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Hit Single Tags for Follow-Up Albums

Trend Indicates Song Title Best Describes Package Content Mood

By REN GREVATT

NEW YORK — An interesting twist has been developing in recent months regarding the promotional relationship between albums and singles. The newly noted tie-in involves the taking of the title of a successful single as the title of a follow-up album.

This has several ramifications. First, it apparently represents a simplification of the involved processes whereby record men would come up with a title for an album. At one time in the not too distant past, the market was being glutted with such titles as "Music for Hip Lovers," "Music for Tired Lovers," "Music for Dreamy Lovers," etc. Another popular category has been "music to do something by" grouping. These would include such tags as "Music for Gardeners," "Music for Baby Sitters," "Music to Cool Off By," etc. Now things seems to be simpler. It's much easier, record men believe now, to take a good old title like "Stardust" to describe what an album is all about. A song title, in other words, it is felt, can best describe the nature and the mood of package fare.

Trial Balloon Singles

On the other hand, the use of song titles as headings for albums is believed to be a reflection of the changing character of the total picture of the record business. In the last three years the album share of the total market has risen from perhaps 35 to 40 per cent to very close to 70 per cent. Singles thus are being seen in some quarters at least as partly a promotional device for an album to come. Before cutting an album, in other words, a diskery may elect to test a new or a comeback artist's appeal via a single. If the single makes it, then whammo, you quickly come out with an album.

Idea Sparked By EP Titles

NEW YORK — The EP field could be construed in some quarters as the starting point for the trend toward using song titles as album titles. Theory with EP's has frequently been that by taking the title of the hit single or a hit LP, additional segments of the market can be reached which have not already been tapped.

A prominent example, of course, was Elvis Presley's hit single, and later hit EP, both with the title, " Jailhouse Rock." Other examples currently on the best-selling EP list are Tennessee Ernie's "Nearer the Cross," Pat Boone's "Stardust," Nat Cole's "Love Is the Thing," and Frank Sinatra's "Come Fly with Me."

For the sake of ready artist identification, the title of the hit single is used as the album title. Among the earlier operatives to realize the value of such a tie-in was Kapp Records, which followed the Jane Morgan first big single hit of "Fascination," with an album bearing the same title. The label also followed Roger Williams' hit, "Till," with an album carrying the same title. More recently, Kapp issued an album with Umberto Marcato, titled simply, "Volare," after the singer's single version of the tune.

Dot made an unexpected hit with Billy Vaughn's "Sail Along Silvery Moon," after coupling the tune on a single with "Raunchy," which was the plug side. In short order, the label issued the album "Sail Along Silvery Moon," which has been riding the best-selling charts for quite a spell.

Decca, which had the big hit of "Volare," with Domenico Modugno, cleffer of the tune, also figured on an album with the same title. In view of Kapp's move, however, it did not appear wise to issue another album with the same title "Volare." The label thereupon, adopted the subtitle of the tune, "Nel Blu Dipinto Di Blu," as the tag for the Modugno album.

The Kirby Stone Quartet, which

(Continued on page 8)

THRUSH HIDES LIGHT UNDER MOPPET BUSHEL

NEW YORK — The kind of 35-24-34 figure that draws masculine whistles and a face pretty enough to have made her a top Conover model can prove a handicap, as well as a plus value, to a thrush determined to make it big in the pop record field.

This unlikely situation is currently confronting Epic vocalist Clare Nelson, a former finalist in the "Miss America" pageant, a veteran of several seasons of club dates, TV shows, band stints with Tommy Tucker, Russ Morgan, Les Elgart and Sammy Kaye, and a model for products ranging from Wisk to Campbell's Soup.

Out to some 200 deejays and music editors this week will go copies of her Epic single of "I'm a Big Girl Now" and "You're Nobody 'Til Somebody Loves You" (a coupling released last month) with a round picture pasted on the "Big Girl" side so it can't be played. The picture shows three shots of the curvy thrush, in treader pants and a lace blouse, doing an acrobatic tumble.

A big headline on the picture reads: "I flipped—Won't you flip with me?"

The stunt is Miss Nelson's answer to a job that was done all too well by Epic in plugging the original "A" side.

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Pop Disk Artists, DJ's Cash In On Fair Bonanzas

Teen-Age Talent Joins Veterans For Top-Flight Box Office Scores

NEW YORK — Record artists and disk jockeys invaded outdoor show business this year in a big way. Country and western record artists, of course, have always been big box office at fairs, but this year marks the first time that pop disk names — particularly teenage attractions — have moved into the field on a large scale.

Deejays and radio stations across the country are also cashing in on the trend, with ABC-TV's Dick Clark, Robin Seymour (WKMH, Detroit) and other key spinners emceeding record artist shows at fairs this year.

Heretofore, talent buyers for fairs were reluctant to buy teen-age attractions, but Joe Higgins, who heads up General Artists Corporation's fair department, said that this year rock and roll performers gained considerable acceptance in the field.

R&R Sparks B. O.

In line with this, he pointed out that fair officials, who have utilized young disk talent (on an experimental basis in some cases), report that the r.&r. performers sparked a sizable amount of extra revenue at the front gate by attracting teen-

agers, who otherwise might consider fairs "rural entertainment."

Among the GAC artists scoring as fair attractions this year were such best-selling young pop stars as Jimmie Rodgers, the Everly Brothers, Betty Johnson, Johnny Mathis, George Hamilton IV, Paul Anka, Four Lads, Nick Todd, Jimmy Clanton, the Poni Tails, Gerry Granahan, Laverne Baker, Clyde McPhatter, and the Kalin Twins; plus such established GAC musical names as Guy Mitchell, Mills Brothers, Fontane Sisters, Nat Cole, Bob Crosby, Connie Boswell, Andrews Sisters, Johnnie Ray, the Mariners, Jimmy Dean, Four Freshmen, Lanny Ross, Somethin' Smith and the Redheads and Vaughn Monroe.

Big Talent List

Also active on the fair scene this year (but not all affiliated with GAC) were Tommy Sands, Ricky Nelson, Snooky Lanson, King Sisters, Four Preps, Molly Bee, Tennessee Ernie Ford, the Jordanaires, Joni James, Danny and the Juniors, Sam Cook, and the Applejacks.

The increased demand for pop record names in the outdoor show field this year, notes Higgins, is also pointed up by the fact that GAC booked more than 150 fairs this year—almost 50 per cent more than in 1957 and twice as many disk performers.

Record artists, at one time, disliked playing fairs because they felt poor sound equipment and ork backing detracted from their performances. However, Higgins says GAC now seeds out its own p.a. system, lights and scenery with record-star packages, and, in many cases, a GAC band. Buddy Morrow, Hal McIntyre, Tony Pastor,

(Continued on page 10)

Singer Own Saleswoman

NEW YORK — Atlantic canary Betty Johnson was so pleased with her debut in the State fair field this summer that she plans to set up her own booth when she plays the fair circuit next year.

The singer, featured on the Jack Paar NBC-TV show, will pay for a booth at each fair. She plans to station herself in it (the booth) between shows to meet her public in person and sell Betty Johnson LP's, singles, and a special Betty Johnson Song Folio (made up by Trinity Music) featuring her previous record hits. The thrush will also give away autographed photos.

NEWS OF THE WEEK

C.&W. Deejay Meet to Stress Serious Panel Talks This Year . . .
The Seventh Annual Country and Western Disk Jockey Convention (November 21-22) will place more emphasis on serious panel discussions of c.&w. programming problems than heretofore covered during the organization's two-day meets in Nashville. More than 2,500 c.&w. jocks are expected to attend the event, which is sponsored by WSM, Nashville. . . . Page 2

Are Sound-Track Sets Hot Sellers? Well, Sometimes . . .
An analysis of the total number of movie sound-track sets released this year as against the number that hit the best seller charts indicates that sound-track albums are not as hot as they've been cracked up to be. . . . Page 2

The Billboard Streamlines Disk Research; Drops Price . . .
The Billboard has made some important changes in the New York University studies on retail record sales in stores, making it possible to offer the marketing data to record companies at a greatly reduced price Page 3

Hot 100 Now Key Billboard Singles Chart; Other Changes . . .
The enthusiastic acceptance of The Billboard's "Hot 100" pop singles chart as the standard of the industry has made it possible for The Billboard to drop the NYU Best Selling Singles chart starting with this issue. Other changes

include a "Hot C.&W. Sides" chart and a "Hot R.&B. Sides" chart. . . . Page 3

Retail Disk Business Not Yet Fully Recovered From Long Slump . . .
The disk business, despite some favorable indications from diskeries, has not apparently followed the general upswing trend of the nation's economy. Dealers and distributors privately have confirmed this, altho numerous reasons, not all of them economic, are given as responsible for the current situation. . . . Page 6

Seeburg, Rock-Ola Juke Box Stereo Models Make Debuts . . .
Seeburg distributors launched operator showings of new 100 and 160-selection stereo juke boxes last week and this week. Rock-Ola unveiled its new stereo units to its distributors. . . . Page 56

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Government Pressure Sparks ASCAP Backstage Defense

Top Echelon Fights to Hold Lines To Salvage Society Control

By PAUL ACKERMAN

NEW YORK — A desperate, behind-the-scenes action is now being fought by ASCAP's board and high ranking members in an attempt to salvage control of the Society in the face of pressure by the Justice Department. This is the opinion of men close to the scene both in New York and in Washington, who are speaking a bit more freely on the matter in view of ASCAP president Paul Cunningham's recent remarks that changes in distribution might be expected and that "any such changes won't be of our own volition but would be dictated by Washington" (The Billboard, October 13).

It is not yet known whether the talks between ASCAP and Justice will result in an out-of-court settle-

ment. Some opinion is to the effect that this can still be done. However, ASCAP members close to the heart of the matter feel that a court action is a strong possibility unless high-ranking ASCAPers do an about-face and reverse their present attitude. The present attitude is maintenance of the weighted vote, which is the crux of control. This is also understood to be a chief issue raised in Justice's Bill of Particulars.

One astute observer stated: "ASCAP would like to settle out of court if entrenched interests could maintain control. . . . These interests would be willing to make concessions all along the line, except on the matter of control. . . . Because should they lose this, the Society and the music business as we have known it for years will be drastically changed . . . catalog

values may be changed. . . . incomes will be affected."

Some Would Resign

It is no secret that some ASCAP members, notably Oscar Hammerstein, have flatly stated they would resign in the event of a drastic change in the voting system. This, of course, raises a host of conjectures as to how such copyright owners would operate. Other speculation relative to a change in the weighted vote has to do with the sale price of catalogs. Would values be decimated, etc.?

\$64 Question

The question of the moment, of course, is just how much can the Old Guard salvage. One conservative ASCAP member stated that the Old Guard had so much at stake that they would enter into litigation, if they felt this was the only way to preserve a reasonable

(Continued on page 34)

Col. Special Yule LP Deal

NEW YORK — Columbia Records' sales chief Bill Gallagher has set up a special deal for dealers and distributors on the firm's eight new Christmas albums now in release. Instead of a 10 per cent exchange plan, or a 5 per cent bonus to sell, as exists on the rest of the firm's album merchandise, these eight albums are being offered with a 25 per cent return privilege or a 12½ per cent bonus to sell. The special guarantee on these eight Christmas sets is good thru October.

The eight Christmas sets include two that the company considers

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New Deal on Old Victor Yule 'Log

NEW YORK — RCA Victor is offering its distributors a special 25 per cent discount on purchases of any of its catalog Christmas items — items that were in the catalog prior to this season. Extra bonus is being offered to spur sales of some of the firm's older items. Discount will enable dealers to purchase LP's at a price of less than \$2 as against the regular dealer cost on \$3.98 LP's of \$2.47. Distributors can participate in the discount plan according to the size of their purchases and are expected to pass the deal along to dealers on the same basis.

Nashville Bash to Add Serious Touch

NEW YORK — The Seventh Annual Country and Western Disk Jockey Festival — heretofore famed for its conviviality — will place considerably more emphasis this year on serious discussions of c.&w. industry problems, via a stepped-up number of panel meets participation by prominent c.&w. deejays.

During the C.&W. Jockey meet (November 21-22, Nashville) at least six special panel discussions will be held, covering such topics as: "What You Can Do to Make Country Music More Profitable for Your Station," "Successful Country Music Promotions," "Better Methods for Programming Country Music," "What Is Country Music," "The Growth of Country Music

and Its Place in Your Future," and "Personality Is a Real Programming Plus."

Again under the sponsorship of WSM, Nashville, the Festival will be highlighted this year by a series of events honoring the 33d anniversary of the "Grand Ole Opry," and plans call for former members of the show's cast to return and participate in a "reunion" party during the convention. In addition to the regular "Friday Night Frolics," WSM will feature visiting deejays on a special hour program "Mr. Deejay."

Altho the meet will place more emphasis on serious matters this year, Bob Cooper, WSM's general manager, noted: "The original theme of the Festival, a gathering of friends and colleagues for a little fun and frolic, will still remain an important part of the proceedings."

Under the supervision of D. Kilpatrick, manager of the "Grand Ole

(Continued on page 34)

Norman Petty Exits Col.

NEW YORK — Norman Petty is leaving Columbia Records to free lance. The parting at Columbia was friendly, with Petty leaving in order to concentrate on his free lance a.&r. work. He will continue to make the Buddy Holly and the Crickets records for Coral, as well as to continue to make masters with other artists. Petty recently formed his own record label, Nor-Va-Jak Records. Petty will also make sides with his own trio for various labels.

DISK JOCKEY CHECK LIST

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

- R.&B. Deejay Meet Page 3.
- Murray Kaufman Page 4.
- Roulette Album Service Page 4.
- Artists-Deejays Play Fairs Page 1.
- Chart Changes Page 3.
- C.&W. Jockey Meet Page 2.
- Coral Deejay Disk Gimmick Page 6.
- Topical Trend Page 6.

Otis Succeeds Bobby Shad in Mercury Slot

NEW YORK — Clyde Otis, clefver and free-lance a.&r. man, has been appointed Eastern pop singles a.&r. chief for Mercury Records. Appointment was made by Art Talmadge, Mercury boss. Otis succeeds Bobby Shad, who resigned from the position about a fortnight ago.

As a free-lance a.&r. man, Otis has cut sessions with the Diamonds, Rusty Draper and a number of artists for indie labels in the East. As a writer he has come up with a number of hits, including "The Stroll," which was recorded by the Diamonds, and "Looking Back," which he wrote with Brook Benton and which was recorded by Nat Cole. Brook Benton, the writer and singer, recently with Vik Records, will sign a pact with Mercury Records this week. In addition to Benton, Otis will wax the Diamonds, the Del Vikings, Rusty Draper and Dinah Washington.

Liberty Sole Distrib for Demon, Valor

HOLLYWOOD — Deal was concluded this week whereby Liberty Records will take over national distribution for Demon Records and its sister label, Valor. Under terms of the contract, Liberty holds exclusive distrib rights to all Demon and Valor product until June 30, 1959. Pact was concluded between Liberty's sales veepee, Al Bennett, and Demon-Valor toppers, Joe Green and Sy Aronson.

Liberty in the past had handled distribution for Demon on a release to release basis.

The Demon label kicked off to a strong start earlier this year with

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Bond Store Debuts Own Cut-Rate Disk Center

NEW YORK — Bond's, famous budget clothing chain here and in other cities, heretofore identified mainly with apparel and related items, has made an impressive plunge into the retail disk scene.

Last Monday (13) the Bond store at Fifth Avenue and 35th Street opened its record center with an inventory of approximately 10,000 disks. The department is being operated by the store and is not on a lease, concession or rack jobbing basis.

Harry C. Monroe, store manager, said that for the first week, a special introductory sale was run, featuring \$3.98 LP's at \$2.39 and \$4.98 LP's at \$2.99. Henceforth, these items will carry tags of \$2.69 and \$3.49 respectively. According to Monroe, "A straight across-the-board discount policy will be followed and we will also have record playing and hi fi equipment at dis-

count prices equal to or better than any in the country. We'll sell all singles at 69 cents and we will try to always have the top 30 records on hand. These will be changed every Saturday according to the latest polls."

The store will also carry an extensive supply of stereo records, also at considerable discounts. The Bond prices for disks of the various categories follow: \$1.98 (low-price) LP's, \$1.59; \$2.98 LP's, \$2.19; \$3.98 LP's, \$2.69; \$4.98 LP's, \$3.49; \$5.98 LP's (including stereo), \$4.19; \$7.96 LP sets, \$5.38 and \$9.96 LP sets, \$6.98.

Monroe said the operation might be expanded to cover other Bond stores in the area as well, altho there are no definite plans for this now. He added that the whole idea was to employ records as a store traffic builder and that, "It certainly has worked because we've been swamped ever since Monday."

Goody Marches Into Philly

PHILADELPHIA — Sam Goody, veteran discounter whose 49 Street disk empire in New York well known in retail circles, has landed another out-of-town beach head, this time in the heart of the busy Chestnut Street shopping district here.

Goody, who soon will have the New York metropolitan area "in the bag," as tradesters have put it, with stores in New Jersey, Westchester County and Long Island, will operate Sam Goody at Snellenburg, Inc., on a lease basis. Snellenburg's Chestnut Street department

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Urania Label Sold to Bart

NEW YORK — Urania Records has been sold by American Sound Corporation to Bart Manufacturing Corporation, which will continue operating the diskery as a wholly-owned subsidiary in its present Belleville, N. J., location. Simultaneously, American Sound was itself sold to Allied Record Manufacturing Company, Hollywood. Urania's new president is Siegfried G. Bart.

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Billboard Streamlines Disk Research; Reduces Price

Offers Big \$ Reduction to Subscribers

NEW YORK—As the result of important changes in The Billboard-New York University studies on record sales in retail stores, record marketing data will be made available to the industry immediately at a greatly reduced price.

The price reduction brings to fruition a long-held desire by The Billboard to broaden the use of the industry's only authentic marketing data to small as well as large record manufacturing and distributing organizations. The studies, available by private subscription only, already number some of the nation's leading record companies as subscribers.

The basic change making possible the cost reduction is the dropping from the four-week research reports of the computations of data on sales of individual singles records and artists. To prepare this data required complex and costly tabulations of over 10,000 unit sales of each singles disk each week, taken from the cash-register diaries kept by the record dealers across the nation.

The diaries will continue to be the basis of the research reports, having been proven the most accurate and reliable method applicable, and the reports will continue to provide full singles information and competitive label sales and share of market. However, elimination of the tabulation of individual songs and artists makes possible substantial cost reductions, thus permitting the drastic cut in price of the research to subscribers.

The reports will continue to provide complete data in the packaged record field, including individual albums and artists as well as labels. Weekly sales information on singles records now will be applied to the "Hot 100" chart in The Billboard. Two former chart features now will be eliminated from The Billboard (see other story), having been superseded by material more consistent with the needs and interests of the industry.

NEW REVISIONS IN PRICE SCALE

NEW YORK — The new price scale for the complete research information derived from The Billboard-New York University studies will run as low as one-tenth of the former price, as the result of changes taking effect this week (see stories in adjacent columns).

Where the full research package formerly cost subscribing companies \$22,500 per year, lowest of four scales now will be \$2,250 per year. The scales are based upon percentage of total industry business done by a subscribing company.

Thus, a Class A company, which has done 4 per cent or more of all record business, now will pay \$18,000 per annum. Class B subscribers, doing 20 to 3.9 per cent of all record business, will pay \$9,000 per year. Class C consists of firms doing 1.0 to 1.9 per cent of the total, and will pay \$4,500 per year. Class D subscribers, doing 0.9 per cent or less of total volume, will pay only the aforementioned \$2,250 per year.

Charts Link New Clarity With Depth

By SAM CHASE

NEW YORK—The enthusiastic acceptance of the new "Hot 100" pop singles chart as the standard of the industry since its inception three months ago has made it possible for The Billboard to complete its plans to streamline its record research operation. The latter is conducted under the supervision of the New York University of Retailing.

The ensuing changes will be reflected, starting in this issue, in simplified presentation of pop chart material. It also will enable The Billboard to provide depth research to those with a stake in the record marketing at a fraction of previous cost (see other story).

In the interest of simplified presentation, commencing with this issue, The Billboard no longer will publish the "Best Selling Pop Singles in Stores" chart and the territorial listings, both of which were based upon The Billboard-NYU research. However, the NYU charts on Best Selling LP's and

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GOODMAN LP HOT SALES BAIT

NEW YORK — The Westinghouse Benny Goodman LP has turned into a hot seller for the corporation. This special LP, called "Benny Goodman Plays World Favorites in Hi Fidelity" is now on sale at Westinghouse dealers at the special premium price of \$1.29. The album, which was cut at the Brussels World's Fair, has sold well over 250,000, according to the Westinghouse execs. Album will be on sale for another three months at the special price.

Col.-Carnation Premium Tie

NEW YORK — Columbia Records has worked out a premium offer with the Carnation Company for a special Duke Ellington-Mahalia Jackson EP that retails for 50 cents, with three labels from Carnation Evaporated Milk cans. Carnation worked out the deal with the Columbia Transcriptions wing of the Columbia label. The two Duke Ellington selections are "Such Sweet Thunder" and "Sonnet to Hank Cinq," and the Mahalia Jackson sides are "Oh Lord Is It" and "Walk Over God's Heaven." The EP's are not sold in stores but are available from the Carnation firm with the milk labels.

Wing Makes Big Supermkt. Deal

CHICAGO — Mercury Records' company branch here sewed up a direct deal this week for distribution of its \$1.98 Mercury-Wing line thru 235 supermarkets of the National Tea Company chain.

A minor number of these stores previously handled racks from the Handleman Drug Company and will be permitted to continue doing so, under the agreement, but for the major share of the stores, Wing enjoys exclusive sales rights.

Each store is being stocked with 144 albums initially, a dozen each of 12 titles, as well as a wire stock and display rack. Stock will be replenished every two weeks. Point of sale displays and ad mats are being furnished by the distributor on a no-charge basis.

Thus far, the agreement covers only the Chicago market area.

FBI Nabs 4 On Fence Charges

HOLLYWOOD — Federal indictments were issued Thursday (16) against four record dealers here charging each with conspiracy to buy, receive and possess goods stolen from interstate shipments, and subsequent counts of buying, receiving and possessing such merchandise.

Separate indictments were made against Harry Dale, of Dale's Records, who is charged on five counts; Samuel Kramer, of Sam's Record Shop, and W. & R. Phonograph Records, charged on eight counts; Sid Lederman, of Record Center, charged on five counts, and Charles Sachs, of Sachs Records, charged on three counts.

Each dealer was charged with the illegal acquisition of record merchandise. Kramer's indictment (Continued on page 34)

Are Sound Tracks Hot Wax Winners? Well, Sometimes

'58 Tab to Date Gives Pic Music 6 on Charts Against 35 Entrants

By BOB ROLONTZ

NEW YORK — With the movement recently of such important picture firms as United Artists, Warner Bros., Columbia Pictures, 20th Century-Fox into the record business, the scramble for movie sound tracks is wilder than ever. Many of the movie firms' subsidiary diskeries expect to release sound tracks from their parent

firm's flicks, and more and more major and indie disk firms have been bidding for sound track scores. Yet an examination of the hit potential of sound track sets during 1958 indicates that they may not be as hot an item for album release as they have been cracked up to be.

From January 1, 1958 to September 30, a total of 35 sound track albums were received by The Billboard for review. Of these 35 sets, to date only six have hit The Billboard's Best Selling Pop Album Charts. Of these six, two were from the tracks of Elvis Presley pictures, and as hot as Presley is today, they would probably have been hits if they never were in his movies. This leaves four more usual sound track albums out of 25 that made charts, a not very impressive percentage.

There is an interesting fact about the six sets that did hit the charts. Five of the six contained songs that could be played as individual tunes and the other contained one melody that was actually a complete tune and was recorded as a single record. The five track albums with individual songs were the two Presley items:

"Loving You" and "King Creole," and the others were "Sing, Boy, Sing," "Gigi," and "South Pacific." The sixth set, with its one song, "Sayonara."

It is true that some of the newer sound tracks, ones released in August and September, have not yet had a chance to hit the charts. RCA Victor may have a big seller with their track of "Damn Yankees." And Columbia is plumping for "A Certain Smile" to become an LP chart maker. But outside of these two new sets few others are looking very hot.

Blase Customers?

The sound track albums that appear to get the least attention from consumers are those that contain long thematic compositions written primarily as background music for visual action and not intended to be sung or visually performed. Perhaps customers are more blase today but few thematic sets create the type of musical excitement among LP buyers that the

(Continued on page 34)

Victor Spots Marks' Yules

NEW YORK — Johnny Marks' St. Nicholas Music has landed one of its Christmas songs in each of four Christmas package releases now set by RCA Victor.

Albums and St. Nicholas songs included are, Harry Belafonte with "I Heard the Bells on Christmas Day"; Perry Como with "Rudolph the Red-Nosed Reindeer"; the Ames Brothers with "The Night Before Christmas Song"; and the set titled "Christmas Holidays at Radio City Music Hall," also with "Rudolph."

In addition, "Rudolph" is represented in seven other albums, and "The Night Before Christmas Song" in two others, all of which are part of this year's promotion.

FROM DOWN UNDER

Aussies Ired by M. O. Royalty Flimflam

BRISBANE, Australia — Music industry people have been thrown into an uproar by reports reaching here from the United States that certain uncouth businessmen, operating in the Commonwealth, are seeking to bilk American music publishers thru a nefarious mail order scheme.

Details of the unique promotional venture have seeped back across the broad reaches of the Pacific into music centers here and in Sydney and Melbourne alike. It works as follows. A mailing is made to a list of Stateside publishers. In each letter a facsimile of a check is enclosed. The letter states that, "the enclosed check, when signed by us can be yours." It continues that the "writers have reason to believe that considerable amounts of royalties are due you here." The writers describe themselves as the International Royalty Auditing Bureau, "serving U. S. music publishers." The letter points out that the members of the Bureau "will soon move on to an-

other country," and that American publishers should act quickly to avail themselves of the Bureau's offer to collect the outstanding royalties and split them 50-50 with the American copyright holders. The letter describes its U. S. agent as the Manufacturers National Bank, Detroit. The letters themselves are mailed from Detroit and carry the return address of 8922 Seven Mile Road, Detroit 21.

A number of American publishers are said to have sent authorization to the Bureau to make the collections from the alleged delinquent accounts but have received nothing in return.

Music publishers, record men and agents here are incensed at the aspersions cast against them in the letters. "Let us face it," said one irritated music man, "American music folk are not known for their purity. This group which calls itself the Bureau is probably nothing more than a bunch of fast-moving Americans. I believe in America they call them 'fly by night operators.'"

'ANNA' SPARKS TWIN REVIVALS

NEW YORK — Due to the action on the Original's record of "Anna" on the Jackpot label, M-G-M is re-releasing Silvana Mangano's waxing of "Anna" which was a hit a few years ago. Curiously, the tune that was on the back side of Mangano's "Anna," was "Non Dimenticar," which has just recently been revived via a Nat Cole waxing.

R.&B. D.J. Org to Drive for New Members, Benefit Fund

CHICAGO—The National Jazz, Rhythm and Blues Disk Jockey Association this week moved toward a membership drive and establishment of an emergency benefit fund for its members following a two-day annual meeting at the Sheraton-Cadillac Hotel in Detroit.

About 50 deejays attending set the task of bringing 500 eligible colleagues into the fold. As one incentive, they proposed the raising of a substantial fund to help out members in trouble. Methods for raising such a fund are now being investigated.

Also the group charged itself with the task of improving relationships with station managements to promote the deejays' job security.

Larry Dean, WJLB, Detroit, was elected president of the association. Other officers are Roy Woods, WHFC, Chicago, vice-president; Nathaniel (The Magnificent) Montague, WAAF, Chicago, executive secretary; Trudy Haynes, WCHB, Inkster, Mich., corresponding secretary; George White, WCHB, Inkster, public relations director; and Bill Summers, WLOU, Louisville, treasurer.

Dealers Recuperate Slowly From Own Recession Punch

By REN GREVATT

NEW YORK — The retail record business has not yet fully shaken off the effects of its own private recession. This is the opinion of retailers and distributors, despite the fact that some diskeries have reported highly favorable initial fall activity. The current condition of the disk business is being seen as an interesting contrast to the economic scene in general, which according to the Wall Street Journal, The New York Times, and other responsible dailies, is beginning to boom again.

Reasons given for the current status range from purely economic ones having to do mainly with the consuming public to various unfavorable conditions which obtain within the industry itself.

Why is business not hopping with all the new fall merchandise already on the racks? Some observers point to the traditional October excuses. "The World Series kept them out of the stores and got the month off to a bad start," said one spokesman. "People are busy spending money they have on new winter outfits getting ready for the cold weather. They have little to spend this month on records," says another.

Angel Skeds 5 Stereo LP's, 14 Tapes

HOLLYWOOD — Angel Records is releasing five packages in stereodisk form and 14 stereotape items. Stereodisk albums include Rossini's "Barber of Seville" (a three-disk set), a four-disk set of Richard Strauss' "Der Rosenkavalier," the Waldteufel Waltzes performed by the Philharmonia Promenade Orchestra, and an album of orchestral selections recorded by the Royal Philharmonic Orchestra.

Angel's stereotape offerings include Otto Klemperer and the Phil-

(Continued on page 31)

New Kaufman Pubbery Hit Tune Factory

NEW YORK — DeeJay Murray Kaufman, who handles an all-night show over Station WINS in New York, has turned into one of the hottest publishers in town recently with his new firm, Portrait Music. In addition to publishing hits, Kaufman has also made a number of masters that he has sold to top firms, and is also handling talent.

Among the hits in the Portrait firm recently were "Splish Splash" and "Early in the Morning." And one of the hot new tunes coming up which is published by Portrait is the tune "Sweetheart" which has

(Continued on page 31)

Warner Adds New Talent

HOLLYWOOD — Warner Bros. Records has made two additional talent acquisitions in signing pianist-composer-conductor George Greeley and ventriloquist Rickey Layne. Greeley goes into a session this weekend to play and conduct an album which he scored.

Layne, who has enjoyed several appearances on the "Ed Sullivan Show" with his dummy, Velvel, will be featured in a comedy single disk soon to be released.

"Frankly," says one of New York's bigger dealers, "things are still slow. I can't hide that fact. And we don't look for any sharp upturn till probably the Thanksgiving period. Sure there's some interest in stereo. Maybe once or twice a week a customer will walk in and buy quite a stock of stereo records, but he's the exception today. And what's more, that's all he buys. It isn't true with us so far that stereo gets them flocking in and buying a lot of merchandise."

Within the industry itself, there are other ills. Dealers — and distributors, too — have not concealed their irritation at the fact that many record companies persist in grinding out multi-LP releases. "There's just too much product being released that won't sell. A lot of the stuff has fancy art work on the covers. But the final sales appeal rests with what's inside and a lot of

it isn't salable. The record companies ought to limit their releases so each one can be properly promoted," commented one dealer.

At the singles level, the situation has also grown steadily more chaotic. True, the very top echelon of hits sometimes achieves a greater total sale than previously. On the other hand, the lesser hits are getting less sales. Some feel this is because there are too many new labels and new artists to split up the total take. Many new labels find it especially difficult to kick something off, because a distributor salesman has too much product to give everything the attention it deserves.

The view is held in many circles that the trouble with the market is not that there is not enough money around. The problem lies in the lack of excitement being

(Continued on page 31)

Autry Sells Interest In Challenge, Jackpot

HOLLYWOOD — Gene Autry sold his Challenge and Jackpot Record firms to the labels' artist-repertoire chief Joe Johnson and Sales Manager John Thompson. Both had served in their respective capacities since the label was formed in March, 1957. Also included in the sale is Autry's JAT Publishing Company (BMI) and Sunset Artists. Sale is outright with Autry not retaining any stock in the firms sold. Original stock structure of the record firms had Autry owning 56 per cent of the stock, with Johnson and Thompson

each holding a 20 per cent block and the remaining 4 per cent held by Bernard C. Solomon. Under the new set-up, Johnson and Thompson are equal partners, sharing 91 per cent of the stock, with Solomon's holdings upped to 9 per cent.

Record firm's sale also includes all of its artists' contracts along with the Champs, its best-seller to date. Company will retain its headquarters in the Autry Building. Price of the sale was not revealed, but reportedly is in the six-figure bracket to be paid off on a term basis depending upon company profits.

Autry's decision to sell is believed to be the first in a series wherein he will be shedding most of his music biz holdings. Reason, it was said, is to allow him to concentrate on other investments.

(Continued on page 31)

Roulette Sets Radio, DeeJay Album Service

NEW YORK — Roulette Records has set up an album subscription service for radio stations and deejays. The service includes LP's produced by Roulette and its subsidiary labels — Tico, Roost, Rama, Gee and Co-Star.

