devices. Previously these machines had required only a \$10 amusement tax stamp. Nissenbaum said receipts are down on amusement games generally because the greatest play by customers was on in-line pinballs.

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Remodeling Contractors Help Denver Op Place Juke Boxes

DENVER—Keeping a close check with remodeling contractors who specialize in modernizing bars, restaurants, cocktail lounges, taverns and similar buildings may turn up valuable location leads, according to Tony Lucero, veteran juke box operator here.

Every operator has had the problem of running into a potential location which can't be used, simply because there is no space available for the phonograph, the owner simply doesn't like them around, or various circumstances make it

impractical to install wall boxes and speaker equipment. However, when the same location which was adamant against a phonograph installation in the past remodels, most of the objections listed above vanish.

Lucero has found, for example, that in every instance where the location owner complains that he had no space for a phonograph, he usually does as soon as the remodeling and expansion job is done.

Added Space

One of the primary reasons for remodeling of corners is to create added space, and sometimes is difficult to fill up adequately. That's an excellent time to step in with the suggestion that the location owner allow us to make an installation, says Lucero. One of the best stops had refused him for five years, until the owner was able to take over an adjoining shop, set up complete food service facilities along with a cocktail lounge.

An archway cut in between the two provided the perfect place for the phonograph, with speakers on either side, and this location is one of his best. He would never have known of it, however, if it had not been for the fact that a remodeling contractor called him up and informed him that he was making these changes.

Since that time, Lucero makes it a point to check regularly with a dozen local remodeling contractors who specialize in this sort of work. Six fully worthwhile new locations during 1958 were produced, and the score during 1959 is half that number.

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Cabana	30
Carnival Queen	475
Caravan	95
Cypress Garden	35
Dude Ranch	55
Frolic	55
Singapore	50
Starlet	85
Show Time	345

Tropics	\$ 50
Tahiti	50
Variety	55
Gaiety	65
Gay Time	65
Hawaii	50
Havana	50
Hi Fi	50
Key West	195
Palm Springs	50
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Nevada	50
Nite Club	135
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Stars	20

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10 SKILL ROLLS ... \$75 apiece
ARCADE EQUIPMENT starting at \$60 and up
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Genco Grandma	225.00	Speedway	125.00
Genco Sidewalk Engineer	125.00	Bomblight	245.00
Ex. Vacuumatic Card Vendor	185.00	Wms. Safari Gun	245.00
Wms. Crane	125.00	Genco State Fair Gun	225.00
Genco Motormate	275.00	Genco Davey Crockett Gun	225.00
Genco Space Ace	225.00	Genco Big Top Gun	195.00
		Genco Wild West Gun	195.00

MUSIC

AMI 1-200	\$795.00	AMI E-120	\$225.00
AMI H-200	450.00	AMI D-80	245.00
AMI G-200	445.00	Wurlitzer 3008	445.00

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Banner Moves Headquarters To Newer Bldg.

PHILADELPHIA — Albert M. Rothstein, president of Banner Specialty Company here, distributors of leading brands of entertainment machines, has announced that his 42-year-old firm will move to new, larger quarters early next month.

The new location, which will be

on Fifth Street above Girard Avenue, is only three blocks from the present one at Second Street and Girard Avenue. It will contain 42,000 square feet.

This new headquarters is being completely renovated to house the company's offices, showrooms, repair departments, service headquarters and warehouses.

Parking and loading facilities will be increased three-fold to accommodate the company's fleet of trucks. Only the most modern warehousing methods will be used, including fork-lift trucks.

In charge of sales for Banner, which for the past few years has been making headway in the exporting business, are Vice-President Angelo Musi, Fred C. Walter and Moe Bayer.

ANTI-IN-LINE ACTION CUTS GOV'T \$\$, TOO

SPRINGFIELD, Ill. — If the curtailment of in-line pinball machines, top earners in Illinois, has hurt operators, the State Department of Illinois Records showed it affected the State's revenue also. Income from the State tax on machines dropped 51.4 per cent in June. The Revenue Department reported it collected \$1,799 in taxes on coin-operated amusement devices in June, as compared with \$3,702 in June, 1958.

