

# The Billboard

**COIN MACHINE**

**market report**

Begins on page 75

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OCTOBER 6, 1958 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## More Stereo Jukes Hype Trade Talk

**Manufacturers Get Set to Spring New Units As Operators Already in Pro-Con Skirmish**

By **BOB DIETMEIER**  
CHICAGO — Stereophonic sound in the juke box business is a bold experiment, an exciting idea and a fresh challenge. Because of his fact alone, curiosity about stereo is spreading in the juke box industry.

Whatever the future may hold for stereo as applied to coin phonographs, there can be no question that it is beginning to dominate talk at all levels of the business now.

Operators are already hotly discussing the pros and cons of equipment they have not yet seen, much less operated.

Manufacturers are busy preparing for the launching of stereo units. First shipments of Wurlitzer's new equipment were in the hands of all their distributors several weeks ago. AMI, Inc., delayed their present cabinet slightly for stereo use and are expected to introduce a stereo unit within a month. Two of the three remaining manufacturers are expected to introduce such units shortly.

**Stereo Bandwagon**  
In jumping on the stereo record bandwagon early, manufacturers are taking advantage of the full force of all-out promotion on a music development that is unquestionably the most exciting to date.

## Juke Mfrs. All in Act

CHICAGO—A big factor in the expected early recovery from the juke box sales slump is the speed with which manufacturers are introducing new equipment this fall.

All five manufacturers are in new equipment runs. Wurlitzer bowed their stereo units some weeks ago. Three others are expected to show stereo lines. AMI, Inc., is expected to introduce their unit within a month. Seeburg and Rock-Ola are both expected to announce new models shortly and both are rumored to have stereo equipment highlighting the new lines. United Music is producing their new 100-selection machine bowed at the Music Operators of America show in May.

Seeburg held a distributor sales meeting in Chicago this week, the final tip-off on a new line. Rock-Ola will in all likelihood hold a distributor meet shortly.

## STEREOCASTS AN ANSWER TO RADIO PRAYER

NEW YORK — Radio is going stereo at a steadily increasing clip. When WHTN, Huntington, W. Va., launches its half-hour "Stereophonic Sound" series this week, the nation's 100th station will be carrying two-channel music on a regular basis. As recently as August 1, only 11 outlets in the country had wet their stereo feet; since then, new series have been reported at the rate of 10 a week.

Many stations have experimented lately on a one-shot basis and declare themselves "readying weekly shows" or "waiting till the stereo album catalog is a bit fuller." New York, the only market with two outlets broadcasting in stereo, has WQXR utilizing AM and FM channels, while WBAI-FM multiplexes its signals.

Radio solons expect the swing to stereocasts to be stepped up even more in the wake of Lawrence Welk's move into network stereo in 75 markets via TV-Radio combination. Many managers from these markets have already expressed enthusiasm for the first simulcast (October 1) and suggest more of the same from ABC programming.

The TV-radio pairing is also taking hold on a local basis, latest debut being the Kansas City Philharmonic Ork in a series of live stereocasts over WDAF and WDAF-TV Sundays, 1-2 p.m. Unlike many of the stereo series, this one has a sponsor, the Kansas City Life Insurance Company.

*(Continued on page 78)*

## Group Popularity On Charts Sparks Fantastic Names

**Labels Nearing Desperation to Find Original Tags for New Units**

By **JUNE BUNDY**  
NEW YORK — Vocal and instrumental groups continue to be hot on the charts (10 out of the top 30 disks on the "Hot 100" chart last week were waxed by groups). As a result record labels are becoming increasingly desperate in their efforts to come up with original names for new warbling and/or instrumental outfits.

Among the more off-beat entries recently were the Tremors on Lode, Puddle Jumpers on Federal, Stone Crushers, Victor; Five Blobs, Columbia; the X-Rays, Kapp; Three Souls; the Plurals; the Four Closures; and the Pentagons.

Some of the new groups utilize titles of other record labels in their names. For example, the Demons record for Unart; the Jamies on Epic; the Roulettes, Champ; the Imperials, End; and of course, the Four Preps, Capitol.

Joining the Diamonds in the precious stones category are the Sapphires on Victor and the Emeralds on ABC-Paramount; while the elements are represented by the Sea Larks, Dot; the Ebb-Tides, Recorte; the Starlighters, Ember; Echoes, Swan; Surfers on Orbit, and the Cyclones on Trophy. In a nautical vein are the Schooners, Ember; and the Cruisers, Zebra.

In a blue blooded vein — along with the Royal Teens — we find

the Haven Knights, Atlas; Royal Notes on Kelt; Four Counts, Josie; Royal-Aires, Gallo; Notables, Big-top; the Nobles, Goue; Lord Rockingham's XI; Majestics, NRC; the Majors; the Royaltones, Jubilee.

**Picadilly Pitch**  
Styled in an English groove are the Five Shillings on Decca; the Two Chaps, Atlantic; while a lavender-and-old-lace quality is exuded by the Victorians on End; Sedates on Port; the Lockettes, Flip; and the Rockin' Chairs, Recorte.

"Tone" groups are strongly in evidence — the Ox-Tones, Dreamtones, Duo-Tones, Cleftones, Wild Tones, Monotones, Galltones, Smar Tones, Terrace Tones, Sugar Tones, Aquatones, Sparkletones, Quintones, Kentones, and even the Baritones.

Other interesting group names include the Yo-Yos, Pincus, Locos, 20th-Fox; Swinging Phillies, De Luxe; the Jags, Meteor; Originals, Jackpot; the Bikinis, Satellites, Teddy Bears, Nomads, the Dimple Tweeters, Gainers, Huskies, Jet Streams, Click-Clacks, Daddy-O's, Baby Dolls, Rip-Chords, and These and Those. Incidentally, Dion and the Belmonts adopted that name because all the boys were born on Belmont Avenue in the Bronx.

**No False Modesty**  
On a positive thinking kick are the Terrifics, the Idols, the Spotlighters, Five Delights, Fascinators.

*(Continued on page 4)*

## NEWS OF THE WEEK

### Payola Growing Faster Than Jack's Beanstalk . . .

Payola, that under-the-turntable device whereby record companies and distributors win plugs and influence disk jockeys, is fast growing into a monster, according to key record execs who report that jockey payola is so wide spread today it's no longer possible to measure its effectiveness. **Page 2**

### Game Market Demand High, But Lacks Fast-Sell Items . . .

The lack of a hot new game this season left operators scurrying to pick up good late-used models for locations, and the resale value of these games increased. Bowling games are slated for heavy concentration on major manufacturers' production lines in the final months of year, but there is some promise of new types of location games to come soon. **Page 83**

### Album Religious Wax on Upswing From Four Major and Key Indies . . .

Religious wax is again on the upswing with a number of package items noted this week. Tradesters point to upcoming Christmas season and envy of pop artists who have sold well with religious offerings as among the reasons for the new trend. New items issued by all four majors as well as various indies. **Page 4**

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## New Labels, Names Build

NEW YORK — New labels continue to pop up on the charts with increased frequency, with 23 different record labels appearing on the Billboard's "Hot 100" list this week.

Labels included M-G-M, Decca, Cadence, Dot, Columbia, Class, Apt, End, Liberty, Ace, Kapp, ABC-Paramount, Challenge, Chess, Mercury, Carlton, RCA Victor, Capitol, Demon, Hunt, Epic, Roulette and Laurie. M-G-M had two disks on the chart, Decca three, Cadence three (including both sides of the Everlys' disk), Dot two, and Columbia two. ABC-Paramount, of course, also distributes Hunt and Challenge, while Apt is its subsidiary label.

CANCEROUS GROWTH

# Payola Growing Faster Than Jack's Beanstalk

NEW YORK — Payola, that under-the-turnstile device whereby record companies and distributors win plugs and influence disk jockeys, is fast growing into a monster that may yet destroy its creators. According to key record execs, jockey payola is so widespread today that it's no longer possible to measure its effectiveness. "In the old days," said one disk man, "when one key deejay could

make a record, you could put your money on one man." "Today, however," he complained, "it's necessary to spread it around to so many guys that it's impossible to know if all that loot is really necessary. If the record's a hit you wonder if it would have happened anyway. If it isn't a hit you wonder if all those paid plugs really helped sales at all, and, if so, how much."

The situation reportedly is so bad in New York City that one key indie station currently offers a \$600 package deal — six plays a day (on various deejay shows) for six weeks. One of the most successful indie manufacturers reputedly "buys" more radio time than Pepsi-Cola.

However, some record compa-

nies opine that the most effective payola today isn't cash, but "free artists"—meaning that labels set it up so that their most important artists make gratis (or scale) appearances at record hops or stagings for a jock, thereby enabling the deejay to collect legitimately via increased box office returns.

Buddy Basch, who has been active in the deejay promotional field for more than 13 years, has some interesting thoughts on payola. He believes that "the good ones you can't buy and the bad ones you don't want to buy."

Busch adds: "It's also a very bad precedent to start. If one deejay hears the payola is on to play a certain tune, he won't play it for a number of reasons. . . . The payer

(Continued on page 14)

## Al Shulman Appointed Epic Chief

NEW YORK — Epic Records has a new general manager as of this week. New general manager is Al Shulman, former head of Columbia Transcriptions, Columbia Records custom record department. Appointment of Shulman was made by Goddard Lieberman, president of Columbia Records.

Shulman has been director of the Columbia custom department since 1955. He joined Columbia originally in 1941. He takes over the general manager post from Bill Nielsen, who is leaving Epic for a new post with another firm.

The Epic label was started back in 1954. It is only full line subsidiary label of any major, with singles, pop and classical albums. Most of its classical releases are taken from Columbia's European affiliate, Philips.

## WB Adds Two Col. Grads To A&R Staff

HOLLYWOOD — Warner Bros. diskery has added two men to its a.&r. roster. Both were formerly with Columbia Records. They are Calvin Lampley and Robert Prince. In the Warners operation they have the title of recording director and will assist a.&r. exec George Avakian in New York.

Both Prince and Lampley have also been signed as arrangers and conductors.

Prince, a serious composer, is a Juilliard graduate and assisted Avakian at Columbia. Lampley, also a Juilliard graduate, likewise assisted Avakian at the latter's prior post, and produced albums by Johnny Mathis, Dave Brubeck and Mahalia Jackson. He made his debut as a concert pianist in Carnegie Hall in 1952.

Diskery has also signed Johnny Sardo, 17-year-old rock and roller who is also a clogger.

## GAC Spread Keys Exec Switch, More Help

NEW YORK — The General Artists Corporation is in the midst of a big expansion move, involving some re-alignment of present execs and the addition of personnel in certain departments.

Pat Lombard, head man at GAC's Chicago branch office, has been appointed a veepee of the parent company by GAC prexy Larry Kanaga. Lombard moves to the agency's New York headquarters next week. His successor in the Chicago post has not yet been announced.

Meanwhile, Sarita Hernandez has joined GAC's legit department, (headed by Arthur Treffeisen) as part of a plan to expand GAC's activities in the legit field. Treffeisen, who has been building record artists in the summer stock field for the past few seasons, now hopes to promote interest in record names for Broadway, a la Johnny Desmond in "Say Darling," etc.

Jay Michaels, formerly headquartering in New York, was sent out to head GAC's TV department in Hollywood a few weeks ago, and another GAC exec will be assigned to the West Coast branch office shortly.

Meanwhile, Buddy Howe, prexy of the General Artists Bureau, is contemplating the addition of more men to handle the agency's new GAC - Super Productions project (with promoter Irvin Feld) for co-sponsoring live shows with deejays and radio-TV stations across the country. (See The Billboard, September 22.)

The plan (whereby deejays will be cut in on the promotion of live shows in a big way via a \$1 membership book deal offering cut-

rate admissions to a series of GAC-Feld package shows) is designed to provide work for from 75 to 200 GAC record artists 10 months (no tours in July and August) out of the year.

Howe said activities on the deejay-packages will be concentrated here in the East at first. The agency, said Howe, recently completed a survey, which showed that 400 U. S. cities have sufficient population and auditorium facilities to provide enough box office potential for the packages.

## Ford Album Leads Cap's Yule Fare

HOLLYWOOD — Capitol Records will add seven new LP's to its Christmas product line-up this year headed by a Tennessee Ernie Ford package, "The Star Carol." The remaining six were recorded abroad and comprise musical salutes to the yuletide in other lands with "Christmas in Poland," "Christmas in Austria," "Christmas in Brazil," "Christmas in Cuba," "Christmas in Australia," and "Christmas in Portugal."

Capitol's "Christmas in—" series was launched last year with similar salutes to Italy, Germany, England, Mexico, France, Sweden and Spain.

## BUTT'N, BUTT'N WHO'S MAKING A JOB SWITCH?

NEW YORK — There was movement, jockeying and shuffling around aplenty this week at both sales and a.&r. levels in the disk fraternity. Seldom, in fact, has one week seen so much personnel activity in the works.

Known to be in the fait accompli stage is the withdrawal of Bobby Shad from the Eastern a.&r. spot for Mercury Records. Shad submitted his resignation this week to Art Talmadge. Jerry Shiffrin, meanwhile, resigned from his post as sales chief of Roulette to accept the post of director of sales and a.&r. for Seeco Records. Departing from Seeco last week for a slot with Design Records was Abbott Lutz.

Most prominent rumor of the week had to do with the reported anking of the M-G-M scene by album sales chief Irving Jerome. Jerome was believed to be near completion of a deal which should install him as sales manager for Roulette Records. Announcement of the move was expected within 10 days. If the Jerome move takes place, it's believed that Charlie Hassin, M-G-M sales vet, will move up to the album sales spot.

In the Columbia family, Al Shulman, former head of the transcription set-up, was installed as general manager of Epic.

## Warners-Tops Suit Settled

HOLLYWOOD — A settlement was reached this week in the hard-fought legal battle between the Warner subsidiary music publishing firms and Tops Records. Under terms of the settlement, Tops agreed to pay the Warner firms a total of \$125,000. The music firms dropped their copyright infringement suit against Tops and, in turn, Tops dropped its antitrust action against Warners.

Initial action was filed by the publishers against Tops in February of this year. The Warner firms were represented by Max Fink and Arthur Katz of the law firm of Fink, Leventhal and Lavery. Tops was represented by Irving Glickfeld.

All will be made available again this year.

## Victor Cuts Prices on Stereo Tape

NEW YORK — RCA Victor is lowering the price on all stereo reel tapes immediately. The price drop is being made to help push sales, according to Gil McKean, tape merchandise boss. The new list prices for RCA Victor tapes are now be: Type A (600 ft.) \$4.95; Type B (800 ft.) \$6.95; Type C (1,000 ft.) \$8.95; Type D (1,200 ft.) \$9.95; Type E (1,400 ft.) \$11.95; Type F (1,600 ft.) \$13.95; Type G (1,800 ft.) \$15.95.

## Naide Gets CRDP Boost

HOLLYWOOD — Elliot Naide will succeed Joseph J. Brown as operations manager of the Capital Records Distributing Corporation, Philadelphia branch. Brown recently was appointed regional operations manager of region five covering Baltimore, Philadelphia, Cleveland, Detroit and Pittsburgh. Naide had been assistant operations manager of the Philly branch under Brown.

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## VICTOR STRENGTHENS SALES, AD DEPARTMENTS

NEW YORK — RCA Victor over the past week effected a re-assignment of duties designed to strengthen sales, advertising and promotion operations, and to create a stronger liaison between sales and a.&r.

In the merchandising set-up under Dave Finn, Gilbert McKean has been named Administrator, Pop Album Merchandising, and Anne O'Keefe has been placed in charge of educational services. Alfred Leonard had been Red Seal field representative in the New York area. McKean and Leonard will continue their duties in tape merchandising. Miss O'Keefe, prior to the new appointment, had done educational services for the Camden label.

In the area of advertising, sales promotion and press information, directed by Bill Alexander, the following assignments have been made: Herb Hellman, Manager of Press and Information; Bob Kotlovitz, administrator of albums for Press and Information; Jack Dunn, administrator of Singles for Press and Information. Anne Fulchino, formerly in the New York headquarters, has been appointed West Coast Press and Information exec. Bernie Miller has been placed in charge of Red Seal promotion.

The field operation under Sal Peruggi has effected a number of reassignments, with Merritt Kirk going to San Francisco as field sales rep, and John Trifaro to Philadelphia.

# Col. Realigns Sales Dept.

## You

The New York office is being reorganized on a permanent basis. The new systems and methods are being introduced in the field. The new manager of field communications for Columbia, Bill Levy, who handles the firm's magazine and newsletters to field men.

A step to tighten the liaison between the firm's single records promotion and pop artists relations in the field, Frank Campana and Bill Burrell have both been appointed managers of single records promotion. They will report to the head of field sales.

The classical sales shifts promote Pete Munves, former co-ordinator of special merchandise, to the post of merchandise manager in the Masterworks division, and reporting to sales chief Gallagher. Munves will be responsible for the internal merchandising function of the Masterwork's artist's relations, covering tours and personal appearances.

# De Luxe Pkgs. Top Angel's Oct. Release

HOLLYWOOD — Angel Records is issuing ten albums in October, including two multiple LP de luxe packages. The latter include double-LP album devoted to the Bruckner Eighth Symphony performed by the Berlin Philharmonic, Herbert von Karajan conducting. The other features basso Boris Christoff singing the 63 "Songs of Moussorgsky" in a four-record set including an 88-page book. The book provides descriptive notes, musical excerpts, the song texts in Italian, French, Russian and English plus material and photographs of the recording sessions. It took Angel approximately two years to complete this project.

Another de luxe binding will package the complete Tchaikovsky "Sleeping Beauty Ballet" as recorded by the Philharmonia Orchestra, George Weldon conducting. Set is part of Angel's continuing.

# Stereo Salute To Big Bands

HOLLYWOOD — The music of the big bands will get its stereo whirl in a release of 12 packages this fall by Omega. The music will be available both in stereo disk form and stereo tape. Each of the dozen packages salutes one of the following by providing stereo recordings of their arrangements: Tommy Dorsey, Glenn Miller, Benny Goodman, Artie Shaw, Perez Prado, Harry James, Count Basie, Duke Ellington, Ted Heath, Stan Kenton, Les Brown and Mantovani. The recordings were made by Francis Bay and the Brussels World's Fair, giving the packages an additional current tie-in. Art on each album cover treats a separate pavilion at the fair.

Name of the series is "The Brussels World's Fair Salutes the Big Bands in Stereo." Omega will issue four albums with each release, with all 12 to be out for the fall winter market.

# DISK JOCKEY CHECK LIST

The following stories which appear in this issue will be of special interest to disk jockeys:

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- GAC ..... Page 2.
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# Foley Picked For Pro Mgr. Of All Big 3

NEW YORK — The Big Three Music Corporation, (Robbins, Feist and Miller) has reorganized its entire professional department in the wake of Murray Baker's departure (The Billboard, Sept. 29). Norman Foley, former professional manager of the Feist firm, will become the professional manager for all three firms, Robbins, Feist and Miller. Professional representatives for Robbins Music will be Hy Ross, for Feist Music, Roy Kohn and for Miller Music, Ted Black. Ed Slatery will continue to function as co-ordinator of professional activities and assistant to Mickey Scoop, general manager of the Big Three.

Oscar Robbins will continue as (Continued on page 46)

# Dot to Cut 'What's My Line' Album

NEW YORK — Dot Records has completed negotiations with officials of CBS-TV here, under which the label will produce an album to be titled "What's My Line."

The set will consist of a series of actual tapes of "mystery guest" segs of the show taken over a period of a year and a half during which Dot pactee Steve Allen was a regular member of the show's panel. Other panelists are Arlene Francis, Dorothy Kilgallen and Bennett Cerf.

The set will consist of all the questioning leading up to the final one when a panelist asks, "Are You," at which time a buzzer rings and blanks out the name. Listeners are supposed to guess the identity and they can test their guesses in the liner notes. Plugs for the set are expected from Steve Allen on his own TV set and on the "What's My Line" show.

# 20th Century-Fox to Release Miller Film Soundtrack Set

NEW YORK — Twentieth Century-Fox Records in two weeks will issue its first package product—a two-disk set by the late Glenn Miller and orchestra, comprising an exclusive and complete compilation of the maestro's original film soundtracks. Retail price is \$7.98. Set includes a double spread of the maestro and orchestra, with names of personnel adjacent each man. The set also includes two sides which had been cut for films, but were subsequently deleted when the films were edited. These "discoveries" were to have been in the film "Orchestra Wives." The tunes are "Boom Shot," an instrumental, and "You Say the Sweetest Things, Baby." Latter marks the first appearance on disks of the Miller Six, drawn from the full band.

Diskery is releasing the package thru special arrangement with RCA Victor and the Glenn Miller estate. Henry Onorati, 20th chief, negotiated the deal. Onorati stated he had noted the Glenn Miller tracks when he looked over some

# Treasury Report, Verbal Clash High't ASCAP Meet

By LEE ZHITO

HOLLYWOOD — During the past eight months, the American Society of Composers, Authors and Publishers' income totalled \$19,291,584. This was told to West Coast members of ASCAP at a semi-annual meeting held here last week.

According to comptroller George Hoffman, who presented the financial report while pinch-hitting for treasurer Frank Connor, the eight-month period's income is broken down as follows: \$19,118,822 from licenses, \$93,549 U. S. Treasury bills and notes, \$79,212 membership dues, \$19,291,584 total eight-month income.

The report showed that the society's operating costs amounted to 17.7 per cent during the eight month period or a total of \$3,418,866. The 17.7 per cent overhead was broken down as follows: for salaries and compensations, including legal salaries and retainers, 9.59 per cent; general operating expenses, 8.11 per cent. The remaining \$15,872,000 was distributed among its members. This is paid to members in the following quarterly amounts: \$5,448,000 was sent out in April, \$5,308,000 in July with the remaining \$5,000,000 now being sent to members.

According to Hoffman, overhead costs are on a par with those paid by ASCAP during 1956 and 1957.

Hoffman told members that ASCAP today has licensed 3,750 radio stations, 491 TV stations, 20 national and regional radio networks, three TV networks, 223 symphony orchestras and 3,400 concerts.

Paul Cunningham, ASCAP prexy gave Coast members a fill in on the latest developments in the Society's battle in Washington to revise the Copyright Act so as to

permit payment of performance rights for music played in juke boxes.

Highlight of the meeting was a flareup between L. Wolfe Gilbert, board member and long-time Coast membership driving force, and Ned Washington more recent member of the Society's board.

In his remarks, prior to introducing Cunningham, Gilbert cautioned the assembly of the extreme care that must be used in choosing directors. He then said he was made aware of an activity at last election time which smacked of "cheap, ward healer politics." He said a small group out here came up with a gimmick for last election and many careless thinking members went along with them. They were advised by the group to vote for three or four of the

(Continued on page 14)

# Col. Rings Up Jazz Bullseye

NEW YORK — Columbia Records will come up next week with its most powerful jazz release since spring. The sets to be released include three LP's cut live at the Newport Jazz Festival, a new two-LP set cut by Benny Goodman at the Brussels World's Fair, and a new release by Dave Brubeck based on his impressions of his recent trip thru Asia.

The Newport waxings feature Mahalia Jackson, Duke Ellington and His Orchestra and the International Jazz Band directed by Marshall Brown. The Mahalia Jackson set, cut during her midnight gospel sing not only contains the audience ap-

(Continued on page 46)

# Cap Scores In Courts East & West

NEW YORK — Capitol Records was granted a temporary injunction in the Supreme Court of New York Friday (3) against Remington Records and their subsidiary firms prohibiting Remington from distributing their "Music Man" album with an album cover similar to the Capitol original cast set. The judge ruled that "it is sufficiently established that simulation exists in every detail as urged by the plaintiffs and such simulation not only results in a dilution of plaintiff's rights but indicates an intention to deceive. The discontinuance by the defendants of the cover does not affect plaintiffs right to relief."

HOLLYWOOD — Capitol Records' action against Design Records over the latter's "Pal Joey" album art was concluded this week with a consent decree wherein Design was enjoined from using an album cover similar in appearance to that used by Capitol on its original soundtrack "Joey" package.

As part of the settlement, Capitol agreed to drop its action against Melody Records Supply Company, Design's distrib, and R. H. Macy & Company also named as a defendant in the Capitol action for selling the album with the cover in question.

# WB Makes 2d Bow With 12 New Packages

HOLLYWOOD — Warner Bros. Records' second release consists of 12 packages issued both in monoaural and stereodisk forms, with exception of Tab Hunter album issued only in a single track. Items include "Spellbound" with Heindorf conducting; "Tropicale," featuring Tommy Morgan's harmonica with the Warren Backer orchestra; "Continental Vis," Raoul Maynard orchestra; "20,000,000," featuring artists doing selections which together have totaled the above figure in sales, including Art Lund, Helen Forrest, Jack Leonard, among others.

"Jack Webb Presents: Pete Daily Lets His Hair Down," Warren Barker's "Waltzing Down Broadway" (waltzes from New York shows), "Blast Off," Gus Bivona orchestra; "The Rockin' Fifties," Tommy Oliver orchestra; Tab Hunter's "Too Much," Mary Kaye Trio; "Thousand and One Notes," John Scott Trotter; "Rapture," by the Outriggers round out list.

# EP-Giveaway Gimmick For Victor Yule Pitch

NEW YORK — RCA Victor is kicking off its forthcoming Christmas release of 35 albums with a special EP-giveaway promotion. The label will provide dealers with free Christmas EP's — featuring Perry Como, Harry Belafonte and the Ames Brothers—to give away to consumers, thereby building store traffic.

The EP's packaged in a seasonal four-color sleeve (tagged "Merry Christmas From Your RCA Victor Record Dealer"), features five complete selections from Victor's Christmas releases, including "Silent Night" from Harry Belafonte's new "To Wish You a Merry Christmas" album; "Hark the Herald Angels Sing" and "Adeste Fideles" from the new "Christmas Holidays

at Radio City Music Hall"; "God Rest Ye Merry, Gentlemen" from Perry Como's "Merry Christmas Music," and "Good King Wenceslaus" from the Ames Brothers' "There'll Always Be a Christmas."

The new Christmas release will be backed by an extensive advertising and promotion campaign, centering about the EP giveaway on the dealer level. For point-of-sale, RCA Victor has developed a special four-color window display, plus tied-in streamers, shopping bags and supplements. The gift offer will be promoted locally via transcribed radio spots and ads.

RCA Victor is also offering special incentives to distributors (in addition to the EP giveaway) which may be earned thru purchases. Benefits of this incentive plan have been designed so that they may be passed on to dealers according to the needs of each distributor's market.

The Christmas release includes 31 RCA Victor albums (13 new packages) and four new Camden packages. The 13 new LP's (many in both stereo and monoaural versions) include, in addition to the Belafonte and Radio City Music Hall albums; the following: "Christmas With Grandma Moses," Perry Como's "When You Come to the End of the Day" and "The Nativity"; while the new Camden album spotlights the Robert Shaw Chorale, Hugo Winterhalter, and Domenico Savino.

# Dot Inks Distel, Bardot Boy Friend

HOLLYWOOD — Dot Records this week signed Sacha Distel, the much publicized guitar strumming, warbling, current flame of Brigitte Bardot. He was signed by Dot's Eastern artist repertoire chief Bob Thiele following the Frenchman's appearance on the Ed Sullivan Show last week.

## SACRED THEMES ON UPBEAT

Diskeries Step Up Pace  
On Religious Album Fare

By REN GREVATT

NEW YORK — The singles charts are displaying a secular quality for the moment, there is new evidence of stepped-up interest in various types of religious fare at the package disk level. In recent weeks a number of new sets have made their way to market from various labels. Tradesters have pointed to several reasons for the increased pace.

First, it is noted that disk men have looked with some envy to the

excellent records chalked up by such pop artists as Tennessee Ernie Ford, Pat Boone and Johnny Mathis on the best selling album charts with religious waxings. Currently, Ford has two album chart contenders, one of which has been showing for 89 weeks. "If they can do it, why can't we?" runs the reasoning here.

Secondly, as Steve Sholes, RCA Victor a.&c. chief notes, October is the time when most firms get the Christmas merchandise rolling. "Christmas is the biggest time, aside from Easter, for religious material of all types," says Sholes. "And it is not at all confined to Christmas music alone. Any type of religious or sacred material sells better at that time."

## Signs of Times

Another reason advanced by some disk men, including Sholes as well as Herman Lubinsky of Savoy Records, is the fact that when times are not quite so rosy, people naturally migrate to religion. "Religious music gives them a sense of quiet and contentment and en-

ables them to forget their troubles in thoughts of the Lord," according to one observer.

The current interest in religious music is of an across-the-board nature. Lubinsky has been busy signing new spiritual groups and has even set up a contest in co-operation with a Philadelphia radio station for spiritual groups in that area. Winners get album contracts with Savoy.

Among the majors, Victor has issued four new sets in the past week. Most impressive item of this group is a potpourri of top artists in a collection called, "Best Loved Sacred Songs." Artists on this disk include Marian Anderson, Jerome Hines, Mario Lanza, the Baptist Hour Choir, Bill Carle, the Hollywood Presbyterian Choir, Paul Mickelson, the Old Fashioned Revival Hour Choir, George Beverly Shea, the Robert Shaw Chorale and Tedd Smith.

Victor has also issued a new set by the Statesmen Quartet with Hovie Lister, entitled, "The Bible Told" (Continued on page 56)

Cap Fires Hefty Oct.  
Salvo; 33 Albums

HOLLYWOOD — Capitol Records will hit the market with a total of 33 new albums this month, making it one of the strongest salvos ever launched in one release in the firm's history. This will consist of 17 new pop packages, six classical FDS items, three Capitol of the World and seven new Christmas albums. Release date is October 6.

Pop packages include Jackie Gleason's "Rebound." In addition to conducting, Gleason this time also created and painted the album cover art. Fred Waring's "Broadway Cavalcade" is a double LP package devoted to the top Rialto songs of the past 40 years. Billy May's album is tagged "Big Fat Brass." Freddy Martin's "Concerto" features dance versions of classical themes. Del Courtney makes his Cap album debut with

"Dancing 'Til Daybreak." Lou Busch's piano and ork are featured in "Lazy Rhapsody."

Other albums include "The Ballad Style of Stan Kenton"; an album salute to Red Nichols and his Five Pennies titled, "Parade of the Pennies"; Tommy Sands' "Sands Storm"; Cliffie Stone in "The Party's On Me"; Pee Wee Hunt is heard in "Rodgers and Hammerstein a la Dixie," jazz horn in "Bobby Hackett at the Embers," vocalist Ethel Ennis' second Cap album "Have You Forgotten?" and June Christy's "June's Got Rhythm."

Four Freshmen blend for "Voices in Love"; Billy May backs Keely Smith in "Politely" and Sam Butera and the Witnesses round out the pop offerings with "The Big Horn."

Three Capitol of the World packages include Norrie Paramor's (Continued on page 44)

Chime Issues  
4 Fall LP's

CINCINNATI — Chime Records here, new record label specializing in sacred music, this week releases its fall promotion package of four high-fidelity albums representing four distinct types of religious music literature.

The four-album package comprises "The Holy City," an oratorio by Alfred Gual; "Sacred Classics," a collection of classic anthems; "Hymns to Thee," a grouping of familiar hymns, and "Organ Meditations," including selected organ interlude favorites. Each album contains informative program notes edited by leading music critics.

"The Holy City" album features four soloists, with chorus conducted by Thor Johnson, former conductor of the Cincinnati Symphony Orchestra. "Sacred Classics" is performed by the Earl Snapp Chorale, and "Hymns to Thee" is presented by a combination of a vocal chorus, brass ensemble and organ. "Organ Meditations" features Parvin Titus on a three-manual Holtkamp organ.

The Chime firm has a distributor set-up in Ohio, Indiana, Kentucky and Florida, with negotiations now under way to line up other territories.

Pat Formats  
Spell Radio  
Regression

NEW YORK — "Today's news-and-music is yesterday's radio," in the opinion of Gerald Bartell, president of the Bartell Family Radio chain. Bartell made this pronouncement in the course of an address, tagged "What Is Radio Coming to?" given at the Mississippi Broadcasters Association meeting in Oxford, Miss., last week.

Bartell predicted that "the most powerful single fact (news-and-music) of radio in the past 10 years will, before we know it, be relegated to historical archives of 'simple pioneer forms.' When pat routines are substituted for creativity, inertia sets in," said Bartell, "and a cycle of regression is at hand."

The exec said the Bartell group has "committed itself to a changing — a dynamic — programming based upon the ebb and flow of audience interests and tastes." "Upon a matrix of family music and news," he explained, "are set an ever-changing series of copy-right games for family fun" (Continued on page 46)

Everest Solid  
Pkg. Issue

NEW YORK — Everest Records, a division of the Belock Instrument Company in nearby Long Island City, has come up with its first bulk package release, which consists of 10 LP's, with stereo and monaural versions of each. Seven stereo tapes were released simultaneously.

Pop LP's are by Raoul Poliak, Andy Sannella, Mike Iskiwicz, Raymond Scott, Woody Herman, Tito Puente and Charlie Barnet. On the classical side, there are works by Mahler, Antill, Prokofiev and Hindemith, performed by such groups as the London Symphony and the London Philharmonic. List prices for stereo and monaural are \$5.98 and \$3.98 respectively.

Tapes are all in the pop field and feature Raoul Poliak and Andy Sannella. These list at \$8.95 and a special offer of one free for every three bought is now in effect for dealers.

London-Richmond Album  
Barrage 71-Gun Salute

NEW YORK — London Records unleashed one of its heaviest barrages of LP product ever this week with a grand total of 71 releases across the board of London monaural and stereo and Richmond low price (\$1.98) monaural packages.

The stereo release of 31 items highlights three de luxe complete opera sets, three of which feature Renata Tebaldi. The latter includes Puccini's "Madame Butterfly," (three disks at \$17.94); Verdi's "La Forza Del Destino," (four disks at \$23.92); and Verdi's "Il Trovatore," (three disks at \$17.94). The final opera set (four records at \$23.92) is Richard Strauss' "Ariella," which features Lisa della Casa, George London and Hilde Gueden.

Other important items among the 22 classical stereo sets feature performances of Sibelius Songs by Kirsten Flagstad; Tchaikovsky's "Symphony No. 4," by l'Orchestre de la Suisse Romande and "Symphony No. 6," by the Vienna Phil-

harmonic; Schubert's "Symphony No. 9," by the London Symphony, plus works by Mendelssohn, Grieg, Massenet, Debussy, Beethoven, Vivaldi and Chopin.

Among the pop stereo offerings are two by Ted Heath; two by Cyril Stapleton which includes a highlight set, "Swinging Brass," "An Evening in London," by Frank Chacksfield; "Cuban Moonlight" with Stanley Black and his Latin rhythms; the stereo version of Mantovani's top-selling "Concert Encores," "Men of Brass," by the Matted Brass Bands, and The Band of the Grenadier Guards in "Famous Marches of Sousa."

The London monaural LP release of 24 items, first single-track release for the label since June, contains but six classical sets as against 18 pop issues. Among the lead pop items are a collection of "National Anthems of the World," by the Band of the Grenadier Guards; "Hits I Missed," by Ted Heath, and "Ros and Broadway," (Continued on page 44)

## EVEN IN TEXAS

Ears of  
Aberbach  
Are on

NEW YORK —

Yankees have not music publishers well-oiled farm networks across the land. Word of on ample has filtered Teddy Reig, Roost label and was traveling in hinterlands and was "fractured" by a group he caught at a honky-tonk type of club in Dallas. In the tradition of the indie operator, he quickly arranged studio time for the next morning and forthwith cut four great sides. By noon, he was on his way to Houston by auto with the masters in the back seat.

Arriving in the latter city, he thought about bunking in the Rice Hotel and passed it up when he saw the glow of the Shamrock up the street. No sooner had he walked in the door of the fabulous hostelry, than there was a page for him. Unbelieving, he rushed to pick up a phone. "You know those four sides you cut this morning in Dallas," came the clipped teutonic tones of Gene Aberbach from New York, "They're all our tunes."

Groups Dig  
Names the  
Weirdest

• Continued from page 1

Gay Charmers, Lovers, Golden Sounds, Supremes, and Miracle Men.

On the scholastic scene the old mores, Danny and the Juniors, etc., have been augmented with the Pledges, the Students, the School Belles, the School Mates, and the Academics.

Altho he's not a group, many tradesters think the standout new name this season is that of Felsted's new warbler, Charles Francis Scarrett III.

Other new group monikers include the Rebs, Thretones, the Roses, the Blenders, Unique Teens, Rock-Its, Dalkaps, Trojans, Redjacks, Applejacks, Tune Rockers, Holidays, Gondoliers, Fortunes, Happy-Timers, Rivieras, Laine-Airs, Saints, Mogambos, Humdingers, Hot Rods, Sharps, Doodlers, the Pals, Ravenairs, the Rays, Playthings, the Zanies, Vestelles, Ma Caps, Honeycones, the Caribbeans, Edaros, Rockin' Boes, Fauns, Tattations, Street Singers, Petites, and the Orientals.

Argo Debs  
New Sampler  
Gimmick

CHICAGO — Argo Records, Chess subsid, this week introduced a new album package design and a major innovation in the distribution of samplers.

The innovation is to include an EP sampler of five Argo albums with certain Argo LP's sold at \$3.98. Thus the promotional disk is given free to a cash customer of a particular style of repertoire.

The new package is designed to accommodate the LP and the sampler. The free EP is contained in an extension of the regular LP package, from which it can be separated.

The sampler distribution gimmick is being tested with three albums in a new LP release, packages by Johnny Griffin, J. C. Heard and Yusef Lateef. Other items (Continued on page 46)

British to Up  
Copyr't Term  
On Yank Works

WASHINGTON — Great Britain will extend its copyright protection for a term of life and 50 years, to works by U. S. nationals, and citizens of other countries which are signatories to the Universal Copyright Convention. However, the extended term, which is generally enjoyed by British citizens, will not bring works already in public domain back into copyright.

Prior to the new British copyright order, effective August 11, (Continued on page 56)

Allison Toasts  
Tee-Off of  
'Just Young'

NEW YORK — Aamco Records and Allison Records, new labels of Allison Enterprises, threw a swinging party last week (26) to celebrate the official opening of the new firms. Allison Enterprises is headed by Carl LeBow, president, and Ray Muscarella, secretary-treasurer. The party helped celebrate the label's fast-moving and first single release, "Just Young" by Andy Rose.

Allison Enterprises now consists of two labels, Aamco Records, which has a line of \$1.49 LP's as well as singles, and Allison Records, the new educational series. Firm has also started two music firms, Lynd Music and Allison Music. Sales head of the label is Lou Capone, promotions head is Tom Vastola, production chief is Manny Warner and a.&c. head is Lee Kraft. In addition to Andy Rose, firm has Teal Joy, Paulette Sisters, Ted Steele, Jack Carter, Paul Winchell, Tony Middleton, George Rhodes and the Three Cards under contract.

Redd Evans  
Signs Acts

NEW YORK — Brill Building veteran Redd Evans, whom many credit with having "started it all" as far as the teen disk movement is concerned with "Too Young," has signed a number of acts for his Redd-E Records label.

Evans already has the Fields-Madera ork under contract, following their dishing of "Holy Mackerel." Now he has signed thrush Jeannie Burns; El Rojo, known as the Edmundo Ros of Bermuda; Mel Garrett, a chanter, and a group called the Idols. The label now has 24 distributors.

# THERE'S ONLY ONE—



Huddling to select the musical numbers for "Your Hit Parade" is the show's production team. Seated (L. to R.) are writer Buddy Arnold, Producer Perry Lafferty, choreographer Peter Gennaro, and director Norman Jewison. Standing (L. to R.) are choral director Clay Warnick, writer John Aylesworth, musical director Harry Sosnick and associate producer Bob Tamplin. What are they all studying? Why, The Billboard's charts, of course.

There's only one "Your Hit Parade" and it returns to TV this Friday, October 10, 7:30-8 p.m., EDST, over the CBS Television Network.

There's only one complete and authoritative trade publication in the music industry . . . The Billboard.

"Spotting the new songs and new talent for 'Your Hit Parade' is easy," says Producer Perry Lafferty. "The Billboard's charts are used exclusively to keep us in tempo with the musical tastes of our audience."

*Another example of industry service provided by*

**The Billboard**  
THE COMMUNICATIONS CENTER  
OF THE MUSIC INDUSTRY



# Chi Meet Lays Pipe for 1959 Diskery Convention

## Tee-Off Seen as Seminar Format; Exhibitor Trade Show Later

CHICAGO — A June, 1959, convention of manufacturers and distributors of "recorded sound" was the acknowledged objective of a group of 40 indie manufacturers and reps, who gathered here Friday and Saturday (26-27). While no definite decision was made, feeling of the meeting was that the convention be limited the first year to two days of day-long seminars, forums and general meetings of interest to both facets of the record and tape industry. Little emphasis was placed on the trade show aspect of the first year of the convention, with meeting feeling that more time be given to a good, solid program than to soliciting exhibitors to the convention.

Group decided upon the moniker, "The American Record Manufacturers' and Distributors' Association," suggested by Andy Litschi, Rex Productions, Hollywood. Charter was nebulously discussed, with Roy Scott, legal counsel for Sam Phillips and also appointed ARMADA counsel, to frame up charter and bylaws within the next fortnight.

Ewart Abner, general manager of Veejay-Abner, Chicago, one of the original instigators of the pro-convention group, was elected proxy. Other officers included: Sam Phillips, Sun and Phillips Intl., Memphis, vice-president; Nelson Verbit, Marnel Dist., Philadelphia, secretary; and Harry Schwartz, Schwartz Bros. Dist., Washington,

D. C., treasurer. Executive committee includes the above four officers, plus Harold Friedman, consultant to record firms; Harry Apostoleris, Alpha Dist., New York, and Phil Chess, Chess Prod. Corporation, Chicago.

**Mfg's, Distrib Only**  
ARMADA convention plans call for a convention solely for manufacturers and distributors from a program content, but "retailers may be invited to certain sessions." It was indicated that perhaps key retailers would be asked to participate in open discussions regarding mutual problems, but that emphasis would always be on manufac-

turers and distrib's headaches. Chess and Abner were delegated to investigate hotels at which the convention might be held. Discussion about the number of delegates to such a contemplated confab ranged around "a thousand."

Membership in ARMADA would be limited to one voting delegate from each "legal entity as a manufacturer or a distributing outlet in the field of recorded sound," with \$25 set as the initial membership fee. Associate memberships would probably be available to other interested parties, such as accessory manufacturers, retailers, deejay contact personnel, etc.

To facilitate membership drives, Abner selected the following for regional campaigns: West Coast, Litschi and Lou Chudd, Imperial, Hollywood; East Coast, Joe Cohen, Essex Dist., Newark and George Goldner, End and Gone Records, New York; John Kaplan, Pan-American Dist., Detroit, and Bob Hausletter, Roberts Dist., St. Louis; South, Phillips and Jake Friedman,

(Continued on page 9)

## King Records Sets Up Own Boston Branch

BOSTON — King Records is opening a direct factory branch here to service New England, under the direction of Willard Parrott. The new operation, covering complete distribution of King, Bethlehem, Federal, DeLuxe, Rep and Audio-Lab singles and albums, replaces Music Suppliers of New England, which has acted as King distrib for some years.

Among the new artists just sign by King are Harold (Shorty) Baker, long a trumpet man for Duke Ellington, whose first album, "Broadway Beat," will be released this month; the Puddle Jumpers on Federal, whose initial single is "Puddle," and Nyack, N. Y., nitery chanter Teddy Humphries. Signed for DeLuxe is Wes Voight, 17-year-old amateur golfing champ, who will wax "Another Guy's Line" and "Midnight Blues" with the Town Three.

## New Policy Builds KSO

DES MOINES — A complete programming overhaul has brought KSO Radio here a 70 per cent gain in gross billings in the first three months of new management, according to veepee Tony Moe. The station brought in a flock of new personalities, headed by deejay Don Bell (who moved over from rival KIOA), and the theory that each show needs a new, individual host brings Dick Vance of WEEK-TV, Peoria, Ill., to a 7 p.m. strip this week. The policy has brought KSO several dozen new national advertisers.

## Shapiro to Europe for Col. Huddles

NEW YORK — Nat Shapiro, international a.&r. co-ordinator for Columbia and Epic Records, leaves for Europe this week (7) for a fortnight or better of conferences with Columbia execs affiliates in Holland, Germany, Italy, Spain, France and England. Shapiro will show new product plans and will set up combination merchandise and promotion trips for Columbia artists in Europe. These include Duke Ellington, the Hi Lo's, Jimmy Rushing, J. J. Johnson and Kai Winding. He will also work on promotions for Columbia artists soon due abroad, such as Johnny Mathis, Norman Luboff, Guy Mitchell, Johnny Ray and Frankie Laine.

While overseas, Shapiro will also meet with execs of Philips-Decca in Italy on future releases of Columbia's "Adventures in Sound" series. As representatives of Columbia Records of Mexico and other South American countries on this trip, Shapiro will effect wider distribution thruout Europe of Columbia's large Latin American cat and a.&r.

## Zacharias Here With New Tunes

NEW YORK — Helmut Zacharias, noted violinist and clarinetist, arrived here from Europe Friday (3) aboard the S. S. Hanseatic. Zacharias, and his frau, Hella, will stay at the Barbizon Plaza.

His latest cleffing, "Fantasy on Three Themes," will soon be made available thru Mills Music here, according to Howard Lerner, of the firm. Zacharias' other works include "Once in a Lifetime," "China Boogie," "Slap Happ," "Violin Boogie" and "Violin Samba."

## BEAT THE ONE-SHOT JINX

### Freebies of Debut Disk Can Hype a Second Try

NEW YORK — Hard-pressed record men, plagued with the current widespread problem of how to make a sustained success of what might normally be a one-shot artist, have come up with an interesting variation of an old promotion pattern.

It's no secret that the accepted promotional practice is the device of freebie records. Distributors have to have them to spread around among jocks, operators, etc. The only variation in the trade is the amount of free disks a record company is willing to hand out to get a platter moving.

The latest gimmick comes into play when an artist's follow-up to a hit is released. When shipments

A business meeting will be held at 4 p.m. followed by a dinner at 7. of the second disk are ready to go out, they are accompanied by bonus promotion disks, not of the second record, but of the initial one, which might well be still riding the charts. These, it has been found, tend to have a sustaining effect for the artist among not only promotional levels but among buyers as well.

In the latter case, dealers who get a parcel of the initial disks along with the new record shipments, have taken to the idea with gusto. They are understood to be making combination deals on the standing hit and the new release for prices like \$1.15 and \$1.29 for the two. This is possible because the distrib offers the retailer a special deal on the older record, on the theory that the major cream has already been skimmed off for disk No. 1.

On the other hand, a certain number of sales are generated, which ultimately lands the second disk on various radio station Top 40 charts, which in turn leads to additional sales. "It works sort of like a snowball," said one trader who has tried it successfully. In some cases, it's pointed out, an artist has been sustained for four or five records in this manner before finally running out of gas.

## Chi Gets 2d ASCAP Meet

CHICAGO — Midwest members of ASCAP will hold their second annual meeting today (6) at the Drake Hotel here.

A meeting was held last year to mollify some members who felt let out of society affairs because of their distance from the Brill Building. The meet, addressed by Paul Cunningham, president, was so well attended that Cunningham decided to make it a yearly affair.

## 13 NEW ONES FOR HOT 100

NEW YORK — Thirteen new sides appear for the first time this week on The Billboard's Hot 100 chart. Titles, artists, labels and positions are:

69. Hoopa Hula—Betty Johnson, Atlantic.
73. The Hula Hoop Song—Georgia Gibbs, Roulette.
87. Well, I'm Your Man—Johnny Tillotson, Cadence.
88. All Over Again—Johnny Cash, Columbia.
90. A Lover's Question—Clyde McPhatter, Atlantic.
92. Need You—Donnie Owens, Gwyden.
93. It's Raining Outside—The Platters, Mercury.
95. Queen of the Hop—Bobby Darin, Atco.
96. Fried Onions—Lord Rockingham XI, London.
97. The Blob—The Five Blobs, Columbia 41250.
98. Just Young—Paul Anka, ABC-Paramount.
99. The Hula Hoop Song—Teresa Brewer, Coral.
100. Just Young—Andy Rose, Aamco.

## ASCAP-BMI Libretto by Smathers Committee

By MILDRED HALL

WASHINGTON — The full score of the Smathers' legislative opera was released in printed form last week. The 1,237-page document contains every ASCAP and BMI aria sung in the Senate Commerce Subcommittee hearings on the bill S. 2834 to prohibit broadcasters from owning music publishing or recording interests.

In the record of the hearings on the now defunct bill, two brief statements stood out at the start and the finish of the three months of hearings.

One is the conclusion reached by Chairman Pastore (D., R. I.) that altho he had found no clear proof of violation of the public interest, as charged against broadcasters by ASCAP songwriters, "I was impressed by the sincerity of the parties on both sides of this issue." Also, it was a "joy," to watch the eminent counsels, Schulman for SPA, Kaye and Judge Rosenman for BMI, present their case.

The other is the prophetic opening remark by the bill's author, Senator Smathers (D., Fla.): "I am certain that no one here has any idea of destroying either BMI or

ASCAP. We need them both. The objective is the serving of the public interest. If that cannot be done, if the public interest will not be served (by the legislation), why, then, of course, the bill should not be adopted."

Additional material to the hearings themselves, as reported in The Billboard (issues of March, April, May, 1958), are some 120 letters to the committee, with about 58 endorsing, 63 opposing the bill. Also in the printed record is a 148-page listing of all BMI publishing affiliates in the U. S. and Canada, as submitted by BMI Vice-President Robert Burton.

Proponent letters were brief, largely "God bless you" notes to Pastore and the Commerce Committee from songwriters who believed the bill would save American music from what they felt was a monopoly of poor-grade music, as contrasted to the formerly domi-

(Continued on page 9)

## Washington Gets Kluge

WASHINGTON — Kluge Radio Stations will set up headquarters in Washington, it was announced last week by John W. Kluge, majority owner of the six-station group. Ernie Tannen will be managing director.

Kluge stations include WGAY, Washington; WEEP, Pittsburgh; WKDA, Nashville, Tenn.; WINE, Buffalo, N. Y.; KNOK, Ft. Worth, Dallas, and WRSR, Cleveland, (pending FCC approval).

Tannen is noted among broadcasters for having managed WILY, a Pittsburgh station programmed originally for local Negro community, into the highest ratings for category, and subsequently converted the station to a general-community service, with present call letters WEEP—one of the city's top three stations, Kluge reports.

## Stereo Heard In Old Vienna

WASHINGTON — The American pavilion at the Vienna Fair provided Austrian music lovers with a stereo first, by offering American jazz in stereo as well as the Viennese classical and old-time favorites, on the latest in U. S. stereophonic sound equipment.

Records were pressed on the spot, from vinyl powder, and are being given to the U.S.A. for eventual distribution to Austrian institutions, according to Commerce Department's Office of International Trade Fairs.

Among the firms contributing products to the U. S. exhibit in Vienna were Capital Records, Columbia Records, Mercury Records, Decca Distributing, Fairchild Recording, Audio-Fidelity, Inc.; Ampex, RCA, Zenith, Riverside Records, and Bell Sound System, Inc.

## Name Elder To NAB Post

WASHINGTON — Omar F. Elder Jr., secretary and assistant counsel of American Broadcasting Company, New York, has been named chairman of the Copyright Committee of the National Association of Broadcasters.

Other members appointed by President Harold E. Fellows were: Charles A. Batson, WIS-TV, Columbia, S. C.; Robert M. Booth Jr., attorney, Washington; Ian A. Elliot, KATL, Miles City, Mont.; Robert V. Evans, CBS-TV, New York; Leonard H. Higgins, KTNT-TV, Tacoma, Wash.; Philip G. Lasky, Westinghouse Broadcasting Company, Inc., San Francisco; Douglas L. Manship, WBBZ-TV, Baton Rouge, La.; Harry R. Olsson Jr., NBC, New York; Robert B. Tinscher, WHTN, Huntington, W. Va.; J. Pattison Williams, Air Trails Network, Dayton, O., and Cumar O. Wiig, WROC-TV, Rochester, N. Y.

## To Launch Destiny Label

NEW YORK — Bob Archibald, Harriet Walper and Bert Bacharach have banded together to start Destiny Records. In addition to the record label the trio has also formed Destiny Enterprises and the Destiny Music firm. The label will issue singles and albums in both the pop and jazz fields. On October 11, in the afternoon, the firm is auditioning talent at Steinway Hall here. Firm will wax its own records and will also buy masters that it considers have possibilities.

CONCERT

Stokowski Makes New Works Shine

Leopold Stokowski and orchestra, under the auspices of the Contemporary Music Society, gave New Yorkers an evening of very special musical delight Thursday (25). The place was Carnegie the occasion, the conductor's 50th anniversary concert, and the program featured the U.S. premiere of Ralph Vaughan-Williams' last symphony.

It was an evening of personal triumph for the white-haired maestro, who received a congratulatory telegram from President Eisenhower and a standing ovation from the audience. In accepting these demonstrations, Stokowski

stated "In this country lies great musical genius." And the different aspects of contemporary music he performed would certainly prove the truth of his statement to the most skeptical. Chilean Juan Orrego-Salas' "Obertura Festiva" opened the program. It's genteel yet lively music with a piquancy in the first theme and a strong, stirring beauty in the second. Highlight of the evening was Creston's "Toccatina, Op. 68." The composer calls it a "study in rhythm," and it is an ingenious essay in different variants of 3-4 meter. Its fresh, solid writing and fine sense

of form are really American music, and Creston, at their best.

Hovhannes' "Mysterious Mountain, Op. 132" is pervaded with a deep feeling of calm. With the final Andante espressivo, the cumulative intoxicating effect of the piece surrounds the listener. Riegger's short "New Dance," the only familiar work on the program, still sounds austere and virile. Concert concluded with the late Vaughan-Williams' Ninth Symphony, a rambling intimation of what the Englishman had grasped so well before. Altho spots of real lovely writing showed thru, it was, overall, tired and worn-out music. The Orrego-Salas and Creston works cry out for recording by some courageous company seeking feathers for its caps. **Bernie Hodcs.**

NIGHT CLUB

Marguerite Piazza Is a Powerhouse

The Empire Room of the Waldorf-Astoria, N. Y., opened its new season with Marguerite Piazza sipping for ailing Edith Piaf. Miss Piazza's rich soprano and bluesy low range are a disk natural; it's strange she's not recording. In a 30-minute act of fantastic speed and pace, she moved easily from "Turna Sorrento" to a showtune medley to "Zip" complete with strip.

The first opera star to go nitery, the attractive thrush reveals complete ease with a floor mike and working the tables. Opening in a festa gown with "Sposalizio" from "Most Happy Fella" and a Spanish evergreen, she quick-changes to a musicomedy segment, then applies clown makeup onstage for "Vesti La Guibba" and closes with a circus stint in

which she plays four instruments. For sheer energy, she and Betty Hutton are in a class by themselves.

One of the strongest points of the act is the legit quality of the backing. The arrangements are full, varied and colorful, which gives Miss Piazza quite a head-start over competing bistro divas. She also handles the numerous props better than most. The handsome Empire Room moved the ork to one side to set up her scenic effects and benefited by it. **Bob Bernstein.**

NETWORK TV

Everlys, Schwartz Tribute Aid Como

The second Perry Como NBC-TV show perked along at an entertaining pace Saturday (27) with a minimum of disturbing factors. On the solid plus side was the emcee himself, who provided pleasant airing of both sides of his latest RCA Victor release, with generous plugging for each. Ray Walston, star of the stage and screen version of "Damn Yankees," was agreeable in a simple bit involving four New York Yankees. This naturally led into

the song "Heart," which he and the ballplayers performed for amateurish results. Walston was also entertaining in a soft-shoe number, "Those Were the Good Old Days." The Everly Brothers, now vets of TV, maintained their fresh rural charm as they sold both sides of their current Cadence hit, "Bird Dog" and "Devoted to You." On the other hand, Ann Sheridan, who has now embarked on a musical career, failed to impress. The gal has plenty of personal

warmth and charm but her low, masculine singing voice is not an appealing one to hear.

The last 25 minutes were occupied by veteran clefter Arthur Schwartz, who has spearheaded the ASCAP suit alleging monopolistic practices by the networks and BMI, nevertheless accepted this opportunity presented by NBC to do an extended "And then I wrote" routine, utilizing the Everlys, Como, Walston and Miss Sheridan in vocals of many of his great tunes. Schwartz also plugged "Follow the Fellow," a show he is preparing with partner Howard Dietz. **Ren Grevatt.**

NIGHT CLUB

Joe Saye's Scotch-on-the-Rocks Piano

In his current stand with his newly-formed jazz trio at the Versailles, New York — Trudy Heller's new downtown version of the veteran East Side supper spot — Glasgow-born Joe Saye is offering late-nighters a brand of piano playing that's like a good Scotch-on-the-Rocks: tangy, clear in coloring and with a subtle kind of wallop.

There's more than a casual resemblance between the inventive piano work of this Flying Scot and that of his friend George Shearing. And, like Shearing, Saye is blind.

Working with Dick Garcia (guitar) and Jack Six (bass), Saye really hits his stride in "mood jazz" treatments of oldies like "It's

All Right With Me," "Bewitched, Bothered and Bewildered," and "They Can't Take That Away From Me," managing the neat trick of being highly inventive in his treatment of basic melodic lines while showing plenty of respect for what clefters like Kern, Rodgers and others were trying to say when they wrote them.

In all, it's a promising preview of Saye's upcoming "Double Shot" album for Mercury's Emarec label. **Charles Sinclair.**

REVIEWED IN BRIEF

County Fair

Seldom has such a contrived, transparent, insubstantial show found its way to screens as NBC-TV's latest daytime strip offering "County Fair." The slogan for the p.m. airc is "Everything can happen at a county fair," but in this case practically none of it is entertaining. Bert Parks and various sidekicks on the "midway" were louder than ever, which is saying something. High spot was through Roberta McDonald, who looked pretty and sang "Hard Hearted Hannah" well. **(Grevatt)**

Arthur Murray Party

The many critics again clobbered her show, Kathryn Murray led the last laugh with her premiere September 29 chalking up the highest rating in its time pe-

riod (NBC-TV, 10-10:30 p.m.). Talent-wise, Mrs. Murray registered strongest in her gracious, gregarious emcee role, rather than as a performer in a slapstick adagio turn. Teresa Brewer contributed a bubbly rendition of "Hula Hoop Song" but the superior ballroom dance sequences dominated the half-hour as always, with Arthur Murray, Kathryn and three guest terpers — Franchot Tone, Ricardo Montalban and Dan Dailey — providing some entertaining fancy stepping. **(Bundy)**

Alex and Michel

Alex (Foster) and Michel (LaRue), whose folk album "Follow the Drinking Gourd," has been attracting interest, put on a program of song, dance, mime and declamation at Town Hall, N. Y., September 28, assisted by Sylvia

Del Villard's De Carabalises Troupe. The concert attempted to express thru spirituals and drama the history of the American Negro. Except for the principals, it was incoherent. Only when Alex or Michel soloed did it become more than a school pageant. **(Hodes)**

Barbarian and the Geisha

"The Barbarian and the Geisha" is a lavish, overdrawn bio of Townsend Harris, first U. S. consul to Japan. On the plus side, Eiko Ando debuts with charm and talent as the fem who starts out to betray Harris and then falls in love with him and there's a fascinating helping of Japanese ritual amid gorgeous costuming. Hugo Friedhofer's music, tho it won't be a soundtrack album smash, is an inventive blend of Oriental woodwinds and sweeping strings. John Wayne is wooden as Harris. **(Bernstein)**

A Sure, Mature Boone Returns to Conquer TV

By BOB BERNSTEIN

Star: Pat Boone. Producer-director, Bill Hobin. Musical director-conductor, Mort Lindsey. Sponsor, Chevrolet. ABC-TV, 9:30 p.m., EDT, October 2.

His first year behind him, Pat Boone returned to TV Thursday (2) with the poise and sure camera instinct of a veteran. It's a new, mature Boone, manly rather than boyish, and it should win him larger audiences than ever. (His premiere Trendex led the time slot, incidentally.) With an attractive corps of 14 singers and dancers, he seems headed for a banner video season.

Despite a coy script, Pat and guests provided much musical fun. Even the commercial, a "subliminal" spoof, was delightful. The McGuire Sisters looked fetching in "Tyler's General Store," an offbeat number from Julius Monk's recent nitery revue, "Take Five," and joined Boone for an amusing "Tiptoe Thru the Tulips." Old-timer Bert Wheeler contributed a pleasant soft-shoe but his broad chatter style seemed out of keeping with the fresh, modern quality of the stanza.

The host added a warm reading of "Ebb Tide" and shone brightest in his relaxed dialog delivery. Modest scenic effects and unobtrusive direction by Bill Hobin helped considerably. It's not hard to see why this series is the only debutant to have survived last year's music debacle in television. It has professionalism, wide family appeal and sincerity. And, like Sinatra, Boone looks to become an entertainment staple and a figure of permanent stature out of his teen idol beginnings.

The noticeable lack of record plugs from host and guests was surely an esthetic plus, tho a commercial miff. In the long run, the performers should sell as many disks thru this tasteful absence as thru hard sell announcements.

Crosby Special Just Another Pleasant Video Song Fest

By HOWARD COOK

Star: Bing Crosby, Dean Martin, Patti Page, Mahalia Jackson. Producer-director, Bill Calleran. Music supervisor-conductor, Buddy Cole. Sponsor, Oldsmobile. ABC-TV, 9:30-10:30 p.m., EDT, October 1.

The first of Bing Crosby's two revues for ABC-TV had the casual charm of an unrehearsed get-together and, tho the over-all production might have been smoother, there was much that undoubtedly pleased viewers. Each of the stars plugged his latest single. Patti Page was winsome and lovely in her latest Mercury platter, "You Will Find Your Love (in Paris)," and her "True Love" duet with Crosby. Dean Martin warbled pleasantly his new Capitol release, "Once Upon a Time," and Mahalia Jackson presented "For My Good Fortune" amiably.

Crosby and Martin engaged in a mildly amusing bit of babble which led into a medley of "star songs." It wasn't nearly as effective as Merman-Martin, Crosby-Sinatra and other similar TV duets of the past. During the sequence, Bing sang well a former disk click, "Swinging on a Star." His solos included a moving "Far Away Places" and a dull "Swanee." Uptempo numbers are not his forte.

High points of the stanza were Miss Jackson's poignant reading of "Summertime" and a parody by Crosby, Martin and Miss Page of the "We Get Letters" segment of the Perry Como show. The dance team of Hanson and Tadlock was attractively lithe in its interpretation of "Here's to My Lady," danced against a soft rendition by the Norman Luboff Choir. There was nothing special about Sammy Cahn's special material.

Each act was introduced by a dotted lighting technique, silhouetting the scene to follow, that wasn't too effective. The commercials were unobtrusive, and one, modeled on the chanted "Music Man" opener, was better than much of the show.

La Madigan Breath of Fresh Air as Boulevard Reopens

By TOM NOONAN

Betty Madigan and Lenny Kent, headlining the New York Boulevard's opening show (club burned down some months ago), had to overcome more obstacles than the average performer meets in a half a dozen opening nights.

Considering that the house was bought out by a philanthropic organization, which proved a tough audience, faulty mikes, poor backing plus a minimum of rehearsals, they did a fantastic job. Dinner show did not start till 10:45, because of the many speeches on the org's agenda, and then kicked off with an entirely too lengthy a dance act.

Miss Madigan proved a breath of fresh air and brought life and the needed touch of professionalism to the evening's proceedings. Her relaxed style and complete ease in communicating with her audience made for easy listening and seemed to shrink the dimensions of the large room. She plugged her latest Coral album with a Jerome Kern medley and her current hit single, "Dance, Everyone, Dance." She utilized other audience-pleasers, such as singing their requests without music; "Joey," for instance. She also took a four-year-old tot from his proud parents to tell him "Marry a Woman Uglier Than You." She capped her half hour stay with a smartly gimmicked "When the Saints Come Marching In," wherein she pulled members of the band on stage for solos and a grand march off to great applause.

Lenny Kent, reviewed recently on this page, was, as usual, great and a master at ad libbing.

# MGM Records

1340 BROADWAY, NEW YORK 36, N. Y. JUDSON 2-3000

## SURE WINNERS FOR FALL SELLING



**CONNIE FRANCIS**

**FALLIN'**

B/W

HAPPY DAYS AND LONELY NIGHTS  
MGM K12713



**TOMMY EDWARDS**

**IT'S ALL IN THE GAME**

MGM K12688 on 45 & 78 rpm



**LARRY STORCH**

**POOPED**

MGM K12711

THE EIGHTH  
WONDER OF  
THE WORLD

Introducing



**GENE COURTNEY**

HE BELONGS  
TO YOU

PUTZIE PUTZ  
THE OCTOPUS

MGM K12712

Introducing



**TONY ROBERTS**

**I SURRENDER,  
DEAR**

B/W SHE

MGM K12710

See him  
on  
Milton  
Berle  
Show,  
Oct. 8

## DISTRIBUTOR NEWS

By HOWARD COOK

Bob Desdecker of One-Stop Record Sales in Buffalo, N. Y., reports strong action on "Heartaches" by Sam Sideburns on Carlton. "The Hula Hoop Song" by Teresa Brewer on Coral and Georgia Gibbs on Boulette is getting lots of play. Both versions are moving well. M-G-M is scoring with "It's Only Make Believe" by Conway Twitty and "Fallin'" by Connie Francis. "Once in a While" by Clyde Stacy on Bullseye is moving strongly. "Call Me" by Johnny Mathis on Columbia is big. Other hot items include "I've Got a Feeling" by Ricky Nelson on Imperial, "Forget Me Not" by the Kalin Twins on Decca, "Dreamy Eyes" by Johnny Tillotson on Cadence, "Stay Here With Me" by Domenico Modugno on Decca and "With Your Love" by Jack Scott on Carlton. Strongest RCA Victor disks are "Guaglione" by Perez Prado and "Love Makes the World Go Round" c-w "Mandolins in the Moonlight" by Perry Como. Hottest new platters are "Bend a Little My Way" by Nat King Cole on Capitol, "Lonesome Tears" by the Crickets on Brunswick, "Almost in Your Arms" by Johnny Nash on ABC-Paramount and "I'll Wait for You" by Frankie Avalon on Chancellor. Top LP's are "Johnny Nash" on ABC-Paramount, "Dynamic Dakota Station" on Capitol and "Volare" by Domenico Modugno on Decca. Strongest EP's are "But Not for Me" by Ahmad Jamal on Argo, "Stardust" by Pat Boone on Dot and "Sing Along With Mitch" by Mitch Miller on Columbia.

Mrs. Cora Lee Sawyer of Scan Distributing Company in Buffalo, N. Y., lists "Mexican Hat Rock" by the Applejacks and "Nine More Miles" by Andy Rose on Aamco is going well. "Dreamy Eyes" by Johnny Tillotson on Cadence is moving strongly. "White Bucks and Saddle Shoes" by Bobby Pedrick Jr. on Big Top is hot. "I've Got a Feeling" by Ricky Nelson on Imperial is strong. "A Part of Me" by Jimmy Clanton on Ace appears a winner. "Trickle, Trickle" by the Videos on Casino looks good. "Bull Whip Rock" by the Cyclones on Trophiy and "How Come" by Bobby Hamilton on Apt are moving. Top albums are "Ricky Nelson" on Imperial and "Jimmy Reed" on Veejay.

John Spragg of Tracy-Mitchell, Inc. and Fayson Distributors in Buffalo, N. Y., names "For My Good Fortune" by Pat Boone on Dot as his number one disk. "Heartaches" by Sam Sideburns on Carlton is also big. It's getting heavy juke and jockey play in the area. "With Your Love" by Jack Scott on Carlton is strong. "Cameo Ring" by Sonny Vito on ABC-Paramount is starting to move. Best-selling Chancellor records are "Someday" by Jody Sands, "I'll Wait for You" by Frankie Avalon and "Lili Lou" by Fabian. "Everyone Was There" by Bob Kayli on Carlton is selling well. Advance orders on Billy Vaughn's Dot waxing of "Cimmaron" are heavy. Top albums are "Stardust" by Pat Boone on Dot, "Johnny Nash" on ABC-Paramount and "Eydie in Love" by Eydie Gornie on ABC-Paramount.

**DISTRIBUTION DOINGS:** S and S Distributing Company in Detroit has added Doris Anderson to its record promotion department. Miss Anderson formerly did record promotion for Coral Records in Detroit. . . . Castle records has set the following distributors: Cadet, Detroit; Ideal, New York; Scan, Buffalo, N. Y.; Concord, Cleveland; Standard, Pittsburgh; Record Merchandisers in St. Louis and Los Angeles; Garmisa, Chicago; Southern, Nashville; Leonard Smith, Albany, N. Y.; Universal, Philadelphia; Schwartz Bros., Washington; True Tone, Miami; B & D, New Orleans; Mangold, Charlotte, N. C.; Dumont, Boston; Leslie, Hartford, Conn. and Music Sales in Memphis, Tenn.

**NOTES IN THE MAIL:** Bev Cherner of Kapp Records writes that Chatton Distributing Company, Kapp's distributors in Oakland, Calif., sends word that sales are blazing on "Songs of the Fabulous Century," Roger Williams' latest LP. Chatton hosted a soiree for music librarians and radio and TV luminaries to launch the release of Kapp's new album. Consensus was that this is Kapp's strongest album release to date. The "Fabulous Century" series also includes sets by Jane Morgan, David Rose, Marty Gold, Vic Schoen, the Troubadors and Frank Hunter. Bob Heller of Chips Distributing Company in Philadelphia writes that Chips is currently involved in a big promotional push on 101 Strings, Somerset artists. The group currently has a hot single in "Malgreana."

M & N Distributors in Buffalo, N. Y. report that "Fallin'" by Connie Francis on M-G-M is their top disk. "There Goes My Heart" by Joni James on M-G-M is also strong. "It's Only Make Believe" by Conway Twitty, M-G-M artist, is hot. Epic has a strong item in "Wendy, Wendy" by the Four Coins. "Thunderbird" by Sonny Burgess on Sun is starting. "Peaches and Cream" by Larry Williams and "Baby Face" by Little Richard are Specialty's strongest platters. "Viddy Biddy Baby" by the Schooners on Ember is big. "You Are the One" by Baby Cortez on Clock looks like a winner. "I'm So Young" by the Students on Checker has broken out. Swan is strong with "Leave Me Alone" by Dickey Doo & the Dont's, "Summer Souvenir" by the Keefer Sisters and "Chick-A-Lou" by John Mann. "Queen of the Hop" by Bobby Darin on Atco and "Chinchilla" by the X-Rays on Kapp are selling well. Kapp's new releases are going well.

Ted Kellum, of Marnel Distributing Company in Philadelphia, sends word that he has several hot things going. Epic is strong with "Wendy Wendy" by the Four Coins and "Summertime, Summertime" by the Jamies. Carlton's current hot platters are "With Your Love" by Jack Scott, "Everyone Was There" by Bob Kayli and "I'm Sorry" by the Royal Holidays. "The Green Mosquito" by the Tune Rockers on United Artists is big. "Young Love" by Andy Rose on Aamco is going well. Cameo's clicks are "Nine More Miles" by Georgie Young, "Mexican Hat Rock" by the Applejacks and "The Secret" by the Gamors. Strongest Imperial disks at Marnel are "Young School Girl" by Fats Domino and "My Blue Heaven" by Frances Faye. "Baby Face" by Little Richard is Specialty's strongest platter. Savoy is hot with "It Don't Hurt No More" by Nappy Brown and "Deacon's Walk" by Billy Hope.

Harry Carter, head man at Music Suppliers, Inc., in Boston, has announced the results of the Sixth Annual Disk Jockey-Dealer Golf Soiree, which is hosted each year by the distributing firm. Stan Richards, of WORL, won first prize for low net. Larry Welch, of WORL, walked off with second-place honors for the longest drive on a selected hole; third prize was taken by Fred Hartson, of Krey Music, for ball closest to pin on drive. Dick Mitchell and Jerry Flato tied for fourth prize on high gross. The contest was followed by a party and banquet.

## Lay Pipe for Diskery Conclave

Continued from page 6

Southland, Atlanta; Southwest, Ron Robey, Peacock Records, Houston, and Harold (Pappy) Daily, Houston, and Don Dumont, Dumont Dist., Boston, New England.

One representative of each organization present at the two-day Chicago meeting was elected to the board of directors, which reads as follows: Sam Phillips; Jake Friedman; Bob Van Metre, Eastern sales manager, Specialty Records; Nelson Verbit; Ewart Abner; George East, Chicago; Don Robey; Harry Finer, Universal Dist., Philadelphia; Andy Litschi; Tom Robinson, Atlas Records, New York; Marv Browdy, Sterling Dist., Cleveland; Steve Janis, Variety Records, Chicago; Earl Glicker, All-State Dist., Chicago; and Joe Cohen.

The executive committee met in closed meeting Saturday afternoon, and plans were made for another meeting of the executive committee before January 1.

### General Interest Cited

Abner said that wires or letters of encouragement were received

from over 120 distributors and that over 80 manufacturers acknowledged the objective of ARMADA. Glenn Wallichs, Capitol; Goddard Lieberman, Columbia; and Sid Goldberg, Decca, all sent wires, which suggested ARMADA contact the September 30 meeting of the Record Industry Association of America in Los Angeles. John Siemas of Rex Productions was to represent ARMADA in meeting with RIAA regarding convention planning.

Several times during the meeting, praise was showered on the first annual disk jockey convention, staged by the Storz group of radio stations in Kansas City in 1958. ARMADA meeting stipulated the manufacturers and distributors be notified well ahead of time that the two-day convention would require all-day attendance by all delegates at convention planned and sponsored meetings and that if manufacturers and distributors wished to get together, they hold meetings at night or a day before or after the actual convention.

## Libretto by Smathers Comm.

Continued from page 6

want ASCAP standards and show tunes.

Proponent letter writers included Carmen Lombardo ("The Lombardo orchestra has made its reputation playing old songs"); Deems Taylor, George Jessel, Dean Martin, Harpo and Groucho Marx, Ira Gershwin, Mrs. Gus Kahn, Mrs. Sigmund Romberg, Morton Gould, C. Handy, Leonard Bernstein, Jimmy McHugh, Harold Rome and Richard Adler.

Opponent letters, which were longer and more businesslike, came from broadcasters, songwriters, recorders, publishers, deejays, and others. These included orchestra leader Ray Bloch, Count Basie, Martin Melcher (publisher, and husband of Doris Day), Del Wood ("Grand Ole Opry"), Nat King Cole, Lena Horne, Archie Bleyer (Cadence Records); Robert Ward, President American Composer Alliance; Art Ford ("Make Believe Ballroom," WNEW, New York); Jimmy Davis, former governor of Louisiana; Ralph S. Peer, and a half dozen regional broadcasting associations.

Three letters had positive suggestions to offer. One was from publisher Ralph Peer, asking that if the government desires to regulate performance rights societies, why not use the direct approach and invent proper controls? He criticized the "self-perpetuating" board of directors of ASCAP as "beneath our national dignity" as an agency for handling perform-

ance rights. The Smathers bill would offer only a "negative" approach to the problem, said Peer.

A scathing indictment of the copyright law as being unfair to the broadcaster-user groups was sent by Marlin T. Obie, KWAD Broadcasting, Wadena, Minn. Obie says the Federal Copyright Law has permitted "undue and discriminatory" licensing fees to be levied on broadcast users, under "oppressive" conditions. Obie recommends a Federal Overseer, to work with various copyright committees of music publishers and the radio industry, to give broadcasters an even break with other music users.

Obie suggests an "elimination of the right to make an audit of our records; an elimination of our being required to make periodic surveys of the music we play; elimination of paying a percentage of our gross income that forces us to pay on programs that do not contain one second of music."

Opponent John M. Rivers, of WCSC, Charleston, S. C., also argues against music licensors charging a percentage of the gross. He believes BMI and ASCAP should get a percentage only of the net profit. "Even the Treasury Department asks us only to pay income tax when we make it," but the licensors tax broadcasters "whether we made it or not."

## Shad to Exit Mercury Fold

NEW YORK — Bobby Shad, Mercury Records' pop a.&c.r. director, exits the company by the beginning of November. He has already submitted his resignation.

It is known that Shad is already considering several offers but has made no decision. In addition to offers by other labels, he is weighing the possibility of going into business on his own.

"In any case," says Shad, "during the first 10 days of November, come rain or shine, I will be deer hunting with bow and arrow."

The a.&c.r. exec has been with Mercury eight years, and has handled such artists as Patti Page, the Platters, Sarah Vaughan, the Dancers, Dinah Washington — and many others on singles and albums. His experience encompasses the pop, jazz, rhythm and blues and rock and roll fields.

Prior to his joining Mercury, Shad operated his own label, "Sit-tin' In."

# MGM Records

1346 BROADWAY, NEW YORK 26, N. Y. JUDSON 3-3000

## SURE WINNERS FOR FALL SELLING

### JONI JAMES



## THERE GOES MY HEART

MGM K12706 on 45 & 78 rpm

### JOHNNY DESMOND



## C'EST SI BON

(It's So Good)

MGM 12717

Keep your Eyes and Ears on

### FRAN WARREN



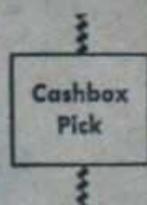
## SUNDAY KIND OF LOVE

MGM K12718

### JIMMY NEWMAN



YOU'RE MAKIN' A FOOL OUT OF ME



OUTSIDE YOUR DOOR

MGM K12707

### HONEY & SUGAR



## BABY WITH THE BAREFOOT FEET

MGM K12709

## Marek Starts Japan Tour

NEW YORK — George R. Marek, vice-president and general manager of the RCA Victor Record Division, explained on a two-week visit to Japan. Marek will talk with execs of the Victor Company of Japan, Ltd., exploring stereo problems and means of broadening the Far Eastern market.