The service offers three separate plans. The first — an "Annual Service of Newly Released Albums" — guarantees the subscriber a minimum of 50 LP's a year for \$45. The second — "Basic Album Library" — permits the subscriber to select 50 albums from Roulette's current LP-catalog for a \$40 fee. The third — "Basic LP Library Number Two" — allows subscriber

(Continued on page 22)

Grand Award's New Release

NEW YORK — Grand Award Records will release eight new stereo albums next week. With these eight items firm will have 20 stereo sets in the catalog. Four of from Broadway musicals and movies and there is a new album by a.&r. head Enoch Light, titled "The Torch Thirties." To help sell the new release dealers can buy a pre-pack containing 24 records, plus two bonus records. After a dealer buys one pre-pack of 24, he will get one record free with every 10 he orders during October.

Grand Award signed basso buffa Salvatore Baccaloni to a recording pact last week. Diskery is releasing a single by Baccaloni this week and will also record albums with the singer.

NINE DEB ON HOT 100

NEW YORK — Nine new sides made their first appearance on The Billboard's Hot 100 chart this week. Details are:

51. Poor Boy—The Royal Tones, Jubilee.
72. A Lover's Question—Clyde McPhatter, Atlantic.
74. Please Love Me Forever—Tommy Edwards, M-G-M.
76. A Letter to an Angel—Jimmy Clanton, Ace.
86. Lonesome Town—Ricky Nelson, Imperial.
90. What Do I Care?—Johnny Cash, Columbia.
95. Paris—Perez Prado, RCA Victor.
96. Cimarron—Billy Vaughn, Dot.
98. Jealous Heart—Tab Hunter, Warner Brothers.

5TH EPIC BIRTHDAY

'Swingin' Label', Schulman Prophecy

NEW YORK — "Epic Records will become a swinging label," said Al Schulman, new general manager of the Epic label, this week. One week in office and Schulman has already set a new policy for the label, which this month celebrates its fifth anniversary. The new policy, according to Schulman, will mean more business for Epic and more business for all of the distributors handling the line.

Schulman said that there will be from now on a much tighter release schedule for Epic singles and albums. The firm intends to release only those singles that they feel have a real chance to become hits. In addition, the firm will tighten up considerably on its artist roster, keeping only those artists on the label who sell. Altho Schulman would not state the number of releases that would be issued each month, it is understood that the figure will not be more than six. There will be no regular release sked in normal sense of the word.

As far as albums are concerned Schulman said these releases too would be cut down. Here also the firm will only try to release albums that have a chance for big sales, they are not interested in catalog material. This applies to both the pop and classical wings of the diskery. The keyword here, said Schulman, is "selectivity."

The firm will also go all out to buy masters. This includes both single and album masters, altho it will be much more intense as far as single masters are concerned. As far as the firm's personnel is concerned Schulman said no changes are contemplated at the present time. Je Sherman will remain in charge of pop singles a.&r., Jim Fogelson in charge of pop album a.&r., Charlie Schicke in charge of classical a.&r. and Walter Hayum as national sales manager.

Plenty Progress

In its five years in the pop and album business Epic Records has come up with a number of accomplishments. It developed such record stars as Roy Hamilton, Lester Lanin and his ork, Sal Mineo, Somethin' Smith and the Redheads and Merrill Staton of "Gentlemen Be Seated" fame.

All of the Lester Lanin albums issued by the firm have been very strong sellers and Lanin, with his many society band dates, has developed into one of the name personalities on disks. Two of the label's strongest album sellers have been "Gentlemen Be Seated," a

(Continued on page 22)

Westminster Twofer Deal

NEW YORK — Westminster is continuing its special discount policy as a prolongation of its regular September promotion. Fourteen releases of the October issue are being offered to distributors on a "buy one, get one free" basis, amounting to a 50 per cent discount or, as a veepee of the diskery puts it, a "non-advertised special." The label hasn't decided if it will continue the offer on its November product.

Colpix Sets 2d LP for TV Tie-In

NEW YORK — Colpix Records will release a "Huckleberry Home" album to tie in with Screen Gems' TV film series which debuts on 175 stations next week. It's the second cartoon coupling, Colpix having just issued "Ruff and Reddy," a high-rated TV show out of Screen Gems. A broad selection of kiddie items also accompanies the promotion, with some of the stuffed toys and games headed for record stores. Both firms are subsidiaries of Columbia Pictures.

Wiswell Inks Two Acts for Capitol

NEW YORK — Andy Wiswell, Capitol's album artist and repertoire chief here, has signed pianist Dorothy Donegan and the John LaSalle Quartet.

The exec plans to record Miss Donegan's first Capitol album this week at the Embers nitery, where the personality-pianist is currently appearing with her trio.

Victor Adds to Gold Standard Singles List

NEW YORK — RCA Victor will release an additional 38 Gold Standard singles in the next few weeks, according to Ray Clark, singles manager of planning and merchandising. The series, made up of big hits by top artists, was first issued in 1952. Included in the forthcoming release are 18 million copy sellers by Elvis Presley, as "Heartbreak Hotel" and "Hound Dog," Belafonte's "Mary's Boy Child," and sides by Perry Como, Lou Monte, Hugo Winterhalter, Jaye P. Morgan, Jim Reeves, Porter Wagoner, Chet Atkins and others.

There are now 235 Gold Standards in the catalog.

WYLD Added To Gay Airers

NEW YORK — Connie B. Gay, who manages Jimmy Dean, George Hamilton IV and sundry other acts and radio-TV packages, has purchased WYLD, New Orleans, for \$200,000. The sale is subject to FCC approval.

The station was sold to Gay by Rounsaville of New Orleans, Inc. Gay will operate it as part of his Town and Country network which includes stations in Texas, North Carolina and Kentucky.

15 NEW LABELS JOIN PARADE

NEW YORK — Fifteen labels joined the label parade this week. Here are the names and addresses of the newcomers: Richmond Records, care of London Records, 539 West 625th St., N. Y., N. Y.; Rebel Record Company, 582 Harrison, Batesville, Ark.; Ranson Records, 1632 Greenway Ave., Columbus 3, O.; Curtis Records, care of Curtis Music, 1595 Broadway, N. Y., N. Y.; Mike Records, care of Howard's Recording Company, Spring Lake, N. C.; Big Ben Records, care of Big Ben Music Company, Box 1571, San Francisco 1, Calif.; Rose Beth Records, care of Bailey Recording Company, 2000 Rhamkatte Rd., Route 4, Raleigh, N. C.; N-One Records, care of Carl Saucman, W-R-A-G, Carrollton, Ala.; Day-Z-Bel Records, 401 South Lake St., Burbank, Calif.; Ivrance Record Company, 635 North Ardmore, Hollywood, Calif.; DeWitt Records, care of Morty Wax, 1697 Broadway, N. Y., N. Y.; Glad Records, 1619 Broadway, N. Y., N. Y.; Leeds Records, care of Leeds Music Corporation, 322 West 48th St., N. Y., N. Y.; Deb Records, care of ABC-Paramount Records, 1501 Broadway, N. Y., N. Y.; Airway Records, Box 175, Dayton, O.

NIGHT CLUB

Another Witty Revue From Julius Monk

Julius Monk's fourth revue, "Demi-Dozen," retains the brash iconoclasm of its predecessors and the sophisticated goings-on in the unexpectedly Victorian setting at the Downstairs, N. Y., portend crowds. Monk, who may justly be credited with siring the boom in nitery revues, has kept three of last year's operatives, Jean Arnold, Cecil Cabot and

Gerry Matthews. The newcomers, George Hall, Jack Fletcher and especially Jane Connell, join in sparking the proceedings.

Three of the best numbers were penned by Tom Jones, who has originality in all his material. Tops is a hilarious takeoff on the Susan Reed type of folk singer, beautifully rendered by Miss Connell. Another, with Fletcher and

Hall exchanging clichés of writer and actor, has the devastating punch line of the season. The other material varies in quality but always reflects intelligence. Costume design by Word Baker and Warren Travis is colorful and original.

Offbeat Records is waxing the show, as it did the last one. It's not easy to see this material cracking the pop charts, but you never know. "Tyler's General Store," from last year's revue, is just now getting TV exposure and singles treatment from the McGuire Sisters. Sam Chase.

OPERA

Three City Center Winners Will Tour

The New York City Opera brought back three familiar productions last week with good results at the City Center, New York. All should score on the upcoming tour. Mozart's "Abduction from the Seraglio" remains a charmer. Even the creaky plot brought cries of participating excitement from the audience. Peter Herman Adler conducted on the careful side, with the earthy translation easily grasped.

Leon Lishner, doing his first Osmín, was standout, with Phyllis Curtin compensating vocally for what she lacked in dramatic ability. Tenor George Maran succumbed to laryngitis during Act I, and Frank Poretta slipped quietly into the part almost unnoticed, debuting with spirit.

"Carmen" looked dusty but sounded fine. Regina Resnik, who recently became a mezzo,

triumphed in her first New York Carmen with superb diction, sexy acting and rich singing. William Chapman made a lithe toreador, a natural for Hollywood or musicomedie, with handsome face and an exciting low range. Lee Venora was a luminous Micaela. The chorus looked like guests at a "come as you are" party. Puccini's "Turandot" benefited from Frances Yeend's rich reading of the title role, good ensemble work and top batoning by Julius Rudel. Adele Addison was an affecting Liu and the airing of this neglected score should spark sales of the Callas and Tebaldi albums. Staff.

NETWORK TV

Liberace Returns, Warm and Informal

Liberace bowed his new daytime strip Monday (13) over ABC-TV (1-1:30 p.m.) with a happy informality that portends newer and perhaps wider audiences for the pianist. Gone are the elegant clothes and Brother George. Instead, it's an informal, chatty Lee who sings and plays, asks questions of his studio audience and emsees. Featured with him are

two young singers, Dick Roman and Marilyn Lovell, who warble pops of the day with pleasant results.

In his now-discarded white tie and gold lame format of a few years ago, the warmer part of Liberace's personality rarely reached the male viewer or even the younger females. That he has humor and warmth was estab-

lished in some of his Columbia albums recorded at live concerts. It is this which now comes over in the "daytime" Liberace. On the opener, he sang "S Wonderful" and a ditty about George's frozen pizza business and played variations on "Purple People Eater" in several classic styles.

It was a relaxed and likable debut for the Milwaukee keyboarder, including one naughty remark, and he's sure to be beloved once more.

Bob Rolontz.

NETWORK TV

Dean Keeps Attractive Country Ways

The Jimmy Dean Show
Star: Jimmy Dean. Producer, Barry Wood. Directors, Jerry Shaw and Les Tredanari. Production consultant, Arthur Knorr. Various sponsors. CBS-TV, 2-2:30 p.m., EST, Mon.-Fri.

Jimmy Dean's new "city slicker" routine is evidently a success, judging by the number of participation sponsors who have bought the show since it went on the air September 15. Fortunately, the handsome young warbler has re-

tained his winning country boy mannerisms, and the over-all impact of his personality is one of easy charm and warm affability.

However, some of his small talk needs further city-fication. On the show caught, for instance, he rather tastelessly picked his teeth, and inquired if any one in the audience had a tooth pick.

Vocally, Dean registered nicely via an ingratiating interpretation of "I'm Gonna Sit Right Down

and Write Myself a Letter," and a breezy medley of "moon" songs with show-wise canary Evelyn Knight and harmonica virtuoso Eddy Manson. Dean also teamed up with Manson on an effective treatment of "Melancholy Baby."

The best segment of the show—and one which indicates Dean will attract a strong housefrau following—was a scene wherein he introduced two "grandmothers," and then revealed one lady was his mother, the other Evelyn Knight's. His tender reading of "Girl of My Dreams" to his adoring mom was sure-fire sentiment.

June Bundy.

REVIEWED IN BRIEF

Ginger Rogers

Versatile Ginger Rogers starred in Pontiac's first hour-long special on CBS-TV October 15 and both gal and show will be hard to beat. Her warmth and charm dominate the stanza, as she sang, danced and clowned with Ray Bolger and the Ritz Brothers. All of them must have drunk long and hard at the fountain of youth. Tops were the blonde's soft-shoe routines with Bolger and her gifted mimicry of TV guest artists. The Ritz Brothers had some inspired high jinks in a Western spoof, giving vaude humor fresh sparkle. Nelson Riddle's arrangements and orking came off in fine style, while original camera work made the hour a visual treat.

(Hodes.)

Perry Como Show

Perry Como brought three widely diverse song stylists to his NBC-TV'er Saturday (11) in the persons of Shirley Booth, Chile's Luccio Gattica and Dale Robertson (also known as Mr. Wells Fargo). Miss Booth did well in a Thema Ritterish vocal gag inter-

pretation of the "Gypsy Song" from "Carmen," while Gattica displayed a delicate, caressing quality in a rhythmic Latin number. Robertson, admittedly a hot TV Western star, didn't come off very well in his singing role on "Wells Fargo Wagon," from "Music Man." Windup cowboy campfire scene with all hands getting into the song fest was entertaining.

(Grevatt)

Milton Berle

In his new NBC-TV "Kraft Music Hall" format, Uncle Miltie showed on his premiere that he's lost none of his brash, brassy approach, letting the one-liners fall where they may. New vocalist Tony Roberts, who plays it very hip, turned in a workmanlike, up-tempo "You Make Me Feel So Young," but it was strictly Berle's night. He hasn't progressed beyond the entertainment levels he set back in 1949, which makes the ultimate success of his new "variety with occasional guests" series problematical in a more sophisticated viewing age.

(Sinclair)

Time of Your Life

A relaxed, mustachioed Jackie Gleason was surrounded by an all-pro cast for CBS-TV's "The Time of Your Life." He was so natural you'd swear it was Jackie of Toots Shor's, N. Y., rather than Joe of Nick's Place, San Francisco. He also composed and conducted the music, the opening of which was similar to his comedy series signature. James Barton and Jack Klugman were delightful standouts, with refreshing support from Steve Franken, Betsy Palmer and Dina Merrill. The meat of Saroyan's play was skillfully compressed and nicely paced.

(Noonan)

The Last Hurrah

Columbia Pictures' treatment of "The Last Hurrah" should stack up as one of the finest films of the year. In the central role of the old-time political boss, Spencer Tracy is excellent, with John Ford adding another first-rate production to his long list. Music is limited to incidental mood themes and campaign rallies, and a sound-track album seems neither likely nor advisable. Basil Rathbone, Pat O'Brien and Jeffrey Hunter head the fine supporting cast.

(Cook)

Goldilocks Will Have B'Way Run and Some Tune Success

By BOB BERNSTEIN

Stars: Don Ameche, Elaine Stritch. Music, Leroy Anderson. Lyrics, Joan Ford, Walter and Jean Kerr. Director, Kerr. Musical director, Lehman Engel. A Robert Whitehead Production. Lunt-Fontanne Theater, New York, October 11.

The N. Y. critics split on the worth of Broadway's newest musical, with no department but Castillo's lovely costumes escaping blame. A huge advance sale and the draw of Don Ameche's name will keep "Goldilocks" running, however. The reviewers didn't single out any particular song as being hit material, most of the numbers falling into the plot or special material category.

But the drumbeaters are out and "Lady in Waiting," a pretty waltz, and "Shall I Take My Heart and Go?" will be getting plenty of plays, while "The Beast in You," should convulse nitery fans. The Columbia cast album has a brighter future than appeared out-of-town, since the vocal level of the cast has risen considerably. Miss Stritch has found the mellower part of her larynx, and Ameche replaced Barry Sullivan with force and clarity. It's their show all the way, the veteran character actress Margaret Hamilton is a delight with snappy cracks and a satiric ditty.

Most of the songs will fare better on an LP, from which they still deserve air play. Each, however, is plainly imitative in form and style of a specific item from other scores, including "I've Crown Accustomed to Her Voice," "You're Just in Love," "One Hundred Ways to Lose a Man" and "Everything I've Got Belongs to You." The lyrics are literate, the music cheerful.

French Troupe a Hurok Hit Despite Language Barriers

By BOB ROLONTZ

S. Hurok is presenting the French "Theatre National Populaire" on its first U. S. tour, opening last week at the Broadway Theater, N. Y. Like the Comedie Francaise and the Barrault-Renaud Players, the T.N.P. is one of the great repertory troupes of Europe. Some of the works to be presented have been recorded by Period. In addition to French-born residents here, it will surely attract teachers and students, and anyone who feels a rapport with things Gallic. Dealers may pick up some album sales by tying window displays in when the T.N.P. plays their city, and, with a little promotion, may even convince pedagogues to use the waxings in language classes.

The first play staged was Alfred de Musset's "Lorenzaccio," a story of the mendacious Medici reign but touching age-old problems of evil deep in men's hearts. In the title role of a confused nobleman who decides to fight evil with evil, Gerard Philippe, the big name of the large cast, gives a good if not entirely satisfactory performance. Genevieve Page, Pierre Reynal and Jean Deschamps filled key roles well. Philippe's staging was attractive.

Danny and Juniors Reappear In Clark's Floating Telecast

By REN GREVATT

Whoever asked the question, "Whatever happened to Danny and the Juniors?" could have found the answer on the Dick Clark "flavor-ific" show Saturday (11), as the boys, along with the jock and a number of other acts, journeyed to the Georgia State Fair in Atlanta for the weekly ailer. Working from a slowly spinning Ferris Wheel, Danny and his colleagues squeezed a bit more out of their year-old hit, "At the Hop," and followed later with their newest, "A Thief." There's little of real interest in the group's presentation.

After a big plug for Clark's now-famous "Name Nameless" contest, Conway Twitty, who has a Jerry Lewis type crewcut, came out sitting on a float to sing "the song that took only seven minutes to write," "It's Only Make Believe." Twitty proved a personable enough performer. Another M-G-M artist, Miss Joni James, displayed improved stage presence over previous TV appearances as she offered her rising hit, "There Goes My Heart." Sam Cooke also produced an aura of good showmanship in "Win Your Love for Me." Also on a float, like the others, were the Applejacks, who wound up the show with their instrumental hit, "Mexican Hat Rock."

'Little Women' Pleasant TV Fare With Disk Possibilities

By CHARLES SINCLAIR

The musical TV remake of Louisa May Alcott's "Little Women" (CBS-TV, Oct. 16, 8:30-9:30) will probably send a lot of viewers to their record shops to buy the "Little Women" album—but it won't be a stampede. Under the guiding hand of David Susskind, the production had an engaging fairytale atmosphere, a well-chosen cast, and a pleasant Richard Adler score. The one-hour framework, however, proved too brief to accomplish much more than a surface sketch of the March family and only emphasized the dated mechanics of the Alcott story, despite the musical setting.

Best tune in the show was easily "Love I Mean," a pretty ballad thrashed by Florence Henderson ("Meg") and reprised effectively by Bill Hayes ("John"). Minus Scots accent, Jeannie Carson (tomboyish "Jo") carried the main musical burden well, registering nicely in the bouncy "I'm the Man of the Family" despite her tendency to play acting lines in the manner of broad farce. Rise Stevens, on loan from the Met, was queenly, gracious and understanding as "Marmee." Newcomer Zina Bethune ("Amy") and old TV hand Roland Winters came mighty close to stealing the show in sprightly May-and-September duet, "Why Not?"

MUSIC PUBS OFF ON TOPICAL LYRIC KICK

NEW YORK — Swinging from Hula Hoops to weightier matters, music publishers this month are on a topical kick, utilizing everything from the Russian war threat and the Little Rock controversy to the Dugongs for new song material.

Topical disks reaching the market this week include "Russia, Russia Lay That Missile Down!" by Prescott Reed on Brunswick, "Little Rock" by Jimmy Martin and the King Kobras on Day-Z-Bel, and "Song of the Dugongs" by Jimmy Martin on Gone.

The Dugongs hit the news this month when an exhibition captured a flock of the aquatic mammals alive off the coast of Africa. The Dugong, a member of the manatee family (but with a tail) supposedly sparked the mermaid legends.

"Russia, Russia, Lay That Missile Down!" was written by Tom Clazer and is published by Towne Music. In a public spirited move, Towne and Brunswick are sending the first two pressings of the disk to President Eisenhower and Krushchev. Sample lyric: "Come to the movies or a ballgame and listen to Van Cliburn as he plays Tchaikowsky. Russia, Russia Lay That Missile Down. Come and visit us in our hometown. Have

New Quarters For Elektra

NEW YORK—Elektra Records announced this week the release of two new packages and a move by the company to new and expanded quarters. Jac Holzman, prexy of the label, said the move to the enlarged West 14th Street offices was brought about by the continually expanding volume of the label. New quarters to be occupied Thursday (23) will house recording studios, engineering department, laboratory and exec offices.

Current release features "Bobby Burns' Merry Muses," sung by baladeer Paul Clayton. Set is composed of obscure and bawdy material by the Scottish poet. A forthcoming stereo set, "The Catch Club," features the Randolph Singers in a program of Catches and Glees.

Memorial Album To the Late Pope

NEW YORK—Urania Records sent an LP to distributors last week on which the late Pope Pius XII is heard reciting the Pater Noster. A picture of the Pontiff in prayer, by the world-famous photographer, Karsh, is on the cover. The cover is devoid of title or other copy.

The balance of the LP features the Centennial Choir singing 11 Catholic hymns. The entire album was prepared under the supervision of the Reverend John S. Banahan and the office of Radio and Television, Archdiocese of Chicago. The back cover of the LP contains the text of the hymns.

David Rothfeld, National Sales Manager of Urania, told The Billboard that the album is being released on the Darick label and distributed exclusively by Urania. The album is priced at \$4.98.

Capitol Re-Pacts Batoneer Gray

HOLLYWOOD — Capitol Records has re-signed batoneer Glen Gray to a term contract. Gray's Cap paper was expiring at year's end and is being renewed now several months in advance of its expiration. He first joined the Cap fold in 1955. He's represented in its current product release with "Sounds of the Great Bands" album. Dave Cavanaugh will continue as a.&r. producer for Gray.

some weenies, Don't be meenies, etc."

"The Song of the Dugongs" was written by Martin (Jimmy Testa) and Charles Fana at the suggestion of deejay Bill Randle, WERE, Cleveland, who had been using the Dugongs (written up in a Reuters dispatch to WERE) as a running gag on his show. Randle played Martin's waxing of the song on his show, and Lee Pincus — traveling thru Cleveland — picked up the tune for Gil Music and negotiated sale of the master to George Goldner's Gone Records label. Altho Randle started the whole thing, he now emphatically states: "If the thing turns out to be a hit, fine, but I want it on record that I played it strictly as a gag."

The Dugong lyric rhapsodizes

(Continued on page 22)

Vets Re-Cut Own Old Hits To R&R Beat

NEW YORK — Veteran recording artists are re-cutting their old hits and near-hits with a rock and roll beat, as the result of Tommy Edwards' current click with his M-G-M disk "It's All in the Game," which he previously cut seven years ago for the same label.

Convinced that sales-lightning now strikes twice, M-G-M this month released "Sunday Kind of Love" by Fran Warren, a sizable sales item for the canary in 1948; "Circus," by Bill Farrell on its Cub subsidiary, and "C'est Si Bon Cha Cha" by Johnny Desmond.

Both Desmond and Farrell enjoyed considerable sales success with their original versions of the tunes, cut several years ago. The first Desmond platter was titled simple "C'est Si Bon."

At the same time, Columbia released Guy Mitchell's new version of "My Heart Cries for You" (a big hit for him in 1951), and Mercury put out a new version of "Prisoner of Love" by Billy Eckstine, who also scored sales-wise with the ballad a decade or so ago.

The newer rock and roll artists have been re-recording old disk hits for some time now, of course, so the older wax names apparently decided it's time they cashed in themselves on their own past disk laurels. In line with this, it's interesting to note that Baker Knight has also cut the oldie "My Heart Cries for You" for Jubilee.

CBS to Air Metopera

NEW YORK—After 26 seasons on ABC, the Metopera starts its Saturday broadcasts on CBS Radio November 29. Opener will be "Carmen," with all the long-run intermission features back, as well as sponsor Texaco. A unique miking system will help prevent bootleg recordings of the complete operas, CBS says. The Met was plagued with half-a-dozen brisk sellers a few years back.

Vera Hodes Sets Own Pub Firm

NEW YORK — Vera Hodes, heretofore with George Goldner's music and Gone Records firms, is setting up her own Broadcast Music, Inc., publishing company, January Corporation.

Miss Hodes, formerly associated with Patricia-Kahl publishing interests, will headquarter at 1650 Broadway. Her first tune, "So Much," cut by Little Anthony and the Imperials on Gone, will be released this week.

Fred Waring Troupe Treks Hinterland

JAMESTOWN, N. Y. — Fred Waring and his orchestra kicked off their annual fall tour with a two-day engagement here last Tuesday and Wednesday (14-15). Billed as "Hi-Fi Holiday," the Waring contingent is set for a trek of 40 days thru the East, Midwest, South and West, including a dip into Canada at Winnipeg October 31, playing both ballrooms and auditoriums.

The tour winds up November 29 at Salt Lake City, after which the 45-people aggregation moves into the Sahara Hotel, Las Vegas, Nev., for a three-week stand beginning December 2.

Engaged as special soloist with the Waring combo on tour and for the Las Vegas engagement is Margie Meinert, Fraternity Records organist, who will feature among other selections her recently recorded "Electronic Boogie." Originally set for five minutes in two spots in the show, in addition to her solo stint, her reception has been such that additional music is being written into the show for her, Waring announced last week.

The Waring org played Youngstown, O., Thursday (16); Columbus, O., Friday (17); Cleveland, Saturday (18), and the Naval Station at Pensacola, Fla., Sunday (19). Remainder of the route stacks up as follows: Shreveport, La., October 20; Austin, Tex., 21; Dallas, 22; Fayetteville, Ark., 23; Oklahoma City, 24-25; Norman, Okla., 26; Liberal, Kan., 27; Minot, N. D., 30; Winnipeg, Man., 31; Fargo, N. D., November 1; Duluth, Minn., 2; Rochester, Minn., 4; Kansas City, Mo., 5-6; Cedar Rapids, Ia., 7; Ames, Ia., 8; Wausau, Wis., 9; Green Bay, Wis., 10; Rockford, Ill., 11; Milwaukee, 12; Columbus, Ind., 13; Lexington, Ky., 14; North Manchester, Ind., 15; Huntington, W. Va., 16-17; Pittsburgh, 18; Buffalo, 19; Rochester, N. Y., 20; Lafayette, Ind., 22; St. Louis, 23-24; Idaho Falls, Idaho, 28, and Salt Lake City, 29.

Garner Scores Solid Sellouts

NEW YORK — Erroll Garner has started his first tour under Sol Hurok auspices with the same solid sellout crowds at concerts that he used to garner at regular jazz shows. His opening concert in Chicago last Sunday afternoon (12) packed the hall and brought in a gross of \$7,600. His Washington concert on Friday night was sold out and the gross was close to \$6,000. (They had to sell seats on stage.) And his concert Saturday night at the University of Connecticut was also played before a sold-out house, jammed with students and Garner fans. (For those who want to know, by the way, manageress Martha Glaser assures us that Erroll did not wear white tie and tails at any concert—just his usual tux.)

Built-In Gimmick For Jock Appeal

NEW YORK — Coral Records latest Dick Jacobs disk, which features thrush Peggy Powers, has an interesting built-in gimmick designed to appeal to jockeys. The tune is called "Tommy, Richard and Harry." Three different cuts of the disk have been made, each carrying a different name on the ending. In the case of jocks, the jockey's own name is being sliced in as a special promotion stunt at the windup of the disk. Coral figures the disk as a natural for radio plays.

DISTRIBUTOR NEWS

By HOWARD COOK

Art Freeman, Concord Distributing Company in Cleveland, reports strong action on "Need You" by Donnie Owens on Guyden. It's one of the firm's strongest items. "White Bucks and Saddle Shoes" by Bobby Pedrick Jr. on Big Top is also moving well. "Mexican Hat Rock" by the Applejacks on Cameo continues to grow. "Letter to an Angel" by Jimmy Clanton on Ace and "I'll Wait for You" by Frankie Avalon on Chancellor are big. Other fast-moving platters are "Queen of the Hop" by Bobby Darin on Atco, "Oho Aha" by Frank Verna on ABC-Paramount, "Canon Ball" by Duane Eddy on Jamie and "Almost in Your Arms" by Johnny Nash on ABC-Paramount. "The Reason" on Deb by the Chanels which will be distributed thru ABC-Paramount, sounds as tho it has hit potential, according to Freeman. Top LP is "Songs of the Fabulous Century" by Roger Williams on Kapp.

Phyllis Hoffman, Benart Distributing Company, also a Freeman distribery in Cleveland, lists "I Want to Be Happy Cha Cha" by Enoch Light on Grand Award as that operation's strongest new disk. The side is getting strong deejay play in Cleveland. "I'll Remember Tonight" by Pat Boone and "Cimarron" by Billy Vaughn (both on Dot) are also big. Other hot platters include "I Got a Feeling" by Ricky Nelson on Imperial, "My Girl" by Robin Luke on Dot, "Leave Me Alone" by Dickey Doo & the Don'ts on Swan, "Scratch My Back" by the Echoeson Swan and "Jealous Heart" by Tab Hunter on Warner Brothers. "I'm Never Gonna Kiss You" by Genevieve on Cadence is starting to move. "Turnpike" by the Champs on Challenge and "Anna" by the Originals on Jackpot are beginning to step out. "Dreamy Eyes" is now the top side of Johnny Tillotson's Cadence disk. "Bull Whip Rock" by the Cyclones on Trophy, "Just One More Chance" by Don Cornell and "Jealous Heart" by the Fontane Sisters on Dot are all perking. Top LP is "Ella Fitzgerald at the Opera House" on Verve.

Mike Lipton, of Cosnat Distributing Company in Cleveland, reports heavy action on "Poor Boy" by the Royal Tones on Jubilee and "I Could Be a Mountain" by Don Rondo on Jubilee. "Beep Beep" by the Playmates on Roulette is hot. "I Need You" by Bobby Freeman on Josie looks like a hit. Jimmy Rodgers' latest EP, "Bo Diddley," is a strong item. "Topsy—Parts I & II" by Cozy Cole on Love is still the No. 1 record. "With Your Love" by Jack Scott on Carlton is climbing. Ditto "Everyone Was There" by Bob Kayli on Carlton. "A Lover's Question" by Clude McPhatter on Atlantic is selling well. "Rockacha" by Oscar McLollie & Annette on Class is starting. "Whispering Grass" by Sluvia Saynt on United Artists looks like a winner. Hottest LP is "Rockin' With Robin" by Bobby Day on Class. Audio Fidelity's stereo line is strong.

Sandy Beck, of Custom Distributing Company in Cleveland, reports that Ahmad Jamal's Argo waxings of "Poinciana" and "Secret Love" are very strong records. "If You Want Love" by Clyde Stacy on Bullseye is also gaining. "Come on, Let's Go" by Ritchie Valens on Del Fi is shaping into a big hit. "The World Outside" by the Four Coins on Epic looks good. All of the Lester Lanin Epic albums are big, and advance orders on the orkster's latest, "Have Band, Will Travel" are heavy. Beck reports that his first stereo sets moved well, but that re-orders have been slow. He feels, however, that stereo will certainly be a boost to LP sales in the future. Pop and jazz LP's seem to be more in demand than classical stereo releases.

Tom Bell, of Mercury Record Distributors of Ohio in Cleveland, lists "Chantilly Lace" by Big Bopper as his top platter. "Fibbin'" by Patti Page is still growing. "Billy's Blues" by Red Prysock and "If You Want My Heart" by the Foster Brothers could be sleepers. "Walking Along" by the Diamonds and "Flamingo L'Amore" by the Gaylords are strong. "Candy Cha Cha" by Richard Hayman and Jan August is getting lots of jockey attention. Best selling LP's are "Let's Get Away From It All" by Patti Page, "Sarah Vaughan at the London House" and "Great Motion Picture Themes" by Richard Hayman. Bell reports that Mercury's stereo sets have been exceeding expectations in sales. Re-orders are tremendous, and he states that stereo has been a boost to sales.

George Botkin, record manager of Sanborn Music Company in Cleveland, lists "A House, a Car and a Wedding Ring" by Michael Preston on London as his top disk. Following are "By Love Possessed" by Joe Leahy on Felsted and "Kissin' Conversation" by Kathy Linden on Felsted. "Pigalle" by Ab Kok on London is also moving well. "Gems Forever" by Mantovani is his top album. Botkin reports that London's stereo sets have been moving well, but that they are not being stocked in quantity. Pop releases are moving better than classical LP's at the moment. He predicts that stereo will catch on in a big way, however.