Auto Crashes Thru Distrib Showroom

ST. LOUIS—An automobile involved in an accident in front of J. Rosenfeld Company here crashed thru the front of the distributing firm Wednesday (22), knocking down the entrance and display windows on either side. Damage to the building was estimated at about \$5,000 by Milton Schraier, treasurer of the company.

Driver of the auto, Miss Elizabeth Dardis, suffered an injured hand. She was treated at City Hospital. Miss Dardis was driving north on Walton Avenue when her automobile collided with a car driven by Bobby Johnson at Washington Boulevard. The Rosenfeld Company (4701 Washington) is at the intersection of Washington and Walton. Johnson was uninjured.

Police originally received the accident call as a fire alarm, and the fire department was dispatched. One of the machines careened into the front of the Rosenfeld Company and set off the burglar alarm, bringing more police cars and a burglar alarm representative.

Shortly after the accident, a temporary barricade was started at the J. Rosenfeld Company. Schraier said a new front will be placed on the building as a result of the accident. This, he added, should be up before August 15.

Milwaukee Ops

Continued from page 94

used in approximately 25 per cent of all State locations. Rebound shuffle games have dwindled to "almost nothing" according to one distributor.

Kiddie rides have been gaining in popularity. "This is one field that has been overlooked until recently by most operators," says distributor Harry Jacobs Jr., United, Inc. "We're getting a lot of calls these days for kiddie rides of all kinds. Particularly popular are those that look like animals."

Many Route Changes

An accurate barometer of the state of health of the coin machine business here is the number of "For Sale" signs on coin machine routes. Reports are that the past year has seen an exceptionally heavy number of routes changing hands. The trend shows distributors taking charge of more routes thru-out the territory. Repossessions of unpaid-for equipment has accounted for a rising number of routes reverting to distributors.

According to one volume wholesaler here: "Distributors are spreading out and taking over more and more routes. One distributor here is already operating routes as far away as Sheboygan (50 miles). Actually we distributors are not happy about taking over routes. We'd rather stick to distributing, but what can we do when operators default on machines they bought from us?"

Also readily visible is the trend for the big operators to get even bigger, as smaller firms go up for sale. Cost of staying in business and the downtrending of games receipts has been responsible for the growing number of mergers and route acquisitions.

Are distributors benefiting from the trend to larger operating firms? Not so, according to one experienced distributor: "As the operators become bigger, they tend to purchase fewer machines. They no longer are bothered by as much competition that once forced them to provide locations with the very newest machines. Instead of competing, they buy out their competitors."

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FOR THE BEST BUYS IN REBUILT PHONOS

SEEBURG

KD200	\$625
VL200	525
V200	425
HF100G	475
M100C	395
M100B	325

WURLITZER

2204	\$595.00
2100	499.50
2104	495.00
2150	479.50
2000	449.50
1900	449.50
1800	395.00
1700	325.00
1650	225.00

AMI

I-200	WRIT
H-200	\$650.00
G-200	450.00
G-120	450.00
F-120	395.00
G-80	400.00
D-80	189.50
E-120	250.00
D-40 (45)	149.50

ROCK-OLA

1454	\$495.00
1448	400.00
1438	295.00

CIGARETTE VENDOR

Eastern Mark II, 22-col.	\$199.50
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- Bally CLUB BOWLER
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- Keeney SHAWNEE
- Keeney DLX BIG TENT
- Keeney BIG ROUNDUP
- United ZENITH
- United ADVANCE ALLEY
- Williams SEA WOLF
- Valley 6-PKT POOL
- Kays 6-PKT POOL

ARCADE

- Genco FOOTBALL \$140
- White CRANE 115
- C. C. STEAM SHOVEL... 115
- Bally ALL STAR BOWLER 175
- Genco MOTORAMA 215
- C. C. TWIN HOCKEY ... 215
- Williams TEN PIN 195
- TELEQUIZ W/Film 90

GUNS

- Genco CIRCUS GUN ... \$395
- Genco STATE FAIR ... 340
- Genco DAVY CROCKETT 225
- Genco SKY ROCKET ... 195
- Keeney RANGER 195
- Un CARNIVAL GUN ... 140
- Keeney SPORTSMAN ... 135
- Genco RIFLE GALLERY... 120

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CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.