The RCA Victor chief will lecture on opera at Tokyo University of Arts and other cultural centers. He will also participate in radio and concert events in honor of the 100th anniversary of Puccini's birth.

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HITS!**

**BILL  
FARRELL  
AND  
CIRCUS MY HEART  
MY HANDS**

Cub K9015

**LILLY ANN  
CAROL  
COME  
BACK TO  
SORRENTO  
YES SIR,  
THAT'S MY  
BABY**

Cub K9016

## Would Revive Rodgers Day Celebration

MERIDIAN, Miss.—An effort to revive the annual Jimmie Rodgers Day Celebration, held here each May 25 on the late c.&w. star's birthday but canceled out this year due to lack of interest, is being made by the Meridian Restaurant Association, which is planning to sponsor the Rodgers festival in 1959.

The restaurant men's group is reportedly working in conjunction with representatives of local civic clubs, the local Chamber of Commerce and Junior Chamber of Commerce, as well as city council and the county board of supervisors to put the idea across.

Spokesmen for the restaurant association say they plan to keep the festival on a non-political, non-profit basis. Prior to 1958, the Jimmie Rodgers Day Celebration had been presented annually for some half dozen years, drawing a fair measure of interest and attendance from all facets of the country music field. Several of the early events, however, had been criticized for allowing political activity to creep into the proceedings. This had been eliminated in more recent festivals, however.

The Jimmie Rodgers Day Celebration was originally nurtured by country music vets, Hank Snow and Ernest Tubb. Lack of support from local interests and the fact that preparations for the event took so much of their time, caused them to call off the event in 1958.

It is reported that the local restaurant men's org has outlined its plans for the 1959 event with a number of the leading artists and music men who have participated in past Rodgers festivals, with the idea netting excellent response to date.

## EIA Exec Cues Radio, Phono Sales Boom

WASHINGTON — Happy days ahead for sales of radios and phonos for the American home were predicted by Electronics Industries Association veepee James Secrest, in a let's-get-together talk before the Electrical Leagues' 23d Annual Conference here last week (1).

Stereo on radio, thru multiplexing, has raised the baton on a "second period of expansion" for radio; the phonograph is "back to stay, and is completely rebuilt"; and the tape recorder is growing in popularity for home recordings, said Secrest.

Secrest advised the industry to take full advantage of new prospects in consumer buying by full-scale promotion of National Radio Week, next spring, and National Television Week, this November. Dealers in musical and other appliances reported best results last year in areas where the Electrical Leagues gave the national broadcasting weeks a strong promotional push, according to the EIA executive.

Watch them climb..

**WHISPERING GRASS**

Sung by SYLVIA SAYNT  
on United Artists (#143)

**I CAN'T SEE WHY**

Sung by BUBBER JOHNSON  
on King (#5148)

**MILLS MUSIC, INC.**

## Prep Invites to C&W Fiesta

NASHVILLE — Walter D. (Dee) Kilpatrick, general manager of WSM's "Grand Ole Opry," announces that the line-up of sponsors for WSM's Seventh Annual Country Music Disk Jockey Festival, to be held here November 21-22, commemorating the 33d anniversary of the "Opry," will be announced next week, with invitations and pre-registration forms being mailed out October 16.

In an effort to control and expedite registrations, WSM and "Grand Ole Opry" officials are soliciting the aid of radio station managers in listing their authorized personnel who will attend. WSM is sending out invitations to all country music disk jockeys and artists and allied industry people such as publishers, recording personnel and trade journal representatives. They urge that pre-registration forms be returned promptly.

The festival program subjects will be timely, comprehensive and informative, Kilpatrick promises. The newly formed Country Music Association will meet in WSM's Studio C at 9:30 a.m., Thursday, November 20, to complete organization plans and elect officers.

Headquarters for the gathering will be the Andrew Jackson and Hermitage hotels. The festival committee is headed by Kilpatrick and includes WSM program manager, Ott Devine, and promotion director, Royal McCullough.

## Kaplan Heads Sunbeam Sales

NEW YORK — Sunbeam Records, publisher Tommy Valando's record label, this week named Herman Kaplan as national sales manager. Kaplan succeeds Neil Galligan, who has been promoted to new administrative duties with the various Valando publishing firms as well as the record label. Kaplan, who worked with a number of record firms and distributors in both Philadelphia and New York, helped organize the Sunbeam label early this year.

## Vox Skeds 22 October LP's

NEW YORK — Vox will maintain its balance in favor of monaural releases in its October issue of 14 monaural and eight stereo albums, largely classical. Highlights include the first two volumes of the complete quartets and quintets of Schubert by the Endre Quartet, each with three disks; the 12 harpsichord concertos, Op. 5, of Corelli, also a three-disk album, completing the long-range Vox project of waxing all of Corelli's instrumental music; and the first stereo etching of Mahler's "Das Lied von der Erde," a two-disk album featuring alto Grace Hoffman and tenor Helmut Melchert.

"DANCE EVERYONE DANCE"  
BETTY MADIGAN

"A LITTLE BIRD TOLD ME"  
TINA ROBIN

"MARIOLAINA"—GOGI GRANT

"LADIES PLEASE REMOVE  
YOUR HATS"—LOU BUSCH

BOURNE, INC.—ABC MUSIC  
136 West 52 St. New York 19

## MUSIC AS WRITTEN

By BOB ROLONTZ

### OF MUSIC AND BRIGITTE BARDOT

Sacha Distel, singer and musician who has become internationally famous via his engagement to Miss B. Bardot (Sacha was known as a pretty darn good musician before his romance) was in New York last week to cut a single for Dot Records. The tune which he had cut in Europe as an instrumental, is called "Brigitte," and it now has an English lyric penned by Fred Ebb. Distel returned to Europe this week. Meanwhile, back at Dot, an album waxed by orkster Ray Ventura, Distel's uncle and another famous musician-publisher in his own right, will soon be issued on the Dot label. Album contains tunes from a group of French flicks including those featuring B. B. Title of the album, "La Belle Bardot."

Orbit Records, the Hi-Fi Records subsid, expands its talent roster with the signing of two more vocalists: Jack Owens and South African songbird Maggi Woodward. First Owens release includes original clefting, "Martian Love Call." . . . Jim Ameche added 166 outlets around the world to the 44 domestic stations carrying his show by signing with Armed Forces Radio.

Cleffer Billy Austin has been plugging for several years to attract attention to "I Don't Need You," which he wrote with Johnny White. After blanketing the Hollywood Boulevard piano bars with the ditty, Louis Jordan will cut the tune. . . . Earl Grant is tripling his activity these days. Heldover for his nightly appearances at Gene Norman's Interlude Club, started an hour TV show on KTLA, and makes his first movie appearance in Sam Katzman's Columbia picture, "Juke Box Jamboree."

On the sound track: French composer George Auric signed to score Metro's "The Journey" film. . . . Franz Waxman will compose and conduct the score for "This Earth Is Mine" for UI. . . . Dimitri Tiomkin will try his pen at an assignment other than songwriting: He will compose the liner notes for Bel Canto's "High Noon Cha Cha Cha" album. Si Zintner conducts Billy May Latin arrangements of the Academy Award winning score.

### New York

The New York Association of Record Dealers, headed by Charles Lichtman, will hold a meeting on Tuesday (7) at the Henry Hudson Hotel in New York. . . . Correct title of San Francisco's newest record label is Goode Records of San Francisco, in Mill Valley, Calif., according to a note we received from advertising chief R. Cameron last week. . . . Hal Webman, head of Greenwich Records in New York, signed a new singing group, the Emjays last week. Group features Judy Lloyd, daughter of former screen star Esther Halston. The other members of the Emjays are Jimmy Evans, Mike Love and Mike Fox.

Jack Friedman, after six years with Mershaw of New Jersey, a rack jobber, has left to join Fleetwood Record Service as promotion manager. Fleetwood is one of New York's newest rack jobbers. . . . Carmen MacRae and Irwin Corey are now at the Village Vanguard in New York. . . . Marshall Grant and his trio are now at the Cafe de la Paix of the St. Moritz Hotel in New York. . . . Wally Robinson of the publicity department of Columbia Records became the father of another son last week, named Noah. Robinson has two other sons named Adam and Matthew.

John Gaunt, vice-president of Grant Advertising, passed away last week. He was 46. Grant was connected with many musical TV series, lately the Lawrence Welk Show. . . . New kiddie LP out on the RCA-Bluebird label titled "Humpty Dumpty's Album for Little Children" is based on poems appearing in the Humpty Dumpty magazine, a Parent's Magazine associate publication. Disk and magazine firm have worked out a tie-in for subscriptions to the magazine at a special price with each LP. . . . Hans Lensfelder, cleffer and head of Request Records, has returned from an extended trip to Europe where he recorded the World Symphony Orchestra in several albums for the label. . . . The new president of the American Music Conference is William Sutherland, executive vicepres of Wilking Music Company, in Indianapolis. He succeeds J. L. Krause, of Harmony Company.

Christy Records of Los Gatos, Calif., has upped its release sked to four records a month. Joe Jaros, head of Christy, said the first release in October will feature Al and Nettie. . . . Larry Penzell, formerly with Muriel Francis Associates, has opened his own office in New York for publicity and public relations. . . . Teddi King will play a week at the Americana in Miami starting in November. . . . Arthur Murray has completed his first album for RCA Victor which features seven different types of rhythms. . . . Bow Records has signed a new team, Peggy and Bob. . . . The Ascats, Arrow pactees, are now at the Elmwood Casino in Canada. . . . Holland Records has signed the Russo Brothers and a new group, Four B's and a G. . . . Lillian Briggs of Sunbeam Records, is now playing Eddy's in Kansas City.

### Chicago

Replica records, Des Plaines, Ill., which pioneered in the field of hi-fi long-play, has gone out of business. They are currently selling out their masters. . . . Chicago Symphony ork and maestro Fritz Reiner begin a 15-day tour of the East today (6) before opening its regular Orchestra Hall season. . . . Merc prexy Irv Green in California last week. . . . Lyric Opera enjoying heavy advances for its forthcoming eight-week season.

Carnation Milk has made a deal with Columbia, whereby the consumer can purchase a special Duke Ellington-Mahalia Jackson EP, containing numbers from a recent Columbia LP, for 50 cents with three milk can labels. . . . Viola Jefferson, one-time chirp with Earl Hines in his big-band heyday, has returned to Chicago after many years in Europe. . . . All-State Distributing, owned by Paul Glass, has moved into new self-service quarters at 1450 S. Michigan. Distrib point first self-service operation in the Midwest.

## VOX JOX

By JUNE BUNDY

**JOCKS OF ALL TRADES:** Station WDCY, Minneapolis, thinks it has a deejay "first" in Dan Daniel, who recently signed a contract with the Minneapolis Laker professional basketball team for the 1958-59 season. The station opines six-foot-four-and-a-half inch-tall Daniel is "the first and only deejay who has ever signed a contract to play professional basketball." Daniel, who has a nightly 7-10 p.m. show, was recently awarded the American Federation of Television and Radio Artists award as "Best Disk Jockey of the Year" in the Twin Cities.

Hal Howard, country and western jock on WPNX, Phenix City, Ala., has waxed a couple of sides for Wee ReBel Records, a new company which numbers two WRBL, Columbus, Ga., jocks as staffers, including Ben F. Parsons. Parsons points out that the label name incorporates

the station's call letters. . . . Also active in the recording field is Guy Sothern, WGMS and WTTG-TV, Washington, D. C., who recently sliced an LP, "Hymn to the Kiss" for York Records.

**THIS 'N' THAT:** Abe Lincoln, who emcees "Abe Lincoln's Juke Box" over KSYD, Wichita Falls, Tex., writes, "We are spinning no more records with any reference to 'Bandstand.' Why push (Dick) Clark and TV when they are fighting us? Songwriters are very deliberately, I believe, using the phrase 'Bandstand' to get it plugged on the show, so why should we help Clark. If all the jocks would drop records with 'Bandstand' in the lyric it would quickly put an end to this edge which Clark has had."

**TEENERS TAKE OVER:** Melvyn Smith writes to tell us about an unusual new record hop show, "Teen-Age

Beat," over WCSC-TV, Charleston, S. C. The show, says Smith, "is truly a teen-age show, because it is created, written, produced and di-

rected by teen-agers. The emcee is 17-year-old Bob MacInnes (staff announcer for WCSC). The director is 18-year-old Jack Petit. Both boys are high school seniors with considerable radio-TV experience. The cameramen are teens—the director, the floor manager and the producer (me!). Pepsi sponsors the Saturday afternoon telecast, which has a staff of 30 teen-agers representing high schools of the area."

Another record hop show, "Teen Time Party," will be aired over KPRC-TV, Houston, this fall on Saturdays, from 5:30 to 6 p.m. Bob Byron (KPRC deejay) and Tim Nolan will co-host the pro-

(Continued on page 44)

## ON THE BEAT

By REN GREVATI

The Latin business has been a notable part of the disk scene for a long time. For years, the various Latin dances—tangos, rumbas, sambas, etc.—have been a prime facet of the so-called adult markets. The smart hotels in Manhattan, the Borscht belt and Miami Beach, to mention a few, have always featured their Latin combos. There were always a good many of the Cafe Society crowd and well-heeled merchants and their wives and daughters to fill up the dance floor when the sound of the shaking maracas resounded thru the hall. Some of the scene was depicted in a tune called "Arthur Murray Taught Me Dancing in a Hurry," and in "South America, Take It Away."

Now there is a calculated effort on the part of the record world to get the younger element—the single record buyers—on a Latin kick. As in many

other recent outgrowths in the pop market, this all has its roots in the rocking movement. We've had rockabilly (hillbilly rock); rockahula (the Hawaiian aspect of the trend); vocalypso (you know what that is); rockaballads (which speak for themselves); and now we have the rocka-cha-cha. The success of this movement is clearly demonstrated at present by the high popularity won by the Tommy Dorsey band disk of "Tea for Two Cha Cha." Last week it reached into the top 10 of most charts. Another trailblazer in the field was "Patricia," which marked the comeback of Perez Prado. What started the current craze is difficult to pinpoint. It's a reasonable assumption, however, that such records as "Tequila," by the Champs and before that, "Torero," by Ren-

ato Carosone, even tho not strictly cha cha disks, had much to do with setting the pace. They were rocking records with a Latin feeling—providing a transition from pure rock into more or less pure cha cha cha and merengue rhythms on the pop scene.

Today there is a veritable flood of cha cha records making their entry on the market. One that's getting considerable play is Danny Davis' "Trumpet Cha Cha." Johnny Otis, whose "Hand Jive," has been a solid hit, now has a strong new one in "Willie Did the Cha Cha."

The well-known band leader, Eric Madriguera, long associated with the society and Waldorf-Astoria sets, has recently been signed by ABC-Paramount. His first single release, issued this week, is

(Continued on page 55)

## WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

Typical of the decline of the film musical is Warner Bros.' announcement of its next 32 features, heavily dramatic and including only one musical, "Fanny." In the heyday of movie musicals, Warner's and many other majors gave them 50 per cent of the production schedule and 75 per cent of the money. Of the industry's 73 scheduled releases during the September 1-December 1 period, a mere three are at all musical, one of which, "Houseboat," can accurately be called a comedy with two songs.

While spiraling costs and diminishing theater audiences have turned Hollywood toward science fiction, teen dramas and lavish "class" epics, movie music crowds the record shelves as never before, thanks to the rise of the soundtrack album. One out of every two "A" pictures results in such a disk. This makes composers happy, but Hollywood stars are grumbling and heading for nitery acts, legit shows, summer stock, TV and personality record albums to get the chance to sing and dance.

"There's still a big public de-

mand for film musicals," Danny Kaye said recently, "and I should know." "Yes, but they're watching old ones on TV to satisfy their hunger," counters Nelson Eddy. "Hollywood isn't supplying more than a drop now."

**B'DCAST BEEPS:** Metopera diva Renata Tebaldi will go in for TV during her New York season and U. S. recital tour. . . . Australia's leading deejay, Bob Rogers, now has 24 fully-sponsored weekly radio and TV shows. . . . "Your Hit Parade" signed Peter Gennaro as choreographer and Clay Warnick as choral director. . . . Columnist Ray Wilson is hosting WVNJ broadcasts from two New York restaurants, La Strada and China Bowl. . . . "Van Gogh," new Turkish opera by Nevit Kodalli, gets its U. S. premiere over WBAI-FM, New York, October 11.

**LONGHAIR:** The Seventh U. S. Army Symphony, the only military symphony ork in the world, marks its sixth birthday with three concerts at the Brussels Fair next week. . . . Thomas Arne's "Comus," 18th century maske, gets its American

premiere tonight at Town Hall, New York. . . . George Liberace's violin act breaks in this week at Twin Coach Inn, Pittsburgh. . . . Opening night at the Metopera will cost you \$40 an orchestra ticket, \$75 a box seat this year.

Kay Swift, concert pianist and TV producer as well as a cleffer, is in London to pen a new musical. The versatile Kay has a British hit riding for her, Teddy Johnson's disk of "Great Big Piece of Chalk." She'll settle there for a while with her lyricist-husband, Hunter Galloway. . . . Martha Lipton and Hugh Thompson will have the leads when the Little Orchestra Society introduces Hugo Wolf's "Der Corregidor" to America January 5 in New York.

Tommy Edward's click disk "It's All in the Game" has brought him 20 weeks of nitery bookings via William Morris Agency and guest shots on "Hit Parade" and 15 other TV shows. . . . Morris has sic-ed Coby Dijon, Brazilian teen star, and will launch his bistro career as soon as his first Epic disk is released.

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TO  
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WILL  
TRAVEL**

**MY  
LOVE  
FOR  
YOU**

Metro K20001

## DOTTS JOHNSON



**STREET  
OF  
DREAMS**

**PARADISE**

Metro K20002

## Red Foley Show Gets New Sponsor

SPRINGFIELD, Mo. — "The Red Foley Show," production of the RadiOzark shop here, began the fall season Saturday (4) with a new sponsor, Hess & Clark, Inc., of Ashland, O., prominent in the fields of animal health and feed supplement products.

The new series will mark the Foley troupe's third year of network radio, using talent which appears on the television weekly, "Jubilee U. S. A.," produced by RadiOzark's sister firm, Crossroads TV.

Format, according to RadiOzark vice-president, John B. Mahaffey, who wrapped up the Hess & Clark deal with NBC sales staffers, will closely follow the established Foley pattern of country ballads, novelties and humor plus a weekly guesstar. Smiley Burnette dropped in Saturday (4), and Carl Smith is set for October 11.

With officials of the Klan-Van Pietersom-Dunlap agency, Milwaukee, Mahaffey will work out a string of personal appearance tie-ins for Foley and company in the H. & C. sales territories.

## Group Buys Blue Ridge

WASHINGTON — Joseph E. Sissler, Washington TV producer and president of Joseph E. Sissler & Sons, largest toy rack jobber in the Washington area, heads a syndicate of investors which last week purchased the Blue Ridge Record Company, prominent in the country music field during the late '40's and early '50's. Purchase was made from the estate of the late Noah Adams, firm's founder. By mutual agreement, the purchase price was not disclosed.

Such artists as Jim Eanes and Bill Clifton have material in the catalog, which also boasts a large gospel department. Many of the original Clifton and Eanes masters will be reissued, Sissler says. Meanwhile, Clifton is reported to have left Mercury in favor of a Blue Ridge contract.

First release, due out this week, is a reissue of "All the Good Times" b/w "Wake Up, Susan," by Clifton. An Eanes re-release is scheduled in two weeks. Don Owens, country music deejay, has been retained as a.&r. chief. According to Sissler, the label will be exclusively country and will lean heavily toward the "Blue Grass" style of music.

Sissler is also president of the National Artist Bureau, Inc., which handles Vernon Taylor, and vice-president of Circle "O" Songs, Inc., a BMI affiliate.

## Grand Award Appointments

NEW YORK — Enoch Light, a.&r. head of Grand Award Records, has appointed Stuart Phillips and Julie Light Klages to the firm's a.&r. department. Phillips, who did recording work for Roulette Records recently, has also worked as an arranger and conductor for warbler Jimmie Rodgers. Julie L. Klages has been with NBC for the past six years as associate director of the Eddie Fisher and Fred Warling shows.

Light also appointed Peggy Sholtz to the post of director of publicity and public relations. Amanda Francis was named executive assistant to the production department, and Hugh Dallas was appointed assistant to Loren Becker, Grand Award sales chief.

## 11 NEW LABELS JOIN PARADE

NEW YORK — Eleven more new labels joined the label parade this week. Here are the names and addresses of the newcomers: Star Satellite Records, 625 Cheyney Road, Springfield, Pa.; Balboa Record Company, 15038 Haynes St., Van Nuys, Calif.; Academy Records, 720 North Michigan Ave., Chicago; Claro Records, 145-55, 180th St., Queens, N. Y.; Metro Records, care of MGM Records, 701 Seventh Ave., New York; M-R-C Records, care of Mack Record Company, 1527 Sixth St., West Portsmouth, O.; Gospel Record Company, 58 Market St., Newark 1, N. J.; Jane Records, care of Jay Gee Record Company, 315 West 47th St., New York; Scot Records, care of Mr. Tommy Christy, 86 Romaine Ave., Jersey City 6, N. J.; Colpix Records, care of Columbia Pictures Corporation, 711 Fifth Ave., New York; Wizz Records, care of Music Maestros Publishing Company, 1674 Broadway, New York.

## Haley Quits Jolly Joyce

CHESTER, Pa. — Bill Haley, who just left on his second European tour, has severed his contract with Jolly Joyce Agency and will now book thru Continental Artists, Inc., new management firm here, and its prexy, James A. Feltis. After a five-week, six-nation tour with his band, Haley returns to give three concerts at Michigan universities, the first time a rock and roll unit has replaced orks for on-campus non-dance events.

Continental will also book exclusively the Kingmen, singing instrumentalists, whose first East-West waxing, "Weekend," has caused a stir. Group has its second platter, "The Cat Walk," out this week.

## Westminster Debs First Jazz Release

NEW YORK — Westminster's first jazz release will be issued next week, "Cool Coleman," featuring the Cy Coleman Trio in stereo. It's the latest move toward repertoire expansion for the classical label, which earlier this year released its first pop singles and albums.

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GOES  
MY  
HEART**

LEO FEIST, INC.

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IT'S ALL IN THE GAME

TOMMY EDWARDS MGM

YOU WILL FIND YOUR LOVE  
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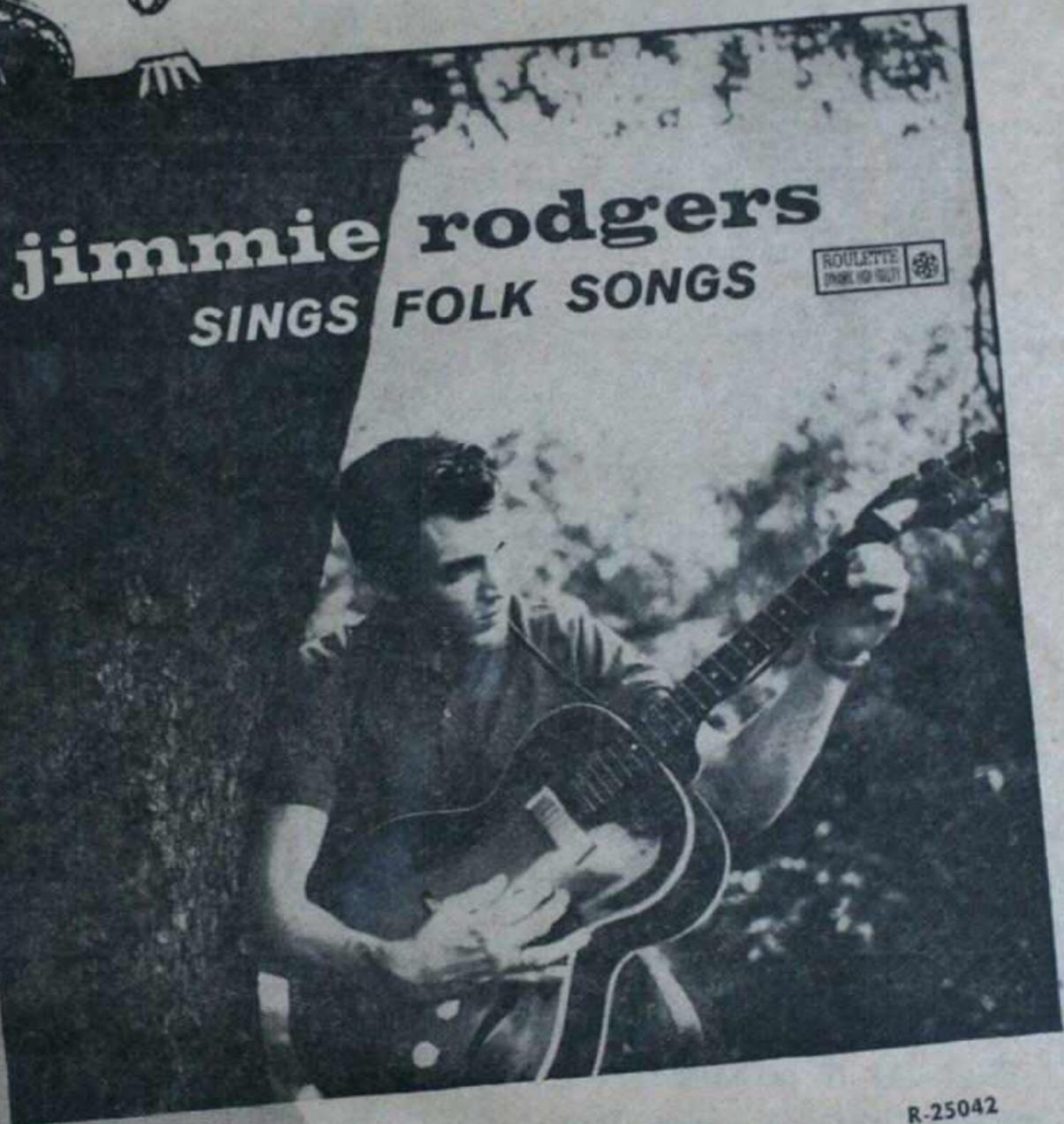
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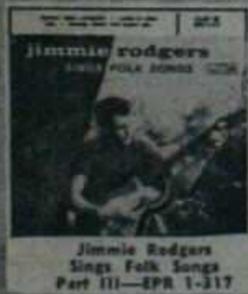
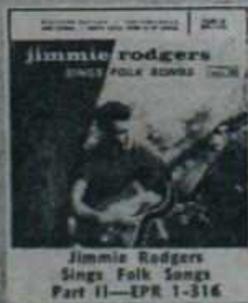
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a sound bet... buy



# ROULETTE

# Payola Grows Like Beanstalk

• Continued from page 2

is also in a peculiar position if he has to stop paying. That's usually the end of his friendship with the jock, while the non-payer is in a better position, since the deejay is probably annoyed at the payer for stopping payments."

Basch takes the position that "It stands to reason the good deejays can't be bought. They're more interested in ratings than a few bucks quickly and oblivion. You can imagine what a record program sounds like made up of tunes the deejay has been paid to play and which probably couldn't get on the air any other way."

In line with this, it's interesting to note that a West Coast station, which instigated an official pay-for-plays policy a few months ago, recently dropped the idea when they discovered the paid plugs were ruining their programming structure.

### Direct Approach

Basch doesn't deny that some deejays have sounded him out about payola. One sent him a note reading: "I saw a blanket in Gimbel's ad the other day that would come in handy these winter nights. It's \$12 and we sure love the color blue." The same man wrote: "I'm down to my 'three days until the wash is back' bit again. Could sure use some of those argyles that Blank's are selling. Oh, yes, what are you plugging nowadays? Always willing to help those who help me."

Altho Basch contends such tactics "are few and far between" (i.e., he seems to be in the minority here), he combats it by "taking the man off all my mailing and road

trip lists and never calling or seeing him again. I don't figure I (or my clients) are missing anything."

### Some More Tolerant

Some record company officials are more tolerant of payola. For instance, one exec explained: "We know deejay plays can't make a record a hit if it doesn't have it, but when a record receives sustained play it's bound to have an effect on the dealer, the distributor, our salesmen, and the Brill Building. It's a prestige thing. It also figures that competitive radio stations often start playing a disk if rival deejays stir up enough talk about it."

On the other hand, another record company man said payola sometimes backfires. For instance, he cited a station where a "featured record of the week" is usually picked via payola. "Other stations know this," he said, "and they deliberately lay off the record."

Many jocks are bothered by the irksome moral question: "Where do you draw the line between romance and payola?" Basch opines, "There's not a thing wrong with entertaining a jockey with a drink or dinner. But cash! It will have to be stopped by the very people who first inaugurated it."

Totally unbothered by the right-and-wrong controversy is the jock who informs all comers: "Don't tell me about your records. I collect pictures of dead presidents."

## DISK MERCHANDISING

# Florida Dealer Gives Customers A Genuine Red Carpet Treatment

By J. FORMBY

JACKSONVILLE, Fla.—Ask any Jacksonville resident for the name of a dealer in high fidelity record players and records, and the chances are that a red carpet will come to mind. The reason is that Robert Douglas, owner of The Music Box, record dealership here, has parlayed a bright red carpet, stretched from the curb to the entrance of his store across the sidewalk into a "trademark."

### Can't Fail to Notice

Mr. Douglas stretched the carpet out more than a year ago, and has kept it in place ever since, except for the night hours, when it is rolled up and pulled inside the store. None of the thousands of people who pass hourly fail to glance up and note The Music Box sign above, and even tho they may not be high fidelity addicts themselves, there is ever certainty that they will remember the name whenever the subject of recorded music comes up.

Operating a comparatively small store, Mr. Douglas decided to make himself "big in the eyes of the public" with a lot of eye-attracting stunts when he opened up in the San Marco Square Shopping Center. The red carpet is typical of his thinking. Also a Douglas trademark are expansive, chrome-balanced speakers above the doorway to the store, facing each other, which produce authentic stereophonic music thru the busy hours of the day when the shopping center is crowded with customers. He has sold a lot of expensive high fidelity equipment to customers who have put their heads thru the door and stated, "I wish

phonograph sounded like that," which, of course, is a perfect opportunity for Mr. Douglas to put on a convincing stereo demonstration then and there.

### 5 Per Cent for Ads

Probably the most colorful stunt of all has been Mrs. Douglas' "Marathon Sale" which, conducted at regular intervals thru the year, are a crowd-pulling magnet. As the plan operates, whenever sales are slack, the Florida record dealer uses big newspaper ads, radio, television, and all other advertising media to invite the public to a 39-hour Marathon Sale, carried on from Friday morning thru until late Saturday, offering big, colorful specials on everything from records to cabinet high fidelity sets. Mr. Douglas startled the Jacksonville music-loving public by offering straight 40 per cent discount on a long list of high fidelity equipment, tape recorders and records.

He budgets a full 5 per cent of his gross to advertising, highly unusual for a small record shop of this type, and covering all media. Mr. Douglas makes it a point to know the name and address of everyone of his customers and he sends out birthday cards, Christmas cards, and other greetings thru the year. Frequently, he has delivered heavy cabinet sets to a customer in his own car, even during the late evening hours, as a good will building stunt.

"That red carpet tops them all," Douglas grinned. "Even if it had been worn out in the first six weeks it had been on the sidewalk, it would have repaid its costs."

## Highlights of ASCAP Meeting

• Continued from page 3

candidates of their selection for the directorate and to omit and ignore the rest of the slate. Thru ASCAP's weighted vote system, this assured their three or four favorites top votes, Gilbert charged, to the exclusion of the rest of the slate. An enraged Ned Washington took the rostrum to challenge the veracity of Gilbert's accusations. He then lashed out at Gilbert. He said he was weary of reading in the trade press the various titles Gilbert has given himself such as ASCAP's Coast Chief, etc. (Fact that Gilbert is often referred to as Coast chairman in the press is a

holdover from the nine years during which he served in that capacity and was contacted by fourth estaters as a spokesman for the Society here.) Washington pointed out no such titles now exist.

Gilbert retorted that he had served the Society for 30 years without a penny's pay and was now about to take humiliation in front of the membership from a "novice" who has been on the board for a year and a half or so. Gilbert demanded a vote of confidence then and there from the membership and received a healthy ovation.

The battle at the speakers' table was interrupted by Pinky Herman who pleaded for peace within the Society's ranks and asked that the membership conserve its energy to combat its foes on the outside.

Herman came to speakers' table and presented the text of his petition which was later circulated calling for an end to the weighted vote system. The present method he said, in effect means that if a member fails to vote the absence of ballot is counted as a "no" vote. This he said caused a number of necessary measures to fall thru. (It was this voting peculiarity which served as the basis of the "ward-healer gimmick" referred to by Gilbert, thus triggering the Washington-Gilbert floor fight.)

## Two M-G-M Artists Set P.A. Tours

NEW YORK — M-G-M's Tommy Edwards has been booked for a flock of TV, radio and club appearances as a result of his "It's All in the Game," smash. He's already booked thruout the East into December and makes his debut on CBS-TV's Hit Parade Show Friday (17). He'll do both his current hit and his new release, "Love Is All We Need," and at the same time will be presented with a gold record.

Meanwhile, poet-author Langston Hughes, who has an M-G-M album, "The Weary Blues," leaves on a five-month lecture tour Tuesday (7). He'll work with distribs and dealers during the tour and the album will be sold in lecture halls where he appears.

## Hassle Over Penny Payoff

WASHINGTON — Walt Somers, press agent for Bob Freeman, young recorder of "Do You Want to Dance?" for Josie (Jubilee) Records, reports a rough deal for his young singer during a Salisbury, Md., dance hall date.

Somers said arrangements were made for the two-night engagement with Al Sparrow, of Sparrow Beach Amusement Park, Annapolis, for the date, but the latter's check for the date allegedly did not clear the bank when presented. Subsequently, said Somers, Sparrow paid the singer off in "two wooden barrels of pennies" (which were rejected), and also deducted \$50 from the singer's fee for allegedly arriving three minutes late.

An AGVA representative, Pat Paterson, of Philadelphia, is reportedly joining the touring singer to investigate the matter, while Freeman is appearing in a Chambersburg, Pa., roller skating rink.

## Fenwick, New Chess Subsid, Makes Debut

CHICAGO—Chess Records this week activated a new subsidiary label, Fenwick Records, and folded an old one, Singular.

Max Cooperstein, national sales manager for the Chess group, has already set distribution of Fenwick through Garmisa Distributing, Chicago; Superior, New York; Universal, Philadelphia; Sterling, Cleveland; Roberts, St. Louis; and Arc, Detroit.

First Fenwick release is a Wilder Brothers performance of "Switching Partners."

The inkwell was flowing freely in Chess offices with pactings this week of Pat O'Dea, former Victor thrush, and vibist Len Winchester, who will be released on Argo, a Chess subsid. Also Chuck Berry and Ahmad Jamal, breadwinners for the firm, were re-signed.

**STATEMENT REQUIRED** by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1945 (Title 39, United States Code, Section 232), showing Ownership, Management and Circulation of The Billboard, published weekly at Cincinnati, Ohio, for October 1, 1958.

1. The names and addresses of the publisher, editor, managing editor and secretary are: Publisher, The Billboard Publishing Company, Cincinnati, Ohio, Editor, R. S. Littleford Jr., New York, N. Y., Managing Editor, R. S. Littleford Jr., New York, N. Y., Secretary, J. W. Ross, Cincinnati, Ohio.

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4. Paragraphs 2 and 3 include, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, thru the mail or otherwise, to paid subscribers during the 12 months preceding the date shown above was 54,305.

JOHN W. ROSS, Secretary.

Sworn to and subscribed before me this 26th day of September, 1958.

(Seal)

LAWRENCE W. GATTO  
Notary Public, Hamilton County, Ohio.  
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- "GEORGE BEVERLY SHEA" . . . RCA Victor
- "LET'S GO TO CHURCH"—CAPITOL'S TOP STARS . . . Capitol
- JANE, CONNIE & BERYL—"THE MAGIC OF BELIEVING" . . . Capitol
- BOB DANIELS—"HE WAS THERE" . . . Sacred
- "THE SUNSHINE BOYS SING THEIR MOST POPULAR SPIRITUALS, HYMNS & GOSPEL SONGS" . . . Dot
- RENEE MARTZ—"REVIVALIST SONGS" . . . London

### EP'S BY

- DARLENE JANZEN—"PIANO MOODS" . . . Carleton
- "GEORGE BEVERLY SHEA" . . . RCA Victor

### SINGLES BY

- FARON YOUNG . . . Capitol
- GEORGE BEVERLY SHEA . . . RCA Victor
- JIMMY CARROLL & EARL WRIGHTSON . . . RCA Victor
- FRED WARING . . . Decca
- ALAN MCGILL . . . Sacred
- SUZU HAMBLE!! . . . Voss
- THE DOOLEY FAMILY . . . International Sacred
- KEN CURTIS . . . Crystalette

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# TOMMY EDWARDS

THE ORIGINAL

RECORD OF ...

# LOVE IS ALL WE NEED

AND

# MR. MUSIC MAN

K12722

# MGM Records

# Bruno Meeting Cues Brisk Stereo Sales Pace in N. Y.

## Marek Details Market Facts For Dealers

NEW YORK — "The prime market for stereo phonographs is the young people between 21 and 29 years of age who probably do not now own a phonograph."

That's the way George Marek, RCA Victor Record Division executive sized up the stereo situation for metropolitan New York dealers last Monday (Sept. 29). Marek spoke, along with other RCA brass, at a meeting called by the firm's New York distributor, Bruno, Inc. The dealers packed the theater at the Barbizon Plaza to listen to a hard hitting stereo sales pitch, designed to set the pace for fall selling of the new phonograph and record merchandise.

Marek told the dealers that the "young marrieds" are prime prospects. He cited a Gallup poll

## HI-FI TAPE IS FOUR-TRACKER

HOLLYWOOD — High Fidelity Records this week claimed to be the first diskery to enter the four-track stereo tape field. Rich Vaughn, the firm's proxy, told The Billboard he's ready to deliver four-track stereo Hi-Fi Tape versions of the following packages: Arthur Lyman's "Taboo," the Surfers' "Surfers on the Rocks," Arthur Lyman's "Bwana A," George Wright's "South Pacific," and "Flight to Tokyo," and Harry Zimmerman's "Big Dixie."

The four-track tape recordings give these packages their fourth version. All have been previously released in monaural disk form, in stereodisk and in two-track stereotape form.

## Many-Faceted Stereo Deal Is Revealed

NEW YORK — Bruno, Inc., distributor of RCA products here, is offering many inducements to dealers to get fall stereo sales off to a swingin' start. The jobber's plans were announced at a joint RCA-Bruno dealer meeting at the Barbizon-Plaza Hotel January 29 by Dave Orick, Bruno sales veepee.

Orick was the windup speaker. After much discussion of stereo theory and sales philosophy, Orick's talk provided a "nuts and bolts" capper to the evening.

First point stressed by Orick is the "free floor plan" they are ready to offer on stereo merchandise. The plan allows the dealer to stock the phonos for 90 days on credit and Bruno picks up the interest charges.

Service guarantees were covered next. The distributor offers 90 days' guarantee on all models. Consoles will be serviced in the customer's homes at no cost while low end models must be delivered to the serviceman.

Price protection is not being ignored by Bruno. Orick pointed out that decent "minimum resale prices" have been established and will be watched very closely by the distributor.

A two-pronged dealer promotion program was described by the Bruno exec. In metropolitan newspaper ads, the distributor will pick up the whole tab and RCA Victor dealer will be listed at no charge. In addition, Bruno offers to decorate any dealer windows with stereo merchandise at no charge to the dealer.

which asked this group what electrical appliance they would most like to own. The phonograph, Marek said, led all other appliances — washers, driers, vacuum cleaners, etc. — by a good margin. "The moral is plain," said the forthright record division chief, "follow the marriage announcements in the newspapers. Call them. Write to them. Invite them in to hear your new stereo phonograph line."

### No Yakety-Yak

Marek also had advice for dealers after they get the prospect in the store.

"There is only one way to sell stereo," he said, "and that is to set up a demonstration with as close as you can come to living room conditions. And let's have a

(Continued on page 26)

## Mercury Ties Stereo Deal With Admiral

CHICAGO — In conjunction with the debut of the Admiral dual channel stereophonic theater combination TV-stereo hi fi sets, the local setmaker is offering a starter library of five Mercury Long Plays to the consumer. Al Medica, sales manager of Admiral's hi fi division, thru 90 distributors is offering dealers a special budget price on Patti Page's In The Land of Hi Fi; David Carroll's Let's Dance, Dick Contino's It's Dance Time, Richard Hayman's Havana in Hi Fi and the Detroit Symphony's Ravel's Bolero; Ma Mere l'Oye; Shabrier's Bourée Fantasque. All disks are \$5.95 list sellers.

The three TV-stereo hi fi sets, the Provincial Concord; the Traditional Monticello; and the Contemporary Manchester, are all equipped with 4-speed stereo changers, 4-speaker stereo systems; dual matched stereo amps and 24-inch TV screens, with eight wood finishes available. The list price ranges from \$395 to \$450.

## Mathes Sets Rondo Disk Stereo Deal

NEW YORK — Eli Oberstein, president of Rondo Records, revealed today that the Mathes Company of Houston, Texas, manufacturer of stereophonic phono equipment in the Southwest, will use Rondo stereo albums as a giveaway with each Mathes stereophonic phonograph sold. Rondo's stereo line retails at \$4.98.

Rondo is currently shipping 100,000 stereo LP's to Mathes and ultimately will deliver more than half a million albums as part of the deal just concluded, says Oberstein.

The Mathes-Rondo deal constitutes the biggest single order ever given for stereophonic records, Oberstein pointed out.

## WHAT'S A HI-FI? MAKERS DISAGREE

### FTC Can't Stop Phono Firms From Putting Hi-Fi Tag on Low-Fi Product

NEW YORK — Members of the Institute of High Fidelity Manufacturers met at luncheon here during the annual High Fidelity Music Show last week and examined the problems they face in preventing low-end phono makers from putting a hi-fi tag on their low-fi product. Leading the discussion was Paul Butz from the Consultation Bureau of the Federal Trade Commission. He was honor guest and chief speaker at the luncheon meeting and he had an attentive audience.

Butz compared the problem of the components manufacturer with what is taking place in the cigarette industry.

"All the cigarette manufacturers refer to their filters as 'best,'" Butz pointed out, "but the truth of their claim depends on how the filter is tested."

If all manufacturers would accept a common system of testing, then the word "best" has some meaning. This also applies to high fidelity components. The first step the component manufacturers have to take is to agree on testing standards. Then, when they claim certain specifications for their equipment, the specs can be compared with another manufacturer's and they will have some meaning.

But the problem doesn't end there. Butz said that the only way the government can prevent someone from labelling a product "high fidelity" is to prove "deceit" on the part of the manufacturer. Deceit depends upon what the public thinks "high fidelity" is. If high fidelity means simply better sound to the general public, most phonographs fall into this category.

Attempts have been made to set a standard for high fidelity for the past five years. The FTC tried to set a standard in 1953 but dropped the problem when they saw that manufacturers themselves couldn't decide among themselves what high fidelity is. The EIA—then RETMA—tried to set standards too. They found that the components manufacturers wanted the highest possible standards, while the set producers, or packaged goods firms, wanted the lowest possible standards. If the experts can't agree, Butz asked, how can the bureaucrats?

Butz pointed out still other problems the government faces in setting minimum standards on any product. First of all, the setting of standards tends to "freeze improvements." This, he pointed out, is not in the best interests of the public.

(Continued on page 26)

## EDITORIAL

### New Slant on Tape

Now it's official. The Magnetic Recording Industry Association, representing about 35 manufacturers of tape recorders and recording tape, has issued a statement that, in essence, urges dealers to promote the recording feature of the tape recorder. (See separate story in this section.) This point of view expresses what The Billboard published in a page 1 story a month ago. It made sense to us then. It still makes a lot of sense.

The Billboard story detailed recent development affecting the tape industry (the stereo disk, the tape cartridge, four-track, 3 1/2 ips recorded tape) and pointed to a decline in two-track recorded tape production. The story said, in part, "The tape recorder manufacturers . . . are not as worried as the recorded tape producers. The dealers and the public can expect, however, a shift in emphasis in tape recorder promotion and the public can expect, however, a shift in emphasis in tape recorder promotion. Instead of pushing the recorder as a stereo tape reproducer, machine manufacturers will stress its many other features (dictation, education, recording baby's first words, etc.). They are wise in doing so and dealers can profit by following their lead."

The MRIA statement points out that "the recording feature is that the public wants and will buy" and that "dealers should not overlook the fact that the tape recorder is a recorder first—means of playing music second."

Some clarification is needed in the comment made about the tape cartridge in the MRIA statement. It says, in part, that the group believes it will be some time before the tape magazine is on the market. This is contrary to reports from RCA Victor who intends selling the cartridge almost immediately. It must be recognized, however, that the cartridge is a meaningless product unless there are machines in the homes to play it. These, according to RCA Victor's Radio-Victrola Division, will be in stores "before Christmas."

## MRIA SETS POLICY ON RECORDER SALES AIMS

NEW YORK — "Reel to reel recorders are neither old fashioned nor obsolete." This was the positive statement issued officially following a meeting of the Board of Directors of the Magnetic Recording Industry Association in New York on Tuesday, September 30.

Calling attention to the fact that recorder sales are still maintaining high levels despite talk about confusion in the industry, the group also pointed out that in addition to being able to play music, tape recorders also record. The recording feature is what the public wants and will buy, whether it is dual-track monaural or four-track stereo.

In discussing the tape magazine, the consensus of the group was that it will be some time before it is on the market and when it does become available, it will coexist with the reel to reel machines, just as the home movie cameras, using either reel or magazine loading,

are both available and in use today. It is highly unlikely that the appearance of tape magazine machines will have any immediate impact on the industry.

"Dealers should not overlook the fact that the tape recorder is a recorder first — a means of playing music second," said Irving Rossman, president of the Association. "Leading manufacturers of tape recorders report sales up to expectations."

The same meeting named Mark Mooney Jr. as new executive secretary. MRIA headquarters will be in Severna Park, Md., near Washington, D. C.

## TAPE SAVER

### New Item Rids Tape Of 'Echo'

NEW YORK — Audio Devices introduced a new device at the High Fidelity Music Show here last week. It's a simple and inexpensive "Echoraser" which removes print-thru from valuable "echo-ridden" tape recordings.

Developed by Frank Radoy, Audio Devices' director of Quality



Control, the first device of its kind was described in full in his paper read October 1 at the Audio Engineering Society's tenth annual convention.

Needing no power to operate, the simple device consists of an upright chromium-plated brass bar.

(Continued on page 27)

## Components in 'Stereo Age' Gotta Be Tops

NEW YORK — Some people think that stereo systems make expensive components unnecessary. Not so, says Al Kahn, top man at Electro-Voice, Buchanan, Mich., component firm.

Kahn, speaking off - the - cuff at the New York High Fidelity Music Show, is afraid that quality standards will be let down because of stereo.

"The stereo development reminds me a little of television," Kahn said. "People watch television and are less interested in good quality sound. Their hearing is distracted by the picture. In stereo, now, people are interested in effects. The stereo effect is like the picture tube. It distracts from the sound quality. But in the long run, the stereo listener will want the cleanliness and depth that you can get only with quality components."

# KAPP OPENS THE FALL SEASON

with

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**Roger Williams**

KAPP-233X

**SOMEBODY LOVES YOU**  
Vic Schoen

KAPP-239

**NINE LIVES OF ELFEGO BACA**

As featured on TV's Disneyland

b/w/LOVE I MEAN from TV Show (Little Women)

**Bill Hayes**

KAPP-242X

**THE DAY THE RAINS CAME**  
Raymond Lefevre

KAPP-231

**THE DAY  
THE RAINS CAME**  
Jane Morgan

KAPP-235

**CHINCHILLA**

The X-Rays

KAPP-241

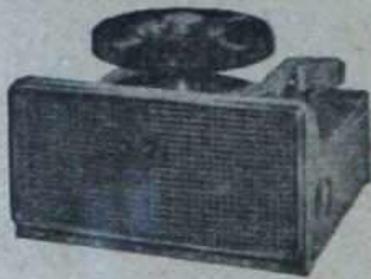
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# SELL MORE—MAKE MORE THIS GREAT NEW "VICTROLA" PHONO

Stop traffic—start selling with these exciting new "45" and multi-speed "Victrolas"



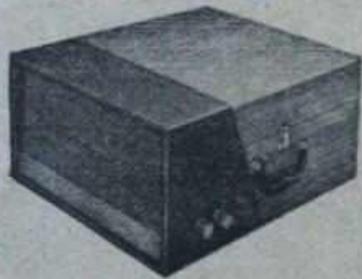
**Loads fourteen "45" records**—up to 2 hours of fine music! New automatic 45 "Victrola."\* 3 finishes. (7EY1) \$32.95



**Portable "45."** Plays almost 2 hours of music—automatically. Simulated leather. Two 2-tone finishes. (8EY31) \$39.95



**4-speed single-play "Victrola."** Built-in "45" spindle. Washable vinyl on steel case. 4 smart finishes. (1EMP2) \$29.95



**Twin-speaker "Victrola."** 4-speed portable with "Golden Throat" tone. Simulated leather. 2-tones. (9ES6) \$84.95



**Deluxe portable radio-"Victrola."** 4-speed phono. AM-FM radio. 2 simulated leather finishes. (9US5) \$99.95



**Budget-priced Stereo system.** "Lift-away" lid contains second speaker system. 2-tone finish. (SES6) \$99.95

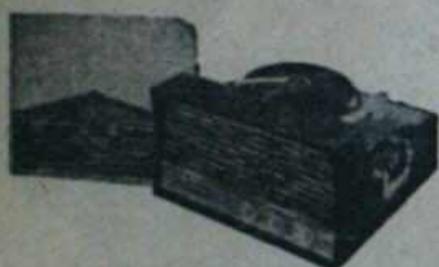
## Shoppers are voting "yes! yes! yes!" on RCA Victor "Living Stereo" High Fidelity

It has what they are looking for: two speaker systems they can place at least 8 feet apart for true stereo sound. Where there is no such spacing, the optimum effect of true "Living Stereo" cannot be achieved. So, sell the Stereo High Fidelity your customers want—for the sales and profits you want! RCA Victor!



# CHRISTMAS WITH RCA VICTOR'S GRAPHS AND "LIVING STEREO" HI-FI

Sell up—cash in on the big-ticket trend—with new RCA Victor "Living Stereo" High Fidelity



Complete Stereo Hi-Fi. Second speaker system in detachable lid. 2-tone simulated leather. *Mark XII*. (SHP14) \$129.95



Handsome console with 3-speaker Panoramic Sound System. 4 grained finishes. *Mark XII*. (SHP12) \$149.95



Traditional. 4 finishes. *Mark VIII*. (SHP8) \$249.95. With AM-FM tuner, *Mark VIII D*. (SHC8) \$329.95



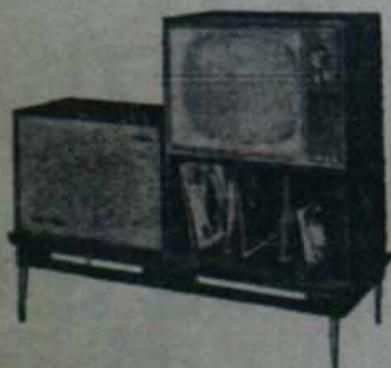
French Provincial. 3 finishes. *Mark VII*. (SHP7) \$279.95. With AM-FM radio, *Mark VII D*. (SHC7) \$359.95



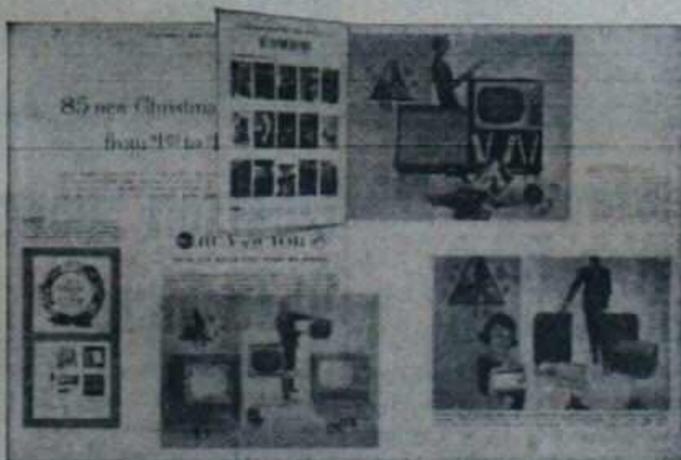
Danish lowboy. Dual amplifier. AM-FM radio. "Room Divider" back. Three finishes. *Mark VI*. (SHC6) \$379.95



Danish Modern. 2-in-1 "Living Stereo" pickup. AM-FM radio. "Room Divider" back. 3 finishes. *Mark III*. (SHC3) \$450



"Add-on" Stereo High Fidelity. 4 finishes. *Mark IX*. (SHP9) \$219.95. With AM-FM tuner, *Mark IX D*. (SHC9) \$299.95. Matching bench, companion speaker, record cabinet, or B&W TV extra.



A new first! Six million RCA Victor catalogs are going to your customers December 1 via this first-of-its-kind ad in LIFE magazine. It's a full-color, two-page ad with a complete twelve-page RCA Victor Christmas Shopper's Guide tipped in! Another reason why you'll sell more RCA Victor sets than any other kind—this year as in every other year!

Every year more people "Give The Gift That Keeps On Giving"...

RCA Victor. Order from your RCA Victor distributor today!

Manufacturer's nationally advertised list prices shown, optional with dealer, subject to change. Slightly higher for West and South. Stereo-Orthophonic High Fidelity prices vary according to finish. \*RCA trademark for record and tape players. Always suggest RCA Victor "Living Stereo" and New Orthophonic High Fidelity records.



## RECORDER MERCHANDISING

For Top Tape-Recorder Sales,  
Show How to Record Off the Air

By BOB LATIMER

ST. LOUIS—Here's a gimmick which has consistently helped Harper's, hi-fidelity dealership in suburban Maplewood here, to sell about 200 tape recorders a year.

Bill Harper, owner, keeps around a dozen tape recorders of the middle-priced bracket on display in the center of the store, using a supermarket-like gondola. This makes access to the controls of any tape recorder an easy matter. All of the recorders are connected into a central power supply, all have a spool of tape all ready to use, and Harper can demonstrate any one of them with the security that the customer will be pleased with the music he hears.

## Don't Record Voice

Instead of following the familiar routine of picking up the microphone and letting a prospective tape-recorder purchaser listen to his own voice, Harper prefers to play music which has been recorded right at the fixture and which can be played back at any time to "prove the point."

"The ordinary person is thoroly disappointed upon hearing his own voice," he said. "While they will immediately recognize faithful reproduction of someone else's voice, it is usually a big shock to hear their own voices for the first time. Consequently, we keep this out of the picture and, instead, use music recorded from a topnotch German table-top radio which is displayed on the gondola amid the tape recorder display.

## Ready to Go

The \$200 German radio, which includes both AM and FM bands, is equipped with a simple line jack, direct from the tuner, which can be plugged into the input circuit of any tape recorder. This does a vastly better job of recording well-tuned music from the radio than taking it thru the microphone. Since the same jack-plug fits any of the tape recorders, it is a simple matter

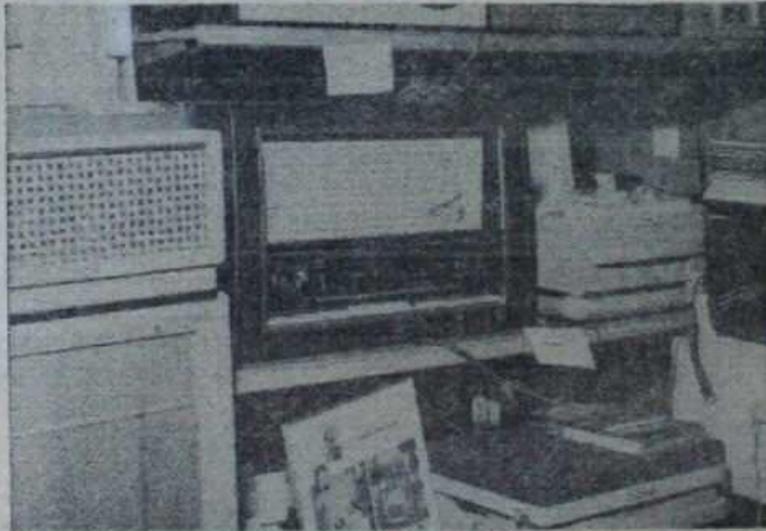
to tune in the radio, let the customer hear either FM or AM music beamed by St. Louis radio stations, and then recorded directly to tape. Running the tape back, and letting the customer hear the same music again, is a simple way of proving that the recorder will do a good job of recording the music. Naturally, the usual tape recorder prospect has a horror of getting into complex electronics in recording music, radio or TV programs, etc. By showing him that a simple lead, either to both sides of the speaker, or out of the amplifier, will make it possible to record the signal direct, without any outside noise, speaker buzz, or distortion, a lot of confidence is built.

## Radio Is Important

"Naturally, we make it plain to the tape-recorder prospect that the music we have recorded has been transmitted thru a good receiver in the form of the imported radio," Harper said, "but at the same time we point out almost any well-made radio and leads will produce good results. In fact, we have on many occasions invited a somewhat dubious prospect to bring in the radio, and use a small pair of alligator clips to plug into the wire leads on the radio speaker, and record music there and then. This always pleases the customer."

Sounds simple? It is, but the combination of the good radio and this sort of demonstration technique has brought Harper's tape-recorder sales from a dozen or so per year to well over the 200 mark. "We are selling primarily the man who appreciates good music but who doesn't want to go into stereophonic reproducers and expensive tape," Harper said. "These are the sort of people who get a lot of entertainment from their tape recorders in many ways but, first and last, want to record their own music. We have found that as simple as the demonstration system is, it creates a lot of attention and has consistently converted mildly interested prospects into actively buying customers."

Right: While virtually any high-fidelity radio receiver can be used to demonstrate the ease of recording off the air, the store uses a small European-made unit. This has the virtue of fitting onto the display rack which holds several tape-recorder models. Recording off the air by using a patch cord and eliminating the microphone is simplicity itself and yet mystifies many people. This demonstration takes all the mystery out of it and illustrates one of the more important uses of the tape recorder.



## AFTER MICHIGAN

Webcor Adds  
New Stereo  
Promotions

CHICAGO—The September 24-26 "High Fashions in High Fidelity for Everyone" show staged jointly by Webcor, Radio Electronic Supply Company, its local distributor, and Wurzburg's, leading department store in Grand Rapids, Mich., Civic Auditorium, drew 7,500 consumers. Success of the show now has Webcor's George Sinkowski, sales promotion manager, adding a Detroit show to the Dallas-Fort Worth and Houston shows already planned.

Highlight of the show was the appearance of the 70-piece East Grand Rapids high school band once each night in stereo demonstration. A stereo tape made previous to the show by the band was played simultaneously to an actual playing of the march, and during the middle of the band performance, the high school musicians

(Continued on page 20)

Dealer Sets  
Stereo Push  
This Month

NEW BEDFORD, Mass.—Stereo is coming to this Southwestern Massachusetts city in a big way and if there is a citizen who hasn't heard of it by next month it won't be the fault of Manny Germaine, who operates the area's successful record establishment under the name of "The Music Box."

Germaine is staging a Stereo Clinic in the New Bedford Hotel Monday and Tuesday, October 13 and 14 which will run from 3 to 10 p.m. on each day. This will be the city's first big show with emphasis on stereo products.

A feature of the event will be a special display labelled "The Age of Stereo." Dealers have been invited from many areas in New England and the mayor will proclaim "Stereo Week" for the entire week of October 12-18 in New Bedford. Germaine will also show other recorded equipment including hi-fi and other recording machines.

Emerson Shows  
\$128 Stereo

NEW YORK — Emerson announces a new stereophonic table model phono (Model 898). The new set features an amplifier designed for "both stereo and monaural operation." It is equipped with an automatic 4-speed stereo and monaural record changer and



matched sound system that utilizes five high fidelity speakers, in-

Automatic Wrapper  
For LP's Is \$485

LOS ANGELES—The Container-Kraft Company here is injecting automation into the album business with a wrapping machine. Their "Model B" album wrapper can handle 12-inch albums, 12-inch singles, 7-inch EP's or singles and is also adjustable to 10-inch singles, 7-inch EP's or singles and is also adjustable to 10-inch sizes.

Priced at \$485 (f.o.b. Los Angeles), the machine requires only one operator. It seals the records on all four sides between a roll of double poly film in a single operation.

The timer and thermostat con-

trol the amount of heat and can be regulated to the speed of the operator. Container-Kraft points out that a saving of 35 per cent is effected by buying the poly in rolls instead of bags. It also eliminates the sealing operation necessary in bagging merchandise. Speed of the Model B is about 3,000 LP's in an eight-hour period per machine.

In the California area, the machine may be leased. Special models are available for stereo tape boxes, dust jackets, etc. The Model B is ideal for dealers who have rack operations and want to bag and price merchandise before putting it on display.



## AFTER SALES

Rack Maker  
In Switch  
To Dealers

NEW YORK — A mail-order operator who sold direct to the public has discovered the error of his ways. Leslie Creations, Lafayette, Pa. manufacturer of record storage racks, is swinging over to phono-record dealers as a better way of reaching the public.

In a small way, the firm has been quietly testing the feasibility of national distribution thru retailers. The results have been conclusive for John J. Leslie Jr., the firm's topper.

Says Leslie: "We've concluded that we must be represented by the real back-bone of the sound industry—the individually owned record and music stores.

"Most mail-order operators," Leslie added, "like to ignore the fact that a majority of the people have a fetish against sending away for anything. They like to see and feel the merchandise before making a purchase. These are the folks who can only be sold across the dealer's counter."

Leslie Creations now has seven models of wrought-iron record racks in their line. Some hold a player on top with plenty of room for storage of hundreds of LP's below.

cluding the companion stereo speaker ensemble.

The new stereo model is being added to the line "to satisfy the needs of the budget-minded consumer who wants stereo but who does not have the room in his home or apartment to accommodate a conventional - sized stereo system," according to Emerson.

The Emerson Model 898 is available in blonde and mahogany hardwood veneers. Suggested list price is \$128.

Hi-Fi Show  
About-Faces  
On 'Packages'

NEW YORK—The High Fidelity Show management isn't as hide-bound as it once was about who can buy exhibit space. Time was when a manufacturer of a "packaged" phonograph—as opposed to a component rig—couldn't get the time of day from the components boys. But times have changed. The 1958 New York High Fidelity Music Show lists several "packaged" phono firms among exhibitors.

The show's rosters lists the following: RCA Victor, V-M, Capitol, Motorola, Wilcox-Gay and Stromberg-Carlson. In addition, there are the "hybrids"—manufacturers such as Fisher and Pilot whose primary product has been components.

What's the reason for this apparent about-face? As one component manufacturer explained it, the people who make "packages" are getting better. In other words, they're producing packages of components. They are, in a sense, challenging the components manufacturers and making them come up with a better product.

Another way of looking at it is that the "packaged" phono firms are among the number one customers of components manufacturers, buying speakers, cartridges, turntables and changers and even amplifiers and tuners. It would be ironic if the component manufacturer would discriminate against the packaged manufacturer who wanted to exhibit the component under the guise of a packaged unit.



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LOVES  
"TRUDIE"  
THEME FROM  
**THE MAN INSIDE**

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STARRING

JACK ANITA  
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# INTERNATIONAL

## FROM CAPITOL AND ANGEL

### ANGEL

#### MOUSSORGSKY: MELODIES (Sung in Russian)

Boris Christoff, Bass  
Alexandre Labinsky, Piano; Gerald Moore, Piano  
with the Orchestre National de la Radiodiffusion Francaise  
Conducted by Georges Tzipine • 3575 D/L

#### BRUCKNER: SYMPHONY NO. 8 IN C MINOR

The Berlin Philharmonic Orchestra  
Conducted by Herbert Von Karajan • 3576B

#### TCHAIKOVSKY: THE SLEEPING BEAUTY (Complete)

The Philharmonia Orchestra  
Conducted by George Weldon • 3579B

#### TCHAIKOVSKY: SYMPHONY NO. 4 IN F MINOR

The Philharmonia Orchestra  
Conducted by Thomas Schippers • 35443

#### GRIEG AND RICHARD STRAUSS SONGS

Aase Nordmo Loevberg, Soprano • 35590

#### THE CELLIST'S HOUR

Pierre Fournier, Cello; Gerald Moore, Piano • 35599

#### BRAHMS: SYMPHONY NO. 1 IN C MINOR, OP. 68

Royal Philharmonic Orchestra  
Conducted by Paul Kletzki • 35619

#### THE SCOTS GUARDS PLAY GILBERT AND SULLIVAN

Lt. Col. S. Rhodes, Director of Music • 35625

#### DOHNANYI: CELLO CONCERTO, OP. 12

Janos Starker, Cello and The Philharmonia Orchestra  
Conducted by Walter Susskind • 35627

#### MUSIC BY SIR WILLIAM WALTON

The Philharmonia Orchestra  
Conducted by Sir William Walton • 35639

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ON ALL NEW AND  
CURRENT CATALOG ALBUMS  
ALL CHRISTMAS ALBUMS  
BOTH NEW AND CATALOG ON  
10% EXCHANGE PRIVILEGE

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## POPULAR

#### BILLY MAY'S BIG FAT BRASS

Billy May And His Orchestra • T-1043

#### PARADE OF THE PENNIES

RED NICHOLS And His Five Pennies • T-1051

#### RODGERS & HAMMERSTEIN A LA DIXIE

PEE WEE HUNT • T-1065

#### CONCERTO!

FREDDY MARTIN AND HIS ORCHESTRA • W-1066

#### THE BALLAD STYLE OF STAN KENTON

STAN KENTON AND HIS ORCHESTRA • W-1068

#### DANCING 'TIL DAYBREAK

DEL COURTNEY AND HIS ORCHESTRA • T-1070

#### LAZY RHAPSODY

LOU BUSCH His Piano And Orchestra • T-1072

#### POLITELY

KEELY SMITH  
With Orchestra Conducted by Billy May • T-1073

#### VOICES IN LOVE

THE FOUR FRESHMEN • T-1074

Jackie Gleason Presents

#### REBOUND

Orchestra Conducted by Jackie Gleason  
Piano: Bernie Leighton  
Obce D'Amour: Romeo Penque • W-1075

#### JUNE'S GOT RHYTHM

JUNE CHRISTY • T-1076

#### BOBBY HACKETT AT THE EMBERS

Bobby Hackett Quintet • T-1077

#### HAVE YOU FORGOTTEN?

ETHEL ENNIS • T-1078

#### BROADWAY CAVALCADE

FRED WARING  
And The PENNSYLVANIANS • WBO-1079

#### THE PARTY'S ON ME

CLIFFIE STONE • T-1080

#### SANDS STORM!

TOMMY SANDS  
With Bob Bain's Music • T-1081

#### THE BIG HORN

SAM BUTERA And The Witnesses • T-1096



# FESTIVAL OF MUSIC

## FOR OCTOBER 1958



### FDS CLASSICS

**TCHAIKOVSKY: THE SLEEPING BEAUTY**  
THE BALLET THEATRE ORCHESTRA  
Conducted by JOSEPH LEVINE • P-8449

**DEBUSSY BY FIRKUSNY** • P-8451

**MOZART: SONATAS for Violin and Piano**  
NATHAN MILSTEIN with Leon Pommers • P-8452

**ORIENTALE**  
CARMEN DRAGON Conducting  
THE CAPITOL SYMPHONY ORCHESTRA • P-8453

**DVORAK: SYMPHONY NO. 5 IN E MINOR**  
FROM THE NEW WORLD  
ERICH LEINSDORF Conducting the  
LOS ANGELES PHILHARMONIC ORCHESTRA • P-8454

**BEETHOVEN: GROSSE FUGE in B Flat Major Op. 133**  
QUARTET NO. 16 in F Major Op. 135  
THE HOLLYWOOD STRING QUARTET • P-8455



### CHRISTMAS

**THE STAR CAROL**  
TENNESSEE ERNIE FORD • T-1071

**CHRISTMAS IN AUSTRIA**  
(Recorded in Vienna)  
WIENER SANGERKNABEN  
(The Vienna Boys Choir) • T-10190

**CHRISTMAS IN CUBA**  
(Recorded in Havana)  
FERNANDO ALBUERNE  
And The CORO DE MADRIGALISTAS • T-10165

**CHRISTMAS IN PORTUGAL**  
(Recorded in Lisbon)  
Coro Salesiano De Mogofores, Trio Odemira  
Coro Polyphonia & Carlos Ramos • T-10168

**CHRISTMAS IN AUSTRALIA**  
(Recorded in Australia)  
The A. B. C. Adelaide Chorus  
And The Hurlstone Choral Society • T-10167

**CHRISTMAS IN BRAZIL**  
(Recorded in Rio de Janeiro)  
CORO DAS MENINAS DA CASA DE LAZARO • T-10169

**CHRISTMAS IN POLAND**  
Songs in Polish by the Famous  
SCHOLA CANTORUM OF S. S. CYRIL  
AND METHODIUS SEMINARY • T-10198



### 'CAPITOL' OF THE WORLD

**SPAIN REVISITED**  
(Recorded in Spain)  
MIGUEL DE MOLINA And The  
Barcelona Pop Orchestra • T-10162

**GUATEMALAN MARIMBA MUSIC**  
(Recorded in Guatemala)  
THE MADERAS DE MI TIERRA ORCHESTRA  
OF GUATEMALA CITY • T-10170

**JET FLIGHT**  
(Recorded in London)  
NORRIE PARAMOR  
And His Concert Orchestra • T-10164



**THE  
WORLD'S  
LEADING  
RECORD  
COMPANY**



## GRANCO BOWS SMALLER, CHEAPER FM TUNER

NEW YORK—A few FM tuning device is being announced by Granco Products, Long Island City, manufacturer of FM radios. The new device is small (no larger than a pack of king-sized cigarettes). Granco says that it is intended for use as a component in receiving equipment and that it will greatly

reduce the size and cost of the receiver. It, says Granco, will also improve the reliability of the equipment.

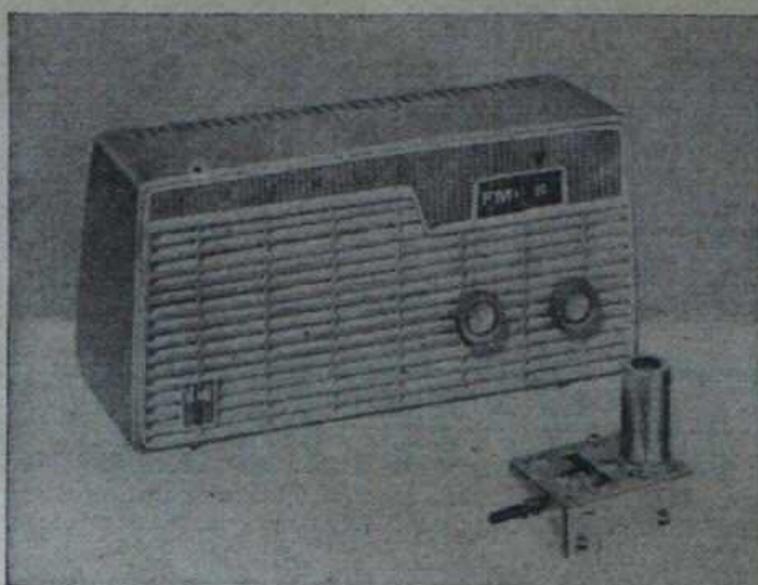
The firm says that three years were spent in the development of the tuning device. It uses miniaturized components and original circuitry. Production tooling has been completed and the initial output has been set at 1,000 units a day.

First use of the tuner will be in the 1959 line of Granco FM and FM-AM radio sets. This line will contain about 30 per cent fewer components and are about half the size of comparable sets previously available. Says Granco, the recent developments enable FM reception to be made available to the public in a size and at a cost comparable to that of AM sets. The firm also plans to make the tuning device

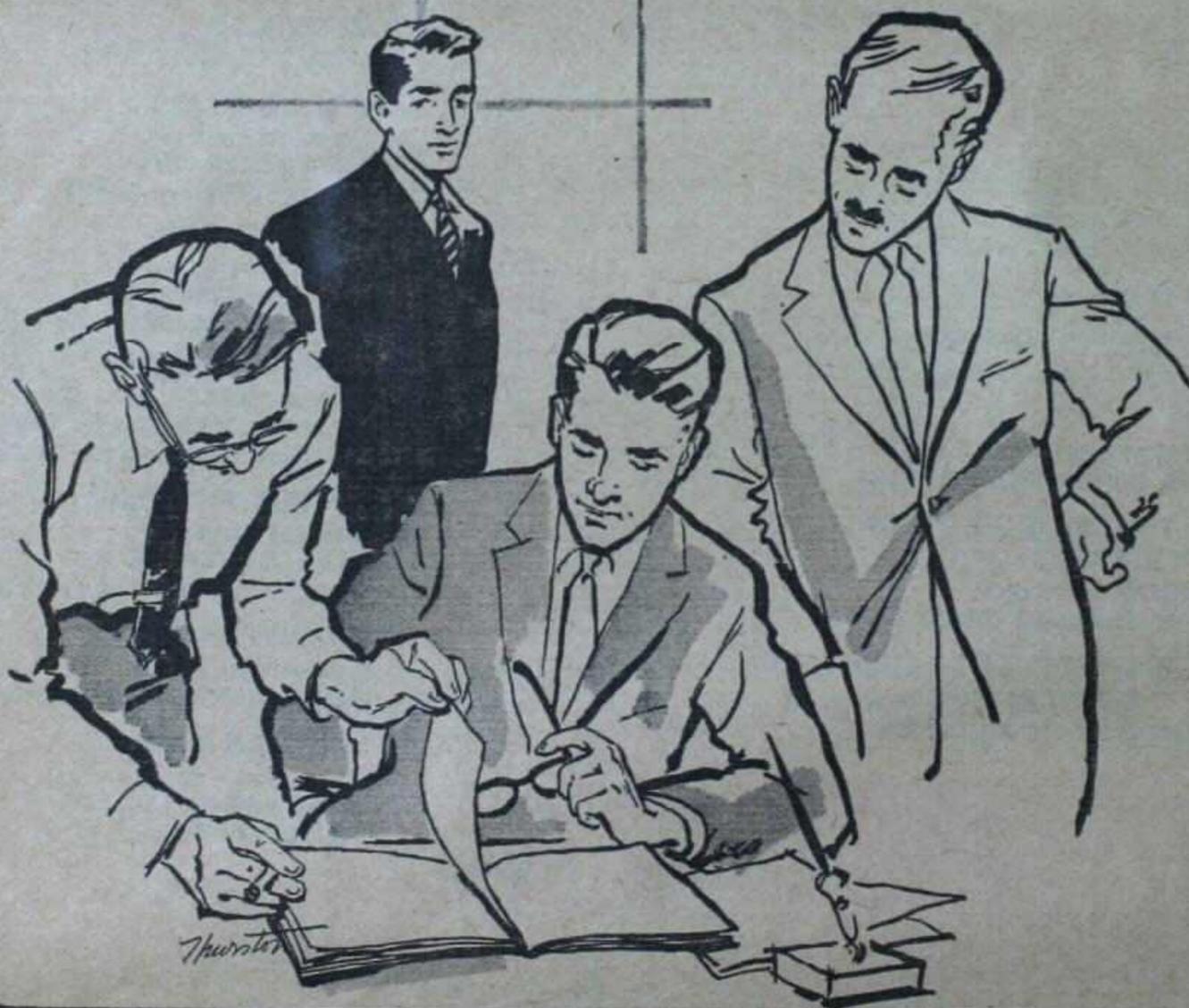
available to other manufacturers for use in FM receivers of their own design.

Company officials predict that the unit will be instrumental in creating a mass market for FM radio receivers, now that the major obstacle of high cost has been

eliminated. According to Henry Fogel, Granco president, "This new development brings us much closer to the day when the third free public entertainment medium—high-fidelity FM—will take its place in every home along with TV and AM radio."



### MEMO TO MEN ON THE WAY UP



### WHERE THERE'S BUSINESS ACTION THERE'S A BUSINESSPAPER

Used to be a song, back in the Thirties, titled, *Little Man, You've Had a Busy Day*. Didn't mention the Big Man. But his days are busy, too. He's the man who must make top-level decisions in business. And to make those decisions, he must have facts. All the facts. All the pertinent information he can get.

He finds time, in his busy days, to get that information. How? By getting a major portion of it from one unique source: the business publications serving his particular field.

No businessman, Little or Big, is fully informed until he reads his businesspaper. He reads it for profit, not for

pleasure. He searches it through for news of the trade or industry. For facts. For fresh ideas. For new products he can put to work. And he reads the advertising with the same intense concentration he devotes to the editorial pages.

For the man on his way toward becoming a Big Man, his businesspaper is especially important. Take a tip from the reading habits of key men at every level. Take out a subscription of your own. Then, make the time to read every issue—and read it thoroughly.