NOTES IN THE MAIL: Bob Heller, of Chips Distributing Company in Philadelphia, reports strong action on "The Soul of Spain," the latest LP by 101 Strings on Stereo Fidelity. According to Heller, the set created quite a lot of attention at a recent hi-fi show in Philly. Top singles are "Beep Beep" by the Playmates on Roulette, "The Hula Hoop Song" by Georgia Gibbs on Roulette and "Leave Me Alone" by Dickey Doo & the Don'ts on Swan. "Side Street" by the Intervals and "Please Believe Me" by the Elegants on Apt also look good.

ROULETTE RAMBLINGS: Latest Roulette newsletter reports the following action among their distribers: Abe Diamond, Diamond Distributors in Los Angeles, reports excellent reaction to Julius La Rosa's first Roulette disk, "Until He Gets a Girl" b-w "Let Nature Take Its Course." Bernie Anderson and Ed Hardy, of Harmony Distributors in Buffalo, report heavy sales action on "Blue Moon" by Jimmy Bowen, "The Hula Hoop Song" by Georgia Gibbs, "To Know Him Is to Love Him" by Kathy Carr and "There's No Tomorrow" by Jimmy Nabors. Pier Angeli will be giving her forthcoming Roulette LP, "Italia Con Angeli," heavy TV plugs in the very near future. Jimmy Bowen and Buddy Knox are doing lots of TV jockey guest stints to promote their latest platters.

ON THE BEAT

By REN GREVATT

There are no doubt more vocal groups on today's pop scene than ever before. Our colleague, June Bundy, documented that fact in a recent Billboard story dealing with the wide and wild variety of group names now extant. The groups are flooding in on new labels and old from far and wide. But how are the groups doing on the charts, it might be fitting to ask?

Last week's Hot 100 chart in The Billboard, compared to the best selling pop singles chart of January 13—nine months ago—provides a clue. In the top 50 listings in the current chart, 14 groups showed up as against an even dozen early in the year. About the same number or percentage of groups appear to be making the grade today as did previously. The difference is that the competition among the groups for the honors is tougher than ever. It can also be said, from an inspection of these same charts, that the newer groups, some of whom are riding with a first hit, are pushing the older, better known outfits hard for a place in the select circles.

Last January, for instance, among the top 50, the groups were Danny and the Juniors, the Rays, the Crickets, the Everly Brothers, the Diamonds, the Hollywood Flames, Lee Andrews and the Hearts, the Ames Brothers, the McGuire Sisters, Billy and Lillie, the Four Lads, the Crescendos and the Hilltoppers. Of that group, only the Everlys and the Ames Brothers are on the charts today in the top 50. At least some of the others have been heard from little since.

Today, among the groups, it's obviously a bitter battle for survival among the really classy, hot acts. Today, you see new and top quality talent making it, such as Little Anthony and the Imperials, the Elegants (from the name alone they have to be judged in the superior class), the Shields, Dion and the Belmonts, the Quin-Tones, the Teddy Bears, Harvey and the Moonglows, the Olympics and the Jamies. The Everly Brothers, one of the few groups with real sustaining power to come along in recent years, still have two sides in the Hot 100. The Ames Brothers are back up there too with two other interesting new groups, the Kingston Trio and the Poni Tails completing the picture.

The Poni Tails, incidentally, in the 21 spot last week, were the top female act, single or group, on the chart. For a time, several months ago, the indications were that the distaffers were getting back into a commanding position in the singles race. Today, a number of them are on the charts, but they are much in the minority and are very scarce indeed among the select top 20 sides. Jane Morgan ("The Day the Rains Came"), Ruth Brown ("This Little Girl's Gone Rockin'"), and Georgia Gibbs ("The Hula Hoop Song") appear to be the hottest contenders at the moment to get to the top brackets.

There are many theories as to why the girls have such a hard time obtaining a hit record these days. Toni Cistone, one of three 19-year-olds comprising the Poni Tails, has her own way of explaining. "I'd go out and buy a boy's record any day before I'd buy a girl's," says Miss Cistone. "Girls are the ones who buy most of the single records. I think there is probably some kind of a jealousy angle connected with it when they buy a girl's record. Girls, I must say, have been very nice to us tho. And we make a special point, wherever we visit or appear, to be nice to the girls in our audience. It's important."

We asked how the girls explained their hit, "Born Too Late," in what appeared to be a world of male singers and groups. "Not because it's rock and roll, because we don't sing rock and roll," said Pattie McCabe. "It's a message song. Lots of girls fall in love with an older guy. It's like the junior high school girl who secretly loves the senior who's the football captain. Or the high school girl whose boy is away in college. "Born Too Late," gets very close to home with a lot of girls for that reason and for that reason, we think the girls bought our record."

The Poni Tails think the McGuire Sisters are "the end," tho they take little note of other girl groups in the business. As far as the single acts are concerned, Patti notes that "Pat Boone, Frank Sinatra and Doris Day are my favorites." Like a number of other teen-agers, she lists the Four Lads, the Four Coins, the Four Aces and the Ames Brothers as "the greatest groups."

VOX JOX

By JUNE BUNDY

MUSIC EVERY MINUTE: That's the slogan of a new programming policy launched by KBCS, Grand Prairie, Tex., last week. During the entire broadcasting day, KBCS now has music on continuously. Even spot announcements, news features, etc., are "backgrounded" with appropriate music. The equipment utilized by the station to make this new operational technique feasible is termed "semi-automatic" by station officials.

A recent survey by KBCS, said KBCS Prexy E. N. Bodine, "pointed out the need for additional music as the most prominent listener request. 'Music Every Minute'" he added, "is designed to give them just that—every minute of our broadcast day." Ted Overbey, station manager, opined "We are convinced we have started a trend which will be felt thruout the entire industry." "M" day was kicked off October 10 with an extensive promotional campaign in local newspapers.

GAB BAG: In reference to The Billboard's recent story re "payola" problems, Tom Edwards of WERE, Cleveland, writes: "I have never asked for payola in my career. You can't even buy me a cup of coffee here in my home bailiwick. Here's my gripe: The publisher and/or artists who can't even take the time to drop a thank-you note or make a phone call to thank us for starting a record for them—guess it's too much to ask for some people."

Station WWSW, Pittsburgh, this month proudly sent out samples of what from calls "gold nugget" mail from listeners in praise of the station's non-rock and roll "good music" programming format. Our favorite is the following chatty note sent by a Pittsburgh woman to WWSW's early morning deejay, Dave Shallenberger:

"I have to rise at 6:30 a.m., but since I live in an apartment building and am the only early riser, I just play my radio very softly in consideration of my neighbors. Now, my problem is, can you play soft music for that half hour. Then I could turn the radio up a little and not miss anything. I sit close to the radio for the news and weather, and then I dash around and leave the house at 7 a.m."

GIMMIX: Jerry Marshall, WMGM, New York, will spotlight the new LP, "The Immortal Al Jolson," on his October 23 show in observation of the eighth anniversary of Jolson's passing. The album will also be spotlighted at

least once every hour thruout the day by other WMGM jockeys.

Jocks at WEEP, Pittsburgh, recently staged a "pony tail" promotion, offering hair from her pony tail. At the end of the five-day promotion the station had received 1,800 strands from equine-styled tresses.

CHANGE OF THEME:

Clark Race, all-night deejay over KDKA, Pittsburgh, began a new Sunday afternoon show last week from 12:45 to 4 p.m. He will continue his nightly midnight to 6 a.m. program. . . . New assistant program director at WWDC, Washington, is Dick Whitaker. . . . Joe Mayer, veteran deejay, has been appointed program manager of WCUE, Akron, O. He will continue his 2 to 6 p.m. deejay show. Newly elected prexy of the

National Association of Disk Jockeys (four-year-old organization of jazz, rock and roll, and rhythm and blues jocks), is Roy Wood, WHFC, Chicago. Also elected to office during the NADJ's annual convention in Detroit recently were Larry Dean, WJZ, Detroit; Joe Howard, WABC, New York; Jack Gibson, WCIN, Cincinnati, and J. Summers, Louisville.

THIS 'N' THAT:

Michael Ruppe Jr., KWK, St. Louis, is enthusiastic about the station's new contest, whereby KWK has offered to pay \$1,380 to the listener who supplies them with a list of top 38 records that matches the station's first published "Great 38" list. . . . Speaking of Top 40 lists, WLOL, Minneapolis, utilizes its list to solicit record hop chores fo. its "Big Five" jockey staff. The sheets carry the following

memo: "What can the Big Five do for you? Planning a school hop—some kind of church or social activity? Be sure to include one of WLOL's Big Five Men of Music in your plans. Make the party a big success by inviting one of the Live Big Five." The Big Five are Bob Bradley, Tom Wynn, Jim Boyesen, Dan Anderson and Sandy Singer.

Rege Cordic, KDKA, Pittsburgh, is conducting a contest to find "Miss Brick Throw-1959." Finals will be held November 8 at the Syria Mosque auditorium. Meanwhile, Cordic alerted the press to the contest, via an ersatz brick gift, tagged "Cordic and Company Living Room Practice Brick." . . . Record promotion man Buddy Basch reports "I'm swamped with letters from deejays, because

YESTERYEAR'S TOPS—

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

OCTOBER 16, 1948

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

OCTOBER 17, 1953

1. Vaya Con Dios
2. You, You, You
3. Crying in the Chapel
4. Oh
5. Dragnet
6. St. George and the Dragonet
7. Ebb Tide
8. Eh Cumpari
9. No Other Love
10. P.S.: I Love You

of the 'payola' article in Billboard. Thanks for nice comments. No dis-senters so far!"

Clark Secrest, senior radio-journalist student at the University of Denver, Denver, Colo., is working on an independent study thesis, "A Study of the Relationship Between Program Format and Financial Success in Broadcasting." The study will cover "Top 40," country and western, jazz, classical, network and stereo programming formats, and Secrest would appreciate any info or help he can get from jocks and stations. Write to him at 2050 S. Gaylord, Denver.

New assistant program director at KDKA, Pittsburgh, is James L. Snyder. . . . Milton Q. Ford, WOL, Washington, will emcee the Washington Variety Club's annual "radio-TV personality of the year" awards dinner dance November 22. Jack Paar is winner this year.

E. S. (Genial Gene) Potts, WGIV, Charlotte, N. C., celebrates his 10th year of broadcasting next month, via a day-long party November 16 in Charlotte's Park Center. In addition to a stagershow (featuring the Blind Boys, the Swanee Quintet, Professor Charles Taylor, and "Mr. General Mills" of the "Giant Step" TV show) the program will spotlight local radio-TV talent, and a chemise and sack contest. Meanwhile, Potts business manager, William (Joy Boy) Sanders, is soliciting ads for a special souvenir program, which will be made available to Potts' fans on November 16.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



**Conway Twitty
Magnolia Stater**

Conway Twitty has been singing and playing guitar for 19 of his 23 years. At 10, the Mississippi lad

sang his first song over the air on Station KFFA in Helena, Ark. By the time he was 12, he had formed his own band, the Phillips County Ramblers, and had his own radio show.

While in service in the Far East, the vocalist continued his career by recruiting a few talented buddies and organizing a group called the Cimmerons to entertain fellow G.I.'s. After he was discharged he was heard by Tabby West, of the "Ozark Jubilee," and shortly afterward he was signed for the show. The M-G-M recording artist's real name is Harold Jenkins, and tho "It's Only Make Believe," Conway Twitty is clearly a name to be reckoned with.



**Teddy Bears' First
Clicks on Charts**

"To Know Him Is to Love Him" was composed and arranged by 18-year-old Phil Spector who with

Annette Kleinbard and Marshall Lieb make up the trio working under the name of the Teddy Bears. The teen-agers met at Fairfax High School in Los Angeles, and their Dore disk is their first crack at the business.

Sweet-voiced Miss Kleinbard, who's 16, has her eyes on a career in psychology. Spector is studying to be a court reporter. Lieb, who was a star athlete in high school, now attends Los Angeles City College, where he's taking courses in law and music, hoping to major in the latter. This is the group's sixth week on The Billboard's "Top 100."

DISK MERCHANDISING

How, When, Where and How Much You Should Advertise

By RALPH FREAS

NEW YORK—You've probably heard the story about the man with the successful restaurant who sent his son to the Harvard Business School. The son came home for a vacation and was amazed at his father's way of doing business.

"Don't you know there's a recession on," said the son. "Don't buy so much. You'll be caught with long inventories. You're spending too much on advertising and promotion. Cut back your budget."

The father was amazed but he did as his son suggested. He didn't buy so much and so he imposed no pressure on himself to sell as hard. He cut his advertising in half. Soon, business dropped off altogether. Business came to a standstill.

"My son is smart," the man told himself. "There really is a recession."

How Stores Advertise

This little parable may have meaning for retailers. A recent study, reported in the New York Times, revealed that department stores spent 3.13 per cent of their volume for advertising in a seven-month period. This compares with 2.75 per cent spent in 1955 according to a U. S. Department of Commerce Bulletin. In other words, department stores are spending more during a period of lull than in a period of relatively good sales. Another noteworthy factor in the survey reported on in the Times was this: the higher the volume for the department store, the greater the percentage spent on advertising. Here's how it breaks down:

Under \$200,000, 2.48 per cent; \$2-500,000, 3.08 per cent; Over \$2,000,000, 3.94

What About Music Stores?

If you ask what a music store should spend, there are a number of answers. A "typical dealer operating ratio" table, published in a Columbia Records booklet, set down advertising as 3 per cent of volume. Columbia doesn't say how they arrive at this figure but it seems pertinent to ask "what kind of music store is 'typical.' Does it carry phonographs as well as records? How about television and small radios? Is it a pop shop or does it specialize in classical and popular album merchandise? There is a strong fluctuation in amounts spent between various types of stores as reported by the Department of Com-

merce. For example, electrical appliance stores spent 2.5 per cent in 1955 while furniture stores spent almost twice that much (4.6 per cent). A music store, selling TV, phonos, pianos and organs is as different from a pop shop as it is from a hardware store.

The store that has no idea what to spend, however, would probably do well to use a rule-of-thumb figure like 3 per cent rather than spend indiscriminately.

Timing Your Ads

Careful timing in placing ads will often increase sales. Ads should tie in with local events, national holidays, seasons, changes in weather, and days in the week. The Times' survey report showed the heaviest day for advertising to be Thursday. The breakdown by days is: Monday, 1; Tuesday, 10; Wednesday, 17; Thursday, 38; Friday, 24; Saturday, 1, and Sunday, 9.

It's a widely held notion that stores also prefer to stay open on Thursdays. This view is not supported by the survey. Retailers actually prefer the following: Monday, 18; Tuesday, 0; Wednesday, 4; Thursday, 11; Friday, 48, and Saturday, 19.

Media Choices

The media most productive for small retailers are: newspapers, circulars, radio and direct mail. Handbills and circulars can do a creditable selling job for the small retailer. This is particularly true in the neighborhoods of large cities and in smaller communities. Like direct mail, they enable the retailer to concentrate his advertising within his own neighborhood of trading area.

In the preparation of ads, the dealer has lots of help to choose from. First, there is the distributor and his salesman. Mats are available thru him or often directly from the manufacturer. Secondly, free lance artists and ad copywriters are often available on a per job basis at little cost. They can be found in the classified section of the telephone directory or local newspaper. Third, newspapers themselves often help create ads at no extra charge. It is simply part of the service they offer their regular advertisers. Fourth, trade associations often offer advertising help to members. The NAMM, for instance, offers an ad mat service that its members find useful. Fifth, other stores are a constant source of advertising ideas. Watch their ads and apply useful ideas to your own merchandise.

NEWS REVIEW

2 Classical, 3 Pop Sets Top Decca Stereo Debut

Decca's initial stereo release of 10 packages consists of a pair of Gold Label classical packages, both with good potential, plus eight pop sets, of which three, including the de luxe "Magic Islands" package, have particular interest. All have been previously released as monaural sets.

At the classical level, the release includes the Concert Masters of New York, a group of top first desk men from a number of prominent symphony orks, performing rich, faithful interpretations of such works as Bach's "Brandenburg Concerto No. 3," and Paganini's "Caprices Nos. 9, 20 and 24." One of the better Decca covers will help merchandise this good, full stereo recording. The classical offering also includes a Deutsche Gramophon recording by the Berlin Radio Symphony of two Stravinsky works, "The Firebird Suite," and "Chant du Rossignol." Both these have a good round sound without marked separation effects. However, considerable competition may be expected now and in the future on this repertoire.

Oddly enough, a small instrumental complement of Flamenco guitarists takes the stereo prize at the pop level with "Viva Flamenco," featuring Mario Escudero and Company. The sharpness and clarity displayed on this selection of Spanish folk dance material is a joy.

"The Magic Island," a de luxe double-cover effort with a bound-in booklet of notes and photos on Hawaii, is another winner. This features Alfred Newman's ork with

the Ken Darby Singers in songs with the flavor of the islands. The sound of the waves breaking on the beach between numbers is also good stereo. Michel Piastro's "Great Piano Melodies in High Fidelity" is another delightful listening package with moderately good stereo effects.

Balance of the release, which includes several soundtracks, plus sets by Claude Thornhill, Wayne

(Continued on page 31)

Cap Release Includes 13 Stereo Pkgs.

HOLLYWOOD — Capitol Records is releasing 13 stereodisk packages, six on the pop side, five classical albums and two Christmas items. Pop stereodisk packages include the original "Carousel" sound track; George Shearing Quintet's "Black Satin"; Les Baxter's "Space Escapade"; Glen Gray's "Sounds of the Great Bands"; Felix Slatkin's "The Military Band," and Les Brown's "Dance to South Pacific."

Classical stereodisk offerings include Carmen Dragon and the Hollywood Bowl Symphony Orchestra's "Cypsy" album; Slatkin and the Hollywood Bowl Orchestra coupling of Grofe's "Grand Canyon" and "Mississippi" suites; the Roger Wagner Chorale's "The House of the Lord"; Leopold Stok-

(Continued on page 34)

Orks Dominate EMI LP Agenda

HOLLYWOOD — Symphonic works, piano compositions and operatic arias comprise the third Capitol-EMI classical release scheduled for Monday (20). Orchestral packages dominate the nine-album release, paced by a three-record album devoted to half of the Hydn Salomon Symphonies as performed by Sir Thomas Beecham and the Royal Philharmonic Orchestra. Volume Two containing the remaining six symphonies in the Salomon Cycle will be issued next year.

The orchestral portion of the release also includes Tchaikovsky's Pathetic Symphony recorded by Rudolf Kempe and the Philharmonia Orchestra; Sir Eugene Goossens and the Philharmonic performing the Albeniz "Iberia," coupled with Scriabin's "Poem of Ecstasy" (Op. 54), and his "Reverie" (Op. 24); Debussy's "Printemps" backed by Turina's "Fantastic Dances" recorded by the Royal Philharmonic, Robert Irving conducting.

Piano works included a two-record Bach set of the complete Goldberg Variations performed by Rosalyn Tureck timed to coincide with her appearance in the U. S. this season. Also timed with his tour this season is an album featuring Grant Johannesen with Sir Eugene Goossens and the London Symphony Orchestra in D'Indy's "Symphony on a French Mountain Air" and Faure's "Fantaisie" (Op.111). Sole vocal release spotlights Boris Christoff who will be featured with the Chicago Lyric Opera Company this year.

COPYR'T STORY CORRECTION

WASHINGTON — The Billboard story on the New Joint Committee on International Copyright (October 13) noted that a new committee of experts on "neighboring rights" covering in 1959 will cover both copyright and labor aspects of the performer-broadcaster-recorder rights in international copyright. The committee, it has since been learned, will cover only the copyright — not the labor aspects.

The special international committee was proposed by two major international copyright groups: the Intergovernmental Copyright Committee of the Universal Copyright Convention, and the permanent committee of the Berne Union (International Union for the Protection of Literary and Artistic Works), meeting in Geneva, August, 1958.

Decca to Join In Good Time Distribution

HOLLYWOOD — Decca Distributors will handle product of Les Koenig's Good Time Jazz and its sister labels in six markets giving the Koenig companies in Denver, Salt Lake City, Cincinnati, Pittsburgh and Indianapolis were named in the deal. Deal was concluded between Robert D. Kirstein, Good Time Jazz veepee in charge of sales, and Lou Sebok, signing for Decca Distributing Corporation.

Deal was also recently concluded for the line to be handled by Capitol's distributor in San Antonio, Tex., Santone Music.

Reason for expanded distribution, according to Koenig, is the fact that the labels' catalog has been steadily expanding and wider distribution became necessary. Koenig said sales showed a 20 per cent boost at the close of its fiscal year on September 30 over the previous year's period.

The Koenig firms are as follows: Good Time Jazz, specializing in yesteryear jazz; Contemporary, emphasizing modern jazz; California Records in the pop field, and the Society for Forgotten Music label which sticks to overlooked classical works. Also, firms include STEREORECORDS, stereo disk wing, plus stereo-type releases made of above firm's product.

Trend Toward Hit Single Tags for LP's

• Continued from page 1

had considerable success with a disk of "Baubles, Bangles and Beads," now has an album under the same tag. MGM Records, which brought back Tommy Edwards with "It's All in the Game," a reprise of an earlier hit by the artist, has now set an Edwards album using that same title.

An example of the artist who needs no identification along these lines is Pat Boone. Dot, however, used the song title "Stardust" to set the tone of a current best-selling Boone package.

U. S. Talent For Newport Youth Band

NEW YORK — The Newport Jazz Festival will have another Youth Band at the festival next summer. But this time, instead of the band members being recruited from 20 different European countries, it will be recruited from 20 counties within and about New York City. The Newport Jazz Festival Board of Directors decided this last week, and they appointed conductor-composer-pedagogue Marshall Brown to head up the band and the project.

Brown will select young, talented lads and lassies from schools and institutes in the greater New York area to audition for next year's youth band. Ages for the new recruits will be from 13 to 18. Idea will be to select youngsters who want to become professional musicians and give them a chance to play in a full size ork. Brown will work with teachers in the auditions and will look for their recommendations for outstanding talents.

Auditions for the youth band will start at the end of this month. Brown hopes to have a band whipped into shape sometime in January, and to give five or six concerts in and around New York City prior to performing at the Festival in July of 1959. Brown, of course, led the International Jazz band at the Newport Festival last summer and the Farmingdale High School Band the summer before that.

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"MARJOLAINA"—GOGI GRANT

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ATTENTION, RECORD MANUFACTURERS AND MUSIC PUBLISHERS!

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on... **MGM Records**

TWO-SIDED HIT

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AND
LONELY NIGHTS**

CONWAY TWITTY



**IT'S ONLY
MAKE BELIEVE**

MGM K12677

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LOVE THEME FROM
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From MGM Film "Cat on a Hot Tin Roof"

MGM K12726

FRAN WARREN



New Recording

Cash
Box
Pick

SUNDAY KIND OF LOVE

MGM K12718

JOHNNY DESMOND



New Recording

C'EST SI BON CHA CHA

MGM M12717

GRANDSTAND CASH

Disk Talent, Deejaays Take to Fairgrounds

• Continued from page 1

and Shep Fields are among those who are playing the fair circuit this year.

In addition, says Higgins, record artists find many special advantages in playing fair dates as compared to niteries or theaters. They practically always make more money (due to greater audience capacity), reach a new and bigger audience, do less shows (two, or more often, one a day), and benefit from extensive local newspaper and radio-TV coverage. In line with this, Higgins reports that most fairs reap many more pages of newspaper and radio-TV publicity than niteries, due to their extensive ad schedules and civic tie-ups.

Most of GAC's fair bills are packaged and booked by GAC-Hamid (the veteran outdoor showman, George Hamid Sr.). Hamid had so much faith in the box office value of names for fairs that he made a deal this year for GAC-Hamid to present shows at the California State Fair and Exposition in Sacramento, Calif., last month (August 20-September 7) on a percentage basis with the fair taking 60 per cent and GAC 40.

The Sacramento show (which was in three segs headlined by Johnnie Ray, Nat Cole and Jimmie Rodgers, each for four nights) chalked up attendance figures of 47,724 as compared to 36,984 for the fair last year. At the same time evening grandstand income went up from \$34,860.52 to \$59,687.47.

In most cases, other record art-

ists have scored just as strongly at the fair box office. The Ricky Nelson Show, for instance, at the 109th Michigan State Fair in Detroit last month, drew 33,028 people for a gross of \$39,660.90 in the last three days in five performances, as compared to 16,426 people with a gross of \$21,287.58 in nine performances for a music show last year.

Dick Clark, who didn't do too well when he played the Minnesota State Fair last month, registered solidly at the Southeastern Fair in Atlanta last week, with attendance going up by 12,000. Clark's appearance was sponsored by Atlanta station WLW-A, and local deejav Paul Peek also participated in the show. The bill featured Joni James, Danny and the Juniors, Conway Twitty, Sam Cook and the Applejacks.

Robin Seymour and Marty McNeely, both of WKMH, Detroit, co-emceed special shows at the Michigan State Fair last August (including the Ricky Nelson bill). Seymour also originated his radio program from a trailer on the State Fairgrounds all during the fair.

Lee Harris, a Des Moines jock, staged nightly record hops under a huge tent during the Iowa State Fair last month. Record hops for teen-agers were also spotlighted at the Reading, Pa., fair last month; and WEEI, Boston assigned its entire broadcasting staff to the Topsfield Fair, from which grounds the radio performers broadcast daily hour and a half shows, September 1 thru 5.

Design Mulls Indie Air Outlet Buys

NEW YORK — Cy Leslie, proxy of Pickwick Sales, parent firm of Design, Cricket and Stereo-Spectrum labels, is negotiating to buy three indie radio stations, in varying parts of the country. "It seems ridiculous to have to be hit and miss with air play when it's an absolute necessity in garnering sales," says Leslie, who will increase the number of plays for his singles and albums via these outlets in key markets.

"This is as natural as the motion picture companies going into the record field and I believe a great many more diskeries are shortly going to be doing this," the exec adds.

Design meanwhile stated, via newsletter from Abbot Lutz, that its survey of six major markets resulted in store owners' "agreement that during the summer sales slump the majority of sales volume came from albums selling for less than \$3.98."

Mead Papers, fine-paper supplier to diskeries, just gave its 1958 Mead Award to Design for "the finest album cover printing and magnificent color presswork."

Vanguard Cues 12 Nov. LP's

NEW YORK — Vanguard will issue six monaural and six stereo albums in November, highlighted by "A Christmas Carol" starring Siobhan McKenna and "Baby Sitters," folk songs for tots. Beethoven's Symphony No. 5 will be released in both versions as seventh in the label's "demonstration" disk series, priced at \$1.98 monaural and \$2.98 stereo.

More Hits from MILLS—

THE MAGICIAN

DEAN MARTIN

on Capitol F-4065

THAT'S MY DESIRE

CREW CUTS

on RCA Victor 47-7371

MILLS MUSIC, INC.

3 HITS

IT'S ALL IN THE GAME

TOMMY EDWARDS MGM

GO CHASE A MOONBEAM

JERRY VALE COLUMBIA

**YOU WILL FIND YOUR LOVE
IN PARIS**

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MUSIC PUBLISHERS
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A Solid Hit!

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GOES
MY
HEART**

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MUSIC AS WRITTEN

By BOB ROLONTZ

JACK FINE TO DISNEY MUSIC

Jack Fine, for the past nine years general professional manager for Irving Caesar Music, moved to the Walt Disney Music firms last week. He will report directly to Moe Preskell, exec of the Disney firms, and will work with both the music publishing end and the record firms (Disneyland and Buena Vista).

Artie Valando, brother of Tommy Valando, music publisher and head of Sunbeam Records, will return to his brother's music publishing business next week as general professional manager of Valando, Sunbeam and Laurel Music. A. Valando started with brother Tom when the latter was the general manager of Santly Joy Music years ago and later represented Tom's Oxford Music firm in California.

ACKERMAN AND HIS AMERICAN AUTO

Paul Ackerman, astute music editor of The Billboard, has put his Hollywood model 1938 Plymouth into mint condition, and against the advice of friends is considering driving it all the way to the 1959 Newport Jazz Festival next year. His friends question whether it will make it but Ackerman says "It will put to shame those Jaguars and other foreign cars. My car happens to be a piece of true Americana. In fact," he continued, "I'm sorry I ever sold my 1922 Dodge." For those in the know about cars, Ackerman's auto is a three-door (one won't open), custom saloon model, of 3.2 litres.

New York

Charles K. L. Davis, described as "Hawaii's greatest voice" (not by us but by the publicity department, we gather), has been signed by Belock Records. He will cut an album for Everest label, part of Belock. . . . Roulette Records has signed the Barry Sisters, Myrna and Claire. Gals have an extensive repertoire of Yiddish songs and were previously on Cadence Records as well as a number of other labels. They will do albums and singles for Roulette. . . . Steve Bledsoe, Gary Shelton and the Blue Jays are now at the Aurora Hotel in Aurora, Ill. . . . Russ Carlyle and his ork are on tour in the West, as is Bobby Christian and his ork. . . . Jimmy Work has entered the record business out of Whittier, Calif. Label is called All, and the first release will feature the Cameos.

Latest release on Audiophile Records, the Dixieland label released by E. D. Nunn, of Saukville, Wis., features Doc Evans and his 1920's ork. . . . Johnny Smith and his group open at the "Big M" in Boston for a three-week stand starting November 3. . . . Fred Mendelsohn, of Arrow Records, is now on a trip thru the Midwest visiting deejays. . . . Bow Records has pacted the duo Peggy and Bob. . . . Vic Mendolia, head of R.&M. Records, informs us that Charles Davis has joined the label as veepee. R.&M. has signed the Markels, signing group.

Hollywood

Two awards will be re-instated in next year's Oscar derby. Motion Picture Academy Board of Governors voted to present an Oscar for the best scoring of a musical picture and an additional Oscar for the best score of a dramatic or comedy film. This brings the total music awards to three, with the third Oscar going for the best song written for the screen.

Bobby Troup goes dramatic in Paramount's "The Five Pennies," portraying Red Nichols pianist, Arthur Schmutt. Troup, formerly on the Liberty label, recently signed with RCA Victor. . . . Jack Lemmon will make his debut as a composer, penning the score for the up-coming Broadway musical, "On the House." It's a musical version of "Room Service" in which Lemmon starred during its 1952 Broadway revival. Bob Thiele, Dot's New York-based artist-repertoire chief, conducting recording sessions on the Coast while Tom Mack, Hollywood-based album topper, is on a distrib tour. . . . Hal B. Cook, WB Records sales veepee, here for a week's confabs at the label headquarters.

Rip Records Prexy Dic Puccio signed 18-year-old Tony Butala. First Release, "Puppy Love" coupled with "Look at Him, Look at Her." . . . Chicago's Robert Stonelake named national sales manager for the American Library of Sacred Records and is moving here to the firm's Whittier (Calif.) headquarters. . . . Gus Bivona brings his clarinet and ork into the Palladium Friday (17). . . . David Rose will include "Young Man's Lament" in his original scoring for the Fred Astaire NBC-TV spectacular. Selection was written for his new M-G-M album, "Secret Songs for Young Lovers."

Funeral services were held at Forest Lawn for Lorraine Geller, 29, jazz pianist and recording artist wife of musician Herb Geller. In addition to her husband and parents, she is survived by her daughter, Lisa.

Mitzi Gaynor concluded a three-day recording session for her debut Verve album with label prexy Norman Granz personally supervising. Album is scheduled for release this week. . . . Tender Records signed Lindy Wade to a long-term. Vocalist is a former "Our Gang" comedies cast member, ex-RKO contractee, former deejay (Norfolk, Va.'s WCMS and Richmond's WRVA) and now with UCLA's radio-TV arts department faculty. First release with Tender backs "Johnny Sorrow" with "Brenda Lee."

Hal Levy, who conducts his "Popular Lyric Writing" course at UCLA, has lined up the following guest lecturers for the coming semester: Ira Gershwin, Jimmy Van Heusen, Richard Adler, and Dot artist-repertoire exec Tom Mack. Levy also has scheduled a symposium on rock and roll. . . . Station KBIG will spotlight its new slogan, "The Refreshing Sound From Catalina" with a series of new station promotion jingles written by Cleffer Al Allen and Dave Nathanson. Latter is account exec, Tilds & Cantz ad agency.

BIG

on... **M-G-M** Records

JONI JAMES

THERE GOES
MY HEART

MGM K12706 on 45 & 78 RPM



TOMMY EDWARDS

New Smash Original Version

LOVE IS ALL
WE NEED

MGM K12722



No. 1 Hit in the Country

IT'S ALL IN THE GAME

MGM K12688 on 45 & 78 RPM

JIMMY NEWMAN

YOU'RE MAKIN'
A FOOL OUT OF ME

MGM K12707



300% PRODUCTION GAIN

KLH: 'Price, Size, Quality Are Keys to Speaker Sales'

By CHARLES SINCLAIR

CAMBRIDGE, Mass. — With every stereo rig, including converted units, requiring two-speaker systems, two-track sound is providing a real sales bonanza for loud-speaker manufacturers.