GUARANTEED HIGH EARNINGS

Trouble Free Operation

Pinball Bills

Continued from page 94

ment for their opinions of the proposed legislation, but those decisions have simply said "no comment."

Should Congress adjourn without action on the bills, it does mean that they can be forgotten. It is entirely possible that they will be considered when the session of the 86th Congress convenes in January. Then, if no bills were taken when the second session adjourns next summer, the bills would automatically die and to be reintroduced when the Congress starts up in 1961.

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A WORLD OF EARNINGS**
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GOLD STAR	\$ 75
TWIN BILL	75
SLUGGING CHAMP	95
BEACH TIME	95
GYPSY QUEEN	95
AUTO RACE	125
ACE HIGH	125
GLADIATOR, 3-PL.	145
SEA BELLES, 3-PL.	150
FAIR LADY, 3-PL.	165
SILVER	195
STRAIGHT FLUSH	195
CONTINENTAL CAFE	195
CRISS CROSS	195
ROCKET SHIP	215
OTO POOL	240
SUNSHINE	263
WHIRLWIND, 3-PL.	275
SITTING PRETTY	375
STRAIGHT SHOOTER	385
H-DIVER	395
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Cypress Gardens	325
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Miss America	240
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Key West	160
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Big Show	125
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Miami Beach	75
Gay Time	70
Gayety	50

1/2 deposit—write to
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7855 Stony Island Ave.
Chicago 49, Illinois

MOA Head Willing to Listen

Continued from page 94

gested—covering all performance rights obligations.

During the first five years of the arrangement, an appraisal would be made of how the collection of a nominal fee-per-box would affect the juke box business, from operator to manufacturer. At the end of the five-year period, the arrangement would be analyzed.

Trustees would set up rules for the administration of the fund and report annually to Congress. Appeals could be made to the U. S. District Court in the event any operator felt the assessment was too high.

Willing to Listen

Miller indicated that he would be willing to listen to further proposals along this line. Here is what he had to say on the matter:

"I wish to say that I have an open mind and I am willing to listen to suggestions or proposals made by the Congressional committee, and if Congressman Celler or any other person comes up with an idea that is not detrimental to the music operators, or the automatic phonograph industry as a whole, I would be perfectly willing to explore a proposal of that kind. It must, however, be an idea that is not going to overburden the music operator by taxing beyond the extent of mechanical royalties."

Miller also emphasized that the amendment suggested by Congressman Celler, or any other changes in the copyright laws, must be discussed by the entire MOA national board of directors as soon as possible.

He also said that representatives of State and local associations should be called to a central area so that they may air the views of their members on the proposal. Miller emphasized that no individual or committee has the right to negotiate for the entire music machine industry without indications of support from all groups within the industry.

"I am fully aware," Miller said, "that the music operators are the ones who would have to pay any increase, whether it be thru mechanical royalties or some other system. Therefore, I would not have the right to commit the operators to any changes in the current copyright laws, or any changes in mechanical royalties, until after the

music operators of the nation have voiced their opinions in approval or dissent, and without first having the approval of the members of Music Operators of America, Inc., and various operators all over the United States.

Miller's statement, while still adamant on the matter of performance rights royalties, indicates that ASCAP and the juke box industry might still reach some mutually satisfactory arrangement either thru the increase of mechanical royalties or with a trusteeship—not administered by a performance rights society—such as recommended by Congressman Celler.

Royalty Hassle

Continued from page 94

Brickfield again reminds operators that the language of the amendment proposed is open to suggestion and alteration, as Representative Celler stated.

Subcommittee staffers estimate the expense of the administration of funds under the proposed three-man board of trustees would not go over \$100,000 annually—out of a possible \$2.5 million collected at \$5 each for about 500,000 boxes estimated to be on locations.

The amendment requires that juke box operators submit such information on the juke box play as required to round out the survey, which is to be done by or with Census Bureau and possibly other government agencies.

Counsel Brickfield says wording of this particular aspect can be made to indicate responsibility only for information to aid in the survey of the number of plays of copyrighted music on the juke box, and would not involve any other information.