WHERE THERE'S ENTERTAINMENT BUSINESS  
THERE'S . . .

ABC **The Billboard** ABC

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS

## Stereo Preamp \$24.95 by GE

AUBURN, N. Y.—A new dual stereophonic high fidelity pre-amplifier, featuring high sensitivity, low hum and noise, high channel separation, and individual switching for each channel to select phono or tape input, is announced by General Electric.

The new pre-amplifier, the "Stereo Classic" Model MF-1, will be available this month at a suggested consumer price of \$24.95. It is the 12th new GE hi-fi component product announced to date this year, and has monaural applications as well as stereo.

It is designed primarily for use with magnetic stereo cartridges, for conversion of existing ceramic cartridge stereo systems where the necessary pre-amplification is not available in the system.

The MF-1 also is equipped for use with stereo tape heads. In addition to providing two stages of pre-amplification in each channel, it provides proper feedback type circuit equalization for disks (RIAA) and tape (NARTB), for very low distortion.

It may be used as a stereo headphone amplifier for individual listening, and, with minor circuit modification, as a high gain, high quality monaural or stereo tape recorder microphone pre-amplifier. Its low impedance output of less than 10K ohms at 1 kc allows the use of an output cable up to 50 feet long.

## Admiral Sets New Off-Beat Ad Campaign

CHICAGO—A three-eyed man, a "real gone" Whistler's mother, and a diapered baby on a stereo kick are among the off-beat art-and-copy themes in Admiral Corporation's million-dollar national advertising campaign in 90 major daily papers this fall.

The campaign is the first major newspaper ad program for 1958 for the manufacturer's electronic products. It comprises a series of seven weekly ads promoting stereophonic high fidelity, television, and Son-R, Admiral's TV remote tuning device.

The October and November campaign is timed to the peak selling season for electronic products, and the papers being used are in Admiral's key markets across the country. It is expected that a majority of the insertions will carry dealer listings.

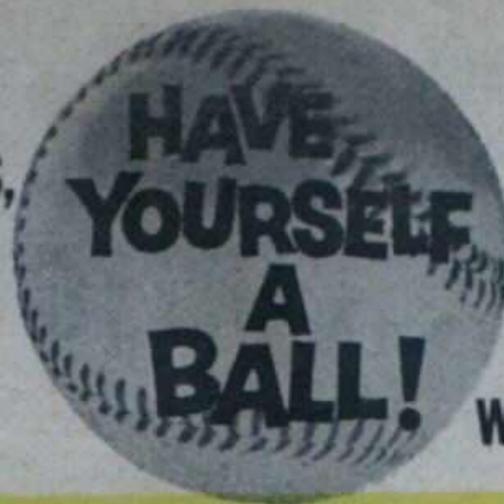
The initial advertisement in the series is a full page, followed by six of 1,600 lines each. The campaign is being supported by a heavy program of 46 national magazine insertions—this time "playing it straight" on copy and art themes—during the period.

The agency, Henri, Hurst & McDonald, Inc., calls the campaign "soft sell with a fist." The big picture technique has been used, with both art and captions combining humor with sales impact.

The three-eyed man, for example, asks: "ME unusual? You oughta see Son-R!" A magician calls Son-R the neatest trick. And the baby, diapered belated but fedoraed topside, engagingly informs the reader that there is nothing "old hat" about him, because he's a stereo buff.

**GIVE**  
THE UNITED WAY  
to: UNITED FUNDS  
COMMUNITY CHESTS

IF YOU'RE PITCHING FOR BIG LEAGUE PROFITS,



WITH THIS ONE!



WARNER BROS.  
PRESENTS A  
GEORGE ABBOTT  
AND  
STANLEY DONEN  
PRODUCTION

# damn yankees

STARRING  
TAB HUNTER  
GWEN VERDON  
RAY WALSTON

MUSIC AND LYRICS BY  
RICHARD ADLER  
AND  
JERRY ROSS

It's RCA Victor's new original movie soundtrack album of all the wonderful songs from "Damn Yankees," including Gwen Verdon's very special treatment of Whatever Lola Wants. Available on regular L.P. and new "Living Stereo" records. And here are some of the reasons why it's going to be your Most Valuable Player of the Year!

- National ads in The New Yorker, Esquire, Photoplay, Modern Screen, High Fidelity, Schwann, Long Player, and The New York Times!
- And...it's going to be featured in NBC-TV network commercials on the Ellery Queen Show, the nights of October 24 and 31!
- And...it's going to be featured in network radio commercials

on Monitor during the months of October and November!

- And...it's going to have nation-wide disc jockey coverage, plus disc jockey contest and other exciting special promotions!
- Your point-of-sale display (a traffic-stopping blow-up of the "Damn Yankees" album cover with cut-out figure of Gwen Verdon), advertising mats in two sizes, and special statement stuffers are ready now! Get in touch with your RCA Victor distributor today!





**SPEED  
AND  
QUALITY  
GO TOGETHER  
AT  
RCA CUSTOM!**

Why have independent record producers made RCA the leading custom record manufacturer? Because RCA means top SPEED and top QUALITY both, with no sacrifice of either!

Speed? RCA, with the biggest pressing capacity in the industry and with three strategically-located plants, gives you overnight delivery to your distributors *everywhere*. You get all the records you need, *when* you need them.

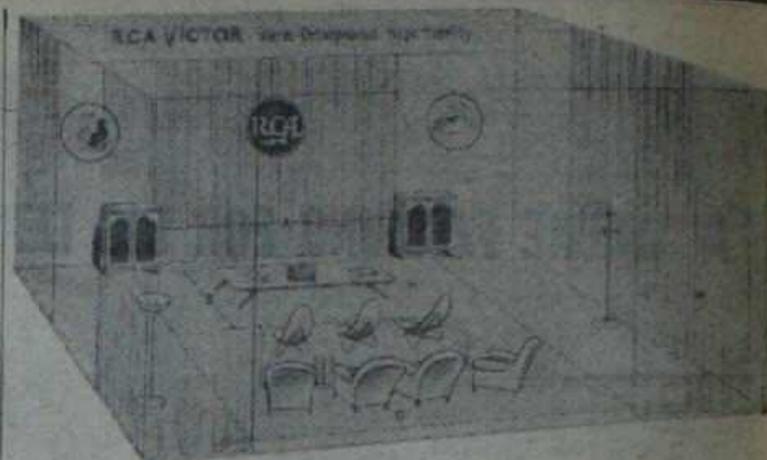
Quality? *The finest*, based on RCA Victor leadership in sound engineering, greater experience, superior equipment.

Do as *most* hit-makers do. Get speed and quality both, and at a competitive price, at RCA CUSTOM. You'll get a custom job!

**RCA VICTOR custom record service**

"SERVICE ON A PLATTER"

386 East 24th St., New York 10, N. Y. — Murray Hill 9-7200; 445 N. Lake Shore Drive, Chicago 11, Ill. — Whitehall 4-3215; 1016 K. Ryerson Ave., Hollywood 38, Calif. — Oldfield 4-1660; 900 17th Ave., South, Nashville 3, Tenn. — Alpine 5-6691. In Canada, call Record Department, RCA Victor Company, Ltd., 225 Mutual Street, Toronto, Ontario. For other foreign offices, write or phone RCA International Division, 30 Rockefeller Plaza, New York 20, N. Y. — JUdeon 6-3000.



A separate demonstration area is a must in the stereo age, says RCA Victor. They make the following suggestions: 1) seating should be comfortable and close to living room conditions; 2) set chairs so that prospects sit in area where stereo effect is at maximum; 3) don't drape all walls or sound will be deadened; use partial drapes; 4) set speakers so that distance A equals distance B in the diagram above; 5) let the music speak for itself.

**Marek Details Market Facts**

• *Continued from page 16*

minimum of 'yakety-yak.' Please, please have the salespeople withhold their precious knowledge and let the music speak for itself."

Marek leaned heavily on the "demonstration" theme.

"Some people say stereo is a gimmick," he pointed out. "I say let them hear it. Stereo sound is gold even for tin ears."

The idea that stereo can only be heard at one spot in particular listening situation was also blasted by Marek. He said the idea was "nonsense" and that it is not necessary to sit at the apex of the triangle formed by the listener and the two speakers.

"Let's remember," he said, "that a Brooklyn Heights apartment is not a Princeton Laboratory."

**Market Prospects**

Marek was bullish about the industry's immediate prospects. And he said that the longer range prospects are fantastic. For instance, he cited statistics that show the number of families will increase by 11 per cent in the next five years. Moreover, the number of teen-agers will increase by a remarkable 41 per cent in the same period. These form the "prime market" of tomorrow.

Ray Saxon, sales head of the Radio - Victrola Division, confirmed Marek's optimism. Saxon said the industry will do 20 per cent more in phono sales this year over last. And the home music industry as a whole will hit a sales peak of \$1,300,000,000, Saxon said. This breaks down as follows: High Fidelity Phonographs (\$585,000,000), Other Phonographs (\$125,000,000), Records (\$400,000,000), Tape (\$50,000,000), and Tape Recorders, (\$140,000,000).

Saxon said the dealers should follow a four-point program to boost phono sales: product knowledge, display, demonstration and sales techniques.

**Three Hi-Fi Firms Share Ad Campaign**

NEW YORK — A national advertising campaign in which major manufacturers of high fidelity components are co-operating will break this month.

Electro-Voice, of Buchanan, Mich. — manufacturers of speakers, cartridges and enclosures; Harman-Kardon, of Westbury, N. Y. — manufacturers of tuners and amplifiers, and Rek-O-Kut of Corona, N. Y. — manufacturers of turntables and tone arms are sharing full page, 1/2-page and 3/5-page ads in five publications. In addition, the campaign will be backed up with displays at the local dealer level featuring the components of each of the manufacturers.

Object of the campaign is to clarify for consumers many of the misconceptions that surround stereophonic sound — latest development in the high fidelity industry. The sponsors of the campaign anticipate that high fidelity component sales will reach a new high in 1959, due to the development of stereophonic sound. Consumers are being offered a booklet on stereo entitled "Your Guide to Stereo." Copies are available by writing to "Stereo Components," 444 Madison Avenue, New York 22.

The campaign was conceived by The Weston agency, representing Harman-Kardon and Rek-O-Kut, and was produced in co-operation with Herbert Baker Advertising, of Chicago, agency for Electro-Voice.

**Tape Saver**

• *Continued from page 16*

1 1/2" x 3/4" x 1/4" in size, with a small energized area. The bar fits snugly over a 3/4" base plate permanently installed on a tape transport over which passed the moving tape.

The "Echoraser" package consists of two erasers each with a different power of energized area; a red Echoraser for removing up to 9 db print-thru, and a black Echoraser to remove as much as 18 db from more seriously affected tapes. Success in the amount of print-thru reduction, however, is dependent on several facts. 1. The storage conditions of the recorded tape. 2. The age of the recording. 3. The printing frequency or wave length, and 4. The magnetic properties of the tape.

**What's Hi-Fi?**

• *Continued from page 16*

Secondly, accepted standards are not always enforceable. If, for instance, all of the manufacturers did accept certain standards, the FTC still couldn't sue someone who labeled an inferior product as "hi-fi." This is because the generally accepted meaning of the term is incompatible with the standards accepted by the manufacturers.

One thing that the Institute can do, Butz said, is to inform and educate the public on what high fidelity really means. First, the IHFM will have to decide for themselves what "hi-fi" is.

**Webcor Promotion**

• *Continued from page 20*

laid down their instruments to show the impact of the tape.

Jack Breidenfeld, sales manager of Radio Electronic Supply, Chuck Gates, merchandising manager, and Donna Wells, hi fi buyer, both of Wurzburg's, stated that promotion stimulated hi fi sales greatly and that the entire Wurzburg apparel division showed gain from the showing.

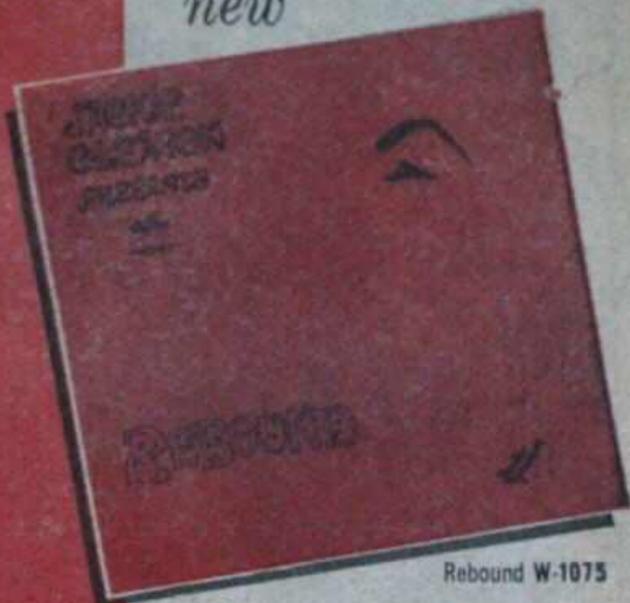


# JACKIE GLEASON

ARTIST OF THE MONTH

## MASTER OF MANY MOODS

*new*



Rebound W-1075



Riff Jazz W-1020



Velvet Brass W-859



Music, Martinis, And Memories W-509

Jackie's back on TV with a great new variety show Friday nite on C.B.S.



# The Billboard Buying Guide for PACKAGED RECORDS



## BEST SELLING LP'S

FOR SURVEY WEEK ENDING SEPTEMBER 27

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

This Week		Last Week	Weeks on Chart
1.	<b>Sing Along With Mitch</b> . . . . .	2	13
	Mitch Miller, Columbia CL 1160		
2.	<b>King Creole</b> . . . . .	3	4
	Elvis Presley, RCA Victor LPM 1884		
3.	<b>Only the Lonely</b> . . . . .	12	2
	Frank Sinatra, Capitol W 1053		
4.	<b>Gigi</b> . . . . .	6	16
	Sound Track, M-G-M E 3641 ST		
5.	<b>Tchaikovsky: Piano Concerto No. 1</b> . . . . .	1	10
	Van Cliburn, RCA Victor LM 2252		
6.	<b>The Music Man</b> . . . . .	4	32
	Original Cast, Capitol WAO 990		
7.	<b>Johnny's Greatest Hits</b> . . . . .	5	26
	Johnny Mathis, Columbia CL 1133		
8.	<b>South Pacific</b> . . . . .	7	28
	Sound Track, RCA Victor LOC 1032		
9.	<b>Concert in Rhythm</b> . . . . .	12	2
	Ray Conniff, Columbia CL 1163		
10.	<b>Elvis' Golden Records</b> . . . . .	19	22
	Elvis Presley, RCA Victor LPM 1707		
11.	<b>The Late, Late Show</b> . . . . .	23	30
	Dakota Staton, Capitol T 876		
12.	<b>Cole Espanol</b> . . . . .	14	2
	Nat King Cole, Capitol W 1031		
13.	<b>But Not for Me</b> . . . . .	15	3
	Ahmad Jamal Trio, Argo LP 628		
14.	<b>Hymns</b> . . . . .	25	89
	Tennessee Ernie Ford, Capitol T 756		
15.	<b>My Fair Lady</b> . . . . .	10	131
	Original Cast, Columbia OL 5090		
16.	<b>Gems Forever</b> . . . . .	11	10
	Mantovani, London LL 3032		
17.	<b>Swingin' on Broadway</b> . . . . .	—	16
	Jonah Jones, Capitol T 963		
18.	<b>Volare (Nel Blu Dipinto Di Blu)</b> . . . . .	8	4
	Domenico Modugno, Decca DL 8808		
19.	<b>Stardust</b> . . . . .	9	11
	Pat Boone, Dot DLP 3118		
20.	<b>Nearer the Cross</b> . . . . .	20	16
	Tennessee Ernie Ford, Capitol T 1005		
21.	<b>Jumpin' With Jonah</b> . . . . .	21	4
	Jonah Jones, Capitol T 1039		
22.	<b>The King and I</b> . . . . .	24	113
	Sound Track, Capitol W 740		
23.	<b>South Pacific</b> . . . . .	22	236
	Original Cast, Columbia OL 4180		
24.	<b>Come Fly With Me</b> . . . . .	—	33
	Frank Sinatra, Capitol W 920		
25.	<b>'S Wonderful</b> . . . . .	—	7
	Ray Conniff, Columbia CL 925		
25.	<b>Film Encores</b> . . . . .	—	59
	Mantovani, London LL 1700		



The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value,

as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

### Pop Albums

#### DILO

#### Perez Prado Ork.—RCA Victor LPM 1883

Riding high on the crest of his current best-selling single, "Patricia," (included in this package) Prado serves up here an exhilarating group of infectious Latin-styled selections. A solid entry for the pop and Latin American market. Selections include "Why Wait," "Cuban Rock," "Bandido," etc.



### Pop Special Merit Albums

#### EUROPEAN WINDOWS

#### John Lewis and Members of the Stuttgart Symphony Orch.—RCA Victor LPM 1742

Here is a collection of interesting and intriguing original music, composed by the extremely clever John Lewis, leader of the Modern Jazz Quartet, and played by Lewis, two outstanding European musicians and members of the Stuttgart Symphony Orchestra. These compositions were recorded in Stuttgart, Germany in February, 1958. The lead soloists, in addition to Lewis are Gerry Weinkopf on flute and alto, of Germany, and bary man Ronnie Ross of Britain. The compositions include pieces written by Lewis for the flick "One Never Knows," and other attractive works. A fine LP.



### Jazz Albums

#### KISMET

#### The Mastersounds—World Pacific WP 1243

The Mastersounds give the selections from the Broadway hit of several seasons ago a refreshing and listenable jazz setting. This should prove as successful as their jazz treatment of "The King and I." In addition to the delightful and thoughtful jazz arrangements, the sparkling sound is a notable feature. Cover shot of a pretty girl in Oriental costume is an added sales lure.



### Sound Albums

#### GOULD: CONCERTETTE FOR VIOLA AND BAND; COLGRASS: VARIATIONS FOR FOUR DRUMS AND VIOLA

#### Emanuel Vardi, Viola; Michael Colgrass, Percussion; The M-G-M Orch. (Winograd)—M-G-M 3714

Young Colgrass gained some renown for his all-percussion nonet, "Three Brothers." It is included in three albums which sell mainly to sound addicts. His newest work, striking in originality, is exceedingly musical despite the unusual instrumentation. It requires and receives a virtuoso performance from violist Emanuel Vardi. It will excite his fans and those interested in important contemporary music. Morton Gould's name also will attract customers. His work, dating back about five years, makes typical use of the American idiom.



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

**ON CAMPUS WITH THE DUKES OF DIXIELAND VOL. 8**  
Audio Fidelity AFLP 1891

The Dukes turn to a group of college tunes for their latest presentation. As with their previous releases the sound is outstanding. All extremes from the booming of the tuba to lightly percussive sounds on the cymbals come thru with extreme clarity. Bugs will have a field day with the set. Musically and jazzwise, it compares to their other efforts.



-----**Monaural Albums**-----

**CHICO HAMILTON QUINTET**  
World Pacific 1005  
STEREO & MONAURAL

A previous monaural spotlight, this beautiful recorded packaged set has the same strong appeal in stereo. Excellent, round sound is achieved by the group with emphasis on fullness rather than separation. Cover art is tops. Brand new go-round could be in the offing for this 3-D version.



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

**HOVANESS: CONCERTO NO. 2; LOUSADZAK**  
Maro Ajemian, Piano; Anahid Ajemian, Violin; With  
the M-G-M String Orch. (Surinach)—M-G-M E 3674

Hovanness draws his thematic material from Armenian, folkish and religious backgrounds. The violin concerto contains many interesting and colorful passages. Miss Ajemian's tonation is wonderfully precise. "Lousadzak" has a distinctly Eastern flavor also, characterized by monophonic, flowing segments. Surinach draws excitement and color from the string orchestra. Modern devotees will find both works interesting and challenging.



**RACHMANINOFF, LISZT & PROKOFIEV**  
Played by Vladimir Ashkenazy, Piano—Angel 35647

The 21-year-old, who makes his N. Y. debut this month, demonstrates all his virtues in this recital—limpid tone, variety, speed and technique. The difficult Prokofiev Sonata No. 7 is a standout; the Mephisto Waltz and "Feux Follets" excellent.



-----**Low-Price Children's Albums**-----

**MOTHER GOOSE FOR THE SWING SET**  
Buddy Weed And His Playground Pals  
RCA Victor LBY 1010

Buddy Weed and his rollicking group (including Don Elliott, Tyree Glenn, Barry Galbraith, Mundell Lowe, Milt Hinton, Trigger Alpert, Stanley Webb and Johnny Cresci) perform lightly swinging versions of Nursery Rhyme tunes. Elliott, Webb and Dottie Evans sing the clever George Simon lyrics that follow up the familiar Mother Goose rhymes in answer to most kiddies' queries of "what happened then." An appealing and clever production that should find the mark.



-----**Sacred Albums**-----

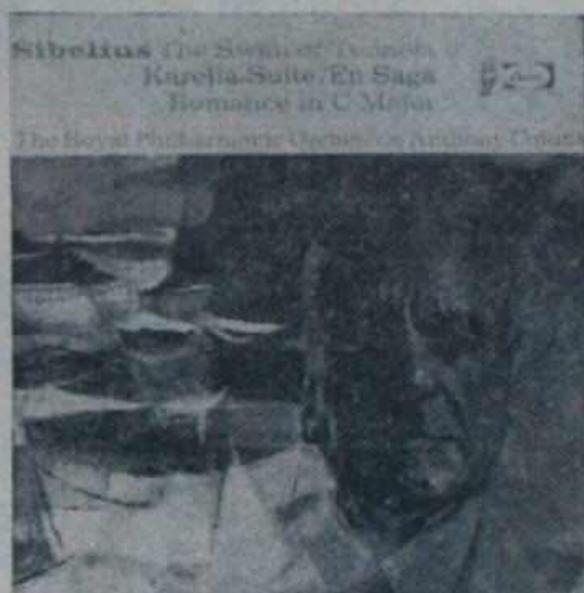
**THE BIBLE TOLD ME SO**  
Statesmen Quartet With Hovie Lister  
RCA Victor LPM 1683

The group literally outdoes itself with spirit and dedication on these satisfying gospel offerings. In short, the package is a gassel inspired readings by the group, directed by Hovie Lister, include "My Heart Is a Chapel," "No One But Jesus Knows," "Brand New Star," and "Your First Day in Heaven." Set was recorded in Nashville. Should get a welcome reception from fans of this idiom.



(Continued on page 30)

**ALBUM COVER OF THE WEEK**



EARLY MASTERPIECES OF SIBELIUS, Capitol EMI G 7122. Somber oil painting by Jim Janson catches perfectly the mood of the album. It's a compelling cover that ought to lure eyes and sales.

**• Most Played by Jockeys** FOR SURVEY WEEK ENDING SEPTEMBER 27

Albums are ranked in order of the greatest number of plays on disk jockey radio shows (throughout the country). Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. CONCERT IN RHYTHM.....Ray Conniff Ork  
Columbia CL 1163
2. SWING SOFTLY.....Johnny Mathis  
Columbia CL 1165
3. STARDUST.....Pat Boone  
Dot DLP 3118
4. JUMPIN' WITH JONAH.....Jonah Jones  
Capitol T 1039
5. LESTER LANIN GOES TO COLLEGE.....Lester Lanin  
Epic LN 3474
6. BILLY VAUGHN PLAYS THE MILLION SELLERS  
.....Billy Vaughn  
Dot DLP 3119
7. 'S AWFUL NICE.....Ray Conniff Ork  
Columbia CL 1137
8. BAUBLES, BANGLES AND BEADS.....Kirby Stone Four  
Columbia CL 1211
9. COMO'S GOLDEN RECORDS.....Perry Como  
Victor LOP 1007
10. COME FLY WITH ME.....Frank Sinatra  
Capitol W 920



**Best Selling Pop EP's**

FOR SURVEY WEEK ENDING SEPTEMBER 27

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

1. KING CREOLE, VOL. 1...Elvis Presley, RCA Victor EPA 4319
2. KING CREOLE, VOL. 2...Elvis Presley, RCA Victor EPA 4321
3. COME FLY WITH ME.....Frank Sinatra, Capitol EAP 1-920
4. STARDUST.....Pat Boone, Dot DEP 1069
5. NEARER THE CROSS, Tennessee Ernie Ford, Capitol EAP 1-1005
6. SPIRITUALS.....Tennessee Ernie Ford, Capitol EAP 1-818
7. COMO'S GOLDEN RECORDS.....Perry Como, RCA Victor EPA 5012
8. THE EVERLY BROTHERS.....Cadence CEP 103
9. RICKY NELSON.....Imperial EP 156
10. 'S WONDERFUL.....Ray Conniff, Columbia EP B-9251

fabulous!!

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# MY BLUE HEAVEN

and

# IT'S YOU I LOVE

#5546



IMPERIAL RECORDS

6425 Hollywood Blvd., Hollywood, Calif.

LONDON RECORDS—Canada

## • Review Spotlight on Albums . . .

• Continued from page 29

### -----Religious Albums-----

#### BEST LOVED SACRED SONGS VOL. 1

Various Artists—RCA Victor LPM 1765

The label has assembled a powerful group of artists to cash in on current strong interest in religious and gospel material. These are the big guns like George Beverly Shea, Marian Anderson, Jerome Hines, Paul Mickelson, Tedd Smith and the Robert Shaw Chorale, among others, in a selection of universal inspirational favorites. Appealing Sunday morning church scene on cover. Powerful merchandise for this market.



## • Reviews and Ratings of New Popular Albums

### EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise—  
Top Demand

★★★★—Very Strong Sales Potential—Essential Inventory

★★★—Good Potential—Will Sell

★★—Moderate Potential—Salable Qualities

★—For dealers who stock all merchandise.

### POPULAR ★★★★★

**THE KING PLAYS SOME ACES**  
Xavier Cugat Ork. RCA Victor LPM 1852

Cugat provides his usual swinging, exuberant instrumental arrangements of infectious Latin standards—"Oye Negra," "Dance des Mirilions," "Green Eyes," "Linda Mujer," etc. Great dance wax for Latin terpers and jocks with Latin-American sets.

**LOOK, IT'S THE MOONGLOWS**  
Chess LP 1438

The Moonglows, one of the better singing groups who have made the big jump from the rock and roll field to become accepted pop performers, have turned out a mighty good album here, and one that should have strong appeal. In this set is the group's current hit, "The Ten Commandments of Love," along with a number of other smooth ballads that they perform with warmth and taste. Best sides are "Love Is a River" and "Blue Velvet."

### POPULAR ★★★

**ON A RAINY AFTERNOON**  
Tony Perkins, RCA Victor LPM 1853

The movie-legit actor doesn't have much voice, but his phrasing is pleasant and selection of tunes and jazz-flavored backing by some fine jazz men on this LP are thoroughly attractive. Selections include "I Remember You," "You Came Along," and "It Could Happen to You." Spinnable wax for hip jocks.

### GO SOUTH YOUNG MAN

Tony Martin with Al Sendrey Ork & Chorus, RCA Victor LPM 1778

Martin performs exceedingly well on this set of warm, Latin-based tunes that seem to be his particular cup of tea. Al Sendrey, who does Martin's club arrangements and fronts his band, performs the same role here. Tunes include "Maria Elena," "South American Way" and "The Breeze and I." Martin's best offering in a spell and there's an attractive cover to boot. Can be sold.

### BRIGHT AND BREEZY

Ethel Smith, Decca DL 8799

Miss Smith has a delightful sound on a sprightly collection of tunes that allow her room for lots of colorful organ tones. She is backed by a small instrumental group on such fare as "The Waltzing Cat," "Teddy Bear's Picnic" and "The Syncopeated Clock." It's a charming set and one that her fans will find attractive. Lots of tot appeal also.

### LOVE LETTERS IN THE SAND

Frank Chacksfield Ork. London LL 3027  
Lush ballads with bright beats, best sides including "They Didn't Believe Me," "East of the Sun" and title tune. Music to relax by. Pretty cover.

### MANY MOODS

Al Russ Ork. Argo LP 618

Al Russ and orchestra come thro' with warm readings of a group of his own original compositions that make for enjoyable listening. The album is titled "Many Moods" and the moods are many in this set, ranging from "Concerto for Lovers,"

to "The Girl and the Fiddle," and "Saris Tango." Deejays should spin this set and mood music fans will be interested.

### POPULAR ★★

**A SURE THING**  
David Allen with Johnny Mandel Ork. World Pacific 1006

STEREO & MONAURAL  
David Allen's moving crooning style, somewhat in the Dick Haymes, Frank Sinatra tradition, registers well either monaurally or in stereo, with no great improvement to be noted in the case of the latter. It's a full sound either way but just about as rewarding in the lower priced monaural way.

### GIRLS GIRLS GIRLS

Stanley Black Ork. London LL 3012

Medleys encompass 22 titles with girls' names, featuring piano and strings in warm arrangements. Nice mood wax.

### CHET ROBIE

Argo LP 618

Robie, a fixture at Chicago's Sherman Hotel, sings lightly and elegantly with a jazz touch, plays glib piano backed by three stalwarts. Fresh material includes "Easy Living," "I'm in the Market for You," "First Baseball Game."

### POLKA ★★

**GAY TYROL IN HI-FI**  
Roland Zaniuffi and Raymond Jouart, Bruno 50638

This is a rather ordinary album of polkas and waltzes as played by the Zaniuffi and Jouart ensembles. The melody is carried by the accordions and the remainder of the ensemble serve to provide rhythm backing. A steady beat and nimble accordion work are the most praiseworthy aspects of the album.

### RELIGIOUS ★★★★★

**THE CATHEDRAL OF TOMORROW**  
Rex Humbard Singers, RCA Victor LPM 1784

A variety of groups and soloists, all associated with preacher Rex Humbard's Cathedral of Tomorrow in Ohio, perform in great, dedicated gospel style. Readings of "Hide Me Rock of Ages," "Near the Cross," "How Can I Be Lonely," sung by the Weatherford Quartet, the Humbard Family Singers, the Cathedral Trio and Maude Aimee Humbard will have especially strong appeal in the more ruralized sacred market. Strong performances by all and the recordings are equally good.

### RELIGIOUS ★★★

**HYMNS TO THREE**  
Cathedral Chorus & Brass, Chime 1002

The great favorite hymns receive a reverent, expressive reading by the Cincinnati-based singers on this strong new set. Also featured are organist Wilbert Little and the Chapel Quartet and the numbers include "Onward Christian Soldiers," "Dear Lord and Father of Mankind," "A Mighty Fortress Is Our God," and nine others, equally luminous. Cover conveys the idea of the

set but it does not do full justice in terms of color. Display appeal is lacking.

### FOLK ★★★

**RUMANIA AND THEIR GYPSIES, VOL. 2**

Various Artists; Romanian National Folk Ensembles of Bucharest, Bruno RR 50049

One of the best to date of Bruno's "Around the World" series, this second album of Romanian folk and gypsy music has good sound, first-rate soloists and fresh, unshackled material. Xylophone solos are outstanding. Especially interesting is "Sigh With Bella," evidently original tune for Edith Piaf's popular "Johnny, You're No Angel." Could move.

### LATIN AMERICAN ★★★★★

**FELICES PASCUAS**

Pedro Vargas, RCA Victor LPM 1840

The tenor sweeps warmly thro' a Christmas collection which includes "Silent Night," "First Noel" and "White Christmas," all in Spanish. Good backing by several exes. Ideal wax for this market.

### SWEET AND SAVAGE

Los Indios Tabajaras, RCA Victor LPM 1788

The guitar duo display their mastery on a group of American standards and Latin-American folk and popular songs. According to the liner notes, they are untrained. However, they handle the instruments well and evoke a sweet sound on the ballads and a rather fiery tone on the more exciting numbers. Some of the selections have vocals. Set can have wide appeal with excellent potential in this market. Songs include "Maria Elena," "Stardust" and "Moonlight Serenade." Excellent cover shot of the artists.

### LOW PRICE—

### CHILDREN'S ★★★★★

**RUDOLPH THE RED-NOSED REINDEER & RUDOLPH'S SECOND CHRISTMAS**  
Told By Paul Wing, RCA Victor LBY 1011

A delightful Christmas collection, including previously released title song by the Voices of Walter Schumann, "Night Before Christmas Song" by Gisele Mackenzie and Vaughn Monroe's "Frosty the Snowman." Colorful cover and the \$1.98 price is just right.

**ADVENTURES IN SOUND AND SPACE**  
Col. Frank Erhardt & Cast, RCA Victor LBY 1013

This new set should have solid appeal to boys between nine and 13 and it may appeal to girls of that age as well. It is a complete story about a space ship to the moon, full of the accurate technical phraseology, presented in an intensely dramatic form that makes the educational aspects easy to digest. It features Erhardt and has a fine cast, plus excellent musical backing by the Marty Gold ork. Story was penned by Victor's own a.s.r. staffer Chick Crumpaker. Solid sales appeal here.

### TALES FROM THE GREAT BOOK

Told by Joseph Cotten & Robert Preston, RCA Victor LBY 1014

Excellent performances by Cotten and Preston on this adaptation from the comic strip, "Tales From the Great Book." Cotten narrates the story of Moses with warmth and perception and Preston does a similarly fine job on the story of Joshua. Crowd noises and background music contribute to over-all effectiveness of package.

### SACRED EP ★★★★★

**OLD TIME RELIGION**  
The Johnson Family Singers (2-EP), RCA Victor EPB 1128

A fine selection of old-timers by the Family group rings a solid bell for this market. Hymns like "Stand Up for Jesus" and "Tell Me the Old, Old Story," are mixed with favorite sacred hymns like "I Will Sing the Woodman Song" and "Standin' in the Need of Prayer." A healthy flow of gospel material is now going to market and this can do well in the competition.

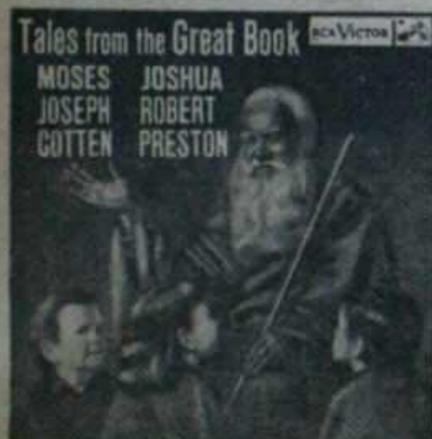
**FIRST KIDDIE  
LIVING STEREO  
ALBUM**



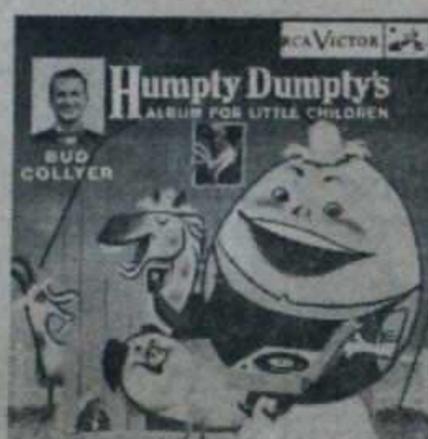
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## JIMMY JOHNSON

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### • Reviews and Ratings of Stereo-Only Albums

(Ratings Indicate Relative Strength Among Stereo-Only Albums)

#### SOUND ★★★

**STEREOPHONIC SPECTACULAR**  
Grand Award GA S. D. 400  
This low-priced demonstration album spotlights a group of listenable sides from other Grand Award albums by Paul Whiteman, Bobby Byrne, etc. Standout waxings are the bouncy items from Volume 2 of "The Roaring 20's," and the lush selections from "Spanish Spectacular." Moderate appeal for stereo fans.

#### POPULAR ★★★

**MY FAIR LADY & GIGI**  
The Radiant Velvet Ork. Concert-Disc CS 23  
One of the tastiest bits of arranging and recording of show tunes to be found in the growing stereo catalog. The title of the ork fits it well and pianist Caesar Giovannini plays a light, rippling piano that fits in nicely. This is from the catalog of Concertapes and it's excellent stereo. Unfortunately the cover of the set falls far short of matching the sound. Dealers will have to sell this one because the cover won't.

**THE OPPOSITE SIDE OF MIKE**  
Mike Simpson Ork. Concert-Disc CS 26  
The Simpson ork performs in direct

opposite showcases here, with the first a sharp, crackling series of big band arrangements of swingers like "Take the 'A' Train" and "On a Clock Jump." Flip is in a more relaxed Latin groove with a number of danceable selections. A fine, full, listenable stereo sound by the cover is a distinct let-down and will have trouble competing for valuable display space. Material is from the Concertapes library.

**MY FAIR LADY**  
Charleston Club Ork. World Wide MGS 20006  
Not all of the lovely Lerner-Loewe score is suitable for the "Roaring Twenties" ork stylings accorded it in this album, but it's an interesting idea in stereo, and should draw sales interest. Cover is eye-catching and stereo effects are particularly good on the bouncy "Get Me to the Church on Time" and "With a Little Bit of Luck."

#### POPULAR ★★

**DANCING AND DREAMING**  
Jay Norman Quintet. Concert-Disc CS 24  
Here is a thoroughly pleasant package of mood music, ranging in mood from the dreamy "Out of Nowhere," to the provocative "Green Eyes." Stereo is handled to give effect of cozy intimate ensemble.

### • Reviews and Ratings of New Classical Albums

#### CLASSICAL ★★★

**TCHAIKOVSKY: VIOLIN CONCERTO;  
SAINT-SAENS: INTRODUCTION AND  
RONDO CAPRICCIOSO**  
Igor Oistrakh, Violin with Pro Arte Ork., London (Schnechter). Angel 35517  
There are several excellent versions of these works, but this version is good enough to attract considerable sales attention. Oistrakh provides a moving, perceptive interpretation and the Pro Arte backing is thoroughly keyed to his mood.

**STRAVINSKY: APOLLON MUSAGETE;  
HINDEMITH: HERODIADE**  
The M-G-M String & M-G-M Chamber Orks. (Winograd), M-G-M E 3683  
Superior sound marks this waxing of the melodious Apollo ballet and the first etching of the evocative "Herodiade" score penned for Martha Graham's dance troupe. Modernists and balletomanes will love.

#### CLASSICAL ★★

**BACH: THE ART OF THE FUGUE;  
BEETHOVEN: GROSSE FUGUE, Op. 133**  
Winograd String Ork. (Winograd), (2-12") M-G-M 2E3  
A noble attempt by Winograd to solve two great musical problems. The orchestral setting of the Bach triumphs in its clarity and sweetness of sound, but entirely misses the majesty of an organ rendition. The Great Fugue is here put forth less harshly than in its original quartet scoring, but transcription loses power and interest correspondingly.

**MUSIC FROM THE FRENCH BALLET  
STAGE**  
The Little Ork. (Jones), M-G-M E 3710  
Balletomanes should be interested in this well-produced collection of music from various French operas. The selections include the ballet suite from Grety's "Cephaele Et Procius," Gluck's "Ballet Suite," the ballet suite from Delibes' "Le Roi S'Amuse," and the ballet suite No. 1 from Rameau's "Les Fetes D'Hebe." They are played capably by the Little Orchestra of London under Leslie Jones' direction.

**CELLO SONATAS BY SHOSTAKOVICH  
& PROKOFIEFF**  
Rostropovich, Cellist with Shostakovich & Sviatoslav Richter at the Piano. Monitor MC 2021  
The beauty and depth of tone achieved by Russia's premiere cellist explains why Prokofieff's several showpieces for the instrument stemmed from his admiration and friendship for Rostropovich. His Sonata, Op. 119 is lyrical and gay in turn and is lovingly performed. Sviatoslav Richter, a Soviet keyboard giant, accompanies in skilled and sympathetic fashion. The Shostakovich sonata, nearly a quarter century old, has the freshness of the composer's earlier output and features Shostakovich at the piano. Recorded sound is not quite up to recent Soviet tapings.

**MOZART: DIVERTIMENTO NO. 3;  
SERENADE NO. 3**  
The M-G-M Ork. (Winograd), M-G-M E 3652  
Volume 3 in the series of complete Mozart serenades and divertimenti maintains the high standards set by Winograd's baton and the small orks. Notable liner notes. Pieces have little competition on wax.  
**LISZT: PIANO CONCERTO NO. 1  
RACHMANINOFF: PIANO CONCERTO NO. 1**  
Gilels, Richter; Pianists; National Phil-

harmonic Ork. (Kondrashin and Sandberg), Bruno 14025  
Thru the fuzz of poor sound come the efforts of two major pianists—one very good, the other very great. Emil Gilels' approach to the Liszt is clear, virile and studious, but Sviatoslav Richter makes the Rachmaninoff Concerto his own. He does not phrase, he breathes the music, always giving the impression of an enormous power. Keen competition for both sides.

#### LOW-PRICE CLASSICAL ★★★

**CHOPIN IN SUPERSONIC SOUND**  
Dale Reubart, Tampa TP 9  
Eight of Chopin's piano selections are given so-so interpretations by Reubart. Sound is not what may be expected, but the low price tag should prove a buying lure. It can move on the racks.

### • Reviews and Ratings of New Jazz Albums

#### JAZZ ★★★

**JAZZ NEW YORK**  
Manny Albam and His Jazz Greats. Dot DLP 9004  
Manny Albam and the Jazz Greats, who have turned out some fine sets for Coral, have switched to Dot, and Albam's first set for the label keeps up the fine standard he set on the other label. Set features an ork composed of New York's top musicians, including B. Brookmeyer, A. Cohn, G. Quill, P. Adams, B. Glow, D. Byrd, Z. Sims, E. Costa, M. Hinton, et al. The tunes include standards and originals, and Bix Beiderbecke's fetching "In a Mist." The ork plays with drive and feeling and the sound is excellent. Strong prospects.

#### JAZZ ★★★

**JAZZ WEST COAST, VOL. 4**  
Various Artists. World Pacific JWC 510  
This is West Coast jazz at its best. Volume 4 of the series presents many of the top exponents of this style of jazz on tunes from albums previously released by the label. Included are Art Pepper, Chet Baker, Bill Perkins, Gerry Mulligan, Bob Brookmeyer and Chico Hamilton. Any track rates as a good sample. West Coast  
(Continued on page 46)

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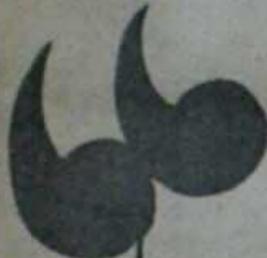
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Here's What Progressive Record Dealers Say About

# AUDITION

THE MONTHLY MUSICAL SHOPPING GUIDE



We were quite pleased with AUDITION. The next day after mailing some of the copies to the folks here in Lufkin, we received several orders for the records listed in AUDITION. We would like to place our order for 1,000 copies instead of our former order of 100.

CHARLES E. TURNER  
THE MELODY SHOP  
LUFKIN, TEXAS

AUDITION is great. We have tried every possible way of communicating intelligently with our customers on new releases and AUDITION does the trick. We plan to use it for our mail order customers.

MR. BARNEY KLUGLAK  
GLEN MUSIC COMPANY  
WASHINGTON, D. C.

We are certainly excited about AUDITION. The information it contains is truly a help to our record business.

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CHUCK SIMONS  
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AUDITION is an inexpensive and colorful magazine and it contains the exact information the public likes to read and know about new releases.

MISS LORRAINE HUGHES  
ECLIPSE RADIO AND TV  
TORONTO, ONTARIO

We are quite pleased with AUDITION, especially with the very colorful ads. The format seems to interest our customers and several have asked when the new issue will be available.

MISS BARBARA FRITZ  
CUSTOM CRAFTERS AUDIO, INC.  
CINCINNATI, OHIO

AUDITION is wonderful. My customers are very enthusiastic.

MISS MARGUERITE JOHNSON  
DATEMA APPLIANCES  
GLENWOOD SPRINGS, COLORADO

Congratulations on a very beautiful job! It should be a big help to the whole record industry. The best of luck to AUDITION.

V. J. SANDERS  
KAMM'S RECORD SHOP  
ELYRIA, OHIO

The categories are well defined, and very clear to the reader. The whole make-up is very sharp and in wonderful taste with the use of color. It reflects a lot of effort on your part and looks like a very fine stimulant for the record trade.

M. S. SWATEZ  
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# HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending September 27

This Week	Last Week	Weeks on Chart
<b>1. It's All in the Game</b> By Daves and Sigman—Published by Remick (ASCAP) BEST SELLING RECORD: Tommy Edwards, M-G-M 12688.	2	6
<b>2. Volare (Nel Blu Dipinto Di Blu)</b> By Domenico Modugno, F. Migliacci and M. Parish—Published by Robbins (ASCAP) BEST SELLING RECORDS: Dean Martin, Cap 4028; Domenico Modugno, Dec 30677 RECORDS AVAILABLE: Jesse Belvin, Vio 7310; Dalida, Verve 10146; Alan Dale, M-G-M 12699; Aurelio Fierro, Col 41223; Marty Gold, Kapp 232; J. J. Jones, Morocco 1002; Rosa Linda, Challenge 59016; Charles Magnante, Grand Award 1019; Umberto Marcato, Kapp 228; McGuire Sisters, Coral 62021; Nilla Pizzi, Vio 7361; Nelson Riddle, Cap 4024.	1	10
<b>3. Bird Dog</b> By Boudleaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1350. RECORD AVAILABLE: Don Woody, Dec 30277.	3	8
<b>4. Rock-In' Robin</b> By J. Thomas—Published by Recordo (BMI) BEST SELLING RECORD: Bobby Day, Class 229.	5	7
<b>5. Little Star</b> By Venosa-Picone—Published by Keel (BMI) BEST SELLING RECORD: Elegants, Apt 25005.	4	11

This Week	Last Week	Weeks on Chart
<b>6. Tears on My Pillow</b> By Sylvester Bradford & Al Lewis—Published by Vanderbilt-Boonie (ASCAP) BEST SELLING RECORD: Little Anthony and the Imperials, Mod 1027.	7	8
<b>7. Susie Darlin'</b> By Robin Luke—Published by Congressional (ASCAP) BEST SELLING RECORD: Robin Luke, Dot 15781.	8	4
<b>8. Patricia</b> By Perez Prado—Published by Peer (BMI) BEST SELLING RECORD: Perez Prado, Vio 7245. RECORDS AVAILABLE: Morty Craft Ork, M-G-M 12672; Jerry Martin, Chock 106; Ray Peterson, Vio 7303.	6	15
<b>9. Near You</b> By Craig Goell—Published by Supreme (ASCAP) BEST SELLING RECORD: Roger Williams, Kapp 233. RECORD AVAILABLE: Francis Craig, Dot 15159.	9	5
<b>10. Tea for Two Cha Cha</b> By Vincent Youmans-Irving Caesar—Published by Harms (ASCAP) BEST SELLING RECORD: Tommy Dorsey Ork, Decca 30704.	15	3

## Second Ten

<b>11. Just a Dream</b> By Jimmy Clanton-C. Matassa—Published by Ace (BMI) BEST SELLING RECORD: Jimmy Clanton, Ace 546.	10	10
<b>12. You Cheated</b> By Don Burch—Published by Balcones (BMI) BEST SELLING RECORD: Shields, Dot 15805. RECORDS AVAILABLE: Del Vikings, Mer 71345; Slader, Domino 500.	16	4
<b>13. Summertime Blues</b> By Eddie Cochran & J. Capeheart—Published by American (BMI) BEST SELLING RECORD: Eddie Cochran, Liberty 55144. RECORD AVAILABLE: Rene Hall Trio, Decca 48217.	14	4
<b>14. My True Love</b> By Jack Scott—Published by Starfire-Peet Int'l. (BMI) BEST SELLING RECORD: Jack Scott, Carlton 462.	11	12
<b>15. Devoted to You</b> By Boudleaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1350. RECORD AVAILABLE: Cliff Butler, Nasco 6010.	13	8

<b>16. Chantilly Lace</b> By J. P. Richardson—Published by Glad (BMI) BEST SELLING RECORD: Big Bopper, Mer 71343.	24	2
<b>17. The End</b> By Jimmy Kronos-Sid Jacobson—Published by Criterion (ASCAP) BEST SELLING RECORD: Earl Grant, Decca 30719.	21	2
<b>18. Western Movies</b> By Fred Smith-Cliff Goldsmith—Published by Elizabeth-Aries (BMI) BEST SELLING RECORD: Olympica, Demon 1506. RECORD AVAILABLE: Marlene Gwynn, Ensign 34021.	19	9
<b>19. No One Knows</b> By Hecht & Maresca—Published by Schwartz (ASCAP) BEST SELLING RECORD: Dion & the Belmonts, Laurie 3015.	26	2
<b>20. Stupid Cupid</b> By Sedaka & Greenfield—Published by Aldon (BMI) BEST SELLING RECORD: Connie Francis, MGM 12683.	20	8

## Third Ten

<b>21. Fever</b> By Davenport-Cooley—Published by Lois (BMI) RECORD AVAILABLE: Peggy Lee, Cap 3998.	25	12
<b>22. Born Too Late</b> By F. Tobias & C. Strouse—Published by Mansion (ASCAP) RECORDS AVAILABLE: Judy Harriet, Surf 5027; Poni Tails, ABC-Paramount 9934.	12	10
<b>23. Are You Really Mine?</b> By Hoffman-Manning-Markwell—Published by Planetary (ASCAP) RECORD AVAILABLE: Jimmie Rodgers, Roulette 4090.	18	8
<b>24. Poor Little Fool</b> By S. Sheeley—Published by Eric (BMI) RECORDS AVAILABLE: Johnny Angel & the Dodgers, Sky 119; Ricky Nelson, Imperial 5528.	22	14
<b>25. Topsy II</b> By Battle-Durham—Published by Cosmopolitan (BMI) RECORD AVAILABLE: Cozy Cole, Love 50034.	-	1

<b>26. How the Time Flies</b> By Coe Porter—Published by Music Productions (ASCAP) RECORD AVAILABLE: Jerry Wallace, Challenge 59013.	29	3
<b>27. Somebody Touched Me</b> By Ahmet Ertegun—Published by Progressive (BMI) RECORDS AVAILABLE: Ruth Brown & Her Rhythmackers, Atco 1044; Buddy Knox, Roulette 4082.	-	1
<b>28. La Paloma</b> Published by Randy-Smith (Ascap) RECORD AVAILABLE: Billy Vaughn, Dot 15795.	28	5
<b>29. Promise Me, Love</b> By Kay Thompson—Published by Thompson Music (ASCAP) RECORD AVAILABLE: Andy Williams, Cadence 1351.	-	1
<b>29. Summertime, Summertime</b> By T. Jameson & S. Sells—Published by Roxbury (ASCAP) RECORD AVAILABLE: Jamies, Epic 9281.	-	1

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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

Headliner  
Hits  
from Capitol



FRANK  
**SINATRA**  
with Orchestra Conducted by Nelson Riddle

PEGGY **LEE**  
with Jack Marshall's Music

LIGHT OF LOVE  
SWEETHEART  
Record No. 4071

MR. SUCCESS  
SLEEP WARM  
Record No. 4070



\* BERNARD  
**BRESSLAW**

MAD, PASSIONATE LOVE  
YOU NEED FEET  
Record No. 4074

\*Bernard Bresslaw is the giant (6 ft. 5 in.) British comedian who's hit performance of "MAD, PASSIONATE LOVE" made it the No. 3 record on Britain's charts just two weeks after release.



The Billboard

# HOT 100

FOR THE WEEK  
ENDING  
OCTOBER 12

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
4	3	1	1	IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	7
2	2	3	2	BIRD DOG	Everly Brothers, Cadence 1350	10
6	5	4	3	ROCK-IN' ROBIN	Bobby Day, Class 229	10
1	1	2	4	VOLARE (Nel Blu Dipinto Di Blu)	Domenico Modugno, Decca 30677	10
3	4	5	5	LITTLE STAR	Elegants, Apt 25005	10
9	7	6	6	TEARS ON MY PILLOW	Little Anthony and the Imperials, End 1027	9
10	8	7	7	SUSIE DARLIN'	Robin Luke, Dot 15781	9
31	20	14	8	TEA FOR TWO CHA CHA	Tommy Dorsey Ork, Decca 30704	6
16	11	8	9	SUMMERTIME BLUES	Eddie Cochran, Liberty 85144	10
26	12	10	10	NEAR YOU	Roger Williams, Kapp 233	8
25	14	13	11	HOW THE TIME FLIES	Jerry Wallace, Challenge 59013	8
5	6	9	12	JUST A DREAM	Jimmy Clanton, Ace 546	10
87	49	15	13	THE END	Earl Grant, Decca 30719	4
7	9	11	14	BORN TOO LATE	Paul Tails, ABC-Paramount 9934	10
35	34	16	15	CHANTILLY LACE	Big Bopper, Mercury 71343	10
33	31	21	16	YOU CHEATED	Shields, Dot 15805	7
49	35	25	17	PROMISE ME, LOVE	Andy Williams, Cadence 1351	6
11	15	20	18	PATRICIA	Perez Prado, RCA Victor 7245	10
29	23	18	19	CAROL	Chuck Berry, Chess 1700	7
65	41	33	20	★ IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	4
14	10	12	21	DEVOTED TO YOU	Everly Brothers, Cadence 1350	9
50	43	39	22	★ TOPSY II	Cozy Cole, Love 50034	7
44	30	23	23	FIREFLY	Tony Bennett, Columbia 41237	5
12	13	19	24	MY TRUE LOVE	Jack Scott, Carlton 462	10
47	57	42	25	★ ITCHY TWITCHY FEELING	Bobby Hendricks, Sue 706	10
54	45	32	26	TREASURE OF YOUR LOVE	Elleen Rodgers, Columbia 41214	7
37	28	30	27	NO ONE KNOWS	Dion and the Belmonts, Laurie 3015	7
18	17	17	28	STUPID CUPID	Connie Francis, M-G-M 12683	10
36	36	35	29	SOMEBODY TOUCHED ME	Buddy Knox, Roulette 4082	10
15	24	29	30	ARE YOU REALLY MINE!	Jimmie Rodgers, Roulette 4090	10

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
20	22	27	31	DOWN THE AISLE OF LOVE	Quin-Tones, Hunt 321	8
8	16	26	32	WESTERN MOVIES	Olympics, Demon 1506	10
23	21	24	33	LAZY SUMMER NIGHT	Four Preps, Capitol 4023	8
—	—	60	34	★ PUSSY CAT	Ames Brothers, RCA Victor 7315	2
—	69	46	35	★ GEE, BUT IT'S LONELY	Fat Boone, Dot 15825	3
30	26	28	36	SUMMERTIME, SUMMERTIME	Jamies, Epic 9281	8
—	—	83	37	★ TOM DOOLEY	Kingston Trio, Capitol 4049	2
22	33	40	38	FEVER	Peggy Lee, Capitol 2998	10
70	47	43	39	THE SECRET	Gordon MacRae, Capitol 4033	4
76	65	51	40	★ MEXICAN HAT ROCK	Applejacks, Cameo 149	4
39	39	37	41	WIN YOUR LOVE FOR ME	Sam Cooke, Keen 2006	10
98	91	63	42	★ I WISH	Flatters, Mercury 71353	4
21	29	31	43	VOLARE (Nel Blu Dipinto Di Blu)	Dean Martin, Capitol 4028	10
63	62	45	44	LA-DO-DADA	Dale Hawkins, Checker 900	6
19	18	22	45	EVERYBODY LOVES A LOVER	Doris Day, Columbia 41195	10
—	56	48	46	FIBBIN'	Paul Page, Mercury 71358	3
13	19	36	47	POOR LITTLE FOOL	Hicky Nelson, Imperial 5528	10
—	60	53	48	THE DAY THE RAINS CAME	Jane Morgan, Kapp 238	3
28	37	38	49	RAMROD	Danane Eddy, Jamie 1109	7
100	74	57	50	THIS LITTLE GIRL'S GONE ROCKIN'	Ruth Brown, Atlantic 1197	4
61	51	62	51	THERE GOES MY HEART	Joni James, M-G-M 12706	4
38	32	34	52	PUT A RING ON MY FINGER	Les Paul & Mary Ford, Columbia 41222	8
42	61	44	53	LA PALOMA	Billy Vaughn, Dot 15795	9
—	54	55	54	FOR MY GOOD FORTUNE	Pat Boone, Dot 15825	3
72	63	56	55	BABY FACE	Little Richard, Specialty 645	4
—	88	80	56	★ TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 503	3
—	81	54	57	HIDEAWAY	Four Esquires, Paris 520	3
27	38	41	58	SHE WAS ONLY SEVENTEEN	Marty Robbins, Columbia 41208	10
—	—	72	59	★ WHEN I GROW TOO OLD TO DREAM	Ed Townsend, Capitol 4048	2
—	—	74	60	CALL ME	Johnny Mathis, Columbia 41253	2

★ THE STAR PERFORMER designation shows the outstanding upward changes of position in The Hot 100 since last week's chart. Its purpose merely is to provide quick visual identification of the sides which moved up most dramatically or to new entries which first entered the chart at an unusually high position.

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

These 100 sides are listed in order of their national POPULARITY, as determined by weekly local studies prepared for The Billboard in markets representing a cross-section of the

United States. These studies take into consideration such factors as disk jockey plays, juke box activity and record sales.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
48	44	50	61		THE GREEN MOSQUITO	Tune-Records, United Artists 139	7
—	—	66	62		LOOK WHO'S BLUE	Don Gibson, RCA Victor 7336	2
—	76	69	63		NINE MORE MILES	Georgie Young, Cameo 159	3
—	93	73	64		NOTHIN' SHAKIN'	Eddie Fontaine, Argo 5309	3
—	—	59	65		NO ONE BUT YOU	Ames Brothers, RCA Victor 7315	2
17	27	64	66		GINGER BREAD	Frankie Avalon, Chancellor 1821	10
32	42	47	67		WILLIE AND THE HAND JIVE	Johnny Otis Show, Capitol 3964	10
59	46	49	68		THE TEN COMMANDMENTS OF LOVE	Harvey and the Moonglows, Chess 1705	4
—	—	—	69	★	HOOPA HOOLA	Betty Johnson, Atlantic 2201	1
24	25	65	70		THE WAYS OF A WOMAN IN LOVE	Johnny Cash, Sun 302	7
—	—	79	71		GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7336	2
—	84	75	72		WENDY WENDY	Four Coins, Epic 9286	3
—	—	—	73	★	HOOLA HOOP SONG	Georgia Gibbs, Roulette 4106	1
—	—	89	74	★	WITH YOUR LOVE	Jack Scott, Carlton 483	2
—	—	100	75	★	FORGET ME NOT	Kalin Twins, Decca 30745	2
81	86	67	76		YOU CHEATED	Slades, Dunlun 500	8
62	67	84	77		OVER THE WEEKEND	Playboys, Cameo 142	6
92	71	88	78		TOPSY I	Cory Cole, Lava 50034	4
88	—	99	79	★	THUNDER ROAD	Robert Mitchum, Capitol 3986	4
73	70	52	80		BREAKUP	Jerry Lee Lewis, Sun 303	4
—	—	87	81		THE DAY I DIED	Playmates, Roulette 4100	2
55	82	81	82		IF DREAMS CAME TRUE	Pat Boone, Dot 15785	10
—	—	91	83		BULLWHIP ROCK	Cyclones, Trojky 500	2
—	77	76	84		COME ON, LET'S GO	Ritchie Valens, Del Fi 4106	3
74	50	68	85		BLUE-RIBBON BABY	Tommy Sands, Capitol 4036	6
—	—	96	86		LEAVE ME ALONE	Dickey Dee & the Doo's, Swan 4014	2
—	—	—	87	★	WELL, I'M YOUR MAN	Johnny Tillotson, Cadence 1353	1
—	—	—	88	★	ALL OVER AGAIN	Johnny Cash, Columbia 41251	1
—	85	85	89		REAL WILD CHILD	Irak, Coral 62017	3
—	—	—	90		A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	1

From The Hot 100:

THE BILLBOARD'S BEST BUYS

These records, of all those listed on The Billboard Hot 100, have shown the greatest national SALES BREAK-OUT potential this week for the first time. Action sides are listed in capital letters.

TOM DOOLEY . . . . . The Kingston Trio  
(Beechwood, BMI) Ruby Red (Shapiro-Bernstein, ASCAP) Capitol 4049

CALL ME . . . . . Johnny Mathis  
(Meridian, BMI) Stairway to the Sea (Leeds, ASCAP) Columbia 41253

ALL OVER AGAIN . . . . . Johnny Cash  
(Cash, BMI) What Do I Care (Cash, BMI) Columbia 41251

FORGET ME NOT . . . . . The Kalin Twins  
(Aldon, BMI) Dream of Me (Ample, BMI) Decca 30745

NINE MORE MILES . . . . . Georgie Young  
(Lowe, ASCAP) The Sneak (Mayland, BMI) Cameo 150

WITH YOUR LOVE . . . . . Jack Scott  
(Starfire, BMI) Geraldine (Starfire, BMI) Carlton 483

The above are previous Billboard Spotlight picks.

I WISH  
IT'S RAINING OUTSIDE . . . . . The Platters  
(A.M.C., ASCAP) (A.M.C., ASCAP) Mercury 71353

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
60	48	58	91		OVER AND OVER	Bobby Day, Class 229	10
—	—	—	92		NEED YOU	Donnie Owens, Gayden 2901	1
—	—	—	93		IT'S RAINING OUTSIDE	The Platters, Mercury 71353	1
34	40	61	94		DANCE, EVERYONE, DANCE	Betty Madigan, Coral 62007	8
—	—	—	95		QUEEN OF THE HOP	Bobby Darin, Aico 6127	1
—	—	—	96		FRIED ONIONS	Lord Rockingham's XI, London 1810	1
—	—	—	97		THE BLOB	The Five Blobs, Columbia 41250	1
—	—	—	98		JUST YOUNG	Paul Anka, ABC-Paramount 9956	1
—	—	—	99		THE HULA HOOP SONG	Teresa Brewer, Coral 62003	1
—	—	—	100		JUST YOUNG	Andy Rose, Asmco 100	1



# BEST SELLING POP SINGLES IN STORES

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail 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.

FOR  
SURVEY WEEK  
ENDING  
SEPTEMBER 27, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. IT'S ALL IN THE GAME (ASCAP)—Tommy Edwards.....	1	7	18. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Dean Martin.....	24	9	34. MEXICAN HAT ROCK (BMI)—Applejacks.....	—	1
Please Love Me Forever (BMI)—MGM 12688			Outta My Mind (ASCAP)—Cap 4028			Sophisticated Swing (ASCAP)—Cameo 149		
2. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Domenico Modugno.....	2	10	19. STUPID CUPID (BMI)—Connie Francis.....	14	11	35. PUSSY CAT (ASCAP)—Ames Brothers..	36	2
Mariti In Citta (BMI)—Dec 30677			Carolina Moon (ASCAP)—MGM 12683			No. One But You (BMI)—Vic 7315		
3. BIRD DOG (BMI)—Everly Brothers....	3	9	20. NO ONE KNOWS (ASCAP)—Dion and the Belmonts.....	25	8	36. THE WAYS OF A WOMAN IN LOVE (BMI)—Johnny Cash.....	47	6
DEVOTED TO YOU (BMI)—Cadence 1350			I Can't Go On (Rosalie) (BMI)—Laurie 3015			YOU'RE THE NEAREST THING TO HEAVEN (BMI)—Sun 302		
4. ROCK-IN' ROBIN (BMI)—Bobby Day..	4	9	21. POOR LITTLE FOOL (BMI)—Ricky Nelson.....	12	14	37. WIN YOUR LOVE FOR ME (BMI)—Sam Cooke.....	34	5
OVER AND OVER (BMI)—Class 229			Don't Leave Me This Way (BMI)—Imperial 5528			Love Song From "Houseboat" (ASCAP)—Keen 32006		
5. LITTLE STAR (BMI)—Elegants.....	5	11	22. ARE YOU REALLY MINE? (ASCAP)—Jimmie Rodgers.....	17	9	38. RAMROD (BMI)—Duane Eddy.....	37	6
Getting Dizzy (BMI)—Apt 25005			THE WIZARD (ASCAP)—Roulette 4090			The Walker (BMI)—Jamie 1109		
6. SUSIE DARLIN' (ASCAP)—Robin Luke.....	8	8	23. LA PALOMA (ASCAP)—Billy Vaughn..	20	8	39. EVERYBODY LOVES A LOVER (ASCAP)—Doris Day.....	28	11
Living's Lovin' You (ASCAP)—Dot 15781			Here Is My Love (ASCAP)—Dot 15795			Instant Love (ASCAP)—Col 41195		
7. TEARS ON MY PILLOW (ASCAP)—Little Anthony and the Imperials...	7	8	24. BORN TOO LATE (ASCAP)—Poni Tails.....	15	11	40. WILLIE AND THE HAND JIVE (BMI)—Johnny Otis Show.....	29	15
Two People in the World (BMI)—End 1027			Come On, Joey, Dance With Me (BMI)—ABC-Paramount 9934			Ring-a-Ling (BMI)—Cap 3966		
8. PATRICIA (ASCAP)—Perez Prado.....	6	16	25. WESTERN MOVIES (BMI)—Olympics.....	21	11	41. REBEL-ROUSER (BMI)—Duane Eddy..	32	14
Why Wait? (BMI)—Vic 7245			Well! (BMI)—Demon 1508			Stalkin' (BMI)—Jamie 1104		
9. TEA FOR TWO CHA CHA (ASCAP)—Tommy Dorsey Ork.....	9	4	26. DOWN THE AISLE OF LOVE (BMI)—Quin-Tones.....	33	5	42. HARD HEADED WOMAN (ASCAP)—Elvis Presley.....	39	15
My Baby Just Cares for Me (ASCAP)—Decca 36704			Please, Dear (BMI)—Hunt 321			DON'T ASK ME WHY (ASCAP)—Vic 7280		
10. JUST A DREAM (BMI)—Jimmy Clanton.....	10	13	18. GINGER BREAD (BMI)—Frankie Avalon.....	18	12	43. ITCHY TWITCHY FEELING (BMI)—Bobby Hendricks.....	45	6
You Aim to Please (BMI)—Ace 546			Blue Betty (ASCAP)—Chancellor 1021			A Thousand Dreams (BMI)—Star 706		
11. MY TRUE LOVE (BMI)—Jack Scott....	11	17	28. SUMMERTIME, SUMMERTIME (ASCAP)—Jamies.....	31	5	44. TEN COMMANDMENTS OF LOVE (BMI)—Harvey and the Moonglows..	41	2
LEROY (BMI)—Carlton 462			Searching for You (ASCAP)—Epic 9281			Mean Old Blues (BMI)—Chess 1705		
12. YOU CHEATED (BMI)—Shields.....	22	4	29. CAROL (BMI)—Chuck Berry.....	—	1	45. LA-DO-DADA (BMI)—Dale Hawkins...	49	3
That's the Way It's Gonna Be (BMI)—Dot 15805			Hey, Pedro (BMI)—Chess 1700			Cross-Ties (BMI)—Chess 900		
13. SUMMERTIME BLUES (BMI)—Eddie Cochran.....	13	7	29. FOR MY GOOD FORTUNE (BMI)—Pat Boone.....	—	1	46. I WISH (ASCAP)—Platters.....	—	1
Love Again (BMI)—Liberty 55144			GEE, BUT IT'S LONELY (BMI)—Dot 15825			It's Raining Outside (ASCAP)—Mercury 71353		
14. FEVER (BMI)—Peggy Lee.....	19	12	31. THE END (ASCAP)—Earl Grant.....	26	3	46. IT'S ONLY MAKE BELIEVE (BMI)—Conway Twitty.....	—	1
You Don't Know (BMI)—Cap 3998			Hunky Dinky Doo (ASCAP)—Decca 36719			I'll Try (BMI)—MGM 12677		
15. TOPSY II (BMI)—Cozy Cole.....	30	4	32. SOMEBODY TOUCHED ME (BMI)—Buddy Knox.....	40	5	45. A CERTAIN SMILE (ASCAP)—Johnny Mathis.....	—	13
TOPSY I (BMI)—Love 50034			C'mon, Baby (BMI)—Roulette 4082			Let It Rain (ASCAP)—Col 41193		
16. CHANTILLY LACE (BMI)—Big Bopper.....	27	2	33. HOW THE TIME FLIES (ASCAP)—Jerry Wallace.....	42	4	49. WHEN (ASCAP)—Kaliti Twins.....	43	15
Purple People Eater Meets the Witch Doctor (BMI)—Mercury 71543			With This Ring (BMI)—Challenge 59013			Three o'Clock Thrill (BMI)—Dec 30642		
17. NEAR YOU (ASCAP)—Roger Williams..	16	5				50. COME CLOSER TO ME (BMI)—Nat King Cole.....	—	5
Merry Widow Waltz (ASCAP)—Kapp 233						Nothing in the World—Cap 4004		

artists' biographies

## E. Rodgers Scores Hit With 'Treasure'

Eileen Rodgers, Columbia thrush whose "Treasure of Your Love" is attracting wide interest, hails from Pittsburgh. The 5' 8" brunette was overheard by night club owner Lenny Litman and packed to a 12-week singing engagement. Next followed a tour of local clubs and an appearance on the Chicago TV show, "Courtesy Hours." During a subsequent booking at the Windy City's Town Casino, orchestra leader Charlie Spivak dropped by and heard Miss Rodgers. She was signed and was his featured vocalist for two years.

The lass soloed in numerous Midwestern clubs. Coming East on

the advice of her manager, George Claire, she auditioned for Mitch Miller. Her first waxing was made a week later. The brown-eyed warbler collects records as a hobby. Kay Starr and Frank Sinatra are her special favorites.



artists' biographies

## Wallace Clicks With 'How the Time Flies'

Ex-Navy man Jerry Wallace is Missouri-born and California bred. The youth comes by his singing talent naturally. His mother had dabbled in show business for a while and achieved local fame as a torch singer. Wallace's dad was in the grocery business. One day the elder Mr. Wallace traded a crate of eggs for a guitar for his son's 14th birthday, and the gift stimulated the boy's interest in singing.

In high school, the singer excelled in baseball and track and became a pole-vault champion. Next came Navy duty, and the resolve to try his luck in the enter-

tainment world. Wallace's night club debut was at Las Vegas' Golden Nugget. He has since been featured in other U. S. and Canadian clubs. Now free-lancing on TV and recording for Challenge Records, he's vaulting the charts with "How the Time Flies."



# THE GREATEST!

COMING YOUR WAY FROM **20<sup>th</sup> FOX**

In Artists, in Repertoire, in Sound and Quality, a Great New Label holds for you the dramatic promise of Bigness.

**THE GREATEST** performance of a wonderful career!




**DENISE LOR**

**EVERYTHING I DO** (My Concerto of Love)  
The beautiful "song discovery" from the pen of the great Victor Young.  
b/w  
**YOU'RE EVERYWHERE**  
Her finest recording since "If I Give My Heart To You"  
20th Fox #114

**THE GREATEST** instrumental ever recorded by these talented hitmakers!




**THE ESQUIRE BOYS**

**TABOO**  
Selling and soaring in L.A., Phila., Buffalo and Memphis.  
b/w **HAVE YOU GOT GOOD RELIGION**  
20th Fox #110

**THE GREATEST** new voice on the record scene!




**KITTY LaNIER**

**I CAN'T BEGIN TO TELL YOU** (Trumpet accompaniment by Leon Merlan)  
b/w  
**I STILL WALK ALONE**  
20th Fox #111

**THE GREATEST** new song stylist with the "Just-between-us" approach!




**CRAIG BROWN**

**MUSTN'T LET HER KNOW**  
b/w  
**DOLLY**  
20th Fox #109

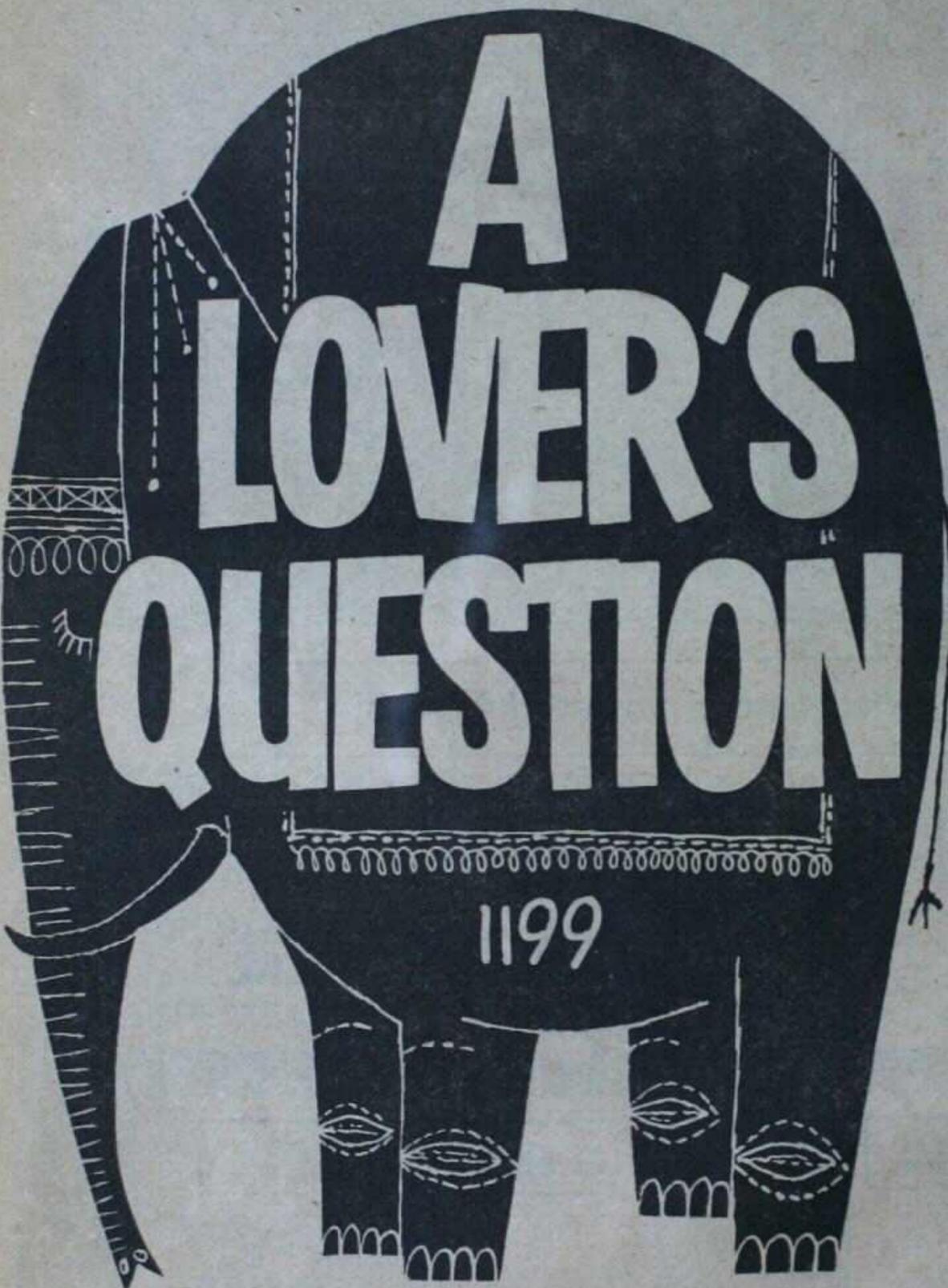
**20<sup>th</sup> FOX**

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# Another Mammoth hit from ATLANTIC



# CLYDE MC PHATTER

## ATLANTIC

RECORDING CORPORATION  
157 WEST 57 STREET, NEW YORK 19, N. Y.



## Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 27

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.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

### BOSTON

*It's All in the Game*  
Tommy Edwards, MGM  
*Mexican Hat Rock*, Applejacks, Cam.  
*No One Knows*, Dion & the Belmonts, Lau.  
*Ramrod*, Duane Eddy, Jam.  
*Rock-In' Robin*, Bobby Day, Cis.  
*Ten for Two Cha Cha*  
Tommy Dorsey Ork, Dec.  
*Tears on My Pillow*  
Little Anthony & the Imperials, End  
*Volare (Nel Blu Dipinto Di Blu)*  
Domenico Modugno, Dec.

### CHICAGO

*Devoted to You/Bird Dog*  
Everly Brothers, Cdc.  
*Chantilly Lace*, Big Bopper, Mer.  
*It's All in the Game*  
Tommy Edwards, MGM  
*Just a Dream*, Jimmy Clanton, Ace  
*Patricia*, Perez Prado, Vic.  
*Ramrod*, Duane Eddy, Jam.  
*Somebody Touched Me*, Buddy Knox, Rit.  
*Volare (Nel Blu Dipinto Di Blu)*  
Domenico Modugno, Dec.

### DETROIT

*Devoted to You/Bird Dog*  
Everly Brothers, Cdc.  
*It's All in the Game*  
Tommy Edwards, MGM  
*Mexican Hat Rock*, Applejacks, Cam.  
*Patricia*, Perez Prado, Vic.  
*Rock-In' Robin*, Bobby Day, Cis.  
*Summertime Blues*, Eddie Cochran, Lib.  
*Volare (Nel Blu Dipinto Di Blu)*  
Domenico Modugno, Dec.  
*Win Your Love for Me*, Sam Cooke, Keen

### EAST TEXAS

*Bird Dog/Devoted to You*  
Everly Brothers, Cdc.  
*Chantilly Lace*, Big Bopper, Mer.  
*The End*, Earl Grant, Dec.  
*It's All in the Game*  
Tommy Edwards, MGM  
*Patricia*, Perez Prado, Vic.