But stereo is also providing a new set of sales problems for audio dealers to meet when selling loud-speakers to stereo-minded customers. So say executives of KLH, Inc., the fast-stepping young speaker firm which has upped production of its acoustic-suspension units by some 300 per cent in the past four months.

Here's how Malcolm Low, v.-p. and sales director of KLH and one of the trio of young execs whose initials form the firm name (others are President Henry Kloss and Treasurer J. Anton Hofmann) sums them up:

"One: New stereo customers today aren't doubling what would have been their hi-fi speaker budget for stereo installations. They're tending to slice the budget down the middle, with half for each speaker. However, listeners have become more sophisticated in recent years, and they want full-range quality even at a moderate price.

"Two: Size is increasingly important. The day of the monster-in-the-living room speaker system is ending. This is where wives draw the line, as none of them seem to want two giant speakers in the living room. Even those who have one big system now want a small, wide-range second speaker.

"Three: Uniformity of speaker manufacture is now critical for stereo. Many buyers are purchas-

ing on a monaural-now-stereo-later basis. It may be months before the second speaker is purchased. Dealers will face complaints unless the second speaker matches the first."

Newest Unit

To meet this situation, KLH is putting a heavy sales emphasis this season on its latest launching, the KLH Model Six. This is a small (roughly two cubic feet) unit which KLH execs prefer to call a loud-speaker mechanism, as the

unit's construction makes the enclosure and speaker mounting an integral part of it. Price: A moderate \$119 to \$134, depending on finish.

Under license from Aconstical Research, Inc., which markets the AR-1, AR-2 and AR-3 speakers, KLH's Model 6 uses the acoustic suspension principle. Briefly, this enables the direct-radiator woofer to woof down to low organ pedal tones without distortion by using

(Continued on page 16)

FRESH START

Paramount Shows New Stereo Phono

NEW YORK — While some phono companies are still wondering how their initial stereo offerings are going to make out, one company, Paramount Enterprises, is launching their second and "all new" line.

The firm was an early casualty of the stereo boom. They got into such serious trouble that they recently had to file in New York courts under Chapter 11 of the Federal Bankruptcy Act. In fact, they are operating today under the genial auspices of the court-appointed referee and struggling manfully to pay off their creditors.

According to a Paramount spokesman, everything went wrong with their first stereo phonos. Two weeks after delivery, many of the units were sent back—for a variety of reasons. Some units had no AC power cords; the customer had no way to plug it in. Some connections weren't soldered in others. Furniture was bruised in shipment. In the cabinet of one returned phono, an assemblyman's screwdriver was found. If you can think of something crazy to happen to a phonograph, it happened to Paramount's.

But, says the firm, such boners are a thing of the past. They've found a new assembly firm, the Radio Condenser Corporation in Camden, N. J. And they're turning out a completely new line, consisting of two portables and three consoles. With the new models and the new designs, the firm hopes to have a cosmetic that will completely obliterate the "black eye" given them by the first line.

They expect their distributors

(Continued on page 16)

EXPECT GIANT TV STEREO AUDIENCE

RCA One-Shot 'Color Stereocast' on 21st Gobel Show to Reach 45,000,000

NEW YORK — RCA Victor expects a total audience of some 45,000,000 to be dialing the elaborate one-shot promotion of stereo sound and color TV on the George Gobel show tomorrow night (21), with a total of some 7,500 dealers joining the act with special "Gobel Parties."

Using the audio facilities of NBC's video and radio networks, there will be two three-minute spots in the hour-long show devoted to "pure stereo," according to R. H. Coffin, advertising veepee of RCA. These two-track segments will be aired in 107 cities (covering most of the nation's TV-radio homes), and are designed to "stimulate listeners into visiting their dealers for further demonstrations of stereo."

TV Guide, which is linked to the show via a huge gatefold color ad which viewers will "match" against their black and white sets, is carrying—for the first time—radio listings on the show, and has been conducting an extensive promotion of its own.

Long-Range Deal

Project has been in the works for at least six months, and has involved a monumental series of engineering feats—and headaches—to make it possible.

Details for the stereo segments were worked out with Bell Telephone Laboratories and AT&T execs co-operating with NBC engineers. One problem, for instance, was the setting up of matched "fast" audio lines, so that the two sound channels (one on TV, the

THE WOOFER TO END ALL WOOFERS

CAMBRIDGE, Mass. — A total of six different loud-speaker models have already been marketed by KLH, Inc. —but there's one that never really reached the general market.

It's a unit the firm's execs refer to fondly as "Model Zero."

It's strictly a "louden-boomer" model, and came into being when a leading manufacturer of pipe organs requested from KLH a monster woofer that would re-create the lowest tones of the huge organ in Boston's nearby Symphony Hall.

KLH promptly obliged. "Model Zero" has a 24-inch cone. It will make excursions of up to a full inch, and works in a 30-cubic-foot enclosure. The power-handling capacity would stagger the most devout audiophile.

"I doubt if anyone will have the nerve to order another," one KLH exec sighed.

'Got a Technical Paper?' AES Asks

HOLLYWOOD — A call for technical papers for the forthcoming Audio Engineering Society West Coast Convention, to be held in Los Angeles in mid-February, has been issued by Harry L. Brant, recently elected executive Vice-President of the Society.

Prospective speakers should send title and 25-word summary, as soon as possible, to Bryant at Radio Re-

(Continued on page 16)

DEALER AID

Admiral Sets 'Talk' Stereo By Demo Disk

CHICAGO — Admiral's stereo sets will speak directly to the customer via a new "turntable salesman."

Firm has created a 12-inch demonstration stereo record which (1) narrates the stereo story and (2) demonstrates the tone quality of Admiral sets with specific sound effects.

Recording is included with every set shipped from factory to distributors and dealers. It can be played in the showroom instead of a semi-expert "spiel" on the part of the floor salesman, and goes to the purchaser's home along with the instrument.

Admiral developed the disk to supplement its sales training program and to overcome the tendency of many salesman to be an order-taker rather than hard-sell, aggressive sales-seeker.

Stereo requires much explanation to the uninitiated. Admiral believes this demonstration record will be a successful educational medium.

Driscoll Is New Zenith Ad Manager

CHICAGO—Harold F. Driscoll has been appointed advertising manager of Zenith Radio Corporation.

For the past 20 years Driscoll has been associated with Bell & Howell Company of Chicago in all phases of marketing consumer products. He was respectively a sales correspondent, then manager of statistics and order control, assistant director of sales, director of market research and finally, director of advertising and sales promotion.

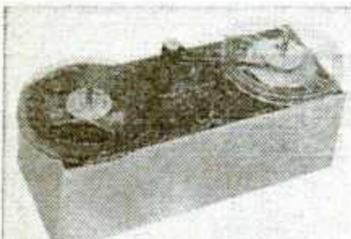
Driscoll began his business career as a retail salesman and store manager for the Iowa Furniture Company in Belle Plaine.

He attended Principia College in St. Louis, the Illinois Institute and Northwestern University.

Heath Unit Rewinds Tape In a Jiffy

NEW YORK — The Heath Company, which recently made its popular kits available to dealers for over-the-counter sales, announces a "Speedwinder" kit for rewinding tape.

The "Speedwinder" leaves the user's recorder free to play while



the rewinding is done at a rate of 1,200 feet in 40 seconds. It also saves wear and tear on tapes by eliminating wear against heads and guides. It will handle up to 10½ inch reels.

The unit features an automatic shutoff which prevents whipping of tape when rewinding is finished. A manual shut-off is also provided. An automatic braking device is built in as protection against power failure. Motor is a heavy duty four-pole type. Cabinet is furniture-finish plywood. Price, in kit form is \$24.95.

Club 'Needles' Its Membership

NEW YORK — The Columbia Record Club is encouraging its membership to buy replacement needles and buy them from disk dealers. In a letter that went out to members this month, the Club hits the theme that "a worn or damaged needle will skip grooves and result in loss of sound quality."

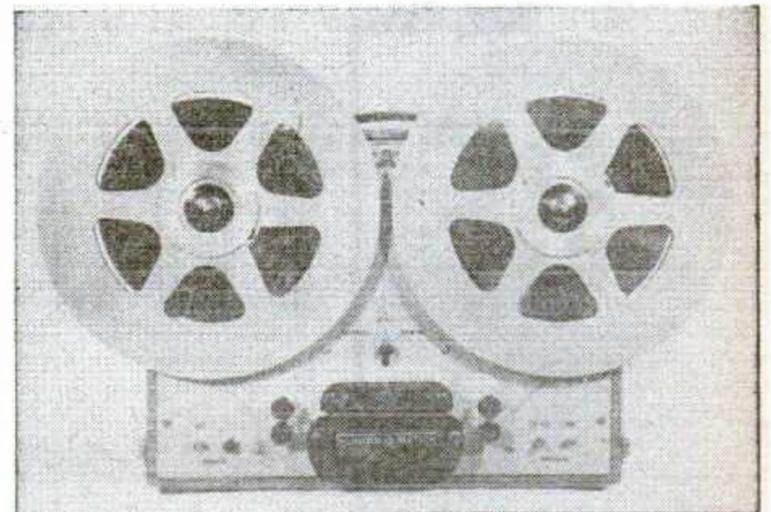
"You wouldn't dream of assaulting your favorite composer with a blunt instrument, would you?" the letter asks. And it follows up by making the point that this is what the club member does if he plays a disk with a worn or damaged needle.

The letter gives the club member instruction about checking the needle, getting the serial number of the cartridge, and, in effect, helping the dealer make the sale.

A pitch for diamonds is made and the point is made that a diamond will outlast a sapphire by 20 times. Of course, a special pitch is made for Columbia's own needle line.

New Product:

AUTOMATIC TAPE PLAYER



Versatile machine: An automatic tape player capable of up to 16 hours of unrepeatable play is being marketed by the International Radio & Electronics Corporation, Elkhart, Ind. The Crown-O-Matic can handle a 14-inch reel and has such luxury features as magnetic brakes and forced air cooling. The unit is also available in a special stereo model with four-track heads and two output amplifiers. The price is \$617.



the **MCGUIRE SISTERS**

"I'LL THINK OF YOU"

and

"SWEETIE PIE"



9-62047

SPEAKER FIRM TO TRAIN DEALERS

HOLLYWOOD — James B. Lansing, Inc., will conduct a dealer sales training seminar here to be followed by similar training programs in other key markets. The announcement was made at a meeting at the Hollywood Roosevelt Hotel of dealers called by JBL and conducted by its sales chief, Ray Pepe.

Pepe told the gathering of approximately 150 that the purpose of the meeting was threefold: To announce the sales seminar, to announce a new dealer aid service, and to unveil the new JBL Ranger - Metregon, average-sized living room version of the Paragon stereo speaker.

Also brought up during the session: Pepe reaffirmed JBL's ad-

herence to fair trade policies; fact that JBL is carefully combing the area for a rep and plans to announce its rep for this area by the first of the month.

In announcing the sales seminar, Pepe stressed the importance of sales training in the audio products field today. Many dealers in the high fidelity component field today, he said, come from either of two groups. The roots of one is deeply entrenched in the audio engineering field. The other's background is music and records. Few members of either group have had the opportunity to acquire retail sales know-how. This, Pepe feels, has been one of the major weaknesses in the hi-fi industry's structure.

This becomes even more intensified as more retailers enter in the audio field. Since the advent of stereodisks, a number of music merchants have added component lines with many finding themselves at a loss when it comes to properly promoting, merchandising and selling their newly acquired stock.

Pepe said the seminar will be conducted by specialists in each of the facets to be treated. The sessions will be held twice a month with each meeting to last two hours. Classes will be held in the evening at a centrally located high school yet to be determined.

JBL's seminar plan enjoyed an enthusiastic reception by those attending the meeting at the Hollywood-Roosevelt Hotel. Questionnaires were distributed among those attending to determine whether dealers would welcome such sessions and to ask their preference as to frequency of class meetings. According to the replies, JBL's seminar will open with approxi-

(Continued on page 15)

Tape Data in Handy Form on 'Irish' Chart

NEW YORK — A cross reference chart on recording-tape, has been made available to dealers by ORRadio Industries, Inc., manufacturers of Irish brand recording tape.

The chart shows the comparable catalog number of each type of tape made by the four leading manufacturers of magnetic recording tape. For instance, it shows that in 1½ mil. acetate tape, the Irish No. 211, Scotch No. 111, Audio No. 1251 and Soudercraft No. SPN-12 are comparable numbers.

On the reverse side of the cross reference chart is a playing time chart. It gives the playing time for all size tape reels and lengths at all playing speeds.

Thus the Irish Cross Reference Chart serves a double purpose for the dealer. It makes available to him valuable information on comparable catalog numbers. It also enables him to answer a question most tape customers ask: "How much playing time do I get on this reel of tape?"

Dealers may obtain a free copy by sending a postcard asking for the "Irish Tape Cross Reference Chart." The card should be addressed to Nat Welch, Sales Manager, ORRadio Industries, Inc., Shamrock Circle, Opelika, Ala.

Is Slow Speed Key to Upping Tape Sales?

NEW YORK — To paraphrase Mark Twain, the death of two-track stereo tape may be greatly exaggerated. That's the word as handed down by Art Cooper, prexy of Livingston Audio Products, veteran producer of recorded tapes.

The specific reason for this pronouncement is the reaction Livingston has had to their recent introduction of stereo tapes at the 3¾ inches per second speed. The tapes contain a half hour of music and retail for \$6.95. This, Livingston points out, is close to the price of the same amount of stereo music on

(Continued on page 15)

Pilot Amp Has A Multiplex Input Switch

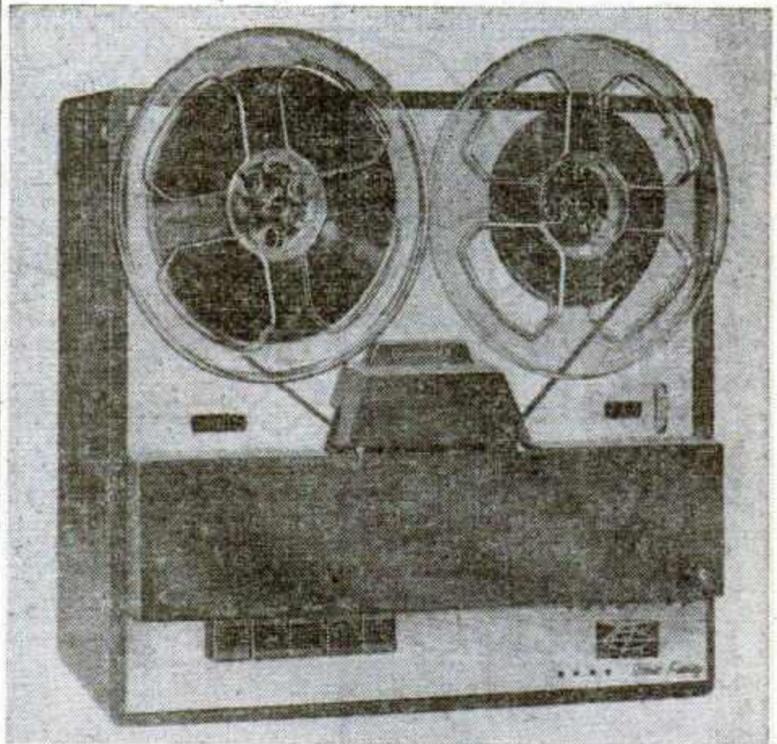
NEW YORK — Growing importance of FM multiplexing in the audio equipment field is highlighted by Pilot Radio's newest front-ended amplifier, a dual-20-watt unit termed Model SM-245 and priced at \$189.50.

A selector switch enables the listener to take his choice of six program sources that include microphone, tape head, phono, FM-AM, tape recorder—and "Multiplex."

The control amplifier, on which Pilot has begun its shipments, is believed to be the first in its category to promote a pair of multiplex inputs, altho kit-making Eico Manufacturing—another licensee of the Crosby multiplex system — has a multiplex position on the selector switch of its new HF85 stereo preamp.

New Product:

Dual-Channel, Four-Track Unit



STEREO FACILITIES: Teletronics has launched a new tape recorder, Model 300, that offers a three-speed recorder-reproducer with a four-track head, priced at \$189.95. Push-button controls allow for stop, record, rewind, wind, play and pause to provide for ease of operation. Unit has a separate eight-watt preamp and amp for each channel, and the four-track head allows for playback of both dual-track and quadruple-channel stereo tapes, with special input jacks provided for connection of stereo phono. Weight: 29 lbs.

12 DANGLE

Jensen Has New Needle Sales Aid

CHICAGO — A convenient new phonograph needle display called the "Dangling Dozen" has been introduced by Jensen Industries.

Featuring an automatic inventory plus a reference guide for needle selection, the display has 12 needle packages inserted into clear polyethylene bags. As each is sold, an automatic "sold" signal reminds the



dealer to replace the needle.

The new display contains the 12 most popular needles sold and can take care of 75 per cent of the average dealer's replacement calls. The back of the display illustrates tone arms and how the needle is inserted into each cartridge is shown in diagrams. All the numbers of cartridges which the needle will fit are listed.

Hi-fi enthusiasts are reminded of needle wear by the display which asks: "Is Your Phonograph Needle a Month Old?" The display then points out: "The ordinary phonograph needle (sapphire or osmium) lasts about a month (60 hours of play). A diamond needle runs wear free up to 700 hours or a year of average use. Buy a New Jensen Needle Now."

Mike Remund, Jensen sales man-

V-M INTO THE ROCKET FIELD?

BENTON HARBOR, Mich. — If a test model of a forthcoming V-M changer whizzes up out of its cabinet, and heads for the moon in programmed, four-stage flight, don't be too surprised.

The firm, which is making a major mark this year with its changers, phonos and tape units, has just hired John Rankin for the new post of Director of Engineering.

Altho he's a member of the Audio Engineering Society and the Institute of Radio Engineers, his association prior to V-M was with the Missiles Division of Chrysler Corporation. And you can never tell what those rocket-trained cats will come up with next.

ager, says, "Our new D-12 display is the perfect package for selling needles and keeping tight inventory. The reference chart makes needle sales as easy as selling candy. Every dealer who has seen it goes for it. It is offered at a special price including the needles."



STEREO MASTER FOR SALE OR LEASE DUOPHONIC ST100 CANDLELIGHT CHRISTMAS

14 Traditional Christmas Carols— PLUS—3 Original Compositions from HOLIDAY SUITE FOR ORGAN AND VOICE, especially arranged for solo or group singing by V. Raymond Grohholz, Musical Director Angelus Carillons of Florida. Limited edition available, beautifully gift packaged in plastic container. Copies available for demonstration to responsible parties.

Write, Phone or Wire POLYPHONIC SOUND STUDIOS Box 7195, Daytona Beach, Florida

YES!!!

we have the new 4 track 3¾ ips stereophonic tapes

first releases . . .

- R-408 ● ON THE ROCKS (THE SURFERS)
- R-608 ● BIG DIXIE (HARRY ZIMMERMAN)
- R-806 ● TABOO (ARTHUR LYMAN)
- R-808 ● BWANA—A (ARTHUR LYMAN)
- R-716 ● SOUTH PACIFIC (GEORGE WRIGHT)
- R-717 ● FLIGHT TO TOKYO (GEORGE WRIGHT)

\$7.95

"The Sound That Named a Company"

HIGH FIDELITY RECORDINGS

7803 Sunset Blvd., Hollywood

Audio Feedback

By CHARLES SINCLAIR

RECORD CROWD AT N. Y. SHOW

If there's any doubt that an audio show can attract the public, it was dispelled at the recent New York sonic shindig at the Trade Show Building. The crowds started coming on the "dealer day" preview, and continued thru the press preview at which time 190 correspondents—ranging from the trade publication staffers to a man from Radio Moscow—appeared. When the public's turn came, no less than 52,000 visitors passed thru the doors. In the evening long lines formed outside the building—the kind of lines that you see at Radio City Music Hall's annual Easter Show. The Institute of High Fidelity Manufacturers, to put it mildly, was "very pleased."

MOTOROLA'S NEWS PIPELINE

With stereo putting brand-new emphasis on features contained in packaged units, Motorola has begun a new kind of "news program" for its distributors. They'll be supplied with regular bulletins on product features for use in sales meetings, when preparing ads, talking to dealers, preparing mailings, and so on. In charge of the program is John A. Witherell, Motorola's Sales Training Manager.

UNIVERSITY HITS STEREO JACKPOT

Nobody is happier about the arrival of stereo than University Loudspeakers. Several years ago the firm developed a dual voice coil woofer, sold initially as a "dual impedance" speaker. Since the low end of the sound spectrum is "non-directional" in stereo, University engineers soon discovered that the twin-coil woofer can fit easily into stereo applications, using a middle-and-high unit for the second channel and the big woofer as a "common." Now new University ads are plugging this advantage, since no adapter network is needed—as opposed to the usual single-coil woofer. Units involved are the C-15W, C-12SW, C-15HC and C-12HC. New units will be delivered with wiring and terminals arranged to handle such a stereo use quickly.

COOK BIG CAT IN VIENNA

Emory Cook lost little time in spotting an item in a recent copy of *The Billboard*, in which a stereo display at the Vienna Trade Fair was discussed. Inadvertently, Cook's name was omitted from the list of audio and record exhibitors there—a particularly embarrassing fact since the stereo exhibit centered on the Cook Microfusion assembly which produced records as crowds watched. Apologies to stereo pioneer Cook, who was making two-track records—which you played with a "Y" shaped tone arm containing two monophonic cartridges—back when a big label was still wondering if vinyl LP's were really here to stay.

NEW STEREO CARTRIDGE BOWS

When the first stereo records hit the market, there was a real shortage of cartridges with which to play them. Well, that problem has been clearing itself nicely. Practically every cartridge maker has got one now, and the choice is wide. Latest to arrive has the lowest price yet: only \$4.50. Unit is a "high output, turnover type," with sapphire needles, and plays stereo-monaural tracks on one side, 78's on the other. It's being made by American Microphone Manufacturing division of GC-Texton.

MULTIPLEX EXPLAINED TO PUBLIC

One of the best explanations to date of the whole question of multiplex FM stereo broadcasting is contained in a handy booklet prepared by Irving Greene, veteran audio adman, which was jointly sponsored by Crosby Laboratories, McIntosh Manufacturing, Radio Shack and Sherwood Electronics, and widely distributed at the recent New York audiofest. In some very readable language, the booklet discussed the various stereo systems used in broadcasting, explained the compatible Crosby system (see Page 1 story in last week's issue), and took a look into the intriguing crystal ball of multiplexing's future. If you don't have a copy, you should, and you can probably get one from any of the sponsoring firms, all of whom have—or are planning—multiplex FM home units.

BOOM IN HOFFMAN SALES

That new campaign to boost the ranks of dealers handling the Hoffman Electronics line of packaged phonos and radios seems to be paying big dividends. So far, 714 new dealerships have been set. Also, September sales at Hoffman were up 74 per cent from August, and up 44 per cent from September, 1957, according to Hoffman execs. Main bulk of the new dealerships are in the Western States, but 51 new ones have been opened in the East.

ZENITH'S STEREO SHOWROOMS

Zenith, which has a real traffic-stopping display room at 666 Fifth Avenue, New York City, is going in for stereo in a big way. Total of six "listening rooms" for stereo are being installed there. And a special deal for use in their own stores. Cost, \$150.

HANDY MARKET GUIDE

Manufacturers who wonder how to reach chain store branches with a sales message can stop pondering. There's a publishing outfit at 2 Park Avenue, New York, called Chain Store Guide. They put out six directories, ranging in price from \$25 to \$50. The directories list the stores in each of the following chains in the U. S. and Canada: Variety Chains, Independent Variety Stores, Super Market Chains, Drug Chains, Auto Supplies and Hardware Chains and Department Stores. The publisher advertises them as "an entire market between the covers of each."

Slow Speed

Continued from page 14

a disk. Many stereo disks contain as little as 40 minutes of music and retail for as much as \$6.95.

Prior to this, the standard for a good stereo tape was the 7½-inch per second speed. The higher speed was considered necessary to get a high fidelity frequency response. But, as tape-man Cooper is quick to note, many commercial units are incapable of reproducing the wide-range sounds on the higher fidelity tapes.

"Frankly," says Cooper, "we're quite pleased with the quality of our slower speed tapes and, in many cases, the customer can't hear the difference."

Cooper deplures what has happened to the recorded tape market since the introduction of stereo disks and the imminent, but long-awaited, debut of the four-track tape cartridge. He says the distributors and the dealers have simply stopped ordering two-track stereo tapes.

"That doesn't mean the customer doesn't want them," he says. "Many people won't have anything but tape. And since the dealer won't stock it, the customer has to join one of the tape clubs and buy by mail."

Tape clubs are booming, Cooper believes.

The situation has changed somewhat since they have introduced their slower tapes with the resultant lowering of price. According to Cooper, the response to the new product has been "surprisingly good." Eleven out of 12 distributors have ordered the slower tapes. Earlier, they weren't buying anything.

Speaker Firm

Continued from page 14

mately 120 people attending, the majority favoring twice a month meetings.

Pepe said the courses will be open to both established audio dealers as well as music dealers just entering the hi-fi field. The seminar will concern itself with three basic issues: Fundamental principles of general retail selling; sales approaches in dealing with hobbyists and art enthusiasts; sales methods in the audio field. The latter will treat merchandise display; product demonstration; types of recorded material best suited for proper demonstration of specific equipment.

The course will cover customer relations and sales approaches in treating the three basic groups of buyers. These Pepe listed as follows: (1) Those who don't know anything about hi-fi, want to buy and would like to have some one explain it to them; (2) Those who know hi-fi but haven't gotten around to buying equipment and now want the dealer's help in guiding his purchases; the established hi-fi enthusiast who is now converting to stereo.

Altho the seminar will be conducted under JBL's auspices, the courses will cover all hi-fi components and will not be restricted only to selling speakers. Pepe said he tried to sell the audio industry associations on conducting such courses but the project never got rolling.

Better trained sales people, Pepe contended, will result in increased sales for the dealer and thereby strengthen the entire audio industry.

Magnecord's Sales Award To L. A. Rep

CHICAGO — Frank Koessler, of Koessler Sales Company, Los Angeles has been presented with a special award—and the worst pun of the week—by Magnecord. The award was a Gold Tape Reel plaque, first of a series of semi-annual awards made to Magnecord reps showing outstanding sales activity.

The pun came from Magnecord General Sales Manager Hugh Daly, who complimented Koessler for doing a "reel fine job."

BEST NEEDLE ON ALL 5 COUNTS

	DUOTONE
SHAPE	✓
POLISH	✓
TOLERANCE	✓
MOUNTING	✓
CONSTRUCTION	✓

PROOF TEST LAB

DUOTONE DIAMOND

NEEDLE THAT REMEMBERS NOW OFFERS 5 MORE REASONS TO SELL FIRST—FASTEST

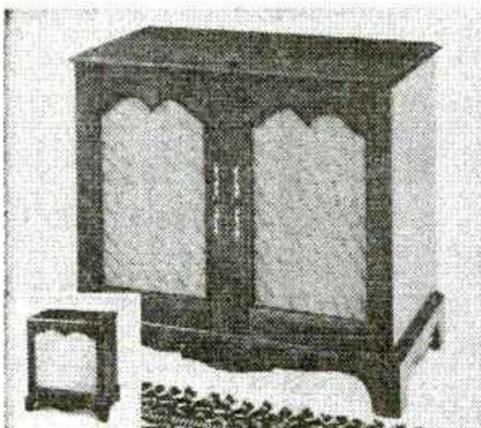
DUOTONE

Keypoint, New Jersey In Canada, Charles W. Pointon, Ltd., Toronto

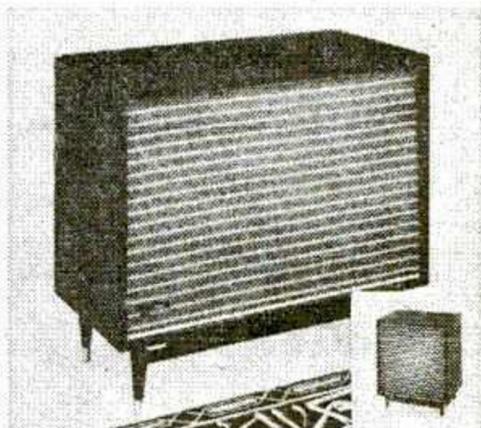
CAPITOL'S NEW STEREO CONSOLES

They sell fast...because they're different 2 ways!

- 1 Sound systems developed by Capitol's own recording engineers for true, balanced stereo.
- 2 Custom-quality sets distributed by the merchandising leaders in the music industry—Capitol Records.



Model 838, with optional matching speaker unit



Model 836, with optional matching speaker unit

TOP PERFORMANCE—TOP VALUE! 4 stereo console models equipped for stereo and standard records, each with matching optional speaker unit. Dual amplifiers are precisely balanced with single master control panel.

CUSTOM-STYLED CABINETS of the finest hand-polished woods, fashioned by the nation's leading furniture designers.

FACTORY-AUTHORIZED SERVICE! Capitol's warranty guarantees free parts and service for 90 days at no cost to you.

FULL PAGE ADS! Millions of people—your future customers—will see these consoles advertised in *Look* and *Life*. And Capitol's successful merchandising can help you plan your local promotions, too.

Greater sales...greater profits from the new line for '59



THE NEW LABEL TO WATCH



METRO RECORDS

A Product of MGM Records A Division of Loews, Inc.
1540 Broadway N. Y. 36, N. Y. JU 2-2000

PARADE OF HITS

DICK LEE

**HAVE GUITAR
WILL TRAVEL**

METRO K20001

LEW PRINCE

Cash Box Pick

MILANO ROSE

and

EVER CHANGING WORLD

METRO K20003

DOTTS JOHNSON

STREET OF DREAMS

PARADISE

METRO K20002



Price, Size and Quality Key to Speaker Sales

• Continued from page 12

the sealed-in air of the enclosure as an acoustical spring. One of the prime advantages of Model 6 is that a pair of them don't loom in a living room like twin boxcars, altho they deliver a big, rounded sound.

Henry Kloss, prexy of KLH and its chief engineer, describes the firm's approach to quality this way: "Every Model 6 sounds just like every other Model 6—and that's important to a stereo buyer. Age and use normally have no effect on it, and we give a two-year warranty. We keep complete control of its manufacture and make almost everything that goes into it, from the paper in the woofer and tweeter cones to the magnets and the woodwork. We even make our own nameplates for the trim."

Kloss, whom his associates describe as "the kind of guy who literally thinks with his fingers," does not believe that good loud-speakers are a form of Black Magic.

"What we make here is the result of integrating our field experience, a knowledge of the serious trend in speakers. In designing a loud-speaker and enclosure, there are just so many things you can play with. Principally, it's the fixed relationships between speaker efficiency, the size of the box and what kind of low end you have. With a fixed design and tight quality control it is possible to make systems that are completely standardized," says Kloss.

The firm's thriving sales, administered by Malcolm Low and recorded by Tony Hofmann (the latter doubles with ease technically, for Hofmann is also one of the industry's top physicists and was a member of the original Manhattan Project), come via a tight sales network and a firmly policed price policy.

Philco Transistor Radio for \$49.95

PHILADELPHIA—A new compact 7-transistor portable radio, Model T-75 in genuine cowhide case, has been added to Philco's transistor radio line with a suggested retail price of \$49.95.

Model T-75 augments Philco's all-transistor radio line, announced last spring, of models which include every chassis category from 3 to 7 transistors. It has fresh tapered styling which, with genuine leather case and white stitching, provides an unusually attractive radio for travel. The set utilizes seven transistors and on one set of ordinary flashlight batteries will deliver more than 500 hours of performance. Printed circuitry and a built-in Magnecord aerial assure long service-free life and quality radio reception.

Philco's advertising for T-15 will point up its size under the theme, "Fits your Pocket and your Palm!"

Paramount Shows

• Continued from page 12

and sales reps to help a lot. None, says Paramount, got hurt in dealing with the firm earlier this year. They made good on every piece of faulty merchandise.

One factor Paramount counts in its favor is this: they are now in a position to fill orders, every order they can get. They believe other firms are not in such a position as the stereo movement reaches full impact. Another advantage is their ownership of the Hallmark stereo record line. This enables them to continue their practice of offering a free package of stereo records with the purchase of one of their phonos. With some models, the package is valued as high as \$50.

KLH has only about 33 dealers (as against 400 to 600 for the average four-speaker firm), and they are carefully chosen. They include outlets like Harvey and Hudson Radio in New York, Detroit Audio, Hollywood Electronics, Custom Hi Fi in Washington, among others.

"Our dealers were instrumental in getting us started properly," Low says. "Now that we're moving into high gear, we're going to stick with them. They're a great bunch."