Collections Boom

Continued from page 94

the upcoming referendum next November," Furman told the officers. "The resorts are a showcase, and we cannot let visitors feel the law is flouted there. The law is still on the books and we have no other choice but to enforce it."

"Arrests will result if there are any violators," warned Augustine A. Repetto, prosecutor for Atlantic County.

Joe Silverman, business manager of the Amusement Machine Operators of Philadelphia, said: "People on vacation want to spend money on vacation. Even if some of the games are gambling, there are three race tracks in the State the people can go to."

Small Resorts

"The small resorts in the northern part of the State will feel the end of the ban more than the big places like Atlantic City," Silverman continued. "In the big resorts, there are hotels and night spots, but in the small towns, the Arcades are usually a main amusement center."

Brown about summed up the general attitude of operators here: "We are looking forward to the repeal of the gambling ban at the shore," he said. "It will mean we will be able to put more games of more types in there. Especially Pokerinos."



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CARNIVAL QUEEN	495	KEY WEST	175
BEACH TIME	425	BIG SHOW	125
CYPRESS GARDENS	395	DOUBLE HEADER	125
MISS AMERICA	395	PARADE	125
SUN VALLEY	325	NITE CLUB	95

ARCADE

BALLY SKILL ROLL	\$ 95	C.C. EXPLORER	\$275
C.C. REBOUND SHUFFLE	125	C.C. ROCKET SHUFFLE	245
C.C. CRISS CROSS HOCKEY	325	UNITED JUPITER	295
BALLY ALL-STAR BOWLER	145	UNITED SHOOTING STAR	225
GENCO 2-PL. BASKETBALL	145	C.C. STAR ROCKET (Upright)	475

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The originators of electric upright free-play games.

Philly Longshoremen's Strike Slows Coin Machine Export

PHILADELPHIA—A strike by the Longshoremen's Union here that tied up the port of Philadelphia took its effect on the exporting phase of the amusement machine industry. The strike went into its fourth week Monday (27). Some of the firms here diverted their exports to other ports such as Baltimore, New York, New Orleans and Houston. The smaller ones just halted operations for the

duration. But all were in agreement on one thing: "It's costing us money."

"I have to make arrangements for trailer trucks to haul the machines to these other ports," said Hank Grant, buyer for the International Amusement Company. "This alone is a headache. Under normal operations, the shipping lines send the trucks automatically."

Business Loss

Grant explained that the strike has actually cost International a small amount of business.

"For example," he said, "if I have two orders, one for 20 machines and another for 30, I can only fill the larger one. The 20 units would not fill the truck and 50 would be too many, so I can't send both orders. And there are only so many trucks available."

Another exporter here that had to find another port to move the machines is the Scott-Crosse Company. It continues to do business, however.

Shipments Delayed

Albert M. Rothstein, president of Banner Specialty Company, which has been in the exporting line for only a few years, said his firm has been delayed in getting out their shipments.

"We can't use other ports as easily as some of the larger firms," he said.

The strike started over a dispute on what kind of equipment would be used to load sugar on boats. The firms wanted the longshoremen to use nets while the men preferred hooks.

A.B.T. Moves Chicago Research Department

CHICAGO—A.B.T., coin mechanisms manufacturer, is moving its Chicago research and development departments as of August 1 to a new building at 3101 N. Lowell Avenue, in this city.

This will mark A.B.T.'s latest

move from its long-time headquarters at 715 N. Kedzie, Chicago, where it had leased the building. The firm had occupied the building 22 years.

A.B.T. had earlier transferred its manufacturing facilities from the Kedzie plant to its parent firm, Atwood Vacuum Machine Company, Rockford, Ill.

DAVIS 6-Point Guaranteed Phonographs Work like new - Look like new

SEEBURG	KD200H	\$725
	KD200	695
	KS200H	689
	HF100R	550
	VL200	549
	HVL 200 Hideaway	469
WURLITZER	2000	\$459
	1900	449
	1917 Hideaway, 104 sel.	349
	1650	195
	1217 Hideaway	49
AMI	I-200	\$739
	H-200	649
	G-200	395

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CARNIVAL QUEEN	\$460.00	BIG SHOW	\$160.00
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SUN VALLEY	315.00	BROADWAY	110.00
SHOW TIME	250.00	BIG TIME	75.00
KEY WEST	190.00	VARIETY	65.00

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See and Play Around The World at your distributor today! Be sure you buy the best amusement 5 ball made... buy Gottlieb.