### NORTHERN NEW YORK STATE

*Bird Dog/Devoted to You*  
Everly Brothers, Cdc.  
*Gotta Have Rain*, Eydie Gorme, ABC-Para.  
*How the Time Flies*, Jerry Wallace, Chal.  
*It's All in the Game*  
Tommy Edwards, MGM  
*It's Only Make Believe*  
Conway Twitty, MGM  
*Near You*, Roger Williams, Kapp  
*Tears on My Pillow*  
Little Anthony & the Imperials, End  
*Volare (Nel Blu Dipinto Di Blu)*  
Domenico Modugno, Dec.

### NORTHERN OHIO

*Bird Dog/Devoted to You*  
Everly Brothers, Cdc.  
*Born Too Late*, Poni Talk, ABC-Para.  
*It's All in the Game*  
Tommy Edwards, MGM  
*Just a Dream*, Jimmy Clanton, Ace  
*My True Love*, Jack Scott, Car.  
*Rock-In' Robin*, Bobby Day, Cis.  
*Summertime*, Summertime, Jamies, Epic  
*Tears on My Pillow*  
Little Anthony & the Imperials, End  
*Volare (Nel Blu Dipinto Di Blu)*  
Domenico Modugno, Dec.

### PHILADELPHIA

*Bird Dog/Devoted to You*  
Everly Brothers, Cdc.  
*Chantilly Lace*, Big Bopper, Mer.  
*Fever*, Peggy Lee, Cap.  
*It's All in the Game*  
Tommy Edwards, MGM  
*Looking Back*, Nat King Cole, Cap.  
*My True Love*, Jack Scott, Car.  
*Rock-In' Robin*, Bobby Day, Cis.  
*Volare (Nel Blu Dipinto Di Blu)*  
Domenico Modugno, Dec.

### ST. LOUIS AND KANSAS CITY

*It's All in the Game*  
Tommy Edwards, MGM  
*Little Star*, Elegants, Apt  
*Pussy Cat*, Ames Brothers, Vic.

## ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

*Rock-In' Robin*, Bobby Day, Cis.  
*Tears on My Pillow*  
Little Anthony & the Imperials, End  
*Tom Dooley*, Kingston Trio, Cap.

### FLORIDA

*Bird Dog/Devoted to You*  
Everly Brothers, Cdc.  
*Everybody Loves a Lover*, Dotis Day, Col.  
*It's All in the Game*  
Tommy Edwards, MGM  
*Patricia*, Perez Prado, Vic.  
*Return to Me*, Dean Martin, Cap.  
*Tears on My Pillow*  
Little Anthony & the Imperials, End  
*Topsy II*, Cory Cole, Love  
*Volare (Nel Blu Dipinto Di Blu)*  
Domenico Modugno, Dec.

### LOS ANGELES

*Bird Dog/Devoted to You*  
Everly Brothers, Cdc.  
*It's All in the Game*  
Tommy Edwards, MGM  
*Just a Dream*, Jimmy Clanton, Ace  
*Little Star*, Elegants, Apt  
*Summertime Blues*, Eddie Cochran, Lib.  
*Ten for Two Cha Cha*  
Tommy Dorsey Ork, Dec.  
*Tears on My Pillow*  
Little Anthony & the Imperials, End  
*Topsy II*, Cory Cole, Love

### NEW YORK AND NEWARK

*Bird Dog/Devoted to You*  
Everly Brothers, Cdc.  
*It's All in the Game*  
Tommy Edwards, MGM  
*Little Star*, Elegants, Apt  
*Rock-In' Robin*, Bobby Day, Cis.  
*Suzie Darlin'*, Robin Lutz, Dot  
*Ten for Two Cha Cha*  
Tommy Dorsey Ork, Dec.  
*Tears on My Pillow*  
Little Anthony & the Imperials, End  
*Volare (Nel Blu Dipinto Di Blu)*  
Domenico Modugno, Dec.

*Rock-In' Robin*, Bobby Day, Cis.  
*Stupid Cupid*, Connie Francis, MGM  
*Summertime Blues*, Eddie Cochran, Lib.  
*Suzie Darlin'*, Robin Lutz, Dot  
*Willie and the Hand Jive*  
Johnny Otis Show, Cap.

### SAN FRANCISCO AND OAKLAND

*Bird Dog*, Everly Brothers, Cdc.  
*Fever*, Peggy Lee, Cap.  
*Hard Headed Woman*, Elvis Presley, Vic.  
*Little Star*, Elegants, Apt  
*Patricia*, Perez Prado, Vic.  
*Rebel-Rouser*, Duane Eddy, Jam.  
*Tears on My Pillow*  
Little Anthony & the Imperials, End  
*Volare (Nel Blu Dipinto Di Blu)*  
Dean Martin, Cap.  
*Volare (Nel Blu Dipinto Di Blu)*  
Domenico Modugno, Dec.

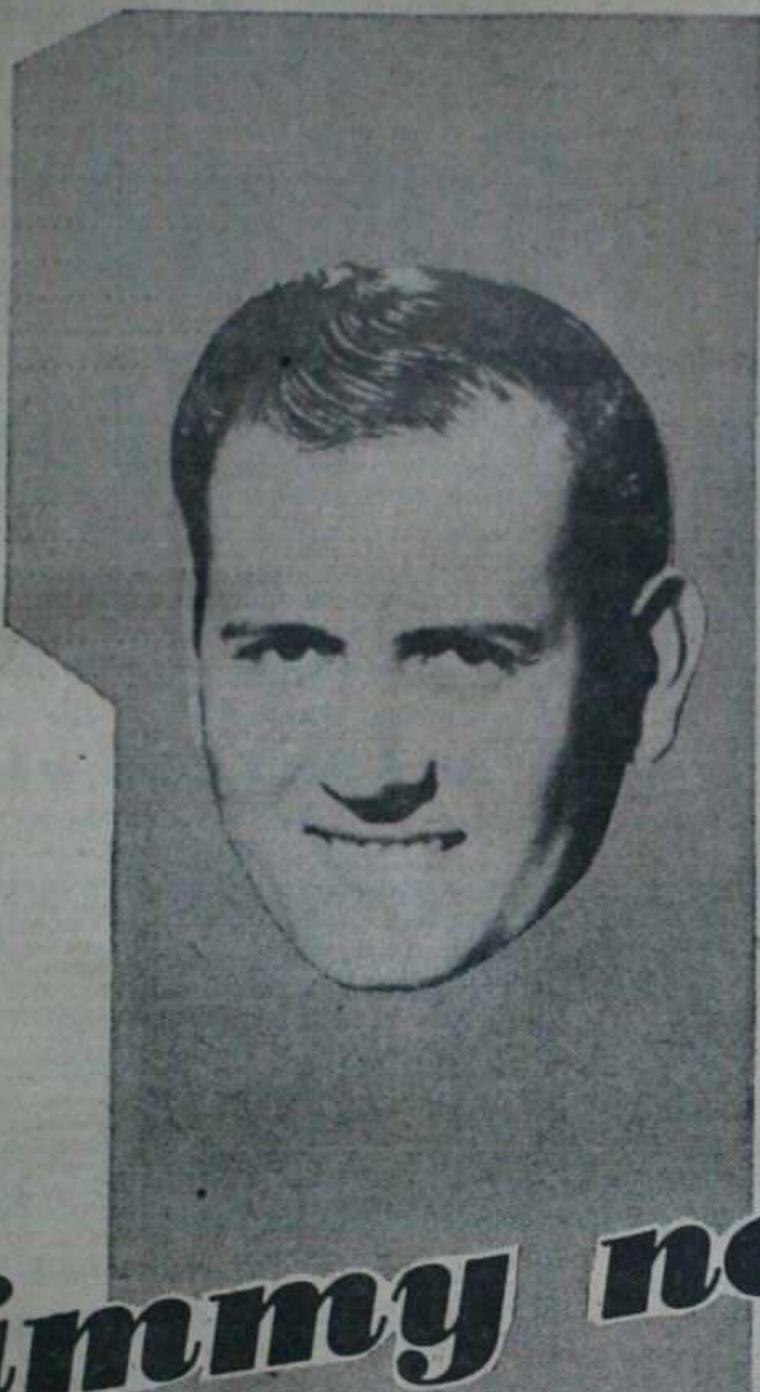
### SOUTHERN OHIO

*Born Too Late*, Poni Talk, ABC-Para.  
*The End*, Earl Grant, Dec.  
*It's All in the Game*  
Tommy Edwards, MGM  
*Just a Dream*, Jimmy Clanton, Ace  
*Pussy Cat*, Ames Brothers, Vic.  
*Rock-In' Robin*, Bobby Day, Cis.  
*Stupid Cupid*, Connie Francis, MGM  
*Volare (Nel Blu Dipinto Di Blu)*  
Domenico Modugno, Dec.

### WASHINGTON AND BALTIMORE

*Bird Dog/Devoted to You*  
Everly Brothers, Cdc.  
*Chantilly Lace*, Big Bopper, Mer.  
*Down the Aids of Love*, Quin-Tones, Hunt  
*It's All in the Game*  
Tommy Edwards, MGM  
*It's Only Make Believe*  
Conway Twitty, MGM  
*Rock-In' Robin*, Bobby Day, Cis.  
*Ten for Two Cha Cha*  
Tommy Dorsey Ork, Dec.  
*Volare (Nel Blu Dipinto Di Blu)*  
Domenico Modugno, Dec.

**HIS**



**ST ON ...**

**M-G-M**

***jimmy newman's***

**"OUTSIDE  
YOUR DOOR"**

M-G-M K-12707

**"YOU'RE MAKIN'  
A FOOL OUT OF ME"**

**M-G-M** *Records*

**THE CASH BOX  
BULLSEYE**



GOING ALL THE WAY!  
SMASH HIT-RISING STAR!

# THE END

9-30719

# EARL GRANT



Album  
DL-8672

**EARL GRANT  
ENTERPRISES**  
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Hollywood,  
California  
HOLLYWOOD 9-2297



• **Best Selling Sheet Music in U. S.**

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

This Week	Last Week	Weeks on Chart
1. VOLARE (NEL BLU DIPINTO DI BLU) (Robbins)..	1	10
2. NEAR YOU (Supreme).....	3	4
3. IT'S ALL IN THE GAME (Remick).....	8	3
4. PATRICIA (Korwin).....	2	11
5. BIRD DOG (Acuff-Rose).....	9	5
6. BORN TOO LATE (Mansion).....	7	9
7. DEVOTED TO YOU (Acuff-Rose).....	5	6
8. ARE YOU REALLY MINE? (Planetary).....	11	7
9. EVERYBODY LOVES A LOVER (Korwin).....	6	9
10. IF DREAMS CAME TRUE (Korwin).....	4	12
11. MY TRUE LOVE (Starfire-Peer).....	10	6
12. FEVER (Lols).....	15	4
13. TEARS ON MY PILLOW (Acuff-Rose).....	—	1
14. LITTLE STAR (Koel).....	12	2
15. POOR LITTLE FOOL (Eric).....	14	6

• **Best Selling Sheet Music in Britain**

(For week ending September 27)

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

Volare—Robbins (Robbins)	Moon Talk—Leeds (Ronsom)
Trudie—Henderson (Kassner)	Stupid Cupid—Aldon (Aldon)
When—Southern (Sounds)	I Could Have Danced All Night—Chappell (Chappell)
Carolina Moon—Lawrence Wright (Cromwell)	Patricia—Southern (Peer)
Tulips From Amsterdam—Cinephonic (Sikorski)	Only Man on the Island—Bron (Shapiro-Bernstein)
Return to Me—Southern (Southern)	Mad Passionate Love—Duchess (Burgess)
On the Street Where You Live—Chappell (Chappell)	Poor Little Fool—Commodore-Imperial (Eric)
You Need Hands—Takeview (Leeds)	Devotion—Grosvener (Sounds & Modern)
All I Have to Do Is Dream—Acuff-Rose (Acuff-Rose)	I May Never Pass This Way Again—Chappell (Ovals)
Little Bernadette—Berry (Burlington)	Born Too Late—Anglo-Fix (Shapiro-Bernstein)

• **Best Selling Pop Records in Britain**

(For week ending September 27)

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

This Week	Last Week
1. STUPID CUPID/CAROLINA MOON—Connie Francis (MGM) .....	1
2. VOLARE—Dean Martin (Capitol) .....	2
3. WHEN—Kalin Twins (Brunswick) .....	3
4. POOR LITTLE FOOL—Ricky Nelson (London) .....	7
5. MAD PASSIONATE LOVE—Bernard Bresslaw (HMV) .....	8
6. BIRD DOG—Everly Brothers (London) .....	10
7. SPLISH SPLASH—Charlie Drake (Parlophone) .....	6
8. FEVER—Peggy Lee (Capitol) .....	4
9. RETURN TO ME—Dean Martin (Capitol) .....	4
10. BORN TOO LATE—Poni Tails (HMV) .....	14
11. MOVE IT—Cliff Richards (Columbia) .....	20
11. KING CREOLE—Elvis Presley (RCA) .....	—
13. ALL I HAVE TO DO IS DREAM/CLAUDETTE—Everly Brothers (London).....	11
14. IF DREAMS CAME THRU—Pat Boone (London) .....	19
15. ENDLESS SLEEP—Marty Wilde (Phillips) .....	9
16. PATRICIA—Petez Prado (RCA) .....	12
17. A CERTAIN SMILE—Johnny Mathis (Fontana) .....	—
18. MOON TALK—Ferry Como (RCA) .....	—
19. TULIPS FROM AMSTERDAM/YOU NEED HANDS—Max Bygraves (Decca).....	13
20. VOLARE—Domenico Modugno (Oriole) .....	15

Breaking

## "PRETTY GIRLS EVERYWHERE"

Eugene Church  
and the Fellows

#235



**They've All Picked It!!**

# TAB HUNTER

**"JEALOUS HEART"**  
**"LONESOME ROAD"**

Warner Bros. 5008

FULL COLOR FOTO-SOUVENIR IN ALL RECORDS



## Troyce Key

**"BABY PLEASE DON'T GO"**  
**"DROWN IN MY TEARS"**

Warner Bros. 5007

## Trav's Trio

**"OOM-PAH-PAPA"**  
**"OO-WAH-OH"**

Warner Bros. 5009

## Ira Ironstrings Plays

**"HOT TODDY"**  
**"LIMEHOUSE BLUES"**

Warner Bros. 5002

## Brooke Pemberton

**"CHOP SUEY POLKA"**  
**"RAGGEDY ANN RAG"**

Warner Bros. 5010

## The Smart Set

**"BYE BYE BLACKBIRD"**  
**"I ONLY HAVE EYES FOR YOU"**

Warner Bros. 5001

By popular demand . . . from the album "Terribly Sophisticated Songs"

**"PACHALAFKA"**  
**"IN A CAFETERIA WITH YOU"**

Warner Bros. 5012

ORDER FROM YOUR  
NEAREST DISTRIBUTOR



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# STAR A GREAT NEW BLOB ON THE HORIZON



**BERNIE  
NEE  
IS THE  
5 BLOBS**



## The Secret Is Out!

DeeJays, thanks a lot for the spins on "The Blob"—Thought you'd like to know that it's a multiple recording, and all five voices are mine.

Sincerely,

Bernie Nee  
25 Brinkerhoff Ave.  
Teaneck, New Jersey

## VOX JOX

• Continued from page 11

gram, with students from South Texas high schools participating in contests, dances, etc. The show-back on the air after a summer hiatus—begins its third season this fall.

**CHANGE OF THEME:** New staffer at WBRD, Bradenton, Fla., is Kenny Vincent. . . . Bob Hose, WSTC, Stanford, Conn., and WFIL, Philadelphia, visiting record companies in Manhattan last week. . . . We gave the wrong call letters for Art Preston, also in town a couple of weeks ago. Jock is with WLOB, Portland, Me. . . . Bill Hinds, heretofore a part-time jock over WWSW, Pittsburgh, launches a full-time jockey chore, this week; via a daily afternoon seg. "Melody Go Round."

New program director at KSEL-FM is Bill Frank Eger; while Jim Spann has replaced Eger on KSEL-AM. Eger, who is anxious to trade FM program guides with other stations, notes that in the near future KSEL-FM will "have a time set aside for the showcasing of very off-beat music of jazz or classics, and would like to hear from companies which issue such on LP's." . . . Ross Mulholland, WABC, New York, will air his morning show from Manhattan's Statler Hotel.

King Richard, who has been on active duty with the U. S. Air Force for the past six months, has joined KWK, St. Louis, and will emcee shows from 8 p.m. to midnight, Monday thru Friday, and on Saturdays from 10 a.m. to 2 p.m. Michael Ruppe Jr., KWK's new circulation director, has set up a new record survey (featuring St. Louis' "Top 38" disks) which will be featured on the Richard show. The "Top 38" list will be distributed via members of the local Independent Record Dealer's Association and other dealers.

### YESTERYEAR'S TOPS—

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

OCTOBER 2, 1948

1. You Call Everybody Darlin'
2. A Tree in the Meadow
3. It's Magic
4. My Happiness
5. Twelfth Street Rag
6. Hair of Gold; Eyes of Blue
7. Underneath the Arches
8. Maybe You'll Be There
9. Love Somebody
10. Bluebird of Happiness

OCTOBER 3, 1953

1. Vaya Con Dios
2. You, You, You
3. Crying in the Chapel
4. Oh
5. Dreams
6. No Other Love
7. P. S.: I Love You
8. Ebb Tide
9. I'm Walking Behind You
10. With These Hands

### CLIBURN TOPS POP:

Altho KRYN, Kearney, Neb., is "predominately a pop set-up," program director Jim Price writes "Here's one thing of which I'm very proud. We've had the Van Cliburn Tchaikovsky "Concerto" in its entirety on the air five times, plus many excerpts. I am wondering if this may set a record. Shall we find out?" Price, who is celebrating the end of his first year with KRNY as program director, also emcees two daily shows and a Sunday "Concert Hall" program.

Art Wood, WTSN, Dover, N. H., reports that WTSN's first dance

party for 1958 last week was "a smashing success." Talent included the Night Rockers, Chip Fisher, and Mary Swan. The next WTSN dance is set for November 14. . . . Jim Williams, KDKA, Pittsburgh, is adding "teen-appeal" to his Saturday show (10 a.m. to 1 p.m.), via reports on local high school football scores, which are spotted thruout the show, along with "salutes" to star players.

**GIMMIX:** Joe Rene, who owns Claro Records, is personalizing his new disk "My Pocket Radio" (featuring Whelan Cousins) for jocks in New York, Washington, D. C., Baltimore and Philadelphia. The exec has made up special deejay disks whereon a jock's name is substituted for the phrase "my favorite jockey" in the lyric. According to Rene, the gimmick worked so successfully in New York City that the platter received 20 plays during the first two days of its release.

### 17-Gun Salute

• Continued from page 4

with Edmundo Ros and his ork. In all, the pop section contains three LP's each by Cyril Stapleton and Frank Chacksfield, two each by Stanley Black and Ted Heath, and one each by Robert Farnon, Ros, the Confrey Phillips Trio, Dorothy Squires, the Mass Brass Bands, and the Band of the Grenadier Guards. Another entry is "Midnight in Tokyo," with Shoji Suzuki and the Rhythm Aces.

The classical sets comprise five Spanish oriented items featuring such artists as the Gran Orquesta de Daile; Gran Orquesta Sinfonica and the Chorus of Cantores de Madrid plus a complete performance of Lehar's operetta, "Guditta," with Hilde Gueden.

The Richmond low-price LP release features a pair of Christmas albums, "Carol Singing at Kingsway Hall" and "Christmas Carols," with the Westminster Abbey Choir and the Bach Choir in addition to sets by Cyril Stapleton, Stanley Black, Edmundo Ros (his first appearance on the label) and the Vienna Symphony Ork conducted by Robert Stolz. The classical portion of this release includes performances of works by Mendelssohn, Bruch, Franck, Brahms, Massenet, Mayerbeer, Beethoven, Tchaikovsky and Chopin.

London spokesmen noted that in the case of the London monaural release, jockeys who play LP material, will be serviced with at least six of the new items in two separate shipments of three each.

### Cap Oct. Salvo

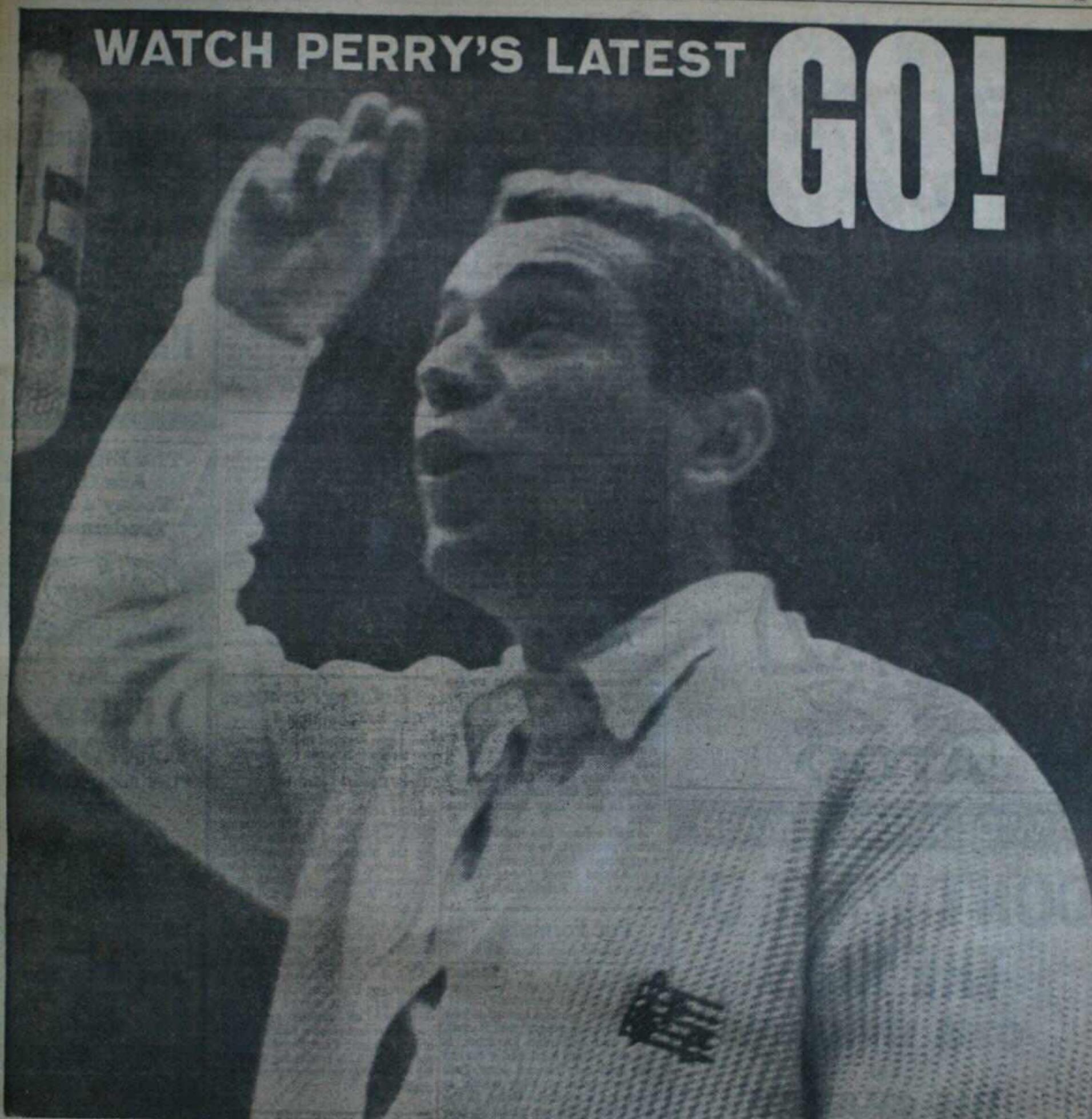
• Continued from page 4

"Jet Flight," plus two Latin offerings, Spanish vocalist Miguel De Molina's, "Spain Revisited" and "Guatemalan Marimba Music" by a Guatemala City ork.

The Capitol FDS classical offering consists of five new albums and one reissue. These include the Ballet Theater Orchestra's rendition of excerpts from Tchaikovsky's "Sleeping Beauty," Rudolf Firsirotu is featured in a Debussy album, Nathan Milstein performs three Mozart sonatas with pianist Leon Pommers, Carmen Dragon's conducting of far-eastern-flavored music is spotlighted in "Orientale," and Erich Leinsdorf conducts the Los Angeles Philharmonic in Dvorak's "New World" symphony. The reissue is a single LP Hollywood String Quartet's recording of Beethoven's Sixteenth Quartet, previously available as part of the multiple LP package, "The Late Beethoven Quartets."

WATCH PERRY'S LATEST

**GO!**



# LOVE MAKES THE WORLD GO 'ROUND

## c/w MANDOLINS IN THE MOONLIGHT

Mitchell Ayers' Orchestra and the Ray Charles Singers. Arrangements by Joe Reisman.

Monaural 47/7353. Also available in new Living Stereo 61/7353.



**RCA VICTOR**  
TRADE MARK RADIO CORPORATION OF AMERICA



# BOBBY DARIN

and the RINKY DINKS

## MIGHTY MIGHTY MAN

b/w  
**YOU'RE  
MINE**

Atco  
**6128**



**ATCO**

**A WIDE-AWAKE SMASH**

# DON'T WAKE UP THE KIDS

**OTIS WILLIAMS**

and

**HIS CHARMS**

DE LUXE 6174

**NEW RELEASES**

**DON'T LET IT  
BE IN VAIN**

**THE SLUMMER  
THE SLUM**

THE "5" ROYALES  
KING 5153

**TRY ME**

**TELL WE WHAT  
I DID WRONG**

JANE BROWN AND THE FAMOUS FLAMES  
FEDERAL 12337

**ANOTHER GUY'S LINE | MIDNIGHT BLUES**  
WES VOIGHT AND THE TOWN THREE  
DE LUXE 6176

**KING RECORDS**

## • Reviews and Ratings of New Jazz Albums

• Continued from page 32

fans will find this to their liking. Fine cover photo. Back cover has several photos of the various artists.

**THE KING AND I**  
The Gerald Wiggins Trio. Challenge CHL 664

A fine jazz treatment of the rich and melodic Rodgers and Hammerstein Broadway classic is offered by the Wiggins crew. Wiggins is a talented pianist, and he's given fine support by bassist Eugene Wright and drummer Bill Douglass. If exposed, it can attract pop and jazz sales. Funny cover of the artists in Siamese garb.

**DOWNBEAT JAZZ CONCERT**  
Various Artists. Dot DLP 9003

Four groups are spotlighted in this LP, which was recorded live at Town Hall in New York last spring at the Down Beat Jazz Concert. The groups or bands are Manny Albam and His Jazz Greats, the Tony Scott Quintet, the Don Elliott Quintet and the Paul Horn Quartet. The program is a fine example of modern mainstream jazz that should find wide appeal. Standout track is Scott's "Blues for an African Friend."

**JAZZ GOES DANCING**  
Dave Pell Octet RCA Victor LPM 1662

Here's a listenable album of soft, subdued modern jazz played stylishly by the Dave Pell group, with arrangements by Marty Paich, Bill Holman, Shorty Rogers, Med Flory and John T. Williams. The tunes were all penned by Harry Warren and they include such wonderful oldies as "Cheerful Little Earful," "Lulu's Back in Town," "Remember Me," and "By the River Sainte Marie." It's an interesting set and one that could please younger jazz fans.

### Argo Debs

• Continued from page 4

in the release, adding up to the biggest single litter in the firm's history, are by Melvano, English maestro; the Jazz Exponents, University of Michigan group; Jimmy Woode, bassist; Max Roach, on loan from Mercury in exchange for a Ramsey Lewis LP; and Ralph Sharon and the trio Sharon employs to back Tony Bennett's sessions.

Argo's release also included five stereo packages, to be retailed at a suggested \$4.98, of Chubby Jackson, Ahmad Jamal, James Moody, Melvano and Ralph Sharon.

### Pat Formats

• Continued from page 4

("Bright Sayings of Children," "Smile File," etc.) and "terse crusading editorial capsules."

Radio is "moving toward a new kind of management," said Bartell. Gone and well nigh forgotten, is the day when local radio turned eyes and ears toward New York for programming with which to dominate a market. Going is the day when radio can make its programming decisions at the deejay level and have any hope of retaining an audience in a competitive market. Radio is coming to an era of high-grade manpower on a local level — in programming, in promotion, in sales.

### Foley Picked

• Continued from page 3

standard exploitation manager with Al Kohn as assistant. The West Coast picture remains the same, with professional activity under Ed McHarg and Hy Cantor, with Barney McDevitt assisting. Edwin Barge remains contact man in Chicago and Bill White in Cincinnati.

Scopp has called a meeting on October 7 of all the firm's professional staffers from Chicago, Los Angeles, Cincinnati, Paris, London and New York. Meeting will be held at the New York headquarters.

Big Three also appointed Werner Strupp this week to the post of administrative assistant to Scopp. Strupp was formerly with the Harry Fox office and BMI. He succeeds Herb Gottlieb who leaves the firm in November.

**EVERYBODY'S BUDDY**  
The Buddy Collette Quintet. Challenge CHL 663

Buddy Collette shows off his quartet and quintet to advantage on this new set, displaying on every tune his fine work on all of the reed instruments, alto sax, clarinet, flute and alto flute. The tunes are all originals and they swing lightly, in a listenable modern style. "Tasty Dish" and "Orlando," both penned by Collette, are first-rate. His fans will be interested and he could gain new ones.

**HAVIN' A BALL**  
Various Artists. World Pacific PJM 410

A lot of jazz fans will be interested in this set, which features four arrangements by Johnny Mandel, plus the musicianship of C. Touff, R. Kamuca, H. Edson, L. Vinnegar, R. Freeman, P. Jolly, A. Pepper and B. Holman. Some of the tunes are originals; the jazz classics include "A Smooth One," and "Lazy River." It's happy, swinging stuff, nothing wild, but listenable modern.

**BEVERLY KELLY SINGS**  
With the Pat Moran Trio. Audio Fidelity AFLP 1874

Beverly Kelly, young jazz singer who has built up a good reputation in Chicago, shows off a listenable jazz style on this first release on the A-F label. Miss Kelly is in the pop-jazz classification, stylistically stemming from Anita O'Day, but handling her lyrics in more straightforward fashion. The tunes are all standards, and they include "Lover, Come Back to Me," "But Not for Me" and "Sometimes I'm Happy." She is backed neatly by the Pat Moran Trio, with whom she performs these days.

### JAZZ ★

**FIRST TIME OUT**  
Bob Centano & Twenty-One Others.  
Stephens MF 4006

### DeLuxe Packages

• Continued from page 3

uing series devoted to ballet music, joining the previously released Prokofiev "Cinderella" and De Falla "Three Cornered Hat" ballets.

Release of Thomas Schippers' reading of the Tchaikovsky Fourth Symphony with the Philharmonia Orchestra is timed with his mounting the Metropolitan podium for the coming season. Soprano Aase Nordmo-Loevinger is heard in a cycle of "Songs of Grieg and Richard Strauss."

Two cellists are featured in albums; Pierre Fournier in "The Cellist's Hour," a collection of short cello works; James Starker performs the Dohnanyi-Kodaly "Sonata for Unaccompanied Cello." Pul Kletzi, who served as guest conductor of various symphony orchestras last season, times release of his Brahms First Symphony recording with his launching the Dallas Symphony season as permanent conductor.

### Columbia Jazz

• Continued from page 3

plause but also some of the great Mahalia's pertinent comments. The Ellington set features all new works by the Duke. The International Jazz Band LP was recorded at Newport after the AFM finally gave its approval for recording the afternoon of their concert.

The Benny Goodman double LP is the first live concert recording for B. G. since his Carnegie Hall concert almost two decades ago. Recorded at the Brussels clambake, it not only contains the old Goodman warhorses, but also four or five tunes not usually associated with the Goodman band, and also featuring vocals by Jimmy Rushing. Columbia expects big sales on this new set.

The last set, but certainly one of the most important is the forthcoming Dave Brubeck Quartet album titled "Jazz Impressions of Eurasia." This set features Brubeck's own compositions in the form of an extended suite. All of the albums will be on release this month.

**Strong Action!!!  
INDEBTED TO YOU  
and  
YOU KNOW BABY**  
by  
**THE MELOAIRES**  
Nasco 6019.

**WHAT'S YOUR NAME  
and  
IT'S LOVE BABY**  
by  
**THE MONORAYS**  
Nasco 6020  
**NASHBORO**  
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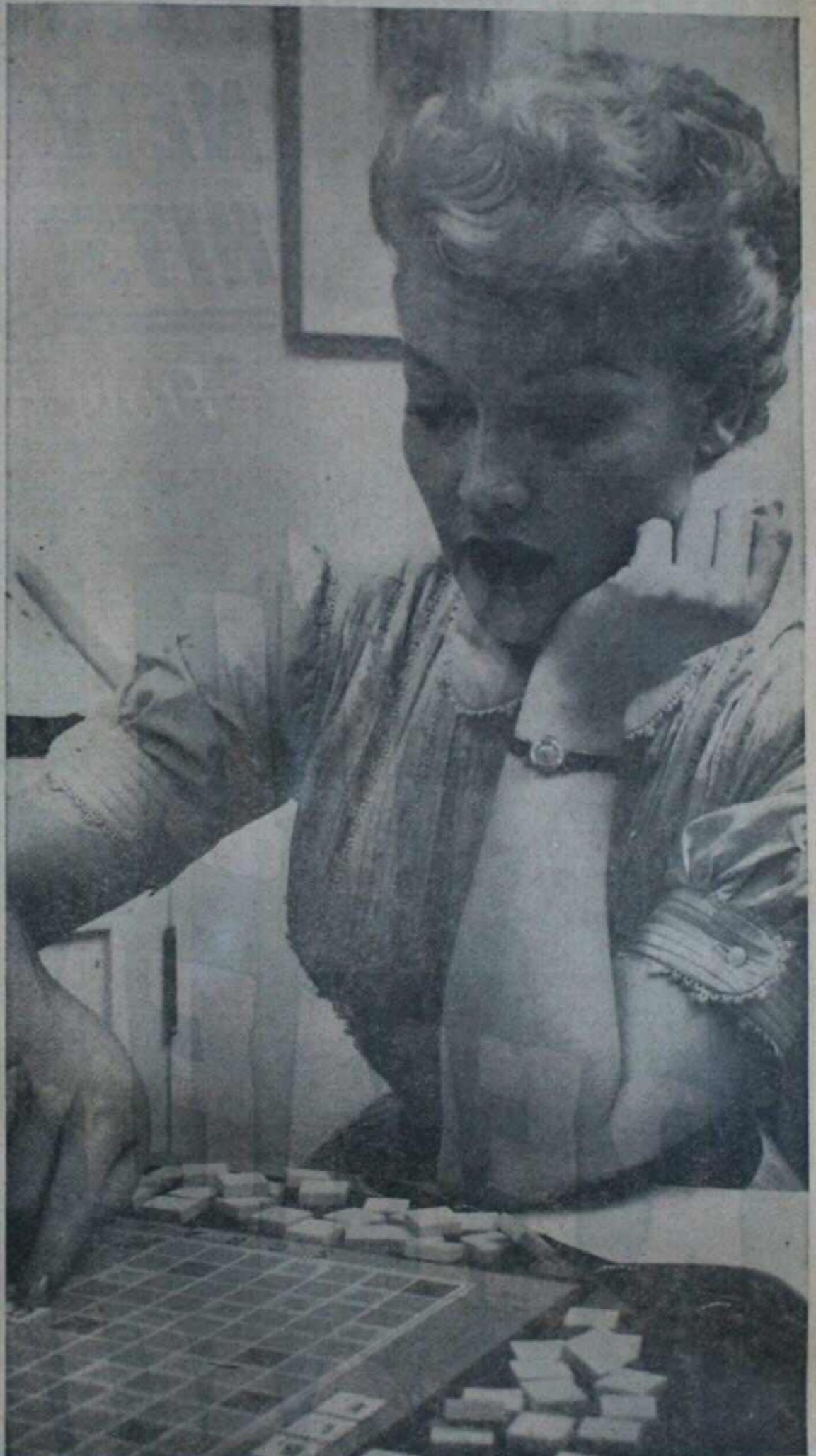
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## PATTI PAGE

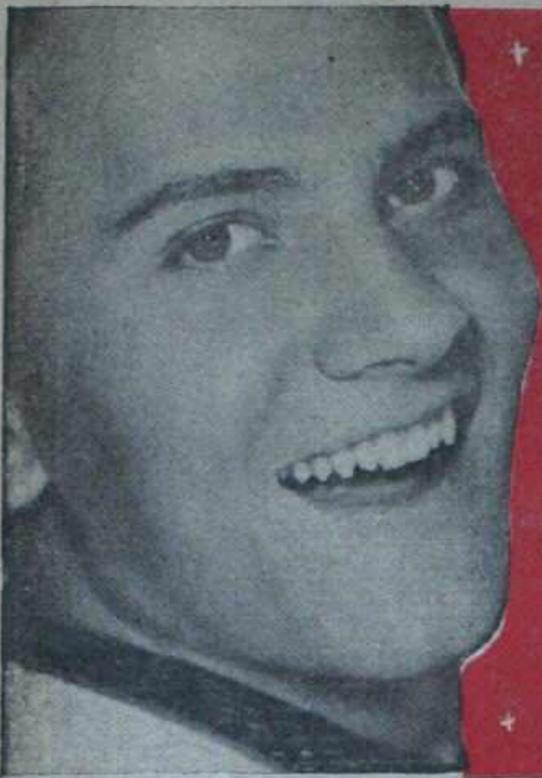
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**The Billboard**

The Communications Center of the Music Industry



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*From His Big Smash 20th*

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REMEMBER  
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# BOONE



*Century Fox Picture "Mardi Gras"*

# MARDI GRAS MARCH

#15840

## The Billboard Reviews

## THIS WEEK'S SINGLES

## • Reviews of New Pop Records

- GINO & GINA**  
Brand New Penny . . . 80  
MERCURY 71370—The guy and gal have a rockabilly sound on this cute, folksy ditty. Bright backing includes country strings and tambourine. It should pull loot. (Figure, BMI)
- I Don't Love You . . . 80  
Medium-beater is also in a folksy vein. Sprightly backing accompanies the listenable vocal. (Figure, BMI)
- YOUNG JESSE**  
Margie . . . 78  
ATLANTIC 2003 — Jesse gets a Domino style backing on this revival of the oldie. Chanter gives it a good ride. Piano work by Mike Stoller stands out. Solid instrumental backing. (Mills-F. Fisher, ASCAP)
- That's Enough for Me . . . 77  
This side has a strong spiritual influence with Jesse giving it a Ray Charles touch. A solid side. Good debut performance on the label. (Tiger, BMI)
- RONNIE GOODE**  
Crazy Bar . . . 78  
DEMON 1510—Ronnie Goode comes thru with a sharp reading of a rock and roll effort that moves from the opening gun. It has a lot to offer and it has a chance. (Elizabeth-Aries, BMI)
- Rockin' Bug . . . 73  
On this side too the lad sings with excitement. Tune is a medium tempo rocker. Nonsense lyrics are nicely handled. (Elizabeth-Aries, BMI)
- SONNY BURGESS**  
Thunderbird . . . 77  
SUN 304—Wild, driving rocker is handed a pounding, screaming reading by the Burgess combo with a crazy harmonica taking the lead. Watch this one. (Hi Lo, BMI)
- Itchy . . . 77  
The combo comes thru with an interesting reading of a walking tempo blues, again with the wild harmonica featured along with the drums and guitars. Either side can catch. (Knox, BMI)
- JIMMY BREEDLOVE**  
Love Is All We Need . . . 77  
EPIC 9289—Personable vocal treatment of appealing tune also cut by Tommy Edwards. This is a first-rate job but Edwards will offer strong competition. (Sheldon, BMI)
- Oo-Whoo, Good Gosh A-Mighty . . . 76  
Enthusiastic chanting on infectious gospel-rocker with a solid beat. (Greta, BMI)
- LEE MITCHELL**  
A Little Blue Bird Told Me . . . 77  
PHILLIPS 3530—Unusual sound is featured on this driving effort with a fem group backing the chanter. Listenable side, and the sound could help it make some noise. (Hi Lo, BMI)
- The Frog . . . 76  
In the "Raunchy" style is this instrumental disk with a happy beat and a bright sound. It swings and could get some action. (Knox, BMI)
- OSCAR McLOLLIE & ANNETTE**  
Rock-A-Cha . . . 77  
CLASS 238—The duo did very well with "Hey Boy! Hey Girl." They have a salable sound on this cute Latin beat rocker. Good ork backing helps. It could step out. (Records, BMI)
- Let's Get Together . . . 75  
Medium-beat rocker is delivered with appeal by the pair. Again the ork backing helps. A good side that provides an effective change of pace from the flip. (Records, BMI)
- DON RONDO**  
I Could Be a Mountain . . . 77  
JUBILEE 5341 — A rhythmic ditty, sung with verve by Rondo. Tune has
- a folksy quality. Gal group adds flourish in the backing. This could step with a push. (Pinous, ASCAP)
- The Great Adventure . . . 72  
A mediocre medium-beat ballad sung in okay style by Rondo. Flip would be the side here. (Planetary, ASCAP)
- BILL FARELL**  
Circus . . . 77  
CUB 9015—Mild rock revival of one of the artist's earlier hits. Nice chanting effort. Side has a chance. (Massey, ASCAP)
- My Heart and My Hands . . . 74  
Dramatic reading of a pretty ballad by the artist with lush ork backing. Listenable side, but flip appears to have the edge. (Oxford, ASCAP)
- BURT KEYS**  
I Got Eyes . . . 77  
CORAL 62040—Reading of the smart ballad with beat is accented by comments from a sexy-sounding chick. If plugged, this could take off. (Coronation, BMI)
- If You Are But a Dream . . . 72  
Chanter has an attractively smooth sound on the standard, but flip appears stronger. (Barton, ASCAP)
- JOHNNY WESTERN**  
The Ballad of Paladin . . . 76  
COLUMBIA 41280—Johnny Western sings the tune from the CBS-TV show, "Have Gun, Will Travel." Tune is listenable and Western hands it a nice go. Could get spins. (Time, BMI)
- The Guns of Rio Muerto . . . 75  
Richard Boone (who plays Paladin on TV) handles the narration on this side, while Western sings the lyrics. Interesting side that has a chance for deejay spins. (Time, BMI)
- BEVERLY ROSS**  
Headlights . . . 76  
COLUMBIA 41270 — Country-styled ditty is handed a big voiced exciting reading by Beverly Ross on her first recording for the label. Record could get some action in the market, watch it. (Marks, BMI)
- Stop Laughing at Me . . . 75  
Another country-styled tune is sung with feeling by the thrush over strong backing by a combo. Strong debut wax by the lass. (Marks, BMI)
- JIMMY DELL**  
Rainbow Doll . . . 76  
RCA VICTOR 7355 — Dell sells strongly on a raucous rocker with good teen-appeal lyrics. (Trinity, BMI)
- I've Got a Dollar . . . 74  
Another exuberant vocal stint on a bouncy rocker. (Trinity & Desert Palms, BMI)
- THE PUDDLE JUMPERS**  
Mud Puddle . . . 76  
FEDERAL 12336 — A down guitar takes the lead on this driving instrumental which picks up steam with honking tenor work. Then the pace picks up even more with shouting crowd noises. An exciting record. Worth spinning. (Armo, BMI)
- Snake Charmer . . . 74  
A snappy instrumental with plenty of good pounding, honking tempo work. It's a minor flavored job with something of a Latin feeling in the rhythm. Dancers will like this. (Armo, BMI)
- LOUIS PRIMA & KEELY SMITH**  
That Old Black Magic . . . 76  
CAPITOL 4063 — Louis Prima and Keely Smith team up for an exciting reading of the great standard, backed by a small combo led by Sam Butera. Good side that could grab both spins and loot. (Famous, ASCAP)
- You Are My Love . . . 73  
A pretty ballad is sung with feeling by the thrush over large ork backing. Good side, too, but flip will probably get the action. (Weiss & Berry, BMI)



## Pop Records

## PAT BOONE

I'LL REMEMBER TONIGHT (Feist, ASCAP)  
THE MARDI GRAS MARCH (Feist, ASCAP)

Boone presents two tunes from his latest flick, "Mardi Gras," that appear winners. Top side is a lovely, Latin-flavored ballad which is rendered with the artist's usual appealing sound. Flip is a bright march that is sung against Dixieland ork support. Both should score.

Dot 15840



## GERRY GRANAHAN &amp; EDDIE FONTAINE

NOBODY CAN HANDLE THIS JOB BUT ME (Sunbeam, BMI)  
I'M READY AS I'LL EVER BE (Columbine, BMI)

"Nobody" has an infectious quality that reminds somewhat of "Yakety Yak." The gents sing it in driving style, accompanied by fine band support. "I'm Ready," the flip, is another cheerful effort with an underlying Latin beat. Either side can happen.

Sunbeam 112



## ROBIN LUKE

CHICKA CHICKA HONEY (Congressional, ASCAP)  
MY GIRL (Congressional, ASCAP)

The young chanter handles the nonsense lyric in "Chicka Chicka Honey" to strong effect. It's a cute novelty rocker, loaded with teen appeal. Flip, "My Girl," is an equally powerful rockabilly tune that is also given a strong warble. Both are potent successors to "Susie Darlin'."

Dot 15839



## THE FOUR LADS

THE MOCKING BIRD (Beaver, ASCAP)  
WON'CHA GIVE ME SOMETHING IN RETURN (Dominion, BMI)

"Mocking Bird" is a bouncy adaptation of a theme from Dvorak's "New World" symphony. The Lads have a rich sound on the cute item that should catch on. Flip, "Won'Cha," is a medium-tempo ditty that features fine harmonies and spirited chanting. Either can step out.

Columbia 41266



## BOBBY FREEMAN

SHAME ON YOU, MISS JOHNSON (Clockus-Bennell, BMI)

Freeman figures to make it three in a row with this driving rocker. It's a busy side with frantic ork support pushing the artist's shout. Teens should go for it. Flip is "Need Your Love" (Clockus, Bennell, BMI).

Josie 844



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

**THE ELEGANTS**

**GOODNIGHT (Keel, BMI)**  
**PLEASE BELIEVE ME (Keel, BMI)**

The group has a bright sound on these rockaballads. "Goodnight" reminds somewhat of "Little Star," their current smash. "Please Believe Me" is given a salable delivery by the lead with excellent group and ork support. A likely two-sided click. **Apt 25017**



**BOBBY DARIN & THE RINKY DINKS**

**MIGHTY, MIGHTY MAN (Portrait, BMI)**

Darin and the Rinky Dinks belt the solid rocker in frantic fashion. It could repeat the success of their "Early in the Morning." It's a catchy side with a danceable beat. Flip is "You're Mine" (Portrait, BMI). **Atco 6128**



**BOBBY HENDRICKS**

**MOLLY BE GOOD (Sue, BMI)**

Hendricks, who is currently riding high with "Itchy Twitchy Feeling," has another possible smash with his zestful reading of "Molly." It's a happy, rhythmic side with a strong vocal. Flip is "Dreamy Eyes" (Sue, BMI). **Sue 708**



**TOMMY EDWARDS**

**LOVE IS ALL WE NEED (Sheldon, BMI)**

Edwards has a potent follow-up to his "It's All in the Game." He presents the pretty new ballad with warm chorus and ork backing. It's an attractive side and should coast in easily. Flip is "Mr. Music Man" (Yukon, ASCAP). **M-G-M 12722**



**DANNY DAVIS ORK**

**TRUMPET CHA CHA CHA (Saxon, BMI)**  
**LONESOME TRUMPET (Vista, ASCAP)**

The cute Latin instrumental treatment of "Trumpet Cha Cha Cha" has already caught on in several markets. Flip, "Lonesome Trumpet," is a haunting slow theme that provides an excellent change of pace. Davis appears to have a two-sided hit with this. **Cabot 126**



**FRANKIE SARDO**

**FAKE OUT (Flame, BMI)**  
**CLASS ROOM (Flame, BMI)**

Sardo bows on the label with two strong readings. "Fake Out" employs many phrases currently in vogue with the teens. "Class Room" is a breezy, topical theme that should also generate teen interest and attract teen coin. Both sides are rockers. **ABC-Paramount 9963**



**BOBBY HAMILTON**

**BOBBY HAMILTON (Diana, ASCAP)**  
**OH YEAH (Sidney, BMI)**

"How Come" is a blues that is handed a fine vocal stint by Hamilton, sparked by solid ork backing. Flip, "Oh Yeah!" is a mild rocker on which the artist also has a hit sound. **Apt 25018**



**Pop Disk Jockey Programming**

**SAM SIDEBURN**

**HEARTACHES (Leeds, BMI)**

The cat has a delightfully corny, rick-tick arrangement on the oldie that provides excellent wax for jocks. It's a bright side that can also score on juke. Flip is "Melancholy Baby" (Shapiro-Bernstein-Vogel, ASCAP). **Carlton 478**



**MIKE PRESTON**

**A House, a Car and a Wedding Ring . . . 76**

LONDON 1874—Persuasive reading by British warbler on an attractive folk-flavored tune with a West Indies feeling in backing. (Peter Maurice, ASCAP)

**My Lucky Love . . . 73**

Pretty tune is wrapped up in nice vocal, but flip is better side. (Bentley, BMI)

**THE MELODEARS**

**It's Love Because . . . 76**

GONE 5040—Happy swingy ditty is handled well by the chicks on this liting side. It has a chance with the gals singing it well. (Walnut, BMI)

**They Don't Say . . . 73**

Plaintive ballad, loaded with references to science, et al., is performed with warmth by chicks. Flip is better. (Oak, ASCAP)

**NINO AND THE EBB-TIDES**

**Puppy Love . . . 76**

RECORTE 405—The boys have a suitably mixed up sound on this rockaballad with a touch of heart-break and pain. They seek their puppy love around the world and find her in the local candy store. (Beam, BMI)

**You Make Me Wanna' Rock and Roll . . . 70**

This has a crazy start but what follows is no great shakes. Routine rocking fare. (Beam, BMI)

**JACKIE GLEASON**

**Where Is She Now? . . . 75**

CAPITOL 4062—Jackie Gleason and his ork handle this lush, sweet ballad tenderly, with the strings featured in the performance. Tune was penned by Gleason and it could get a lot of spins. (SongSmiths, ASCAP)

**Just One Yesterday . . . 75**

Another mood piece by the Gleason ork, again played lushly with a touch of sadness. (SongSmiths, ASCAP)

**J. C. HEARD**

**For You My Love . . . 75**

ARGO 5308—The J. C. Heard combo is heard here in a driving blues that moves all the way. Heard sings the effort brightly. Side is a strong one for the boxes. (United, BMI)

**Blues for Sale . . . 75**

Heard sings this blues item with feeling, over sharp support from the combo. Both sides here are from Heard's new album, on Argo. (Oak, BMI)

**ERNEST TUCKER**

**Mirror, Mirror on the Wall . . . 75**

JUBILEE 5340 — Exuberant reading about rock and roll male Cinderella with amusing lyrics. (Benell, BMI)

**Have Merry, Uncle Sam . . . 75**

A draftee sings the blues in r.&r. tempo. It can go as well as the flip. (Benell, BMI)

**THE DOZIER BOYS**

**I Am So (In Love With You) . . . 75**

AFT 25014—Listenable, old fashioned effort, with a light, slight beat is performed neatly by the boys over quiet support. Refined and nice. (Duo & Ketchy, BMI)

**My Heart Is Yours . . . 74**

Pretty effort is sung with feeling by the lads over help from a fair vocal group. Flip will probably get more spins. (Duo & Ketchy, BMI)

**MOLLY BEE**

**After You've Gone . . . 75**

CAPITOL 4064—Molly Bee, rather grown up now, sings the fine oldie stylishly, over a rockin' beat and support from a vocal group. Thrush sells the tune in subdued fashion. (Mayfair, ASCAP)

**Five Points of a Star . . . 74**

A tender ballad is handled with care by the lass, backed simply by the combo. Tune is a good one in the folk tradition. (Central Songs, BMI)

**WALLY HUGHES**

**Don't Let Them Know . . . 76**

COLUMBIA 41261—Listenable country ballad is sung with feeling by Hughes as he sings about a secret love. A vocal group helps in the backing. (Sheldon, BMI)

**Eye Bye Baby . . . 74**

Wally Hughes bows on the label with an acceptable reading of a train-type country effort, helped by a vocal group and good sound effects. (The Top, ASCAP)

**BETTY STEWART & B. COLLINS**

**That's My Baby . . . 76**

LAITINI 999—Rocker to the tune of "London Bridge Is Falling Down" gets a solid beat and reading from chick. Action possible. (View, BMI)

**Mr. Fortune Teller . . . 74**

Slow rocker gets a driving performance from thrush with teen appeal. (View, BMI)

**TEDDY HUMPHRIES**

**Without a Song . . . 76**

KING 5151—Exuberant r.&r. version of oldie. Merit spins. (Miller, ASCAP)

**This Love Is True Love . . . 74**

Emotional rendition of an attractive rockaballad with pounding beat. (Jay & Cee, BMI)

**THE THREE G'S**

**Sweet Thing . . . 76**

COLUMBIA 41256—Pretty ballad is sung with feeling by the group, helped by a good arrangement and rockin' beat. (Ridgeway, BMI)

**I'll Wait Forever . . . 74**

The Three G's come thru with a listenable reading of an uptempo item, backed by a good beat and a vocal group. Sides could catch some coin if exposed. (Ridgeway, BMI)

**HUELYN DUVAL**

**Friday Night on a Dollar Bill . . . 76**

CHALLENGE 59025 — A quavery, rocking version of what happened on Friday night. This can appeal strongly to teenagers if exposed. A good cut. (Golden West, BMI)

**Juliet . . . 73**

Another tune to a girl friend. Happy, upbeat side can also get spins. (Golden West, BMI)

**AL HIBBLER**

**Love Me Long, Hold Me Close, Kiss Me Warm and Tender . . . 75**

DECCA 30752 — Rockaballad with blues touch gets an intense, solid reading from Hibbler, with good group support. Has potential. (Massey, ASCAP)

**Love Land . . . 72**

Rockaballad of the "Moonlight Sonata" school is given a colonial reading. (Skidmore, ASCAP)

**TOMMY OLIVER**

**Maverick . . . 76**

WARNER BROS. 5011—Theme of the hot TV series becomes a good rocker with a Western flavor. Mixed group adds a pleasant vocal. Spins possible. (Witmark, ASCAP)

**Rendezvous Rock . . . 70**

Rocker featuring tenor sax has an old but pleasant sound. (Witmark, ASCAP)

**LARRY ELLIS**

**Nothing You Can Do . . . 74**

DALE 107—An emotionally handled rockaballad. A well-made record with a convincing performance by Ellis, assisted by a nice fem chorus. (World, ASCAP)

**Buzz Goes The Bee . . . 74**

A cute, bouncy arrangement of a fetching ditty. Good arrangement features a fem chorus. (World, ASCAP)

**JIMMY WILSON**

**Please Accept My Love . . . 74**

IMPERIAL 5549—Fretful reading by Wilson on poignant rockaballad. Dual market appeal. (Kamar, BMI)

(Continued on page 52)

# "WALKING ALONG"

**Solitaires**

Argo 5316

# "I'M SO YOUNG"

**Students**

Checker 902

# "Close to You"

**MUDDY WATERS**

Chess 1704

# "Key to the Highway"

**LITTLE WALTER**

Checker 904

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**AHMAD JAMAL**

Argo 5306

### "CARMEN"

**RAMSEY LEWIS**

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**BOWERLY 222** - The classic gets a jaunty, full-sound whirl from the band which hits the spot. Tops in this market. (Shapiro-Bernstein, ASCAP)

**Freckle Face Polka . . . . .78**  
Rousing march treatment makes this another fine side. Can also go.

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GIVE TO DAMON RUNYON CANCER FUND

## Reviews of New Pop Records

Continued from page 51

**Big Wheel Rolling . . . . .73**  
Vivid vocalizing by Wilson with group backing on lively blues. Spinnable wax. (Kamar, BMI)

**LES CHAKACHAS**  
**Beau Coco . . . . .74**  
RCA VICTOR 7351—Cute merengue is done in Spanish by the artist. It has a catchy melody and danceable beat. It can move. (Zodiac, BMI)

**Eso Es El Amor . . . . .73**  
Medium beat cha cha presented with appeal by the group. Chorus has the vocal honors. Flip appears a bit stronger. (Peer, BMI)

**HENRI RENE ORK**  
**Point of No Return . . . . .74**  
RCA VICTOR 7356—Exotic title theme of new movie is handed lush, listenable instrumental treatment. Spinnable wax. (Lancaster, ASCAP)

**Blus Flame . . . . .73**  
Dramatic instrumental treatment with a bright, light tempo. Another nice jockey side. (Ruxton, ASCAP)

**ENRIC MADRIGUERA**  
**Cha Cha Cherie . . . . .74**  
ABC-PARAMOUNT 9961—Miked chorus blends smoothly on mainly instrumental interpretation of melodic Latin item with pleasant tempo. Nice jockey wax. (Magnet, BMI)

**Soraya . . . . .72**  
Lush, listenable theme, a bolero orientale. Jockey side for mood segs. (Magnet, BMI)

**BRIAN DAVIES**  
**Lucy, Lucy . . . . .74**  
DOT 15820—Tender reading by Davies on wistful folk-flavored tune. (Greta, BMI)  
**When First We Met . . . . .72**  
Routine chanting on a pretty oldie. (Vernon, ASCAP)

**THE RHYTHMETTES**  
**I'll Be With You In Apple Blossom Time . . . . .74**  
BRUNSWICK 55097—Oldie in rockballad form makes a cheerful disk for jocks and juke. Girls have a young sound for teen appeal. Some coin possible. (Vogel & Broadway, ASCAP)

**Page From the Future . . . . .72**  
Moderate rocker with teen appeal is well delivered by the girls, with good male group support. (Jamson, BMI)

**DENNIS LE ROI**  
**Do Die, Do Die, Do Die . . . . .74**  
FABULOUS 286—A pounding, medium-beat rocker. Le Roi gives it a good whirl, somewhat in the Fats Domino tradition, with a solid exciting backing. Worth exposing. (Fowler, BMI)

**Blue Angel . . . . .71**  
A slow rockballad sung in careening tones by Le Roi, for moderate effects. Flip side has an edge. (Fowler, BMI)

**THE VICTORIANS**  
**Cowbell Rock . . . . .74**  
END 1033—Medium-beat instrumental features hand-clapping and cowbell percussion backing the good honking horn work. Good beat for terpers. (Jimskip, BMI)

**The Hoops-A-Lu-Lu . . . . .71**  
Another in the series of hoop songs, this one is a blues and it's got a good sound. Group sings the instructions for twirling in unison. Somewhat late for a chance. (Jimskip, BMI)

**LARRY STORCH**  
**The Eighth Wonder of the World . . . . .74**  
M-G-M 12711—Storch tells this novelty in Cockney accent. Various sound effects are used to help describe a chick's physical attributes. A good jockey side. (Chatham, ASCAP)

**Pooped . . . . .71**  
The comedian presents this novelty over brassy ork backing. It tells of a gent who's too tired to do any work. Flip appears stronger side. (Vernon, ASCAP)

**B. B. KING**  
**Please Accept My Love . . . . .74**  
KENT 315—An updated ballad with a pounding triplet backing by the band. King sings in a solid poppish fashion on this side which can win him spins. (Kamar, BMI)

**You've Been an Angel . . . . .70**  
King is on a traditional blues kick which features good tenor abouting

moments. Side has a medium beat. (Modern, BMI)

**THE CHEERS**  
**Hold That Line . . . . .73**  
NRC 5003—Group warbles scuber-analy, but side is dominated by pounding instrumental backing with solid beat. (Lowery, BMI)

**Blus Serenade . . . . .73**  
Honky-tonk-styled piano work on nostalgic ditty with catchy tempo. (Lowery, BMI)

**GLENN BARBER**  
**Hello Sadness . . . . .73**  
D 1017—Barber has much of the Ernest Tubbs quality on this bouncy effort. Good jock and juke wax for country marts. (Glad, BMI)

**Same Old Fool Tomorrow . . . . .72**  
A weepin' fiddle intro this side and Barber gives it a dedicated heart-break sound in the authentic traditional style. (Glad, BMI)

**JESSE POWELL & THE MAJORS**  
**String Along . . . . .73**  
JOSIE 845—Rocker with cakewalk flavor has strong harmonizing from Powell and the boys. Fair potential. (Benell, BMI)

**Oh, Baby . . . . .72**  
Slow rocker gets a sincere job from chanter with good group support. (Benell, BMI)

**ROBERTA LEE**  
**January . . . . .73**  
BRUNSWICK 55096—Terry Gilkyson clefted this cute calypso tune. Miss Lee is warning that one should not get married in January. Lyrics are cute, and the melody is attractive. This could move. (Montclare, BMI)

**Montana Hummingbird . . . . .71**  
Gilkyson is also co-cleffer on this medium-beat, folkish tune. Miss Lee has a good sound here, too, but flip appears the stronger effort. (Montclare, BMI)

**BOBBY JACKSON**  
**Dreamy Sunday . . . . .73**  
JAN 102—Bluesy rockballad gets intense reading from Jackson and choir for some novel effects. (Golden State, BMI)

**You Got Me Rocking and Rolling . . . . .71**  
Blues rocker by chanter is given a conventional reading. (Golden State, BMI)

**RAY HARTLEY**  
**I Remember It Well . . . . .73**  
RCA VICTOR 7348—The appealing melody from "Gigi" gets a lush, Continental styling with peppy piano, accordion and fiddle segs. Nice wax without a beat. (Chappell, ASCAP)

**Beyond the Purple Hills . . . . .71**  
The Nick and Charles Kenny West-ernish tune gets an Eddie Heywood type treatment by pianist Hartley, with a whistling lead. Attractive jock wax. (Goldmine, ASCAP)

**DENISE LOR**  
**You're Everywhere . . . . .73**  
20TH FOX 114—Miss Lor essays a mild and pleasant jazz style on her first outing for the label. Could attract some jocks. (Bryden, BMI)

**Everything I Do . . . . .72**  
The thrush does an appealing job with this nice ballad with rippling harp in the backing. Spinnable. (Young, ASCAP)

**MICKEY & SHONNIE LANE**  
**Daddy's Little Baby . . . . .72**  
BRUNSWICK 55098—The kids have an approach that reminds of the Collins kids. Tune is a cute rockabilly ditty about a chick who spends daddy's money at the hop. Fair prospects. (Click, ASCAP)

**Toasted Love . . . . .72**  
Latin-beat rocker is presented energetically by the rockabilly duo. Potential appears similar to the flip. (Bandstand, BMI)

**THE OX TONES**  
**Fatty Patty . . . . .72**  
PHONOGRAPH 1024—This has the quality of "Skinny Minnie." It's a moderately driving blues with a certain amount of excitement generated by the group. Moderate potential. (Ken-Rose, BMI)

**Mickey . . . . .72**  
Same basic blues rhythm this time in a strictly instrumental framework, with guitar taking solo spots. Good danceable side could catch juke spins. (Ken-Rose, BMI)

**KEN JAMES**  
**Whine My Heart . . . . .73**  
NOR-VA-JAK 1321—Slow ballad with beat is rendered with feeling by the artist. Group supports the vocal on the interesting theme. (Peer Ind., BMI)

**If I Had Known . . . . .72**  
Haunting ballad is given a fair belt by James with classy ork support. Potential appears similar to flip. (Nor-Va-Jak, BMI)

**CATHY BASIC**  
**I've Never Ever Been In Love Before . . . . .73**  
HIDE-A-WAY 102—This is not the Frank Loesser tune from "Ovee and Dolls," but a new rockballad with teen-appeal lyrics. Chick has a Joni James sound. Fair chance. (Basic, BMI)

**Soda Pop Kisses . . . . .70**  
Cute moderate-beat novelty is given a fair belt by the thrush. Flip appears top side. (Criterion, ASCAP)



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GUYAR JR. New You Know...78 GOLDBAND 1076—Ballad-type with beat it gives a fine shout by the lead. He has a nice sound. Both sides are good efforts. (Kamar, MD)

The Crowl...78 The set is telling about a new dance, called the Crowl. It's a rockabilly tune, performed in attractive style by the artist. (Kamar, BMI)

of Turkey. Backing is strictly Trio-ton Ballroom style. Funny record that could get many, many deejay plays. (Wilmark, ASCAP)

with harmonies by the other members of the group. It's a well-done side, equal in potential to the flip. (Fath, BMI)

organ instrumental treatment of a moving spiritual melody. Good programming in the right area. (Conrad, BMI)

Sunday Morning...71 Slow, slow organ instrumental on this side. Some comment otherwise. (Conrad, BMI)

Next King-Sized Hit! KING KONG B/W Jeannie Jeannie AL ELIAS payson records 25 West 56th St., N.Y.C. #7 103

THE ROCKIN' CHAIRS Please Mary Lou...71 RECORTE 404—A pleaser with Mary Lou the chief of the supplication. Business along at a medium pace with a familiar rock melody. Moderate chances. (Beam, BMI)

EARL BROWN, ALLEN DAVIES & JOE PRYOR In a Cafeteria With You...72 Fair takeoff on the Jan Garber-Guy Lombardo style. (Wilmark, ASCAP)

Spiritual THE HARMONIZING FOUR Go Down Moses...80 VEE-JAY 866—Feelingful, reverent vocal stint by lead singer and group on great traditional theme. (PD)

Religious GEORGE BEVERLY SHEA Thou Light of Light...78 RCA VICTOR 7351—Shea delivers the lovely inspirational theme with moving sincerity. Ok backing provides an excellent setting. His fans should like this. (Schirmer, ASCAP)

Come on Baby...71 A familiar interpretation of a rockin' blues. Nothing new here in the message but the side swings with a strong beat. (Beam, BMI)

JOE PRYOR & LOULIE JEAN NORMAN Myrtle WARNER BROS. 5005—A delightful colonial satire on the haunting girl's - name - type ballad, with foggy character giving his desperate all. Sophisticated fun. From album. (Mayfair, ASCAP)

When I've Done My Best...78 Another thoughtful waiting treatment with pop-jazz flavor and sacred-style theme. (PD)

God Is Ever Beside Me...77 Beautiful hymn in song with conviction by the artist with full and accompaniment. He is backed by a chorus on the sacred theme. Strong potential in this market. (Robbins, ASCAP)

JOE DOUGLAS I'll Walk Alone...78 EPIC 9280—Deep throated reading of the standard is sung pleasantly by the cat. (Mayfair, ASCAP)

JIMMY JOYCE When the Crab Grass Blossoms Again...74 Country weeper with depraved garden sonnets is good for laughs from parody lovers. (Mayfair, ASCAP)

THE STAPLE SINGERS Low Is the Way VEE-JAY 866—The heart of the Deep South is in this far-off type styling. Message is handed a devout reading, largely in chorin style without a lead. (BMI)

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Help Me to Smile...78 The singer comes thru with a Nat Cole style reading on this new ballad. (Peer, BMI)

Children's

SHARI LEWIS Gotta Have Rain RCA VICTOR WBY 96 — Bright version of the new pop song features several cute kiddie voices and a warm reading by Miss Lewis, a new TV star. Youngsters will love. (Leeds, ASCAP)

On My Way to Heaven...74 A slow, sobory reading, as if from heaven itself, of this message. Funky guitar accompaniment the dedicated, breathy effort by the tenor lead. (Conrad, BMI)

The Charts Are Telling the Story! "IT DON'T HURT NO MORE" NAPPY BROWN Savoy 1551 With Teacho Wiltshire's Band! SAVOY RECORD CO., Inc. NEWARK, N.J.

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

Piccolo Pets...78 Narrative novelty is nicely handled with jazz touch. (Leeds, ASCAP)

MACEO WOODS I Will Trust in the Lord...72 VEE-JAY 865—A pulsing, rhythmic

DOROTHY OLSEN Miss Peach RCA VICTOR WBY 91 — Bouncy tribute to a new comic strip heroine is sung sweetly by thrush. Lyric has a lot of big words but kids will go for the tune. (Marlan, ASCAP)

Michael Finnegan...76 Limericks set to "Ten Little Indians" tune make an amusing, different side for moppets. (General Music, BMD)

JOE REISMAN ORK & CHORUS Who's Afraid of the Big Bad Wolf...77 RCA VICTOR WBY 83—The classic in march time with vocal by good mixed group. A bit too slick and full but with continuing appeal. (Bourne, ASCAP)

Bibi-Di-Bobbi-Di-Boo...73 The "Cinderella" tune makes a pleasant instrumental. (Disney, ASCAP)

Jazz

VITO PRICE & COMPANY Swinging the Loop...76 ARGO 5307—From his new Argo album comes this swinging selection by saxie Vito Price, who shows off his fine musicianship over solid combo support. For jazz jocks. (Arg, BMI)

Time After Time...76 Same comment. (S Sinatra, ASCAP)

Sacred

THE STATESMEN QUARTET Until Tomorrow...80 RCA VICTOR 7347—The group has an almost pop sound on their treatment of this moderate tempo anthem. Light rhythm accompaniment enhances vocal. Fine material for their fans. (Fath, BMI)

What a Weary Day...80 A slow, devotional melody is expressed by the bass and tenor voices

Novelty

EARL BROWN Pachalafaka WARNER BROS. 5012—Zany tune is handed a comic reading by Earl Brown as he tells of the exotic land

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# This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

# Review Spotlight on . . .

## C&W RECORDS

### CARL BUTLER

My Cajun Baby (Peer Intl., BMI)  
Baby, I'm A-Waitin' (Tannen, BMI)—Columbia 41263  
Butler presents "Baby," a rural-type waltz with lots of heart. On the flip, "Baby," Butler is begging his gal to stop hesitating. Both are attractive efforts that should pull heavy c.&w. coin.

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Hank Snow put in most of last week cutting an album of Jimmie Rodgers songs at the RCA Victor studios in Nashville. On Saturday (4), Hank and his Rainbow Ranch Boys stopped off at East Point, Ga., for the kick-off of an extended tour that will take them to the West Coast. They played Sunday (5) at Swainsboro, Ga. Remainder of the route is as follows: El Paso, Tex., 7; Riverside, Calif., 8; Bostonia, Calif., 10; "Town Hall Party" and "Country America," Los Angeles, 11; Eureka, Calif., 13; Medford, Ore., 14; Klamath Falls, Ore., 15; Eugene, Ore., 16; Portland, Ore., 17; Lewiston, Idaho, 18; Spokane, Wash., 19; Contact, Nev., 21; Salt Lake City, 22; Alliance, Neb., 23.

Pee Wee King is on the air live over WKLO, Louisville, each Saturday morning, 10:30-11:30, on a new c.&w. show sponsored by Bob Ryan Auto Sales. Ryan, a booster of c.&w. music, also sponsors a daily platter show on WKLO, spotting country melodies. Oertel's Brewery, Louisville, also has renewed for 13 weeks the Pee Wee King "Bandstand" series, heard each Thursday night, 8-8:30. King has a new hula hoop song on RCA Victor, which he and Dick Glasswer wrote for Ridgeway Music, Inc. The flip side, "Unbreakable Heart," features the voices of Redd Stewart and Cindy Hayes. In a communication to the desk, King fails to give the title of the hoop platter.

Norman (Old Dad) Kingsley, director of the Grand Theater, Woodstown, N. J., has booked Wilma Lee and Stoney Cooper, Carol Lee, and the Clinch Mountain Clan, all of "Grand Ole Opry," Nashville, for an October 15 engagement to augment his own show highlighting Bill and Ed and the Mountain Music Boys.

Debby Kay, Ginny Jackson, Gordon Terry and Bobby Charles, of Nat Nigberg's "Country America," of KABC-TV, Los Angeles, are set on a string of one-nighters in Southern California. . . . Glen Glenn, still with the Army in Hawaii, scribbles that he has just cut a new session for the Era label, with release due in about a month. He reports, too, that his

## Reviews of New C&W Records

### EDDIE NOACK

The Price of Love . . . 73  
D 1019—Country effort is sung nicely by Noack as he sings of the high cost of falling in love. (Glad, BMI)

### Have Blues - Will Travel . . . 73

Another country item is handled deftly by Noack. Lad has a nice style. (Glad, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

ROCK MORRIS: The Part of a Fool/Have Guitars, Will Travel—Ludwig 1007

Williams, and included Hank Williams Jr., Jimmy Hinkle's band, Uncle Grady Moss and 18 area entertainers who competed in a contest held in conjunction with the show. Victor Lewis, show's producer, says negotiations are under way with the Arena Managers' Association for a series of dates in this country and Canada. Lewis says that the show played to over 9,000 people at Hazel Park Race Track, Detroit, July 4, a record crowd for a special event there. He attributes the show's pulling power to the timeliness and appeal of the show plus a concentrated exploitation formula.

Leroy (The Auctioneer) Van Dyke moves from last week's four-night stand at the Flame, Minneapolis, to a similar engagement this week at Casey Reid's Beacon Club, Casper, Wyo. . . . Flash and Whistler, the Country Gentlemen, Will Mercer and Norma Jean, of "Jubilee U. S. A.," were the features at the Oak Grove, O., Festival last Friday and Saturday (3-4). . . . Ben Skora, prexy of Eko Records, reports excellent deejay co-operation on Gene Parson's new Eko platter, "Your Letter Didn't Say" b.w. "Man, She's Nice!", and says he's mulling the idea of selling the master to give the artist wider distribution. Parson is the Ol' Cactus Kid, of the c.&w. platter show heard each Saturday night over WTAQ, La Grange, Ill. Deejays, ops and distribs may obtain a sample of Parson's new waxing by writing to Skora at 5548 South Kildare, Chicago.

Featured on "Hoosier Hayride" Saturday (4) at Topeka, Ind., were Charlie Walter and the Trail Riders, along with Beverly Jean. Slated for October 11 appearance on the show are the Barrier

(Continued on page 55)

# C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING SEPTEMBER 27

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side last on top.

This Week	Weeks on Chart	Record	Label
1	8	BIRD DOG (BMI)—Everly Brothers	Cadence 1350
2	7	THE WAYS OF A WOMAN IN LOVE (BMI)—Johnny Cash	Sun 302
3	18	BLUE BLUE DAY (BMI)—Don Gibson	Vic 7010
4	13	CITY LIGHTS (BMI)—Ray Price	Col 41191
5	8	SHE WAS ONLY SEVENTEEN (BMI)—Marty Robbins	Col 41204
6	20	GUESS THINGS HAPPEN THAT WAY (BMI)—Johnny Cash	Sun 295
7	13	BLUE BOY (BMI)—Jim Reeves	Vic 7266
8	15	ALONE WITH YOU (BMI)—Faron Young	Cap 3982
9	14	POOR LITTLE FOOL (BMI)—Ricky Nelson	Imp 5528
10	6	SQUAWS ALONG THE YUKON (BMI)—Hank Thompson	Cap 4017
11	2	GIVE MYSELF A PARTY (BMI)—Don Gibson	Vic 7330
12	26	SEND ME THE PILLOW YOU DREAM ON (BMI)—Hank Locklin	Vic 7127
13	33	OH, LONESOME ME (BMI)—Don Gibson	Vic 7133
14	7	ARE YOU REALLY MINE? (ASCAP)—Jimmie Rodgers	Roulette 4090
15	13	JEALOUSY (BMI)—Kitty Wells	Dec 30662
16	16	CRYING OVER YOU (BMI)—Webb Pierce	Dec 30623
17	23	IT'S A LITTLE MORE LIKE HEAVEN (BMI)—Hank Locklin	Vic 7203
18	15	HARD HEADED WOMAN (ASCAP)—Elvis Presley	Vic 7280
19	1	TOUCH AND GO HEART (BMI)—Kitty Wells	Dec 30736
20	7	WHEN (ASCAP)—Kalin Twins	Dec 30642

## C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 27

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

### Birmingham

1. Bird Dog, Everly Brothers, C&C.
2. The Ways of a Woman in Love, Johnny Cash, Sun.
3. Devoted to You, Everly Brothers, C&C.
4. She Was Only Seventeen, Marty Robbins, Col.

### Dallas-Fort Worth

1. The Ways of a Woman in Love, Johnny Cash, Sun.
2. Blue Blue Day, Don Gibson, Vic.
3. City Lights, Ray Price, Col.
4. Bird Dog, Everly Brothers, C&C.
5. Alone With You, Faron Young, Cap.
6. I Can't Stop Loving You, Don Gibson, Vic.
7. Send Me the Pillow You Dream On, Hank Locklin, Vic.
8. You're the Nearest Thing to Heaven, Johnny Cash, Sun.
9. Blue Boy, Jim Reeves, Vic.
10. Falling Back to You, Webb Pierce, Dec.

### Houston

1. Bird Dog, Everly Brothers, C&C.
2. She Was Only Seventeen, Marty Robbins, Col.
3. Devoted to You, Everly Brothers, C&C.
4. The Ways of a Woman in Love, Johnny Cash, Sun.
5. Blue Boy, Jim Reeves, Vic.

### Memphis

1. Blue Boy, Jim Reeves, Vic.
2. Devoted to You, Everly Brothers, C&C.
3. The Ways of a Woman in Love, Johnny Cash, Sun.
4. You're the Nearest Thing to Heaven, Johnny Cash, Sun.