CLARE NELSON

Only Seeing Is Believing

• Continued from page 1

"It all began when I waxed a demo record for a publisher on 'At Our House,'" she recalls. "I did it in one of those 'little girl-type' voices. It was real cute, and I sounded about 12 years old. Then, I got a call from Epic. I rushed over to Arnold Maxin's office—he hadn't gone to M-G-M yet—dressed like a debutante on her way to the Colony. He flipped. 'Where's your kid sister?' he wanted to know. I had to sing the song for him right then and there to prove who I was."

But the problems were just beginning. Epic bought the "At Our House" master, and released it. It sold 150,000 copies. This was followed with another "little girl" number, "Shake Me I Rattle; Squeeze Me I Cry," a strong seller last Christmas. Then, this fall she did the "little girl" bit again on "Big Girl," and the problems really multiplied.

She was promptly called for a musical movie role, and startled the producer, who'd been expecting a cute moppet. One TV record deejay invited her, sight unseen, and rigged up a little doll house set for the "child vocalist." She even got fan mail from ardent little boys.

"That did it," she says grimly. "Now, my big objective is to get deejays to play the flip side of 'Big Girl,' where I sing a rockaballad in my normal voice, so people will believe I'm not a vocal version of Patty McCormack."

If there's any doubt, men, see picture above.

AES Asks

• Continued from page 12

conders, Inc., 7000 Santa Monica Boulevard, Hollywood 38, Calif.

"Our annual Los Angeles convention, centered in the tremendous recording and general electronics activity of the West Coast, is a vital forum for audio professionals," Mr. Bryant said. "Because of the growing number of technical papers submitted each year, we must review prospective papers as early as possible to assure a place on the program for those of top quality."

THREE GREAT HITS

"HERE I STAND"
WADE FLEMONS
VeeJay 295

"ODDS & ENDS"
b/w
'I'M GONNA GET MY BABY'
JIMMY REED
VeeJay 298

'EVERYTHING WILL BE ALRIGHT'
b/w
'I'M A FOOL FOR WANTING YOU'
GENE ALLISON
VeeJay 299

VEEJAY-ABNER
2129 S. Michigan
Chicago 16, Ill.
CA-5-6141

BREAKING THROUGH!



**THE
FOUR
ACES** SING

“THE WORLD OUTSIDE”

Based on the “Warsaw Concerto”

b/w

HOW CAN YOU FORGET

DECCA 9-30764



The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING OCTOBER 11

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. Only the Lonely	1	4
Frank Sinatra, Capitol W 1053		
2. The Music Man	2	34
Original Cast, Capitol WAO 990		
3. Sing Along With Mitch	5	15
Mitch Miller, Columbia CL 1160		
4. Tchaikovsky: Piano Concerto No. 1	4	12
Van Cliburn, RCA Victor LM 2252		
4. King Creole	3	6
Elvis Presley, RCA Victor LPM 1884		
6. Johnny's Greatest Hits	9	28
Johnny Mathis, Columbia CL 1133		
7. Stardust	6	13
P. Hoone, Dot DLP 3118		
8. South Pacific	7	30
Sound Track, RCA Victor LOC 1032		
9. Swing Softly	—	5
Johnny Mathis, Columbia CL 1165		
10. The Late, Late Show	10	32
Dakota Staton, Capitol T 876		
11. Elvis' Golden Records	13	23
Elvis Presley, RCA Victor LPM 1707		
12. South Pacific	16	238
Original Cast, Columbia CL 4180		
13. Oklahoma!	—	156
Sound Track, Capitol SAO 595		
14. My Fair Lady	15	133
Original Cast, Columbia OL 5090		
15. Gems Forever	19	12
Manovani, London LL 3032		
16. But Not for Me	18	5
Ahmad Jamal Trio, Argo LP 628		
17. Volare (Nel Blu Dipinto Di Blu)	—	5
Domenico Modugno, Decca DL 8808		
18. Film Encores	11	61
Mantovani, London LL 1700		
19. Concert in Rhythm	22	4
Ray Coniff, Columbia CL 1163		
20. 'S Awful Nice	—	14
Ray Coniff, Columbia CL 1147		
21. Billy Vaughn Plays the Million Sellers	17	2
Dot, DLP 3119		
22. Gigi	12	18
Sound Track, M-G-M E 3641		
23. Hymns	3	90
Tennessee Ernie Ford, Capitol T 756		
24. Around the World in 80 Days	—	77
Sound Track, Decca DL 9046		
25. Belafonte Sings the Blues	—	1
Harry Belafonte, RCA Victor LOP 1006		



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

DAMN YANKEES

Sound Track—RCA Victor LOC 1047

The pic version of "Damn Yankees" has opened to rave reviews. The excellent Adler-Ross score has been expanded with the addition of a pretty new ballad, "There's Something About an Empty Chair." Disk performances by Gwen Verdon and Tab Hunter are winning. Cover is an ideal display piece. First-rate potential.



VOICES IN LOVE

Four Freshmen—Capitol T 1074

The group has another likely dual-market pop and jazz click with their latest package. Backed by lush strings, they have a highly attractive sound on a fine selection of tunes. This is one of their best. Numbers include "Warm," "It Could Happen to You" and "In the Still of the Night." A really fine album with excellent potential.



JUNE'S GOT RHYTHM

June Christy with Bob Cooper & Various Artists—Capitol T 1076

The thrush does most of the tunes in this swingin' set in a bright, happy groove, supported by fine arrangements, played by a group of top West Coast jazz men. It should score heavily with pop and jazz buyers. Sound and attractive cover are additional lures. Tunes include "My One and Only Love," "I'm Glad There Is You" and "Blue Moon." Strong potential.



REBOUND

Jackie Gleason with Various Artists—Capitol W 1075

The accent in Gleason's latest effort is on strings, piano and oboe. Set to lush, mood arrangements, pianist Bernie Leighton and oboist Romeo Penique interpret the lovely melodies in romantic fashion. It's an excellent programming set for jocks. Sound is excellent. Tunes include numbers that are related to the album title. Interesting cover painting is by Gleason himself. Strongest sales prospects.



BROADWAY CAVALCADE

Fred Waring & the Pennsylvanians—Capitol WBO 1079

A beautifully done production, employing the full Waring ensemble of chorus, soloists and ork. It's a de luxe package which tips its hat to Broadway in the grand manner, with 29 ever-popular show tunes stemming from the turn of the century to the present. A fine recording job and much data about the development and history of the Broadway musical, plus the year, the writers and the shows of each song give it all a distinctive flavor. Should find a ready consumer response and there's plenty for jockeys here, too.



SANDS STORM!

Tommy Sands—Capitol T 1081

Sands has quite a varied program here. Many of the tunes were formerly disk clicks. Numbers include rockabilly and rockaballad stylings and a few rockers. The set can appeal to both adult and teen buyers. Fine cover photo of the singer should help lure buys. The lad puts a lot of heart and feeling into his renditions and scores especially well with his reading of "Blue Velvet." Other tunes include "Tweedle Dee" and "Warm Your Heart."



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

TAB HUNTER

With Marty Wilson Ork & Chorus—
Warner Bros. 1221

The young flick star has a potent item in his first LP. With excellent chorus and ork support, he presents a collection of newer and older standards in listenable fashion. It's a nicely paced album that includes rockabilly, ballad and smooth approaches. He has a warm, pleasant sound that should attract buys from both young and adult fans. Fine cover shot of the artist provides a good display piece.



Jazz Albums

THE BALLAD STYLE OF STAN KENTON

Stan Kenton Piano & Ork—Capitol T 1068

The Kenton crew turns to a program of ballads in their newest offering. It's a smooth, danceable set that should move well in both pop and jazz parts. Orchestrations are excellent. Kenton's piano is set against lush brass and reed choirs on such fare as "I'll Be Tired of You," "The End of a Love Affair" and "The Night We Called It a Day." Also a fine jockey programming set.



SOMETHIN' ELSE

Julian (Cannonball) Adderley, Alto Sax;
Miles Davis, Trumpet; Hank Jones, Piano; Sam
Jones, Bass, and Art Blakey, Drums—
Blue Note 1595

Here's one of the outstanding jazz sets released in the past few months and perhaps one of the best of the year. It features some truly fine, sensitive trumpet work by Miles Davis, and at times, some of the best work yet waxed by Cannonball Adderley. Both "Autumn Leaves" and "Love for Sale" are handed superb treatments by Davis, and Adderley shines with his solo on "Dancing in the Dark." An album that will be important to all jazz fans.



Jazz Special Merit Albums

THE MODERN ART OF JAZZ

Tony Scott with Various Artists—Seeco CELP 425

Scott, winner of this year's Down Beat Jazz Critic's Poll on clarinet and baritone sax has one of his best albums to date. He plays with more warmth than in some of his previous efforts, backed by a fine group of artists, including Bill Evans, piano; Milt Hinton, bass; Paul Motian, drums; Jimmie Knepper, trombone, and Clark Terry on trumpet. He presents interesting rhythm patterns in addition to displaying his great technique. "Five" and "She's Different" are good demo tracks. The set rates exposure. Good notes and attractive cover shot of the artist should help sales.



Classical Albums

ORIENTALE

Capitol Symphony Orch. (Dragon)—
Capitol P 8453

This slick interpretation of classical music should find favor with large semi-classic audience. Cui, Rimsky-Korsakov, Kreisler, Tchaikowsky and others are given lush treatment in these favorites based on Eastern theme. Lingering on strings, schmaltzy slides are effective, and striking golden Buddha on cover will attract.



Sound Albums

GUATEMALAN MARIMBAS!

Maderas De Me Tierra Orch. of Guatemala City
(Bethancourt)—Capitol T 10170

With the proper pushing, this album may prove itself a sonic sleeper. The rich, rhythmic sound conjured up by the mallet-wielders in this well-known Latin group runs the gamut of lows and highs, and is a first-rate "showpiece" for phono equipment, as well as being musically rewarding in the best tradition of the "Capitol of the World" series. For a monaural release, it sounds remarkably like "stereo" on two-channel equipment. The bouncy "Nola"-like "La Calle Del Sol" track on the first side, for instance, is a real gasser.



(Continued on page 20)

ALBUM COVER OF THE WEEK



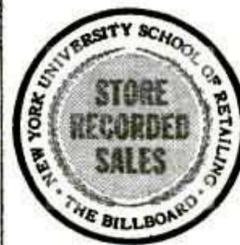
BERLIOZ: HAROLD IN ITALY, RCA Victor LSC 2228. Cypresses and Roman ruins give a warm Italian flavor to this cover shot by Duncan Edwards. Its strong romantic mood gives a beautiful visual summary of the album's contents and is certain to pull in many buyers.

• Most Played by Jockeys

FOR SURVEY WEEK
ENDING OCTOBER 11

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

1. ONLY THE LONELY Frank Sinatra
Capitol W 1053
2. STARDUST Pat Boone
Dot DLP 3118
3. SWING SOFTLY Johnny Mathis
Columbia CL 1165
4. THE KINGSTON TRIO Kingston Trio
Capitol T 990
5. HOT CARGO Ernestine Anderson
Mercury MG 20354
6. POLITELY Keely Smith
Capitol T 1073
7. LESTER LANIN GOES TO COLLEGE Lester Lanin
Epic LN 3474
8. SING ALONG WITH MITCH Mitch Miller
Columbia CL 1160
9. CONCERT IN RHYTHM Ray Conniff Ork
Columbia CL 1163
10. MORE SING ALONG WITH MITCH Mitch Miller
Columbia CL 1243



Best Selling Pop EP's

FOR SURVEY WEEK ENDING OCTOBER 11

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. JOHNNY CASH SINGS HANK WILLIAMS Sun EPA 111
4. HYMNS Tennessee Ernie Ford, Capitol EAP 1-758
5. ELVIS Elvis Presley, RCA Victor EPA 992
6. NEARER THE CROSS, Tennessee Ernie Ford, Capitol EAP 1-1005
7. STARDUST Pat Boone, Dot DEP 1069
8. EVERLY BROTHERS Cadence CEP 105
9. CLOSER WALK WITH THEE Pat Boone, Dot DEP 1058
10. LOVE IS THE THING Nat King Cole, Capitol 1-824

• 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 ★★★★★

POLITELY!

Keely Smith with Billy May Ork. Capitol T 1073

Miss Smith really has a way with a song. Accompanied by excellent ork settings from Billy May, she runs thru a fine program of standards in most appealing style. Her ballads are lush and lovely, and she swings on the up-tempo tunes. Selections include "I'll Get By," "All the Way" and "On the Sunny Side of the Street." Attractive cover drawing of the chick will attract.

BILLY MAY'S BIG FAT BRASS

Capitol T 1043
An exceptional "sound" package. May's arrangements are for six trumpets, four trombones, five French horns, two tubas and rhythm. Songs included ranged from originals ("Solving the Riddle," "Brassmen's Holiday") to familiar items ("Autumn Leaves," "Moonlight Becomes You). If all monaural disks had this kind of quality recording work, there'd be little need for stereo. Highly recommended for just plain listening and for the most particular audio fans.

BOBBY HACKETT AT THE EMBERS

Capitol T 1077
Capitol could have the same success with this album that it has had with its Jonah Jones sets. It features trumpet man Bobby Hackett and his quartet playing show tunes and standards with a warm glowing feeling that is mighty easy to listen to. It should please the same broad stream of fans who enjoy Jones' work so much. Hackett plays with his usual taste and the group behind him is fine.

CONCERTO!

Freddy Martin Ork. Capitol W 1066
Chopin, Grieg, Debussy, Tchaikowsky and other longhairs get their themes treated as pop instrumentals, some of them song hits of 20 years ago. Martin's tenor sax and twin pianos of Bob Hunter and Dave Leonard are featured to advantage. More for listening than dancing.

LOVE SCENE

Elmer Bernstein & Ork. Dor DLP 3097
Elmer Bernstein, Hollywood's youthful scoremaster who sound-tracked a number of top films, modestly ignores almost all of his own original film music to present the better known movie love themes of others. Amidst "Gone With the Wind," "Laura," "Spellbound," etc., the sole Bernstein original is "View From Pompey's Head." Top performance thruout and excellently recorded.

PARADE OF THE PENNIES

Red Nichols & His 5 Pennies. Capitol T 1051
With the picture based on Red Nichols' life due out soon this album has a chance for healthy sales. Red Nichols and his Pennies are playing here some of the tunes that they made famous many years ago. And the selections include such fine Nichols items as "Davenport Blues," "Washboard Blues" and "Japanese Sandman." The music sounds as good today as it did many years ago, and the sound is first-rate.

JET FLIGHT

Norris Paramor Ork. Capitol T 10190
Paramor's smooth keyboarding and attractive sound effects highlight this instru-

mental tour of 10 countries. "Barcelona" and "Jumpin' Johannesburg" are standouts. Striking cover shot of Pan-Am's new jet.

DANCING TIL DAYBREAK

Del Courtney Ork. Capitol T 1070
Another fine society band set by a name highly familiar in society circles. Courtney plays 20 different tunes, which includes four danceable medleys scored with the collision sound. Excellent audio quality adds to the realism of the set. Attractive cover shows a couple in front of a swank club waiting for their cab. Smart package.

HAVE YOU FORGOTTEN?

Ethel Ennis. Capitol T 1078
Miss Ennis shows much warmth and un-

derstanding of her material in her second outing for the label. The approach is somewhere midway between jazz and sophisticated torch treatment of songs like "How About Me," "Then I'll Be Tired of You," "It Was So Beautiful." Backing by Sid Feller for three different ork components is very much a plus. Jocks who tire of the big beat will like this one. Fine cover.

BLAST OFF

Gus Bivona Band. Warner Bros. 1219
Here's a fine big band album—danceable and with a driving beat and fresh sound. There are six brass, five reed plus Bivona's clarinet, and five rhythm. The choice of tunes show some imagination, and include "C Jam Blues," "Lemon Twist," "Sorghum Switch," "Fugue for Tlnhorns" and "Please." A truly fresh band package.

POPULAR ★★★

LOVER MAN

Billie Holiday. Decca DL 8702
This new Billie Holiday album contains singles cut by the thrush between the years 1944 to 1950. Although it varies considerably in quality, the quality of Miss Holiday's singing is always superb, in many cases much better than the material. The way she performs "Lover Man" and "You're My Thrill" is worth the price of the album alone. For the many, many fans of "Lady Day" this is a must.

LAZY RHAPSODY

Lou Busch, His Piano & Ork. Capitol T 1072
"Nola," "Sunrise Serenade," "In a Mist"

• Review Spotlight on Albums . . .

• Continued from page 19

Solo Instrumental Albums

MOZART: SONATAS

Nathan Milstein, Violin, with Leon Pommers, Piano—Capitol P 8452

Milstein illumines the charm of the G Major and the emotion of the E Minor beautifully, with discreet support from Pommers' piano. This should delight Mozartians and chamber music fans.



Opera Albums

MADAM BUTTERFLY

Anna Moffo, Cesare Valletti, Rosalind Elias, Renato Cesari and Rome Opera House Orchestra and Chorus (Leinsdorf)—RCA Victor LSC-6135

STEREO AND MONAURAL

Victor is off to a flying start in the stereo opera sweepstakes with this fine, new production of the Puccini favorite; it should be in the catalog for a long time to come. American-born Anna Moffo, as Butterfly, shows why she has been a smash hit in Europe. Her performance, back-stopped ably by Leinsdorf's sensitive pacing plus an excellent cast, is lovely, lyrical and "young" in feeling. Stereo enhances the lavish production notably, altho there's little attempt to really "stage" it with movement.



Sacred Albums

BEST LOVED SACRED SONGS, VOL. 2

Various Artists—RCA Victor LPM 1766

Designed primarily for the so-called Bible belt areas of the South, this package features selected recordings by a group of the top acts in the business. These include the Blackwood Brothers, the Statesmen Quartet, the Johnson Family Singers, Eddy Arnold, Hank Snow and numerous others. Strong cover provides extra appeal to the set. Great for this market.



Spiritual Albums

JUST AS I AM

Mahalia Jackson—Apollo LP 479

A package of great sides cut by the noted artist in years past during her affiliation with Apollo. "Just as I Am," "Go Tell It on the Mountain," "Child of the King" all prove once again how great is Miss Jackson's contribution. An arresting cover will prove a fine display piece.



Children's Albums

ADVENTURES IN SOUND AND SPACE

Col. Frank Erhardt & Cast—RCA Victor LBYS 1013

STEREO AND MONAURAL

Already a highly rated item in monaural form, this saga of space veritably comes to life in stereo. Here the directional effects are most impressive and you feel as the you're right along with the lads on their interplanetary junket. Particularly timely in view of the interest focused on Uncle Sam's recent attempt at a lunar probe.



R&B Albums

ROCKIN' WITH ROBIN

Bobby Day—Class LP 5002

A package of rockers, rockaballads and an occasional standard. Performances are strictly in the teen groove. Chanter has style. Sides include "Rock-In' Robin," "Sweet Little Thing" and "When the Swallows Come Back to Capistrano." Day is currently big in the singles market via his recording of "Rock-In' Robin."



FRESH YOUNG SOUND

on East-West

"THE CAT WALK"

"CONGA ROCK"

by The Kingsmen... #120

(The group that hit with "Weekend")

"TWO LOVES HAVE I"

"GIVE ME YOUR LOVE"

Earl Plummer... #119

EAST WEST

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and other oldies get sweet piano leads from Busch. For listening, not dancing, with sound excellent. Cover features luscious redhead embracing piano.

ROS ON BROADWAY

Edmundo Ros Ork. London LL 3048
A flashy package in Ros' typical Latin style. The sound and engineering on these sides are terrific, lending much color to the performances. Tunes are all great show material, including "I Could Have Danced All Night," "Stranger in Paradise" and "So in Love."

THE GREAT SONG HITS OF THE GLENN MILLER ORCHESTRA

All Star Alumni Ork. Grand Award G. A. 33-381
Grand Award has re-created the old Glenn Miller ork by selecting men who played in the Miller band and having them perform the hits that the Miller crew made famous back in the early '40's. The band has a lot of that Miller sound, and such tunes as "Tuxedo Junction," "Little Brown Jug," "In the Mood," etc., all seem to come alive again. There are many Miller fans about and this set should please them.

THE GREAT SONG HITS OF THE TOMMY & JIMMY DORSEY ORCHESTRAS

All Star Alumni Ork. Grand Award G. A. 33-382
Here's an interesting new album that should please many followers of the old Jimmy and Tommy Dorsey orks. It features men who played in both bands performing many of the hits that made the two Dorsey bands among the top crews during the swing era. Selections include "Marie," "Boogie Woogie," "Song of India" and "The Breeze and I." The musicians play with sparkle and authority.

LAWRENCE WELK PRESENTS DICK KESNER AND HIS STRADIVARIUS VIOLIN

Brunswick BL 754044
Violinist Dick Kesner plus the arrangements of Ray Austin combine to give this all a Wayne King sound and quality. And in stereo, with the solo Stradivarius balanced nicely against the lush ork backing, this sound is believable and pleasant.

THE WORLD'S FINEST MUSIC AS INTERPRETED BY LAWRENCE WELK

Coral CRL 757113
Lawrence Welk leads 75 top Hollywood musicians thru their paces on this de luxe set which has already found considerable success monaurally. Since the emphasis is primarily on strings in the ork, there is not the contrast in instrumentation necessary for the topmost stereo effects. Nevertheless, the set achieves a full richness of sound which is bound to have a good appeal.

1958 INTERNATIONAL BARBERSHOP CHORUS WINNERS

Decca DL 8788
These are not quartets but big barbershop groups from member chapters of the SPEBSQSA. The top five from the 1958 International competitions are here presented. Suffice it to say, these groups, topped by the winning Dixie Cotton Boll group of Memphis, are all good and have the sound of well-trained glee clubs. Fans of the four-square stuff will have a ball with this and jacks looking for an interesting program twist would find some great sides.

1958 MEDALISTS BARBERSHOP QUARTET WINNERS

Decca DL 8800
Another fine addition to Decca's already sizable catalog of this idiom. These are official recordings of the top five quartets in the 1958 SPEBSQSA competitions. Groups include the winning Gay Notes, and the Pitchikers, Home Town Quartet, West Coasters and the Evans Quartet. Groups each get a healthy turn, and it would be hard to tell — from the sound — which were the winners. Good recording job. Devotees will dig.

TUTTI'S TRUMPETS

Camarata Ork. Disneyland WDL 3011
Tutti Camarata arranged and conducted on this sparkling session in stereo, in which a sextet of accomplished trumpet men play a mixture of standards and trumpet specialty items in front of a big, string and woodwind filled complement. Tunes include "Tenderly," "Boy Meets Horn," "I Can't Get Started." Clean, shimmering listening.

THE BIG HORN

Sam Butera & The Witnesses. Capitol T 1098
Some for dancing, some for listening, as Butera's tenor sax and Lou Sino's trombone take off warmly on "La Vie En Rose," "Hey There," "Three Coins in the Fountain" and some Dixieland. Strong cover shot of Butera.

SPELLBOUND

Sound Track. Warner Bros. 1213
This sound track was, in a way, the granddaddy of them all as far as the background scores were concerned and now it has received an excellent high fidelity reading under Heindorf's baton. The music retains much of its arresting quality even a dozen

years later, and in this new dress it will make interesting background listening. Good cover.

MUSIC FOR NERVOUS PEOPLE

John Clegg Ork. RCA Victor LPM 1732
Smooth and silky arrangements, long on strings and sweet but not saccharine, make for pleasurable listening. As the title indicates, the sound is soothing without being soporific, and should help quiet jangled nerves. The arrangements are fresh, and highly listenable, even by calm people. Numbers include some old favorites, such as "It Can't Be Wrong," and "When Day Is Done."

JUST FOR YOU

Cyril Stapleton Ork. London LL 3055
Light ballads and novelties get bright treatment with instrumentals featuring muted brass. Best bands: "Anything Goes," "Ain't She Sweet," "Bye Bye Blackbird."

POPULAR ★★

ALOHA SERENADES

Alfred Apaka & His Hawaiian Village Serenaders, others. Decca DL 8667
Better-than-average roundup of languorous Hawaiian tunes that makes for pleasant background listening. Attractively covered, this package should do nicely with buyers who have a taste for "typical Hawaiian songs, authentically interpreted by true Hawaiian favorites."

GUIRAES BY GEORGE!

George Barnes, Guitar. Decca DL 8658
"Multiple track" recordings, something like those of Les Paul, are highlighted in this guitar showcase, ranging from dreamy ballads like "Tammy" to a bright "Clarinet Polka." George Barnes is a cat with a nice sense of musical taste, and the album shows it.

THE PARTY'S ON ME

Cliffie Stone. Capitol T 1080
Songs about dances are cheerfully rendered by chorus and ork, with "Bunny Hop," "Billy Boy Schottische" and "The Hokey Pokey" especially bright. Fine for dancing.

SUTTON PLACE SOUTH

Vardi String Sextet. Audio Fidelity AFLP 1873
Here's another in the long line of mood music sets featuring standard tunes such as "Laura," "In the Still of the Night," "Autumn Leaves," etc. It is warm and mushy as played here by the Vardi String Sextet. The liner notes are rather ridiculous, but the cover may be an attention getter.

TROPICALE

Tommy Morgan with Warren Barker Ork. Warner Bros. 1214
An exciting harmonic virtuoso, Tommy Morgan, combines talents with maestro Warren Barker to capture the color and mood of the South Seas. Tunes are "Baia," "Bali Ha!," "Poinciana," "The Beach," etc. Interesting instrumental wax.

WHEN THE CHILDREN ARE ASLEEP

Alice Babs & Ulrik Neumann, Vocalists. Dot DLP 3128
A solid package idea coupled with a cover scene of domestic blissful tranquility which are this album's strongest points. Europe's husband and wife team offer a set of standards in standard fashion.

LOW-PRICE POPULAR ★★★

THE INCOMPARABLE HILDEGARDE

Design DLP 77
An attractive cover sets off this package of sides by the chantress. Her style is still the same — ultra Continental — with songs whose lyrics lend themselves to interpretations in various languages in addition to English. "Lili Marlene," "I Love You in Any Language," "September Song" are included.

MARTYN GREEN IN GILBERT & SULLIVAN'S MIKADO

With James Pearse & Karl Brock. Ron-dolette A 22
Excerpts, many mistitled, are given fine diction, saucy flavor and famous speed by Martyn Green, with some help from basso James Pearse. Not the best sound, but title and lurid cover will aid low-price sales.

BIG HITS FROM COLUMBIA PICTURES

The Hollywood Grand Studio Ork. Tops L 1632
Music of the '30's, '40's, and '50's conducted by John T. Williams and played in a variety of styles. Tunes are danceable, and Williams' arrangements are sophisticated. Thrush Terry Allen displays fine talent, especially in her sexy rendition of "Put the Blame on Mame." Cover shots of Kim Novak and Rita Haworth will draw.

LOW-PRICE POPULAR ★★

SOUTH PACIFIC

Low Raymond Ork & Chorus. Tops L 1634
Yet another version of this hardy perennial. Eight hits from the Rodgers and Hammerstein musical are given professional treatment by pleasant-voiced Marni Nixon, Sinatra-type Gene Marline and other West Coast singers. Excitement of original cast and sound track albums is lacking, but good value for the price.

BAND ★★★★★

CHICAGO SYMPHONIC BAND
Herman Clebanoff & James Neilson, Conductors. (2-12") Sumco R 001-2
OKLAHOMA CITY UNIVERSITY SYMPHONIC BAND
James Neilson, Conductor. Sumco R 003

STEREO & MONAURAL

These releases, in their stereo versions, represent pioneer two-channel releases of symphonic band music. The Summy-Birchard Publishing Company has produced these three albums, which should be of major value to bands everywhere. They offer top-notch performances of excellent repertory, in clear and natural stereo sound, and some have particular value, such as the award-winning numbers by Clifford Williams, on the second and third albums. Marches, overtures, light program numbers, Latin-American tempos and even chorales are included. The Chicago Symphonic Band, featured on the first two albums, is made up of outstanding musicians from that city's broadcasting and symphonic groups. A 48-page book containing complete condensed band scores for numbers on all three albums also is a valuable aid.

FOLK ★★

SONGS OF SHIP AND SHORE

Bash Kennett, Vocalist. Dot DLP 3127
Songstress Bash Kennett provides a palatable rendition of the folk songs of sea and land to her own guitar strumming. Album's sales appeal hinges more on the idea behind wrapping up favorite American folk songs into single package than in the actual performance. Number of the songs belong in a male repertoire and seem out of place when warbled by a fea.

POLKA ★★★

THE POLKA BEAT FOR YOUR DANCING FEET

Lil' Wally, Jay Jay 1006
Lil' Wally, a big noise in Chicago's considerable polka world, does a dozen American-style polkas in his latest album. His fans will find that, as in the past, the beat is infectious and the lyrics are engagingly good-humored. As a result, the album is fun to hear and dance to.

CHILDREN'S ★★★★★

PROKOFIEFF: PETER AND THE WOLF, LIEUTENANT KJIE SUITE
Boris Karloff, Narrator With the Vienna State Opera Ork. (Rossi). Vanguard VRS 2010

STEREO & MONAURAL

A fine production of the favorite work. Karloff leads it off with an explanation of how the various instruments (bassoon, clarinet, oboe etc.) take the parts of Peter, the cat, the wolf and others. A fine stereo performance but the emphasis will be on the story-telling rather than the sound. Flip is an un-narrated performance of another popular Prokofieff standard. A delightful package for children.

RELIGIOUS ★★★

ORGAN MEDITATIONS

Parvin Titus, Organist. Chime 1003
The well-recorded album comes close to being straight "mood music" in a serious vein. Titus, a skilled interpreter of baroque organ music, draws on several works of Bach and Handel, as well as on hymns in a similar vein, for his waxed recital, and the "religious" atmosphere is never too obvious. The organ itself, a new one in Cincinnati's Christ Church, has a clear, brilliant sound, rather than the misty, veiled quality of some baroque-type organs.

RELIGIOUS ★★

LEAD KINDLY LIGHT

Jesse Crawford, Organ. Decca DL 8721
Listenable instrumental performances of well-known hymns by Jesse Crawford on organ, plus chimes and vibrato. Selections include "Abide With Me," "The Old Rugged Cross," "Bringing in the Sheaves" and other favorites. Many religious fans will be interested.

INTERNATIONAL ★★★★★

ITALIA
Luigi Chianti Ork. Grand Award G. A. 33-384

Pop fans can also go for this group of current favorites from Italy, some penned by Modugno and Carosone, others folkish like "Serenade of Roses." Highly danceable instrumentals. Colorful cover.

SPAIN REVISITED

Miguel De Molina & the Barcelona Pop Ork. Capitol T 10162

The premiere recording release here featuring Miguel De Molina, one of Spain's most popular singers, could stir up some real excitement among fans of Iberian music. He applies his own variant of flamenco vocal styling to contemporary Spanish pop music, and the result is colorful, masculine and sensual—in short, a good bet to captivate female listeners, especially. Orchestral accompaniment is lush; occasional choral support seems superfluous.

(Continued on page 22)

Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★

A GALLERY OF GERSHWIN
The First Modern Piano Quartet. Coral CRL 59102

STEREO & MONAURAL

Tho this is not really jazz in the free sense of the word it is nevertheless mighty creamy stuff. The spouses who comprise the quartet are Dick Marx, Eddie Costa, Hank Jones and Johnny Costa. Each has a chance at what might be called disciplined improvising over the big orchestral backing on a flock of great Gershwin items. Stereo-wise the separation element is not played. It's simply a good, big, round sound and it makes for rewarding 3-D listening.

JAZZ ★★★

A LA DIXIE
Pee Wee Hunt. Capitol T 1065

After this album there isn't much left to be done with Rodgers and Hammerstein. In this new set Pee Wee Hunt and his band play such R. & H. favorites as "People Will Say We're in Love," "Oklahoma!" and "No Other Love," in a swinging Dixieland style that makes them sound entirely different, but still fun. It's a different enough type of set to interest many.

GROOVIN' AT SMALLS' PARADISE

Jimmy Smith, Organ; Eddie McFadden, Guitar; Donald Bailey, Drums. Blue Note 1586

The Smith Trio's latest album was recorded during appearances at New York's Smalls' Paradise. Crowd noises lend an attractively informal atmosphere to the sets. Selections include ballads and swingers. D. Bailey on drums and E. McFadden on guitar offer fine rhythmic support. Tunes include "Laura," "My Funny Valentine" and "Lover Man." Good cover shot of the artist. Set should move well.

BLUE LIGHTS

Kenny Burrell, Guitar, with Various Artists. Blue Note 1596
Burrell and crew offer a program that can have wide appeal. The guitarist is nicely backed by a talented group of newer artists and the great Art Blakey. Tunes include

blues and standards. Set is nicely balanced. "Yes Baby," a slow blues done in funky tempo gives all the personnel a chance to blow. Sound is especially good, and cover sketch will also help with sales. Good potential.