- Matching red, yellow and purple numbers light targets for 10 times indicated value
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- 4 flippers for "relay" skill shots
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Dime play is here to stay—buy Gottlieb Games and keep it that way!

Amusement Pinballs
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POUCH LINE?

Salt Lake Ed Gets Wrong Pitch on Pins

CHICAGO—It looks as tho one Western newspaper editor may still be relying on pony express bulletins for the "latest developments from the East."

In a top-of-the-page editorial July 10, The Salt Lake City Deseret News-Telegram launched another attack on pinball games, but gets its facts on Illinois action badly mixed.

Says one paragraph of the 12-inch editorial: ". . . The Illinois general assembly outlawed all pinball machines. Recognizing that pinball machines paying off in free games are only a dodge to get around the ban on machines that pay off openly, the legislators branded the free-game machine as a gambling device and banned it from the State."

Actually, the Illinois measure, not yet signed into law (as of July 22), bans only in-line type pinball games, not free-play machines, a far more inclusive term. (See The Billboard, July 6.) When first introduced April 28, the bill included free-play pins.

Philip Morris, Lorillard Bow Menthol Packs

NEW YORK — Two new mentholized, king-sized filter cigarettes made their bow this week here under the aegis of Philip Morris, Inc. and P. Lorillard Company.

Morris debuted the Alpine brand, described as the first "high filtration, light menthol cigarette" on the market. Following strong initial acceptance in test markets of Syracuse, Rochester and Albany, New York, the company decided to go national immediately. Officials said that in response to "an almost instantaneous demand," vending machine plates had been printed in quantity and that more than 1,000 machines in the test areas were already carrying the brand.

Lorillard described its new Spring brand as a "king-sized 'air-conditioned' filter cigarette" with a new paper electronically treated to create uniform ventilation. The create uniform ventilation. The Lorillard brand was due to go on sale in test markets of Philadelphia and Providence this week.

Alpine was said to have a "whisper" of menthol, while Spring was described as having a "wisp" of menthol.

Auto Bell Set On New Hdqs.

CHICAGO—Auto Bell Novelty & Manufacturing Company moves to new and larger headquarters at 401 N. Wood here Saturday (1).

The firm's Zeke Wolf and Al Warren say their new home will be open on that day to greet all their distributors and friends. Warren said thanks are due the Auto Bell distributor organization for making the move possible.

Price Sells Cal Coin Corp.

LOS ANGELES—D. W. Price has sold Cal Coin Corporation, manufacturers of the 78 conversion kit for Seeburg phonographs, but the unit will continue to be made by the new owners.

Price, formerly associated with Bally Manufacturing Company, Seeburg Corporation and other manufacturers of coin-operated equipment, also sold the D. W. Price Corporation, which manufactured the ball lock pin for missiles. This will also be continued

in production by the new owners, he said.

Price said that he plans to re-enter the manufacturing business "when something that has potential comes along." He added that he would prefer to stay with coin-operated equipment but will consider any product that has "potential."

D. W. Price Corporation was organized in 1951 and its subsidiary, Cal-Coin, in 1954.

Correction

NEW YORK—A recent Billboard story about the new precision oiler for juke boxes and games being marketed by the Continental Arms Corporation had the spout as 4 1/2 inches long. The spout is 4 1/4 inches long.

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CROQUET POOL
 BRAND NEW \$75.00
 In Cases Each
 1/3 With Order — Balance C.O.D.
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- Featuring Player's Choice Of
- 3 WAYS TO SCORE**
- 1. REGULATION SCORING**
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- Two Player Control Switches
1. For Playing With Flashing Lights Or Without Flashing Lights
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- Steel Front Door!

2 Coin Chutes
 10c and
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Extra sturdy for continuous play. New jumbo score drums, new ball lift, new pin recorder. Available in 16 1/2 and 21 1/2 ft. lengths.