### Nashville

1. City Lights, Ray Price, Col.
2. Blue Blue Day, Don Gibson, Vic.
3. Devoted to You, Everly Brothers, C&C.

## Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 27

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Weeks on Chart	Record	Label
1	16	ALONE WITH YOU—Faron Young	Cap 3982—BMI
2	13	CITY LIGHTS—Ray Price	Col 41191—BMI
3	7	BIRD DOG—Everly Brothers	Cadence 1350—BMI
4	12	BLUE BOY—Jim Reeves	Vic 7266—BMI
5	14	BLUE BLUE DAY—Don Gibson	Vic 7010—BMI
6	12	INVITATION TO THE BLUES—Ray Price	Col 41191—BMI
7	6	THE WAYS OF A WOMAN IN LOVE—Johnny Cash	Sun 302—BMI
8	1	LOOK WHO'S BLUE—Don Gibson	Vic 7330—BMI
9	6	YOU'RE THE NEAREST THING TO HEAVEN—Johnny Cash	Sun 302—BMI
10	3	ALL GROWN UP—Johnny Horton	Col 41210
11	8	SQUAWS ALONG THE YUKON—Hank Thompson	Cap 4017—BMI
12	1	GIVE MYSELF A PARTY—Don Gibson	Vic 7330—BMI
13	20	GUESS THINGS HAPPEN THAT WAY—Johnny Cash	Sun 295—BMI
14	10	HEY, MR. BLUEBIRD—Ernest Tubbs and Wilburn Brothers	Dec 30610—BMI
15	5	DEVOTED TO YOU—Everly Brothers	Cadence 1350—BMI

### Johnny Cash, Sun

4. The Ways of a Woman in Love, Johnny Cash, Sun.
5. Alone With You, Faron Young, Cap.
6. Give Myself a Party, Don Gibson, Vic.
7. Blue Boy, Jim Reeves, Vic.
8. She Was Only Seventeen, Marty Robbins, Col.
9. Bird Dog, Everly Brothers, C&C.
10. Guess Things Happen That Way, Johnny Cash, Sun.

### Ray Price, Col.

6. City Lights, Ray Price, Col.
7. Borrowed Dreams, Bobby Holms, Dec.
8. Crying Over You, Webb Pierce, Dec.
9. Give Myself a Party, Don Gibson, Vic.
10. Poor Little Fool, Ricky Nelson, Imp.

### St. Louis

1. Blue Blue Day, Don Gibson, Vic.
2. She Was Only Seventeen, Marty Robbins, Col.
3. Alone With You, Faron Young, Cap.
4. Blue Boy, Jim Reeves, Vic.
5. City Lights, Ray Price, Col.
6. Guess Things Happen That Way, Johnny Cash, Sun.
7. It's a Little More Like Heaven, Hank Locklin, Vic.

### New Orleans

1. Devoted to You, Everly Brothers, C&C.
2. Bird Dog, Everly Brothers, C&C.
3. Jealousy, Kitty Wells, Dec.
4. Guess Things Happen That Way, Johnny Cash, Sun.
5. The Ways of a Woman in Love, Johnny Cash, Sun.

R & B Best Sellers in Stores

FOR SURVEY WEEK ENDING SEPTEMBER 27

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records.

Table with 4 columns: This Week, Last Week, Weeks on Chart, and Record Title. Includes entries like 'IT'S ALL IN THE GAME (ASCAP)-Tommy Edwards' and 'ROCK-IN' ROBIN (BMI)-Bobby Day'.

Most Played R & B by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 27

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 4 columns: This Week, Last Week, Weeks on Chart, and Record Title. Includes entries like 'ROCK-IN' ROBIN-Bobby Day' and 'BIRD DOG-Everly Brothers'.

FOLK TALENT AND TUNES

Continued from page 54

Brothers, of South Bend, Ind.; the Stauffer Sisters, and Little Joe Stutzman. "Hoosier Hayride's" half-hour broadcast on Saturdays, previously heard at 7 p.m. over WGL, Fort Wayne, Ind., has been shifted to the 11 a.m. time slot.

Jim Denny, of Jim Denny Artists Bureau, and Carl Smith returned to Nashville headquarters early last week after a combined business-pleasure jaunt to the West Coast.

ON THE BEAT

Continued from page 12

"Cha Cha Cherie," an instrumental with chorus spots in the cha cha groove. Then on Victor, a new group called the ChaKaChas has been introduced.

In the world of rock, on the other hand, Oscar McLollie and Annette on Class have come thru with "Rock-A-Cha," another of the transitional forms.

These are only a few of the more prominent examples. Literally dozens of other records have been released which contain the cha cha rhythm or something very much akin to it.

The Latin beat is also getting new exploitation on the album level via a campaign launched by Panama Artists, Inc., of Miami, Fla.

Word comes from Houston of the activities at Duke. "Robey's trio of releases on the Duke label (Larry Davis, Fenton Robinson, and the Five Jades) are breaking out like an epidemic," says the story.

An international promotion deal has linked the fan clubs of Tony Bennett and British singer and movie star, Frankie Vaughan. The artists, both of whom record for Columbia, have both been associated with youth work in their respective countries.

Mayhams and Co-ed Records' assistant manager, Ben Mayhams, reports action in Allentown and San Francisco on Norris the Troubadour's disk of "Rock Rollin' Honey."

This Week's R & B Best Buys

NO SELECTIONS THIS WEEK

Review Spotlight on . . . R & B RECORDS

JIMMY REED

I'm Gonna Get My Baby (Conrad, BMI) Odds and Ends (Conrad, BMI)-Veejay 298

Reed has a real swamp sound on these two earthy tunes. Top side has a down-to-earth vocal by the artist with fine guitar and harmonica backing.

R & B Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 27

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Rock-In' Robin, Bobby Day, Cis. 2. It's All in the Game, Tommy Edwards, MGM. 3. Bird Dog, Everly Brothers, Cdc.

Charlotte

- 1. Rock-In' Robin, Bobby Day, Cis. 2. It's All in the Game, Tommy Edwards, MGM. 3. Tears on My Pillow, Little Anthony & the Imperials, End.

Chicago

- 1. It's All in the Game, Tommy Edwards, MGM. 2. Chantilly Lace, Big Bopper, Mer. 3. Volare (Nel Blu Dipinto Di Blu), Domenico Modugno, Dec.

Cincinnati

- 1. Down the Aisle of Love, Quin-Tones, Hunt. 2. Tell It Like It Is, Little Willie John, King.

Detroit

- 1. It's All in the Game, Tommy Edwards, MGM. 2. Rock-In' Robin, Bobby Day, Cis.

Los Angeles

- 1. It's All in the Game, Tommy Edwards, MGM. 2. Bird Dog, Everly Brothers, Cdc.

- 4. Little Star, Elegants, Apt. 5. Topsy II, Cory Cole, Love. 6. Volare (Nel Blu Dipinto Di Blu), Domenico Modugno, Dec.

New Orleans

- 1. It's All in the Game, Tommy Edwards, MGM. 2. Tears on My Pillow, Little Anthony & the Imperials, End.

New York

- 1. Rock-In' Robin, Bobby Day, Cis. 2. It's All in the Game, Tommy Edwards, MGM.

Philadelphia

- 1. It's All in the Game, Tommy Edwards, MGM. 2. Bird Dog, Everly Brothers, Cdc.

St. Louis

- 1. Rock-In' Robin, Bobby Day, Cis. 2. Little Star, Elegants, Apt.

Washington, D. C.

- 1. Tears on My Pillow, Little Anthony & the Imperials, End. 2. It's All in the Game, Tommy Edwards, MGM.

Reviews of New R & B Records

MUDDY WATERS

She's Nineteen Years Old . . . 80 CHESS 1704-Waters packs plenty of emotion into a trailblazing Deep South blues with great lyric. Great for the market. (Ave, BMI)

Close to You . . . 78

Showmanly performance on a solid blues item. (Ave, BMI)

LITTLE WALTER

Key to the Highway . . . 77 CHECKER 904-Blues with spiritual backing is given impact by chunter. Good prospects in the market. (Ave, BMI)

Rock Bottom . . . 74

Blues rocker makes an attractive instrumental. (Ave, BMI)

16-year-old rockabilly duo, and Jamie Frey, 19-year-old Livingston, N. J., chanter. The label has also purchased from Gary Walker Enterprises in Nashville a disk of "Young Generation" by Ray Arlo and the Southlanders.

(Continued on page 56)

(Continued on page 56)

# FOLK TALENT AND TUNES

Continued from page 55

bum session she is slated to cut soon. . . Little Jimmy Dickens is showing his wares in the Washington sector for nine days.

W. E. (Lucky) Moeller, of the Jim Denny Artists Bureau, reports that Johnnie and Jack are currently working on a string of 21 one-nighters thru the East. He also reports a series of solid dates with Marty Robbins in Ontario. Johnnie and Jack will return to Nashville for the Prince Albert portion of "Grand Ole Opry" November 1. Kitty Wells does the Prince Albert stint October 18. Virginia Kelly, Lucky's secretary, is being spelled by her capable sister, June Rutledge, while Virginia awaits a visit from the long-legged bird.

Dick Haines, well-known Los Angeles deejay, will emcee Cliffie Stone's "Hometown Jamboree" over KTLA, Los Angeles, at 7 p.m., Saturday (11), while Cliffie hops to Detroit with Tennessee Ernie Ford, whom he manages. . . Bobby Grove, formerly heard on King Records, has just had his initial release, on the new Lucky label. Back to back on the new platter are "Jealous Dreams" and "Be Still, My Heart." Deejays who may have missed on the original mailing may obtain a copy by writing to El Rader, Manager, Lucky Records, 2252 Wheeler Street, Cincinnati 19.

The McCoy's, Ronny and Peggy, heard on RCA Victor, are making their home base at "Cowtown Hoedown," Fort Worth, where they are managed by Uncle Hank, of XEG fame. Their new release, due out shortly, couples "Full-Grown Cat" and "Throwing Kisses." Their brother, Doyle McCoy, has returned from service and reorganized "Red River Jamboree," Paris, Tex., his band, the Midnighters. . . produced by Roy Glenn and Pee Wee Reid, celebrated its second anniversary September 27, with a

special show featuring Ronny and Peggy McCoy, Doyle McCoy, Nan Castle, Tommy Holmes; country singer-deejay Bill Avance, of KFTV, Paris; the Ervin Kids, the Huggins Brothers, Jerry and Johnny Case, Glenn Stevens, Glenda Sulsar, Jan and Judy Flinn, Clyde Scott, Jack Beard, Paul Castleberry, Dorothy Collard and Keith Jordan.

The Webb Pierce "Grand Ole Opry" show, featuring Stonewall Jackson, Judy Lynn and Pat Kelly, will play Negaunee, Mich., October 8; Escanaba, Mich., 9; Rockford, Ill., 10; La Crosse, Wis., 11, and Marshfield, Wis., 12. Webb works the Seattle area October 15-18, and joins the Hank Snow package in Spokane October 19 for a big show at Spokane Coliseum. Above dates were set by John Kelly's World-Famed Attractions. . . Darrell Felts and band, of Greenville, Tex., who recently made their debut on Dixie Records with "Playmate" b/w. "The Weeper," were recent guests on "Red River Jamboree," Paris, Tex. Jimmy and Johnny and Jimmy Martin and the Sunny Mountain Boys, of "Louisiana Hayride," Shreveport, appeared on the "Red River" show on a special midweek performance recently.

## With the Jockeys

Happy Ison, program director of Central Florida Broadcasting Company, is back on the beam playing country music on WKIS, Orlando,

Fla. He says he'd appreciate hearing from all record companies and artists promoting country music. . . Cliff Waldon has kicked off a new daily c.&w. show bearing his name on WREM, Remsen, N. Y., and laments that he's lacking in country wax. He requests that the disk firms and artists put him on their lists for samples. Waldon, in addition to his deejay chores, is warbling with the Westernaires, making personals thru Upstate New York.

## ON THE BEAT

Continued from page 55

Including Hawaii, Canada and South Africa.

Jean Bennett contrasts the recent spectacular opening of the Platters at the Olympia, Paris, with their opening three years ago at the Apollo, New York. At the time, their manager, Buck Ram, took out a mortgage on his California house to buy them a car and pay his own plane fare to New York so they could be seen in the East. Until then, says the gal, things had been so rough, he could not get them further East than Sacramento. The money they got for the Apollo date hardly paid of their food and auto expenses. Why it was that Ram made the trip by plane and the Platters by car, was not made clear. However, soon, came the hit "Only You," and thereafter they all flew around the countryside and forgot all about the car. . . Dave McEnery, better known in the trade as "Red River Dave," has written "A New Angel Tonight," a song tribute to the late mother of Elvis Presley. This is one of more than 500 tunes cleft by the well-known country cat.

## Diskeries Step Up the Pace

Continued from page 4

Me So," a set by the Rex Hubbard Singers from the Cathedral of Tomorrow in Ohio, and a two-pocket EP, "Old Time Religion," by the Johnson Family Singers. Perry Como is also due with an album of songs of inspiration and faith.

Decca has recently issued "He Walks With Thee," a new group of sacred offerings by Red Foley, his third sacred album of the year for the label. In addition, Decca issued last week a new LP grouping by the Jordanaires, titled "Peace in the Valley." Meanwhile, there were hints at the label of important new religious and sacred entries, due to hit the market in coming weeks.

## British Copyright

Continued from page 4

1958, works of U. S. nationals were protected under the UCC in Great Britain for a term of only 28 years. Britain's 1956 "principal order," which implemented its ratification of the UCC, included the limiting of duration of copyright for works of U. S. nationals, among other reservations.

Reason given for the revision to extend the copyright duration for works of UCC signatories is that "it is expedient that the term of copyright in a work or other subject matter in which copyright subsists by virtue of the principal order should be the same as that enjoyed under the act in respect of a British work or subject matter of the same class."

Library of Congress bulletin reports the change (September 22), and also an amending order includes the Republic of Ireland in the list of countries in which copyright in sound recordings is to include the exclusive right to perform in public and to broadcast.

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## Number of Releases This Week

Label	Pop	R&B	CAW
ABC-PARAMOUNT	1	—	—
ALLSTAR	1	—	—
ARGO	1	—	—
ATCO	1	—	—
ATLANTIC	1	—	—
BALLAD	1	—	—
BRUNSWICK	3	—	—
CAPITOL	3	—	—
CHALLENGE	1	—	—
CHECKER	—	1	—
CHESS	—	1	—
CLASS	1	—	—
COLUMBIA	4	—	1
D	1	—	1
DECCA	1	—	—
DERY	1	—	—
DOT	2	—	—
EAGLE	1	—	—
END	1	—	—
EPIC	1	—	—
ERA	1	—	—
PABULOUS	1	—	—
FEDERAL	1	—	—
4-STAR	1	—	—
GOLD	1	—	—
GOLDBAND	1	—	—
HIDE-A-WAY	1	—	—
IMPERIAL	1	—	—
JAN	1	—	—
JEAN	1	—	—
JOSIE	2	—	—
JUBILEE	1	—	—
KENT	1	—	—
KING	1	—	—
LAITINI	1	—	—
LODE	1	—	—
LUDWIG	—	—	1
MERCURY	3	—	—
MGM	3	—	—
NRC	1	—	—
PHONOGRAPH	1	—	—
PINKY	1	—	—
RCA VICTOR	2	—	—
RECORDE	2	—	—
REMSEN	1	—	—
SPANGLE	1	—	—
SPECIALTY	1	—	—
SUE	1	—	—
20TH-FOX	1	—	—
TEK	1	—	—
TENDER	1	—	—
VEE-JAY	—	1	—
WARNER BROS.	4	—	—
TOTALS	67	3	3

## New Mexico State Fair Hit by Rain

Attendance Off; Godfrey, Rodeo Draws Big Crowds

ALBUQUERQUE, N. M.—After a start that promised to break all records, the New Mexico State Fair was hit by rain after the first weekend and cold weather, that followed the dampness, held down crowds.

Sunday (28) was the biggest on record. Over 63,000 people poured onto the grounds. It was necessary to close the gates to automobiles in the middle of the afternoon. Arthur Godfrey, the night feature with Lynn Bentler's rodeo in the Coliseum, drew near capacity. On that one day, \$437,657 was wagered on the afternoon running races, topping the same day last year by \$62,000.

Rains hit the fair late Monday evening after some 30,000 children had flocked over the grounds for a big kid's day. The weather turned cool and remained that way until Thursday when temperatures started to climb and skies cleared. Leon Harms, fair manager, said that thru Thursday (2) the gate was 272,000. He figured that if the weather held over the final week-end, they could still come close to last year's 416,000 attendance.

The rodeo with Godfrey was in the building for nine nights. It was running 10 to 12 per cent below last year's program which featured Roy Rogers in the new Coliseum and had ideal weather. A total of \$1,988,740 was wagered during the first five days, new marks set on all except one day. The night grandstand show, a list of acts featuring Jimmy Wakely, was hard hit by low temperatures and two performances were canceled due to the inclemency.

Siebrand Bros. Shows reported ride and show takes were slightly ahead of '57.

## Shelby, N. C., Opens Best In 15 Years

SHELBY, N. C.—Biggest opening in 15 years was followed by midweek rain, for the 25th Cleveland County Fair. First day's grandstand show, two Gene Autry performances, was very big. Dr. J. S. Dorton, manager, reported. A Wednesday show was called off because of rain, and Autry moved along to the Greensboro Fair.

Wednesday (1) was a rainout. (Continued on page 61)



You Can't Miss Finding Many Bargains in the Classified Section, this Issue.

## WORLD'S FAIR

### U. S. Officials Weigh Results At Brussels

BRUSSELS—With the October 19 closing near at hand, officials of the controversial United States Building here are weighing the results of the World's Fair participation.

They say first that while the American exhibition was criticized by Americans, it was praised by others and won a place in awards for excellence. They also say that nationals of each exhibiting country found fault with their own displays and liked others better.

In what seemed to be a partial acknowledgement that U. S. participation could have been better, a representative of the exhibit said that for any future fair participation by the U. S. he thinks it is most essential that leaders strive for more time to accomplish a job of this size. He noted that Belgium invited us to take part in the fair in 1954, we didn't accept until 1956, and then by the time people were appointed, there were only 15 months in which to make and carry out the plans.

Elmer Cox, public relations director, said that in the future the man in charge of such a project should be sure of an ultimate budget, that Congress should be presented with a program early, that the program should explain fully what was to be accomplished and why each item was necessary. He said that in the current case he thought Congress was right in holding down the appropriation, but that others got the pressure of working with short money. Congress is not to blame, he said, we need a way to give Congress a program. Men with professional know-how are called for, he said.

There are 40 doors and no controls on the U. S. building, so no (Continued on page 61)

## Attraction-Laden Little Rock Hurt by Segregation, Weather

By HERB DOTTEN

LITTLE ROCK—If you think you've got problems, read on... read of Clyde Byrd, the manager of the Arkansas Livestock Exposition here.

One of the ablest fair managers in the nation, Byrd has built the show up "from nothing" until now it is a sound and still growing exposition.

He's made the show a meaningful thing... meaningful to Arkansas because the show has done and is doing so much to develop the livestock industry in the State.

He's developed a plant which is noteworthy, to say the least... and he has done this thru much hard work.

From a show business angle, he's fashioned a show with power-

ful appeal... a show which would have powerful appeal in any State.

This year, for instance, in his coliseum he offers a rodeo produced by Harry Knight, plus the famous Musical Ride of the Canadian Mounties, plus cowboy singer Rex Allen, plus a top specialty act.

Meanwhile, in front of a new grandstand which he brought into being by buying for practically nothing a stand that was to be razed at Texarkana, he is presenting a strong show booked in by Eldred Stacy, of Music Corporation of America, which offers Edgar Bergen and Molly Bee as the headliners the first two nights and Tommy Sands the following four nights, plus Teddy Phillips and his orchestra, some excellent supporting acts and an excellent line, Marian Sage's.

And, on the midway, he presents the Royal American Shows—the biggest of all the carnivals.

For 51 weeks prior to last year's show, Byrd worked hard on plans for that edition. At opening time, tension over the school segregation issue here was at its highest, U. S. troops were on hand.

The livestock show had never had any trouble over the race issue. Always before a substantial number of Negroes had attended.

But Byrd and his show were placed in the position of the innocent bystanders. The Negroes stayed away in droves and many white people who otherwise would have attended also stayed away, fearful that there might be an incident on the fairgrounds. Attendance as a result was off sharply.

### Byrd Philosophical

Byrd took it all philosophically and turned to preparing for this year's show. By the time it rolled around, the segregation issue would be settled, one way or the other, it was generally figured. But a scant few weeks before the '58 show opened Little Rock again was torn over the segregation issue. As Monday (29), opening day of the six-day show, dawned, three court decisions were awaited. Uncertainty prevailed.

In the morning the annual down town parade by the livestock stock show to make its opening was staged. Missing from the lineup were the Canadian Mounted Police, perhaps because the Canadian powers-that-be didn't want to risk having the Mounties cast in the roll of innocent bystanders should some incident stemming from the segregation issue occur.

The Mounties were billeted at an outlying motel, rather than a downtown hotel. Housed downtown, they would have been walking 24-sheets for Canada—and for the livestock show—but again perhaps the risk was too great.

The livestock show opened with (Continued on page 61)

## Memphis Fair Wins Despite Heavy Rains

Counts Total Gate of 375,390; Shuttle Bus System Successful

MEMPHIS — The Mid-South Fair is made of sturdy stuff.

Given rain on two of its best days, the nine-day event, which closed Saturday (27), nevertheless registered the third best attendance in its 10-year-old history.

The gate count was put at 375,390. This compares with 396,152 last year and 445,503 for the 1956 centennial celebration.

The rains hit the first two days of the fair with such severity that the parking lots were put under water.

G. W. (Bill) Wynne, fair manager, pushed thru an emergency bus shuttling plan that enabled the third day, Sunday (23) to be big

even tho the parking lots were under water.

Sixteen buses were chartered. A map showing the routes of the buses, along with supermarket parking lots, was hurriedly prepared and carried by Sunday's newspapers. TV and radio carried the news of the fair's shuttle service.

Some 11,000 persons availed themselves of the free service, which press and TV and radio commentators later lauded.

The inundated parking lots served to underscore the need for a new fairgrounds here, a need recognized by fair and city officials who are pushing a plan for a new fair site in Riverside Park, in the low land by the Mississippi River, close to the heart of the city.

The inadequacy of the present fairgrounds was obvious on many sides. Virtually all outdoor space was filled. Sale of outdoor commercial exhibit space was at an all-time high, with all such space sold out.

Entries in every livestock classification were so heavy that even the rented tents were pressed into service and many entries had to be turned away.

In the absence of other facilities, Riverboat Follies again was presented in a make-shift theater in an exhibit building—and the show topped its gross of last year, even tho attendance at the fair was drastically cut back on the first two days when four inches of rain fell.

The Riverboat Follies featured Molly Bee, the Ted Phillips orchestra and other acts booked thru Eldred Stacy, of Music Corporation of America.

The rodeo, presented in the arena, was down about 20 per cent from last year. Cisco Kid, featured in the 16 performances of the show, was credited by Wynne with helping to hold the rodeo's drop-off to that level.

Midway business was excellent. Rides and shows brought in by Cliff Wilson turned in a 17 per cent higher gross than last year. Games concessions operated by Chuck Moss enjoyed good business. The receipts were under last year. Food and drink concessionaires generally reported receipts under those of '57.

## WEATHER HURTS ALA. STATE FAIR

Rain, Drizzles Hit After Good Opener; Army Missile Exhibit Scores Well

BIRMINGHAM — The six-day Alabama State Fair opened Monday (29) with a record-breaking attendance pace, then ran into cold and rain, and as of Friday morning (3), the start of the fifth day, the gate lagged behind the '57 pace.

Good weather prevailed thru opening day and until 5 p.m. of the second day, Tuesday (30), at which point attendance was up sharply over last year. But rain Tuesday night made deep inroads and intermittent drizzles and cold weather the next two days wiped out the early gains.

An outstanding exhibit of missiles and missile equipment, probably the largest of its kind ever presented anywhere, gave the fair and the Army, sponsors of the exhibit, a vast amount of publicity. It also helped greatly to pull customers to the fair.

The exhibit, termed the Redstone Arsenal Exhibit, was drawn from the Army's Missile Center at Huntsville, Ala., and featured the Jupiter C, satellite launching rocket. Some of the Army exhibits

were impressively set up outdoors; still others, electronic devices particularly, were displayed or demonstrated indoors.

The magnitude and nature of the exhibit, plus Alabama's identity with the development of Army missiles, attracted both of the State's U. S. Senators, John Sparkman and Lister Hill; much top Army brass, and many other dignitaries to a special grandstand program Wednesday night (1) at which the fair saluted the Huntsville installation for its achievements in the missile field.

R. H. (Dick) McIntosh, fair manager, was on the receiving end of many compliments for bringing into fruition his idea for such an exhibit at the fair. Virgil Pierson, the fair's publicity director, also came in for bows for press, TV and radio build-up given the exhibit.

Cold weather, combined on some occasions with drizzles, cut attendance at the night grandstand where the Barnes-Carruthers No. 1 (Continued on page 61)

## National Dairy Congress Tops '57 Attendance

WATERLOO, Ia.—Aided by a big opening weekend, the National Dairy Cattle Congress went into Friday (3), next to the final day of its eight-day run, with a big bulge in several departments.

Ed Estel, veteran manager, reported attendance to that point was 10 per cent ahead of last year. Fair set a new one-day record on Sunday (28) when 49,369 poured onto the grounds. The Hippodrome show, brought in by GAC-Hamid, also set a record that afternoon. Guy Mitchell and the Mariners, who headed up the two-a-day presentation the first four days, drew an overflow crowd on Sunday afternoon. Some 9,000 saw the show, many on extra chairs and others standing, and according to Estel, some 300 were turned away.

Second half of the show featured Nick Todd and the Mills Bros., and Estel said they were well pleased with the shows and the good crowds.

The midway, helped by a big Monday kid's day, was doing well. New records were set so far as entries were concerned in several of the dairy cattle breeds.

## Danbury Seeks 25% Deficit Erasure

DANBURY, Conn.—A weather battering on opening day and again in midweek plummeted the Great Danbury Fair attendance 25 per cent lower than 1957, over the first five days. But in almost every other phase the fair was satisfying to general manager John Leahy and assistant C. Irving Jarvis.

For the five days the gate totaled 60,201 compared with 80,960 for the same period in 1957. A rough beginning was produced by rain on Saturday (27), when 5,456 paid admissions were registered as against last year's 20,082. And on Governor's Day, Wednesday, the count was 1,434.

Lost to the elements was a performance of the Jack Kochman thrill show on opening day, altho

a show was gotten in on Sunday to a packed grandstand, when weather was good. Midget racing was booked for closing Saturday, and stock car racing for Sunday (5).

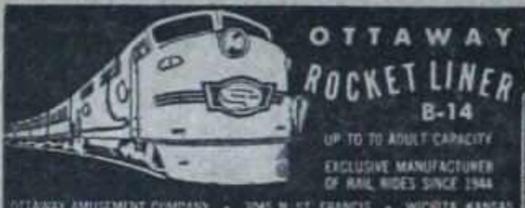
Leahy had his daily parade winding thru the grounds and culminating in front of the grandstand as a free attraction. Sixteen new floats were acquired for the march. Also new this year was a Pioneer City extension to the Gold Town section of the grounds, thru which the stage coach and covered wagon rides operated. Leahy estimated that the 25-foot-high ox head executed in plastic, thru which people walked to enter a barn, may be the largest rendition of an ox head in the world.

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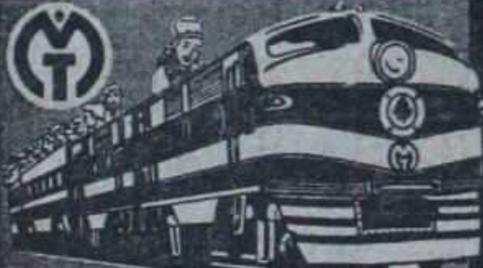
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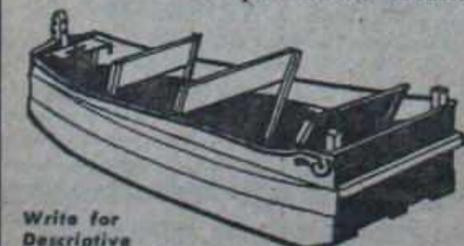
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### WEATHER, WEATHER

## Money's in South, But Tough to Get

NEW YORK—For Eastern carnivals the recent puzzler has been how to get at some of the considerable amount of spending money which is available in the South. Agricultural economy was very good this year, with tobacco areas especially fortunate.

But a complication has arisen along the same lines as that which produced the available money. What happened this year is that unusually heavy spring rains, which clobbered many touring shows, was benefiting the farmers. Crops which resulted were excellent in quantity and quality, and many millions of dollars were turned over at markets recently.

The rain, however, has been returning when least desired. The Carolina-threatening hurricane of a week ago hit a number of Southern fairs. Teardowns were made on show lots on Friday and Saturday in the face of storm warnings too stiff to be ignored.

A couple of shows were spared. Greenville, S. C. was okay for the James E. Strates Shows. In High Point, N. C., Penn Premier Shows got by okay. Virginia Greater Shows tore down but got back in operation Saturday for a few hours. Page Combined and Cethin and Wilson Shows also got hit in Richmond, Va. and Warrenton, N. C., respectively. Up North World of Mirth Shows had to sit it out on Saturday in Trenton, N. J.

Several other units also suffered. At midweek the rain returned to wash out most Southern fairs on Wednesday and Thursday (1-2).

The weekend held the answer to the hopes of many carnivals, well aware that spending money is in the area but forced to wait patiently for a break in the weather to allow full operation. Rain robbed them of one valuable weekend, and fingers were crossed that a second would also not have to go down the drain.

## Tulsa Fair Ahead Despite Weather

Ice Capades Draws Strong Turnouts; Grandstand Okay; Collins Midway Up

TULSA, Okla.—Altho rain and cold weather hit the Tulsa State Fair, the sturdy expo went into its final day here Friday (3) with a good attendance count and most officials expected to top last year's 614,859 once the final figures were in.

Thru Thursday (2), next to the final day of the seven days, the fair had played to 501,212 even the rain had fallen on Monday and Tuesday and it was cold the next day. Fair got away to a big start on Saturday (27) with 75,894 people entering the gates. The Sunday turnout was also a whopper, totaling 128,492, just below the all-time one-day record set last year of 134,182.

As the fair went into its finale, execs said they expected a total count of between 625,000 and 630,000, which would put it ahead of '57. Friday, with all schools closed, brought out large throngs.

Ice Capades, featured in the 5,300-seat building for seven

nights and two days was racing. Smallest crowd it had pulled was 4,000 and on Wednesday and Thursday it drew capacity.

Grandstand shows generally were doing okay. Aut Swenson Thrillcade was in for four shows on the first two days and did well. A Western jamboree featuring Bob Willis was hurt by rain on Monday as was a program of hot rod races on Tuesday evening. Motorcycle races were the feature on Wednesday evening and midget races took over both afternoon and night the next day. Late model stock car races were in front of the stand the final evening. Fair this year brought in bleachers for 5,000 to replace its grandstand which was destroyed by fire earlier this summer.

William T. Collins Shows were reported as running ahead of last year by a substantial margin.

Featured in the big livestock show this year was the All-American Polled Hereford show, National Hereford show and the National Aberdeen-Angus competition.

## Petersburg Advancing To Pre-Date Richmond

PETERSBURG, Va.—Constant bad weather has impelled the Southside Virginia Fair to pre-date the nearby Virginia State Fair next year, in search of sunny skies and milder temperatures. For 45 years Petersburg has trailed the State Fair, 30 miles away, but the 1959 event will likely be held the second or third week in September.

Ralph Lockett, managing the fair for the Lions Club, pointed to four wet days last year and a rain-out Wednesday (1) and nasty weather Thursday, this year.

In other aspects the fair was a notable success. The "Maid of Virginia" beauty contest drew 1,400 people to the grandstand Tuesday night for finals. Forty-three State-wide entrants had been wooed out 10 days earlier, in the high school, and the winner got an expenses-paid trip for two to Chicago

and Palm Springs, Calif. First night's attraction on Monday (29) was the Jack Kochman thrill show, to which a light crowd responded.

For Friday, two performances of a Shaw Artists Bureau rock 'n' roll show were scheduled, featuring Ruth Brown, the Heartbeats, Paul Williams orchestra, and a total of 25 people. Grandstand holds 2,600. Show price was \$1.50 for rock 'n' roll, and 75 cents and \$1 for other presentations.

There were two children's days, as schools were shut Thursday and Friday for a teachers' convention. Saturday was to feature an automobile giveaway. Fair's gate price was upped a dime to 65 cents this year, with parking remaining at 50 cents. State Fair in Richmond had also gone up a dime, to 60 cents, and neither reported any objections.



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5th. James L. Reed, 3, Iowa, \$617.50;

6th. Otto Stephen, 3, Iowa, \$587.50.

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**ARENAS & AUDITORIUMS**

**Managers' Circuits: Many  
Are Planned, None Succeeds**

By TOM PARKINSON

**T**IME AND TIME AGAIN in the past several years groups of arena-auditorium managers have declared their intentions of forming a circuit thru which they would book amusement attractions. Apparently in each case the managers have gathered, discussed their mutual problems and found many fellow managers were faced with similar problems about how to get shows. And so they decide to form a circuit.

Perhaps all the enthusiasm is expended at the initial meeting and with the newly formed idea. For virtually none of these circuits has accomplished anything and none has lasted.

**THERE WAS THE TIME** some six years ago when a group of managers from Iowa and Wisconsin would form a circuit. They expected to bring more shows to their individual buildings by having a route to offer shows. Nothing came of it, perhaps because of changes in jobs and locations that took some of the key people elsewhere.

About the same time, Clarence Jacobson, New York legit agent and manager, worked steadily on a project by which he would open a New York office to which various buildings could subscribe. He would represent these clients in efforts to get more shows. In many ways this was the same as a circuit. But it never got off the ground.

**THERE WERE OTHER ATTEMPTS.** In 1954 several managers in the Southeast were enthused about such prospects. A set of buildings in cities ranging down the coast from Virginia to the Carolinas and Florida was intended to virtually draw legit shows into the Florida buildings.

In 1955 the same fever took hold in the Southwest. Buildings in Arizona, New Mexico and Texas would band together to seek shows on a group basis—offering a show not one town at a time, but an extended route of several weeks' duration. There was talk of tying in with West Coast buildings to make the routing even more attractive. By last summer the whole idea seems to have dimmed, but there was hope that from the original group a new organization could be made up of managers who are permitted to promote their own events. There still is life in the project.

A 1956 proposal that a string of buildings in cities stretching down the Mississippi River valley confederate into a booking proposition met with an unsuccessful end. This movement began among managers and expanded to include more managers and then a booker. As it grew, the plan apparently lost its original concept and original enthusiasm. For the circuit didn't develop.

**WHY CAN'T THERE BE** a circuit of arenas? The answer is first that there can be; the Arena Managers' Association is an indication of the possibility. The British Columbia Arena Managers' Association also has made progress in this direction.

But for the average municipal auditorium-area to join with others in a successful circuit is complex. When a show turns up that wants a route, the buildings still are acting as so many individual operators in trying to clear time; so far no managers circuit has come up to offer a clear field of perfect dates with no conflicts. And that is only one of the problems.

One of the important reasons may well be that at least in the legit field there is more activity on the part of booking and producing companies and the impetus that a progressive circuit could give is no longer needed.

**NEVERTHELESS,** the time may come when the nation's arenas are linked in a series of circuits that attract shows. And perhaps new names with new operating procedures will come up to compare in stature with the vaudeville circuits of some years ago.

**Philadelphia Arena  
Sold to New Combine**

**PHILADELPHIA**—The 6,000-seat Philadelphia Arena was sold by the M. L. Annenberg Foundation to a new corporation which is headed by the Arena's managing director and includes officers of the Ramblers ice hockey team. Located in West Philadelphia, the Arena houses everything from indoor circuses and ice shows to Eastern Hockey League home games of the Ramblers.

First opened in 1920, it was sold to the Annenberg interests in 1947. The purchase was announced by Peter A. Tyrrell, who will be president of Philadelphia Arena, Inc., and continue as its general manager. Other principal stockholders in the new corporation are George Davis Jr., president of the Ramblers; Don Dragan, vice-president of the ice hockey team, and Leonard Pell, a Media, Pa., businessman.

Tyrrell first came to the Arena in 1933 as a receiver. He was one of a syndicate, including present District Attorney Victor H. Blanc and the late George Lipsius, attorney, who sold the auditorium originally to the Triangle Corpora-

tion in 1947. The Triangle company is held by the Annenberg interests, publishers of The Philadelphia Inquirer, TV Guide and other publications.

The sale price was not revealed by Tyrrell, who said that the Arena has changed hands five times, adding: "I guess I go with the assets."

According to the articles of incorporation filed by the Tyrrell syndicate, the purposes for which the corporation was organized are: "To purchase, lease, own, maintain and operate a sports arena and other facilities for the holding of games, sports, carnivals, exhibitions, performances and productions of all kinds."

"To acquire, own and conduct and carry on athletic exhibitions, games, sports, shows, carnivals, theatrical performances and productions of all kinds. To conduct, operate, grant concessions for and otherwise turn to account refreshment stands, restaurants and eating establishments, and to buy, sell, dispense and deal in candy, confections, soft drinks, cigars, cigarettes, tobacco, food, food products and refreshments."

**GOOD TOUR**

**Beatty Circus Closes  
November 2 in Fla.**

**SARASOTA, Fla.**—The Clyde Beatty Circus will close November 2 in Palatka, Fla. Jerry Collins, president, announced here last week, also describing the season as one of the largest in the history of the show. Collins recently returned here after a seven-day visit to the show accompanied by Randolph Calhoun, vice-president.

Business has been splendid since our April opening in Palisades Park and any innovations are now being planned for next year, he said. Walter Kernan, manager, recently returned from a European tour with contracts for a number of features that will be added to the present line-up.

In reviewing the season, Collins said the show encountered very little rain last spring. In August it made a big jump west and no performances were lost. Considerable rain was encountered for a 10-day period in West Texas, which slowed business somewhat but in general crowds were steady and consistent. He complimented Frank McClosky, general manager, and Kernan for the year's operations.

**Albertville, Ala.,  
Awards Contract  
For 118G Coliseum**

**ALBERTVILLE, Ala.**—Contract for construction of a Marshall County Coliseum has been awarded to the Rush Construction Company, of Anniston, on the latter's low bid of \$118,908.

When completed, the building will have a total seating capacity of 4,300 and will be available for all types of community events.

The initial construction will include exterior walls, canopies over the front and rear entrances, and a stage. Flooring, plumbing and an electrical system will be added as soon as additional funds are available.

The new Coliseum is being built by the city of Albertville with funds from its recreation tax and matching funds from the State. Work is expected to begin at an early date and is to be completed in 200 calendar days.

**Independence, Kan.,  
Revives Annual  
Cele Oct. 30-Nov. 1**

**INDEPENDENCE, Kan.**—This Kansas city, at one time prominent for its annual Neewollah celebration, this year will reactivate the event, October 30-November 1, and will include a carnival and name attractions.

Jim Halsey, president of Thunderbird Artists, Inc., and booking agent for Hank Thompson, has been named to head up the cele.

Among the names scheduled are Charlie Spivak and his orchestra, Vaughn Monroe, Johnny Long and his orchestra, Harvey Boys Trio and Spanky McFarlan, of "Our Gang Comedy" note. Hal Hamilton will play the lead in a presentation of "Picnic," which was written by William Inge, who hails from this city.

Free acts and parades are also planned.

Show will play a total of 26 days in Florida including three days in Miami, October 17-19. It will play here in Sarasota on October 23, two days ahead of Mills Bros. Circus.

Circus made a 275-mile jump from Morgan City, La., to Mobile, opening on Monday (20) on time. The Alabama city came up with two half houses. At Pensacola, Fla., on Tuesday (30), three shows were necessary. Panama City, Fla., on Wednesday (1), produced an overflow at night and a fair house in the afternoon.

**Houston Big  
For 'Capades'**

**HOUSTON**—"Ice Capades," sponsored by Houston Police Bureau and Pension Fund, drew 85,000 for 11 performances, September 18-25, in Sam Houston Coliseum. That was a full capacity crowd for every performance except two and an increase of 30 per cent over last year's attendance. Reserved seats were priced at \$3, \$2.50, \$2 and \$1.50.

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## SEASON ENDS

# Crafts Expo \$\$ Up Net Profits Down

FRESNO, Calif.—Altho total grosses for Crafts Exposition Shows have been well ahead of 1957, net profits will be lower, Roger Warren, manager, disclosed here last week. Show was here with the parent organization at its final stand of the year after which it will head for its North Hollywood winter base.

Warren said reasons for the lower net are rising wages, cost of ride replacement parts, additional expense in playing fairs and the fact that ride prices have changed little since 1946.

He said ticket sellers are now getting over 100 per cent more

than they did a dozen years ago, and laborers demand and get at least 25 to 30 per cent more. Replacement parts have increased 200 per cent. Warren also attributed some of the drop-off to competition from television as well as shopping center ride operations. New rides have helped the midway operator, however, Warren pointed out.

Concessionaires who reported okay business this season include Sam Silvers, Eldon Short, Christianson and Lee and Harry Bryant.

Personnel winding up the season here include Joe Duran, Merry-Go-Round op, who has been with the Crafts banner since 1927, and Mike Doman, caretaker of the winter quarters, who has been with it since 1925. Other veterans include Mrs. James Lantz, pan game op and wife of the shows' assistant manager, who joined in 1932, and Warren himself, who has been with it for 23 years.

Other staffers include James Lantz, assistant manager; Blanche Henderson and Grace Merkel, secretaries; Capers Cummings, ride superintendent and electrician; Gerald Raab, mechanic; Richard Hampston, assistant mechanic, and Vincent Kurapatwa, mailman and agent for The Billboard.

Ride personnel: Merry-Go-Round, Joe Duran, George Barkley; Rolloplane, J. J. McCoy; Loop-Plane, Jim Davis; Tilt-a-Whirl, Joe Booth, W. L. Lukemire; Skooter, Owen Boyle, Sam Pryor, Herman Bengie; Octopus, Edwin Mills, Dale Adams; Roundup, Mike Comstock, Tully Snyder; Kiddieland, Charles Vella, Don Edenburn, Clarence (Swede) Colcleaser. Front gate and towers, Jack Rolling, Walter Mertz, Clyde Winkley, Andy Hunter; big top crew, Harry Ballard, J. (Whiskers) Applegate, Harley Rubish, Alfred Samora, Charles Rolls.

Ticket sellers are Muriel (Babe) Rolling, Etta Ballard, Elsie Silver, Lorraine Mills, Flossie Colcleaser, Dorothy Gray, Ethel Cook, Norma Houston, Betty Lawler, Ann Auker and Therese Thorpe.

Regular concessionaires include Roger Warren, Vincent Kurapatwa, popcorn; George and Mary Sides, cookhouse; Alex Freedman, novelties; Jack Gray, nickel pitch; Chuck Martin, Fred Goodrow, short range; Babe Miller, toy wheel; Al Miller, ham and bacon; Don McClothlin, guess your age; Mark Sweat, duck pitch; Eldon

## U. S., Russia To Exchange Exhibitions

WASHINGTON — An agreement with the Soviet Government for an exchange of national exhibitions next summer has been announced by State Department.

American exhibit, which will be staged in Gorki Park, Moscow, will be the first major one ever held in the Soviet Union under U. S. government auspices, according to the State Department. Soviets will hold their exhibit in the New York Coliseum.

Agreement provides that each exhibit will be devoted to the demonstration by each country of its development in science, technology and culture. Details remain to be worked out.

Agreement points out that the exhibits are an "effective means of developing mutual understanding between the peoples of the United States and the Soviet Union. Several U. S. government agencies will assist in organizing the Gorki Park exhibit, and the U. S. Information Agency will co-ordinate it.

Short, derby; Ronnie Allaco, baskets; Eddie and Shirley Nixon, balloons; Harry and Viola Bryant, Bill Noroyke, Arcade; W. L. Zimmer, dog on a stick; Lester Parmley, short range; Patsy Duran, photos and jewelry; Evelyn Lantz, Betty Kent, Walter Mertz, pan game; Lucille and Hilton Hodges, jewelry and bumper; Sammy Silvers, Al Musante, Jack Thomas, watchla and cork gallery; Christianson and Lee; Harry Lewis, Harry Sandler, add 'em up; James Brown, ball game; Wayne Vosberg, Howard Buerk, one-ball; Antoinette Osborn, Beverly Polifka, balloons; John Wilson, A. J. Christianson, short range; Nick Pelack, milk bottles; Jim Haynes, penguin pitch, and Dan and Rita Colvin, glass pitch.

### Miscellaneous

Fraker's Wildlife: Dothan, Ala., 13-18.

Grenadier Guards Band, Scots Guards, Pipers & Dancers: San Diego, Calif., 6; Fresno 8; Sacramento 9; San Francisco 10-11; Eugene, Ore., 13; Corvallis 14; Portland 15; Vancouver, B. C., 16; Seattle, Wash., 17; Spokane 19.

Griffin, Ken, Show: Rolla, N. D., 6; Fessenden 7; Langdon 8; Larrimore 10; Breckenridge, Minn., 11.

Matchstick City: Greenwood, S. C., 6-11; Spartanburg 13-18.

Sun Players: Maryville, Mo., 6-10.

### Ice Shows

Holiday on Ice of 1959: Troy, O., 6; Fort Wayne, Ind., 7-12; Columbus, O., 13-22; Indianapolis, Ind., 23-Nov. 2.

Ice Capades, 18th Edition: Dallas, Tex., 4-19; Corpus Christi 21-26; San Antonio 28-Nov. 2.

Ice Capades, 19th Edition: Cincinnati, O., 7-12; Philadelphia, Pa., 14-26; Buffalo, N. Y., 28-Nov. 2.

Shipstads & Johnson's Ice Follies of 1959: St. Louis, Mo., 7-12; Louisville, Ky., 14-19; Chicago, Ill., 22-Nov. 9.

### Thrill Shows

Jack Kochman Hell Drivers: (Fair) Atlanta, Ga., 6-11; (Fair) Wilson, N. C., 12.

Jack Kochman Intl. Auto Dare-devils (Fair) Chase City, Va., 6; Orangeburg, S. C., 11.

### Carnival Routes

Alamo Expo.: Liberty, Tex.; Sulphur, La., 13-18.

Alfieri Am. Co.: (Fair) Deming, N. M., 9-12; Tombstone, Ariz., 18-19.

A-1 Am.: (Fair) Wardell, Mo.; Steel 13-18.

Amusements of America: (Fair) Burlington, N. C.; Sumter, S. C., 3-18.

Belle City: Jefferson, Wis. (Season ends.)

Big State: (Fair) Port Lavaca, Tex., 9-11.

Blue Grass: (Fair) West Monroe, La.; (Fair) Tallulah 13-18.

Borderland: Pecos, Tex.

Buck, O. C.: (Fair) Greenville, N. C.; (Fair) South Boston, Va., 13-18.

Burke, Harry: (Fair) New Roads, La.

Burkhart: (Fair) Jonesville, La.; Oak Grove 13-18. (Season ends.)

Byers Bros.: (Fair) Ruston, La.; (Fair) Lake Charles 13-26.

Capital City: (Fair) Thomaston, Ga.; (Fair) La Grange 13-18.

Cetlin & Wilson: (Fair) Greenwood, S. C.; (Fair) Spartanburg 13-18.

Cherokee Am. Co.: Moran, Kan., 7-8; Fredonia 10-11. (Season ends.)

Crafts 20 Big: (Fair) Fresno, Calif. Cumberland Valley: (Fair) Fort Payne, Ala.; (Fair) Attalla 13-18.

Donovan Bros.: (Fair) Floresville, Tex., 9-11; (Fair) Fayetteville 12-14; (Fair) Bellville 15-18.

Drew, James H.: (Fair) Swainsboro, Ga.; (Fair) Quitman 13-18.

Dyer's Greater: Brownsville, Tenn. Eastern Am. Co.: Topsham, Me.

Endy, David B.: (Fair) Cherokee, N. C.; Camden, S. C., 13-18.

Franklin, Don: Angleton, Tex.; Refugio 14-17.

Gala Expo.: (Fair) Imboden, Ark.; (Fair) England 13-18.

Georgia Am. Co.: (Fair) Jackson, Ga.; (Fair) Cornelia 13-18.

Geren, W. R.: (Meadows Shopping Center) Indianapolis 6-Nov. 1.

Glades Am. Co.: (Fair) Blackstone, Va.; (Fair) Moncks Corner, S. C., 13-18.

Gladstone Expo.: (Fair) Minden, La.

Gooding Am. Co., No. 1: (Fair) Lancaster, O.

Gooding Am. Co., No. 3: (Fair) Atlanta, Ga.

Gooding Am. Co., No. 4: Spencer, W. Va.

Gooding Am. Co., No. 6: Bradford, O.

Gooding Am. Co., No. 9: Pikeville, Ky.

Great Western: Odessa, Tex., 14-19.

Hames, Bill: Palestine, Tex.

Hammond, Bob: (Fair) Center, Tex.; (Fair) Pasadena 13-18.

Heth: (Fair) Meridian, Miss.; (Fair) Mobile, Ala., 13-18.

Hill's Greater: (Fair) Roswell, N. M.

Hoard & Mullis: (Fair) Sylvester, Ga.; (Fair) McRae 13-18.

Hottle, Buff, No. 1: Franklinton, La.; Crowley 13-18.

Johnny's United: Anniston, Ala.; (Fair) Troy 13-18. (Season ends.)

Key City: Green Hill, Ala.

Kile, Floyd O.: (Fair) Zachary, La.; (Fair) Clinton 14-18.

Lee Am. Co.: (Fair) Luverna, Ala.; (Fair) Griffin, Ga., 13-18.

Leeright Midway: Ashfork, Ariz.

Lone Star Am.: Tulia, Tex.

Marks-Manning: (Fair) Orangeburg, S. C.; (Fair) Athens, Ga., 13-18.

Midway of Mirth: West Memphis, Ark.

Mighty Interstate: (Fair) Madison, Ga.; (Fair) Cochran 13-18.

Miller Am. Co.: Evansville, Ind.

Monarch Expo.: (Fair) Blytheville, Ark. (Season ends.)

Moore's Modern: Muleshoe, Tex.; Brownfield 13-18.

Motor State Expo.: Moulton, Ala.; Charleston, Miss., 13-18.

Olson: (Fair) Montgomery, Ala.

Paga Combined: (Fair) Orangeburg, S. C.; (Fair) Americus, Ga., 13-18.

Palmetto Expo.: (Fair) Morgan-ton, N. C.; (Fair) Shelby 13-18.

Pan-American: Hawkinsville, Ga.; (Fair) Ozark, Ala., 13-18.

Penn Premier: (Fair) Mt. Airy, N. C.; (Fair) Winston-Salem 13-18.

Peppers All States: Purvis, Miss.; Wiggins 13-18.

Prell's Broadway, No. 1: (Fair) Wilson, N. C.

Raines Am. Co.: (Fair) Ringgold, La.

Rock City: Luxora, Ark.; Bassett 13-18.

Rohr's Modern Midway: Caraway, Ark.; Cotton Plant 13-18.

Rose City Rides: Bernie, Mo.; Clarkton 13-18.

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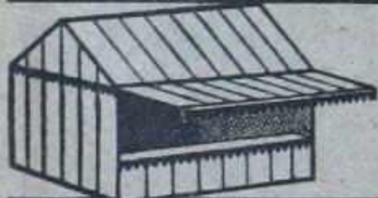
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**World's Fair**

Continued from page 57

accurate gauge of attendance is available. However, at the outset the U. S. officials estimated that one in three came to the U. S. building. Now they think that estimate is low and that no less than half of the 34,000,000 that have seen the fair have been to the U. S. buildings. That appears to be a modest estimate.

By the time the fair closes the attendance is expected to top the 35,000,000 estimate set in advance by the fair. Pessimists looked for 20,000,000 and optimists looked for 40,000,000.

In further comment on the criticism that has been leveled at the U. S. building one official noted that the U. S. had included absolutely no propaganda; that it had followed to the letter the theme laid down in advance by the Belgians. This theme called for exhibits that showed "new techniques in the service of man." It was not to be a trade fair and was intended to show what a country is, not what it makes.

Special attractions at the U. S. pavilion were highly popular. Tops according to the U. S. officials was the Marine Band, its precision drill team and its drum and bugle corps. Others said the Benny Goodman and Harry Belafonte appearances were most popular. Also mentioned as strong were the displays by college bands and choral groups.

**Little Rock**

Continued from page 57

a lot of tentatives also unwilling to be innocent bystanders.

Everyone connected with the fair was aware of this, and sympathy for Byrd ran high.

It ran higher that night, still higher the next night because his 51-weeks-in-the-makings show was given another whammy, this time from the weather.

The first performance in front of the new grandstand finished in a rain that had thinned the crowd down to only a few people including Winthrop Rockefeller, of the Rockefeller clan, who sat it out in uncovered seats to see Bergen complete his act, the finale of the show.

The next day the heavens broke loose. It rained all day. The day was virtually a complete loss. Even the turnout for the rodeo in the coliseum was cut back sharply.

So if you think you've got problems think of Byrd.

As of Wednesday morning (1), the start of the third day of his six-day event, Byrd was optimistic. He was still hopeful . . . hopeful that the potential customers would hide their fears and come out and enjoy the truly great program the livestock show offers.

**Shelby Opening**

Continued from page 57

and Thursday opened cold and damp. Night show was GAC-Hamid's "Satellite Revue" with Aut Swenson's Thrillcade taking over for matinees on Thursday and Friday.

Sam Nunis was promoting big-car racing on closing day, Saturday, for which the advance sale was building nicely. Bill Holland was set as feature driver.

A new midway layout was worked out for the James E. Strates Shows, consolidating the show and independent elements and facing them to the exhibit building. In the exhibit line-up, Dorton eliminated the poultry show in favor of units dramatizing the poultry industry in Cleveland County. Shows were laying of eggs, candling, sorting, feeding, packaging, etc.

**Rodeo Series Generates Big Response**

DENVER — With letters from 32 governors and from mayors of 30 cities in his pocket, John Van Cronkhite, who will manage and produce the first National Rodeo Finals, is a little shaken with the reception the idea of a World's Series rodeo has been given.

"I thought I would be riding planes and trains selling the show and trying to find a site," Van Cronkhite said last week, adding that at least a dozen of these cities are willing to talk terms right now.

Present plans of the Rodeo Cowboys' Association, governing body for the professional cowboys and sponsor of the show, call for the first of the annual rodeos to be held late in November or in December, 1959.

Van Cronkhite, who has produced rodeos all over the nation, said that so many cities were actively bidding for the show that someone would have to be disappointed no matter where the site was selected.

"For the first time in my life I've had to tell some of these boys that their money doesn't have a lot to do with where we put on the show," Van Cronkhite said.

He added that the RCA would probably make its final decision on the first site within a month or so, but that equal consideration was being given all bidders for the event to assure that the first of the annual rodeos would be held in the best possible spot.

RCA plans to make the rodeo the top event of its kind each year. It will pit the nation's cowboys in each rodeo event against the toughest rodeo stock available for not less than \$50,000 in prize money plus the world's championship titles.

**Hornbeck Convalescing**

ST. PAUL — Darrell Hornbeck, performer in the Atterbury-Hornbeck helicopter sway pole act, is convalescing in Bethesda Hospital after being injured at the Minnesota State Fair. According to his physician, he will be confined for some weeks.

**Weather Hurts**

Continued from page 57

revue and fireworks by Thearle-Duffield Fireworks, Inc., were offered.

County Kids' day, Tuesday (30), was big, with some 4,000 attending the bargain 50-cent grandstand matinee show which featured the Cisco Kid. But city kids' day, the following day, was hard hit by the weather.

In Loving Memory of My Dear Wife

**CLEONE IRMA CROWE**

Passed Away

October 10, 1953

Gone But Not Forgotten

**JAMES E. CROWE**  
Husband

In Memory of **EVELYN BLAKELY**

Who passed away Oct. 8, 1957.  
Greatly missed by

**MARIE SIMPSON**  
**FLONNIE AYERS**

**THE FINAL CURTAIN**

ATKINS—Leonard,

49, known as Little Ringling, died August 19 in Our Lady of Victory Hospital, Lackawanna, N. Y., following injuries sustained in a show accident. He was reportedly injured August 1 at the fair in Hamburg, N. Y., by a carnival tractor trailer. Atkins had followed shows for 30 years as cook, talker and helper. Surviving are a sister, Selma Cooke, brother, Glen, and half-brother, Will Barries of Concord, N. C., and half-sister, Lela Bumgardner of Gastonia, N. C.

HARTMAN—Milo,

66, associated with Jimmy Wood in the operation of circuses and Pan American Amusement Corporation, September 22 in Los Angeles following a long illness. Burial September 26 in the Pacific Coast Showmen's Rest that city.

LOHMAN—William E.,

74, electrician on Barlow Big City Shows and other carnivals from 1925 to 1935, September 19 in Veterans' Hospital, Marion, Ill. Survived by his widow, Marie. Services September 22 at Galbreath Funeral Home, Centralia, Ill., and burial in Hillcrest Cemetery there.

TAYLOR—Howard H.,

77, formerly secretary of the Michigan State Fair Board, September 20. His widow, June, survives.

VAUGHN—William C.,

former dancer and cook on the James E. Strates Shows, August 25 in Danville, Va., where he has operated a restaurant in recent years.

WONCH—Veda C.,

wife of Lloyd H. Wonch, former horizontal bar performer, recently at her home in Saginaw, Mich. Burial in Oakwood Memorial Mausoleum, Saginaw. Survived by her husband, father, three sisters and two brothers.



In Memory of My Beloved Husband

**J. C. (Jimmie) SIMPSON**

Who passed away

OCTOBER 6, 1943

**MARIE SIMPSON**

In Memory of My Wife

**MARGIE CETLIN**

October 5

1947

Could I rebuild the past again,

All the happenings, reset.

Comes Autumn—This October Day,

That year, I would forget.

**ISSY CETLIN**

In Memoriam

**MARGIE CETLIN**

October 5

1947

The World Spins on Its Dizzy Way

With Days of Strife and Fuss.

We Remember Best, the Good Old Days

When There Were Four of Us.

**Sadie WILSON Jack**

## NAAPPB Tourists Amazed at Blackpool Illumination Display

### Leonard Thompson Hosts Group At Elaborate Dinner, Act Program

By TOM PARKINSON

BLACKPOOL, England—Blackpool's Autumn Illuminations amazed the touring group of NAAPPB members, and host Leonard Thompson, NAAPPB member and operator of the Blackpool Pleasure Beach, overwhelmed them with a sumptuous dinner and hospitality.

Some 50 members of Park Association's traveling party arrived here by plane and boat-train from Brussels, where they had attended the Belgian World's Fair.

Almost on arrival, they were whisked to Thompson's park and the Casino, where an elaborate dinner was given Friday (26). The nine-course meal was accompanied by rare wines and followed by a program with nine acts. It featured Charles Cairoli and Paul, renowned musical clowns from the Blackpool Tower Circus.

On Saturday (27) members of the tour group went on their own to inspect Thompson's amusement park. There they found a tremendous throng in the park as well as all along the seven-mile Promenade of Blackpool's ocean front. The illuminations were started 58 years ago to extend the resort's sea-

son by six weeks, and this weekend proved to the traveling Americans how well this has been accomplished. Estimates of the attendance for all the Blackpool attractions Saturday ranged from 200,000 to 800,000, with most guesses in the vicinity of a half million.

Thompson's Pleasure Beach, the amusement park in the Blackpool resort area, showed the visiting parkmen an array of seven Coasters and Coaster-type rides, along with others. The park was outstanding for its massive permanent installations, well lighted and attractive with special effects.

The Big Dipper was especially noted for the length of its track and the beauty of its lighting. There is no Merry-Go-Round in the park, but a simulated kiddie carousel is mounted high in the Dipper structure as part of the decorations.

Pleasure Beach rides indicated a greater appreciation here for thrill rides than at most other European stops made by the tour group. A Reel ride was a fast one. Riders on a big Coaster found themselves lifted out of their seats by the drops, and Americans observed the absence of safety bars.

Thompson's staff has modified a Wild Mouse to the interest of the NAAPPB people. Besides brakes and other technical improvements, the park has added a section of track that takes the cars and riders out over the heads of people standing on the midway.

More, Thompson has added a nose, ears and eyes to each car to give it the appearance of a mouse and justify the name. Research now underway by a rubber company and the park is to perfect a tail that will complete the theme and also serve as a bumper between cars.

In Pleasure Beach another way to flash Ferris Wheels was shown. Thompson has two large wheels side by side. One has a star design in lights and the other has a clover design. Mainly, one runs clockwise and the other counter-clockwise. Seats are the two-passenger type. And finally, beside one is a giant clown figure rigged so it appears to be cranking the wheels around.

Saturday night found the group

## Mouse Scores At Arnold's

ARNOLD'S PARK, Ia.—The new Wild Mouse at Arnold's Park here topped all other attractions by a wide margin this season, Darlowe Olson, co-owner, announced. Olson is a partner with Bernie Storck and Carl Thocker in operation of the spot.

Ride opened for business on June 10 and by mid-September had ridden a total of 87,000 at a quarter each, Olson disclosed. The partners even set up bleachers adjacent to the ride that accommodated 200 spectators.

## Atlantic City Readies For Big October Sked

ATLANTIC CITY — October looms as one of the best fall convention months Atlantic City has experienced for some time with 49 conclaves scheduled during the 31-day period. Nearly 40,000 delegates are expected.

on a chartered double-decked street car for a trip along the ocean front to see the lighted illuminations. From the trolley they also saw the shoulder-to-shoulder mass that packed the city. This was designated as Glasgow's weekend and hundreds of busses and trains had brought people from the Scottish city for the event. Each weekend of the six-week illuminations season is like this, and weekday business is adequate. It continues until late October.

In this case, up to 1,000 people were waiting patiently in each of several lines to board trolleys that would take them to see the long series of illuminations.

These were highly popular lighting features with the visitors from America. Included were giant colored, lighted and animated dioramas depicting various children's books; black-and-white panels with circus and vaude acts depicted by the animation in the lighting; lighted figures of soldiers; dancers, fairytale characters and Disney animals, all animated; and huge panels that re-created scenes of old villages, Christmas and other themes. Expenditure by Blackpool this year alone on the lights was reported to be \$240,000. Work of taking them down will start in late October and after a couple of weeks on maintenance work, they will start the long job of putting up the lights for next fall's illuminations.

On Sunday (28) the park group took a bus trip into the lake district of England. On Monday they moved on to Paris, last stop on the four-week trip. They are to

(Continued on page 65)

## Parks Assn. Meets At Brussels Fair

BRUSSELS—The National Association of Amusement Parks, Pools and Beaches held its official late summer meetings at the Belgian World's Exposition here Thursday (25). The meeting was attended by members and their wives who have been touring Europe since early September.

Their meeting marked the wind-up to a visit to the fair and Brussels that lasted three days. The group came here from Munich, Germany, and left for Blackpool, England.

The NAAPPB's party of about 65 persons received an official U.S. welcome and a royal Belgian greeting at the fair Wednesday (24). On arrival they were received at the United States Building by the deputy commissioner general of the U.S. building. They then toured the building itself and saw the Circarama movie in the American theater.

### Prince Is Host

Prince Rudolphe de Croix-Roeulx whose company operates the concessions at the fair, was host to the NAAPPB touring group at a luncheon. The prince then took the group on a tour of the midway.

First stop in that inspection was a Space Rocket in which participants stood on an irregularly moving floor and had the illusion of moving thru space.

Also viewed were the elaborate

music hall and the beer hall that was built to duplicate one of the Oktoberfest beer halls the group had seen earlier in Munich. Many members of the party took a ride on the L'Eclair ride, a monorail coaster that has proved successful here. They also rode cable baskets up to the observation tower.

### See Exhibit Halls

Both the prince and the visitors noted that the Brussels fair midway has little that is new or original. It does, however, have a Rotor, two Scooters, two Girl Shows, a Boxing Show, two Jet Fighter rides, a big Coaster with a milder one built as a family ride under it, a Motordrome and a Round-Up among others. There was a small Merry-Go-Round and a Flying Saucers wheel ride.

It was from the exhibition buildings of the fair that the NAAPPB members learned more. Here they visited the U.S. and Russian building in their free time and most of them inspected numerous other buildings, including those of France, Canada, Czechoslovakia, and others.

Architecture and display techniques in these fair buildings often were unique and of top caliber. Parkmen again made notes about European usage of lighting. And they observed the use of a skilift device that has been converted

(Continued on page 65)

## ROLLER RUMBLINGS

### Lence Quits Skating; Eyes Other Activities

By STAN FISCHLER

NEW YORK — New York's roller skating industry was dealt a blow last week when Emil Lence confided to this reporter that he would not open the Eastern Parkway rink in 1958 and "possibly never again."

It's a matter of money with Lence, a successful dressmaker, boxing promoter and bowling alley operator.

"The rink isn't paying off," Lence said. "What I have now and planned in the future will do much better than the skaters."

Lence has had weekly boxing bouts at his arena. He will continue them and add wrestling to the menu. He also has attracted bazaars and conventions and looks to a heavy bingo schedule.

"If I run out of conventions and bazaars by Christmas," he continued, "I may go back to weekend skating. But the way bookings are coming in, Eastern Parkway will remain as is, without skating."

At present there are three roller rinks remaining in Brooklyn, home of Eastern Parkway. They are Rollorama in Bay Ridge, Empire Roller-drome in Crown Heights and Park Circle in Flatbush.

Others in New York include Fordham in the Bronx, Hillside in Queens, as well as Mount Vernon, Levittown, Mineola, Hackensack, Twin City, Paramus, Boulevard and Patterson rinks in outlying areas.

Lence took over Eastern Parkway at the beginning of World War II. When he was discharged from the Army he planned to change the rink from roller operation to ice, but he was straddled with construction delays and other

impediments so he continued with the rollers.

Fond of promotions, Lence tried to lure customers by staging roller shows on television and also by organizing a roller hockey league which also experimented with television.

By accident he became involved with boxing and now he promotes heavyweight champion Floyd Patterson's bouts. Patterson, inci-

(Continued on page 65)

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## Ocean Beach Envisions \$2.5 Mil Bond Payment

NEW LONDON, Conn.—The city of New London now owes less than a million dollars for Ocean Beach Park.

Finance Director Herbert G. Huntley reports the park closed its official season recently with \$952,000 due on the \$2,500,000 bond

issue that financed construction after the 1938 hurricane.

The issue will be completed paid off in 1969. Payments of \$86,000 a year began in 1944 and will continue thru 1963. Figure moves to \$87,000 yearly, 1964-'69. In addition, interest payments are made twice yearly. Next interest payment, totaling \$9,520, is due December 1. The next \$86,000 payment on the principal, plus another \$9,520 in interest, will be made next June 1.

Money to pay off the issue is derived from park proceeds, which amount to nearly \$240,000 thus far this fiscal year. Revenue also goes back in the park's operation and into the general city fund.

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# CIRCUSES

OCTOBER 6, 1958

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THE BILLBOARD

63

## Clyde Beatty Wins In Texas Towns

LAFAYETTE, La. — Clyde Beatty Circus played its first Louisiana stand here Saturday (27) after a Texas tour that gave the show substantial business. Show had trouble getting here from Beaumont where steady downpours had turned the lot into a mass of mud.

The stand here chalked up a 65 per cent matinee and slightly more at night.

Despite some rain and threatening at Beaumont, the seats were half filled in the afternoon and the a.r.o. signs were up at night. The

same score was racked up at Lufkin the day previous where big turnouts were registered despite heavy rain just before the night show.

Marshall, played Wednesday (24), had a half-house in the afternoon and almost full at night. The afternoon crowd at Palestine on Tuesday (23) was better with the night turnout nearly full.

## Clyde Okay At Kan. Town

GARDEN CITY, Kan. — Clyde Bros. Circus chalked up a winning stand here last week, doing close to capacity business at both afternoon and evening shows. The Jaycees, who sponsored the stand, reported receipts of \$2,238.

Barbette, who is coaching in the picture starring Marilyn Monroe and Tony Curtis, visited in Camp Pendleton with Lillian Harvey, wardrobe mistress, and the Barbette crew. . . . Fred and Betty Proper, Los Angeles, visited Mrs. Bessie Polack and personnel.

## Polack Biz Fair At Odessa, Tex.

ODESSA, Tex. — Business for Polack Bros. Circus here Friday thru Sunday (26-28) was termed fair by Shrine sponsors. Light rain and cloudy weather cut into turnouts on the last two days.

## Hagen Draws Big Crowds In Virginia

ABINGDON, Va. — Hagen Bros. Circus has been drawing strong crowds in its Virginia tour, the afternoon turnouts held down somewhat by school but the night performance big.

Here Friday (26) about 75 per cent of the seats were filled for the afternoon show, but the night was an overflow. The day previous in Marion, a half house turned out for the matinee, but the show scored a turnaway that evening.

Another night overflow was chalked up in Louisa, Va., Tuesday (16) after a half-filled tent saw the afternoon show.

## Mills Scores Big At Warrenton, Va.

WARRENTON, Va. — Mills Bros. Circus racked up two big turnouts here Friday (19) under Soroptimist Club auspices. Weather was good and kids' 4 p.m. matinee drew 90 per cent of capacity. Seats were filled for the night performance.

## Ringling Gets 93,782 At Pomona Fair Run

One Performance Rained Out in 17 Days; Afflerbaugh Recommends Return in '59

POMONA, Calif. — Ringling Bros. and Barnum & Bailey Circus played to a total of 93,782 people in 22 performances at the Los Angeles County Fair, which wound up its run here Sunday (25). The turnouts in the grandstand averaged 4,200 with one night performance, September 23, washed out by rain.

On the three Sundays of the run, with three shows scheduled on each, the circus drew crowds of 12,795, 13,800 and 8,217.

Jack Afflerbaugh, president-manager of the fair, said he was recommending to the fair's board of directors that the circus be invited back for next year's 17-day run.

With the circus to open in the Hollywood Bowl, 30 miles from here, on October 24 for 10 days, advertising for the latter date appeared in Los Angeles newspapers on September 7, five days before the fair opened. Publicity stories appeared in the Los Angeles papers on September 21.

Phil Shepherd, assistant fair manager, said he could not explain why the campaign was launched prior to the fair's engagement. He added that last year, when the circus was featured for 10 days (and drew 82,363 people at 12 shows) it was under the direction of H. Werner Buck for local dates.

The show moved on to Los Angeles later for a Gilmore Stadium stand, also under Buck's direction. With Buck handling both dates, publicity on the later stand was withheld until after the fair. Buck had no connection with the circus in this area this year.

Rudy Bundy, show treasurer, broke his left wrist when he fell on the asphalt track in front of the grandstand.

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(SHOWING AUDITORIUMS)

Novelty Acts, Western Entertainers, Girl Hillbilly or Western Band. Tom and Tim Twist, contact. Indian Troupe; Chief Sugar Brown, contact. Show opens Nov. 15. Towns already contracted. All write JACK MOORE, CARSON & BARNES PRODUCTIONS, Box 531, Hugo, Okla. Also want Promotional Directors with own crews, phonemen. THIS IS IT! Wire or phone CHAS. R. MASON, Promotional Manager, 2501 E. Broadway, North Little Rock, Ark. Phone: W1-3221.

### 5-PHONEMEN-5

Starting Omaha, Oct. 6 thru Dec. 31. New Year's Eve Labor Ball. Sponsored by joint council of Teamsters & Laborers' Union. Tickets, banners, program. Only men capable of selling a \$1,000 a week or better wanted. See **RAY HOLLANDER** or **JOHN ALEXANDER** Laborers' Union Hall, 2222 California St., Omaha, Nebr. Ray Hollander & Co., Division of Cant. Pub. Co.

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## Calif. Tour Okay For Kelly-Miller

KING CITY, Calif. — Hot weather and the opening of schools has cut afternoon business of the Al G. Kelly & Miller Bros.' Circus in California, but generally crowds have been good. Many of the towns being played have not had a show for a number of years and, as a result, have turned out in good numbers.

The side and pit shows have been doing good business all along the route.

Stand here Thursday (25) had a one-third capacity matinee and a capacity evening, according to Jack Smith, show executive.

Gilroy (24) had a turnaway night show and one-third matinee; Livermore (23), capacity evening and

one-third afternoon with the same the day previous at Martinez. Sizzling temperatures at Sonoma (21) held the afternoon turnout below capacity.

Other stands included Santa Rosa (20), one-third and one-half; Napa (18), the same; Vacaville (18), night straw and matinee 50 per cent; capacity night crowd at Colusa (17) after cancellation of the afternoon, and Quincy (16), one-third matinee and capacity at night.

Cool weather cut into business somewhat at the final stands in Oregon and early towns in California were hurt at times by the low temperatures.

## UNDER THE MARQUEE

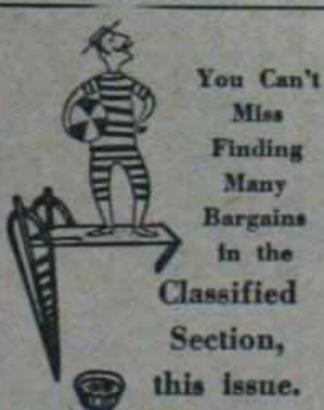
Joe Conway, Elmer Kemp and Rudolph Conway visited Hagen at half a dozen spots in Eastern Pennsylvania and Southern New Jersey. . . . Other visitors included Charlotte and Harry Lavine, Bob Dickman, Mr. and Mrs. Roy Buch, Mr. and Mrs. Harry Hunt, Riding Fredericks, Charles Hunt Jr., Mr. and Mrs. George Barton and others from Hunt Bros. Circus. . . . Ed Schuster, former general agent, was also on hand.

Claire and Tony Conway caught Hagen at Falls Church, Va., and visited with James M. Cole, Bonnie and Phil Bonta, and the Zoppes, among others. . . . Also on the show were Jack Martin, Frank Felt, Bert Sheldon, Rev. Arthur Isenburg, Frank Greene, Alden Ward and Roger McDonald.

The Conways also caught the Mills show at several stands. . . . Visitors also included Kathryn Gardner, Frank Felt, Frank Greene, Bert Sheldon, J. Wilson Poarch, Roger McDonald, Dutch Hill, Dr. and Mrs. William M. Mann, Alden Ward and Rev. Ar-

thur Isenburg. . . . The band was fronted by Frenchy LeBoeuf and included two other bandmasters, Joe Rossi and Ramon Escorcia.

Don Marcks reports acts playing Las Vegas include The Fredonias, Francis Brunn, Jackson's Chimps, Stan Kramer, and the Weire Brothers. . . . Keller Breland, Hot Springs, has closed his performing animal show at Knott's Berry Farm in Buena Park, Calif. The show, (Continued on page 72)



You Can't Miss Finding Many Bargains in the Classified Section, this issue.

### FOR SALE

Brand new SKOOTER—up one time. Will sacrifice with or without cars.

**JIMMIE THOMPSON**

Route 30 Alexandria, Louisiana

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Steady- sober. Permanent connection. BEST DEALS IN OHIO.

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Shrine and Police Date to Follow. CHAIRMAN  
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Lions Club—Amer. Legion. Book and tickets. Pay daily, 30%. I am running deal myself. This is last ad I will run—clip ad and hold. No collect, no advance; I have had it.

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Route #3, Williamston, Mich.

### PHONEMEN

Repeat Deal just starting. Can place 4 immediately. Top pct. Pay daily. Call Columbus, Ohio—AMherst 8-6223 P.S.: Can place Man and Wife Teams in other territory.

# FAIRS-EXPOSITIONS

## Pomona's 1,083,927 Gate Tops '57 by Almost 10,000

**Strong Finish Pushes Run Ahead; Ringling Circus Plays to 93,782**

POMONA, Calif. — The Los Angeles County Fair pulled a total attendance of 1,083,927, nearly 10,000 more than in 1957, during the 17-day run which ended here Sunday (28).

C. B. (Jack) Afflerbaugh, president and general manager, said that the third Saturday's (27) attendance was 85,833 as compared to 60,777 the same day a year ago.

The 25,000 gain on that day helped swell the total (record is 1,254,000). Opening September 12, the first 10 days of the run receiving blistering heat that cut down on matinee crowds. Following rain on Tuesday (23), 12th day of the run, when the evening performance of Ringling Bros. and Barnum & Bailey was canceled, the weather was more favorable. Show played to 93,782 for the run.

The rain that day, however, forced some of the concessions to close and there were a few reports of damaged merchandise in the fun zone. Thru that day, total attendance was 757,063, down 30,391 from last year during the same period. Wednesday's weather was clear and the fair picked up 6,000 more people than in 1957. The loss thru the 13th day, be-

cause of better weather, was cut to 24,371.

Business at the Mexican Village, directed by Armando Torres and Alphonso LaBrada, was increased by the rain. With much of the area under shelter, the fairgoers sought refuge there. The free entertainment features were given as scheduled.

Phil Shepherd, assistant manager to C. B. (Jack) Afflerbaugh, president and general manager, said that the circus performance could have been given had the prop men been able to work. Much of the show's rigging was on the race track, which became a sea of mud in the rain.

The photographic exhibit continued to draw a large number of the visitors with its several changes of pictures.

## Sumter Fair's Progress Good

SUMTER, S. C. — Plans are shaping up nicely for the Sumter County Fair, October 13-18, manager Cliff Brown reports. Three automobiles will be given away during the week the fair will be in progress in the local stadium.