MUSKRAT RAMBLE

Doc Evans Band. Audiophile AP 56
Lovers of traditional jazz will favor this package of New Orleans and Dixieland-flavored items. Sides are done in relaxed manner, full of heart, and the arrangements evoke memories of Jelly Roll Morton, Buddy Bolden, Kid Ory, etc. Tunes include "New Orleans Joys," "Black Snake Blues" and "Fantasy on Muskrat Ramble."

JAZZ ★★

SOUL STIRRIN'

Bennie Green, Trombone; "Jus" and Billy Root, Tenor Sax; Sonny Clark, Piano; Ike Isaacs, Bass; Elvin Jones, Drums. Blue Note 1599

Down home and funky is this "Soul Stirrin'" set featuring Bennie Green on trombone, supported by J. & B. Root on bass and E. Jones on drums. Green blows with drive on this set, and the others come thru nicely. Altho little new is said here it makes for good listening.

CLASSICS OF THE '20S

Doc Evans Band. Audiophile AP 50
The label has come up with a commendable item here with this presentation of classic jazz items of the '20's, played as they used to perform them in the '20's. Everything is included in the instrumentation, from banjo and tuba to klaxon. Tunes include "Sidewalk Blues," "Buffalo Blues," "Snake Rag," and others in the same groove. The band blows them lustily and old-timers should enjoy this one.



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• Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★

DVORAK: NEW WORLD SYMPHONY
The Los Angeles Philharmonic Orch. (Leinsdorf). Capitol P 8454
A flowing, Wagnerian, majestic reading of the familiar work finds Leinsdorf in top form. This should score well as a basic library item, despite strong competition.

CLASSICAL ★★★

TCHAIKOVSKY: THE SLEEPING BEAUTY SUITE — The Ballet Theatre Orch. (Levine). Capitol P 8449
Excerpts from the ballet are given a lovely floating quality by Levine's baton, building to an excellent waltz finale. Pretty cover.

SCHUMANN: CONCERTO FOR 4 HORNS; CONCERTO FOR CELLO — Rostropovich, Cello with Various Artists. Monitor MC 2023
Russia's top-touted cellist has an excellent feeling for Schumann and a beautiful approach to this familiar concerto, so that listener willingly overlooks unvarying vibrato, excessive shifting and stiff bowing. Casals and Fournier versions offer tough competition. Concerto on flip is delightful, hitherto unrecorded work that gets short shrift from poor horn players. It's an unfortunate coupling that will detract from Rostropovich's sales value.

LISZT: FOUR HUNGARIAN RHAPSODIES — Vienna State Opera Orch. Vanguard SRV-108
Vanguard's sixth "demonstration" disk includes the famous Second and three other of Liszt's 15 rhapsodies. They are given rhythmic, thin-bodied, stark performances. The series has been selling well and these new known titles should also move.

Roulette Sets
• Continued from page 4
to select any quantity of LP's (less than 50 but a minimum of 10)

• Reviews and Ratings of New Popular Albums

• Continued from page 21

INTERNATIONAL ★★★

ORIENT EXPRESS
Liane With the Boheme Bar Trio. Vanguard VRS 9025
Devotees of the smooth, caressing vocal style of the Continental thrush will probably beat a fast path to their record shops for this platter, a "conversion" of an earlier 10-inch seller of same title. Like the famed European train, Liane takes listeners on a multi-nation tour, offering her own stylings of German, French, Italian and U. S. tunes and showing a linguistic ability that would make Berlitz envious. Great for romantic "mood" listening.

THE TIGER TAMER
Georgian Radio Symphony Orch. (Khorodze & Azmaiparashvili) with Various Artists. Monitor MP 530
An interesting and tuneful album of "modern" Soviet music on the light side. Title number is a light-hearted suite of circus-flavored music from a film comedy. On the other side is a similar suite from another movie, "The Dragon Fly." Album has a cute gag cover with a pretty girl and toy tiger that should catch buyers' eyes in album displays.

from existing catalogs at a cost of \$1 per album.
Subscribers may purchase any or all of the three services. Meanwhile Roulette distributors and promotion men have been alerted to participate in a drive to sign up stations, jocks, program directors and record librarians for the service in their respective areas. Bud Kattel, Roulette's public relations-publicity director, last week sent out a special mailing, featuring a catalog on the new service, to thousands of stations across the country.

Topical Lyrics
• Continued from page 6
about "a female and a fish that weighs a thousand pounds. A cousin of the mermaid. Dugongs are their names. But I would rather have a brunette or a blonde. Dugongs, Dugongs. Were the sailors right or wrong?" etc.
Both of the above tunes are styled in the folk idiom, but "Little Rock" (published by Teenager Music) is in the bouncy rock and roll groove. The lyric maintains that Arkansas' segregated school controversy could be settled in an amicable fashion, if the students were allowed to rock and roll; lyric-conclusion being that all that dancing would make them "too darn tired to fight." If Day-Z-Bel follows Brunswick's lead, probabilities are they've already mailed a copy of the platter to Governor Faubus.

5th Epic B'day
• Continued from page 4

minstrel set dreamed up by Jim Fogelsohn, that leaped onto all best-selling charts a few years ago, and "Here Comes the Showboat" another old-timey type of musical album.
Epic Records is the only major label subsidiary that has its own classical line, garnering much of its material from European sources such as the Philips label in Holland and thruout the Continent. It also makes domestic classical recordings. The Celvel and Orchestra and the Concertgebouw Orchestra of Amsterdam are two of its shining classical jewels and two of the label's best selling names. At the present time the Epic line contains more than 400 albums.
Epic also has a subsidiary label, Okeh Records, which is used primarily for r.&b. releases. This label too, has had its share of hits over the past five years.

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending October 11

This Week	Last Week	Weeks on Chart
1. It's All in the Game By Dawes and Sigman—Published by Remick (ASCAP) BEST SELLING RECORD: Tommy Edwards, M-G-M 12688.	1	8
2. Rock-In' Robin By J. Thomas—Published by Recordo (BMI) BEST SELLING RECORD: Bobby Day, Class 229.	4	9
3. Volare (Nel Blu Dipinto Di Blu) 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, Vic 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 Pizza, Vic 7361; Nelson Riddle, Cap 4024.	2	12
4. Bird Dog By Boudiaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1350. RECORD AVAILABLE: Don Woody, Dec 30277.	3	10
5. Topsy II By Battle-Durham—Published by Cosmopolitan (BMI) BEST SELLING RECORD: Cozy Cole, Love 50034.	20	3

This Week	Last Week	Weeks on Chart
6. It's Only Make Believe By Conway Twitty & Nance—Published by Marielle (BMI) BEST SELLING RECORD: Conway Twitty, MGM 12677. RECORD AVAILABLE: Ray Rainwater, Debbie 101.	21	2
7. Tears on My Pillow By Sylvester Bradford & Al Lewis—Published by Vanderbilt-Boonie (ASCAP) BEST SELLING RECORD: Little Anthony and the Imperials, End 1027.	5	10
8. Tom Dooley By Dave Guard—Published by Beechwood (BMI) BEST SELLING RECORD: Kingston Trio, Cap 4049.	17	2
9. Tea for Two Cha Cha By Vincent Youmans-Irving Caesar—Published by Harms (ASCAP) BEST SELLING RECORD: Tommy Dorsey Ork, Decca 30704.	9	5
10. Chantilly Lace By J. P. Richardson—Published by Glad (BMI) BEST SELLING RECORD: Big Bopper, Mer 71343.	12	4

Second Ten

11. Susie Darlin' By Robin Luke—Published by Congressional (ASCAP) BEST SELLING RECORD: Robin Luke, Dot 15781.	6	6
12. Near You By Craig Goell—Published by Supreme (ASCAP) BEST SELLING RECORD: Roger Williams, Kapp 233. RECORD AVAILABLE: Francis Craig, Dot 15159.	8	7
13. The End By Jimmy Kronides-Sid Jacobson—Published by Criterion (ASCAP) BEST SELLING RECORD: Earl Grant, Decca 30719.	18	4
14. Little Star By Venosa-Picone—Published by Keel (BMI) BEST SELLING RECORD: Elegants, Apt 25005.	7	13
15. You Cheated By Don Burch—Published by Balcones (BMI) BEST SELLING RECORD: Shields, Dot 15805. RECORDS AVAILABLE: Del Vikings, Mer 71345; Slades, Domino 509.	11	6

16. Just a Dream By Jimmy Clanton-C. Matassa—Published by Ace (BMI) BEST SELLING RECORD: Jimmy Clanton, Ace 546.	13	12
17. To Know Him Is to Love Him By Phillip Spector—Published by Warman (BMI) BEST SELLING RECORD: Teddybears, Dore 503. RECORDS AVAILABLE: Cathy Carr, Roulette 4107; Evelyn and Towers Kingsley, Cap 4069.	-	1
18. The Hula Hoop Song By Donna Kohler & Carl Maduri—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: Teresa Brewer, Coral 62033; Georgia Gibbs, Roulette 4106.	21	2
19. I Got a Feeling By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545.	-	1
20. Promise Me, Love By Kay Thompson—Published by Thompson Music (ASCAP) RECORD AVAILABLE: Andy Williams, Cadence 1351.	-	2

Third Ten

21. Summertime Blues By Eddie Cochran & J. Capeheart—Published by American (BMI) RECORDS AVAILABLE: Eddie Cochran, Liberty 55144; Rene Hall Trio, Decca 48217.	15	6
22. Mexican Hat Rock By John Sheldon—Published by Maryland (BMI) RECORD AVAILABLE: Applejacks, Cameo 149.	25	2
23. Born Too Late RECORDS AVAILABLE: Judy Harriet, Surf 5027; Pool Tails, ABC-Paramount 9934.	14	12
24. My True Love By Jack Scott—Published by Starfire-Peer Intl. (BMI) RECORD AVAILABLE: Jack Scott, Carlton 462.	23	14
25. Pussy Cat By Sunny Skylar & Tom Glazer—Published by Paxton (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 7315.	24	2

26. Gee, But It's Lonely By Phil Everly—Published by Acuff-Rose (BMI) RECORD AVAILABLE: Pat Boone, Dot 15825.	-	1
27. Firefly By Carolyn Leigh-Cy Coleman—Published by E. H. Morris (ASCAP) RECORDS AVAILABLE: Tony Bennett, Col 41237; Mitt Mittens, Mira 110.	29	2
28. Devoted to You By Boudleaux Bryant—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: Cliff Butler, Nasco 6010; Everly Brothers, Cadence 1350.	26	10
29. Queen of the Hop By Woody Harris & Bobby Darin—Published by Walden-Tweed (ASCAP) RECORD AVAILABLE: Bobby Darin, Atco 6127.	-	1
29. Paris By Perez Prado—Published by Peer International (BMI) RECORD AVAILABLE: Perez Prado, Vic 7337.	-	1

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

The Billboard

HOT 100

FOR THE WEEK
ENDING
OCTOBER 26

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
1	1	1	1		IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	9
4	3	2	2		ROCK-IN' ROBIN	Bobby Day, Class 229	12
39	22	13	3	★	TOPSY II	Cozy Cole, Love 50034	9
3	2	3	4		BIRD DOG	Everly Brothers, Cadence 1350	12
33	20	16	5	★	IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	6
7	7	5	6		SUSIE DARLIN'	Robln Luke, Dot 15781	11
6	6	4	7		TEARS ON MY PILLOW	Little Anthony & the Imperials, End 1027	11
83	37	17	8		TOM DOOLEY	Kingston Trio, Capitol 4049	4
14	8	9	9		TEA FOR TWO CHA CHA	Tommy Dorsey Ork-Warern Covington, Decca 30704	8
16	15	11	10		CHANTILLY LACE	Big Bopper, Mercury 71343	12
15	13	7	11		THE END	Earl Grant, Decca 30719	6
2	4	6	12		VOLARE (Nel Blu Dipinto Di Blu)	Domenico Modugno, Decca 30677	12
5	5	8	13		LITTLE STAR	Elegants, Apt 25005	12
10	10	10	14		NEAR YOU	Roger Williams, Kapp 233	10
21	16	15	15		YOU CHEATED	Shields, Dot 15805	9
80	56	40	16	★	TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 503	5
51	40	27	17	★	MEXICAN HAT ROCK	Applejacks, Cameo 149	6
43	39	39	18	★	THE SECRET	Gordon MacRae, Capitol 4033	6
9	12	14	19		JUST A DREAM	Jimmy Clanton, Ace 546	12
25	17	22	20		PROMISE ME, LOVE	Andy Williams, Cadence 1351	8
—	—	70	21	★	I GOT A FEELING	Ricky Nelson, Imperial 5545	2
60	34	29	22		PUSSY CAT	Ames Brothers, RCA Victor 7315	4
8	9	12	23		SUMMERTIME BLUES	Eddie Cochran, Liberty 55144	12
13	11	18	24		HOW THE TIME FLIES	Jerry Wallace, Challenge 59013	10
12	21	19	25		DEVOTED TO YOU	Everly Brothers, Cadence 1350	11
55	54	23	26		FOR MY GOOD FORTUNE	Pat Boone, Dot 15825	5
53	48	25	27		THE DAY THE RAINS CAME	Jane Morgan, Kapp 235	5
74	60	46	28	★	CALL ME	Johnny Mathis, Columbia 41253	4
23	23	20	29		FIREFLY	Tony Bennett, Columbia 41237	7
30	27	24	30		NO ONE KNOWS	Dion & the Belmonts, Laurie 3015	9

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
46	35	44	31	★	GEE, BUT IT'S LONELY	Pat Boone, Dot 15825	5
—	73	47	32	★	THE HULA HOOP SONG	Georgia Gibbs, Roulette 4106	3
62	51	61	33	★	THERE GOES MY HEART	Joni James, M-G-M 12706	6
89	74	52	34	★	WITH YOUR LOVE	Jack Scott, Carlton 483	4
100	75	62	35	★	FORGET ME NOT	Kalin Twins, Decca 30745	4
49	68	41	36		THE TEN COMMANDMENTS OF LOVE	Harvey & the Moon Glows, Chess 1705	6
32	26	28	37		TREASURE OF YOUR LOVE	Eileen Rodgers, Columbin 41214	9
—	99	74	38	★	THE HULA HOOP SONG	Teresa Brewer, Coral 62003	3
48	46	48	39		FIBBIN'	Patli Page, Mercury 71355	5
45	44	32	40		LA-DO-DADA	Dale Hawkins, Checker 900	8
27	31	35	41		DOWN THE AISLE OF LOVE	Quin-Tones, Hunt 321	10
11	14	21	42		BORN TOO LATE	Poni Tall, ABC-Paramount 9934	12
56	55	50	43		BABY FACE	Little Richard, Specialty 645	6
—	95	78	44	★	QUEEN OF THE HOP	Bobby Darin, Atco 6127	3
59	65	53	45		NO ONE BUT YOU	Ames Brothers, RCA Victor 7315	4
88	78	55	46		TOPSY I	Cozy Cole, Love 50034	6
—	92	76	47	★	NEED YOU	Donnie Owens, Gayden 2001	3
96	86	63	48	★	LEAVE ME ALONE	Dickey Doo & the Don'ts, Swan 4014	4
17	28	43	49		STUPID CUPID	Connie Francis, M-G-M 12683	12
37	41	33	50		WIN YOUR LOVE FOR ME	Sam Cooke, Keen 2006	12
—	—	—	51	★	POOR BOY	Royal Tones, Jubilee 5338	1
63	42	51	52		I WISH	Platters, Mercury 71353	6
54	57	79	53	★	HIDEAWAY	Four Esquires, Paris 520	5
18	19	34	54		CAROL	Chuck Berry, Chess 1700	9
35	29	37	55		SOMEBODY TOUCHED ME	Buddy Knox, Roulette 4082	12
—	69	73	56	★	HOOPA HOOLA	Betty Johnson, Atlantic 2202	3
57	50	38	57		THIS LITTLE GIRL'S GONE ROCKIN'	Ruth Brown, Atlantic 1197	6
69	63	58	58		NINE MORE MILES	Georgi Young, Cameo 150	5
—	—	97	59	★	NON DIMENTICAR	Nat King Cole, Capitol 4056	2
29	30	26	60		ARE YOU REALLY MINE!	Jimmie Rodgers, Roulette 4090	12

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

These 100 sides are listed in order of their national POPULARITY, as determined by weekly local studies prepared

for The Billboard in markets representing a cross-section of the United States. These studies reflect sales registered for each disk up to press time.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
42	25	36	61	ITCHY TWITCHY FEELING	Bobby Hendricks, Sue 706	12
99	79	77	62	★ THUNDER ROAD	Robert Mitchum, Capitol 3986	6
19	24	31	63	MY TRUE LOVE	Jack Scott, Carlton 462	12
—	88	88	64	★ ALL OVER AGAIN	Johnny Cash, Columbia 41251	3
—	97	83	65	★ THE BLOB	Five Blobs, Columbia 41250	4
—	—	87	66	★ LOVE MAKES THE WORLD GO 'ROUND	Perry Como, RCA Victor 7353	2
41	58	65	67	SHE WAS ONLY SEVENTEEN	Marty Robbins, Columbia 41208	12
66	62	67	68	LOOK WHO'S BLUE	Don Gibson, RCA Victor 7330	4
—	—	85	69	★ GUAGLIONE	Perez Prado, RCA Victor 7337	2
79	71	69	70	GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7330	4
—	100	92	71	★ JUST YOUNG	Andy Rose, Aamco 100	3
—	—	—	72	★ A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	1
—	—	—	73	★ MY LUCKY LOVE	Doug Franklin, Colonial 7777	4
—	—	—	74	★ PLEASE LOVE ME FOREVER	Tommy Edwards, M-G-M 12688	1
65	70	75	75	THE WAYS OF A WOMAN IN LOVE	Johnny Cash, Sun 302	9
—	—	—	76	★ LETTER TO AN ANGEL	Jimmy Clanton, Ace 551	1
—	—	86	77	FALLIN'	Connie Francis, M-G-M 13713	2
20	18	30	78	PATRICIA	Perez Prado, RCA Victor 7245	12
—	—	82	79	WHAT LITTLE GIRL	Frankie Avalon, Chancellor 1026	2
—	—	81	80	JUST YOUNG	Paul Anka, ABC-Paramount 9956	2
28	36	45	81	SUMMERTIME, SUMMERTIME	James, Epic 9281	10
24	33	72	82	LAZY SUMMER NIGHT	Four Preps, Capitol 4023	10
40	38	56	83	FEVER	Peggy Lee, Capitol 3998	12
34	52	49	84	PUT A RING ON MY FINGER	Les Paul & Mary Ford, Columbia 41222	10
68	85	84	85	BLUE-RIBBON BABY	Tommy Sands, Capitol 4036	8
—	—	—	86	★ LONESOME TOWN	Ricky Nelson, Imperial 5545	1
72	59	59	87	WHEN I GROW TOO OLD TO DREAM	Ed Townsend, Capitol 4048	4
22	45	57	88	EVERYBODY LOVES A LOVER	Doris Day, Columbia 41198	12
26	32	42	89	WESTERN MOVIES	Olympics, Demon 1508	12
—	—	—	90	★ WHAT DO I CARE	Johnny Cash, Columbia 41251	1

THE BILLBOARD'S BEST BUYS

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

POP

- NON DIMENTICAR** Nat King Cole
(Hollis, BMI) Bend a Little My Way (Sweco, BMI) Capitol 4056
 - A LETTER TO AN ANGEL** Jimmy Clanton
(Ace, BMI) A Part of Me (Ace, BMI) Ace 551
 - I'LL REMEMBER TONIGHT** Pat Boone
(Feist, ASCAP) The Mardi Gras March (Feist, ASCAP) Dot 1584
 - LEAVE ME ALONE** Dickey Doo & the Don'ts
(Dee Dee, BMI) Wild Party (Dee Dee, BMI) Swan 4014
 - CIMARRON** Billy Vaughn
(Peer Intl., BMI) You're My Baby Doll (Randy-Smith, ASCAP) Dot 15836
 - THE BLOB** The Five Blobs
(Famous, ASCAP) Saturday Night in Tiajuana (Famous, ASCAP) Columbia 41250
- The above are previous Billboard Spotlight picks.*
- POOR BOY** The Royal Tones
(Meridian-Parkwood, BMI) Wail! (Parkwood, BMI) Jubilee 5338

C&W

- A WOMAN CAPTURED ME** Hank Snow
(Silver Star, BMI) (Snow, BMI) RCA Victor 7325
- A previous Spotlight pick.*
- PICK ME UP ON YOUR WAY DOWN** Charlie Walker
(By-Nash of Nashville, BMI) Two Empty Arms (T.N.T., BMI) Columbia 41221

R&B

NO SELECTIONS THIS WEEK

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
67	76	60	91	YOU CHEATED	Slades, Domino 500	10
31	43	66	92	VOLARE (Nel Blu Dipinto Di Blu)	Dean Martin, Capitol 4028	12
85	89	68	93	REAL WILD CHILD	Ivan, Coral 62017	5
—	—	89	94	GO CHASE A MOONBEAM	Jerry Vale, Columbia 41238	2
—	—	—	95	PARIS	Perez Prado, RCA Victor 7337	1
—	—	—	96	CIMARRON	Billy Vaughn, Dot 15836	1
50	61	54	97	THE GREEN MOSQUITO	Tone-Rockers, United Artists 139	9
—	—	—	98	JEALOUS HEART	Tab Hunter, Warner Bros. 5008	1
76	84	80	99	COME ON, LET'S GO	Ritchie Valens, Del Fi 4106	5
—	87	99	100	WELL, I'M YOUR MAN	Johnny Tillotson, Cadence 1353	3

GARY CROSBY



BIG BEAT
hit of the season!...

JUDY, JUDY
(She's a Cutie!)

b/w

CHEATIN' ON ME

Arrangements and Orchestra
Conducted by **BUNNY BOTKIN**

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RECORDS

451 NORTH CANON DRIVE, BEVERLY HILLS, CALIF.

The Billboard HOT C & W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
---	---	---	1	CITY LIGHTS	Ray Price, Columbia 41191	1
---	---	---	2	ALONE WITH YOU	Faron Young, Capitol 3982	1
---	---	---	3	SQUAWS ALONG THE YUKON	Hank Thompson, Capitol 4017	1
---	---	---	4	BLUE BOY	Jim Reeves, RCA Victor 7266	1
---	---	---	5	YOU'RE THE NEAREST THING TO HEAVEN	Johnny Cash, Sun 362	1
---	---	---	6	THE WAYS OF A WOMAN IN LOVE	Johnny Cash, Sun 362	1
---	---	---	7	BIRD DOG	Everly Brothers, Cadence 1350	1
---	---	---	8	HALF A MIND	Ernest Tubb, Decca 30685	1
---	---	---	9	ALL GROWN UP	Johnny Horton, Columbia 41210	1
---	---	---	10	FALLING BACK TO YOU	Webb Pierce, Decca 30711	1
---	---	---	11	MY BABY'S GONE	Louvin Brothers, Capitol 4055	1
---	---	---	12	SEND ME THE PILLOW YOU DREAM ON	Hank Locklin, RCA Victor 7127	1
---	---	---	13	TUPELO COUNTY JAIL	Webb Pierce, Decca 30711	1
---	---	---	14	GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7330	1
---	---	---	15	THAT'S THE WAY I FEEL	Faron Young, Capitol 4050	1
---	---	---	16	TALK TO ME LONESOME HEART	James O'Gwynne, D 1006	1
---	---	---	17	PICK ME UP ON YOUR WAY DOWN	Charlie Walker, Columbia 41211	1
---	---	---	18	LONELY ISLAND PEARL	Johnnie and Jack, RCA Victor 7324	1
---	---	---	19	WHAT DO I CARE?	Johnny Cash, Columbia 41251	1
---	---	---	20	TOUCH AND GO HEART	Kitty Wells, Decca 30736	1
---	---	---	21	DEEP PURPLE BLUES	Ernest Tubb, Decca 30685	1
---	---	---	22	HEY, SHERIFF	Rusty and Doug, Hickory 1083	1
---	---	---	23	INVITATION TO THE BLUES	Ray Price, Columbia 41191	1
---	---	---	24	WOULD YOU CARE?	Jim Edward, Maxine and Bonnie Brown, RCA Victor 7311	1
---	---	---	25	LOOK WHO'S BLUE	Don Gibson, RCA Victor 7330	1
---	---	---	26	BLUE, BLUE DAY	Don Gibson, RCA Victor 7010	1
---	---	---	27	GUESS THINGS HAPPEN THAT WAY	Johnny Cash, Sun 295	1
---	---	---	28	HEY, MR. BLUEBIRD	Ernest Tubb and Wilburn Brothers, Decca 30610	1
---	---	---	29	SHE WAS ONLY SEVENTEEN	Marty Robbins, Columbia 41208	1
---	---	---	30	ALL OVER AGAIN	Johnny Cash, Columbia 41251	1

The Billboard HOT R & B SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
			1	ROCK-IN' ROBIN	Bobby Day, Class 229	1
			2	TEARS ON MY PILLOW	Little Anthony and the Imperials, End 1027	1
			3	IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	1
			4	WIN YOUR LOVE FOR ME	Sam Cooke, Keen 32006	1
			5	TOPSY II	Cozy Cole, Love 50034	1
			6	DOWN THE AISLE OF LOVE	Quin-Tones, Hunt 321	1
			7	HOLD IT	Bill Doggett, King 5149	1
			8	IT DON'T HURT ANYMORE	Nappy Brown, Savoy 1551	1
			9	THE TEN COMMANDMENTS OF LOVE	Harvey and the Moon Glows, Chess 1705	1
			10	I'M GONNA GET MY BABY	Jimmy Reed, Vee Jay 298	1
			11	LITTLE BOY BLUE	Bobby (Blue) Bland, Duke 196	1
			12	MY LIFE	Chuck Willis, Atlantic 1192	1
			13	YES, I WANT YOU	Ivory Joe Hunter, Atlantic 1191	1
			14	CLOSE TO YOU	Muddy Waters, Chess 1704	1
			15	CHANTILLY LACE	Big Bopper, Mercury 71343	1
			16	BABY FACE	Little Richard, Specialty 645	1
			17	A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	1
			18	CAROL	Chuck Berry, Chess 1700	1
			19	SUMMERTIME BLUES	Eddie Cochran, Liberty 55144	1
			20	ITCHY TWITCHY FEELING	Bobby Hendricks, Sun 706	1
			21	LITTLE STAR	Elegants, Apt 25005	1
			22	TEA FOR TWO CHA CHA	Tommy Dorsey Ork, Decca 30704	1
			23	KEY TO THE HIGHWAY	Little Walter, Checker 904	1
			24	TELL IT LIKE IT IS	Little Willie John, King 5147	1
			25	IT'S SO FINE	LaVern Baker, Atlantic 2001	1
			26	SUSIE DARLIN'	Robin Luke, Dot 15781	1
			27	YOU CHEATED	Shields, Dot 15805	1
			28	JUST A DREAM	Jimmy Clanton, Ace 546	1
			29	COME BACK MY LOVE	Jerry Butler and the Impressions, Abner 1017	1
			30	THE END	Karl Grant, Decca 30710	1

SMASHING THRU

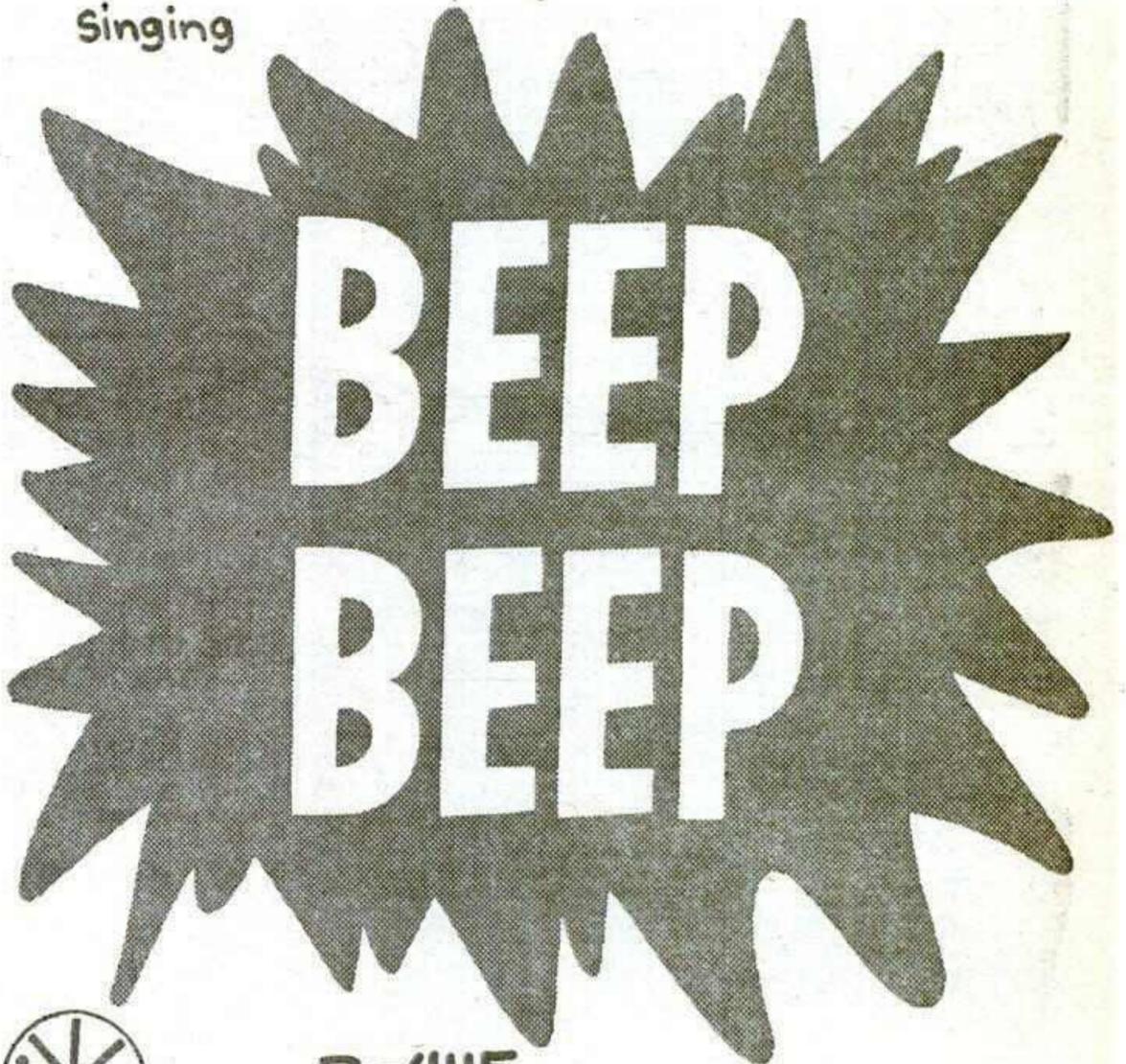
in...