TWIN BOWLER

2 players can bowl at the same time. As many as 8 can participate. Each lane operates independently of the other.

STAR ROCKET

High scoring action! 3-4-5 in row . . . 4 corners . . . 5 diagonals . . . 5 verticals . . . 5 horizontals . . . plus the BIG "Y" Available in 3 models.

RED PIN BOWLER

Available in Regular or Super Models. Available in 5-way match. 4 games in one . . . Red-Pin lights-up for bonus scoring.

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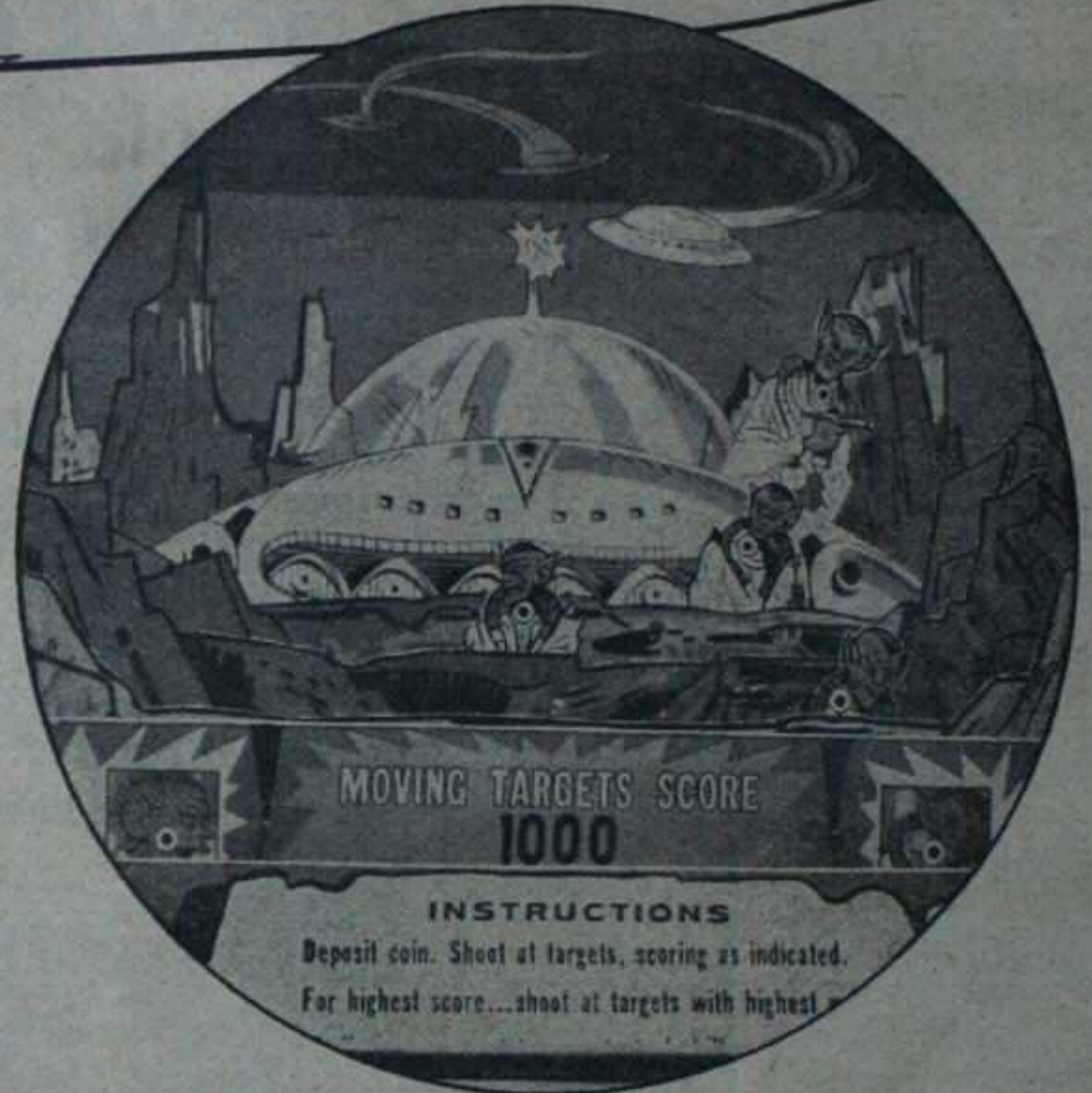
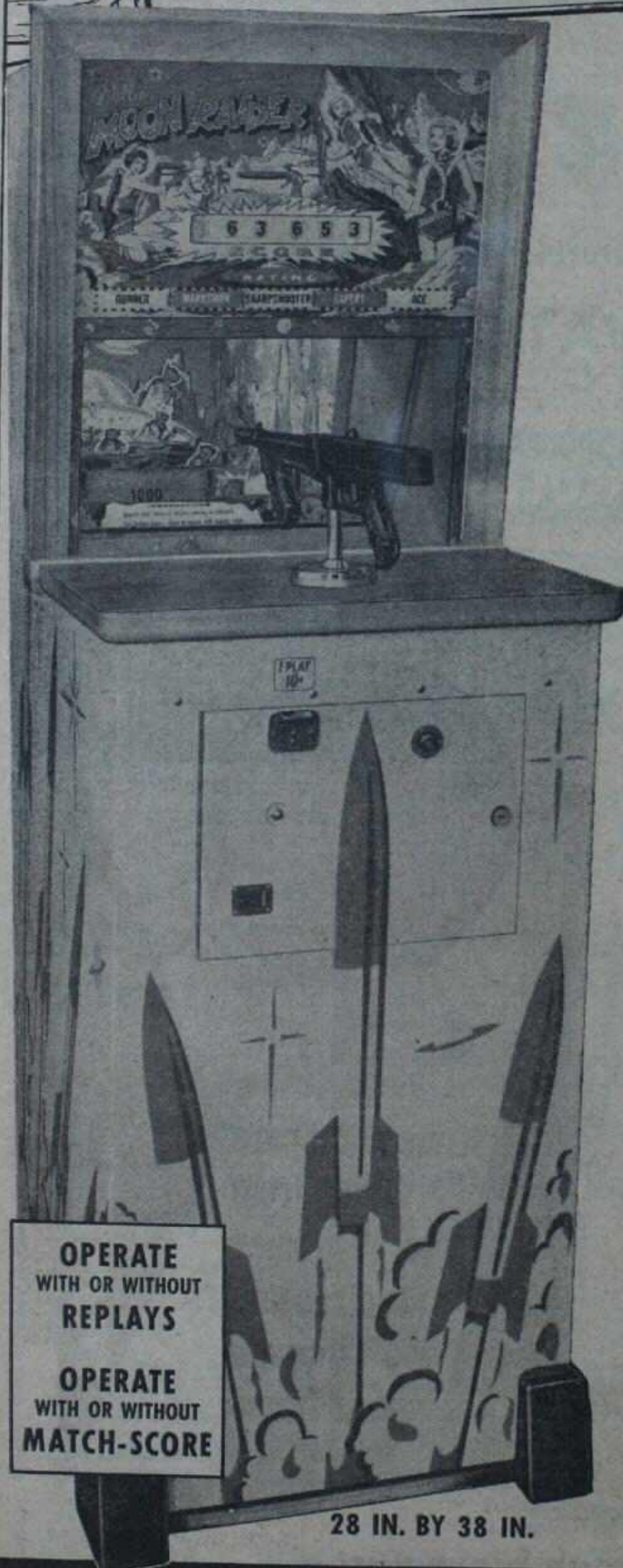
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for PLAY APPEAL and EARNING POWER
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packed with space-age play-appeal