Sumter's patronage is drawn heavily from the local military, including Ninth Air Force Headquarters. Agriculture and factory economy is reportedly in good shape, making fair prospects encouraging. In addition to the cars there will be pony giveaways for children. Children's days will be Wednesday and Friday, and the automobiles will be awarded on Tuesday, Thursday and Saturday.

Gate prices are 50 cents and a quarter. Parking is 25 cents.

## Richmond Up 6%; Ice Show Clicks

**Rain on Final Day Holds Gate Total To 586,968; New Building Is Lauded**

RICHMOND, Va. — Two bleak days occasioned by rain prevented the Virginia State Fair from hitting the 500,000 mark this year, but the nine-day event still exceeded last year's attendance by 6 per cent. The totals were 486,968 compared with 460,080 a year ago, when spotty weather plagued the entire engagement.

Daily totals with comparisons are as follows:

	1958	1957
Friday (19)...	20,019	16,041
Saturday (25)...	85,786	78,022
Sunday (21)...	27,570	46,272
Monday (22)...	25,347	20,424
Tuesday (23)...	89,114	81,659
Wednesday (24)...	59,122	57,157
Thursday (25)...	58,845	57,883
Friday (26)...	94,281	54,568
Saturday (27)...	26,880	48,054

Totals ..... 486,968 460,080  
There were four kids' days, all well attended. Exceptional mid-week business would have pushed the total over 500,000 easily, except for the inclemency on Sunday (21) and Saturday (27), two prime days. On the midway, Cetlin &

Wilson turned in a record gross, Manager J. A. Mitchell pointed out. One of the days, Junior Day, devoted to 4-H and FFA, drew 128 busses to the parking lot.

**Gate Upped to 60 Cents**

Mitchell said there was apparently no objections to the dime front gate increase, to a new 60-cent admission. Kids admission re-

*(Continued on page 65)*

## OKLA. STATE FAIR COUNTS 405,882

**Night Grandstand Show 10% Over '57; Races, Thrill-Animal Show Up 18%**

OKLAHOMA CITY — The Oklahoma State Fair ran into much threatening weather, some drizzles and one heavy rain, yet wound up its eight-day run here Saturday (27) with an increase in attendance of 100,000 over a year ago.

C. G. (Pete) Baker, veteran manager, disclosed that the fair had pulled 405,882 compared with 305,292 in 1957, which was a rain-swept run. Baker said that if this year's weather had been good, it was felt that the 1956 all-time high of 429,550, set in perfect

## EARLY BIRD SEEKS SEATS

SPRINGFIELD, Ill. — One patron of Illinois State Fair here isn't taking any chances on missing out on the grandstand attractions at the 1959 run.

Last week he approached a fair official and asked that they reserve the same grandstand seats next year that he had at the 1958 fair.

Apparently, his early-bird actions were prompted by painting of the 1959 dates on signs thruout the grounds. Dates are August 14-23.

## SPACE NOTE

### Fairs Look Good Even From Moon

HARTFORD, Conn. — The Association of Connecticut Fairs has distributed this humorous commentary on the Space Age, in the nature of fair season promotion:

"From Spuds to Sputniks (A letter to our favorite nephew):

"Dear Sam—It is nice to know you are doing well in your science studies, but we are worried about your plans to fly to the moon in a rocket.

"Before you go we suggest you take a good look at your home State of Connecticut. You could do this so easily, you know, by visiting its fairs this season. You'll find they have exhibits showing the best in products of farm and home, and that they improve our agriculture and rural living by their competitive displays.

"Thousands of friendly folks through these fairs each year and have a lot of fun doing so. Fairs

*(Continued on page 65)*

## Tab 179,875 To Beat '57 At Bakersfield

**Attendance Goes 3.4% Ahead; Free Shows, Midway Hit**

BAKERSFIELD, Calif. — Altho the weather was in the 90's, the Kern County Fair recorded an attendance of 179,875, which was 2,261 more than in 1957, during the seven-day run which ended here Sunday (28).

Staged under the management of Robert King, on leave from the Colusa County Fair, paid attendance was reported up 3,607 or 4 per cent.

Opening Monday (22), the run was hit by wind that day and rain the following one. Altho attendance for the first part of the run was down, the clear but hot weekend brought out 34,176 on Saturday. This is believed to be a record for the day and certainly since 1955, period for which records are available.

Fair featured a one-pay gate with the stagershow being produced by George Hunt & Associates of Hollywood. Other free attractions included John A. Strong's One-Ring Circus, and Larry (Bozo the Clown) Valli.

West Coast Shows combined its Oregon and California units for the date and ended its 31st season at the conclusion of the fair.

Don Taylor handled publicity for the first time. Lou Southern was in charge of the public events schedule.

Pay attractions on the fair midway included "Dolls of the World" and Roy Kabot's display of small animals managed by Si Otis.

## Guilford, Mass., Tabs 13,000 Gate

GUILFORD, Conn. — The two-day Guilford Fair drew a total attendance of 13,000, officials announced last week. Attractions included stagershow, the Rheingold Girls and Tony Fantasia's Connecticut Amusement Company on the fun zone.

## Cancel Ironton Event

IRONTON, O. — The annual Festival of the Hills celebration, that has been held here the past nine years, has been canceled. The event is usually held the second week in October.

## Trenton Dips, Big Days Hit by Rain

TRENTON, N. J. — With several highlights to its credit, the New Jersey State Fair was unable to offset a terrific weather handicap during its eight days. The event wound up with an attendance figure of some 211,000, compared with more than 300,000 last year.

Rain sliced the turnouts on Sunday (21), opening day. Rain also washed out most of Saturday's (27) program. Clear skies on closing day brought out a record 80,000 people to offer solace to concessionaires and midway operators, after things had taken a bleak turn. Saturday, usually the week's big-

gest day, resulted in only 12,165 paid admissions, president George Hamid Sr. pointed out. The specially scheduled morning show by Gene Autry was attended by 1,300 in the rain. The big firemen's parade that night was called off. It was always good for a packed grandstand in the past, with spectators and participants adding 25,000 persons to the day's crowd.

**Friday Gate Up**

Midweek business was pretty good, but not good enough to compensate for the two bad days. Friday, usually good for 10,000-12,000 adults on a kids' day, came

*(Continued on page 65)*



**You Can't Miss Finding Many Bargains in the Classified Section, this issue.**

## Bloomsburg Tops 200,000 in Rain

BLOOMSBURG, Pa. — A deluge of rain which washed out the Saturday (27) scheduled midget auto races cut into the Bloomsburg Fair's overall attendance, but the event fared well at the gate nonetheless. The wet day, which came at the close of a successful week, still wound up with 27,000 paid admissions.

Final day's gate is usually around the 40,000 mark, and this year's rainy day difference is reflected in over-all totals. There were about 140,000 paid admissions, 9 per cent lower than last year's 154,073. Children's admissions brought the total over 200,000.

Maynard Morden, president, said the improvements accomplished since last year were the source of much favorable comment. Included were a number of new water lines and an expanded paved midway. Two horse barns were relocated, providing more space occupied by the Reithoffer Shows, which ran up one of their best weeks ever.

**60,000 Free Kids**

Bloomsburg runs a daily free gate to children thru high school age, and this year about 60,000 reportedly attended.

Tuesday and Wednesday were

*(Continued on page 65)*

# Brussels Plant To Be Dismantled

BRUSSELS—When Belgium's World's Fair closes October 19, the ax will be falling on virtually the entire layout of beautiful buildings, advanced architecture, amusement zone, and international competition.

Officials of the fair said that there will be no second season for this fair. They cite the ruling by the International body that governs such fairs. This ruling limits them to one season of specified length. Furthermore, the city has ruled that the fair buildings must come down and the area is to be returned to its original use as a public park.

Outstanding exception to this ruling is that the Atomium, symbol of the fair, is to remain standing for at least 10 years. This is seen as an effort to keep this high structure as a future tourist attraction just as France kept the Eiffel Tower from its 1889 World's Fair.

Also staying intact here will be several brick buildings that were built originally for the Belgians' 1935 fair. There are other possible exceptions, notably the circular theater building that is part of the U. S. exhibits. Since this is close to royal property, the final decision is with the king and word is awaited on his preferences.

An earlier thought toward retaining the midway as a permanent park has been dropped. Behind this is not only the necessity of dismantling the fair in general but also the fact that the fun zone did disappointing business.

Prince Rudolphe de Croi-Roelx told The Billboard that a permanent park was planned "but few rides did well and you can't have a park with four or five rides." Consequently, some of the principal rides here are to be up for sale.

Attendance has been good, he said, with the total reaching 34,000,000 the day before the touring American group of amusement people arrived. But per capita spending was down from the expected level indicated by the 1935 fair. The prince is in other business but had the midway here thru connection with partners who also had the 1935 rides.

He pointed out that in an International tour prior to the fair he was able to find little that was new for the fair. The business recession may also have been a factor. The prince said that most of his ride operators and concessionaires came in with the expectation of making a fortune. Only a very few did that, he said. Among them was the operator of

the L'Eclair ride, a portable monorail Coaster. Another big winner was the reproduction of a Munich Oktoberfest beer hall. Biggest egg was laid by a Frenchman who had a water show, according to the prince. Games business was light along with other concessions. Two American operations were said to have done poorly, but direct comment was not available since one has returned to the States early and the other was not available for comment here.

The prince noted further that there is no park in Belgium. He said he thinks increased sophistication on the part of the public has lessened the interest in midways here. He noted that customers seemed interested only in food and girls.

## Okla. State Count

Continued from page 64

revue chalked up a 10 per cent increase over last year. The Thursday night show was delayed in starting due to rain, and a deluge struck after the show was just about over, pouring one and a half inches of rain on the grounds in 90 minutes. This hurt Friday's attendance, Baker pointed out.

Afternoon grandstand attractions were up a whopping 18 per cent over last year. Four programs of auto racing, brought in by Frank Winkley's Auto Racing, Inc., were termed by Baker as the best since before World War II. A combination program of the Aut Swenson Thrillcade and Gene Holter's animals did strong business at four matinees and on Saturday night.

Royal American Shows, hurt last year by much rain, charged well ahead this year and scored a 50 per cent increase in ride and show grosses.

Another factor that helped to keep this year's fair from a new record was Saturday's big football game between Oklahoma and Virginia, which drew 62,000 fans just 15 miles from here.

Fair was the site Friday and Saturday of the formation of a Youth for Safety Club with 200 representatives from thruout Oklahoma sitting in on a conference. The new organization, which is sponsored by 24 different groups, plans to make a safety program available to all junior and senior high schools in the State, and long-range plans call for it to be a nationwide drive.

## Bloomsburg Tops

Continued from page 64

stake race days, with Thursday and Friday being devoted to harness racing. Average turnout was 3,500 to 4,500 spectators for each of the programs. Entry increases made possible the largest fields the fair has known, and several track records were broken.

Night grandstand attraction was the CAC-Hamid "Satellite Revue" which Morden said was better received than last year's show by another agency. Attendance was about 800 higher than last year. Guy Mitchell was featured the first three nights, and the Fontaine Sisters the final three nights.

Saturday afternoon's midjet races were an advance sellout. The program, put on by Charley Keenan, was rescheduled for October 11.

Rain on Friday afternoon and most of Saturday was clearly the reason for the gate decline, it was emphasized. Still, it was the ninth best run in the fair's 104-year history.

## Trenton Dips

Continued from page 64

thru with 23,540 paid this time. Other midweek days were also encouraging.

For Sunday's (28) big-car racing promoted by Sam Nunn Speedways, a very good turnout responded. A 12,000-capacity grandstand extension was filled, and another 6,000-8,000 were in the main section. It was the only race program put on, after the opening day's midjet auto racing and Saturday's stock car events were washed out.

On the midway, the World of Mirth Shows was enhanced by the addition of the Dowis Sky Wheel. Apart from the show, a profitable concession was the helicopter of Keystone Flying Service, Philadelphia, which sold rides over and around the fair compound.

Hamid said that a publicity deal which panned out well was the fair's blue ribbon award to several television shows, for excellence. This netted 23 mentions on local TV programs.

## Park Assn. Meets

Continued from page 62

into a transportation ride to carry people along an aerial course over the fair grounds.

### Annual Meeting

On the next day, Thursday (25), the park meeting was held at the commissioner general's lounge in the U.S. building. It came after the members had spent a busy day at the fair, continuing their inspection of the exhibition buildings and midway.

Following a cocktail party and buffet dinner, the meeting was called to order by Jack Singhiser, tour chairman and a vice-president of NAAPPB. He called on J. Ross Baird, of the commissioner-general's office, and Kenneth Rabin, vice-consul who represented the U.S. Ambassador to Belgium. They discussed the Belgian fair, the U.S. participation in it and the U.S. building.

Three past presidents of NAAPPB were on hand to speak. They were Harry J. Batt, Henry Bowen and Paul Huedepohl. Also taking part in the official session was John S. Bowman, secretary of the NAAPPB.

Following this business session the members adjourned and went individual ways again, many of them taking a last look at the fair. The next day they departed for Blackpool.

# Hillsdale, Mich., Cracks \$\$ Records

HILLSDALE, Mich. — The sturdy Hillsdale County Fair washed out a number of major records at its seven-day run that wound up here Saturday (27).

Veteran Manager Harry B. Kelley reported total receipts for the week amounted to \$65,895.58, sharply ahead of last year's \$60,370.75, and also topping the previous high of \$64,972 set during the 1950 centennial run. Receipts on the final Saturday, totaling \$17,324.13, also set a new one-day mark, surpassing \$15,738 set a year earlier.

The Barnes-Carruthers night grandstand show did strong business, topping the ice show of last year by a substantial margin, Kelley said. The show, brought in by Randy Avery, featured the Chor-dettes and the Glenn Miller band fronted by Ray McKinley. Also on the bill were the Sensational Kays, Aaron and Broderick, Widaman's Elephants, Jensen and Owens, and the Eight Sons of Morocco.

Gooding Amusement Company rides and shows racked up a 10 per cent increase over last year. The paddle wheel boat that operates on the fair's pond was off

from last year when it was first introduced.

The always popular harness horse races drew good crowds here during the week. A total of 271 horses started during the week, 135 going to the post on Saturday alone.

Entries of livestock were strong. Some had to be housed in tents and other entries were turned down, Kelley said.

## Space Note

Continued from page 64

offer clean fun for the whole family, as well as being a form of education. We don't oppose your trip, but you'll find a lot of things on Connecticut fairgrounds which ought to encourage a fellow to stay here for a while.

"Costs of attending Connecticut fairs are moderately priced, too, since these fairs are operated by public-minded folks who give their time to keep these non-profit events in operation. That is why Connecticut fairs are your biggest entertainment and education bargain.

"After visiting these fairs, Sam, we think that from the moon Connecticut will look both beautiful and bountiful, and we suggest you keep that return ticket handy.

"We'll look for you on the midway.

"The Association of Connecticut Fairs."

## Richmond Up 6%

Continued from page 64

mained at a quarter and parking at 50 cents.

The heavier flow of traffic was handled smoothly this year, compared with terrific bottlenecks in the past. A fourth main gate was created for this purpose. Also added was a new steel-and-aluminum agricultural building, 80 feet by 110. The 16,800 square feet of floor space featured exhibits on three phases of this year's fair theme, Agri-Business. They were producing, supplying and marketing.

In front of the grandstand, the Ray Beaudet ice show was well received, it is reported. Attendance was highly satisfactory. A Bar L Rodeo presentation in the outdoor arena did not fare as well. The Miss Universe runoff for a State representative was won by Pat Poindexter, entry of the Roanoke Fair. There were 21 girls entered, several of them representing fairs.

Saturday drew threatening weather, finally ending in rain at 4 p.m. which continued sporadically for the rest of the day.

## NAAPPB Tourists

Continued from page 62

leave Paris October 3, arriving the next day by plane or a few days later if by ship.

From time to time various members of the tour party have left the main group in order to take side trips on their own. Most of the party's full strength of nearly 70 was reassembling here, however, for the final days. A good number of the couples will remain here when the tour proper returns to the States. They will extend their own trips to include additional countries and longer stays in some already visited.

rink building has extended to restaurant business on Long Island. Mickey Slowik, owner of the Charcoal Steak House, Roslyn, built a rink in the rear of his eatery, a la Rockefeller Center.

# ROLLER RUMBLINGS

Continued from page 62

dentally, got his start at Eastern Parkway when Lence began staging boxing shows there in the late '40's.

Lence has no qualms about wanting to make money in business, and that explains why his interests shifted from skating to other sports fields, particularly bowling.

"That's the thing today," he said. "People are crazy for bowling, so I'm trying to try to satisfy them."

He already has built massive layouts in Bay Ridge, Brooklyn, and in Washington Heights, Manhattan, and has started work on a third alley in Woodhaven, Queens. When that one is finished he will switch his attention to Brooklyn again.

If he cannot find suitable property in Brooklyn, Lence likely will turn over at least a portion of the Eastern Parkway building to bowling. Asked if he would do any sports promoting at empty Ebbets Field, he replied:

"I can't see it. When O'Malley ran away that was the tip-off. You know where you'll find the Dodger fans now? In the bowling alleys."

## Refurbished Boulevard Stages Seasonal Opening . . .

BAYONNE, N. J.—Completely redecorated, the America on Wheels chain's Boulevard Arena here held its grand reopening Friday (26). A new color scheme in tints has been applied thruout the rink, as well as in the lobby, and the floor has been resanded and a new coat of plastic applied. Souvenirs were distributed on opening night, and some of the rink's national champions gave skating exhibitions.

The 1958-'59 party schedule has been announced by the chain, which includes Alexandria (Va.) Arena, Boulevard, Bladensburg (Md.) Arena, Hackensack (N. J.) Arena, National Arena, Washington, Levittown (N. Y.) Arena, Twin City Arena, Elizabeth, N. J.; Mount Vernon (N. Y.) Arena, and Capitol Arena, Trenton, N. J.

On the calendar are Halloween parties, offering party hats and five watches or transistor radios as prizes; Thanksgiving events, with fruit baskets and candy as prizes; Christmas parties, which will feature grab bags; New Year's Eve

affairs, along with the usual novelty distributions; Western parties, awarding costume jewelry and a watch or radio for the "most married" girl; St. Patrick events, featuring distribution of shamrocks and green hats, and Easter affairs, at which rabbits will be the prizes.

The chain has also set its schedule of championship fund parties as follows: December 1, Alexandria and Boulevard; 8, Mount Vernon; January 14, Hackensack; 19, Bladensburg; 26, Twin City; February 2-3, Levittown; 23, Capitol, and March 22, National.

## Handicapped Veteran Back on Rollers . . .

PENDLETON, Ore.—A recent visitor at Pendleton Roller Rink was William W. Sherid, professional of Reno, Nev., who interrupted his journey to Oakland, Calif., to practice and give a demonstration of his skill before a small but appreciative audience, reports Richard Markle. Sherid, a physically handicapped World War II veteran, has an artificial plastic hip joint and knee joint in his right leg, the result of a fall while undergoing Army training. He underwent four operations on the leg following the accident. Sherid has taught himself to skate with the improvised joints and is learning many of his former routines. An anesthetic block has deadened his leg permanently, and only six inches of muscle is left in the hip. Sherid, who is making an exhibition tour of veteran hospitals across the country, demonstrated free-style turns, spins and dance routines in Pendleton.

## Rialto Installs Electric Organ . . .

SPRINGFIELD, Mass.—Rialto Skating Rink has installed a Hammond organ with Solovox attachment. Organists are Roger Johanson and Elliott Lockwood, with Bill Linehan and Peter Gallo functioning as professionals.

## Skating Notes From The New York Area . . .

Roosevelt Field ice rink reopened October 3 with new mezzanine, clubrooms and expanded dressing facilities. . . Island Garden, West Hempstead, L. I., is expected to open for ice skating this month. . . Another expected opening is Long Island Arena, Commack. . . Ice

## Wilson Fun Zone Up 17% at Memphis

Register Hike Despite Rainy Weather;  
Lineup Includes 23 Rides, 15 Shows

MEMPHIS—A powerful array of rides and shows, operating under Clif Wilson's banner at the Mid-South Fair here, turned in a thumping 17 per cent increase in receipts over last year even tho the fair's attendance was down about 5 per cent because of inroads made by rain on two of its biggest days.

Wilson's ride line-up was the strongest ever to work at the nine-day fair here. It embraced 23 rides, including the Velare Brothers spectacular Space Wheels, and a Wild Mouse, owned by Ed Eisenberg and Charles Garvin.

Those two rides, finished in virtually a dead heat for top honors, with a Scrambler, owned by Hadji Delgarian, a close third. All three rides worked behind a 35-cent price. Delgarian had two other rides, a new Tilt-a-Whirl and a Rock-o-Plane, in operation. Other rides included an Octopus, owned by R. D. Reid; a Spinaroo and Roller Coaster, owned by Jack Lindley; Esley Dennis' Looper, Virgil Dickey's Helicopter; Bob Edwards' Turnpike, Charlie Miller's Scooter, Earl Atkinson's Hot Rods, and Joe McMurtry's Round-Up.

Also in operation were a Twister, Merry-Go-Round, Tanks, Sky-Fighter and Roll-o-Plane, owned by Floyd Baxter, and four kiddie rides, owned by Russell Phipps.

Charlie Taylor's Club Ebony was the leading money-getter among the shows, with Hedy Jo Starr's Hollywood Stage show second, and Glen Porter's Monkey Speedway third.

Other shows were Tobacco Road

## Bad Weather Hurts Royal At Little Rock

LITTLE ROCK—A night rain Monday (29) and an all-day rain Tuesday (30), first two days of the six-day Arkansas Livestock Show here, gave Royal American execs and personnel a chance to relax.

They were in the relaxing mood, too. The Oklahoma State Fair at Oklahoma City, played the previous week, had been a workout. Business there was surprisingly good. Even with rain, ride and show grosses were up 56 per cent over last year.

Carl Sedlmayr Sr., RAS owner.  
(Continued on page 70)

## Motor State Find Cotton Grosses Big

KOSCIUSKO, Miss. — Motor State Exposition Shows is racking up good money in cotton country. C. Derrow, of the show, reported here last week. Crops are in top condition, and money is far from tight, he said.

New to the line-up are a Turnpike and a Funhouse. Following the Central Mississippi Fair here, show moves to Moulton, Ala., and then back into Tennessee and Mississippi for the remainder of its fair route.

## Va. Greater's Fairs Spotty, Eye Hartsville

Hurricane Spares  
Bennettsville;  
Sat. Windup Good

KINGSTREE, S. C. — Recent weeks for Virginia Greater Shows have been hot and cold, with a true estimate of the success of this season depending on the final few dates. One of these is the fair in Hartsville, S. C., October 20-25, for which agent Bill Murray has gotten an early start on promotion work. It is felt that Hartsville, a clean and prosperous town, has failed to yield its actual value to a show.

Cool weather has started to set in, affecting night turnouts. Lum.  
(Continued on page 70)

## Strates Inundated Midweek in Shelby

Excellent Business Continues for  
Southern Fairs; Rain Spares Most

SHELBY, N. C. — Personnel on the James E. Strates Shows spent considerable time just looking out at the rain last week, while waiting for action to pick up at the Cleveland County Fair. The big outfit moved in from successive winners at Charlotte, N. C., and Greenville, S. C., and opened here to pretty satisfactory business Tuesday (30). But after dodging some of the poor weather which has struck other shows, luck ran out here.

A hint of things to come was the rain which fell late that night, after much of the kids' day revenue had been won. The rain continued all day Wednesday, keeping the midway under wraps and canceling the grandstand show.

Thursday opened wet, cold and dreary, with another blank seemingly in the cards. Friday was to be another kids' day, so the show was banking on a solid weekend to pull it into the black for the week.

This has been one of the Strates organization's best seasons. Fairs in general have been good, the show being loaded with one of the strongest routes in the East. Joining here was the Velare Rotor. Show will be up on Monday (6) in Danville, Va., for the fair opening the following day.

The Orlando zoo attraction centered on Strates menagerie animals will be continued this year, after the fair season. Last winter's effort was hampered by flood conditions after ground had been cleared. Improvements will continue, such as beautifying highway approaches.

## Alamo Skeds November 1 Tour Close

DE RIDDER, La. — Alamo Exposition Shows went into its final month of the 1958 season here last week with plans to close on November 1 and move into its San Antonio winter base.

The season thus far has been good, altho concessions are off from recent years. Rides and shows were up in most cases, with the Skooter and Scrambler vying for top position. Clyde Davis' Girl Show led the back end most of the season.  
(Continued on page 70)

## Page Comb. Shoots At Eastern Fairs

MARION, S. C. — End of one of Page Combined Shows' better seasons is drawing to a close, with a successful venture into Northern fairs and pretty satisfactory grosses in Dixie. Owner Bill Page said the show, now of major size and potential, will be in the thick of Eastern booking activity this winter in quest of more substantial fairs.

Five New York State fairs were followed by Bedford, Va., Warrenton, N. C. and Marion, S. C. Several promising ones are ahead, including the Orangeburg, S. C. Colored Farmers Fair, and Americus and Brunswick, Ga.

Business has not been bad considering weather, and is rated as equal to, if not better than, last year. Bedford drew rain on kids' day and Saturday. Warrenton was running far ahead of last year until

rain washed out Saturday. Marion opened nicely and was producing okay thru midweek.

The show consists of 18 rides, nine shows and some 50 concessions. In addition there are four rides overseen by Roland Page on the Prell midway.

### Units Listed

Back-end units include Minstrel Show, two white Girl Shows, Colored Girl Show, Noel's boxing and wrestling Gorilla Show, office Side Show managed by Don Todd, Mechanical City, Funhouse, and Frank Hurt's pitshow. The Thing, Paul Botwin has the bingo. Page reported that Tony and Monica Bapess are to join with their revue in Americus, Ga.

David DeCorte is concession manager, with several units, and  
(Continued on page 70)

## Rain Belts 2 Big Days At WOM's Trenton Date

GREENSBORO, N. C. — Rain on two key days deprived the World of Mirth Shows of valuable earnings at the New Jersey State Fair, last Northern appearance of the railroader. Opening here was scheduled for Tuesday (30), with travel conditions, as usual, being the key factor.

Sunday (21) and Saturday (27), the biggest grossing part of the week, were lost to rain in Trenton. Over-all earnings trailed the previous year as a result.

It was announced that Joe Boston and Tirza, operating girl shows for Owner Frank Bergen this season, were contracted at the Allentown Fair to have the exclusive on girl shows next year, as well. The signing was relatively early in the fair season and was viewed as an expression of confidence. The pair's French Casino revue is built around Tirza's wine bath feature and comic Tubby Boots.

The old 100 Wagon has been redecked as an office for Bud Soltenberger, secretary-treasurer. It has a cork floor, acoustical ceiling, scalloped moulding, indirect lighting, paneled walls, air conditioning, TV, leather furniture, bar, bamboo curtains, louvered swinging doors and advertising-paper mural.

## C&W Jamboree Aids Two Clubs

NEW YORK — Jamboree receipts of \$827 from the Cetlin and Wilson Shows were announced at Wednesday's (1) governors meeting of the National Showmen's Association. The money, gathered at the State Fair of Virginia in Richmond, was divided between the New York and Miami clubs.

First general assembly was scheduled for October 8. Also discussed was the annual Thanksgiving Eve Banquet, to be held this year at the Hotel Commodore. Presiding over the meeting was Jeff Harris, president.

## MAD MOUSE SCORES BIG

## Allan Herschell Ride Impresses Ops, Public in Bow on Olson Midway

BIRMINGHAM — The formal debut of the Mad Mouse was a rousing success on the Olson Shows midway at the Alabama State Fair.

The ride, Allan Herschell Company's answer to the Wild Mouse, delighted fair patrons and visiting showmen alike.

The latter were so impressed that after three days of the ride's operation, three ride operators placed orders for the new device and a substantial number of other operators reportedly were on the brink of buying.

Paul Olson, co-owner and manager of the show which bears his name, was delighted with the ride's performance and the public's reaction to the unit.

Even in rain, midway patrons scrambled to ride the device and the Mad Mouse's robust gross for three days, despite much rain and unseasonably cold weather, spurred order-placing.

Lyndon Wilson, Allan Herschell president, beamed over the enthusiastic reception given the Mad Mouse. Sales on the spot and indicated sales to follow from the

operation here exceeded his own expectations, he said.

E. D. (Mac) McCrary, former owner of the 20th Century Shows, who now operates rides on the Olson Shows; Ernie Farrow, owner of the Wallace Bros. Shows, and Bill Meyers, West Coast operator, placed orders, with delivery to be made before the start of the '59 season.

Carnival owners and ride opera-

tors tramped in to see the ride in operation.

The Allan Herschell Company was represented by six of its staffers, besides Wilson. They were Alan Tober, vice-president and chief engineer; George Moses, sales manager; Jimmie Welch, fabrication foreman; Dick McFadden, salesman, and Pete Peterson and Warren Everett, erectors.

The enthusiastic reception given to the Mad Mouse served to brighten feelings, dimmed by rain and cold weather on the midway. Thru the first four days of the six-day run, which was to close Saturday (4), only the first day was given good weather. The other three days were marked by rain, drizzles, or cold.

The Olson Shows in its stand the previous week at the Tupelo (Miss.) fair had also encountered bad weather but nevertheless finished with a higher ride and show gross than last year.

Among visitors to the midway here were Clyde Reeves, manager of the Kentucky State Fair, Louisville, and C. J. Sedlmayr, of the Royal American Shows.



You Can't  
Miss  
Finding  
Many  
Bargains  
in the  
Classified  
Section,  
this issue.

LOOKS AHEAD

Krekos Predicts '59 Will Be Good Year

Krekos, president of West Coast Shows, predicted 1959 will be a "good year" and announced that the corporation is planning an expansion program.

feel there is a recovery—as shown in our business the last eight weeks of the season. In anticipation that 1959 will be a good year, we are buying more equipment.

Grosses at the seven-day Kern County Fair were slightly ahead of 1957. The fair had an attendance of 179,875, which was 2,261 more than in 1957.

Also accounting for increased gross here was the fact that three more rides were used than in 1957. The shows, which combined the Oregon and California units for the date, had 14 kid and 23 major rides of which four were owned by Orville N. Crafts.

The shows will winter at the fairgrounds of the Madera District Fair.

Harry Illions, Fair Time Up At Pomona

POMONA, Calif. — Harry A. Illions' World's Fair Midway showed a business increase for the seventh straight year and Olivia Waldron's Fair Time Shows, Inc., was up over 1957, its first year, at the Los Angeles County Fair which closed here Sunday (28).

Altho the fair showed an attendance of 1,083,927, nearly 10,000 more than a year ago, the increase seemingly had no effect on business as both the Illions and Fair Time equipment showed increases when the turnstiles were lagging.

Illions had 29 rides, most of them permanent installations. There were 12 of his rides in the No. 1 kiddieland and Fair Time had two. In the second kiddieland near the Mexican Village, Mrs. Waldron had nine rides and Illions two.

Illions said that the gross from the No. 2 kiddieland showed a sharp increase over last year. Among his rides, the Magic Carpet was the winner.

Louis Cecchini, of Cecchini & Levaggi, who had 30 concession stands, 23 of them in permanent buildings, reported business "about the same as last year." Joe Blash and Lloyd Hilligoss operated individually and in partnership 16 games concessions.

Show clubs were honored Tuesday (23) when the Regular Associated Troupers were tendered a party by Illions and Mrs. Waldron, and the Pacific Coast Showmen's Association were guests Thursday (25).

Easley, S. C., Opens Okay For Tinsley

EASLEY, S. C. — The fair here opened okay for Johnny T. Tinsley Shows. Thru Wednesday night (1), business was satisfactory, and a nice weekend was awaited by all hands.

Since opening this year in Pickens, S. C., which grossed okay, business has been fairly steady, but not bad. Among the disappointments was Gainesville, Ga.

Recent fairs have all been okay, Tinsley said, especially Elberton, Lawrenceville and Newnan, Ga. One of the spots ahead, Simpsonville, S. C., is a horse show which provides a respectable week for a midway.

Tinsley said the Carolina beach section, with which he is intimately familiar, has had a rough season due to sporadic rainfall and the recent hurricane. Business there has been down 35-40 per cent. He usually plays Ocean Drive, Atlantic Avenue and Surfside at Myrtle Beach.

Show has 18 rides, six shows and 35 concessions. Danny Royal is business manager. Also with it are Bobby Miller with a girl show and Jim Halck, Rock 'n' Roll.

SLA Nominating Committee Meets Oct. 13 in Chi

CHICAGO — The nominating committee of the Showmen's League of America will meet here October 13, Hank Shelby, secretary, announced last week.

The meeting will take place in the clubrooms at 7:30 p.m. with Maurice (Lefty) Ohren, committee chairman, in charge.

Six additional names were added to the plaque last week including George Kalesnikoff, Harry Altman, Chuck Magid, Max Goodman, Dr. Joe Dugas and Oscar Buck.

PENN PREMIER SHOWS worlds \* cleanest \* midway

North Carolina State Colored Fair, Winston-Salem, Oct. 13-18 Six more North Carolina Fairs to follow, then Florida.

CONCESSIONS

Can place Age, Scales, Hats, Novelties, Photos, Palmistry, 6-Cats, Buckets, Eating and Drinking Stands, Glass Pitch, Derby Racer or any other legitimate Concession. Can place BINGO after Winston-Salem.

RIDES

Can place Roundup, Fly-a-plane, Spitfire, Rock-a-Plane, Helicopter or any Ride not conflicting.

SHOWS

Can place Circus Sideshow, Metedrome, Monkey Show, Glass House, Fat Show or any type of Grind Show. No Girl Shows as we have our own. Want Talker for Funhouse to join immediately.

HELP

Can place good, sober Ride Men who drive semis. No drunks or men with cars. Can place Wives as Ticket Sellers.

We have 6 more North Carolina Fairs, than Florida. All mail and wires to Lloyd D. Serfass, Owner; Harry (Buster) Westbrook, Mgr., Penn Premier Shows MT. AIRY, N. C. OR PHONE FAIRGROUNDS.

PIEDMONT INTERSTATE FAIR

Spartanburg, S. C., Oct. 13 to 18 Inclusive

GEORGIA STATE FAIR

Macon, Ga., Oct. 20 to 25 Inclusive

EXCHANGE CLUB

SOUTHWEST GEORGIA FAIR

Albany, Ga., Oct. 27 to Nov. 1 Inclusive

WANT—Caterpillar Foreman to join immediately. Can place several experienced workmen in all departments. We furnish you Union welfare and benefits.

CAN PLACE ALL LEGITIMATE MERCHANDISE GAMES. NO OTHERS WANTED.

All Address CETLIN & WILSON SHOWS Greenwood, S. C., this week

GREATER GULF STATE FAIR

Mobile, Alabama - - - October 13-18

Open Midway

Photos, Jewelry, Long and Short Ranges, Air or Bazooka Gun, Novelties and Hats, Cotton Candy, all types of Eating and Drinking Stands, Kitchen Gadgets, all Direct Sales.

Place another outstanding Major Ride and two Kiddy Rides for Mobile. If you have an attractive Grind Show that is not conflicting, will place you.

CALL ME NOW OR WIRE. PHONE IN OFFICE

AL KUNZ Owner-Manager HETH SHOWS Mississippi-Alabama State Fair, Meridian, Miss., this week.

World's Largest Indoor Motorama

ROD and CUSTOM EXPOSITION

Kentucky Fair & Exposition Center

Louisville, Ky., November 14-15-16

ESTIMATED ATTENDANCE . . . 75,000 PEOPLE

WANT THE FOLLOWING CONCESSIONS:

- 1 Rifle Range 1 African Dip 1 High Striker 2 Ball Racks
1 Guess-Your-Weight 2 Coil Workers 1 Name-On-Hats 1 Basketball
1 Guess-Your-Age 2 Car Polish Demonstrators 1 Photos 1 Kitchen Gadgets

And All Pitch and Demonstrator Items

MOTOR SHOWS, INC.

Contact N. Perry Luster, Vice-President 5555 S. Everett Ave. Phone: Midway 3-1900 Chicago 27, Ill. NO COLLECTS!

GIRLS

For Girl Show, Fine oil towns, then all winter's work. Muleshoe, Texas, now; Brownfield, Texas, next.

FRENCH BOUILLION MOORE MODERN SHOW

ROSE CITY RIDES

Want Hanky Panky for the last two cotton spots in Missouri. No gyroses. Date or alpha. Contact

DUTCH SCHRADER

Bernie, Mo., this week; Clarkton, Mo., Oct. 13-18; Charleston, Mo., Oct. 20-22.

FLOYD O. KILE SHOWS

East Feliciana Parish Fair, Clinton, Louisiana, Oct. 14-18.

WANT Cook House, Custard, Photos, Scales, Jewelry, Buckets, everything working for stock. Space is limited, contact now.

SHOWS: Grind Show, Fun House, No Girl or Athletic Show. All replies: FLOYD O. KILE, Mgr., Zachary, Louisiana, Firemen's Fair, this week. This show out till December 7.

PAN-AMERICAN SHOWS

Want for Hawkinsville, Ga., on the streets this week; followed by Dale County Fair, Ozark, Ala., soldiers' payday, and other fairs to follow.

Concessions of all kinds: Popcorn, Candy Apples, Flies, Photos, Johnny Reed wants Agents for Grind Shows, Want Girl Show, Funhouse Operator, Arts for Side Show, Want Ride Help: Tilt-a-Whirl, Kiddle Ride, Wheel and Bullspine Foremen; Second Men on all rides who drive. Want good Truck Mechanic and Electrician for GM Trucks.

JOHN R. WARD, Mgr., Hawkinsville, Ga., this week

FOR SALE

One Allan Herschell Sky Fighter, A-1 shape, with or without transformation. Can be seen in operation Tulla, Texas, October 9 through 11; Muleshoe, Texas, October 13 through 18.

S. B. RHODES Lone Star Amusements

WANT SCRAMBLER FOREMAN

Factory trained preferred. All winter's work.

DANNY DELL Amusements of America Burlington, N. C.

\$125.00 REWARD

For information leading to the location of

LOWE HILLIARD, ALIAS DON HILLIARD Call Bowling Green, Ky. Daytime—Victor 3-9051

## MOTOR STATE EXPOSITION

Want for Moulton, Ala., Fair, Oct. 8-11; Charleston, Miss., Oct. 13-18; Cleveland, Miss., Oct. 20-25; Greenville, Miss., Oct. 27-Nov. 1; all Fairs.

CAN PLACE all types Hanky Panks, Novelties, Cook House, one or two Grind Shows. Help—Wheel Foreman and Second Men who drive, Blacky Hitt, come on. All replies:

**J. J. FREDERICK, Mgr.**

## FOR SALE

### WALK-THRU APE SHOW

400-lb. male cage animal, 250-lb. female and a real cute 40-lb. baby. Flashy truck, walk-thru show. Equipment is top. Living quarters in semi. Come see or call me.

**JACK RUBACK**

Alamo Exposition Shows  
Liberty, Tex., until Oct. 11;  
Sulphur, La., 13-19.

## WANT CARNIVAL

To play the GREAT LORIS COUNTY FAIR, Loris, S. C., week October 27 to November 1. This is a good fair, long established, day and night, with two Kids' Days. Contact

**J. H. YON, Secretary**

Loris County Fair Association, Loris, S. C.

## \$50.00 REWARD

FOR INFORMATION AS TO WHEREABOUTS OF

**AL JAMES**

CONTACT: BOB HAMMOND  
or J. A. SCHNECK  
c/o Bob Hammond Shows  
Center, Texas

## \$50.00 REWARD

FOR RUSTY

Male Boxer Dog taken from Oklahoma City Fairgrounds, Sept. 16. Scars on front feet from power mower.

Contact BETTY HAMPTON  
c/o Royal American Shows, per route or  
325 Pinwood Ave., Hot Springs,  
Arkansas, c/o Lee Moss.

## NOW BOOKING FOR 1959

### LAREDO, TEX. WASHINGTON BIRTHDAY CELEBRATION

16 DAYS—FEBRUARY 15 TO MARCH 2

#### RIDES

Want Caterpillar, Round-Up, Looper, Pony and Boats.

#### CONCESSIONS

Can place Nickel, Bear, Glass and China Pitches. Also Long and Short Range Galleries, Photos, Custard, Ice Cream, Popcorn and Peanuts, High Striker, Hooplas, Novelties, Hanky Panks only. Want Cookhouse and Grab. Racket Stores will positively not be tolerated.

#### SHOWS

Want Side Show, Fun House, Monkey and Big Snakes, Mechanical and Illusion Shows, Motordrome or any high-class Attraction. No Girl Shows.

ADDRESS: **J. GEORGE LOOS** BOX 455, LAREDO, TEX.  
Phone: Randolph 3-4944



Wants for Sumter County Fair, Sumter, S. C.,  
October 13-18

Concessions: Can use all kinds. Eating and Drinking Stands. Rides: Roundup, Twister, Rock-o-Plane. Shows: Any good family-type Grind Shows.

**JOHN VIVONA**

Burlington, N. C.

## UNITED STATES SHOWS

Want for Montezuma and Hawkinsville, Ga., Fairs

Want Rat Game, Mouse Game, Age & Weight, Ball Game, Pitches, Custard, Buckets, Picture Frame, Long & Short Range Gallery. Want Funhouse; Minstrel Show will "mop" up here—must have own outfit; Ten-in-One or any Grind Shows of merit. Counter Help for Bingo. Bob Bauman wants Hanky Pank Agents and Concession Help in all departments.

MONTEZUMA, GA., THIS WEEK.

#### LAST CALL

#### LAST CALL

### TIDEWATER FAIR

Suffolk, Va. October 13-October 18

All Major Rides booked. Can place Hanky Panks, Grabs, Novelties, Floss, Custard, Jewelry, Photos. Can use one more Girl Show, also Side Show and Snake Show. Bill Cox, please contact me at once. Cookhouse still open. Mages, contact.

STANLEY HUTCHERSON, P. O. Box 1144, Petersburg, Virginia, or  
call Petersburg: RE 2-4941 after 6:00 P.M.

## PALMETTO SHOWS

WANT FOR

Shelby, N. C., Colored Fair, Oct. 13-18, and Anderson, S. C., Colored Fair, Oct. 20-25. Want Concessions and Shows of all kinds. Everything open. Want Eats, Photos or any other Concession.

All replies to MILTON McNEACE, Fairgrounds, Morganton, N. C.  
Phone at Fairgrounds.

# Winrod Ends Tour Ahead of 1957

BLYTHEVILLE, Ark.—Everett Winrod's Monarch Exposition Shows went into its final fair of the season here this week and will close on Saturday (11).

The season, which saw the show play practically the same route as in 1957, was slightly ahead of last year, Winrod disclosed. The increase was scored despite the fact that rain fell on some of its big dates, Winrod added. One of the fairs hurt was the Northeast Arkansas District Fair here, which was played September 21-26. Rain fell on four of the six days.

Winrod sold his winter quarters building at Pacific, Mo., and has leased buildings here. The final

day will be a celebration under auspices of the Chamber of Commerce.

The show owner has a policy of signing long-range contracts with fairs. The Carroll County Fair at Milledgeville, Ill., has been signed for 10 years. Five-year pacts are in force with fairs at Blytheville and Jerseyville, Ill. Show has a three-year agreement with the fair at Belleville, Ill.

## CLUB ACTIVITIES

### Showmen's League of America

Ladies' Auxiliary

CHICAGO—A special board of governors meeting was held Thursday night (25).

Membership applications were received for Alice Costel, Edith H. Lund, Mrs. Carrie Schultz, Mrs. Anna Felippini, Esther F. Wilson, Elsie H. Faulkner, Evelyn C. Sepanek, Betty M. Biross and Katherine Ruth Perry.

Sick list included Nan Rankine, Grace Weiner, Grace Goss, Santa Monica, Calif.; Margaret Hock, Mae Taylor, Carmelite Horan and Bess Hamid.

Dorothy Kennedy, president, spent a few days in Milwaukee with Ethel Wadoz. Pearl Hall is back in Milwaukee after an illness. Edith Streibich is at home in Delavan, Wis. Phoebe Carsky is back in Chicago. Mrs. Ralph Glick in and out of Chicago. Louise Rollo visited the Windy City from Miami.

With shows in Canada are Monica Baress, Minnie Simmonds, Sophia Carlos, Rose Nugent and Mimi Garneau.

First regular meeting will be held October 2 in the Hotel Sherman.

### Show Folks of America

SAN FRANCISCO—Altho the clubrooms will not officially open until October 6, the first meeting was held Monday (15).

Homecoming party will be held October 20 with Earl Leonard as temporary chairman. Ladies' bazaar will be held November 22 with Flossie Fitzgerald as chairman.

Banquet and ball will be held January 11 in the Palace Hotel. Tentative dates for other activities will be: Past presidents' night, January 10; memorial services, January 11, and installation of officers, January 12.

The club added 57 new members during the summer. Membership was saddened by the death of Bob Weidman, Sacramento.

### National Showmen's Association

Ladies' Auxiliary

NEW YORK — The Ladies' Auxiliary held a special board meeting on September 9 at which Anna Nelson was appointed to the board of governors and the first regular meeting was set for September 17, due to the original date, September 24, conflicting with a religious holiday.

At the regular meeting, presided over by Mildred Peterson, president, attendance was satisfactory. Anna Rosenberg filled in for Jeanette Finkel, recording secretary. Clubrooms were freshly repainted, thanks for which were extended to Margaret McKee, who is leaving for Brussels with her husband and daughter.

Jai Lita is now Mrs. Barber.

(Continued on page 70)

## MIDWAY CONFAB

Mrs. Ross Spillers, former secretary and part owner of Marlon Greater Shows, is back home in Columbus, Ga., after spending three weeks in Charlotte, N. C., at the side of her mother, who recently suffered a heart attack. Her mother, Mrs. Iva Craig, was well known among show folks. Other visitors at Charlotte included Mrs. Pauline Black, Tulsa, a second daughter, and Marion Spillers, Camden, S. C.

Vincent Kuropatwa, of Krafts Exposition Shows, reports that Ralph Christianson, the "C" of C & L Concessions, is sporting a new 40-foot Kit Golden State house trailer. . . . Mr. and Mrs. Jack Kent, front-enders, purchased Roger Warren's house trailer and special-built Dodge tractor. . . . Patsy Duran, photos and jewelry, says she'll retire after this season and settle in the San Fernando Valley or in Parker, Ariz. . . . Visitors to Crafts Expo included Alex Freedman, Orville and Eleanor Crafts, Whitey and Sally Wanish, Charlotte Porter, and Catherine and Linda Warren.

George Clyde Smith Shows got good weather at Farmville, Va., according to F. A. Norton of the show. Midway had nine shows on the back end, including Peggy Ewell's monster unit. A total of 19 rides made money, as did the 70 concessions. . . . Larry Ingram writes that he has taken over the magic of Bob Hummer and is stocking it in his East St. Louis, Ill., radio and TV repair shop.

En route to Fayetteville, Tenn., Mrs. Gertrude S. Cibull, jewelry worker, stopped off at Nashville to purchase a 1959 Midwest house trailer from Joe Goodwin, of General Trailer Sales.

After closing a successful season with Heart of America Shows at Bristow, Okla., Mrs. C. W. Rothermel returned to her school teaching duties at Kansas City, Mo. Her husband continues playing Southern fairs with a pony ride.

C. M. (Mitchell) Lovell, ex-troupier, is recuperating from surgery in the Mobile Infirmary, 527 Telegraph Road, Prichard, Ala. . . . Minnie Rooney is ill in Room 117, Flower Hospital, Toledo, O.

Albert (Pork Chops) Conley has been ailing since early July and is confined at 104 West Elm, Somerset, Ky.

Joey Vance, former singer, emcee and drummer with World of Mirth and the Strates shows, is now associated with Request Recording Company of Hollywood, Calif. . . . Mr. and Mrs. Turner Scott, longtime outdoor showfolk, are currently touring the South and visiting shows before returning to their Daytona Beach, Fla., home.

Tom Hughes, former ride owner, now owner of the Crime Show on Olson Shows, reports he'll fly to the Brussels fair after the Alabama State Fair. He is leasing his Crime unit to Harry Swank, who plans to operate it this winter in Texas. While in Europe, where he plans to remain for six months, he'll also visit Germany, Ireland, France, Italy, Spain and North Africa.

Guy L. Williams, veteran of 59 years in show business, marked his 72d birthday September 30 on Johnny's United Shows where he operates the live pony ride. . . . Mrs. Eugene Bain, wife of the electrician on Tivoli Exposition, is in Moorehouse Parish (La.) Hospital convalescing after surgery. . . . Roy Bumgardner reports he caught Marks-Manning at Hickory, N. C., and Amusements of America at Statesville, N. C.

Recent visitors to the Penn-Premiere Shows included Jack Martin, who has concessions with Claude Sechrest on Cetlin and Wilson, Phil Cook, and Al Boxall, whose former bingo unit is now owned and operated on Penn-Premiere by Tommy Auger. Danny Danniini has joined Virginia Greater with his bingo, as has Prof. Vidalia's Minstrel Revue.

Jeff Harris, with broken thumb all bound, flew from Boston to preside over a governors meeting of the Nation Showmen's Association on October 1. Also there were Al McKee, Charley Rubenstein, Dick Geist, Louis D. King, George Bovino, Dave Brown, Henny Kaufman, Angelo Peppe, Sam Rothstein, Leo Willens and Ethel Weinberg.

Mrs. Jeannette Waters, widow of the late J. A. (Tim) Waters, stopped off to visit Mr. and Mrs. Walter P. Gawe in East St. Louis, Ill. Mrs. Waters was en route from a Danville, Ill., visit to her Lake Charles, La., home.

Joe Boston and Tirza Duval, with the ex on girl shows for the World of Mirth Shows already settled for next year, are also looking forward to winter bookings. They have Andre's Tick Tock Club in Syracuse booked for December 1-14, the El Morocco in Providence, R. I., and the Highway Casino, Fall River, Mass. The package has four girls, comic Tubby Boots, Tirza and Lili Clements. Joining their French Casino revue at the Trenton, N. J., fair was Betty (Blue Eyes) Howard.

New Jersey notes: Pete Glynn left recently for England, Ireland, France, Italy and Israel, according to Bob McCarty. . . . Louis Stocktor and Red Brannigan are down south with their monkey speedway. Colonel Sam Rose hosted a number of friends at a birthday party for his four-year-old granddaughter. Joe Marchese entertained. . . . Broadway Cappy is in business in Paterson. . . . Recent visitors in the area include Jackie Reynolds, Paterson Dutch, Little Joe Shaw, Gus Maynard, Joe Daugherty and Eddie Lafavre.

Ray Lewiston reports big scores with his two joints at the Waterloo (Ia.) Dairy Cattle Congress. Notes the weather the first three days was excellent and many were getting their share of the long green.

## JACK LEE RAISES 10G

WATSONVILLE, Calif.—

Jack Lee, concessionaire on Crafts Exposition Shows, should lay claim to the title of champion fund-raiser for show clubs on the West Coast. Single-handed, Lee this year scraped up a total of \$10,300 in seven months on the road.

A total of \$9,050 was turned over to the Pacific Coast Showmen's Association earmarked as follows: \$5,500 for the Cadillac fund, \$3,300 for the Chevrolet fund, and \$250 for the Ladies' Auxiliary.

Regular Associated Troupers gave Lee an honorary membership card for the \$480 turned over to that organization, and Showfolks of America, San Francisco, gifted him with a lifetime gold card for the \$800 he raised for their Chevrolet fund.

Lee is associated with Ralph Christianson in C & L Concessions, operator of 17 concessions.

# PETERSBURG DEBUT DAMP FOR VIVONAS

Hefty Layout Set For Climax; Sign Charleston Band

PETERSBURG, Va. — The smart pace at fairs maintained by the Amusements of America was stymied at last week's Southside Virginia Fair. Four days of rain derailed the earnings in 1957, and this year's event appeared to be getting off to the same start.

Coming here after successful weeks elsewhere, the show opened just so-so on Monday (29). First two days were weak. Wednesday was a rainout. Thursday, first of two kids' days, had nasty, threatening weather.

Decent weather for Friday and Saturday held the key to success. With schools closed Thursday and Friday because of a teachers' convention there was a good chance things would pick up for the weekend, barring rain.

Joining the show have been Irene Burton with her Wild Life, Joe Ferracio with his Roller Coaster and novelties, Paul Miller with Arcade and Diggers, and Little Joe and Fish, two ball games. With general agent Morris Vivona coming down from New Jersey the Vivona family is complete, all five brothers and Mrs. Catherine Vivona being on the show.

The midway here was a huge one consisting of 31 rides, 14 shows and 96 concessions. Visitors included Johnny Canole, George Rawlings of the Fredericksburg Fair, and Mr. and Mrs. John Blat of the Newport News Fair.

Junior Mallard has taken over the Minstrel Revue under Tony Mason, whose Girl-A-Rama was toting the back-end grosses thru midweek.

On the promotional side, the show is giving away an automobile on Saturday night in Sumter, S. C. Bert Rogers, filling the post of the late Harry Wilson, has been promoting in Burlington, N. C., and will go in early to Charleston, S. C. for the big fair there. Already set for Charleston is an eight-piece Navy Band for the front gate, John Vivona reports.

# Laurel Patrons Brave Mud to Give Heth \$\$

LAUREL, Miss.—Carnival patrons at the South Mississippi Fair here showed their hardiness to the amusement and pleasure of Al Kunz, show owner.

Tuesday (30) a downpour of two inches fell on the grounds in about one hour, turning the fun zone into a quagmire. The hardy Mississippians, however, didn't let the rain phase them. They took off their shoes and waded thru ankle-deep mud to see the fair and ride the rides. Rides and shows were only \$700 below last year's same day.

Show was hurt by rain at Tuscaloosa, Ala., the week previous, and it took 20 hours to get set up on the wet lot. Yet the fair had its biggest Kid Day on record. The West Georgia Fair, Carrollton, was also good for the Heth organization, registering the biggest ride and show gross in its history.

# CUMBERLAND VALLEY SHOWS

WANT FOR ATTALLA, ALA., FAIR—OCTOBER 13-18

THIS IS A BONA FIDE COUNTY AGRICULTURAL FAIR. THIS FAIR DRAWS OVER 100,000 PEOPLE.

- SHOWS** Can place flashy Girl Show with own outfit—must have three or more Girls. Can use Monkey Speedway, Motordrome, String Show, Grind Shows or any other family type Show. What have you?
- RIDES** Roller Coaster, Rockoplane, Dark Ride, Moon Rocket, Helicopter, or any other Ride not conflicting.
- CONCESSIONS** Can place all Hanky Panks, Prize-Every-Time. Have opening for Diggers, Penny Arcade, Hi-Striker, etc. Positively no Flat Joints or gypsies. Ginger Raye—Joe Mooney, answer.

All mail, wires and phone calls to LAVOY WINTON Fairgrounds, Fort Payne, Ala., this week.

## GLADES AMUSEMENT COMPANY

Wants for Berkeley County Fair, Monck's Corner, S. C., Oct. 13-18; Williamsburg County Colored Fair, Kingstree, S. C., Oct. 20-25; Colleton County Fair, Wallerboro, S. C., Oct. 27-Nov. 1; then into Florida.

Will book major Rides not conflicting. Especially want Scrambler, Tilt, Roundup or any others not conflicting. Want Concessions that work for stock. Can use White and Colored Girl Shows. All replies:

**JERRY SADDLEMIRE**

FARMERS' DAYS FAIR, BLACKSTONE, VA., THIS WEEK.

P.S.: Dolly Young wants Agents for Blower and Rolldowns.

## PAGE COMBINED SHOWS

Want for Americus, Ga., Fair, week Oct. 13; followed by Brunswick, Barnesville, Fort Rucker, all Georgia, and Brooksville, Fla., Fairs.

CONCESSIONS: Concessions that work for stock, Grabs, Hats, Novelties, Age and Seals, Glass Pitch and Arcade open. Roland Page, Dave Di Corte and Jim Fennell want Agents for Grind Shows and Hanky Panks.  
SHOWS: Motor or Monkey Drome, Glass House and Funhouse, Mechanical City, Monkey Show or Speedway. Want high-class Girl Show with own equipment. Tony Varro, answer. Roland Todd wants Side-show Annex.  
RIDES: Place following Rides: Scooter, Dark Ride, Roundup, Rock-o-Plane, Sky Fighter, Pony Cart, Tank Ride or any new Ride not conflicting. People joining now will have preference on our Florida Fairs this winter. Want Ride Men who have license and drive, on all Rides. All replies to

**BILL PAGE, ORANGEBURG, S. C.**

P.S.: Now booking Rides, Shows and Concessions for our Florida route of 12 Fairs.

## MARKS-MANNING SHOWS

Athens, Ga., Oct. 13-18; Selma, Ala., Oct. 20-25; Marianna, Fla., Oct. 27-Nov. 1

Can place Hankies, Novelties, Scale and Age, Eats, Drinks and Hats. No gypsies.

Write or wire

**ROSS MANNING**

Orangeburg, S. C., Fairgrounds. Phone in Carnival office.

## GEORGE CLYDE SMITH SHOWS

Chowan County Fair, Edenton, N. C., week Oct. 13

Want Ball Games, Fishpond, Duckpond, 6-Cats, Buckets, Hoopla, Glass Pitch, Bear Pitch, Pitch-Til-You-Win, Grab, String Game, Balloon Darts, Slum Spindle and Penny Arcade. Want Girl Show, Side Show, Monkey Show. Will book Octopus and Spitfire. Want Agents for office Hanky Panks. Also General Ride Help. Truck and Tractor Drivers. All replies **GEORGE CLYDE SMITH SHOWS, Ahooskie, N. C., Fair this week; Edenton, N. C., Fair next week.**

## SOUTHLAND AMUSEMENTS

WANT WANT WANT WANT

For Donelsonville & Blakely, Ga., Fair & Peanut Festival.

One Major Ride such as Scrambler, Octopus, etc. Two clean Family Shows, a few prize-every-time Hanky Panks. Can place nice Flatbed Bingo. Can use Hanky Pank Agents. No Girl Shows, Mitt Camps, Alibi Joints. All replies to:

**E. J. (ED) GORDON**

Colquitt, Ga., this week; Donelsonville, Ga., following.

## BYERS BROS.' SHOWS

North Louisiana State Fair, Ruston, Oct. 4-11; Firemen's Celebration, Lake Charles, La., Oct. 13-24.

CAN USE ONE MORE SENSATIONAL FREE ACT FOR LAKE CHARLES IF PRICE IS RIGHT. RIDES: Want Roundup and Live Poodles only. SHOWS: Grind Shows of merit not conflicting. No Girl Shows. CONCESSIONS: A few more Hanky Panks. Have plenty of Ball Games. No Mitt Camps. All replies:

**CARL BYERS or DUTCH WILSON, as per route.**

## ALAMO EXPOSITION SHOWS

WANT FOR BIGGEST PARISH FAIR IN LOUISIANA 7 DAYS — SULPHUR, LA., OCT. 11-19 — 7 NITES

Can use Grab and Juice, Foot Longs, Photos and a few Hanky Panks.

No Shows, no Rides needed.

Also contracting for Battle of Flowers spring opening.

Louisiana Fair Secretaries: We invite you to come to Sulphur to see our show.

Contact:

**JACK RUBACK, Mgr., Liberty, Texas**

FOR SALE: Rides-O, can be seen at Eastern New Mexico Fair, Roswell.

## WANTED WANTED WANTED

Now for the biggest 3 fairs in Florida at this time of year and all winter's work in Orlando. Starting week Oct. 13 at Jacksonville.

CONCESSIONS that work for stock, Arcade, Long Range, Jewelry, Grab, Novelties.

SHOWS—Wildlife, Class House, Fun House, Fat or any good family show.

RIDES—Can use any Ride except Merry-Co-Round and Wheel. These are not promotions but proven money-getters. Low percentage. Let's join the gravy train for Jacksonville, Callahan, Leesburg, and all winter's work at Orlando.

**LE GRAND AMUSEMENTS, INC.**

JACKSONVILLE BEACH, FLA.

## WANTED

For 2 outstanding bona fide fairs in central Alabama, starting next week.

RIDES: Want Rides not conflicting such as Rock-o-Plane, Roundup, Scrambler and set of nice Kiddie Rides.

SHOWS: Want Girl Show, Grind Shows, Side Show and Jig Show.

CONCESSIONS: Hanky Panks of all kinds. No flats, please.

Contact **MACK HOUSE**

309 No. 6th St., East Gadsden, Ala. Phone: Liberty 6-3544.

## LAST CALL

### GREAT WESTERN SHOW

MILLION DOLLAR PERMIAN BASIN OIL SHOW, Odessa, Texas, Oct. 14-19

Some space left for Hanky Panks and Alibi Joints.

Wire or phone Ector County Coliseum, Phone 7-2921.

(No call before 9 a.m. or after 5 p.m.)

Contact **JERRY WEBB** or **MANAGER GREAT WESTERN SHOW**

## SMILEY'S AMUSEMENTS

Want for Whiteville, N. C., Oct. 13-18; Chester, S. C., Colored Fair, Oct. 20-25, and for the Great Loris Fair, Loris, S. C., Oct. 27-Nov. 11

CAN USE—Hanky Panks of all kinds, Alibi and P. C., Eating Stands of all kinds.

CAN USE RIDES—Roller Coaster, Tilt, Scrambler, Round-Up, or any other major ride not conflicting for the Chester and Great Loris Fairs.

CAN USE—Girl Shows, Motordrome, or any other family type Show.

CAN USE—Good Ride Help who drive semis.

All wires and replies to Burgaw, N. C., October 6-11.

67,000 ACTIVE BUYERS read

The Billboard Classified columns each week

**WANT**

For Spalding County Fair, Griffin, Ga., October 13-18 — Rides and Shows.

Can place Roundup, Scrambler or Caterpillar. One more outstanding show. No concession space available — sorry. Address N. L. CRESON or TOMMY THOMPSON.

**LEE AMUSEMENT CO.**  
Luverne, Ala., Fair this week.

**WANT****LEGITIMATE CONCESSIONS**

No Flats nor Camps, for

**LUNA COUNTY FAIR**

Deming, N. Mex., Oct. 9-12, and for

**HELLDORADO CELEBRATION**

Tombstone, Ariz., Oct. 16-19

This show is FOR SALE after Tombstone dates. 5 Rides, 30 Kw. Light Plant, 7 Trucks.

**EMANUEL ALFIER**  
ALFIER AMUSEMENT CO. per route

**FOR SALE****Late model Tilt-a-Whirl**

LIKE NEW  
With or without trailers.  
208 feet #2 Ground Cable at 30¢ a foot.  
Come and get it.  
1 Shooting Gallery on semi with tractor,  
nine practically new guns. \$800.00.

**J. PRYOR**

8929 Navy Blvd. Pensacola, Fla.  
Phone: GI 5-2950

**FOR SALE OR TRADE**

Rollopans, Chairplans and Hi-Ball  
Rides. All rides in operation. No  
reasonable offers refused.

**LE GRAND AMUSEMENTS, INC.**

P. O. Box 72 Jacksonville Beach, Fla.

Thank you

**ANONYMOUS**

Beam's Attractions  
for your BUICK ROADMASTER  
purchase.

"Save Money With Johnny"

**JOHNNY CANOLE**

Phone: WI 3-0003 or WI 4-9347  
Altoona, Pa.

**\$100.00 REWARD**

For information leading to the  
location of

**ALBERT BLUE**

and

**JOYCE RICHARDSON**

Contact IRVIN RICHARDSON  
844 N. Meridian St. Winchester, Ind.

**C. A. STEPHENS  
SHOW**

St. George, S. C., Oct. 6-11

Sally, S. C., Oct. 13-18

WANT COLORED GIRL SHOW, 1 FLAT  
RIDE AND HANKY PANKS.  
G. A. Stephens, Mgr., per route.

**H. I. KIBEL**

please contact your family

Sara or Harold

**FOR SALE**

Grind Show built on 22-ft. semi. Built  
brand new this spring. Made of steel  
and aluminum. Beautiful front 28 ft.  
long. Complete and operating. Room  
for living inside. With or without  
tractor.

**MIKE MILLER**

c/o Fairgrounds Post Office  
Texas State Fair, Dallas, Texas

**WANT**

Razzle, Pin Store and Roll-down Agents.

**JOHN GENTRY**

c/o Hotel, Meridian, Miss., or wire

c/o Heth Shows per route.

**NOTICE****R. D. HARRIS**

Please send me the papers and keys  
for Vagabond House Trailer. Also  
Striker parts.

**H. W. CASSTEELE**

Route 9, Dallas, Texas

**Penn Premier Doubling  
For Fast 1958 Windup**

DURHAM, N. C. — Season's  
windup will undoubtedly show a  
smaller gross than last year, Lloyd  
Serfass confirms, but his Penn Premier  
Shows have enjoyed enough

improved business lately to ease  
the pain. A couple of weeks which  
exceeded expectations have come  
in quite handy. Ahead of the show  
are two weeks during which it will  
play double dates, and for which  
hopes are high.

Cases in point were Roanoke  
Rapids and Hight Point, N. C. The  
former, not rated overly high, came  
thru this year. High Point wound  
up during the South's hurricane  
weekend when shows all around  
were tearing down in preparation  
for severe weather, but Serfass said  
only moderate winds were felt and  
a good Friday and Saturday re-  
sulted.

Durham opened fairly well but  
ran into rain at midweek.

Following the Winston-Salem  
Colored Farmers' Fair the show  
will split up, one unit showing both  
the white and colored fairs in Hen-  
derson, where it will close for the  
season, and the other playing Laur-  
inburg, N. C., and Tarboro, N. C.  
This unit will then play the Scot-  
land Neck (N. C.) Peanut Festival,  
staying on the road until Novem-  
ber 8.

**Club Activities**

• Continued from page 68

Dixie Gordon is now Mrs. Bernard  
Allen. Barbara Allan is now Mrs.  
Cruchi, and her sister, Jean Pick,  
is now Mrs. White. Dorothy Valle's  
name is now Mrs. King Reid. El-  
leen Weisman's daughter has been  
married, with her cousin, Father  
Moriatti, administering the oaths.

Elinor and Joe Rinaldi recently  
celebrated their 25th wedding an-  
niversary. On the sick list are  
Dixie Haas, in Boulevard Hospi-  
tal, Astoria, N. Y., and Betty Faber,  
at Holy Name Hospital, Teaneck,  
N. J. Catherine Fried and Tess  
Jampol have been ill. Two mem-  
bers passed on this summer, Ceil  
Forman on April 26 and Mrs.  
Myrtle S. Campfield on August 18.  
New members are Mrs. Ethel Kyle  
Lacey, Gertrude M. Daly, Ethel  
Payne Carey, Frances Cohen, Vir-  
ginia Leonard, Eva Marden, Esther  
Hecht, Virginia Reynolds, Kath-  
erine Friedman, Louise F. Amada,  
Martha Rapp, Ina M. Schaeffler,  
Flora M. Scheer, Selma Sharitz and  
Mary S. Little. Anita Goldie is  
handling the monthly bulletin.

**Bad Weather**

• Continued from page 68

took time out to confer on possible  
new shows for next year and to  
discuss ways of improving the  
show train and show equipment.

The show made a record run in  
here from Oklahoma City and had  
time to spare to set up. The Wild  
Mouse was not in operation, as a  
sufficiently level site was not avail-  
able. A future site for this ride has  
been decided upon, and livestock  
show officials said they will pre-  
pare it for the '59 show.

Indications are that the Royal  
will not play Cedar Rapids, Ia.,  
next year. That date, a still date,  
was the only disappointing one of  
the season. All of the others  
either returned record or satisfac-  
tory grosses.

Visitors to the midway included  
J. M. Dean, for many years man-  
ager of the Mississippi State Fair,  
Jackson.

CORAL GABLES, Fla.—The  
Sam Howard Water Show has been  
booked for the Milwaukee Sentinel  
Sports Show for the sixth time,  
Sam Howard, show owner-pro-  
ducer, announced. He also dis-  
closed that he will put the show  
into a sports show in Puerto Rico  
in November.

**COMING EVENTS**

<b>Alabama</b> Dothan—Natl. Peanut Festival, Oct. 20-25.	<b>North Dakota</b> Minot—Minot Indoor Rodeo, Oct. 17-19. Everett Miller.
<b>Arizona</b> Buckeye—Buckeye Rodeo, Oct. 18-19. Casa Grande—Casa Grande Rodeo, Oct. 11-12. Pete Grubb Rodeo, Inc. Phoenix—20-30 Junior Rodeo (Western Saddle Club Arena), Oct. 11-12. Phoenix—Heldorado Celebration, Oct. 17-19. Chamber of Commerce. Phoenix—Home and Garden Showing, Nov. 19. Phoenix—Intl. Auto Show, Nov. 19-24. Phoenix—Heldorado Celebration, Oct. 17-19. Chamber of Commerce. Phoenix—Intl. Auto Show, Nov. 19-24.	<b>Ohio</b> Bradford—Pumpkin Show, Oct. 7-11. Community Festival Assn. <b>Oregon</b> Portland—Sports Show (Masonic Temple), Nov. 5-9. Jack Matlack. <b>Pennsylvania</b> Harrisburg—Harrisburg Rodeo, Nov. 19-18. Harrisburg—Pa. Nat'l Horse Show (Farm Show Bldg.), Oct. 18-25. Harrisburg—Natl. Livestock Expo., Rodeo & Truck Show (Farm Show Bldg.), Nov. 10-14. Harrisburg—Standardbred Horse Sale (Farm Show Bldg.), Nov. 25. Harrisburg—Frederic Pig Sale (Farm Show Bldg.), Nov. 25. Harrisburg—4-H Club Tractor Clinic (Farm Show Bldg.), Dec. 4-10. Nazareth—Nazareth Farm Product Show, Nov. 20-22. P. H. Beifert. Pittsburgh—Pittsburgh Livestock Show, Oct. 21-23. N. L. Claiborne.
<b>California</b> Blythe—Blythe Rodeo, Oct. 18-19. Fullerton—Fullerton Rodeo, Oct. 11-12. Lyle Greenman. Los Angeles—Stockyards Rodeo, Nov. 29-30. San Francisco—Grand Nat'l Livestock Expo. (Cow Palace), Oct. 31-Nov. 9. Nye Wilson. San Francisco—San Francisco Rodeo, Oct. 31-Nov. 9. Turlock—Far West Turkey Show, Dec. 2-4. M. S. Johnson, Chamber of Commerce, 207 Crane Ave. <b>Connecticut</b> New Haven—New Haven Rodeo, Oct. 8-12. <b>Florida</b> Cocoa—Cocoa Home Show (Armory), Nov. 7-10. Al Stern, P. O. Box 1235. Tampa—Greater Tampa Better Living Expo. (Fort Hesterly Armory), Oct. 28-Nov. 1. Low Nachman, 1104 Florida Ave. West Palm Beach—Home Show of the Palm Beaches, Oct. 22-26. Low Nachman, P. O. Box 2886. <b>Georgia</b> Waycross—State Championship Rodeo, Oct. 16-18. W. H. Inman. <b>Illinois</b> Chicago—Dairy Show Rodeo, Oct. 8-12. M. E. Thayer. Chicago—Intl. Dairy Show, Oct. 8-11. W. E. Ogilvie. Chicago—International Livestock Expo., Nov. 28-Dec. 6. W. E. Ogilvie. <b>Indiana</b> Berne—Harvest Jubilee, Oct. 18-18. Jay-coes. Evansville—Evansville Rodeo, Oct. 16-19. Evansville—Tri-State Oil Show, Oct. 10-12. Evansville—West Side Nat'l Club Fall Festival, Oct. 8-11. Ed Claiborne, 283 S. Sounding Ave. <b>Louisiana</b> Abbeville—La. Dairy Festival, Oct. 24-25. Roy R. Theriot. Baton Rouge—La. Livestock Show & Dixie Horse Show, Nov. 6-9. W. M. Babin, Box 8837, University Station. Crowley—Intl. Rice Festival, Oct. 18-17. R. F. Cisco. New Orleans—Mid-Winter Fair & Poultry Show, Nov. 14-18. Frances O. Smith, 6448 Vicksburg St. <b>Maryland</b> Timonium—Eastern Nat'l Livestock Show, Nov. 15-22. Joseph M. Vial. <b>Massachusetts</b> Boston—Boston Rodeo, Oct. 15-26. <b>Michigan</b> Detroit—Junior Livestock Show (Stockyards), Dec. 2-11. G. F. Ridley, 8750 Dix Ave. <b>Mississippi</b> Jackson—State Fair Rodeo, Oct. 8-11. N. S. Hand. <b>Missouri</b> Kansas City—American Royal Livestock Show, Oct. 18-26. C. M. Woodward. St. Louis—St. Louis Rodeo, Oct. 26-Nov. 2. <b>Nevada</b> Carson City—Admission Day Celebration, Oct. 31. <b>New Mexico</b> Roswell—Eastern New Mexico State Fair Rodeo, Oct. 8-12. Will Wingfield. Carlsbad—Eddy Co. Livestock Show & Sale, Oct. 23-25. Kiwanis Club. <b>New York</b> New York—Florida Preview of 1959 (Coliseum), Nov. 15-23. New York—Intl. Festival of Pets (Coliseum), Nov. 26-30. New York—Madison Square Garden Rodeo, Sept. 29-Oct. 12. New York—National Horse Show (Garden), Nov. 4-11.	
<b>Tennessee</b> Pinebluff—Tobacco Festival, Dec. 28. Lewis H. Hunt. Somerville—Fayette Co. Livestock Show, Oct. 17. C. W. Stroup. <b>Texas</b> Beville—Centennial, Oct. 19-28. El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1. Liberty—Trinity Valley Fair Rodeo, Oct. 8-11. C. K. Boyd. Odessa—Permian Basin Oil Show, Oct. 16-23. Tyler—Texas Rose Festival, Oct. 17-19. Frank Bronough. <b>Utah</b> Ogden—Golden Spike Livestock Show, Nov. 14-19. <b>Washington</b> Seattle—Wash. Jr. Poultry Show, Oct. 6-8. John G. Wilson, 814 2d Ave. Bldg. Seattle—National Boat Show (Natl' Guard Armory), Nov. 28-Dec. 7. Hal Hamper. <b>West Virginia</b> Spencer—W. Va. State Black Walnut Festival, Oct. 19-21. W. B. Reed Jr. <b>CANADA</b> <b>Alberta</b> Edmonton—Fall Livestock Show & Sale, Oct. 25-31. A. J. Anderson. <b>Ontario</b> Crysler—Intl. Plowing Match & Farm Machinery Demonstration, Oct. 7-10. F. A. Lashley, Dept. of Agriculture, Parliament Bldgs., Toronto. Toronto—Royal Agril. Winter Fair, Nov. 14-22. C. S. McKee. <b>Saskatchewan</b> Saskatoon—Dairy Cattle Show & Sale, Oct. 16. Saskatoon—Dressed Meat & Poultry Show and Sale, Dec. 10-11. Saskatoon—Swine Show & Sale, Oct. 11. S. N. MacEachern.	
<b>FOR SALE OR TRADE</b> Scrambler & Transportation . . . \$17,500.00 Schiff Coaster & Trans. . . . . 7,450.00 24-Ft. Confection Trailer & Equip. . . . . 2,000.00 Calumet Coach Confec. Equip. 2,000.00 Erie Diggers, King-Built Trailer 2,500.00 <b>FORREST C. SWISHER</b> Box 125, Caney, Kans.	
<b>WANTED</b> Agents for Rat Cama, Buckets, P.C. Tables and Hanky Panks. Also Ride Help. <b>PAT PATTERSON</b> Caldwell, Texas, Oct. 6-11	
<b>WANTED</b> Hat Machine Operators for Macon, Ga.; Charleston, S. C., and Jacksonville, Fla., Fairs. Also will sell two locations for Scale and Age for Macon and Jackso- ville. Apply: <b>A. HYMES</b> c/o Cettin & Wilson Shows Greenwood, S. C.	
<b>AGENTS WANTED</b> For Count Store. Also 2 Bucket Agents. <b>DUTCH WILSON</b> c/o Byers Bros. Shows Ruston, La., Fair, Oct. 6-11; Lake Charles, La., Firemen's Celebration, uptown, Oct. 13-24.	
<b>Want To Buy A USED OCTOPUS</b> Write or call <b>S. F. JOHNSTON</b> Rt. 1, Box 722, Elk Grove, California Phone: MU 2-4402	
<b>ATTENTION EMERGENCY! ART SNYDER</b> please call <b>C. CAMPBELL</b> Immediately at Victory 7-7808, Lynchburg, Va.	

**WINTER FAIRS****California**

San Bernardino—National Orange Show,  
April 9-19. G. Walter Glass.

**Florida**

Armadillo—DeSoto Co. Fair & Livestock  
Expo. Jan. 13-18. A. O. Erickson.

Barlow—Polk Co. Youth Show, Dec. 4-8.  
W. P. Hayman.

Brookville—Hernando Co. Fair, Nov. 11-14.  
H. J. Brinkley.

Callahan—Northeast Fla. Fair, Oct. 21-24.  
H. O. Stratton.

Clewiston—Sugarland Expo. March 3-8.  
Mrs. Dorothy Moore.

Dade City—Pasco Co. Fair, Jan. 14-17. J. P. Higgins.

DePue Springs—Walton Co. Fair, Nov. 3-8.  
H. O. Harrison.

DeLand—Volusia Co. Fair, March 2-7. Lee Maxwell.

Eustis—Lake Co. Fair & Flower Show,  
March 9-14. Karl Lehmann.