Cleveland,
Pittsburgh, Detroit
Indianapolis
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Newark & New York



THE PLAYMATES

Singing



R-4115

ROULETTE

The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

THE MCGUIRE SISTERS
I'll Think of You 80
 CORAL 62047—Listenable new tune is handed a strong reading by the girls over warm ork backing. Tune has a lot, and the side has a good chance to break out. (Kahl, BMI)

Sweetie Pie....76
 In the "Sugar Time" groove is this bright effort by the attractive lassies. It's happy and has a chance. (Melrose, ASCAP)

THE FONTANE SISTERS
Jealous Heart 80
 DOT 15853—The gals give a solid, countryish reading of the old Al Morgan hit, also recently cut by Tab Hunter. Fine arrangement by Billy Vaughn. This can share the loot. (Acuff-Rose, BMI)

Encore D'Amour....75
 An attractive ballad in medium tempo features nice harmonies by the gals. Flip appears the one to watch, however. (Tule, BMI)

LES PAUL AND MARY FORD
Jealous Heart 80
 COLUMBIA 41278—Tab Hunter and the Fontanes have already cut up-to-date versions of this oldie, but Miss Ford gives it her usual creamy delivery which can also come in for plays. Worth watching. (Acuff-Rose, BMI)

LES PAUL
Big Eyed Gal....74
 Les Paul is alone on this side in a flashy multi-guitar reading of a medium-paced tune. Good juke fare, but flip will probably get the attention. (Iris-Trojan, BMI)

THE VALIANTS
Please Walk My Love 80
 KEEN 4026—A strong ballad reading by the group with an excellent lead. Solid message and sound can click. Watch this. (Hermosa, BMI)

Frieda, Frieda....74
 A frantic blues in upbeat style, along the lines of a Little Richard entry. Flip is the side, however. (Higuera, BMI)

THE ACCENTS
Wiggle, Wiggle 80
 BRUNSWICK 55100—On the "Little Bitty Pretty One" kick is this exciting new release by the Accents. It has a beat and a sound. Watch it. (Kingsway, ASCAP)

Dreamin' and Schemin'....72
 Okay ballad is sung pleasantly by the boys with a good lead handling the lyrics. (Playersville, ASCAP)

GEORGE HAMILTON IV
The Two of Us 79
 ABC-PARAMOUNT 9966 — Wistful warbling by Hamilton on dreamy ballad. Could step out. (Sequence, ASCAP)

Lucy, Lucy....77
 Tender vocal interpretation of delicate, folksy theme. Flip appears to have the edge. (Greta, BMI)

CLIFF THOMAS
Leave It to Me 78
 PHILLIPS INTERNATIONAL 3531 —Cat has nice sound on this rocker. Driving piano and chorus support push the artist all the way. With exposure this can take off. (Hi Lo, BMI)

Sorry I Lied....78
 Tune is in a happy, gospel groove. Cheerful song is given a highly salable belt by the artist. Two potent sides. (Knox, BMI)

EARL WASHINGTON
Miserlou 78
 CHECKER 905—Here's a wild, driving instrumental version of the standard, featuring a pounding piano, a honking horn and a fem voice doing a descent in the backing. A wild side; watch it. (Colonial, BMI)

Wolf Call....75
 A listenable blues is played with drive by the Washington group. It, too, has a sound, but the flip is stronger. (Arc, BMI)

AHMAD JAMAL TRIO
Secret Love 78
 ARGO 5317—The Ahmad Jamal Trio, hot as a pistol due to their current album, come thru with a smart, jazz-oriented reading of the hit of a few seasons ago. Disk could easily grab coins and plays. (Remick, ASCAP)

Taking a Chance on Love....75
 This side is more conventional, but it still features good piano and trio work on the evergreen. (Miller, ASCAP)

MARGIE RAYBURN
To Each His Own 78
 LIBERTY 55159—The lovely standard, a hit by Eddie Howard a few years ago, is sold with feeling by the thrush over smooth rockaballad backing. Side has a chance. (Paramount, ASCAP)

And He Told Me a Lie....74
 Pleasant tune is sold neatly by the thrush over listenable support. Flip sounds more important. (Monarch, ASCAP)

JOHNNY DESMOND
C'est Si Bon Cha Cha.....78
 M-G-M 12717—On the Tommy Edwards kick, Desmond also updates an old hit of his, this time in cha cha tempo. Disk has a nice sound, and it could move. (Leeds, ASCAP)

Black-Haired Beauty....73
 This side has a Civil War quality. It's done in march tempo, and it gets an okay reading by Desmond. (Studio, BMI)

SONNY JAMES
I Can't Stay Away From You.....77
 CAPITOL 4066—A sensitive ballad of heartbreak. James does a fine vocal, backed by chorus, and tasteful guitar accompaniment. (Marson, BMI)

Let Me Be the One to Love You....76
 Soft rock. Essentially rockably in derivation, this interesting side is tastefully chanted, with tasteful backing. (Marson, BMI)

TONI CARROLL
Kissin' Conversation 77
 M-G-M 12721—A cute rocker in medium tempo done with style by Miss Carroll. Nice wax makes for two attractive sides. (Knollwood, ASCAP)

I Love You Enough for the Two of Us....75
 Miss Carroll essays a sweet Clooneyish touch on this slow-moving ballad with gentle rocking backing. (Wemar, BMI)

RONNIE BAXTER
Prisoner of Love.....77
 GONE 5041—A quality, dramatic reading of the old Russ Colombo hit with a soft, brush stroke triplet backing. Can compete with Billy Eckstine for current plays. (Mayfair, ASCAP)

Gates of Heaven....72
 A slow rockaballad with an all-out emotional delivery by Baxter. (End, BMI)

JOHN EWING
Tavern in the Town 77
 LARK 459—A rocking instrumental which features a trumpet lead, which sounds a bit like Armstrong's blowing. Good juke and jock wax could also stir store action. (Jendar, BMI)

Caroline....72
 A slow, and slightly low-down instrumental blues, again with the trumpet in the lead spot. Flip is the better side. (Jendar, BMI)

RICARDO LEWIS
Midnight Theme (Part 1 & 2).....76
 RHYTHM 1039—A blues-oriented in-



Pop Records

DALE HAWKINS
MY BABE (Arc, BMI)
A HOUSE, A CAR AND A WEDDING RING (Maurice, ASCAP)

Hawkins has two likely follow-up clicks to his current big "La-Do Dada." Top side is a pounding rocker, adapted from the spiritual, "This Train." The vocal is sparked by solid guitar support. Flip is a folkish ballad, lightly rendered and a good change of pace from "My Babe." Checker 906



DUANE EDDY
CANNON BALL (Gregmark, BMI)
MASON DIXON LION (Gregmark, BMI)

The frantic guitarist has quite a sound on these driving sides. "Cannon Ball" continues to build in sound and fury thruout the side. Flip, "Mason Dixon Lion," is an equally vigorous effort that provides a strong coupling. Either can score. Jamie 1111



THE INTERVALS
SIDE STREET (Gold Medal, ASCAP)

Bluesy ballad is sung with lots of heart by the group. It's a pretty tune, and it's handled with a sound that could catch on for strong pop and r.&b. coin. Flip is "I Still Love That Man." (Gold Medal, ASCAP). Apt 25019



JIM REEVES
BILLY BAYOU (Tree, BMI)
I'D LIKE TO BE (Barton, BMI)

Reeves has a real personable delivery in his excellent reading of "Billy," a folk-styled rockabilly. "I'd Like to Be," the flip, is a folk-styled ballad that is also strongly sold. Platter should score well in both pop and c.&w. marts. RCA Victor 7380



THE CHANELS
THE REASON (Draxon-Frieda, BMI)

The moving rockaballad with a churchy flavor is rendered fervently by the lead voice with emotional support from the rest of the gang. The side has a message for teens. It's already big in some areas in the East. Flip is "Skidilly Doo" (Draxon-Earl, BMI). Disk is being distributed thru ABC-Paramount. Deb 500



strumentation, with notable flute and piano parts on the first side. Second continues the piano development of a blues theme. Colorful and captures a mood.

SHIRLEY FORWOOD
Fall In 76
 FRATERNITY 824 — Cute novelty, somewhat on the order of "Left Right Out of Your Heart" is sold happily by Shirley Forwood on her first cutting for the label. Side could get coins. (Sun Valley, BMI)

Ma....76
 The evergreen is handed a strong reading by the young thrush, helped by a listenable erk and male vocal

group backing. Side has a sound and it could get some action. (Mills, ASCAP)

LAURA LESLIE
Lollipop to Lipstick.....76
 HANOVER 4513—A bright arrangement and triple-track performance by the gal on a tune that has the quality of "Supertime." Can catch action, if exposed. (Peer, BMI)

It's Eternal....78
 A slow beat tune has an inspirational tone with an organ and vocal group backing Miss Leslie's good shrugging effort. Also a spinnable side. (Peer, BMI)

ROSCO GORDON
Sally Jo 76
 SUN 305—The artist uses a listenable shoutin' approach on this vigorous rockabilly. Typical Sun string sound is prominent in support. Side can step out. (Hi Lo, BMI)

Torro....75
 Side has a Flamenco flavor. Fine guitars and trumpet give the side the flavor of the background music for a bullfight. This, too, can move. (Jerry, ASCAP)

SYLVIA SYMS
Lately 76
 COLUMBIA 41267—Miss Syms offers an attractive reading of a pretty new

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

THE PLAYMATES

BEEP BEEP (H&L, BMI)
YOUR LOVE (H&L, BMI)

"Beep-Beep" is an amusing piece of special material about a Nash Rambler and a big Cadillac that is presented with a hit sound by the crew. Special sound effects help. "Your Love," the flip, is a pretty rockaballad about a one-sided love affair. Both are strong contenders. **Roulette 4115**



ROY ORBISON

SEEMS TO ME (Acuff-Rose, BMI)
SWEET AND INNOCENT (Tree-Tune, BMI)

A strong Boudleaux Bryant tune is given a fine warble by the artist. It's a great chanting stint that's sure to catch fire, if the side is exposed. Talented cat is just as powerful in his treatment of the flip, "Sweet and Innocent." Tune is a rockabilly on which he has a chorus assist. **RCA Victor 7381**



Pop Disk Jockey Programming

NELSON RIDDLE ORK

BIRD OF PARADISE (Zodiac, BMI)
UMA CASA PORTUGUESA (Ardmore, ASCAP)

The Riddle ork has a great sound on "Bird of Paradise," an Oriental-type tune that allows plenty of orchestra effects. "Uma Casa Portuguesa" is an exotic piece of material, which is also accorded a fine instrumental setting with listenable ork sounds. Spins should please. **Capitol 4075**



ENOCH LIGHT & THE LIGHT BRIGADE

I WANT TO BE HAPPY CHA CHA (Harms, ASCAP)

The Light Brigade gives the oldie a bright, happy Latin treatment. It's a contagious effort with a spicy, danceable rhythm that adds up to excellent jockey wax. Good side for any age group. Flip is "Cara Mia Cha Cha" (Record Songs, ASCAP). **Grand Award 1020**



C & W Disk Jockey Programming

MARGIE BOWES

VIOLETS AND CHEAP PERFUME (Acuff-Rose, BMI)
ONE TIME TOO MANY (Acuff-Rose, BMI)

Miss Bowes has two sides that should flip c.&w. jocks. It's also a great piece of off-beat material for pop deejays. Tune tells of a chick who's disturbed over the fact that her cat is no longer sending her orchids and expensive fragrances. Flip, "One Time," is a honkey tonkey with great piano backing. Cal has quite a sound on both. **Hickory 1057**



R & B Records

No selections this week.

ballad with a suggestion of a bolero rhythm. Good jock material. (Alamo, ASCAP)

I Wish I Knew...73
An attractive waltz ballad by Miss Syms with nice orking backing. Flip has a better chance. This is her debut on Columbia. (Bourne, ASCAP)

JOHNNY JORDAN
Don't Cry Little Baby...76
A rocker with a novelty lyric. Effect is increased by gimmicks. Arrangement makes good use of occasional stops. (Fairway, BMI)

Sweet, Sweet, Sweet...73
Novelty effort is sung nicely by the boys over a wild backing. (Clayton-Paty, BMI)

RODDY JACKSON
Hiccups...76
SPECIALTY 649 — Wild untempo blues with a strong novelty touch. He gets the hiccups when he tries to kiss his baby. A strange allergy, interpreted with honking horns and solid vocal. A real rocker. (Venice, BMI)

Moose on the Loose...72
A rocker with a novelty lyric. Effect is increased by gimmicks. Arrangement makes good use of occasional stops. (Fairway, BMI)

DICK JACOBS ORK
The Sorcerer's Apprentice and Danse Macabre...76
CORAL 62048—Starting with a "Man With the Golden Arm" intro, the Jacobs crew swings into dance versions of the minor classics. A slick job that could intrigue a lot of jockies. (Northern, ASCAP)

Tommy, Richard and Harry...70
Peggy Powers handles the vocal on this pretty ditty helped by old-fashioned band backing from the Jacobs crew. (Champion, BMI)

SALVATORE BACCALONI
Stairway to the Sea...75
GRAND AWARD 1021 — Salvatore Baccaloni bows on the label with an

Ezio Pinza-type reading of a pretty Italian tune that he sings in Italian. He is supported by a group and large ork. (Leeds, ASCAP)

Martita in Citta...75
Tune penned by Dominico Modugno is sung in listenable style by Baccaloni, helped by a strong ork arrangement, with a cha-cha beat. Side could get plays. (Edizioni Musicali Curci, ASCAP)

SOBBY PHILLIPS
Pajama Party...75
BATON 262—Dancin' at the pajama party is the theme of this driving effort that moves. It could get some action. (Conely, BMI)

NOBLE "THIN MAN" WATTS
The Creep...74
Listenable instrumental item is sold well by Watts and his combo. Dancable side. (Dare, BMI)

THE BARKER BROTHERS
Well All Right...Friday Night...75
DECCA 30753—Jaunty duo-interpretation of teen-appeal ditty with good beat. (Richardson, BMI)

How Can You Tell If It's Love...74
Ingratiating duo-warbling stint by boys on a pleasant rockabilly-styled item. (Taurus, ASCAP)

MARTIN DENNY
Llama Serenade...74
LIBERTY 55162—Serenade dedicated to the South American beast of burden is played at a fast clip by the ork. (Southern, ASCAP)

Quiet Village...73
Les Baxter tone poem is played with vigor by the Denny crew. Side is from the Martin Denny album. (Baxter-Wright, BMI)

MICKEY MILAN
Somehow Without You...75
PHILLIPS INTERNATIONAL 3533—The chick has a smooth, appealing sound on this rockaballad. Bright chorus and ork support provide good backing. She reminds a bit of Kay Starr. (Knox, BMI)

The Picture...73
Waltz deals with nostalgic memories. Thrush has a good sound. Side can move in both pop and country marts. (Hi Lo, BMI)

THE BLOSSOMS
Baby Daddy-O...75
CAPITOL 4072—Cheerful rocker gets a nice full sound from the girls and ork. Action possible. (Budd, ASCAP)

No Other Love...71
Rockaballad gets so-so rendition. (Fairway-Malahar, BMI)

HAL HOPPER
26 Men...75
KEM 2752—This is the theme from the TV production of the same name. It's in the tradition of rousing, historically-oriented songs having to do with the winning of the West. Hopper and Danny, Gould quintet do a fine job. (Towne, ASCAP)

Do Nothin' Blues...71
It's great to be lazy, the lyric states. Hopper sings it in relaxed, swingy fashion. (House of James, ASCAP)

WHITEY PULLEN
Walk My Way Back Home...74
SAGE 274—Moderate-beat rocker is given a fair warble by Pullen with c.&w. strings in support. It can move. (Sage & Sand, SESAC)

Don't Make Me Cry...74
Country ballad is rendered with appeal by the artist. Potential appears similar to flip. (Sage & Sand, SESAC)

JOHNNY RIVERS
A Hole in the Ground...74
GUYDEN 2003—A folksy tune, stylishly sung by Rivers in dual track style. Worth a listen. (Hill & Range, BMI)

You're the One...73
An interesting arrangement, vocal and

instrumental of a medium-beat tune. Flip would be the side. (Hill & Range, BMI)

JEAN SHEPARD
I Want to Go Where No One Knows Me...74
CAPITOL 4068—Blues with country flavor gets chick's rich interpretation of the eternal triangle. Some c.&w. coin possible. (Oceanic, BMI)

Just Another Girl...72
Another country-tinged ballad gets effortless reading from thrush. (Central Songs, BMI)

THE DYNATONES
Pushin' and A-Siddin'...74
BOMARC 300—Rocker with familiar sound is given a pleasant whirl by the group. Fair potential. (Kellum, ASCAP)

The Girl I'm Searching For...72
Rockaballad has mellow lead and warm support from the boys. (Kellum, ASCAP)

PERCY FAITH ORK
Quia Quia...74
COLUMBIA 41271 — A Spanish rhythm dance opus. Colorfully arranged, also would make interesting jockey programming material. (Marpet, ASCAP)

Pyramid Dance...72
An exotic-flavored Near East opus with lots of colorful sound. Might appeal to some jocks. (Ankerford, ASCAP)

ALAN DALE
The Great Adventure...74
M-G-M 12720—Hip tune with a hip arrangement is sung pleasantly by Dale on this new release. (Planetary, ASCAP)

Cha-Cha-Cha Funicula'...72
Italian folk theme is given a cha cha beat and sung in so so fashion by the chanter. (Aldo Yukon, ASCAP)

BOB WILLIAMS
My Goose Is Cooked...74
DEBONAIR 161—Williams sings this driving rock and roller with some feeling over a driving backing. Could get spins. (Eureka, BMI)

I've Got a Picture of You...71
Sad blues is sung emotionally by the chanter. (Eureka, BMI)

AL ELIAS
King Kong...74
PAYSON 104—This is the story of that hairy monster, King Kong, with plenty of junglish sound effects to go with it. Has a "Stranded in the Jungle" quality. Has novelty interest. (Triple E, BMI)

Jeannie Jeannie...71
A bouncy, banjo-backed country type tune by Elias. More appeal on the flip. (Triple E, BMI)

SONNY KNIGHT
Lipstick Kisses...74
EASTMAN 787—Happy, light novelty is sold pleasantly by Sonny Knight on this dinking, with a fem singer featured with him. Cute wax. (Rogers & Van Buren, BMI)

Eat Your Mush and Hush...69
Not much can be done with this tune. (Rogers & Van Buren, BMI)

JIMMY CRAWFORD
Little Rock...74
DAY-Z-BEL 711—According to this record the trouble in Little Rock would cease if everyone learned to do the hop. It's rather naive, but the writer's intentions appear sincere. (Teenager, BMI)

Blabbermouth...69
Zany novelty is handed an okay reading by Crawford on this side. (Axis, BMI)

GARY NICHOLS
I'm Doing Without...74
DOT 15838—A slow, rockaballad sung

(Continued on page 30)

Reviews of New Pop Records

Continued from page 29

with emotion by Nichols. Interesting backing figure lends interest. (Clockus, BMI)

Tingle...66
Rocka-cha-cha effort doesn't have the appeal of the flip. (Clockus, BMI)

BOB TAYLOR
Taylor's Rock74
YUCCA 102—Instrumental rocker, featuring plucked strings. Effective and maintains pace. (Fairway, BMI)

Thunder...60
Another instrumental, but lacks the power of the flip. (Fairway, BMI)

RICHARD BERRY
Besame Mucho73
FLIP 339—Unusual musical figure behind the chanter is an interesting part of this side—also the voicing chicks in the background. (Peer, BMI)

Do I Do I...73
Here, again, the arrangement shows imagination, with Berry's strong vocal effectively answered by the chicks in the background. (Limax, BMI)

GUS BIVONA
C Jam Blues73
WARNER BROS. 5013 — Tasteful, swiny instrumental version of memorable Ellington rhythm theme. Nice jockey side. Both sides from Bivona's LP. (Robbins, ASCAP)

Where Are You...72
Sweetly swinging instrumental treatment of the pretty oldie. (Fiest, ASCAP)

THE SERENADERS
Alaska73
HANOVER 4514—A rocking Latinish beat backs this tune with a novelty flavor, clefted by Steve Allen. Side has a bright sound, and it could catch on in the 49th State. (Rosemeadow, ASCAP)

Where Did You Go? "Out"
What Did You Do? "Nothing"...71
A rocker novelty about a fellow who clams up when the questioning starts.

He loves his baby but he isn't talking otherwise. Only fair interest. (Figure, BMI)

BIRDIE CASTLE & THE STARDUSTERS
Rocking With the D.J.'s73
PORT 70005—Rocker gets happy reading from Castle and group, with lyric about jocks sure to get some jock play. (Benell, BMI)

Crazy Beat...71
Cute rocker is well handled by the chanter. (Benell, BMI)

MICHAEL STEVENS
Suzanne73
HANOVER 4512—From the Columbia picture, "Me and the Colonel," comes this Continental-flavored three-beater. Stevens sings dual-track style with an interesting instrumental backing. A pretty effort. (Dens, ASCAP)

Some Day and Someway...70
A moderate beat tune with a chorus backing Stevens in the effort. Okay potential but flip is more interesting. (Morris, ASCAP)

THOMAS WAYNE
Tragedy73
FERNWOOD 109—Fine warble by Wayne on a haunting ballad with beat that is nicely backed by a fem chorus. It can attract. (Bluff City, BMI)

Saturday Date...70
Topical teen rocker is exuberantly done by the artist, but flip is the better effort. (DaCapo, BMI)

SHORTY ALLEN
Can't Help Lovin' Dat Man73
ABC-PARAMOUNT 9965—Effective rock and roll version of the lovely Kern standard with plaintive warbling by fem chorus, and pleasant piano work. (Harms, ASCAP)

Hey! Ch! Ch!...70
Okay rendition of Italian folk-styled ditty by gals, but flip is better side. (Sheldon, BMI)

JOAN SHAW
I Don't Wanna Cry72
ABC-PARAMOUNT 9970 — Forceful reading of bluesy up-tempo theme. (Pamco, BMI)

The Time...73
Feelingful thrashing stint on plaintive rockaballad. (Shaw, BMI)

DANNY GRISSOM
Never Doubt Me72
CAPITOL 4061—Pretty ballad makes a warm debut for chanter, with strong Billy May Ork backing. (Fleets, BMI)

I Love You...70
Oldie is handled in oldie style, but Grissom shows talent. (Fleets, ASCAP)

JULIA MEADE & EDDY HODGES
What Would It Be Like in Heaven? 72
DECCA 30675—Miss Meade and young Hodges render this moving tune with simplicity and sincerity. Light organ backing accompanies. (Harvard, BMI)

That Funny Little Dog...70
The young "Music Man" lad renders the cute ditty about his pet pup in pleasant fashion. Jocks might like it. (Harvard, BMI)

THE CANDLETTS
Everybody Loves to Rock & Roll72
VITA 179—Driving rocker is well handled by group. (Spark, BMI)

Angel Love...70
Rockaballad has Eartha Kitt style lead. (Spark, BMI)

SONNY LOWERY
Goodbye Baby Goodbye72
SPECIALTY 648—An upbeat, bluesy item belted out by Lowery. Fem groups back here, too. Slightly dated type of arrangement. (Venice, BMI)

There's a Father Above...70
A shouted, chanted spiritual-tinged opus handled with brightness by Lowery with backing by fem group. (Venice, BMI)

CASUALTEENS
Need You So72
FELSTED 8529—Slow rocker with a lot going on. Group has great energy. (Buna, BMI)

She's Swinging...70
Founding rocker has last year's sound. (Excellence, BMI)

PRICILLA MITCHELL
Every Girl71
NRC 5002—Miss Mitchell has something of a country touch in her voice in this bouncy ditty. Male vocal group assists. Material on the weak side. (Lowery, BMI)

Out of My Dreams...68
Through offers a ballad of devotion to her love. Fair effort. (Lowery, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

MUSIC POP CHARTS 10-20 RM
LARRY BRYANT: Honeymoon Trip to Mars/Kiss 'em Twice—Bakersfield 100
FOUR SCORES: Busy Signal/Rattlemake Boogie—Star-Light 1005
JACKIE HURST: King of Dreamers/Night Wind—American 1001

LEW PRINCE: Ever Changing World/Milan Rose—Metro 20003
RAPER BROS.: Rock and Roll Boogie/Rock, Hop, Bop—Star-Light 1004
GWEN SHEFFIELD: Memphis, Tennessee, U. S. A./I'm Going Away—Gem-Tone 750
BILLY SNELL: Queen of Halloween/One Too Many Heads—Wild 100
DANNY TYRELL: You're Only Seventeen/Let's Walk, Let's Talk—Eastman 784

Spiritual

THE ORIGINAL FIVE BLIND BOYS
I'm a Soldier84
VEE-JAY 982—Here's a wonderfully feverish, frantic reading with a great hand-clapping beat. Fine contrast from the flip makes for a strong coupling. (PD)

In the Hands of the Lord...81
A slow and pulsing shout by the lead cat makes this tops for its emotional quality. Fine organ and piano accompaniment on this side. Spirit is really on them. (Conrad, BMI)

SWAN SILVERTONES
Move Up83
VEE-JAY 808—Wonderful pounding rhythmic spiritual reading by the famous group. Lead chants this one in great shape. This can move. (Conrad, BMI)

Oh, Mary! Don't You Weep...82
A slow, insistent rhythmic effort by the lead with excellent support from the group. This one builds handsomely. A solid coupling. (PD)

PROF. CHARLES TAYLOR
I Must Live Until Morning78
SAVOY 4105—Emotional gospel effort is sung with feeling by Prof. Taylor helped by a gal's chorus. Side should appeal to gospel fans. (Planemar, BMI)

What You Ganna Do Bout Me...76
Shouter is handed a big styled reading by the Professor's group. Flip counts for me. (Volunteer, BMI)

Novelty

THE EARTH BOYS
Space Girl74
CAPITOL 4067—Sound effects and a zany recitation highlight this rocker of scientific romance. (Jay Tone, ASCAP)

Barbara Ann...74
Bluesy novelty gets glee club sound, leading to a very funny narrative about a gal's last gasp. (Jay Tone, ASCAP)

Sacred

JIMMIE DAVIS
How Great Thou Art78
DECCA 30748—A wonderful old-fashioned hymn sung, in very convincing fashion by Jimmie Davis, assisted by the Anita Kerr Quartet. From the album, "The Door Is Always Open." (Manna, BMI)

I'll Meet You in the Morning...78
Davis sings a nice waltz-time sacred opus, again with the Kerr group in the backing. Good old-time churchly piano is the instrumental backing plus organ. Two nice sides. (Bramley, SESAC)

Jazz

BENNIE GREEN
Soul Stirrin'79
BLUE NOTE 1708—From his new album of the same title comes this down home, funky effort featuring Green on trombone, plus some vocal effects from the combo. A "soul stirrin'" side. (Groove, BMI)

That's All...78
The fine standard is played warmly

Their Newest

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by Bennie Green on trombone over neat jazz support. Two good sides for the jazz jukes. (Portrait, BMI)

LOUIS SMITH
Star Dust77
 BLUE NOTE 1701—Trumpet player Louis Smith shows off some warm work on this re-do of the fine standard, helped by a good quintet. Good item for jazz boxes and a good side for jazz jukes, too. (Mills, ASCAP)

Tribute to Brownie...76
 On this side Smith lets go with an up-tempo reading of a driving new riff effort and comes thru again neatly on trumpet. Two good modern jazz sides. (Brent, BMI)

JIMMY SMITH
Cha Cha J.75
 BLUE NOTE 1711—Listenable cha cha by the Jimmy Smith trio will interest jazz boxes. (Unpublished)

The Swingin' Shepherd Blues...75
 Same comment. (Benell, BMI)

Country & Western

AL TERRY
Your Sweet Lies78
 HICKORY 1088—An attractive medium-pacer by the Bryants, gets a good, commercial reading which has pop potential. A nice side that could get spins. (Acuff-Rose, BMI)

My Baby Knows...75
 An infectious ditty, sung well by Terry, who gives it something of a Johnny Cash quality in the vocal. Tune is by Melvin Endsley. (Acuff-Rose, BMI)

SIMON CRUM
Country Music Is Here to Stay74
 CAPITOL 4073—Cute endorsement of c.&w. in chatter and song should get spins and coin. Crum is really Ferlin Husky. (Bee Gee, BMI)

Stand Up, Sit Down, Shut Your Mouth...70
 Amusing rockabilly lecturing by teacher. Danceable and worth spins. (Cedarwood, BMI)

JOHNNY FORRER
Fool's Paradise71
 D 1021—Melancholy Westernish chant by a cat with hiccupy qualities and a tendency to get on a yodeling

kick. Not much for today's market. (Starrite, BMI)

Understand...68
 A bouncy hill type offering which doesn't merit too much consideration. (Starrite, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

DEE AND PATTY: Sweet Lovin' Baby/Ohh-Wow—D 1020
RICK HARRINGTON: What a Fool I've Been/The Dream Lingers On—Hitt 179
STRINGBEAN: I Wonder Where Wanda Went/Short Life and Trouble—Cullman 6404

Rhythm & Blues

THE TOWN THREE
Midnight Blues74
 DELUXE 6176—An interesting eight-to-the-bar rockabilly by Wes Voight, the youngster from New York State. Good beat and okay talent. Might qualify for juke interest on its big sound. (Wisto, BMI)

Another Guy's Line...73
 A rockabilly effort. Material has an interesting twist and lead by Wes Voight, is fair enough. Worth spins. (Wisto, BMI)

RAFUL NEAL BAND
Sunny Side of Love73
 PEACOCK 1686 — A good blues, somewhat in the Chuck Willis "C. C. Rider" style. Neal hands it a nice Southern vocal with good band back-up. Danceable and listenable. (Lion, BMI)

Crying Hard...70
 Southern weeper blues in slow rhythm. Material doubtful but there's a good vocal performance by Neal. (Lion, BMI)

LONG TALL LESTER
All Because of You72
 DUKE 197—All because of his baby, that is. It's a blues rocker, Southern in style, with a triplet figure and a harmonica prominent in the instrumentation. (Lion, BMI)

Working Man...71
 Southern blues with an authentic primitive, folk quality. The chanter has a good touch, and he's backed by funky instrumentation. (Lion, BMI)

MISS LA-VELL
If I Could Be With You71
 DUKE 198—A stylized shouter, with triplet backing in the instrumentation. Some good touches in the chanter's performance. (Lion, BMI)

Teen-Age Love...70
 A rocker, blues in structure, with a Latin quality in the beat. (Lion, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

PAUL PERRYMAN: While You Wait/Just to Be Close to You—Duke 195

News Review

• *Continued from page 8*
 King and the Goldman Band, does not stand out, as far as stereo sound is concerned.

The complete release includes: "Great Piano Melodies," Michel Piastro and His Concert Orchestra, DL 78619; "Band Masterpieces," the Goldman Band, DL 78633; "Slaughter on 10th Avenue Soundtrack," DL 78657; "The Young Lions Soundtrack," DL 78719; "Claude on a Cloud," Claude Thornhill, DL 78722; "Viva Flamenco," Mario Escudero and Company, DL 78736; "Wayne King in Hi Fi," DL 78751; "The Magic Islands," Alfred Newman and the Ken Darby Singers, DL 70948; "The Concert Masters of New York," works of Bach and Paganini, DL 79955; Stravinsky: "Firebird Suite" and "Chant du Rossignol," Berlin Radio Symphony, DL 79978.
 Ren Grevatt.

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Angel Skeds

• *Continued from page 4*

harmonia orchestra in a Mozart package, Sir Thomas Beecham and the Royal Philharmonic in Sibelius' Seventh Symphony; violinist David Oistrakh accompanied by pianist Vladimir Yampolsky in a group of violin selections; the Bach D Jajor Magnificat recorded by the Geriant Jones Chorus and Orchestra.

The release is rounded out with three packages, one for each act of Verdi's Falstaff with a cast including Elisabeth Schwartzkopf with Herbert von Karajan conducting the Philharmonia Orchestra. (Acts are available in separate packages.)

New Kaufman

• *Continued from page 4*

been recorded by Peggy Lee on Capitol and Lonnie Satin on Sunbeam. "Mighty Mighty Man" and "You're Mine," both by Bobby Darin and the Rinky Dinks on Atlantic, are also in the Kaufman firm.

Kaufman has cut many of the tunes himself and sold the masters to the various companies, such as Atlantic, Coral, etc. Some of the newer master sales of Portrait tunes include the Tranquils record of "You're Such a Much," which was sold to Hamilton Records (and was a Billboard Spotlight); the Don Wright recording of "Buddy Seat" and "Fiddlin' a Bow," sold to Carlton Records (not yet released), and the Carol Hughes record of "Don't Forget I Love You" and "The Bass," sold to Dot (also not yet released). Kaufman has recording pacts with Don Wright, Carol Hughes and a few other acts.

Kaufman also acquired the Aquaviva publishing firm a few months ago, Aqua Music. This catalog contains such tunes as

Dealers Recupe

• *Continued from page 4*

created to get people into stores. The public is currently extremely fickle in its tastes. Some device has to be found, according to other spokesmen, to develop artist identification and staying power. One example of the lack of this is the diskery which is today up to the two million mark with an artist's first record. The second, out several weeks now, is doing little. "What this business needs more than anything right now," says another close to the retail scene, "is another Elvis Presley or another 'My Fair Lady' album. They had the kind of sustained drawing power that kept the customers coming. Stereo has the potential to do that but it's going to take plenty of time before it gets solidly home to the masses."

Other retailers have made no secret of the fact that in their view, the retail store is in for harder times for an indefinite period to come, due to the siphoning off of potential sales into diskery clubs and racks. The retail picture has been softest for the past year, a period during which record clubs and racks have continually expanded in their areas of influence.

Autry Sells

• *Continued from page 4*

It is believed in some quarters that Autry will be going into semi-retirement on the music side while remaining active in other financial undertakings.

"That's All," "My Love, My Love," "Curtain Time" and "Beyond the Next Hill." "That's All," one the recorded album tunes around, has had a number of single record releases recently, as has "Curtain Time."

Dot Smash!!

Sisters

"ENCORE

D'AMOUR"

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Johnny Cash, who currently has three platters riding high on the charts, heads a package which plays Denver, October 22; Colorado Springs, Colo., 23; Tulsa, Okla., 24; St. Louis, 25, and Oklahoma City, 26. Other features include Carl Perkins, Sonny James and Mitchell Torok. The tour was set up by promoter Lee Gordon and Cash's personal manager, Bob Neal. A. V. Bamford is doing the advance. Plans are progressing on the new John-

ny Cash TV show, Neal announces, with full details to be released soon. The program will be produced by Johnny Cash Enterprises, which has just set up offices at 1516 Crossroads of the World, Hollywood.