HIGH-SPEED AUTOMATIC REPEATER RIFLE
insures fast play, fast profit...stimulates competitive play

TRICKY MOVING TARGETS
appear and disappear in mountains of the moon

VARIABLE SCORE TARGETS
insure constant "change-aim" skill-appeal

SCORES UP TO 140,000
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MOON-RAIDER is packed with play-appeal for men, women and children... a gold-mine in every type of location, from taverns to kiddielands. Get your share of the MOON-RAIDER money. Get MOON-RAIDER busy for you today.

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New High-Score Double-Feature Game!

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Choice of 2 Types of High Scoring!



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Deluxe FLASH with 3-WAY MATCH

Regular FLASH without MATCH FEATURE

1 TO 6 CAN PLAY

X SUPER STRIKE SCORES	X STRIKE SCORES	X SPARE SCORES
800	500	300
500	300	200
400	200	150
300	150	100
200	100	50



HIGH SCORES EITHER WAY



Skill shooting increases Super Strike, Strike and Spare values from 1st to 5th frames and repeats 6th through last frame

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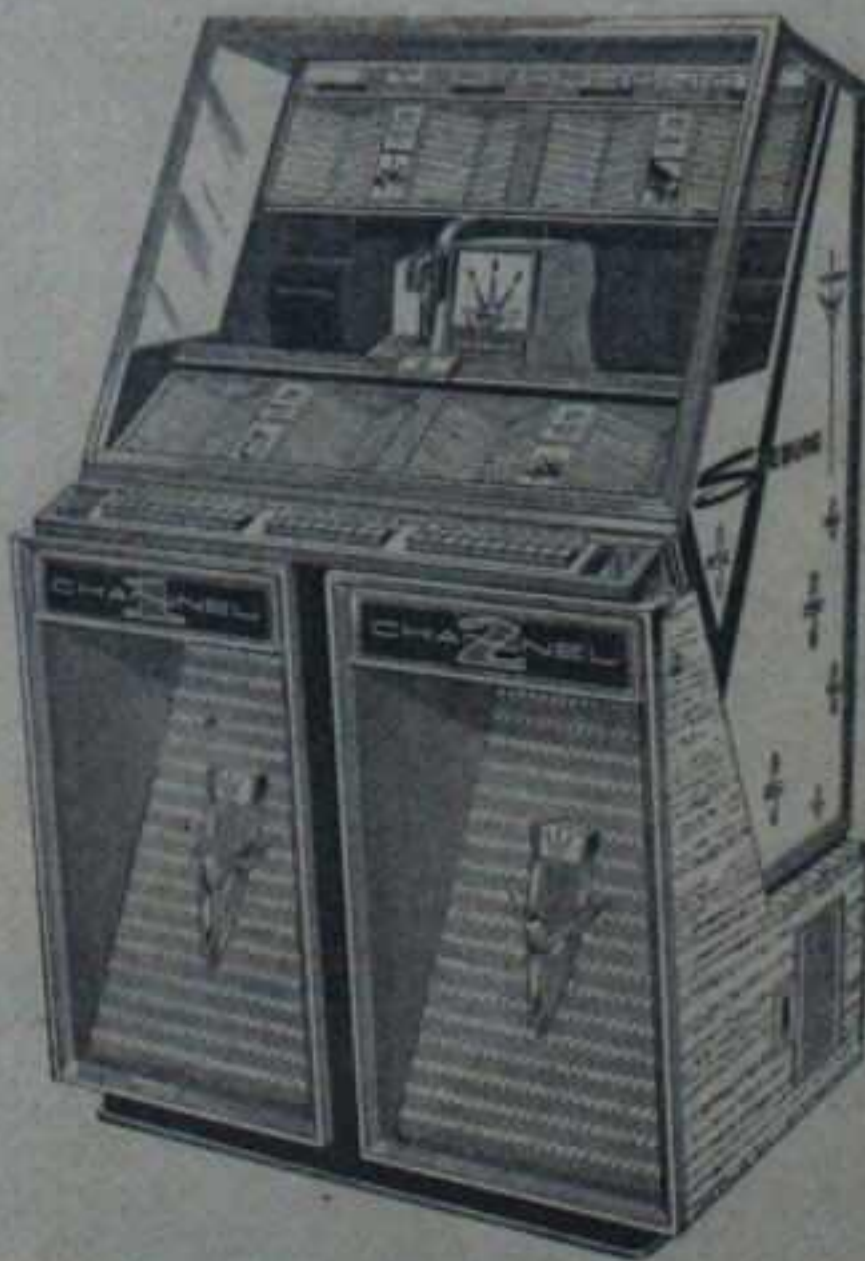


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