Fannin Springs—Suwannee River Fair &  
Livestock Show, Feb. 25-27. L. C. Cobb,  
Trenton.

Inverness—Citrus Co. Fair, Oct. 22-25.  
Quentin Medlin.

Jacksonville—Greater Jacksonville Fair,  
Nov. 13-22. Mrs. Katherine Armstrong.

Jay—Santa Rosa Co. Fair & Livestock  
Show, Oct. 6-11. John Pittman.

Kissimmee—Kissimmee Valley Livestock  
Show, Feb. 18-22. James B. Smith.

Lake City—Blash Pine Forest & Farm  
Festival, Oct. 6-11. Richard L. Reid.

Largo—Pinellas Co. Fair & Horse Show,  
Feb. 24-28. J. H. Logan.

Live Oak—Suwannee Co. Fair, Oct. 20-26.  
Paul Crews.

Marianna—Jackson Co. Fair & Livestock  
Expo. Oct. 27-Nov. 1. Louis Slay.

Miami—Southeast Fla. & Dade Co. Youth  
Show, Jan. 29-Feb. 2. Ralph E. Huffaker.

Ocala—Jr. Livestock & Poultry Show, Oct.  
13-14. Louis Oilbreath.

Ocala—Southeastern Fat Stock Show &  
Sale, March 26-31. Louis Oilbreath.

Orlando—Central Fla. Fair, Feb. 23-28.  
Crawford T. Bickford.

Palatka—Putnam Co. Agril. Fair, Nov. 11-15.  
Hubert Maltby.

Palmetto—Manatee Co. Fair, Jan. 26-31.  
Harper Kendrick.

Panama City—Bay Co. Fair, Oct. 27-Nov.  
1. D. C. Suggs.

Pensacola—Pensacola Interstate Fair, Oct.  
20-26. J. E. Frenkel.

Piant City—Fla. Strawberry Festival, Feb.  
23-28. Fred W. Nutler.

Piant City—Hillsborough Co. Jr. Agril. Fair,  
April 18-19. D. A. Storms.

Sarasota—Sarasota Co. Fair, March 18-21.  
K. A. Clark.

Starke—Bradford Co. Fair, Oct. 20-25. G. T. Huggins.

Tallahassee—North Fla. Fair, Oct. 26-Nov.  
1. Lloyd Rhoden.

Tampa—Florida State Fair, Feb. 3-14. J. C. Huakinson.

Wauchula—Hardee Co. Fair, Nov. 10-18.  
Carl Hanna.

West Palm Beach—Palm Beach Co. Fair,  
Jan. 23-31. Lamar Allen.

Williston—Levy Co. Fair & Expo, Nov. 4-8.  
W. C. Parrell.

Winter Haven—Fla. Citrus Expo, March 7-14.  
Robert J. Eastman.

**Page Combined**

• Continued from page 66

Jimmy Fannell also has a number.  
Cookhouse is run by Mrs. Bill  
Burns. Staff also has Sue Page as  
secretary, Roland Page, legal ad-  
juster, and Frank Dickerson, 24-  
hour man. Marty Smith booked  
the Northern spots, comprising fairs  
in Henrietta, Sandy Creek, Tru-  
mansburg, Ithaca and Little Val-  
ley, N. Y., plus a fill-in date at  
Hornell. Southern agent is Bill  
Holt.

Following a layover, the show  
will head for its 12 fairs in Florida,  
beginning January 13. Winter  
quarters are in Tampa, with a  
Louisville home maintained as  
business address.

**Alamo Skeds**

• Continued from page 66

with the enlarged Monkey Show on  
its heels.

Once the show gets back into  
quarters, a crew will start refurb-  
ishing operations for the San An-  
tonio Battle of Flowers. Larry  
Nolan, general agent, will also start  
building the 1959 route.

Cliff Liles, former showman now  
residing in Lake Charles, La.,  
hosted Dr. LaFarque, of the Sul-  
phur, La., fair, and Nolan at a  
spaghetti dinner. Visits were ex-  
changed between show personnel  
of Alamo and Schafer's 20th Cen-  
tury Shows.

this week's

# BEST Merchandise BUYS

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

OCTOBER 6, 1958

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

MERCHANDISE

71



**LAST CHANCE... the biggest buy in years!**  
**NOT ONE—BUT TWO POWERFUL FORCES TO SELL YOUR MERCHANDISE**

## THE 1958 CHRISTMAS MERCHANDISE SPECIAL

and **The Christmas Merchandise Reprint**

Both Dated and Issued Monday, October 13

**FINAL CLOSING DATE, WEDNESDAY, OCTOBER 8**

OVER **\*60,000** SALESMEN

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**NOW IS THE TIME TO START PLANNING**

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**Final closing date—Wednesday, October 8**

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**Expansion Sale Special!**  
**Boxed Jewelry Sets \$12.00 Dozen**  
Earrings • Bracelet • Necklace  
(Minimum order 12 sets)  
Beautiful hand-cut stones in assorted colors. High style — Beautifully boxed! Sell on sight at sensational profit!

WRITE FOR NEW CATALOG

**For MEN!**  
**Gold-Plated Watch ENSEMBLE \$7.95**  
New style Waterproof Watch, smart band, matching Cuff Links and Tie Bar, satin-lined gift box. 7 Jewel Watch reconditioned like new. (17 Jewel Watch Set, \$8.95)

25% cash with order—balance C.O.D., F.O.B. Memphis.

**CEL-MAX, Inc.** 582 So. Main St. Memphis, Tennessee

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**IMPORTANT!** To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

**ACME PREMIUM SUPPLY CORP.**  
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- Closeouts, Etc.

**SEND FOR YOUR COPY TODAY**  
Please state your business.

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**SWISS HOUSE**  
(CHALET) WITH MUSIC

Individually Boxed. Roof opens to section for 2 packs cigarettes, or small jewelry pieces and plays a tune. All Swiss made. Musical piece alone worth \$2.00. Swiss (Chalet) House built to scale. 25% dep. w/order. bal. C.O.D., F.O.B. Chicago.

**J & N COOK** Chicago 7, Ill.  
Our only location, operated & managed by Jim & Nat Cook

**Beautiful Genuine Dupont Plastic**  
Now! Enjoy a NEW **FALSE PLATE**  
Made from Your Old, Loose Plate! **ONE-DAY SERVICE**

**No Impression Needed!**  
At last! Take advantage NOW of our new, revolutionary False Plate Reproduction System. **SAVE \$3.00** Buy the Best! Enter the blood-sucking profit-taking plate! You and your customers, uncomfortable, cracked or warped plate transformed into a new, smooth, fitting, natural-pink, lightweight plate—made expertly of the top quality Dupont Plastic. We use same teeth, or new, natural-shaped matched teeth. Broken, cracked plates repaired, missing, broken teeth replaced. **ACT QUICKLY** to enjoy comfort in wearing full or partial dentures!

**SEND SIX MONTHS' Write today for FREE! 4 month's supply False Plate Cleaner** (ask for price list) **FREE!**

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**You Can't Beat BRODY for Merchandise**

We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—CLOCKS—LAMP—Assorted Novelties—BABY DOLLS—Roughly Dolls—PLUS ANIMALS—Plus the Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways

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In Business in Chicago for 37 Years

**GIVE TO DAMON RUNYON CANCER FUND**

this week's

# BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

## TO CELEBRATE OUR NEW PLANT ADDITION AND INSTALLATION OF OUR OWN PLATING FACILITIES

A TEEN-TOPPER CHRISTMAS AND GIFT SPECIAL IN SATIN LINED BOX

- 1 Set Cuff Links, Ident Bracelet
- 1 Tie Bar, Snake Chain Key Ring, all hand polished, nickel plate

**\$7.20 Dozen \$81.00 Gross Sample \$1.00**

Open to Rated Accounts. Unrated—25% Deposit, Balance C.O.D.

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Phone: Appleton 7-5757

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**BUBBLE ELEPHANT.** \$30.00 dz.  
**BUBBLE MONKEY.** 36.00 dz.  
**DRINKING BEAR.** 36.00 dz.

- 24" Taffeta Clown, bagged, \$6.50
- Mech. Clown Acrobat, boxed, \$6.50
- Official Rin-Tin-Tin Pillows 8.00
- 4" Plastic Dolls, bagged, .75
- No extra Charge For Samples.
- 48 Pcs. (1 dz. ea.) only \$20.65 F.O.B.

**CLOSEOUTS—All First-Class Stock**

- 24" Shaggy Plush Poodle, \$24.00 dz.
- 23" Giant Seal, bagged, 16.50 dz.
- 24" TV Choo-Choo Train
- Hassock, 18.00 dz.
- 40" Taffeta Doll, bagged, 12.00 dz.
- Fur Dangle Monkeys, 3.00 gr.

No Extra Charge for Samples.  
 3 each large closeout Toys plus  
 1 gr. Monkeys—  
**156 Pcs. only \$20.65 F.O.B.**

**REPRESENTATION WANTED**

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 FREE 3-Color Catalog of 600 Items.  
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 LARGE 108" SIZE

**\$8.40**  
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TERMS: CASH WITH ORDER  
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**WORLD'S SMALLEST LITER**  
 SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action.  
 Individually boxed. Can also be worn on  
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**\$2.50 \$27.00**  
 Doz. Gr.

Plus shipping charges.  
 Min. 3 dozen. Key  
 Chains available \$1.50  
 per gr extra. No  
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 Free catalog.

**STERLING JEWELERS**  
 1975 East Main St.  
 Columbus, Ohio

Ideal for Engravers. State Your Business

**ONE BALL BOTTLES**

- No. 8719—3 lb Bottle, \$5.00 ea.
- No. 8720—4 lb Bottle, 6.50 ea.
- No. 8005—12" Ball, 8.40 dz.



**BEARS—POODLES**  
 26" BEAR All Colors  
**\$21.60** Dozen F.O.B. K. C.  
 30" BEAR All Colors  
**\$26.00** Dozen F.O.B. K. C.  
 27" BEAR  
**\$22.50** Dozen F.O.B. K. C.

Special prices on Bears, Poodles, Tiger  
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 line of Plush Toys and Concession Mer-  
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7 and 10 color specials  
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 7 colors  
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 Free Catalog Available

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## Colored Reed Sticks

- 36" Variety of Colors, per 100, \$ .90
- 36" Variety of Colors, per 1,000, 7.50
- 48" Variety of Colors, per 100, 1.50
- 48" Variety of Colors, per 1,000, 12.50
- 2611, 2 in 1 balloon, per gross, 6.75
- 2611, 2 in 1 balloon, 10 gross lots, 6.50
- Mechanical Jumping for dog (doz.), 3.50

All prices F.O.B. San Francisco.  
 25% cash with orders, balance C.O.D.

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"Largest Balloon Outlet in the West"

## HALLOWEEN DEAL

Consists of 3 dozen each 29c Plastic  
 Mask, 5c Domino Mask, 19c Animal  
 Mask, 10c Child's Mask, Crepe Hat,  
 plus 1 gross Mask Fasteners and 50  
 pieces of 10c Noisemakers.  
 Brings Dealer \$30.00.

**BB1 \$18.20**

F.O.B. Terre Haute—Postage Extra.  
 Send 25% Dep. With C.O.D. Orders

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Established 1886  
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SAME DAY SHIPMENT

- 36"x3/4" LARGE, \$8.00 per dz.
- 27"x3/4" Medium, 6.80 per dz.
- 15"x3/4" Small, 2.75 per dz.

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**AMBROSE SPECIALTIES**

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 Phone: SEley 3120  
 Open Sundays

## SALESBOARDS

Square hold with 30 protected. Make us  
 an offer.

48-5000 — 16-5000  
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Satisfaction or money refunded.

**THE OHIO NOVELTY CO.**

Ashland, Ohio

## PIPES FOR PITCHMEN

WORD . . . has just been received of the August 15 death of Doc R. D. Smith, med pitchman, who toured coast to coast for many years. An apparent suicide, Doc's body was found in his car at the rear of a hotel in North Vernon, Ind.

VISITING . . . recently with Jack Scharding in Long Beach, Calif., was Jack Dillon, of Ohio, who a decade ago did a strong-man act and pitched health food and snake oil. "Many a jackpot was cut up during the visit," said Scharding, who reported that Dillon, now a deputy sheriff in a small town on the California-Nevada border, was rigged out in Western garb, complete with boots, shirt and hat.

DOC PAUL A. HUNT . . . who formerly was well known as a purveyor of health books, is now married and on a honeymoon tour of Europe with his wife, according to Jack Scharding. "A card recently mailed from London says they are having the time of their lives," says Jack. "As for myself, I'm passing the time at Long Beach and on the amusement zone. I plan on making a trip to Florida this winter to visit friends and the Tampa fair. Hi, Hightower. How about a pipe? How's the old gang in Atlanta? Kitty Hale, I'd like to read a pipe from you, too."

NEWS NOTES . . . from the Tulsa (Okla.) State Fair by Bill Hunt: "The weather turned cold and business was pretty slow, altho it started very strong," writes Hunt. "Claude Jones and partner, Dale Cochran, rocked them with their paper crying towels, and Clint MacMillan did well with a gold wire joint. Bill Scannell and John Curtis created quite a stir with a new two-story novelty stand. There should be many copies of it next year, as many novelty men were seen taking pictures of the layout. Curtis worked the first floor only because of a broken foot acquired

a few weeks earlier while chasing a flying bird down a midway after dark. Would like to read pipes from Al (Porky) Ambrose, Dick Cornell, Red Lux and Red's ex-partner, Lefty Shapiro, who I last saw posting bills on the West Coast. Don Seydell and Slim Moffet bought a tavern in Louisville with the help of Frank Lazar. I understand they brought in that noted performer from St. Louis, Alonzo Shallow, for the grand opening. I'll be back with the Gene Antry tour this fall, along with my key personnel, including Chuck (Scoutmaster) Fester, my No. 1 assistant, and his friend, Joe Conway."

CHIC DENTON . . . pipes in from Thermopolis, Wyo., that he has been on the shelf at the Mineral Springs Hotel there since September 3 with an injured spine and expects to be there a month longer.

HENRY H. VARNER . . . the Akron stalwart, reports that the recent Carrollton (O.) Fair drew large crowds of good spenders. On deck there, along with Varner, was Homer Walton.

AL (PORKY) AMBROSE . . . is reported in a bad way, the result of a dislocated back incurred while working hoops in Nashville recently. We also learn that Dick Cornell did big business in the Southern town with a bottle joint.

## UNDER THE MARQUEE

Continued from page 63

which was called the Bewitched Village, will reopen next summer at the Fairyland Zoo in Custer, S. D., or if a promising winter location comes up it will reopen this winter.

From Polack Bros., Kitty Kelly Ronstrom writes that Mrs. Elizabeth Hanneford Clark flew into Vancouver and visited three weeks with her brother George Hanneford Sr., Parley Baer, wife Ernestine and daughter, Kim. Mrs. Clark caught the show at Camp Pendleton, Calif.

Many Polack show folks visited Emmett Kelly at the Puyallup (Wash.) Fair and Mr. Blair of the fair. . . Hans Lederer, Guy Martin, Nellie Vaughn and Barbetta visited at Seattle. . . Visitors in Eugene were Dr. David Reid and daughter, Marsha; Herb Taylor Jr., Dyle Fussell, and former prop boss of Polack's, Gigi Mrofehak.

## THE BEST SALES BOARDS and JAR GAMES

Write for information and prices

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IMMEDIATE DELIVERY  
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## WATCH SPECIALISTS FOR 68 YEARS

885 Men's Chron. Calendar, \$5.45; Charm Bracelet, square or round, 77, \$9.95; 21/2 Men's Incabloc Exp. Band & boxed, \$13.75; 25/2 Ladies', \$14.95; Men's 2-pc. set, \$4.90; Hurs, \$4.50. Add \$1.50 per sample ext. Jewelry catalog 36 color pages, 1,200 pictures, \$1; refundable. Make extra money now.

**RESULT SALES** (Dept. B)  
 580 FIFTH AVE., NEW YORK 36, N. Y.

You Can't Miss Finding Many Bargains in the Classified Section, this issue.

**FREE!**

Weinman's Bonus Offer  
 Rhinestone  
**RING WATCH FREE**

With any order of \$49.00 or more. Limited time only—while supply lasts.

**WATCH VALUES**

**BULOVA! ELGIN!**

**BENRUS! GRUEN! WALTHAM!**

**Choice Lot!**  
 6 for **\$49**

Men's and Ladies' All famous makes! Complete with expansion band! (Sample, \$9.95)  
 Reconditioned — Guaranteed like NEW!

10 for **\$69**

Men's new style Elgins, Walthams, Expansion Band, Guaranteed like new! (Sample, \$8.95)

**WEINMAN'S**  
 182 S. MAIN ST. MEMPHIS, TENN.

## HOOPS

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 LARGE 108" SIZE

**\$7.50** Per Doz.

Terms: Cash with order  
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- MATCH-PAKS
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- PUSH CARDS
- BINGO and CABINO EQUIPMENT
- Complete Supplies — Free to Going Fast!

**ACE GAMES Manufacturing Company**  
 2241 So. Indiana Ave. Chicago 16, Illinois

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

- TIP CARDS
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at very reasonable prices.  
 Phone: Wheeling—CEDar 34282.  
**COLUMBIA SALES CO.**  
 302 Main St. Wheeling, W. Va.

## NEW IMPROVED HOOP SENSATION

The Kids All Say, "You can spin the STEEL HOOP faster and longer . . . it's easier too!"

**All Steel—Yet Lightweight Rich Golden Luster Finish Longer Life—More Versatile**

31" x 5/8" — **\$9.60 Doz.**

Additional Discount: 4 Doz., \$37.12 Doz., 10%  
 Cash with order, F.O.B. Milwaukee.  
 Order Direct From Manufacturer.

**WALDO STEEL-HOOP**  
 307 N. 30th St., Milwaukee 8, Wis.

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"BICH AND BARE" OVER 1,500 ALL NEW...  
Comedy Material, or send \$10 and get \$20...  
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Laughs Unlimited, 106 W. 43 St., New York, N. Y. oc27

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Tricks. Use any cards. Illustrated in...  
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Routines, Right Bits, Parodies. 1,800 pages...  
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Send for 1938 Catalog today.  
Appliances, housewares, luggage, jewelry, diamonds, silverware, sporting goods, watches, clocks. Will sell you merchandise or hire you to sell for us on a commission basis. Write for details.  
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87 S. Wabash Ave., Chicago, Ill.  
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BIRD LOVERS - RUSH TO BUY NEW...  
Musical Bird Perch. Sample \$4. Date...  
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EARRINGS, ASSORTED STONE AND TAI...  
lored. \$6 per gross plus postage. Bill...  
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Stained Earrings on Display 1.25 ds.  
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Cufflinks, carded, asst. 1.50 ds.  
Necklaces, asst. 1.50 ds.  
Engraving Charm Bracelets 2.00 ds.  
Asst. Earrings, carded 3.50 ds.  
Rings & Poppets 2.25 ds.  
3 Pc. Pearl Sets, boxed 6.00 ds.  
Cultured Pearl Te. Tack Display 3.50 ds.  
Send for descriptive literature on other ter...  
rifle values on jewelry of all descriptions...  
50% deposit with order, balance C.O.D.  
**SAMUEL SILVERMAN & CO., INC.**  
1820 Westminster St., Providence, R. I.

FUNMAKERS, GADGETS, GIMMICKS...  
Gags, Novelties, Gifts, Unusual Items. No...  
time brands. Big wholesale catalog free...  
Generous samples. \$5. Dohn Catalog Works...  
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HEARST'S CHRISTMAS CARDS, SEND \$1...  
for two sample sets, each different; plus...  
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HOSEY - LOW PRICES, LADIES', MEN'S...  
Children's, Ladies' Nylon, \$1 queen up...  
Eighty perfect. Nylon, packed cello...  
bags. \$3 dozen. Prompt shipment and satis...  
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MINIATURE ANIMATED SWANS POND...  
display. Crowd getter, fast seller when...  
demonstrated in action. Illustrated details...  
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NEW, NEW, NEW - TV COLOR VIEWERS...  
View colors relieve the monotony of...  
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SELL COMIC, WITTY COMBINATION...  
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SHINE SHOES WITHOUT "POLISH" NEW...  
Invention, lightning seller; shoes gleam...  
like mirror. Samples sent on trial. Kritee...  
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TOP ACTION BALL POINT PENS, 8 FOR \$1...  
Refills, 20 for \$1. We sell wholesale...  
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E3 - Stone Rings, 14K, Asst. Gr. \$22.00  
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W2 - Ladies 5-Piece Watch Set \$3.25  
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W10 - Gent's Stone Rings, Asst. Gr. \$2.50  
W11 - Gent's Stone Rings, Asst. Gr. \$2.50  
W12 - Gent's Stone Rings, Asst. Gr. \$2.50  
W13 - Gent's Stone Rings, Asst. Gr. \$2.50  
W14 - Gent's Stone Rings, Asst. Gr. \$2.50  
W15 - Gent's Stone Rings, Asst. Gr. \$2.50  
W16 - Gent's Stone Rings, Asst. Gr. \$2.50  
W17 - Gent's Stone Rings, Asst. Gr. \$2.50  
W18 - Gent's Stone Rings, Asst. Gr. \$2.50  
W19 - Gent's Stone Rings, Asst. Gr. \$2.50  
W20 - Gent's Stone Rings, Asst. Gr. \$2.50  
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W22 - Gent's Stone Rings, Asst. Gr. \$2.50  
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W99 - Gent's Stone Rings, Asst. Gr. \$2.50  
W100 - Gent's Stone Rings, Asst. Gr. \$2.50

NEW ENGLAND JEWELRY BUYERS...  
124 Empire St., Dept. 8 Prov., R. I. oc27

BE INDEPENDENT...  
START YOUR OWN BUSINESS...  
NICKEL SILVER Key...  
Samples of either...  
with your name, address...  
and Social Security number...  
Catalog free.  
**GENERAL PRODUCTS**  
Dept. 88-45, 132 State St., Albany, N. Y. oc27

## REGULAR CLASSIFIED ADS

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

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

## DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more. RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

## FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

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

### Animals, Birds, Snakes

MYNAH BIRDS, GREATER HILL, NEPAL...  
type; world's best talkers. No risk, guar...  
antee talk 30 days. \$25. Truthful corre...  
spondence. Free picture. Caswell, Frank...  
town Road, Altona, Pa. oc27

TAME CHEETAHS, FULLY TRAINED. Of...  
fered from AFAR, 1124 21st Ave., Redwood...  
City, Calif. Emerson 9-5074. oc27

TIGER CUB, LAME, \$1,500; MONITOR...  
Lizard, 8 ft., \$300; Python, 22 ft., \$600;  
Java Monkeys, \$25; Biting Bear Cat, \$250.  
Approval, satisfactory, guaranteed. Bidde...  
228 Manheim, Philadelphia, Pa. oc27

WANT TO BUY - DOG OR DOG-PONY ACT...  
Tell routine, breed. Box C-402, c/o The...  
Billboard, Cincinnati 22, Ohio. oc13

TWO CHIMPANZEES, GOOD WITH CHIL...  
dren. Wears clothes and shoes, white...  
faces, very reasonable to good homes. Can...  
be seen at 2118 E. Stewart, Las Vegas, Nev...  
Phone: DU 2-0901. oc27

### Business Opportunities

AMUSEMENT PARK WITH OR WITHOUT...  
rides for sale. 22-ft. Allan Herschell...  
Merry-Go-Round, Ferris Wheel, El Clutch...  
Assembly, Kiddie Airplane. Want to buy...  
Major and Kid Rides in good condition...  
Perrell's Park, South Williamsport, Pa. oc27

BUY WHOLESALE! 25,000 NATIONALLY...  
advertised products. Get amazing dealer...  
catalogs. Complete details free. American...  
Wholesalers, 1841 D.K. Leves, Dallas 7, Tex...  
sh-47n oc27

JAPAN DIRECTORY - 145 JAPANESE...  
manufacturing exporters, Japanese trade...  
journal information, Ads opportunities...  
\$1 today. Nippon Annual, Box 2286-A, Spo...  
kane 28, Wash. oc27

LEARN PIANO TUNING AT HOME FOR...  
only \$29.95! Tools and recorded examples...  
included. Write: Musical Enterprises, Box...  
2074-B, St. Paul, Minn. oc13

MORE BUYERS...  
Will Stop and Read...  
YOUR AD...  
if you use a...  
DISPLAY...  
CLASSIFIED AD...  
RATE ONLY \$14 per inch

TIRED OF TRAVELING? HERE'S A...  
chance to utilize your show business...  
knowledge. \$20,000 investment required...  
Business established 20 years, now grossing...  
\$150,000. Box C-384, c/o The Billboard, Cin...  
cinnati 22, O. oc27

WANTED - WRITERS, INVENTORS...  
Health Seekers, Publishers, Manufactur...  
ers, Business Opportunities Seekers, Promo...  
tars, Local Americans, etc. Quot. proposal...  
form. David Orntstein, Du Quoin, Ill. oc27

WE PAY \$2.50 LB. DRIED, GROW MUSH...  
rooms. Cellar, shed and outdoors. Buy...  
full time, year round. We have 27,000...  
customers. Free book. Washington Mush...  
room Ind., Dept. 21, 2854 Admiral Way...  
Seattle, Wash. oc27

SEARCHLIGHTS AND PARTS, UNUSED...  
Sparty and G. E. Lights and Generators...  
complete line of Parts, Operating Manuals...  
immediate shipment anywhere. Write for...  
free parts and price list. Anderson Bros...  
18444 Resperian Blvd., San Lorenzo, Calif. oc27

### Costumes, Uniforms, Wardrobes

OSTRICH FANS, 250 PR.; COTTON TIGHTS...  
Real Hair Wig, Impersonating Wigs, Cloves...  
Wigs, Girl Show, Strip, Baby, Clevea Ward...  
robes. Free list. Leroy Carpenter, 4518...  
Park Ave., Weehawken, N. J. Phone: Union...  
2-8098. oc27

### Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARA...  
mel Corn equipment, Floss Machines, re...  
placement Kettles for all Poppers. Kriss...  
Korn, 120 S. Halsted, Chicago, Ill. oc27

ABOUT ALL MAKES OF POPPERS, CARA...  
mel Corn equipment, Floss Machines, re...  
placement Kettles for all Poppers. Kriss...  
Korn, 120 S. Halsted, Chicago, Ill. oc27

### For Sale - Secondhand Show Property

ALLAN HERSCHELL 10-CAR AUTO RIDE...  
\$850; Herschell Swan Ride, \$850. Both...  
for \$1,600; A 1 condition. Williams, Box 518...  
Nashville, Tenn. oc20

BUILD MERRY-GO-ROUND (MAJOR). Com...  
plete plans. \$25; free parts and pattern...  
catalog; aluminum animals. Brill, Box 278...  
Peoria, Ill. oc27

DODGEM, 10 CARS, AND PORTABLE...  
Building, 32'x50' ft. Kiddie Playland...  
3521 Paraguay St., El Paso, Tex. oc13

EIGHT 241 REMINGTON SPEEDMASTERS...  
like new, sell one or all. 3428 West 4th...  
St., Apt. A, Fort Worth, Tex. oc27

FOR SALE - FLASHY LIVE PONY RIDE, 8...  
ponies and canvas top. Booked for 1939...  
Other business reason for selling. Contact...  
Foxy Ride, Cumberland Valley Shows, per...  
route. oc27

FOOD CONCESSION TRAILER, 14 FEET...  
long. Used four weeks. Has Grill...  
French Fryers, Coffee Urn, Hotplate, Pop...  
Dispenser, Fryer, Sink, Gas Tanks, Elec...  
tric Brakes. Stock and other equipment...  
included. \$1,500. Cash only. Send inquiry...  
to: John Moore, 4531 Mahoning Ave...  
Youngstown 9, O. oc27

FOR SALE - 2 GARRICK WHEELS, 36...  
foot wheel, 10 seats, \$5,000; 42-foot wheel...  
12 seats, \$6,500. Financing can be arranged...  
Garbrick Mfg. Lewis H. Garbrick, Centre...  
Hall, Pa. Phone: EM 4-1403. oc20

FOR SALE - ALLAN HERSCHELL MERRY...  
Go-Round, 40-footer, 36 jumping horses...  
2 chariot, electric or gas motor. Good as...  
new. Can be seen in Amusement Park...  
Box C-387, c/o The Billboard, Cincinnati...  
22, Ohio. oc27

FOR SALE - FIVE RIDE SHOW, ALLAN...  
Herschell Kiddie, Jenny, mounted 20...  
foot Wheel, Kid Rides. Write: Wiggin Show...  
Canton, S. D. oc13

FOR SALE - MECHANICAL FARM IN 15-FT...  
trailer, ticket box, p.a. set included...  
Ready to show; first \$700. Berry Lanston...  
Mathews, La. oc27

FOR SALE OR TRADE - TWO LONG...  
Range Galleries: one Mangels 18' straight...  
truck, 23' int., ten guns, complete, \$1,500...  
one King Gallery 27' semi, 20', complete...  
10 guns, 48 Chev. tractor, \$2,500, or will...  
trade on nice Pontiac Wagon. Phone 4101...  
Buckeye Lake, O. Write: Carl Carlin. oc13

FOUR KIDDIE RIDES, REASONABLE FOR...  
quick sale. All in good condition. Best...  
ride, steel tank and seats; Airplane, Chair...  
plane; 4 Ponies and 2 Pony Mules, well...  
broken, saddles. Sell separately or to...  
gether. E. Cooper, Phone 2-1001, Mont...  
gomery, N. Y. oc27

KING FIRE ENGINE, KING PONY CART...  
and King Combination Ride. All rides 2...  
years old, located in permanent park...  
Shapiro, 27 Schuyler Road, Springfield, Pa...  
Phone: Kingswood 2-7817. oc27

KING TRAILER - MOUNTED SIX - HORSE...  
Kiddie Merry-Go-Round, \$1,500. Ray...  
Mathews, 208 Southwest 18th, Richmond...  
Indiana. oc27

RIDES FOR SALE - K1 FERRIS WHEEL 25...  
Caterpillar, Scooter and St. Motts. Rides...  
now erected on location and are in good...  
condition. Can be seen till November 1...  
Venue Amusement Corp., Grant Ave. &...  
Boardwalk, Seaside Heights, N. J. oc27

SHOOTING GALLERY - 2 DUCK PONDS...  
enough targets for 16' gallery, tube loader...  
& guns, neon sign, price \$450. T. Brodster...  
223 W. Spruce Ave., N. Wilkesboro, N. J. oc27

1 PONY CART RIDE, \$1,000; 1 MINIATURE...  
Train, G 12, 800 ft. track, motor factory...  
rebuilt, never used, \$1,200; 1 King Auto Ride...  
Trailer, \$1,000. Chas. De Martino, 1449...  
66th St., Brooklyn 19, N. Y. oc27

2 RIDGE RIDES, WHIP, AIRPLANE...  
Boats, etc. \$2,500. Edman Kiddleland...  
Menlo Park, N. J. LI 8-5797. oc27

3 SNAKE SHOW BANNERS, ALL GOOD...  
First \$40 gets them. H. Crowell, Grand...  
view Park, Route 1, Mobile, Ala. oc27

20 FT. HISTRICKERS, GOOD CONDITION...  
\$60. 1/2 deposit; will ship. Photo Studio...  
in trailer, cheap. Ed Roach, 223 Spillman...  
Rd., Mo. oc27

### Help Wanted

FUND RAISING COUNSELORS, L.T.S...  
needs immediately: quality Western Style...  
Musical Group. All Girl preferred for Va...  
riety Show, sponsored by top organizations...  
Steady. Also consider a Name Personality...  
or good Two-or-More Act, person or group...  
No Dog Acts. This is a quality operation...  
You must stand investigation. Write deta...  
ils and phone or mail contact. Photos...  
will be returned. Box 11, Anchorville, Mich. oc27

PIANO MAN - YOUNG, RELIABLE, SOBER...  
Versatile combo steady locations. Read...  
fate, transpo. Can join immediately...  
Orchestra Leader, General Custer Hotel...  
Bilting, Mont. oc27

TOP QUALITY RODEO OR WILD WEST...  
Show desired for Southern Rodeos by top...  
booking and promotion company. Write...  
Fund Raising Counselors, Box 11, Anchor...  
ville, Mich. oc27

RETIRED OR SEMI-RETIRED PERSON...  
thoroughly experienced in booking and...  
publicity for Mental Magic Type Show. Can...  
help me on part time basis? New York...  
City area. Box C-409, c/o The Billboard...  
Cincinnati 22, O. oc27

WANTED - 3 EXPERIENCED ADVERTIS...  
ing Men. Top sponsor. Permanent. High...  
end percentage. Phone: Jerome, Skyline...  
8-4002, Youngstown 12, O. Write Box 3285...  
oc27

WANTED - GIRL WILLING TO LEARN, TO...  
learn, manage rock and roll strip school...  
Box C-388, c/o The Billboard, Cincinnati...  
22, Ohio. oc27

\$84-4108 WEEKLY ADDRESSING ADVER...  
tising matter. Work home. Mail \$10 for...  
samples, instructions; refundable. Wen...  
derson, B.B. 2441 Patton, Philadelphia 22, Pa...  
oc27

### Instructions & Schools

LEARN AUCTIONEERING - TERM SOON...  
World's largest school. Big free catalog...  
Belack Auction School, Mason City 18, Iowa...  
oc13

### Locations Wanted

WANT TO PLACE TRUCK MOUNTED...  
Wheel, Ferris Wheel at park or shopping...  
center in Florida. Hwy1, 4208 Carter, Balti...  
more 14, Md. oc13

WANTED - SOUTHERN LOCATION FOR...  
Tattoo Studio. Have best of equipment...  
J. B. Atkinson, 2804 Baton Rouge Ave...  
Baton Rouge, La. oc27

### Miscellaneous

BE A MAGICIAN FOR FUN AND PROFIT...  
Large professional catalog of latest tricks...  
25¢. Ireland, B-108 North Dearborn, Chi...  
cago 2. oc27

NEW 152-PAGE ILLUSTRATED CATALOG...  
Mindreading, Mentalism, Spells, Hyp...  
notism, Horoscopes, Crystals, Handwriting...  
Sub-mentalure translated into English for...  
students. Brochure, prices on request...  
Catalog, 50¢. Nelson Company, 326 South...  
High, Columbus, Ohio. oc27

3,000 TRICKS - POCKET, PARLOR, STAGE...  
Mentalism, Spiritualism, also Books...  
World's finest Magic Catalog (400 pages)...  
\$2.50. Kaster's, B-1311 Walnut, Philadel...  
phia 7, Pa. oc27

FISHING EXHIBITION TANKS, 10x20x20 AND...  
30x20. Easy to knock down, transport and...  
assemble. Lucky Fisherman, P. O. Box 214...  
Rensselaire, N. Y. oc27

FOR SALE - 15 KW. LIGHTING PLANT...  
Came Motor, C.E. Generator, like new...  
\$1,200. N. C. Hansen, 737 Crawford St...  
Eureka, Calif. oc27

RETIRE NOW! LEAD LEISURELY LIFE...  
Wealth unobtainable. Remarkable new...  
book shows how. Postcard brings free de...  
tails. Belmont, Dept. 134, Wyckoff, N. J...  
oc27

### Personals

REMAINS - LETTERS, 25¢. POST CARD...  
10¢. Receiving-Forwarding, \$3 month...  
Write for details. Box 142, Long Island...  
City 5, N. Y. oc27

### Photo Supplies and Developing

IT'S MILLER SUPPLIES, 218 MAIN ST...  
Alton, Ill., for Foregrounds and Back...  
grounds, Direct-Positive Cameras, Filters...  
Chemicals, Mounts, Glass Frames, Photo...  
Novelties. oc27

PHOTO BOOTH - MAKES 1 1/2 X 2 1/4 X 3 1/4...  
F.3.5 lenses, complete, ready to operate...  
Good condition, battery. Also 2 1/2 X 3 1/4...  
Camera, F.4.5 lenses. Bill Meyers, Oct. 6-11...  
West Side Nat. Festival, Evansville, Ind...  
Permanent address: Division, Ill. oc27

PHOTO BOOTHS, CAMERAS, D.P. PAPER...  
Developers, Frames, everything for direct...  
positive photography. Write for our low...  
prices. DQ Camera Co., 1848 W. Cortez...  
Chicago 22, Ill. oc27

QUALITY ENLARGEMENTS, SEVEN EXT...  
or four 8 1/2 X 11 from negative, \$1 postpaid...  
Lake Photo-Tronics, Box 327AB, Buffalo 8...  
New York. oc27

### Ponies

15 NICE LITTLE MARES ALL FOR \$1,200...  
1 Midget Heifer, \$100. Truck available...  
for delivering. No time for letter writing...  
Phone, day or night 9317. F. L. Cobb...  
Amite, La. oc27

### Printing

BOND (8 1/2 X 11) LETTERHEADS - SPECIAL...  
offer, 500 for \$4, 1,000 for \$8, postpaid...  
Taylor, Box 72, Brentwood, Md. oc13

200 8 1/2 X 11 LETTERHEADS AND 800 6 1/2...  
Envelope, \$2.95, black or blue ink. Mail...  
Press, 6488-B Cloris Ave

THE MARKET PLACE FOR BUYERS and SELLERS

MECHANIC AVAILABLE

25 years' experience thoroughly on all makes music, plus, bingos, bowlers, alleys. Have tools, testers, late car. Sober, reliable, work long hours. Go anywhere.

THEODORE ANDERSEN

117 S. Fourth Street Steubenville, Ohio Telephone: Atlantic 3-1320

Used Equipment

A. B. T. KIRK GUESSER SCALES, \$35 EACH; Mills Traylor, \$30; Mills Luboys, \$20; like new, never been outdoors. Send 25% deposit, balance sight draft. Don Leary, 56 East Hennepin, Minneapolis 1, Minn. oc20

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$29.50 each; like new Folders, direct factory prices. USP Co., 100 Grand, Waterbury 2, Conn. oc27

WATLING SCALES—SCALES—WATLING 500 Guesser, Watling Fortune, \$35 ea.; Watling 300 Fortune, A. B. T. Kirk HiBoy Scales, \$45 ea.; renewed, reconditioned. Send deposit and shipping instructions, bal sight draft. Gaycoin Distributors, 4866 Woodward, Detroit 1, Mich.

Wanted to Buy

WANTED IMMEDIATELY Bally SPELLING BEES and CROSSWORDS

Must be ready for location. Send best price.

Glausser Music Co.

300 Gearing Ave., Pittsburgh 10, Pa.

when answering ads...

SAY YOU SAW IT IN THE BILLBOARD!



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- Acts, Songs, Gags
Advertising Specialties
Agents, Distributors Items
Animals, Birds, Snakes
Business Opportunities
Calliopes and Band Organs
Collectors Items
Costumes, Uniforms, Wardrobes
Food & Drink Concession Supplies
Formulas and Plans
For Sale—Secondhand Goods
For Sale—Secondhand Show Property
Help Wanted
Instructions and Schools
Locations Wanted
Magical Supplies
Miscellaneous
Mobile Homes, Accessories
M. P. Films—Accessories
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies & Developing
Ponies
Printing
Rigging and Props
Salesmen Wanted
Scenery, Banners
Talent Wanted
Tattooing Supplies
Trucks, Trailers, Accessories
Wanted to Book
Wanted to Buy

Music, Records, Accessories

- Business for Sale
Record Pressing
Situations Wanted
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

Coin Machine Headings

- Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

Talent Availabilities Headings

- Agents and Managers
Bands and Orchestras
Dramatic Artists
Hypnotists
Miscellaneous
M. P. Operators
Musicians
Outdoor Acts and Attractions
Vaudeville Artists
Vocalists

3. Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—20c a word. Minimum \$4
DISPLAY CLASSIFIED AD—\$1 per agate line. One Inch \$14 (14 agate lines to Inch)

TALENT AVAILABILITIES AD—5c a word. Minimum \$1

Classified and all Talent Availabilities ads must be paid for in advance.

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

Please insert the above ad in ... issue

NAME I enclose
ADDRESS remittance of
CITY STATE \$

TALENT AVAILABILITIES

RATE: 5c a word, minimum \$1. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

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

Agents and Managers

AT LIBERTY—CONTRACTING AGENT. Theatres, Schools, Auspices, Shopping Centers. Have good car and mobile home; go anywhere, start now. If you want me to finance your advance, save your time and mine. Ray C. Herbers, General Delivery, Orangeburg, S. C.

Bands and Orchestras

CIRCUS BAND FOR NEXT SEASON—8 men. Organized, experienced, sober and reliable. Superb equipment, library and uniforms. Sousaphone, Baritone, 2 Slides, 2 Trumpets, double Drums and Calliope or Organ. Solve your next season's band matter with a name band. Box C-401, c/o The Billboard, Cincinnati 22, Ohio.

TRIO—PIANO, TENOR SAX, DRUMS. Large library, repertoire; cut shows, ultimate in society and Latin rhythms, plus female MC as versatile singer, comedy. Ben Rich, 9625 Simpson St., Bronx 39, N. Y., Dayton 8-9856.

Hypnotists

HYPNOTIST FOR YOUR CLUB, LODGE, Party. A very funny show. Also looking for good Agent. Norman, 78-61 221st St., Flushing, N. Y. oc27

Miscellaneous

EXPERIENCED PALMIST DESIRES WORK, very catchy, enchanting, exotic, zypsy-like. Work girl show, also do half and half. Free to travel. Rose Davis, Avella, Pa. Phone Lu 7-8225.

DICK ELLIS, COMEDIAN, ACTOR, DANCER, Director. At liberty now for TV or stock. Will consider club work for good agent. Sober, reliable and experienced. Contact at 1215 1/2 N. Main, Apt. 6, Hutchinson, Kan. Phone: MO 3-3971.

WANTED JOB FOR HANDICAPPED PERSON as chauffeur driving your car. Good references. Have license, will travel. Chas. Sherrick, Harrison, Mich. oc13

Musicians

A-1 RHYTHM DRUMMER—20 YEARS' COMPLETE and thorough experience. Play all styles. Strictly sober. Available immediately. Location preferred. Ellis Lee, Omar Hotel, Louisville, Ky.

BASS PLAYER—AVAILABLE OCT. 1. Desires contact for year-round resort work in N. Y., N. J., Pennsylvania or Florida. Others considered. Name experience, good appearance, dependability. Box 232, Richmond Hill Station, Jamaica, N. Y.

DRUMMER—READ, FAKE, SOLO, TRAVEL, own car and custom-made drums. Voice and good appearance; 10 years' all-around experience. Roukue Hager, 10812 Carnegie Ave., Apt. 17B, Cleveland 6, O. RA 1-4301, c/o Mrs. Crites.

DRUMMER—SOLID BEAT, LEGITIMATE foundation, good reader. Clean cut, solos, considerable 2-beat experience. Travel anywhere. Stan Melmer, P. O. Box 633, Wagner, South Dakota.

TAKE-OFF GUITARIST DOUBLING TRUMPET and trombone. Read, fake and jazz on all. Vocals, ballad and sell-out. Charlie Gillin, S. E. Eighth St., Evansville, Ind.

TENOR CLARINET—ALL STYLES. Commercial, jazz, read, fake, tone. Address: Musician, 1314 S. 25th St., Omaha, Neb. Ph: JA 4569. oc20

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shrier, 1041 S. Dennison, Indianapolis 21, Ind. oc13

EXPERIENCED WOMAN WOULD LIKE position as caretaker of small animals in small zoo or park; ten years with Ringling Bros. References. Box C-399, c/o The Billboard, Cincinnati 22, O.

HIGH FIVE DIVE SOMERSAULT. SHARP spears, blazing gasoline; smallest tank in the world. Rigging illuminated and visible from far off. A Fox Movietone feature. Address: Mac Productions, 456 Lampher N.E., Warren, O. Tel: MA 91479. oc20

IT PAYS TO ADVERTISE RAY'S CIRCUS Revue Will fill your fondest expectation as a Free Act Magnolia Ohio Route #1. Phone UNion 62010

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address: Charles La Croix, 1304 South Anthony, Ft. Wayne, Ind. Telephone: Eastbrook 3312.

KEYS CIRCUS REVUE—SIX PONIES, Dogs, Monkeys, Horse Clown with Timmie the Mule. Magnolia Ohio Route No. 1. Phone UNion 62010

ROYER'S WESTERN REVUE—PERFORMING Horses, Clown Mules, Dogs, Monkey, Trick Riding, Roping, Sharpshooting, Bull Whip, Chariot Races, Bucking Ford. Contact Revue, 423 W. High Ave., New Philadelphia, Ohio. oc20

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

Averill, William Garfield
Ayers, Trouble
Batteaux, John E.
Brodie, Russell B.
Couts, Mr. & Mrs. Robert

Earl and Louise Allen, CFA, Sikeston, Mo., caught the Carson & Barnes show at Berryville, Ark., September 17 and visited with Col. Tim McCoy, Paul and Mildred Pyle and daughter, Donna, and Kenny Moore.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Aalaniz, Hector
Ackley, James W.
Andrews, J. & Mrs.
Adison, Otis (Pat)
Ainslie, Henry L.
Alfano, Dominick
Alters, Lou
Anderson, Charles A.
Anderson, John E.
Andrews, Eddis
Anshier, Joe
Anthony Mlle Side Show
April, Arthur J.
Arnott, Jack
Ashton, Mrs. Marie
Atkins, W. B.
Atkins, Carl
Ayers, Madam
Baker, Ralph
Barnett, Jack
Barrar, Frank
Barrister, L. W.
Barr, Martin E.
Barth, Franklyn & Mrs.
Batt, Bill
Beal, Glen
Beasler, E. O.
Beck, Donald E.
Belle Arbor Co.
Bessette, Guido
Biles, Clyde U.
Black, Peggy E.
Bine, Tony
Boaz, Howard
Bordonaro, Raymond J.
Bowman, Wm. H.
Boyd, Frank
Boynton, C. F.
Bradford, Carroll
Brady, Thomas & Mrs.
Bramlage, Byron G.
Braunstein, Ben
Breen, C.
Brinn, Russell W.
Brock, Mrs. Katie
Brook, Mrs. Ruth
Brookis, H. J.
Brooks, Verle
Broome, Vonnae
Brown, Calvin
Brown, Robert
Bruff, Robert H.
Buckley, Marion
Burgin, Wilson
Burns, G. N.
Butts, Robert
Byrnes, W. J.
Cannon, Harry
Cannon, Robert
Carroll, Mack
Carler, June
Cecil, Herbert Lamar
Chambers, Charles
Charon, George Robt.
Chisholm, Dave
Christy, Eugene
Cibull, Mrs. G. S.
Clem, William
Clark, Mrs. Frances
Clark, Hubert Claude
Clark, Lewis Edward
Clark, Lewis (Fredman)
Clayton, Raymond A. & Mrs.
Cohen, Lea (Cristiani)
Cohen, Murray
Collins, Robert L.
Conway, John
Cook, Jack
Cooper, Mrs. Dick
Cooper, Jerry E.
Cooper, Ruby
Cow, L. E. (Doc Roy)
Counier, Virginia
Counter, William
Crain, George L.
Crow, Charles
Cullen, Bill
Cutshall, Ralph
Dahle, Harvey A.
Daniels, Eva
Dann, Harry
Davis, Pauline
Davis, Chuck
Davis, John M.
Davis Skywheel, The
Davis, W. C.
DeLeon, Robert F.
Del Grosso, Louis
De Marks, Eddie
Demetris, A. D.
Demetro, Pauline
Detwiler, Ann
Des, Mary E.
Dickerson, Jerry
Dillon, Ralph R.
Dimaggio, Mario
Dimock, Kenneth
Dombroski, Theo
Dombroski, W. S.
Drouzett, Maurice P.
Drum, Maurice E.
Easter, Henry
Eddy, Samuel D.
Ella, Ray
Ely, Steve
Ervell, Raymond & Mrs.
Evans, John
Evans, Marie
Evans, Mrs. Thelma
Ewen Ralph
Fabris, Felix
Farrell, R. G.
Fineman, Dave E.
Fisher, Jake Doe
Flake, Mrs. Mildred
Flora, George
Fletcher, Leonard W.
Fowler, August J.
Fowler, Floyd J.
Loretta
Frey, Mrs. Dotty
Frost, Mrs. Nell
Gage, Gloria
Gallagher, John J.
Gallagher, Russell & Mrs.
Gallo, George
Gamble, Earl
Gastman, Phil
George, Lizzie
Gilbreath, Hugh S.
Gill, John E.
Glass, W. T.
Glosser, or Glosser, Ben & Mrs.
Glosser, Kitty
Glosser, Mrs. Olga
Gloth, Eugenia
Glynn, Peter
Go, E. W. (Skinny)
Grant, Mrs. Myrtle
Gray, Clifford B.
Green, Gilbert
Green, Johnny
Gregory, H. W.
Griggs, Charles
(Hoyal Crown Shows)

Prince & Klorodo (Lion Act)
Prumo, Fred
Puckett George
Pumphrey, Carl
Pumphrey, Carl (Jimmy)
Racca, Marcio
Ramsay, Willie
Randolph, Cecil
Raper, William (Bill)
Ray, Mrs. Richard
Reed, Jimmie
Reichert, Frank
Remington, Les
Rendley, Larry
Richard, Ernest
Richmond, Barbara Dean
Rochman, Albert
Roberts, John
Rond, Edward
Rouse, Blackie
Russell, S. V.
Sakoble, James (Little Jim)
Sailer, Mrs. H. E.
Salyna, John
Salyna, Pete
Santos, Ramiro (c/o Dub Duggan)
Saunders, Larry
Schlavo, Joseph
Schuck, Pete
Schurtino, Joseph
Scroggins, Benjie
Seevera, Lewis & Mrs.
Sharp, Max
Shirley, T. T.
Silver, William
Silverberg, Walter
Simmons, Richard (Dick)
Simons, Charles
Simpson, C. T.
Simpson, Mrs. Ethel
Simpson, J. H.
Sloat, Edna
Smith, Bert
Smith, Harold
Smith, Lawrence N.
Neill, Harry
Soper, Russell
Spain, F.
Sprague, Mrs. Marie
Stearns, Bruce
Steinburg, Joe
Stenser, George
Stephans, A. E.
Stern, Louis
Stevenson, Louis E.
Stewart, Walter (Wild Life Exhibit)
Stout, Sittm
Stotler, Harry
Strand, C. C.
Streichland, Myrtle
Sullivan, Mrs. Arthur
Sullivan, William H.
Summers, James E.
Swain, M. E. & Sam
Sweeney, Richard
Swicgood, Odell
Talley or Tolley (L. T.)
Tanson, Al (Circle T Ranch)
Taylor, Mrs. C. L.
Taylor, Glen LeRoy
Terrell, B. E. A.
Terrell, Mrs. Hallie
Thorp or Thorp (B. Joe)
Thomas, Charles & Mrs.
Thomas, E. H.
Thompson, Mrs. Carl
Tobell, Allen
Todd, James H.
Tooney, Dick
Toops, Mrs. Lottie
Trapeze Bros. Circus
Traves, Alton A.
Treadwell, J. C. & Mrs.
Treen Jr., Wm. F.
Troutman, Ross
Turker, Edna May
Turner, Louis (Simpson-Turner Show)
Turner, Jack
Tyree, Dewey
Tyndi, Mrs. Josanne (Dubbes)
Underwood, Hollis
Vandaybers, Bern T.
Vaneck, Jack
Varnier, Roy
Victor, Benny (or Vigersky)
Vinforth, Marci
Vogt, Robert
Wade, Roscoe T.
Wald, Frank
Walsh, Raymond A.
Waterman, Nathan
Watts, Doc T.
Webb, Art
Weidman, Lloyd L.
Weinberg, Morris
Werner, George
West, Richard
White, Joseph T.
Wicks, Belois
Wieder, Dan
Willcox, A.
Williams, Georgiana
Williamson, Mrs. Elsie
Willis, Polly
Will, Carlton K.
Winter, Douglas
Winters, Jerry
Winters, Lester J.
Wood Jr., Larry
Wood, Julian
Worthington,
Yovanovitch, Kenneth
Wolfe,
Yurkowski, Carol A.
Zellers, T. A. & A.
Zingo, Jimmie & Mrs.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

Broune, Archie
Burke, George
Callahan, George
Carol, Dianne
Clifford, A.
Cox, Wm.
Donnini, Dan
Grossman, Marie
Hall, Albert
Lewis, Marvin
McHugh, Thomas
Maxwell, Charles
Miller, Spiro
Miller, Norma
Miller, B.
Oolby, Frances
Pooley, Raymond
Regas, Don Chico
Schenk, Floyd M.
Sloane, M.
Nevins, Fred

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Alexander, Jackie
Allison, Tex J.
Ashbl, Mr. & Mrs.
Babb, Mr. & Mrs.
Bain, Johnny
Bell, William
Bordonaro, Sam
Boudreau, A. A.
Boudreau, Mr. & Mrs. Paul
Bullock, W. H.
Butler, Mr. & Mrs. George
Burto, Leon H.
Camps, Jackie
Canipe, Walter E.
Carr, Kenneth W.
Clark, Emily
Clark, Vaughn
Clay, Bill
Collins, George
Compton, Alfred
Compton, Alvin
Converse, Art
Cotner, John
Creighton, Mrs.
Crowe, W. J.
Dickerson, Harry G.
Eddington, Cecil
Eisenhower, George
Elder, John H.
Exline, Emmett D.
Everhart Jr., Lawrence
Fes, Aubrey
Ferguson, Danny
Finley Shows
Flannagan, Walter
Fry, Mrs. Harvey
Garguilo, Thomas
Gordon & Side Show
Green, George
Greenberg, Harold
Haddix, Irene
Hardman, Mr. & Mrs. John
Harris, Frank
Ratfield, Dale
Howard, Joe Jesse
Howard, Johnnie & Wanda
Hox, Ruth Emily
Impeudigis, Vito
Johnson, Florence Ann
Kelley & Sutton Side Show
Kerner, June
Kimberly, Bill
Kirkbride Sr., Francis
Lincoln, William & Bernera
Linda, Jack
Little Wolf, Chief
Leonard, Henry J.
McCall, Julian J.
McCarthy, C. P.
McCarty, Julian
McClard, Russ
McGuire, Arthur R.
McInturf, Shirley Jean
McSparran, Wm. P.
Meyers, Mrs. Marie
Mitchell, Robert
Mitchell, Thomas (Pat)
Morgan, Donald E.
Mrs. Little Red
Morton, L. E. (Clare)
Morton, J. M.
Myers Amusements, Sonny
Myers, Edsel
Noakes, Harry C.
Noble, James Eric
O'Rourke, Patrick A.
O'Dea, James R.
Palke, Joseph
Palmer, Leroy
Parsons, Carl
Peters, Mary W.
Pilger, LeRoy & Kollis
Poole, Bill
Poole, Wm. L.
Ramsdell, Jay
Randall, Dan
Robinson, Della
Robinson, Robert
Rogers, Gus
Rogers, John F.
Romera, Mrs. Kathryn
Romero, Ritchey J.
Rose, Wilber
Rowe, Jack
Ryder, George A.
Sallera, Hubert
Shadel, Dick Sam
Shannon, Mr. & Mrs.
Shepherd, L. W.
Sibcox, Jo Ann
Silcox, Joe
Smith, Henry
Norman
Smith, Herbert D.
Smith, James M.
Smith, Kenneth H.
Strobel, Mrs. Geneva
Swanner, Ray
Thomas, Mrs. Betty
Thomas, Mr. & Chuck
Thurman, Brad
Wesley
Toney, Mrs. Virginia
Turpin, Harold
Upton, Joseph
Varose Jr., Anthony
Weeks, Mrs. June
Wells, Mrs. Marie
West, Mrs. Ralph
White, Wm.
Williamson, Mr. & Mrs.
Wright, Gerald E.



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**TRIPLE VIEWER**

25¢ Vender Featuring The "TRIPLE VIEWER"

TV displays the next 3 portions of merchandise to be vended.

**\$49.50** ea.

Packed 1 to carton.

Holds 200 of 1 1/2" x 1 1/2" capsules.

Write for Lowest Prices on our complete line of

- CHARMS • BALL GUM
- CAPSULES • MACHINES

Order Now From Victor's South-eastern Distributor.

**H. B. HUTCHINSON, JR.**  
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Atlanta 7, Ga.  
Phone: DRake 7-4300

**THE KEY TO BIG PROFIT IS 2 PENNY VENDING**

with *Northwestern*



Get the sensational Northwestern 2 Penny Vender, the key that will unlock these big profits for you.

Don't wait, don't lose those sales. Be in on the ground floor. Order today, put a few of these machines on location, the profit is the proof.

See your Northwestern Distributor or wire, write or phone for complete details.

**THE NORTHWESTERN CORPORATION**  
21081 E. Armstrong St., Morris, Illinois

## Bulk Biz Bucks Recession

Continued from page 75

cent. Other reported increases are around the 10 per cent mark. Volume of ball gum sales is reported about 15 per cent ahead of last year, and expectations are that the year will finish with an over-all 20 per cent increase over 1957.

Increases in production and supply costs are apparently hurting the charm manufacturers the most. Even the volume of sales is generally up, manufacturers generally don't expect to make much more money this year than last. Diversification into the manufacture of related products by charm manufacturers has become more common during 1958 in an apparent effort to shore up profits.

**Population Growth**

Growth of population is, of course, a basic explanation for increases in new machine sales this year. Aside from this, manufacturers offer somewhat different reasons for their individual sales increases. Wallace Jenkins, president of Atlas Manufacturing & Sales Corporation, said that sales thus far this year show the biggest jump since its combination 1 and 5-cent vender was put on the market four years ago. Slow

## SOUTH SEA ISLE Pearl Rings



Beautifully designed cluster of Pearls mounted on brilliant vacuum plated ring, in a variety of styles. Has all the charm and mystery of the colorful South Sea! **VENDS PERFECTLY** in all types machines. (Not a jammer!) Fits capsules. Order today.

**\$15.50 per M**

Labels available at your distributor or

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## MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. 239 1¢ Parc.	7.98
N.W. Model 233 1¢ Parc. Converter for 100 ct. S.G.	4.50
Silver King 1¢ S.G. or Mds.	8.00
ABT Guns	35.00
Mills 1¢ Tab Gum	12.00

**MERCHANDISE & SUPPLIES**

Almonds, 5 lb. Vac. Pack	8.90
Pistachio Nuts, Jumbo Queen	.77
Pistachio Nuts, Large Tulle	.78
Pistachio Nuts, Vendor's Mix	.88
Pistachio Nuts, Shell	.48
Cashew Whole	.48
Cashew Butts	.48
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.38
Licorice Gems	.38
Leaflets, 450 ct.	.40
M & M, 550 Ct.	.55
Mirabay-els	.47

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

**STAMP FOLDERS, Lowest Prices Write**

**MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.**

**NORTHWESTERN SALES AND SERVICE CO.**

MOE MANDELL

446 W. 34th St., New York 18, N. Y.

LOngacre 4-6467

operator acceptance is the biggest hurdle facing a new machine on the market, he said, and interprets this year's biggest increase in sales as an indication that his machine has overcome operator conservatism. This sentiment is echoed by Ray Greiner, sales manager of The Northwestern Corporation. Pointing to relatively small, steady sales of the firm's new 2-cent machine, he believes that an indeterminate period will elapse before the potential of 2-cent vending can be judged. Continued sales are an indication that operators are testing the machine, he says.

**New Equipment**

Harold Schaeff, president of Victor Vending Corporation, says that introduction of new 25-cent equipment this year has helped boost sales of less expensive quarter venders that were already in production. He interprets this as an indication that operators are interested in quarter vending, but want to explore its potential more fully with less expensive equipment.

## Bulk Banter

Continued from page 75

get better with each week that passes. He reports that business conditions, which had slumped beginning early this year, picked up and almost doubled his collections recently.

Haden F. Criswell, penny gum operator, reports that gum sales are increasing greatly also. He uses mostly six-pound globes and 100-count ball gum. His commission to the location owner is 20 per cent and his profit is 48 cents per 100. He says his best locations are supermarkets.

Andrew Manning uses both six-pound and some eight-pound globes, he reports. He uses 100-count ball gum and 210-count, which includes charms. The gum costs him 30 cents per pound and the charms 60 cents per pound. His profit on the 210-count is 78 cents per hundred, 30 cents more than on the 100-count.

H. J. Wilkerson, penny nut operator, says he has not gone into 5-cent nuts because he finds they have to be serviced much more often than penny nuts. He said experience has taught him as a single independent operator not to mix 1-cent and 5-cent routes. He reports business up and says the future is "even more encouraging."

Jimmie Wilkie, operator and distributor, reports his penny nut and gum routes are doing "extremely well" with an upswing in business that has recently hit the area. He sees a better future with brighter economic conditions in the picture. Wilkie reports more and more operators are buying equipment, more so than in many months, which leads him to his conclusion about better conditions.

## WINTERTIME OPERATIONS CANDY BALLS

210 Count, with CHARMS; also 100 Count Candy Balls. FREE: Candy Ball Labels.

**SO ROUND, SO SWEET, SO PROFITABLE**

Samples and information on request.

**EPPY**

91-15 144th Place  
Jamaica 35, New York

Your key to **SALES RESULTS**—the advertising columns of **THE BILLBOARD!**

Sam Weitzman, president of Oak Manufacturing Company, Inc., believes that more efficient management of the firm is one of the biggest contributing factors to the firm's increased sales this year.

With a few notable exceptions, personalities in sport, movie and TV haven't been a source of big sellers in charms this year. Entertainment personalities and sputnik boosted sales for a few manufacturers making use of them, but by and large, charm manufacturers have relied upon their own ingenuity, bringing out variations on perennial favorites such as rings and movable charms. One charm manufacturer claims that an increase in the use of winner balls has hurt his business, but the others generally cite a narrowing profit margin caused by higher costs as the biggest problem this year.

## CIGARETTE MACHINES FOR SALE

EASTERN ELECTRIC, 8 col. 25¢ operation only	\$35.00
EASTERN ELECTRIC, 8 col. all coin operation	\$50.00
DU GRENIER, 9 col.	\$60.00
ROWE, 6 and 8 col.	\$20.00
CORSAIRS	\$200.00
NATIONAL, 13 col.	\$200.00

F. O. B. Newark, N. J.

**STRATFORD VENDING CO.**  
504 Clinton Ave., Newark 8, N. J.  
Di-glow 3-5665

NEVER COULD MAKE ENOUGH TO SATISFY THE DEMAND, UNTIL NOW.

**DIAMOND CHIP RINGS**  
\$14.00 per 1,000  
In 4 Ass'd Styles

**PEARL CHIP RINGS**  
\$15.00 per 1,000  
In 4 Ass'd Styles

Increased production facilities now permits immediate delivery.

**EPPY**

91-15 144th Place  
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HELP YOURSELF TO MORE VENDING PROFITS



Get VENDED Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making idea in VENDED every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

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1 year \$5  3 years \$10

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745

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City .....

Occupation .....

## BIG SAVINGS on BALL AND VENDING GUMS

Some fine flavors, Centers and Coating.

**Direct LOW Factory Prices**

Bubble Ball Gum, 140-170 & 210 ct.	27¢ lb.
Chicle Ball Gum, 130 ct.	35¢ lb.
Clor-a-Vend Ball Gum	40¢ lb.
Clor-a-Vend Chicks, 320 ct.	40¢ lb.
Chicle Chicks, 320 & 520 ct.	36¢ lb.
Bubble Chicks, 320 & 520 ct.	28¢ lb.
Tab (short stick), 100 ct.	38¢ box
5-Stick Gum, 100 packs	\$1.90
F.O.B. Factory 150 lb. lots.	

**AMERICAN CHEWING PRODUCTS**  
34 years of manufacturing experience  
4th & Mt. Pleasant • Newark 4, N. J.

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

**\$13.25** Ea.

\$12.75 Each 100 or More

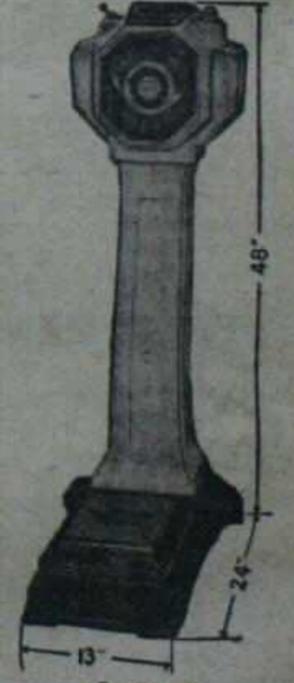
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If above vender is not satisfactory, return for full money back guarantee within 30 days.

Write for Free 32-Page Catalog on Charms, Ball Gum, Capsules, Machines.

1/3 Deposit on All Orders.

**PARKWAY MACHINE CORP.**  
715 Essex St., Baltimore 2, Maryland



**\$25 DOWN**

**Balance \$10 Monthly**

**ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.**

**WRITE FOR PRICES.**

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Manufacturing Company

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Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

**Filberts, Walnuts**

Prospective total of 7,710 tons of filberts in Oregon and Washington is 38 per cent below last year, but 2 per cent above average. Pro-

duction of walnuts is forecast at 85,000 tons in California and Oregon, 28 per cent above last year, 16 per cent above average, and the largest since 1949.

**Biz Rebounds**

Continued from page 75

tiously, partly because of the added location expense involved and partly because they want to see which of the various stand sizes and types will prove the best. Jack Nelson estimates that next spring will be the earliest date at which an overall estimate on the future of multiple stands can be made.

The decline of penny nut vending is well known, but distributors as a whole are not in a position to give a national picture on the success of nickel, dime or quarter nut vending. The reason is that many distributors do little warehousing of nuts, leaving it to local processors to supply bulk vending operators. King & Company, Chicago, carries a full line of nuts, however, and Paul Crisman reports that there has been no slump in demand. Russ Thomas also finds that 5-cent cashews are coming up strong. Most popular locations are restaurants and service stations, where the nut machine is placed next to drink machines, he says.

Sales of 2-cent machines and conversion units have thus far been slow, reported all distributors, however. Operators are cautious here as in the case of multiple stands, and it is still too early to estimate the final outcome of 2-cent vending. Says Bert Fraga, Oakland, Calif.: "The large obstacle to overcome here is getting across to the customer that he is operating a 2-cent unit. Occasionally a child puts his only penny into a 2-cent machine and loses it. However, sales on 2-cent equipment are picking up, and I feel in a short time a large number of industrial locations will be vending the common salted peanut for 2 cents."

No big change was reported in the share of charm sales in overall volume of machine fills. Sale of charms has fluctuated along with general business conditions during the year, but charms have not lost or gained much ground compared to other fills. Several distributors reported that more and more feature charms are sold to operators instead of fill charms, however.

At least five different firms of various sizes introduced bulk venders incorporating amusement features last year. A ball of gum is propelled across a vertical or horizontal play field—baseball, football, golf—and then drops into the delivery chute. Distributors generally report that sales of these machines have been rather small, altho King & Company, which manufactures its own machines of this type, finds that sales are steady enough to assure continued production.

The higher price of amusement-type bulk venders is commonly cited as a main reason for slow sales. These machines are also sub-

ject to the \$10 federal amusement device tax. (The Billboard, April 28.) A third factor mentioned was that operators often find that these machines must be moved from one location to another too often in order to keep receipts at a profitable level.

**CIGARETTE AND CANDY MACHINES**

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- ROWE PRESIDENT CIGARETTE, 10-col. 25c & 30c comb. \$110.00
- STONER PENNY GUM MACHINES, reconditioned 22.50
- STONER POSTWAR 6-COLUMN CANDY, 5c & 10c model 110.00
- STONER 8-COLUMN CANDY, postwar 5-10-20 165.00
- NATIONAL CANDY, 9-column 90.00
- ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb. 85.00
- EASTERN ELECTRIC CIGARETTE, 10-col. all coin, 25c & 30c 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

**NATIONAL VENDING SERVICE CO.**  
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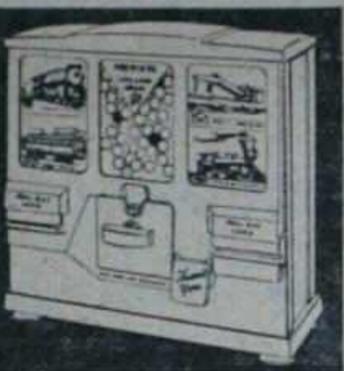
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## More Stereo Juke Units in Offing Hype Trade Talk

Mfrs. Get Set to Spring New Units As Ops Already in Pro-Con Skirmish

• Continued from page 1

tors can interpret and exploit the needs of restaurants and taverns for the ultimate in recorded selective music. The long-range issue will depend first, on how well operators sell location owners on the value of stereo for increasing juke box income and on helping their business, and second, how well in fact stereo increase juke box play and helps business.

These presently are unknowns. But the immediate potential of stereo and juke boxes is more obvious: they could do much for each other in the coming months.

### Stereo Showcase

The juke box, as a stereo showcase, could figure prominently in selling the masses on stereophonic sound. Thousands may hear stereo for the first time and become sold on it via a juke box.

Stereo could spur juke box sales, kill off the last vestiges of nickel play, help operators sell better commission deals, and win more customers and more coin for the

juke box. On its merits as a revolutionary music development alone, it should manage at least some of this.

It might also destroy for all time the lingering and annoying stereotype of the juke box as the blaring, garish nickelodeon remnant of a forgotten era and establish today's machines solidly in their rightful place as musical equipment of the first rank.

### Stereo Pay?

These rewards alone would be sufficient reason to herald the emergence of stereo on the juke box scene at this time. To this extent, there is no question but

(Continued on page 87)

## Collections Off 20-50% In Houston

Ops Voice Dim Prospects for Fall Pick-Up

By ROBERT TUTT

HOUSTON — The juke box business has been hard hit here during 1958. Operators report that collections have dropped off 20 to 50 per cent from 1957. Distributors say their juke box sales to operators are 25 per cent under last year.

Conditions so far this fall show little if any promise of improvement.

Causes for the nosedive stem mainly from the recession. Especially hard hit have been operators whose juke boxes are in establishments that rely on the working class trade. Layoffs and strikes have removed from circulation many

(Continued on page 89)

## BEGIN STUDY OF JUKE LICENSING IN CITIES

CHICAGO—Can the number of juke boxes or even the potential number of juke box locations be accurately predicted for a City?

Is there any relation between a City's population and number of juke box licenses? Between number of taverns or restaurants and number of juke licenses?

This will be the subject of a comprehensive nationwide survey starting in The Billboard next week (October 13). A total of 397 Cities representing a controlled sampling from the 48 States are included in the study, which was tabulated and analyzed for The Billboard by a private market research consulting firm in Chicago.

## N. Y. Coinmen Feel Recession Is Over

Dime Play Blunts Effect of Slump; Stereo Seen as Shot in Arm; Game Prospects Up

By AARON STERNFIELD

NEW YORK—Local game and music operators and distributors are convinced that they have seen the worst of the recession and that business for the final quarter of 1958 should be pretty fair.

While the year didn't start off too badly, spring and summer collections ran considerably behind a year ago here. For the first nine months juke box collections are about 10 per cent behind last year, while game takes are off by nearly a third.

Juke box distributors report that 1958 sales are only slightly less than for the comparable 1957 period, but game distributors say their sales are about 25 per cent less than last year.

### Dime Play

Dime play has prevented music collections from falling off drastically. Last year about two-thirds of the music machines here were set for a dime. Today the figure is about 95 per cent. With nearly 30 per cent more boxes converted today compared with a year ago, a good part of the curse has been taken off falling juke box play.

Juke box operators are placing a lot of confidence in stereo, which they feel will stimulate play. With one major company already out with a stereo box, and another due to introduce one in the near future, many local operators feel that stereo will give collections a good shot in the arm.

(Continued on page 89)

## U. S. MARKET ROUNDUP

# Juke Collections Trail '57, But Signs of Upturn Plainer

By NICK BIRO

CHICAGO—Despite a generally lean year, the juke box business now appears to be headed toward a period of strong recovery.

Collections, which have dipped all over the country anywhere from 10 to 25 per cent, now appear to have stabilized and in many instances, picked up. Altho spotty, the recovery signs are encouraging.

But operators are still not any too happy about the way things are going, and in most cases are waiting for more substantial indications that their troubles are over.

Surprisingly, however, the distributor outlook is generally optimistic. Most feel they've gone thru a belt-tightening period, and that business can't but go up in the year's remaining three months.

### New Equipment

There are several excellent reasons for this. For one at least some new equipment is being introduced by all four juke box manufacturers this fall.

And traditionally, the introduction of new equipment always stimulates the market. An added stimulant this year will be stereophonic sound, with all four manufacturers expected to introduce some form of binaural equipment before December. Just how much of a factor stereo will become in the industry tho, is a question mark (see separate story on stereo, elsewhere this issue).

But even more important, distributors are betting that operators have trimmed their routes down, and are now ready to invest in new equipment.

A very noticeable result of lean times up to now, has been a strong used phonograph market. The demise of the 78's caught many operators in a pinch, and forced them to make fast replacements. Many turned to good used 45 r.p.m.

equipment, instead of investing in new machines.

### Stop-Gap Measure

The high used market tho didn't make anyone particularly happy. As one Chicago distributor put it, "we're not making any more money on used equipment—we sell it for more, but we pay more too." And for operators, the used equipment is a stop-gap measure at best. Many realize they'll eventually have to buy new machines, but they prefer

(Continued on page 82)

## TWIN BLOWS

# Miami Collections Lag; Cite Recession, Crops

By PAUL DANIEL

MIAMI—A combination of national and local conditions combined to set Miami operators back anywhere from 10 to 25 per cent in collections this year.

Altho most regard last year's figure as a high one, they also feel the slump so far this year has been unusually severe.

Altho the national business recession is blamed almost universally here, most operators were twofold hit by a general crop failure, which cut down the traffic in migratory workers—prime juke box and game customers in many lower income locations.

The farm belt, extending from the lake area to the Redlands, was virtually crippled by poor weather.

### Distributors Hurt

Not only operators but distributors were wounded in the slump. New equipment purchases along with record buying suffered as operators fought to retrench from their sagging income positions.

Bob Norman, Southern Music Distributors, voiced what was a general opinion: "Our business is off about 25 per cent." However, Norman sounded an optimistic note for the fall, saying that "... sales are improving, conditions are better, and things should be getting back to normal soon."

### Belts Tighten

Some operators, tho, took advantage of the slump, trimmed the fat off their routes, consolidated and set their business on a healthier footing. For them, the collections dropped, the recession could have been a mixed blessing.

Willie Blatt, well-known local operator, voiced this sentiment well. "We are taking greater precaution in economy. We admit there was a 15 per cent slump in business during 1958, but the loss could have been greater if we were not aggressive, purchased some smaller routes and discarded many unprofitable locations."

(Continued on page 82)

## Columbus Ops Say Revenues Slightly Up

However, Pick-Up Spotty; '58 Still Trails '57 Mark

By JACK COWIE

COLUMBUS, O.—A late fall pick-up has helped Columbus operators and distributors dull the blow of a slow spring and crippling summer for juke box collections. However, the pick up has been spotty, and hardly enough to bring 1958 on a par with the previous year, the trade reports.

Operators say collections are off as much as 20 per cent from the previous year. Distributors claim sales of new equipment are off as much as 25 per cent for the first three quarters of 1958.

### August Up

August has been a period of reasonable recovery, being on a par with the same month last year, but this slight sign is not enough to start raves in the coin machine industry.

Many operators have pulled machines out of poor locations, in an effort to trim the "fat" off their operations. Several operators report they've been making late purchases of new equipment in an effort to increase collections. Some have even reverted to offering five plays for 25 cents instead of the local tradition of three for a quarter, but this in most cases has been a desperation effort.

Altho collections are down 20 per cent, the year's net will be off more than that figure, operators say, because they have had to keep buying new equipment and records; the revenues wouldn't ordi-

narily warrant such expenditure.

Most have taken the view that the recession is a temporary one, and any cut in new equipment expenditure or record buying would cause permanent harm to their routes. However, record buying has still been curtailed somewhat, as has the purchase of new phonographs, as witnessed by distributor comments.

Distributors are voicing at least a modicum of confidence in stereo—a boost to the industry, they feel. However, their optimism is tinged with caution.

Operator reaction to the binaural sound, meanwhile, is that it's cost is prohibitive for none but top locations, where it's not really needed anyway.

Operator talk continues to center around tight money, and the only reason many give for the fall pick-up is installation of new equipment.

## Seeburg Borrows \$3,150,000

CHICAGO—Seeburg Corporation last week completed negotiations for a \$3,150,000 five-year loan from the First National Bank of Chicago.

Seeburg officials were not available for comment; however, an announcement by the firm stated that the loan, carrying an interest rate of 5 per cent, would be used to consolidate practically all the indebtedness of the company.

Proceeds are to retire \$1,250,000 6 per cent senior debentures, due 1961, and \$1,037,500 6 per cent junior subordinated notes, due 1962. The balance of nearly a million dollars would presumably be added to current working capital.



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## DISTRIBS LOOK TO NEW EQUIPMENT

## Music's Fine, But Grosses Slightly Off Key on Windy City Op Scene

By NICK BIRO

CHICAGO—It has not been a banner year for the juke box industry in the Windy City. Operator collections are anywhere from 5 to 15 per cent off from the previous year's mark, and altho several operators note a fall pick-up, it's spotty at best, and not likely to bring the year up to the 1957 level.

Among distributors the story varies. Two report sales substantially down from the previous year. Another says sales are up, but attributes this primarily to several outlying districts not in the immediate metropolitan area. Only one distributor reports phonograph sales up over 1957 in Chicago, and his figure is by less than 10 per cent.

## Distrib Optimistic

Distributors, tho, are much more optimistic about the remaining fourth quarter than are operators. The introduction of at least some new equipment this fall by all juke box manufacturers is expected to give operator buying a much needed shot in the arm.

Others point to increased employment in and around Chicago's large industrial belt. Still another reason given is that operators have trimmed their routes down, and many are now forced to replace their few remaining 78 r.p.m. machines.

The 78 replacement situation has had mixed effects here. Most noticeable is the increased activity in used phonographs. Operators, instead of buying new phonographs, are turning to good used 45 r.p.m. equipment to keep their routes in tune with the times.

## Used Market

As a result, the used juke box market is up—well over the 1957 level. As one distributor put it, tho, "this doesn't mean we're making more money on used jukeboxes—we're paying more on trade-ins and selling the equipment for more, but our profit margin is no different."

Among locations hardest hit have been the spots with low income clientele. What most operators call the hillbilly and race spots have only a trickling of their for-

mer traffic, and these have all been prime locations in the Windy City.

Apex Amusement Company, one of Chicago's largest phonograph routes, headed by Earl Kies, says any slump they've had this year is attributable directly to their low income and honkey-tonk spots.

The firm is down slightly, about 5 per cent, but all the drop has come from the poorer area locations, where unskilled and marginal workers are the first to feel layoffs and cutting back in overtime pay.

## Spotty Pick-Up

Kies, who is also president of Recorded Music Service Association, the local juke box operator association, is uncertain about the fall. "We've have a slight pick-up," he says, "but it's been spotty."

"Employment seems to be up," he notes, "but people still seem to be far behind in payments on other things, and aren't flocking to the taverns."

Whatever slump has occurred in collections, has, of course, had its effect on record buying. Most operators tie their record purchases

## Seeburg Has Distrib Meet In Chicago

CHICAGO—There was a grand gathering of the Seeburg distributor clan in Chicago last week. The firm's distributors from throughout the country began arriving in the Windy City last Monday (29) and staged a full day meeting at the Belden Stratford Hotel here Tuesday (30).

into a percentage of gross take. "We've naturally dropped our record buying slightly," says Kies, "to keep them in line with the location takes." He says Apex roughly keeps to about an 11 per cent figure for record expenses.

Another large Chicago operator, Frank Padula, says his Melody Music Company went thru a rough summer—enough "to drop our year-to-date collections 15 per cent from last year." However, he said, "there seems to be a slight pick-up this fall. Whether it's substantial enough, tho, only time will tell."

Padula cited many taverns going out of business as being largely responsible for business dropping

(Continued on page 91)

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## MILWAUKEE REPORT

## Trim Overhead to Combat '58 Slump

By BENN OLLMAN

MILWAUKEE—Juke box operators have been riding a rocky road in Milwaukee in 1958. The average music firm owner says his route receipts have dipped 10 to 20 per cent under last year. And last year was an equally tough period, they say. Result is that a number of music firms are "rocking and rolling" with the economic punches, and in general singing the blues about business conditions.

The year to date has seen operators making serious attempts to trim expenses and overhead. While a number of firms report that their routemen attempt to boost location receipts via more careful selection of records, an even greater portion of them are meeting the problem by slashing their disk purchases.

Used equipment is in strong demand. Most operators, including the larger ones, claim that the cost of new juke boxes has soared to impractical heights; that fewer and fewer locations merit the investment of a new unit.

Distributors are also feeling the pinch. Business, they admit, has dipped for them as well as for their operator customers. "But we are able to make up some of the lag by picking up new accounts that we had not been selling before," says Wurlitzer distributor Harry Jacobs Jr., United, Inc.

## Op Credit

Operator credit ratings, the bugaboo that hindered distributors last year, is said to be improving. Distributors attribute some of the improvement to (Continued on page 92)

## Boston Outlook Fair; Revenues Still Trail

Collections Down 10-25% From '57;  
Prospects Vary for Fall Improvement

By CAMERON DEWAR

BOSTON—A fairly wide variety of reports can be recorded in the Boston metropolitan area which covers all types of locations from the big-city routes to the suburban and even almost rural type. But both operators and distributors are in accord on one point: Business this year is far off last year's grosses.

Distributors, however, are more optimistic for the future than are the operators, believing with conviction that if the situation already has picked up, based on the last two or three weeks indications on collections, that there is a strong trend towards a general upswing.

## 10-25% Drop

While operators differed in their opinions of conditions, they gave figures on this year's collections as against last year's all the way from 10 per cent to 25 per cent down.

Distributors went from 10 to 20 per cent off, but were more inclined to see an upward trend. Most operators, on the other hand, were not so sure of any boost in collections in the immediate future.

There was one trend noticeable among operators. They seemed to indicate that the top spots were still holding up to a good level compared to last year, while the middle range locations were badly down. Apparently the lower range spots were affected little.

One distributor was of the opinion that 1957 was a "fabulous" year in the industry, both for operator and distributor, and felt that no one could expect to reach such heights. He pointed to the tremendous sales in all types of consumer goods and said he believed all phases of industry had enjoyed a year that could hardly be expected to repeat itself.

(Continued on page 91)

## Tune Talk...



Ray Wherrit, veteran juke box operator in San Luis Obispo, Calif., comments on records he is putting on his route this week.

## the picks

Fibbin', Patti Page (Mercury)

"Patti's name sold me. I had a lot of success with "How Much Is That Doggie in the Window?" and I see no reason why this should not be another like it. It seems this is the type of song that Patti Page really sells. She is outstanding on songs with cute titles, and this one is up her alley. I think she's about ready for another hit. This, I believe, will be it."

Non Dimenticar, Nat King Cole (Capitol)

"Nat Cole has always been a favorite in this section, and I keep some of his records on every machine. Even when he doesn't have what might be called a current hot hit his disks still pull excellent play. In this case, Non Dimenticar looks like it's taking off. Not only that, the other side, "Beid a Little My Way," is excellent, giving two chances to make money."

## the buyer

Ray Wherrit moved from Los Angeles to San Luis Obispo to become an operator in 1939. He deserted the big town because he wanted to live in a small city, and San Luis Obispo, site of the California State Polytechnic College, was showing indications of rapid expansion. Wherrit was not disappointed in his switch. He found music operating as interesting as being sales manager for the Reo automobiles in Los Angeles. Also in SLO he found the small-town atmosphere and real living. At one time he had several Tennessee walking horses, and he took time off, then, for deep sea fishing at Morro Bay, 14 miles away, and golf. A native of Toledo, Wherrit has lived in California since 1908. After moving to San Luis Obispo, the Wherrits built a home with a shop behind it. When not attending to his route, which is confined to the city in which he lives, the Wherrits visit Las Vegas, Nev., to see the shows. Ray operated there for about 18 months some years ago and he and his wife have many friends still residing there. "Tune Talk" is a special feature for juke box operators. Each week The Billboard will check a different operator-record buyer to find out what records he is putting out that week and why.

OPTIMISTIC NOTE

# St. Louis Hurt, But Pick-Up Under Way

By JOHN HICKS

ST. LOUIS—The juke box industry here has been hard hit because of the recession and normal summer slump. Altho some operators and distributors have not felt the pinch as badly as others, none report economic conditions this year which have exceeded those of 1957. Some firms in the industry, tho, have noticed an upward trend now that summer is over, while others have expressed confidence that the seasonal upswing is just around the corner.

No one operator or distributor's experience is typical of all in the St. Louis area, since each is in itself an entity. However, a run-down of some can give a general picture of conditions here.

**Distributors Says**

Jack Corelick, sales manager of J. Rosenfeld Company, said that as a music machine distributing firm, sales this year have been about one-third below those of last year. In the operating end of the business, he said this year's collections are down about 50 per cent when compared with last year. However, the company has purchased about the same number of records because the songs must be bought when they come out.

Corelick stated that business in September picked up about 25 per cent over August. He attributed the slack in business to seasonal layoffs in the automobile and other industries. The business, he said, depends on the average man who patronizes taverns and other places where the equipment is displayed, and when the customer is working prosperity is here.

Peter O. Brandt, president of Brandt Distributing Company, estimated sales of his company were at least 25 per cent under last year. There seems to be a slight pick-up now, Brandt said, because operator receipts are showing a little increase.

Brandt stated he felt confident of the upward trend this fall. He cited the trend toward stereophonic machines as the stimulus to give a push toward real activity.

**OP Says**

Collection receipts of Morris Novelty Company, which operates juke boxes, are down only about 4 or 5 per cent from last year, Marvin Mitchell, vice-president, said. The company has a large number of phonograph machines, he continued, but the big drop has been in pinball games.

Mitchell stated that record buying has remained about the same and represents about 17 per cent of the gross take from the phonograph machines. The company has over-bought equipment this year because of its rejuvenation program to try to stimulate business, he said. The firm's vice-president explained the rejuvenation program as a complete turnover of machines every four years for an average of about 25 per cent each year. Other methods used to attract customers, he said, include keeping up equipment and routes. Mitchell said as yet no upward trend in business has been noted.

**Records**

Another operator, Milton Hart, president of Twentieth Century Novelty Company, said last year  
*(Continued on page 86)*

## PEAK CROP YEAR

# Memphis Juke Ops Expect Record Fourth Qtr. to Erase Summer Slump

By ELTON WHISENHUNT

MEMPHIS—Memphis operators and distributors say that business so far in 1958 has trailed 1957, but they expect a big fall business to make the year compare well with the 1957 mark.

In a survey last week by The Billboard, five operators and three distributors said their business was off anywhere from 10 to 25 per cent, but expected a tremendous fall business to overcome the decline.

For operators, what has hurt them most are the crop failure, floods and economic disaster for the farmer last fall. This economic failure, plus the mild recession, cut sharply into collections.

For the distributor, business generally is as good, or just slightly off, from what it was in 1957. They foresee a big fall business and some expect a better over-all year this year than last.

A great deal of both operators and distributors' business is predicated on the farm crops in this rural area around Memphis. With a crop failure, operators and distributors feel the effect. If it is a good year, their business is good and they enjoy a healthy profit on their investments.

Here is what the operators had to say:

**Canale Says**

DREW CANALE, owner of Canale Amusement Company:

"My collections are down 10 per cent from what they were in 1957. However, the Mississippi Delta had some beautiful cotton this year. That affects our whole economy, and we can expect a big business

this fall that should make 1958 as good a year as 1957.

"To overcome the recession and bad business conditions, which were much worse earlier this year and now are leveling off, I completely revamped my route. The trend is to the 200 machines.

**More 200's**

"I have bought a lot of new 200's this year—about three-fourths of my route are 200's. This, of course, is not done every year by an operator. It's a major conversion and a major investment. I did it to pick up collections and stimulate business.

"It has helped a great deal. I have used equipment to stimulate business instead of records, altho I buy plenty of new records. We are buying 450 a week, about the same as in 1957.

"Another thing which I believe will help business a great deal is plans I have to air condition several cafe locations before next summer."

PARKER HENDERSON, general manager, Southern Amusement Company:

"Our 1958 collections are off 20 to 25 per cent compared to 1957. However, I have noticed a spurt in fall business already and by the end of the year I expect a good bit of that decrease to be overcome.

The recession hit hard. With no income from cotton, the 1958 business is badly affected.

"Another thing which we are trying to figure out ways to offset, altho no one has found the answer yet, is this: People don't go out to places which have phonographs

now as much as they used to. Therefore, the juke box is played less.

"In addition, new swank restaurants are going up which have no juke boxes, but wired-in background music. This cuts down our location potentials. Another factor is that when people's money is a little short, they stay home and watch TV and drink beer there rather than out.

Henderson said he is using the same number of records per week this year as last.

**Forsyth Optimistic**

WILLIAM FORSYTH, Forsyth Amusement Company:

"My collections are off 10 to 15 per cent compared to 1957. Reason, of course, is what you have already heard—mainly the farm situation. But I expect a good pick-up in business this fall which I hope will overcome completely the decrease. Most of my route is out in the rural areas around Memphis.

*(Continued on page 88)*

50 120 200  
SELECTION MODELS  
A  
**ROCK-OLD**  
FOR  
EVERY LOCATION

**TOGETHER** ... they provide beautiful music!

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a United phonograph

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# Senate Investigators Probe Long Island Juke Picture

## Local 266 Pickets Location Which Dumped Operator, Bought Own Box

LEVITTOWN, N. Y. — Investigators for the U. S. Senate Rackets Committee are checking into circumstances behind the picketing of a restaurant by Local 266, International Brotherhood of Teamsters, because the restaurant owner allegedly bought his own juke box and did not have the unit serviced by members of Local 266.

Staff members James P. Kelly and Cy Jordan are investigating the situation at Caruso's Restaurant in this community of 20,000 homes built a decade ago on potato fields by William Levitt, the nation's first mass home builder.

Sal Caruso, owner of the restaurant, had a juke box on his premises operated by Nu-Way Vending, Brooklyn. Partners in Nu-Way are Bert Jacob and Gene Jacob, officials of the Associated Amusement Machine Operators of New York.

### Sold Location

However, Bert Jacob told The Billboard that he sold the location six months ago and that his firm is in no way involved in the case. A check with Edward Coleman, manager of the restaurant, substantiated this statement. Coleman said that for the last few months two new operators had been servicing the stop, but he didn't know their names. Jacob said that it would be unethical of him to disclose the operator's name, and he added that for all he knew, the location could very well have changed hands again.

According to Coleman, the restaurant bought its own juke box about three weeks ago after making several phone calls to Nu-Way explaining that the contract had expired and that the location preferred to operate its own equipment.

He explained that Nu-Way, rather than the new operator, was called because the contract was with Nu-Way and no other contract had replaced it. Coleman added that he was not notified that the contract had changed hands.

### Bought Wurlitzer

Caruso bought a new Wurlitzer for \$1,500 from Hal Zimmerman, Economy Vending Corporation, an Oceanside, L. I., firm which specializes in selling coin-operated games and music to locations. Then, according to Caruso, he called up Nu-Way and told the company to take back its juke box.

Terms of the contract between Caruso and Nu-Way were reported to be \$400 a year flat payment to the location, with all collections going to the operator.

Caruso then claimed he was

visited recently by a Local 266 representative and a man who was identified as "head of the local coin machine association." According to Caruso, he was told that unless he got rid of the Wurlitzer he bought and substituted a machine owned by the previous operator and serviced by Local 266, he would be picketed.

When Caruso refused to change the arrangements, Kenneth Ciazzo, of Brooklyn, a member of Local 266, began picketing the restaurant. The picket stayed only for a few hours and he has not returned.

Joe DeGrandis, president of Local 266, explained that the location was picketed because it was not employing a union serviceman to take care of the juke box. He said that the location had been serviced by a Local 266 member until Caruso bought his own juke box.

He said that the picket carried a sign saying that the location was not serviced by Local 266. DeGrandis added that the picket was removed because he became sick and that no picket has returned merely because none is available.

As far as he is concerned, DeGrandis said, the location is still taking work away from a union serviceman by operating its own equipment and it is still subject to picketing.

It was learned that altho two bartenders who work in the restaurant are union members, the location has no contract with any union.

Meanwhile, Zimmerman, who sold the juke box to the location, complained to the Nassau County district attorney's office that he had received a threatening phone call warning him to sell no more juke boxes to private individuals.

The Senate investigators have picked up copies of contracts and correspondence between Caruso and Zimmerman, and have questioned Zimmerman and Sandy Moore, the local Wurlitzer distributor.

The Senate investigators are gathering material for the public hearings on alleged racketeering in the coin machine industry. The hearings are tentatively set for November 15 in Washington.

## FUTURE OF JUMBO JUKE BOXES

# Operator History With 200's Spells Limit or Potentials?

First in a series  
By BOB DIETMEIER

CHICAGO—Does the 200-selection juke box pay?

This is a question which the majority of operators reporting to The Billboard answer in the negative.

But 200's apparently continue to dominate new equipment sales. How is this apparent inconsistency explained?

It is pretty much explained by the two reasons operators most frequently give for having bought 200's.

1. The belief that the 200 was the machine of the future and lesser section models would soon be obsolete.

2. To meet competition and hold a location.

The fact is that all manufacturers are continuing to make a full line of equipment: 200's plus 100-selection-category machines. One continues to make a 50-selection unit. That they are still making 200's and will continue to make them is certain since some location owners believe that the 200, the top machine in the line, will make more money. Therefore, a 200 does hold a competitive edge. Thus operators have used it to meet competition.

What is interesting, and apparently not in the original plans of at least some manufacturers, is that all of them will continue to make lesser-selection models indefinitely.

One manufacturer, for example, states that his sales since introducing the 200 have run about 50-50 with lesser-selection machines. Even tho he expects the 200 to sell better next year, he does not expect it over to sell so much better that he would discontinue lesser-selection models.

Other manufacturers indicate that 200 sales are doing at least as well as other models and some say they make up most of their current sales. But none is prepared to say that equipment with fewer than 200 selections is going by the boards. And when the 200's were

introduced, the view was generally held—witness the operators' own reason for buying them—that any equipment other than 200's would soon be obsolete.

The reasoning behind the 200-selection machine is sound and can hardly be quarreled with. In introducing the 200, manufacturers were following what they saw happening in the record industry: album business was booming and total record sales were skyrocketing. Did it not make sense, therefore, to build a juke box that would accommodate more selections to better satisfy an obvious public hunger for all types of music?

Here's the language which one manufacturer uses to explain it:

"Ever since its advent the juke box has been dependent on one thing in its rise to popularity and public acceptance. This one thing has been the ability of the player-customer to pick a selection of his own choice. It follows then that the greater number of choices the more possible it is to attract additional coins. In my opinion the present 200-selection models are the ultimate in this regard. This greater number of selections offers the operator the opportunity for increased income not only by offering more choices but also permits other attractive income producing features such as dual programming, classification programming and 50-cent play. I feel that the multi-selection (200) juke box is here to stay and properly so."

The same manufacturer points out that despite the range of selections offered by his company and other manufacturers, the 200-selection machine makes up most of the sales in his company "which proves that the progressive operator is aware of the advantage of multi-selection (200) equipment."

But, according to the majority of operator reports The Billboard has received since the introduction of 200-selection equipment, the latest of which are very recent, the 200-selection juke box has not increased collections, has not enabled operators to get more profitable

# 'Don't Buy Licenses,' MOAM Tells Members

BOSTON — Operator members of the Music Operators' Association of Massachusetts have been advised by Arthur Sherman, counsel for the group, that no applications should be made for a full year's license for Sunday operation of a juke box. This is in view of the pending cases before the Supreme Judicial Court of the Commonwealth of Massachusetts which are due for a hearing early this month.

In a special bulletin from President David J. Baker, operators were told to avoid paying the license in full or in part since, ac-

ording to law, no refunds are permissible even after a fee has been ruled invalid. The cases have been brought against the City of Boston and the Commonwealth to halt the payment by operators of the \$150 fee for seven-day operation of a juke box.

Members were also urged to secure tickets now for the third annual banquet to be held Monday, November 10, at the Sheraton Plaza Hotel, Boston. Dave Gropman, of Beacon Hill Music Company, heads the committee in charge of ticket sales.

## Juke Collections Trail '57

Continued from page 78

to wait until their capital position improves.

Record buying seemed to go two ways during the slump. Some operators stuck with their traditional policy of spending a certain percentage of their revenue for disks. For them, disk purchases declined—tho slightly.

Other firms chose to spend even more on records than before, in an effort to keep their revenues from slipping further.

One thing virtually all firms did tho, was trim their overhead ex-

penses and cut costs. Some operators even said the slump was a mixed blessing for them, since they were forced to get their operations on an economically sound basis. Generally, while profit margins narrowed, operators took advantage of the situation, by tightening their belts and getting ready for better times.

Actual conditions varied by geographic area, but generally the hardest hit were the large industrial belts. And in these areas, it seemed the low income unskilled worker took the brunt of whatever economic upheaval there was, with his favorite hangout, the "honky-tonk" tavern taking it on the chin.

Each area had its own story. In New York, for example, collections dropped only about 10 per cent—but operators were able to soften the blow with a marked trend to dime play, which had been trailing its feet up to now.

Chicago operators reported business down, 5 to 20 per cent, with many taverns going out of business. But Windy City distributors are predicting a fall pick-up that is already in strong evidence in outlying areas thruout Illinois.

In other large industrial cities, the story is much the same.

Among farm belt cities, the outlook varies by area, but is generally optimistic, as the nation appears to be headed toward a record crop year, with the country's farmers in good economic shape.

In Memphis, for example, a peak cotton harvest has boosted business substantially. This in a region that had a lean winter and spring after 1957's floods and crop failures.

An exception is Miami, where poor weather delivered a twin blow: poor crops and few tourists.

Generally, tho, the operating business appears to be headed toward healthy times, with all economic criteria pointing upward.

Employment is up—layoffs mostly discontinued. Heavy industry seems to have trimmed its inventories and is tooling up for what economic soothsayers are predicting will be a bullish winter.

The little guy is back on the payroll and getting even with the finance company. He isn't in his favorite tavern yet—but the trade is betting he will be soon.

## Twin Blows

Continued from page 78

Regardless, tho, of what has happened to date, the industry eye is now focused on the fall. However, what the fall will bring is something that has little agreement at this point. Most operators aren't even making a prediction, but sitting back and waiting to see.

A very large question mark is the winter weather. Miami being a resort area, is more than slightly affected by fluctuations in vacation climate. Crops, too, the local industry, will be affected by what the weatherman will do. And this is a question that more than the local coin trade is interested in.

50 120 200  
SELECTION MODELS

A  
ROCK-OLD  
FOR  
EVERY LOCATION

Everybody benefits  
when everybody gives.

the  way

## L. A. Distributors Optimistic, See Easier Credit

LOS ANGELES — Altho payments on contracts by operators are showing signs of delinquency, there is an air of optimism among distributors for a loosening up of credit and, in turn, more games sales.

Distributors are well aware of the general conditions affecting operators' revenue. These include the cutting off of overtime in both aircraft and automobile factories as well as the curtailment of income for workers, the real backbone of amusement games.

William R. Happel Jr., Badger Sales Company, said that the operators who were slow in paying were getting a little slower and those who paid on time are drifting behind.

C. A. Robinson has tightened credit to operators. Realizing that operators are faced with lower returns from machines, Robinson stated that "you just have to keep after them." He added, however, that about one-third of the delinquency is due to carelessness.

At Paul A. Laymon, Inc., Ed Wilkes, the firm's manager, declared that operators have curtailed their games buying with the result that there is not as much paper as in the past. His view is that operators are giving more serious thinking to indebtedness before plunging into it. This, he continued, may make them seriously consider paying off.

William Scuder, of the Lucerne Company, which finances coin machine sales, said that delinquencies with his firm were not ahead of this time in 1957. Contracts, however, are considered upon the past paying records of both the operator and the distributor.

## Texas City Drives On Coin Taxes

BEAUMONT, Tex. — City tax office personnel and police are co-operating in a drive to collect taxes on pinball machines, juke boxes and other coin-operated devices.

A total of 21 owners of coin-operated machines so far have paid taxes amounting to \$1,253.13 on 314 devices, according to Don Terry, assessor-collector.

The campaign to collect taxes was started after it was discovered that only three tax payments of \$2.50 each were made last year on juke boxes. This with three \$5 tax payments on shuffle alleys represented the total tax collected in 1957 on coin-operated machines.

## Rocket Puck Games Did Well Thru Summer

CHICAGO — Rocket-type in-line puck games, operating quietly with a minimum of fanfare, reportedly saved the summer for a good many operators throughout the nation.

As a group, these games probably outsold most other types of new models in 1958 to date. Some individual operators bought as many as 40 for medium-size routes.

Reports indicate that this type game, while not creating sensational results, did surprisingly steady business for a novelty item. One Indiana operator reported gross takes still running from \$25

## YANKS GET PRACTICE IN STRIKING OUT

BURLINGTON, Wis. — The New York Yankees have been working out on a coin-operated bowling game between contests of the World Series in their Brown's Lake resort home here.

The move seems to have payed off—for the Milwaukee Braves. The Yanks, in their first two outings with the National League champs, proceeded to boost their strike averages considerably.

The bowling game, along with pool and billiard tables, were moved into the ballroom of the resort spot, transforming it into a game room.

## United Bows Shuffle Alley, Cyclone

CHICAGO — Cyclone, a new high-scoring shuffle bowler featuring traveling lights and changing values, was readied for shipment last week by United Manufacturing Company.

Played with the new United ball-shaped puck, the game awards super strikes as well as regular strikes and spares, depending on player's skill and timing in delivering puck.

Super strikes range from 200 to 800, strikes from 100 to 500, spares from 50 to 300. Highest score on each shot is made when traveling light in front of pins is near dead center. Lights change from yellow to red at center of pin set-up.

(Continued on page 84)

## Kid Ride Commissions Settling at Near 35%

CHICAGO — Kiddie ride operator commissions to locations are settling down to a fairly even 35 per cent rate. Leading operators report most of the "50 per-centers" are no longer in the ride business. Top accounts still rate 40 per cent splits, however.

Reason for the gradual move to lower commission rates in the ride field is operator adjustment to higher maintenance costs, higher replacement of parts and boost in general operating costs.

## United Bows Shuffle Alley, Cyclone

to \$50 weekly despite a long period of time on location.

Sales on new rocket-type shuffles are not high currently, but the games did a strong run when first introduced, and good used games in this make have high resale value.

Operators and distributors say that the combination of chance and skill in the game have made it successful where other new 1958 models failed. The game was first introduced by Chicago Coin Machine in February, and was followed up by United Manufacturing Company, with an April model.

## Game Market Demand High, But Lacks Fast-Sell Items

### Ops Minus Hot New Model, Seek Out Good Late-Used Equipment

By KEN KNAUF

CHICAGO — The market is hungry for good coin games, but there is little to satisfy it.

The lack of a hot new game this season left operators scurrying to pick up good late-used models for locations, and resale values of these games increased. A bulky export market gulped down sizable hunks of the used game supply and kept distributors on the hunt to fill both foreign and domestic demands.

All this could change quickly, distributors say, if a fast-selling new game appeared on the market. In such case, they contend,

operators who have bought sparingly in the new game field this year would turn up with fistfuls of money. They would trade in models now on their locations, and supply would no longer be a problem. Currently, however, stock of good late models is all but drained dry.

In demand, in particular, are late used shuffle bowlers, used rocket-type shuffles, used big-ball bowlers and, in some areas, in-line pinballs.

**Finance Not Crucial**

Altho some distributors report operators' payments on credit are slow and difficult, this does not appear to be a problem at this

time. Declining collections hand-in-hand with receding sales, they say. Distributors are now more choosy about the paper they hold. They hesitate to deal with poor risk operators consistently bad on payments. But since sales have been mostly in the used-game category, with lower expenditures by operators, credit has not been the problem it was a while back when distributors were up to the neck in paper on new ball bowler purchases. They feel a good new game would bring out operator cash.

Distributors dealing in in-line pinballs report brisk business, especially in the late-used model category. They feel there always will be a market for these games, even tho the market has probably been cut by 60 per cent from two years back (before the U. S. Supreme Court decision putting them in the \$250 tax class). The in-line market, new and used, is on a par with last year at this time. Distributors concentrating on non-in-line game lines note decreasing activity in bingos, with most of it in export.

**Five-Balls Slower**

Five-ball pins, usually steady on the domestic market, have recently shown signs of an over-supply, with

(Continued on page 84)

## PRODUCTION OUTLOOK

### Emphasize Bowlers; Other Games Due

CHICAGO — Bowling games are slated for heavy concentration on major manufacturers' production lines in the final months of this year, but there is some promise of new types of location games to come soon.

Most major manufacturers here appear to be focused mainly on bowling as a coin game theme. They predict continued output of improved models of ball bowlers, and a scattering of new shuffles.

But there is also a crisp note of freshness in the fall air: While

manufacturers certainly would hesitate to spell out production plans in detail, they do hint of some new goings-on inside the plants.

It is a fair guess that one new game in the other-than-bowler lines will be some form of gun game. In fact, there could be several new guns on the market before the wind-up of 1958. This fits in well with distributors' expressed desire for some new gun models. In contrast, few distributors note a need for any great quantity of new bowlers, selling mostly used models in this category. But there is no question that a solid new bowler with some outstanding new play features could sell.

**Novelties Coming**

United, according to Bill DeSelm, sales manager, intends to concentrate on ball bowler output in the final months of the year. Another new product is due shortly, but few more novelty types are expected before year's end.

Bally, says Herb Jones, vice-president, will continue 1958 output of in-line pins, bowlers and its current golf game. New ideas are in the works at Bally, but the focus is on 1959 for most of these. Jones said distributors can now offer more attractive allowances on

(Continued on page 84)

## Payments on Coin Machines Roll Right in

NEW YORK — If the recent recession has had any major affect on the coin machine industry, it doesn't show up in the operator equipment payments, according to Sam Bushnell, of Funds for Business, a factoring house which specializes in coin machine paper.

According to Bushnell, the delinquency rate on both music and game paper is extremely low, possibly lower than it was a year ago. He feels that few operators got in any serious trouble during the recession, or else it would be reflected in tardy payments.

An increase in the interest rate was predicted by Bushnell. He pointed out that bank loans are

(Continued on page 84)

## N. Y. Ops Name Price & Iovine

NEW YORK — The law firm of Price & Iovine has been retained as counsel by the Associated Amusement Machine Operators of New York, it was announced last week.

The senior member of the firm, David F. Price, a Brooklyn Law School graduate, has been a practicing attorney for 45 years. His partner, Joseph Iovine, is a graduate of the St. John's University Law School and has been practicing for five years. Iovine was formerly with the Federal Security Administration.

## LABOR CHARGES VS. AAMONY ARE WITHDRAWN

NEW YORK — The New York State Labor Board has approved the request of Local 1690, Retail Clerks' International Association (AFL-CIO), to withdraw charges of unfair labor practices made against the Associated Amusement Machine Operators of New York.

Text of the SLB statement was: "The Board approves the request for leave to withdraw the charge filed. . . . We are therefore marking the case as closed without prejudice.



You Can't Miss Finding Many Bargains in the Classified Section, this Issue.

**NO PENNY ANTE STUFF**

**Automatic Betting Unit Takes Ones and Fives**

NEW YORK—While coin-operated gambling devices are frowned upon by most States and municipalities, the American Totaliser Company has developed a wagering unit capable of grossing mil-

lions of dollars a year. And it's perfectly legal.

Strictly speaking, tho, it's not a coin machine, as it accepts only folding money. The unit, called "Amteller," is now being introduced at selected race tracks throughout the nation. Upon insertion of the proper greenery, it issues a ticket bearing the number of the horse chosen by the bettor.

Housed in an aluminum casing 14 inches square and 18 inches high and weighing 30 pounds, the Amteller actuates the mutual selection buttons usually punched by a clerk. The bettor first places his currency in a drawer and, after the machine has checked the money for genuineness and denomination, he makes his selection by punching the appropriate button.

**Money Release**

If the bettor changes his mind before punching his selection, or if he makes more than one selection, he may retrieve his money by operating a release.

Machines being demonstrated take either two singles or a \$5 bill. However, they may be set at any amount, and plans call for machines handling \$50 bets.

Bill acceptance is based on a photo-electric principle. The closing of the money drawer actuates a moving prism, which, in conjunction with various mirrors, reflects lights to photo-electric cells.

The light-scanning process must be at an exact speed, or the bill is rejected. If the money is accepted, it drops into a locked compartment and the machine is ready for the next bet.

**Other Uses**

According to Oscar C. Levy, vice-president and chairman of the executive committee of American Totaliser, the units will not only be placed at mutual windows, but also in dining rooms, clubrooms and press boxes.

The machines will not be sold or leased, but will be operated as a service by American Totaliser.

According to Robert Heyman, resident engineer for ATC at Belmont Park here, the principles of the Amteller can be adopted for selling tickets at athletic events, for automatic fee takers in parking lots and for counterfeit detectors in banks and stores.

**Ticket Vender**

A similar device made by Amtote, an ATC sister company, is used to sell tickets in Pennsylvania Station here to any destination in the United States.

Heyman said the Amteller could be modified to pay out bets as well as to receive them.

**Game Outlook**

Continued from page 83

new equipment because of increased demand for trade-ins from export markets. He reported the new Bally Lucky Alley shuffle going good, with the match play model, Star Shuffle, alone due to hit 1,000 units on the production line before end of year.

Sam Wolberg, Chicago Coin partner, said his firm expects to bow new types of coin games before the end of this year. He noted the gun game field as a possibility. While the new games are still in the planning stage, he said "they look good." Chicago Coin also plans to continue on bowling game production, and currently expects good runs on its new Player's Choice two-way play ball bowler. Wolberg said Chicago Coin is fashioning new games with the hope of breaking up the "buying strike" by operators in the new game field in some areas.

**ENGLISHMEN TOAST GAME AT GUN PARTY**

LONDON — The English game trade made a real social affair out of a showing of a new coin-operated rifle machine here.

The new game, similar in design to U. S. electrically operated .22 rifle units, was described in English trade circles as "unique" and "staggering." The machine is manufactured by Automaten Distributors, Ltd., in North Wales, under license from the Wiegandt firm of Berlin, Germany.

The showing was held in conjunction with the opening of new Automaten distributor showrooms. A number of coin trade and show business personalities and local beauties showed up for the party, toasting the game, known in Britain as an "electronic shooter."

**Jail Coin Terrorists In Chicago**

CHICAGO — Two men who terrorized Chicago location owners into installing gangster-owned amusement games were jailed here last week.

The pair are Alex Ross, 47, and James Rini, 39. Rini was sentenced to serve 10 to 14 years after pleading guilty to nine indictments. Ross was sentenced two to four years after pleading guilty to eight charges—two of larceny, one of confidence game, two of conspiracy and three of malicious mischief.

**GONY Set On General Meet**

NEW YORK — The Game Operators of New York will hold its first general meeting within the next two weeks, according to Ray Knoss, GONY spokesman.

Knoss said that the organization, which was formed this summer, now has 32 operating firms as members.

**United Bows**

Continued from page 83

Traveling light on backglass moves up and down, stopping at proper score when pins are hit. Lights in front of pins are synchronized with lights on backglass.

Cyclone is 8½ feet by 2½. Game is a six-player available in regular or de luxe with match play features. Balls hit pins as well as trip switches below pins. Top score is 9,600.

Cyclone is available with optional jack plug feature which lifts up pins at end of each game played.

**Payments Good**

Continued from page 83

becoming more difficult to get and cited a recent rise in the discount rate at the Boston Federal Reserve Bank. The others, he feels, will follow suit.

Terms for coin machine financing, Bushnell feels, will remain staple, except for the slight increase in interest rates. Current terms are a third down and 12 months to pay on games and anywhere from 10 to 25 per cent down and 24 months to pay for music.

**Game Market Demand High**

Continued from page 83

the U. S. market now fairly slow. Closure of the Italian export market for five-balls is expected to slow up export demands also, but currently demand is good from overseas.

Used shuffles dominate activity in the bowling game field, but they are very hard to come by. Good used big-ball bowlers are also scarce, with operators needing such games buying at \$600 and

under in the used class, and buying slowly in the new game category. But since operators generally bought sparingly in ball bowlers when they first came out, they don't have many to trade in. There is currently a good demand for early-model small-ball bowlers in small town and rural areas where they are still regarded as a novelty. The export market for shuffles has grown more particular of late, and now demands late models where before it was satisfied with older equipment. This further tends to tighten the market and up prices on these models.

Pool game activity has slowed down, altho new and used six-pockets are still selling. There is little action in the used pool game field, with preference shown for six-pockets over bumper-type small tables.

Distributors regard gun games as steady sellers, and report that they could use some new types or new target arrangements in this category. Several new good guns could liven up the market for this type game, they say. Used models have good resale value, with three and four-year models holding up to \$250. Indications are that new guns may appear within the next few months, if not sooner.

In summary, the trade shows promise and confidence in the final months of this year, and for 1959. The market is here. It needs only a stimulus in the form of a solid new game.

**Am. Shuffleb'd In Production On Bumpo Unit**

UNION CITY, N. J. — The American Shuffleboard Company has gone into production on the revised version of its Bumpo game, with initial deliveries set for October 15.

Sol Lipkin, ASC sales executive, said the game has been field tested for three months and has just been approved for license by the New York City authorities.

He explained that while the game is played with pool balls, the playing principle is essentially that of a deck shuffleboard, with push sticks propelling the ball replacing cue sticks, altho the latter is still available.

**Open Hood**

The hood has been opened to provide for greater player and spectator appeal, while new scoring features include two automatic scorers, roll-over spots, two electric bumpers and a manually operated bonus spot.

While the game goes out as a four-frame game, Lipkin said that it can easily be converted to five or six frames. List price will be about \$840. The game itself is nine feet long and about 30 inches wide.

Lipkin said that average playing time is about five minutes. The coin mechanism is set for 20 cents. Lipkin leaves next week for a three-week sales trip covering the South and Midwest.

Production of pecans in 1958 is forecast at 173 million pounds, or 23 per cent above last year and 17 per cent above the average. Indicated production of almonds in California at 24,000 tons is 36 per cent below last year, and 12 per cent less than average, Agriculture reports.

**SPECIAL**  
United 6 Star Regulation S. A.  
**\$425**

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- 1 16' Jumbo S. A. .... \$575
- 14 Ft. Bowling Alley .... 345
- 1 Super Bonus Shuffle Alley 195
- 2 Chief Shuffle Alleys .. Ea. 145
- 2 Capitol S. A. .... 225
- 2 Speedy S. A. .... 125
- 1 11th Frame S. A. .... 125

**CHICAGO COIN**

- 1 16 Ft. T. V. Bowling Alley ..... \$550
- 14 Ft. Bowling League .... 345
- 1 Feature Shuffle Alley... 95
- 1 Advance Shuffle Alley... 95
- 6 Super Frame Shuffle Alleys, Ea. .... 95

**BALLY**

- 1 Blue Ribbon ..... \$165
- Alleys, Ea. .... \$165
- 1 Mystic Shuffle Alley... 115

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- Used All Star Bowlers ..... \$190.00
- Used Genco Sky Rocket Rifle Gallery ..... 100.00
- 11 Ft. Used Bally Strike Bowler ..... 475.00
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- 1—1900 Wurlitzer .. \$525.00
- 2—1455D Rock-Ola .. 695.00
- 1—1455S Rock-Ola .. 645.00
- 4—1454 Rock-Ola ... 595.00
- 6—1448 Rock-Ola ... 495.00
- 6—1446 Rock-Ola ... 395.00
- 10—1438 Rock-Ola ... 295.00
- 2—1434 Rock-Ola ... 75.00
- 30—1546 Chrome 120 Wall Boxes ..... 45.00
- 10—100 Selection Seaburg Wall Boxes ..... 45.00

Call, Wire or Write Joe Brilliant

**BRILLIANT MUSIC CO.**  
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**SLATE TOPS**

REG. PRICE \$69.50 **NOW BUMPER POOL, 32" x 48" \$44.50** 4 or more \$42.50  
REG. PRICE \$90.00 **6 POCKET 35" x 67½" 69.50** 2 or more 85.00

Bumper pool tops are covered with Imperial Rubberback billiard cloth and with Jumbo Bumpers. 6 Pocket Tops covered with Imperial Rubberback billiard cloth.

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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of September 29, 1958)

Table with columns for High, Low, Mean Avg. and rows for various machine categories: MUSIC MACHINES, ROCK-OLA, BEERBORG, WURLITZER, PINBALL GAMES, CHICAGO COIN, and SHUFFLE GAMES. Each row lists a machine model and its corresponding price range and mean average.

You Get the Table That Fits the Spot  
When You Buy the

**Valley**  
LINE

It's "Tailored" to  
Location Needs!



The DeLuxe  
6-POCKET POOL

7 Ft. and 6 Ft. Models  
The SPECIAL—6 Ft. Long

See Your Distributor or Contact Us Direct

**VALLEY SALES CO.** (Affiliate, Valley Mfg. Co.)

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Newest in Background Music—  
Check With Us on the NEW

**CINE-SONIC  
TAPE REPEATER**

Along With a Fine Line of  
Reasonably Priced Speakers

**Empire** COIN MACHINE  
EXCHANGE

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DETROIT BRANCH—14344 Fenkell, Detroit, Mich. Tel.: BROADWAY 3-2150

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We honestly believe our reconditioned games are the best in the land. They're completely reconditioned—rails scraped and lacquered—new cards installed—cleaned thoroughly both inside and out—ready for location. Try 'em once and you'll be convinced.

KEY WEST ... \$310.00	BEAUTY ... \$60.00
PARADE ... 200.00	HAVANA ... 50.00
NITE CLUB ... 190.00	PIXIES ... 75.00
BROADWAY .. 155.00	STARLET ... 90.00

WRITE, WIRE OR PHONE  FOR PROMPT SHIPMENT

## H.M. BRANSON DISTRIBUTING COMPANY

311 E. BROADWAY Phone: JUNiper 7-1343 LOUISVILLE 4, KENTUCKY

EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

## New LUCKY HOROSCOPE

5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute.
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD.

GAME HOLDS APPROX. 1,000  
NUMBERED TICKETS

with fortune and  
concealed number  
or stars under  
perforation.

SIZE: 18"x8"x6" Shipping Wgt.: 20 lbs.

WRITE FOR DETAILS **Frank Swartz Sales Co.** 515 A Fourth Avenue, South  
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help more people . . .  
save more lives . . .



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## COINMEN YOU KNOW

### New York

Paying a brief visit to New York this week was Jose Riojas Jr., Mexican Wurlitzer distributor and a member of the House of Riojas, which makes its own music machines, under Wurlitzer patent, for the Mexican market. Senor Riojas is returning from a two-month European trip, en route back to Mexico City.

The industry was saddened this week by news of the death of Mrs. Moe Luber, 46, wife of the local juke box operator. In addition to her husband, she leaves two sons, 13 and 20.

Dave Lowy reports that he had good luck on a recent Nova Scotia fishing trip. . . Meyer Parkoff and Murray Kaye of Atlantic-New York paid a business trip this week to the Seeburg factory in Chicago. . . Hank Peteet, Wurlitzer field engineer, was busy at Sandy Moore's this week explaining the new stereo unit to operators.

Nash Gordon and Delores Tripo at the Music Operators of New York are busy making final arrangements for the organization's 21st annual banquet to be held October 25 at the Town & Country, Brooklyn.

John Bilotta and a delegation of up-State operators were in New York this weekend to see the World Series. The group also attended the annual meeting of the New York State Coin Machine Association in Albany.

### Memphis

By ELTON WISENHUNT

Edward Boyce, owner of Boyce Amusement Company, recently went to diversification, bought 25 new cigarette vending machines from a Memphis distributor. He later changed his mind, sold the cigarette route to A. L. Clay, owner of Clay Candy Company at Bald Knob, Ark., and stayed in the music business. . . George Sammons, president of Sammons-Pennington Company, reports increased buying among Mid-South operators.

Drew Canale, owner of Canale Amusement Company, is back to work after a Chicago vacation. He invested in a development company, Greater Tennessee Corporation, and soon after was elected to the board of directors. He will help shape policy in the building of stock, loan and other businesses.

Parker Henderson, general manager of Southern Amusement Company, says operators have had a bad year so far in 1958, but one

### St. Louis Report

Continued from page 81

was pretty slow—about 20 to 25 per cent below the previous year—but 1958 has been about 10 per cent under 1957. The bad part, he said, is that the same number of records have to be purchased, although conditions are worse. In an effort to stimulate business, he tries to maintain the best selection in records and provide good service.

Central Distributors reported that "from all indications sales of juke boxes are about the same this year as in 1957." Ed Randolph, of Central, said: "We operate also, and have set out a great many more machines when compared with last year." He recognized that summer had been slow, but said there is usually a seasonal pickup. "We are looking forward to increased business in the near future," Randolph said.

of the best falls business-wise is beginning now. He foresees greatly increased business, better economic conditions. . . Clarence A. Camp, Southern Amusement Company's president, reports big business in the sale of phonographs, new and used, off-setting the company's operation decline.

Still speaking of business conditions, Johnny Novarese, partner in Poplar Tunes Music Service, reports his route has produced as much revenue so far this year as last—an exception to the rule for most operators here.

Alan Dixon, general manager of S & M Sales Company, reports his scouts in the Mississippi Delta area report one of the best cotton crops in years will be harvested there this fall. Since business conditions in the area depend to a great extent on cotton, that means healthy business conditions for operators and distributors. Dixon said he is informed the cotton looks better than in any previous year in memory.

Bill Fitzgerald, manager of Music Sales Company, reports a big pick-up in business in recent weeks. He is selling more records than in a long time, he reports. Mid-South operators are getting their routes revamped, updated with the latest hits for the usual big increase in fall business.

Joe Cuoghi, Poplar Tunes Music Service, claims the mild recession earlier this year was not as bad as newspapers and magazines made

(Continued on page 88)

## Judge Tosses Out Case Vs. Bowler Cards

CHICAGO — A case brought against a local operator using prize cards in conjunction with play on coin bowling games was tossed out in court here last week. The defendant was ruled not guilty of gambling. Attorney James A. Brown, counsel for the Chicago Independent Amusement Association, defended the operator in the case.

The card used in this case consisted of a simple chart listing high-score players. Player with highest score rated a small prize.

Another type of card popular with bowling game players at local spots includes a punch-out number. Players with a score above a certain point-total list names on card. When the card is filled, the location owner punches out tab. The number on the tab indicates the player listed on the card to win a prize.

## BALLY GOLF ON GARROWAY TV STANZA

NEW YORK — Golf Champ, the new Bally Manufacturing Company coin-operated putting game, got nationwide exposure last week on Dave Garroway's NBC TV morning show, "Today."

The show expressed interest in presenting the game in a short bit on TV, and Bally arranged to provide the game for the program.

The game features putting regulation golf balls into score holes spotted at different levels on playfield green, with scores registered automatically on backglass.

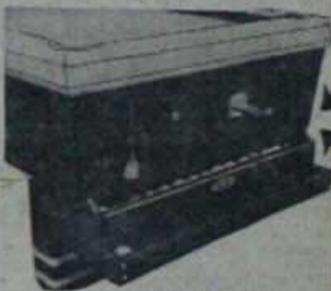
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Send at once for catalog of our complete line of modern coin-operated rides. Convenient terms arranged.

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- Balls played are visible at FRONT of table!
- Open ball tray—balls can be turned for identification—cannot be removed for replay!
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ROCKET SHIP	3375
CRISS CROSS	345
STRAIGHT FLUSH	350
SILVER	355
ROYAL FLUSH	360
ACE HIGH	365
RAINBOW	370
CLASSEY BOWLER	375
DERBY DAY	380

N. ILLINOIS,  
N. INDIANA and IOWA  
OPERATORS—

YOU CAN  
MAKE HAY  
The Year 'Round  
with GOTTLIEB'S New

## SUNSHINE

NEW! Whirling Numbers  
in Light Box—Exciting  
Animation!

Many Other Top Action Features!

ORDER NOW!

All Equipment—Reconditioned and  
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COIN MACHINE EXCHANGE

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**CHILDREN'S RIDES**

Super Jet	.....	\$250.00
Circus Jet	.....	100.00
See-Saw	.....	125.00
Space Ship Rides	.....	150.00
Auto Rides	.....	200.00
Metal Typer (Standard)	.....	225.00
Williams Crane	.....	125.00
Big Bronco	.....	Write
Pony Boy	.....	Write
Sportland (moving target) Gallery, excellent cond.	.....	100.00

Good condition—operating order—parts complete.  
Terms: F.O.B. Chicago, 25% Deposit, Balance C.O.D. or Sight Draft.

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Phone Uptown 8-1369

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In operating condition. All parts complete.

**COWPOKE SPECIALS**  
Ride the TV crest to extra sales with:

BIG BRONCO PONY	.....	\$350.00
CHAMPION PONY	.....	390.00
CAPITOL PONY	.....	300.00
HOPALONG PONY	.....	195.00

Available L.A. Chgo. Type of Ride Price

X X Miss America Boat	.....	\$233.00
X X Depey Duck	.....	125.00
X X Gym Cycle	.....	100.00
X X Bally Space Ship	.....	150.00
X X Flying Saucer	.....	150.00
X X Atomic Jet	.....	100.00
X X Austin Auto	.....	225.00
X X Lane Merry-Go-Round	.....	250.00
X X Deco Merry-Go-Round	.....	195.00
X X Texas Kiddie Ride	.....	300.00
X X Merry-Go-Round	.....	125.00
X X Joy Merry-Go-Round	.....	125.00
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**More Stereo Jukes Looming**

Continued from page 78

that stereo will pay operators, distributors and manufacturers alike.

But beyond these initial returns, which are theirs for the taking, these three divisions of the business face fresh challenge which will exact considerable demands on each. Underneath the excitement, there is a growing awareness of this fact.

Stereo juke box equipment and stereo records will cost more, initially at least, just as 200-selection machines and extended play records cost more. Service costs, initially, at least just as service costs on 200's, will in all likelihood be higher.

**Costs**

These costs are not basic problems anymore than with 200's. Of course, to almost any buyer, almost any cost is "too high." Why pay more? Why, indeed, unless the product is worth more? That does raise a basic problem:

How manufacturers sell operators and how operators sell location owners.

Assuming that new equipment is designed and manufactured which is more useful than that existing, it must be demonstrated that it is. This is true of both the manufacturer-operator and operator-location owner relationships.

**Selling**

Selling is a weak spot in the juke box industry. For example, 200's have been sold in great numbers but the whole idea of 200 programming never was sold to most operators. As a consequence, manufacturers will continue to make machines with fewer selections indefinitely, as well as 200's.

A second basic problem, directly related to the lack of selling, is the lack of adequate market knowledge. Who knows what the potential of any juke box location is? Who knows what the potential of selective music is? Nothing would seem more basic to an understanding of how to provide for a market or to build it, but there is precious little useful market information at any level of the business.

A third basic problem is that the juke box and the operating business are changing but the typical operator and location owner are not.

**Problems**

These three problems—lack of selling, lack of market knowledge and uneven change—are bound to affect the introduction and use of stereo equipment. One need only trace the history of the 200-selection machine from its inception to the present to realize this fundamental truth.

Juke box manufacturers acted boldly in introducing stereo equipment to the industry so quickly after commercially acceptable stereo records were made available. It would appear certain that answers to the problems suggested above must be acted upon with the same boldness and speed if juke box stereo equipment is not to be relegated to the level of auxiliary equipment, along with wall boxes and speakers, once the initial novelty value wears off.

**Costs**

No one in the industry now is claiming that stereo is suited to any and all juke box locations. Because of additional costs involved, stereo units in all likelihood will be installed on only top locations, initially at least. Operators may grumble that these are just the spots which do not need anything to boost income; manufacturers may counter that stereo should be able to increase income on any sizable spot, regardless of how much income it now earns. At the same time, no one would argue that marginal spots are worth anything new, much less stereo.

The selling strategy that would seem to be called for would be beamed at the middle range of lo-

cations, those which operators (thru experience) know could be improved—those now grossing from \$20 to \$30 a week, for example.

**Grosses Up?**

How much can grosses be improved in any location? Market knowledge necessary to answer this question will at once be the soundest selling argument. It is a question which even the 200-selection juke box has still not answered. In fact, the majority of operator reports over a period of time have suggested that 200's do not increase income nor provide any material benefit to operators, such as better commission deals, except in the area of dime play. (See separate article elsewhere in this section.)

Stereophonic sound, following on the heels of 200-selection machines by a relatively scant two years, should provide some answers. For both these developments overnight have helped transform the juke box and the operating business without apparently having helped transform either the typical operator or location owner.

**Wrong Market**

Are juke box manufacturers making Cadillacs for a Chevrolet market—and too many, at that? Some, if not many, operators might say they are. On the other hand, does the typical juke box operator lack sufficient business sense to make better—albeit more costly—equipment pay? Some, if not all, manufacturers say they seem to.

The first two basic problems mentioned—lack of selling and lack of market knowledge—have in great part brought the third problem—uneven change—into existence, causing the questions above to have been raised at all.

This is the spring of hope and the winter of despair in the juke box business. Never before has the juke box provided more for the patron and never before has the public bought music more heavily. Yet never before have the demands of competition on the operator been more severe and never before has the location owner been more disposed to take advantage of it.

The juke box business should have been enjoying a boom along with the record business the past several years but, in point of fact, it has been down during this period.

**Wrong Audience**

Is it possible that the public which buys records and phonograph equipment is not the same public which plays juke boxes? Is it possible that the juke box industry with its 200-selection equipment has not cashed in on the record boom because it is made little or no effort to widen its audience within existing locations?

Regardless of the answers to these questions, heavy promotion is called for in the introduction of stereo equipment by manufacturer and operator alike. The promotion of stereo, unlike that of 200's, in great measure is built-in and should be easier to sustain. The playing of stereo itself should call attention to the machine. But to attract a wider audience, the stereo played will necessarily have to include a broad range of music.

**Advantages**

The introduction of stereo equipment will make additional demands on operators; in return, it may provide him with advantages with locations, either competitively, or in point of income, or both.

The ultimate in sound may do for operators what more selections alone apparently have not done, or at least what many operators have been unable to have more selections do: increase income. But the basic problems inherent in introducing new developments into the juke box industry must be dealt with, with the same sureness that

(Continued on page 88)

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- 1 & 2 Players
- Manufactured in 1957-58
- Available for rental or purchase

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Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9400



**New LUCKY HOROSCOPE**  
5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute.
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD.

GAME HOLDS APPROX. 1,000 NUMBERED TICKETS

with fortune and concealed number or stars under perforation.

SIZE: 18"x8"x6" Shipping Wgt.: 20 lbs.

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SEEBURG 100C	.....	445
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**V-200 .. \$595**  
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**NEW Calcoin 45 RPM Conversion for M-100A**  
with fast-moving carriage gear!... **\$49.50**  
Also Conversions for All Machines.

**SPEED-READ**  
All Visible, No Drum  
**PROGRAM HOLDER**  
For V-200 & VL-200, \$34.50

**SEEBURG CIGARETTE VENDOR**  
814 Packs—Quiet All Electric Selection and Delivery—Attractive Styling

Exclusive Seeburg Distributors

**THE PROOF OF BALLY VALUE IS IN LOW DEPRECIATION**

and here lies your key to successful operation!

Look at the BALLY record:

**BALLY Bingos:** The most demanded piece of equipment on the market today. Highest prices paid for Bally Bingos!

**BALLY Shuffle Alleys:** Spell it out for yourself. Original cost against market price for same piece today. Then compare!

**BALLY Kiddie Rides:** Is there a better investment than Bally's Champion Horse? Depreciation hardly figures in year-round operating costs!

COMPARE ANY PIECE YOU OPERATE WITH A SIMILAR BALLY PIECE AND FIGURE YOUR DEPRECIATION. THEN BUY BALLY. NOW!



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Give qualifications and reference in your first letter.

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All Models • Clearance Prices Effective Immediately!  
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### ARCADE

- Auto Photo MF \$1,395.00
- Roy Rogers Trigger 395.00
- CC Batter Up 395.00
- Wms. Four Bagger 350.00
- Genco Hi Fly
- Baseball 150.00
- Un. Pool Alley 95.00
- Genco Davy
- Crockett 350.00
- Genco Gun Club (slightly used)
- like new 425.00
- Genco Wild West 225.00
- Genco Big Top 235.00
- Genco Circus Gun 350.00
- Genco State Fair 245.00
- Genco Rifle Gallery 150.00
- Un. Bonus Score
- Gun 115.00
- Genco Horoscope (new) Write
- Standard Metal Typers 275.00
- Round the World Trainer 325.00
- CC Deluxe Ski Bowl 225.00
- Kaye Super Hockey (new) 275.00
- CC Home Run 95.00
- Genco 3-Player Ski Ball 99.50
- Genco Lucky Seven 125.00
- CC Bull's-Eye Baseball 195.00
- CC Super Jet 225.00

### Kiddie Whips

- CC Tournament 129.50
- Ski Bowl 129.50
- Ex. Pop Gun (new) 395.00
- Wms. Ten Strike (new) 375.00
- Bally All Star Bowler 195.00
- Air Hockey 195.00
- Air Football 195.00
- CC Steam Shovel 125.00
- Sidewalk Engineer 100.00
- Lord's Prayer 295.00
- Genco Space Age 395.00

### PIN GAMES

- Wms. Kings 525.00
- Wms. Regatta 125.00
- Wms. C.O.D. 50.00
- Goff. Grand Slam 50.00
- Goff. Auto Races 170.00
- Genco Fun Fair 245.00
- Genco Showboat 200.00
- Goff. Pin Wheel 40.00
- Wms. Lovely Lucy 95.00
- Wms. May Burner 45.00
- Wms. Jalopy 45.00
- Wms. Spark Plug 45.00

### MISC.

- Waffling 200 or 400 Scales (like new) \$ 99.50
- Silver King Hot Nut 7.95
- PX 8-Col. Cis. King size, 30c 45.00

### Razor Blade Dispenser \$ 4.95

Kirk Astrology Scale 49.50

### POOL GAMES

- Kays Eldorado Pool (new), slate Write
- Kays Competitor Pool (new), slate Write
- Valley 4-Pocket Pool (new), slate Write
- Kays Eldorado Pool (used), slate \$250.00
- CC Croquette Pool 175.00
- CC Clever Pool M33 (new) 95.00
- Genco Rotation Pool 109.00

### BINGO

- Key West \$295.00
- Playtime 295.00
- Beach Club 65.00
- Night Club 185.00
- Palm Beach 60.00
- Yacht Club 60.00
- Coney Island 50.00
- Hawaii 50.00
- Havana 50.00
- Nevada 65.00
- Mexico 45.00
- Gavely 85.00
- Miami Beach 110.00

## Memphis Juke Ops Report

Continued from page 81

"I bought about 25 phonographs in 1958, about the same as in 1957. I bought about 10 to 15 per cent less records this year than last, however. I average 100 to 150 records a week. I figure I will buy 6,500 by the end of 1958, and in 1957 I bought 7,150.

"Early this year you talked to me, you recall, and my business then was 25 per cent below what it was at that time in 1957. So you can see, with collections off 10 to 15 per cent now, there has been good improvement, and a big fall, which we all fully expect, can overcome that. I expect it. We have some of the best crops this year we have had in years."

### Collections Same

JOHNNY NOVARESE, partner in Poplar Tunes Music Service:

"My collections this year are about the same as they were at this time in 1957. I have bought fewer machines this year than last—six new ones last year and one this year. However, I am buying more records this year than last—600 a month this year and 550 a month in 1957.

"There is a pick-up in business now that fall is here. The Mid-South Fair has hurt our business the past two weeks, but I expect it to pick up after the fair is over. I expect my 1958 business to end up about equal to 1957."

ALAN DIXON, general manager of S & M Sales Company:

"My collections are off 10 per cent, but I expect to end up the year equal to what 1957 was. We have good fall business ahead with some top crops being harvested. It seems like the good Lord events things out—last year was bad and the farmers suffered. This year He has blessed them with one of the best crops they'll ever see."

Dixon said he bought about the same number of machines in 1958 as he did in 1957 and about the same number of records.

### Distributors Say

Here is what distributors had to say:

DREW CANALE, president Consolidated Music Company:

"We sell only new machines and our 1958 business was 20 per cent below what it was in 1957. However, the good fall we are expecting could overcome that. The purchase of new machines this year has left a lot of used equipment surplus—good 100, 104 and 120 high fidelity juke boxes that are being replaced by the 200's. The smaller machines will probably be used on rural routes in the Mid-South.

"Generally, everything is down a little, but going smooth. A pick-up is inevitable from the farm outlook. The cotton crop will be awfully good this year."

FRANK SMITH, president, S & M Distributing Company:

"Our business is about the same as last year. We are selling well to operators in the Mid-South territory, as well as in Memphis. We expect to end up the year the same as 1957."

CLARENCE A. CAMP SR., president, Southern Amusement Company:

"Our 1958 business is going good. Oddly enough, it's about 10 to 15 per cent above what it was in 1957. We handle new and used equipment. Perhaps that, as a whole, is one reason we are doing more this year than last. Many rural operators have been going 100 per cent to 45 r.p.m.

"That has resulted in not only new sales, but the sale of many good, but smaller, used phonographs.

"There has been a general pick-up in business since the middle of the summer. Business started dropping off in late 1957 because of the floods and crop failure. Mississippi, for example, suffered a loss

of 45 per cent in its income due to the loss of its big cotton crop.

"Since this summer, business has increased steadily. We are selling at least 10 per cent more phonographs now than last year. The significant thing this year—more than any other—is that many rural operators who still had 78's were converting.

### Stereo Jukes

Continued from page 87

these developments are introduced if their fullest potential is to be realized.

In any case, a basic question remains which the industry—and time—must answer.

### Not Suited

Are operators meeting the challenge of music service today with the answers of the past, and therefore find themselves unable to make better equipment pay, or are manufacturers producing equipment which is not fitted to the needs of the operator and location owner today—or are both at least partly true?

This is a question which stereophonic sound should help answer. But it will not provide probably the whole answer. The rest of the answer may come in change in the operating, distributing and/or manufacturing patterns in change that would restructure the industry in ways yet to be explored.

## COINMEN YOU KNOW

Continued from page 86

it sound. He reports business good, getting better right along. All the published reports on the recession had people talking about it, tightening up and buying less, he said. That has gradually been overcome and he says buying now is back to normal.

William Forsyth, owner of Forsyth Amusement Company, reports the good news that his collections have increased enough in the past few months to overcome partially a bad decrease he suffered early this year. His business was down 25 per cent in the spring, is now off only 10 to 15 per cent.

### Milwaukee

By BEN OLLMAN

Reuben Hyams has been put on the P. & P. Distributing Company payroll as a rouletman. He formerly worked for Mitchell Novelty and replaces John Brannon, who has gone into the real estate business. . . . Woody Johnson, United, Inc., just finished with a two-week stint of jury duty, has headed north to sell a load of Wurlitzer juke boxes. . . . Joe Hupfer and his partner Roland Reinke, Winne-

conne, Wis., coin operators, are embarked on an expansion program, they report. Bob Puccio's wife is undergoing surgery this week, according to reports.

## CLOSEOUT!

# BRAND NEW MACHINES!

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- 6 Bally U. S. A.
- 1 Genco SPACE AGE
- 5 Keeney LEAGUE LEADER

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- LARGE ASSORTMENT of KIDDIE RIDES. Each . . . . . 200

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- AMI F-120-E-120-D-40
- SEEBURG B-C-R

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IDAHO . . . . . 5	MINNESOTA . . . . . 6	PENNSYLVANIA . . . . . 29
INDIANA . . . . . 17	MISSOURI . . . . . 14	SO. DAKOTA . . . . . 14
IOWA . . . . . 8	NEBRASKA . . . . . 8	TENNESSEE . . . . . 11
KANSAS . . . . . 16	NEW YORK . . . . . 37	TEXAS . . . . . 12
KENTUCKY . . . . . 22	NEW JERSEY . . . . . 19	WASHINGTON . . . . . 9
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2100's	Write
1217 Hideaway	95.00

**BINGOS**

Starlet	\$ 85.00
Pisic	60.00
Caravan	90.00
Balls-a-Poppin'	125.00
Mystic Marvel	95.00
Lady Luck	95.00
Star Pool	75.00

**ARCADE**

Telequiz	\$ 85.00
6 Pocket Slate Pool Table	165.00
C.C. Croquet Pool	215.00
C.C. 11-Ft. Bowler	355.00
C.C. 14-Ft. Bowler	265.00
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Wallboxes (Chrome)	\$ 32.50
1/2 down, balance C.O.D.	

**Lew Jones** Distributing Co.  
Exclusive Wurlitzer Distributor  
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**N. Y. Coinmen**

Continued from page 78

Game distributors feel that operators have been cutting down on purchases mainly because they weren't too optimistic about their financial futures. But, they point out, confidence is contagious, and many game operators are convinced that conditions will be better from here on in.

**Delayed Sales**

Also, those operators who have been holding off on purchases are building up a backlog of equipment which must be replaced, and those sales which were missed last spring will be rung up in cash registers this fall.

Most common complaint on the part of operators here is the need for a new game. While the game manufacturers have introduced in-line and pinball games which have caught on in various sections of the country, such devices may not be operated in New York, which depends largely on shuffle alley-type games. The long bowlers have helped somewhat, but the operators feel that a new novelty game, based on something apart from the shuffle alley principle, is sorely needed.

A good barometer of the coin machine business here is the tavern business. With employment off,

**Houston Report**

Continued from page 78

nickels, dimes and quarters that might have been fed to jukes.

**Leases Hurt**

Many operators who work on a 50-50 commission basis complain that their receipts have dipped because they couldn't meet the competition of large operators who lease jukes for \$12.50 a week.

Rising costs of equipment and records have also eaten into the operators' profits.

Distributors say, "If the operators are having trouble, it's only natural that we'd feel a pinch, too."

Operators have tried to combat the bad business by converting from nickel play to dime and three-for-a-quarter play, and by trying to improve the maintenance on their equipment and by "just more hustle." However, these efforts haven't effectively bolstered their sagging takes to date.

and those still employed playing it tight to the vest, the neighborhood bars, which account for most of the coin games, have been taking it on the chin.

**Confidence**

However, during the last couple of weeks a marked improvement has been noted in the tavern business with a corresponding increase in game and music play. People seem less worried about losing their jobs and more willing to live it up a bit by dropping into the neighborhood bistro, having a couple of beers, and dropping a few dimes-in the juke box and shuffle alley.

And this confidence is beginning to be shared by the operator who is buying the new equipment which keeps the distributor happy, which in turn keep the manufacturers busy.

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GAY TIME	90.00
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AMI Model G-80	495.00
AMI Model G-200	545.00
AMI W M Wallboxes	5.00
AMI W-80	50.00
AMI W-120	55.00

**USED MUSIC**

Wurlitzer 2150	\$695.00
Wurlitzer 1550	75.00
Wurlitzer 48 Sel. Wall Boxes	25.00
Wurlitzer 48 Sel. Receiver	25.00
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3-PL. SUPER CIRCUS	325		

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ROCKET SHIP	3275	ACE HIGH	3185
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WORLD EXPORT

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### ★ ★ SPECIAL ★ ★

1442 Rock-Ola, 50 Sel. ....\$395.00  
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 All Star Deluxe Bowler, new ... 295.00  
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 Lanes, 14 ft. .... 395.00  
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All machines have been checked,  
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### 5 BALLS

Balls-a-Poppin' .....\$175.00  
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Cypress Garden ..... Write  
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### ARCADE

Genco Motorama .....\$395.00

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## Store Foldings Cue Expansion

Continued from page 75

experimented with changing the fill and spotting the machines in different places, the gross take never went high enough to justify servicing costs. Machines once were also put in several motels. Here the biggest drawback was vandalism, due largely to the fact that machines went unwatched for long periods of time each day.

Altho they presently have machines in such locations as shoe stores and lunchrooms, the profit is seldom as high as in the reliable grocery store. On the other hand, the large supermarket chains present a special problem in this area—they have either already been taken or they put up a sales resistance, that operators have not been successful in breaking down.

### Can't Predict

The co-partners in Ceenar Vending have found in years of experience that there is no reliable way to predict whether a particular grocery store will make a good location. A modern grocery in a good neighborhood will often produce small sales, while the converse holds true in a number of stores in run-down neighborhoods. Practical experience has shown that a machine which is no more than a third empty when it is serviced each six weeks is on the borderline. If experimentation with charm and ball gum ratios fails to increase gross sales, the stop is eliminated from the route.

Most of Ceenar's route is made up of ball gum and charm machines. Pistachios and tabulets are used in adult locations or in conjunction with ball gum and charms in the formation of multiple installations. Pistachios are used because of their relative freedom from odor, oil and salt. Not only does this cut down on servicing costs but means that these nut machines don't require a separate servicing schedule. The biggest drawback to pistachio vending, report Feingold and Fisher, is the unpredictable price fluctuations of these expensive nuts.

Altho each machine is checked every six weeks, ball gum-charm machines are left on location until

empty. The reason for this is chiefly psychological. The partners have found over the years that a proprietor has little sense of the time elapsed before a machine empties. Paying him several dollars in commissions when the machines are empty works out much better than partial payments each time the machine is checked. Whereas a location owner is apt to grumble when his commission is a handful of change, he is satisfied with several dollars in commissions from an empty machine, even tho a longer period of time elapsed.

## Cig Collections

Continued from page 75

have all but put an end to the 25-cent vend for regulars.

With filters now accounting for nearly half the market, and with filters and king-sized brands accounting for most of the market, the straight 30-cent vend is common for all brands. This has a way of stimulating filter sales. The customer knows that there is a price differential between filters and regulars over the counter. So when he sees filters and regulars being vend for the same price, he is tempted to try the former rather than pay a penny or two extra for the latter.

While operators may be hard pressed for money to replace their equipment, most of them realize that the capital expenditures for machines increase their net worth, and that they'll get back their investment with dividends in the long run.

### Subsidies

Also, the various advertising promotional allowances offered by the various cigarette manufacturers can be taken full advantage of on a 20-column machine, and the terms—a small down payment with the balance payable in two or three years at 6 per cent interest, make the bite a little less painful.

Game and juke box operators have been viewing cigarette vending with renewed interest, particularly in view of the recent recession. With game and music collections off, the coinmen have been seeking additional income from their locations. For many, cigarettes are an answer.

Also, cigarette vending was probably the facet of the coin machine industry the least hit by the recession—if it was hit at all. Cigarettes are among the last things a smoker will cut down on, as evidenced by the record cigarette output in the face of declining economic activity in most other fields.

With normal replacement, most of the small-selection cigarette machines on location should be replaced in the next couple of years. The increase in number of brands has apparently been slowed down, and cigarette operators can reasonably expect stability and prosperity in the next few years.

## Lorillard Sets

Continued from page 75

cigarette distribution in the years immediately ahead."

The Lorillard contingent at the show will be headed by Lewis Gruber, president; Temple, and Manuel Yellen, advertising vice-president.

Other Lorillard executives at the show will be Fred Storm, director of sales promotion; J. E. Murray, Central States manager; E. P. Primus, director of sales material; A. J. Bass Jr., field manager, and R. C. Stewart, division manager.

The company will occupy Booths 450 and 500.

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- ★ BIG APPEAL
- ★ 100% MECHANICAL
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DIMENSIONS 18 1/4" x 22" x 6 1/2"

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66" HIGH—24" WIDE—20" DEEP  
 Shipping Weight—190 lbs.

# Distributors Look to New Stuff

Continued from page 80

off. "People have generally tightened their belts and aren't spending as they used to."  
He said Melody, which operates about 75 per cent of its equip-

ment in taverns, lost several spots that just went bankrupt.

### Highway Construction

Another local factor that has taken its toll, so to speak, is the construction of a large tri-State tollway around and thru much of the Chicago area.

Numerous operators report locations being torn down to make way for the highways. These spots are lost forever. A twin blow, tho, is that once completed, the tollways take traffic away from the surrounding small arterial roads, hurting business in many spots that remain.

### Loses 11 Spots

One South Side operator who asked not to be named mentioned he lost 11 spots in about six months, and that collections in his remaining locations were down by as much as 20 per cent.

Generally, tho, the story is predominantly that of poor business, locations closing, tight money and people staying home.

H. Klehba, with a small operation on Chicago's South Side, concentrated in taverns, says collections are down about 10 per cent for him from 1957. Oddly enough, Klehba had a good summer, and is being hurt primarily since August. He cites poor local business, less buying, locations closing and employment down as chiefly responsible.

### Taverns Close

Louis Arpaia, operating on Chicago's Northwest Side also notes a slight decrease in business, mostly in taverns. Arpaia says he lost a lot of spots due to closing. A fall pick-up hasn't come, tho he expects one shortly. Record buying for the firm has been kept at previous year's level, but it has meant tightening up on operating margin. New equipment purchases, however, are "slightly down."

Otto Meneoni, on Chicago's Near North Side, likewise reports business off, tho he didn't have an exact percentage figure.

Meneoni had a slight surge in the fall, but it dropped off after a few weeks. We still seem to be well behind last year, he says.

# Boston Outlook

Continued from page 80

The grosses of some operators were cut this year because of the demand by locations for a bigger split in the face of slow business. Some were forced to grant these demands in order to keep the spots. Others reported that plant layoffs had cut into collections, but a number who maintained there was no sign of recession on the routes were baffled by the fall-off in patronage.

Some operators made the point that there were only a very few hit records today and none like the ones brought out up to last year. So many companies were bringing out such a spate of tunes that patrons didn't get attached to any particular record.

All operators questioned said they had definitely made fewer purchases of both new and used equipment this year and figures ranged from 20 to 80 per cent down from last year. Several said they found it wise to try to whittle down their payments to distributors in such a period, and were making a point of better servicing and general maintenance to try to take up the slack.

Everyone reported record buying had increased greatly—all the way from 3 per cent to as much as 20 per cent in some instances. If there was any strategy to fight the drop in grosses it was in the record-buying department. Many felt that in a downward trend the only way to keep interest up for the patron was to supply a greater variety of tunes. Several said they had to spend more money on records in order to take in the same amount as previously in collections.

The consensus among operators was that business would naturally take an upswing after the summer but that no matter how it was figured it was still, on an average, about 15 per cent down from last year.

Reasons for the slump were: People just don't have the money; the cost of living is just too high; people just don't go out as much as they used to; layoffs.

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Rock-Die 12-Pt. Shuffleboard 120.00  
American 12-Pt. Shuffleboards 120.00  
American 8-Pt. Shuffleboards 120.00  
Wall-Type Shuffleboard 200.00  
Keeney 4-Way Bowler for Shuffleboards 75.00  
(plus crating)

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3 Col. 325  
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SPACARB 3 SEL. COLD DRINK S325  
MILL VENDORS  
Hot Choc. \$175  
Hot Coffee \$125

SMALL BOWLERS	MUSIC	COUNTER GAMES
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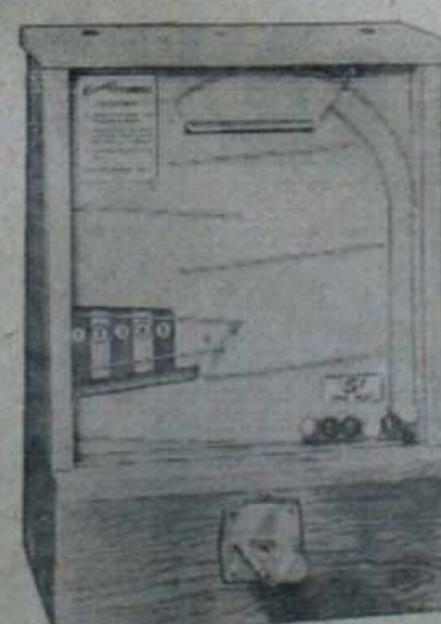
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## Milwaukee Report on Jukes

Continued from page 80

provement to a general tightening up of loan requirements. To quote one veteran distributor here: "We've been pretty rough on credit this year. Our tighter policy has been paying off. We're in better shape on our credit collections, and so are the operators who are on our books as a result."

Ed Puzia, Triple A Amusement Company, reports his route takes down about 10 per cent. Despite the revenue decline, Puzia has purchased his normal requirements of new juke boxes during the year,

he claims. "We establish a set quota of new machine purchases for each year. The business was down, we still felt we needed to keep our routes 'fresh' by buying new pieces. We average about one new one every year for each eight machines out on location."

### 4th Quarter Up?

A 20 per cent decline was indicated by veteran music and games operator George Schroeder. "We've experienced a big drop from our 1957 music receipt figures," says he. "Most of that drop, however, came in the first part of the year; business has been steadily improving in the last couple of months. The last quarter of this year should tell a very important story for a lot of us. We have the feeling that factory employment here will help our routes considerably."

Bright reports are issued from the Hilltop Coin Machine Company front office. Owner Doug Opitz states that 1958 has been very comparable to last year; business is good.

"Dime play has been a terrific help for us," says Opitz. The Hilltop Coin Machine Company routes are more thoroly converted to dime play than perhaps any others in the State. According to Opitz, approximately 90 per cent of his firm's stops are on dime play; a big share of them on straight dime and three for a quarter.

### Costs

Costs of doing business have risen for Hilltop Coin Machine Company, as for all the others here, agrees Opitz. "But we're still buying our share of new equipment; in fact, we have found it easier to get along with distributors this year than it has been for some time. The distributors are out digging for business, and deals are easier to come by now."

Sam Hastings, whose Hastings Distributing Company wholesales used music and games equipment and premium goods, also operates several good-sized music routes. Route receipts, he says, have fallen off during 1958 an estimated 10 to 20 per cent. "Our takes have dropped, but we have managed to maintain company earnings at about the same level as last year largely by investing less money in new juke boxes."

What about Hastings' sales of used equipment? According to Sam Hastings, used juke boxes are highly salable. "But the supply is shorter than last year. The big problem is locating good, clean, used late models to meet the demand. Operators appear to be hanging on to their equipment much longer nowadays."

### Employment Up

The last quarter of 1958, most coinmen here feel, is due to usher in improved conditions. Factory employment, steadier in the highly diversified Milwaukee area than in other sections of the country during the recession period, continues to improve.

Most of them also are in agreement that with the baseball season bowing out in October, tavern and restaurant patronage here will return to normal. Big league baseball, and the World Series period in particular, is largely classified as "poison" among local coinmen.

Looking ahead, distributors also are optimistic, but most do not look for sharp improvement until after the new year. Says Harry Jacobs Jr.: "An upturn is evident. Many operators who bought equipment heavily in 1956 haven't been buying because they were strapped for cash. A lot of them are just now beginning to come out of their tight payment situations and are waiting to see the new model juke boxes before they start to update their equipment."

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