The Chuck Wagon Gang, of Columbia Records, will guest on "Louisiana Hayride," Shreveport, October 25. On November 1 "Hayride" will originate from Beaumont, Tex., with Slim Watts, of Station KTRM, promoting the appearance there. The show's full

cast will be on deck for the occasion, including Johnny Horton, James O'Gwynn, Jimmy Martin and the Sunny Mountain Boys, Jimmy and Johnny, Linda Brannon, Margie Singleton, the Four B's, Tony Douglas, Bruce Chamel and the show's staff band. Frank Page, KWKH program director, will produce the show, assisted by Norm Bale. "Hayride" returns to Shreveport November 8, when Homer and Jethro will be special guests.

Cedarwood Publishing's singer-writer John D. Loudermilk is set for an appearance on WLAC-TV's new show originating from Nashville Saturday (18). Cedarwood personnel last week enjoyed a visit from Mary Klick, of the Jimmy Dean show. . . . Dollie Deerman, Cedarwood secretary, is back at her post after a bout with a virus bug. . . . Goldie Hill last week put the finishing touches to her latest Decca album. . . . Martha Carson follows her recent successful appearance on the Arthur Godfrey Show with a shot on the Jack Parr TV-er this Friday (17).

The Miller Brothers' Band, of Wichita Falls, Tex., is due back at its headquarters November 1 from a five-week, 5,300-mile air trek that will have carried them into Puerto Rico, from Miami up the East Coast to New York, and into Bermuda and Newfoundland. This winds up the band's touring for 1958, during which it appeared in 32 States and Canada. For the remainder of the year they will put in Thursdays and Saturdays at their M-B corral in Wichita Falls, while working one-nighters in the area. . . . Bob Wills and His Texas Playboys leave Wichita Falls, Tex., Saturday (18) on a four-week trek that will take them to the West Coast. While in Los Angeles they will make a guest shot with Nat Nigberg's "Country America" on KABC-TV.

Five more cities, Vernal, Utah; Montrose, Colo.; Grand Junction, Colo.; Spokane, Wash., and Missoula, Mont., have been added to Carl Smith's present tour being handled by A. V. Bamford. . . . The Duke of Paducah Show, with Red Sovine, is currently on a swing that calls for stop-offs at Panama City, Fla.; Fort Walton Beach, Fla.; Pensacola, Fla.; Mobile, Ala., and Swainsboro, Ga. . . . W.

E. (Lucky) Moeller, of the Jim Denny Artist Bureau, Nashville, reports that the Flame Theater Cafe, Minneapolis, has used c.&w. artists four days each week for the last 73 weeks. George Jones has just finished there, to be followed this week by Suzi Arden and Chuck Bowers.

Little George Demerese, Clarksville, Ark., deejay, has been playing Arkansas and Oklahoma schools with his unit the last three weeks. . . . Carl Blankenship, heard on KWHN, Fort Smith, Ark., and Razorback Records, was a recent guest on "Red River Jamboree," Paris, Tex. . . . Gene Mooney and the Westernaires, with Marvin McCullough, deejay at KRMG, Tulsa, Okla., attracted a bang-up crowd on a dance at VFW Hall, Muskogee, Okla., October 8, with the result that they have been inked to return there November 12. Beginning this Saturday (18), Mooney and the combo will be a regular Saturday night feature at Leon McAuliffe's Cimarron Ballroom, Tulsa, Okla. Their schedule for the next few weeks is as follows: Inola, Okla., October 13; Chandler, Okla., 15; Kansas, Okla., 17; Porum, Okla., 22; Pawhuska, Okla., 23; Jenks, Okla., 24; Huntsville, Ark., November 5; Muskogee, Okla., 12. H. C. Blankenship, of Razorback Records, Muskogee, Okla., is handling the band's bookings.

Faron Young opened the first country music show of the season in Kansas City, Kan., October 18, sponsored by local Chevrolet dealers. Dal Stalard, deejay on KCKN, emceed the hour-long show, 8 to 9 p.m., which was beamed over WDEF-TV, Kansas City. Young and His Country Deputies, along with Jim Reeves, George Jones, Jean Shepard, will hold forth in City Auditorium, Saginaw, Mich., October 30.

Producer Nat Nigberg is prepping a syndication deal for his "Country America" television show beamed Saturdays via KABC-TV, Los Angeles. He is also packaging two additional properties, "Latin Holiday" and "Country Round-Up Time." . . . Bob (Luke) Jones, while in Nashville recently on a combined business-pleasure jaunt, did a comedy routine as guest artist on WSM's "Friday Night Frolic." He also was interviewed on the station's "Mr. D.J. U. S. A." program, when Amon Boiles, of WCLC, Jamestown, Tenn., was guest deejay. . . . Orella Myers' initial release on the Wonder label, "Ask Lucille" and "My Paradise," is set for early release in Canada by Sparton Records.

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King 5157

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

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

This Week	Last Week	Weeks on Chart
1. IT'S ALL IN THE GAME (Remick).....	3	5
2. VOLARE (NEL BLU DIPINTO DI BLU) (Robbins)...	1	12
3. NEAR YOU (Supreme)	2	6
4. PATRICIA (Korwin)	4	13
5. BORN TOO LATE (Mansion)	6	11
6. EVERYBODY LOVES A LOVER (Korwin)	5	11
7. FIREFLY (Morris)	12	2
8. THE DAY THE RAINS CAME (Garland)	8	2
9. DEVOTED TO YOU (Acuff-Rose).....	11	8
10. TEARS ON MY PILLOW (Acuff-Rose).....	9	3
11. NON DIMENTICAR (Cromwell).....	-	1
12. IF DREAMS CAME TRUE (Korwin)	13	14
13. THE END (Criterion)	-	1
14. ARE YOU REALLY MINE? (Planetary)	7	9
15. LITTLE STAR (Koel)	-	3

• **Best Selling Sheet Music in Britain**

(For week ending October 11)

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)	On the Street Where You Live—Chappell (Chappell)
Trudio—Henderson (Kassner)	You Need Hands—Lakeview (Leeds)
Carolina Moon—Lawrence Wright (Cromwell)	Moon-Talk—Leeds (Ronconi)
When—Southern (Sounds)	Poor Little Fool—Commodore-Imperial (Eric)
More Than Ever—Sterling (Ampco)	Little Bernadette—Berry (Burlington)
Tulips From Amsterdam—Cinephonic (Sikorski)	All I Have to Do Is Dream—Acuff-Rose (Acuff-Rose)
Mad Passionate Love—Duchess (Burgess)	I Could Have Danced All Night—Chappell (Chappell)
Return to Me—Southern (Southern)	A Certain Smile—Robbins (Robbins)
Born Too Late—Anglo-Pic (Shapiro-Bernstein)	Patricia—Southern (Peer)
Stupid Cupid—Aldon (Aldon)	If Dreams Came True—Grosvenor (Korwin)

• **Best Selling Pop Records in Britain**

(For week ending October 11)

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. KING CREOLE—Elvis Presley (RCA).....	3
3. MOVE IT—Cliff Richard (Columbia).....	5
4. VOLARE—Dean Martin (Capitol).....	2
5. BORN TOO LATE—Paul Tait (HMV).....	9
6. BIRD DOG—Everly Brothers (London).....	6
7. WHEN—Kala Twina (Brunswick).....	4
8. A CERTAIN SMILE—Johnny Mathis (Fontana).....	11
9. COME PRIMA—Marino Marini (Durium).....	15
10. MAD PASSIONATE LOVE—Bernard Bresslaw (HMV).....	7
11. POOR LITTLE FOOL—Ricky Nelson (London).....	8
12. VOLARE—Domenico Modugno (Oriole).....	12
12. IT'S ALL IN THE GAME—Tommy Edwards (MGM).....	14
14. RETURN TO ME—Dean Martin (Capitol).....	10
15. VOLARE—Marino Marini (Durium).....	13
16. WESTERN MOVIES—Olympics (HMV).....	17
17. MORE THAN EVER—Malcolm Vaughan (HMV).....	-
18. SOMEDAY—Jodi Sands (HMV).....	-
19. IF DREAMS CAME TRUE—Pat Boone (London).....	18
20. MY TRUE LOVE—Jack Scott (London).....	-



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 Demon 1507

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 Demon 1508

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Chi Bistros Double as Disk Studios

CHICAGO—A couple of the busiest recording studios in town are not studios at all but night clubs.

The clubs, Mister Kelly's and London House, owned by Oscar and George Marienthal, have now been the setting for 10 on-location recordings of LP's for a variety of labels. Latest was a cutting by the Johnny Pate Trio Thursday (16) at London House.

Previous sessions at London House were by Sarah Vaughan, Billy Taylor and Oscar Peterson. At Mister Kelly's, albums were cut by Ella Fitzgerald, Peggy King, Della Reese, Buddy Greco, Anita O'Day, Mort Sahl and Sarah Vaughan.

The Brothers Marienthal, both audiophiles, have constructed their walls to include hair and felt in the mortar mixture for audio effect.

Seeco Sales On Upswing

NEW YORK — Seeco Records production chief Howard Roseff stated this week that Seeco had doubled its domestic sales for the first nine months of this year over last. He attributed the jump in domestic sales to additional pop album merchandise on Seeco and the introduction this summer of the low price Tropical line. The Tropical label, said Roseff, is being sold both in the U. S. and in South America.

FBI Nabs 4

Continued from page 3

alleged illegal purchase of phonograph, hi-fi and tape-recorder equipment in addition to the record charge.

According to the U. S. Attorney's office here, most of the stock involved came from shipments of Capitol, Columbia and Epic Records. Thefts were made in California by hijacking loading docks of shipments consigned to out-of-State delivery. Approximately \$50,000 in record stock was involved.

FBI agents probed thefts as far back as 1956. Arraignments before the U. S. District Court here are expected within the next two weeks. Each of the dealers was released on \$10,000 bail.

Goody Marches

Continued from page 2

store is currently being refurbished to accommodate the new Goody operation, which will deal in records, record players, radios, component parts and accessories. Goody also operates Sam Goody of Pittsburgh, Inc.

William Winsburg, Snellenburg exec, said the store's branches in South Philadelphia, Willow Grove and in the recently acquired Balt's department store in Atlantic City, would continue to operate their own record departments.

Cap Stereo

Continued from page 8

kowski's reading of Holst's "The Planets" with the Los Angeles Symphony Orchestra, and Erich Leinsdorf conducting the Los Angeles Symphony Orchestra in Debussy's "La Mer" backed with Ravel's "Daphnis and Chloe."

Yule packages taking the stereo spin include the Roger Wagner Chorale's "Joy to the World" and "The Music of Christmas" recorded by Carmen Dragon and the Hollywood Bowl Symphony Orchestra.

Charts Link

Continued from page 3

Best selling EP's will continue to appear, as before.

Record dealers, disk jockeys and music machine operators have made it abundantly clear that their prime need in the pop singles area is the freshest possible data about break-out singles as well as established best-sellers. This singles information is completely provided by The Billboard's "Hot 100" chart. As a result, the NYU cash register audit of best selling singles, and the NYU territorial chart, which necessarily included less current sales information in their data, now are superfluous. Current weekly sales data now is being channeled into the "Hot 100" to make it even more sensitive than in the past.

This week The Billboard also inaugurates two new chart services. One, "Hot C&W Sides," provides the fastest and most accurate coverage available on country music records, with the emphasis on "traditional" rather than pop-style disks. The other new chart, "Hot R&B Sides," performs the same service for the rhythm and blues field.

These charts replace the C&W and R&B services which previously appeared in The Billboard, and represent a new and expanded form of service in these fields.

The recognized status of The Billboard's charts as the nation's most authentic barometer of music popularity has again been highlighted by their adoption this season as the sole and exclusive basis for selecting the talent and tunes used on "Your Hit Parade," on the CBS-TV network.

Winners?

Continued from page 3

score of "Spellbound" did a number of years ago. Thus sound tracks of some of our biggest movie hits do not turn into very powerful sellers.

This does not mean that diskeries necessarily lose money in releasing sound track sets, as expensive as they may be. For the movie companies, with their extravagant, promotionally, techniques usually take the burden of promotion off the hands of the diskeries in order to push the sound track — considering it a great aid to promotion of the flick.

Ten different companies each have released sound track sets up to September 30, 1958. RCA Victor has released the most, 10; Columbia has issued six, Decca five, Capitol five, United Artists three, M-G-M two, and Jubilee, Dot, Mercury and Roulette, one each. RCA Victor has had the most hits, the two Presley LP's and the "Sayonara" and "South Pacific" sound tracks. M-G-M has come up with one of the biggest plums of the year with the sound track of "Gigi" and Capitol has done well with the track from the Tommy Sands movie, "Sing, Boy, Sing."

Columbia Special

Continued from page 2

very hot items, the Johnny Mathis album "Merry Christmas," and the new Mitch Miller holiday item, "Christmas - Sing Along With Mitch." Rest of the items in the release include one by the Mormon Tabernacle Choir, Percy Faith's "Music at Christmas," and another Christmas set by a choral group of Trappist Monks.

The 25 per cent return privilege is limited to these Christmas items only. According to Gallagher, if a dealer orders an adequate spread, stocking up strongly on the Mathis and Mitch Miller sets, he will build a strong discount potential. If he sells out his entire stock he gets the 12½ per cent bonus on his re-orders on these eight albums.

Gov't Pressure

Continued from page 2

semblance of the Old Order. A court case, which would come under the jurisdiction of Judge Ryan in Federal Court at Foley Square, New York, could be a long, drawn-out affair, it was prognosticated.

Discussions last week elicited the information that in addition to making a bitter stand against any drastic dilution of the weighted vote, ASCAP was also very desirous of holding on to the logging and crediting departments and keeping these within the Society, rather than have them transferred to an outside source.

Meanwhile, the Society's annual membership meeting is scheduled to be held October 30 in New York. It is not known whether the Justice Department's Bill of Particulars will be discussed, altho this is considered a possibility in view of the tremendous interest aroused by Paul Cunningham's hint relative to the possibility of changes dictated by the government.

One Washington source stated that in view of the fact that talks are still going on, these are technically the possibilities: 1. A mild decree, to which ASCAP would consent; 2. a drastic decree, which the Society could fight; 3. a drastic decree, to which ASCAP would consent if it came to the conclusion that it could not win in court.

The latter possibility is currently held unlikely, in view of the "climate" among the ASCAP upper echelon.

Nashville Bash

Continued from page 2

Opry" and head of the Festival committee, the following events are scheduled: On Friday night the newly formed Country Music Association will host a dance at the Andrew Jackson Hotel, featuring Hank Thompson and his Brazos Valley Boys.

Also scheduled on Friday are breakfast, Cadence Records; lunch, Dot; cocktail party, RCA Victor. On Saturday, events include 8:30 a.m. "Breakfast at the Opry," BMI; 8 a.m. "Koffee Klatch," and lunch, Columbia; 4:30 p.m., WSM reception and buffet; 7:30-midnight, "Grand Ole Opry" 33d anniversary show.

Liberty Distrib

Continued from page 2

Jody Reynolds "Endless Sleep" and followed it up with Olympics' "Western Movies." First product to be channeled under the new arrangement will be follow-up releases by the above, Reynolds doing "Elope With Me," and the Olympics cutting "I Want to Dance With the Teacher." Showing current potential is "Strip Walk" on the Valor label.

Demon and Valor product will be handled by the complete roster of 32 Liberty distribts.

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 by
The Gainors
 CAMEO #151
C.A.M.E. RECORDS

WITH YOUR LOVE
CARLTON
JACK SCOTT
 #483

GOOD BUYS IN HOLIDAY WAX

NEW YORK — Smart dealers may be able to pick up some good buys if they pay attention to the special deals being offered on various firms' LP merchandise these days. RCA Victor is offering a 25 per cent discount on last year's Christmas items to spur sales. Columbia has upped its return privilege on eight new Christmas items to 25 per cent, with a 12½ per cent bonus for sales, which covers new Johnny Mathis and Mitch Miller Christmas albums. And Westminster Records is continuing its policy of one for one on its October release, offering dealers a 50 per cent saving. All of these offers are covered in separate stories in this issue of The Billboard.

MUSIC AS WRITTEN

Hollywood

According to Jack Wrather, first installation of Muzak in any art gallery was made last week at Beverly Hills' Massa Gallery. . . . Commentary's "Songs of Couch and Consultation" will be released in Europe via Oriole Records, England's indie label. Buddy Morris Music is handling foreign publishing of the original "Couch" material penned by Bud Freeman and Leon Pober. Morris Company will release a folio of the material concurrently with the foreign distribution of the album.

Louis Prima and Keely Smith went thru a round-the-clock workathon last week: after concluding their usual midnight-to-dawn stand at the Casbar Theater (Hotel Sahara, Las Vegas), they went into a Capitol recording session, cutting 12 tracks for an album plus two singles. Cap's Voyle Gilmore flew to Vegas to handle the session. This was followed by another 10 hours work. Then, after a brief shut-eye period, they reported to Columbia Pictures make-up and their "Old Black Magic" sequence was filmed for Harry Romm's "Senior Prom" production. A complete location unit was sent to Vegas to handle the shooting.

THE TV BEAT: Eddie Truman was named music director for NBC-TV's "Further Adventures of Ellery Queen." He served in the same capacity for past three years on "Matinee Theater." . . . Capitol vocalist Gene Nash was inked by Henry Jaffee Enterprises for the part of "Jack" in the "Mother Goose" musical featuring Elsa Lanchester in the title role. It's now being filmed by Screen Gems for TV release during Christmas Week. . . . Capitol Records has granted TV rights to Harmon-Tickin Productions to use its "bozo the Clown" character for a series of animated cartoons and TV commercials.

Radio Group Sees ASCAP Rates High

NEW YORK — The All-Industry Radio Music License Committee met here Tuesday (14) for a review of the current music licensing situation with particular regard to ASCAP licenses, which, for most stations, expire December 31 of this year. After considerable exchange of views, it became the consensus of the committee that a substantial reduction of ASCAP rates was called for.

Elaborating on this point, Robert T. Mason, chairman of the committee, asserted: "Since the last contract with ASCAP became effective back on January 1, 1950, the number of stations on the air has increased about 50 per cent. This in itself represents greatly increased competition. Then, too, the coming age of TV has also added to the competitive factor for radio. Business overall for radio, has not been as good as it was at one time, and the cost of music has become disproportionately high. We definitely feel that these factors will have to be considered in arriving at an equitable new contract." Initial negotiating sessions with ASCAP are expected later this month or early in November.

Distributors Band Vs. One-Stops

MINNEAPOLIS — Three local distributors are banding together to open an Omaha sales point in order to fight the rising trade of one-stops. They are Sandel Distributors, Heilicher Bros. and Jather Distributing. Particularly successful one-stoppers have been Harold Lieberman, of Minneapolis, and Mildred and Leroy Davidson, Kansas City. The Omaha warehouse will service Nebraska and parts of Iowa.

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 this issue

Gleason Plans Band Tour

NEW YORK — Jackie Gleason is making plans to tour the world with his own jazz band at the end of the current TV season next summer.

The CBS-TV star has set up a tentative schedule, calling for an opening at the Plaza Hotel here, followed by dates in Las Vegas, various European capitals, and a possible "finale" in Moscow.

Offbeat to Wax New Nitery Revue

NEW YORK — Offbeat Records will wax "Demi-Dozen," Julius Monk's newest revue, this week during an actual performance at the Downstairs nitery. Abbot Lutz will produce, as he did Monk's show of last year, "Take Five," also for Offbeat, a subsidiary of Washington Records.

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 The strength and confidence of Faith can mean many things to many men . . . and to the families who count on them. So together with your family start to find that Faith this week.
 RELIGION IN AMERICAN LIFE, INC.

Fem Bosses for New Flack Firm

CHICAGO—High on the list of qualifications of a new disk promotion firm here is that it is run by two ex-wives of prominent deejays who ipso facto know all the angles.

The firm, Publicity Unlimited, is mahoffed by Jackie Hubbard, unhitched from Eddie Hubbard, and Betty Burton, lately untangled from Linn Burton.

Jackie Hubbard, nee Jackie Smith, was the first publicity director of Mercury Records and as such was the first record promoter to set up national channels for deejay contact. In a Billboard poll of deejays in the late '40's, she was chosen second best promotion man (?) in America. Among the feathers in the lady's hat is that she worked on Patti Page's first record and first hit.

Betty Burton, former TV actress, has been a scribe for Trans-Radio press and recently has been in public relations and free-lance writing for Fawcett Publications.

Wally Jay Enters Custom Disk Field

CHICAGO—Wally (Lil' Wally) Jay, prexy of Jay Jay Polka and Banana pop diskeries, is branching out into custom record pressing and recording studios facilities. Jay has purchased record presses and a complete recording studio for monaural and stereo.

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FOLK TALENT & TUNES

Around the Horn

Don Pierce, bossman of Starday, country and gospel label, with headquarters in Madison, Tenn., reports action on his first releases by Benny Barnes and the Stanley Brothers. Pierce says he's trying to develop better relations between the deejays and those who merchandise country records, so that the distributors, one-stops and dealers will be more likely to stock the records the deejays are pushing. "Too many times those valuable plugs are wasted," Pierce says, "and it has hurt the sale of country records. Faron Young's new Capitol platter, 'That's the Way I Feel,' written by Roger Miller and George Jones, is published by Pierce's Starday Music firm. He says deejays may obtain a sample by writing to him at Box 115, Madison. He reports that he also has samples available on records by the Stanley Brothers, Benny Barnes, Cousin Jody, Jack Kingston, Lonzo and Oscar and Lattie Moore plus an assortment of c.&w. instrumental platters.

The John Kelly-Webb Pierce Show, which featured Judy Lynn, Pat Kelly and Stone-wall Jackson is back in Nashville after a successful circle thru Michigan, Illinois and Wisconsin. . . . Following a whirlwind deejay tour to plug his latest Corvette release, "A Blonde's a Dangerous Thing," singer-actor Dick Foote returned to Hollywood October 15 for more picture work. . . . Bobby Anderson, of Central City, Ky., has been licensed by Broadcast Music, Inc., to operate his own music firm, Bo-An Publishing Company, in that city. . . . Jack McFadden, of Del Reeves Enterprises, Sacramento, Calif., who recently launched the Dance Ranch there with the Del Reeves band, has an assortment of c.&w. names set

Additional Folk Talent & Tunes On Page 32

for the spot thru November. Jack says he'd like to hear from traveling bands and shows headed that way. His address is P. O. Box 232, Florin, Calif.

Ferlin Husky joined Andy Williams, Kathryn Grayson, Somethin' Smith and the Red Heads, Betsy Palmer and emcee Ed Sullivan in Detroit's annual Community Chest Kick-Off Drive Variety Show, telecast over five Detroit stations, 8 to 9 p.m. Monday, October 13. On Wednesday night (15) Ferlin guested on "In Town Tonight" over WBBM-TV, Chicago. The J. Walter Thompson Advertising Agency last week notified Ferlin that it is picking up the option for a six months' renewal of his Schlitz Beer commercial.

J. D. Orr and the Lonesome Valley Boys, of Marion, Ky., have as their first release for Summit Records, Central City, Ky., "Hula-Hoop Boogie" b/w "Lonesome-Hearted Blues," with Elzie Asbridge featured on the vocals. Both tunes were penned by Orr. Two other sides cut at the same session feature Cheryl Orr, 10-year-old daughter of the band leader, singing "What I Saw on Christmas Night" and "Why Does My Daddy Come Here?," with her dad on the recitation. Summit prexy Bobby Anderson did the writing on both ditties. C.&w. deejays needing wax may obtain samples of the Summit product by dropping a post card.

Ernest Tubbs, Ray Price and Skeeter Davis last week embarked on a tour set by J. Hal Smith, of Curtis Artist's Production, Nashville. Trek calls for stop-offs in Kansas City, Kan.; St. Joseph, Mo.; Sioux City, Ia.; Lincoln, Neb.; Omaha; Topeka, Kan., and Wichita, Kan. . . . Stringbean, of "Grand Ole Opry" fame, has just had his first release on Cullman Records titled "Short Life and Trouble" b/w "I Wonder Where Wanda Went." . . . Dave Rich's new release, "Rosie, Let's Get Cozy," is available to those deejays who'll drop a line to Gaylord Music, 4705 Gallatin Road, Nashville.

Eddie Austin, youngster who hails from the hills of Sanford, Me., is reportedly kicking up excitement with his new c.&w. show, "The Shortest 15 Minutes in Radio," heard each Sunday at 12:15 p.m., over WSME, Sanford. Jim Small, talent scout, is presently dickering for a recording pact for the lad. . . . Buddy Miller, heard on the Security label, has returned to his Mt. Pleasant, Tex., headquarters after a swing thru Arkansas, Louisiana and Texas to promote his new release, "I Found My Love" b/w "Little Bo Pete. Deejay samples may be had by writing to Security president, Burton Harris, at 1706 E. Ninth, Mt. Pleasant.

Lefty Frizzell, who recently left "Country America," of KABC-TV, Los Angeles, Sunday (19) showed his wares on "Town Hall Party," that city, and October 24 makes a stand at Yuma, Ariz. He plays Riverside, Calif., October 25, and San Diego, 26, and then flies to Texas for five dates for Johnny

Cash Enterprises. On November 1, Lefty embarks on a 15-day trek starting from St. Louis. On his first open Saturday, Frizzell is set for a guest spot on "Louisiana Hayride," Shreveport. Lefty's new one on Columbia couples "Cigarettes and Coffee Blues" with "You're Humbuggin' Me." . . . Freddie Hart, whose new Columbia release is "I'm No Angel" b/w "Midnight Date," returns to "Country America" on KABC-TV, Los Angeles, for two weeks starting November 1. He works Santa Maria, Calif., October 22, opening a new c.&w. show at Veteran's Memorial Hall, and follows with a date at Rosemond, Calif., October 24. On October 26, he joins Lefty Frizzell for a big show in San Diego.

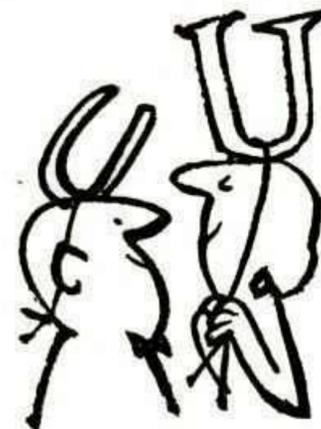
Thompson-Cap Pact Renewed

HOLLYWOOD—Even tho his contract with Capitol Records still has two months to go, Hank Thompson last week signed a new long-term pact with the label as a singer-guitarist with his Brazos Valley Boys, who for a number of years have been voted the No. 1 western band in national popularity polls. Their new contract starts December 21.

Thompson inked his first agreement with Cap 11 years ago. All of Thompson's recording sessions since 1950 have been produced by Ken Nelson.

YULE PUSH ON YOUNGMAN LP

BELLVILLE, N. J. — Urania diskery which reports a surprise seller in its "Henny Youngman Horse and Auto Race" album, is now launching a crash promotion-publicity campaign for Christmas. The regular \$3.98 LP, which is packaged to allow listeners to place bets on the jacket, is being joined by a de luxe edition, listing at \$4.98, boxed and containing a felt pad for bets. With comic Youngman as narrator, the text is arranged to make a new winner possible on each play.



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Fresno Fair Lures 340,382 in 10 Days

FRESNO, Calif.—During the 11-day run ending Sunday (12), the annual Fresno District Fair pulled an attendance of 340,382, which was 61,317 more than in 1957 when the event ran 10 days, T. A. Dodge, secretary-manager, said here last week.

While the fair ran an extra day, getting nine days of racing with pari-mutuel betting, a new record was set over the 10-day period. In 1957, the fair drew an attendance of 270,065. The same 10 days this year accounted for 326,736, or 47,671 over the period a year ago. Opening on Thursday instead of Friday, the first day's mark was 13,646, the lowest of the run. The first Saturday (4) drew a crowd of 57,080, about 300 under the fair's all-time daily record.

Weather for the run was ideal. While there were several afternoons during which the temperature hit in the high 90's, the best attendances were scored on those days. During the other portion of the run, the mercury remained in the 80's.

Outside of pari-mutuel horse

racing each afternoon, except Sundays, extra admissions were charged to the grandstand only for the horse show four nights and one matinee and Bill McGaw's Tournament of Thrills show Saturday night (11) and afternoon and night on the closing Sunday. McGaw's attraction drew a capacity crowd, with additional benches being set up to take care of the Saturday-night crowd. The two performances on Sunday drew well, a fair representative said.

Monday night's grandstand attraction was an experiment, with a Farm Skills and Safety Show being presented under the direction of Allen Merriam, who assumed the post of promotional director earlier this year. It featured junior tractor driving finals, and farm safety skits as well as a do-it-yourself farm implement display. Larry (Bozo the Clown) Valli, who played the fair midway for six days starting Friday (3), showed how not to handle a tractor as comedy relief.

Grandstand shows in the evening were not used this year. The free shows in the Outdoor Theater, however, were presented. Booked by Russ Stapleton, of Fanchon & Marco, Hollywood, the first segment of the shows for five days starting with the opening Thursday (2) included Lloyd Willis, emcee; Lloyd and Susan Willis, dancers; Libonati and Rickey, comedy knockabout; the Velantes, unicycle; Arlene Wells, vocalist, and the Y-Knot Twirlers led by Homer Garrett. Opening Tuesday (7) for the remaining six days were George Riley, emcee; Riley and Heller, comedy vocalists; Ralph and Lorraine, dancers; Nita and Pepe, acrobats; the Wilder Brothers, musical turn, and the Len Gray Chimps. Jack Aronson conducted the orchestra. The Haines Sisters, a strolling musical group including Sylvia and Louise Haines and Joyce Lowe, worked the buildings.

John A. Strong's Big Little Cir-

(Continued on page 39)

'59 PNE to Run 14 Days; Orient To Be Saluted

VANCOUVER, B. C. — The Pacific National Exhibition here next year will extend its run from its usual 11 days to 14 days, PNE President Joseph F. Brown has announced.

The theme of the new fair will be "A salute to the Orient." Tentative plans envisage the grounds being turned into a huge oriental bazaar.

The decision to extend the fair was prompted by the success of this year's 13-day centennial show. Research for the oriental theme will begin immediately in the Philippines, India, Pakistan, Burma, Ceylon, South Viet Nam, Laos, Cambodia, China, Japan, Thailand, Hong Kong and Singapore.

The exhibition will not be a trade fair, but it is hoped that government officials and others from the Far Eastern countries will visit the fair.

"The emphasis will be on the cultural and entertainment prospects of the countries we are saluting," General Manager Bert Morrow said.

RECORD DALLAS FAIR GATE LOOMS WITH 4 DAYS TO GO

DALLAS — Thru the first 12 days of its 16-day run, the State Fair of Texas was running far ahead of last year's fair, both in attendance and money.

Already more than 200,000 ahead of the 1957 fair at the same point, the exposition appears headed for a total that will far outstrip the 2,540,967 for last year and which should shatter the fair's all-time record attendance of 2,672,253 in 1956.

Thru Wednesday (15), attendance was 2,095,517 for the first 12 days. This figure was compiled without benefit of co-operation from the weather.

Whopping Days

The weather had been threatening every day since the fair opened except Sunday (12) and Monday (13). Actually it rained only one day, Tuesday (14), and although intermittent showers fell thruout the day it was not enough to wash out a scheduled night appearance in the Cotton Bowl by George Gobel, who drew more than 10,000.

Crowds on the middle weekend,

as anticipated, were tremendous. Elementary School Day Friday (10) drew 295,954, and Saturday (11) the attendance was 320,866. Neither exceeded crowds on the same days last year, altho both were close. The Saturday crowd included more than 75,000 football fans who saw Texas upset the nation's No. 2 team, Oklahoma, 15-14, in the Cotton Bowl.

Sunday (12) was the biggest Sunday the fair has ever had, the biggest day attendance ever registered without a football game to bolster it and is believed to be the biggest money day in the fair's history. The day was helped by bright, sunshiny weather, the first of the fair's run. Monday (13) was Achievement Day, and the 172,698 was one of the fair's highest attendances for this day. This day was also clear and sunshiny.

Big Shows Pull 'Em

The fair's two top theatrical attractions, "The Music Man" and "Ice Capades," were sharing the fair's general prosperity.

"The Music Man" so far has

played to four over-capacity houses in the 4,126-seat Music Hall and the gross appears headed for a figure in excess of \$300,000 for the 24-performance run with a \$4.95 top.

Clarence Linz, president of the Dallas Ice Arena, reported his business to be running some 70 per cent above last year at the same time. The icer had six sellouts in a row, Friday night (10), three shows Saturday (11) and two shows Sunday (12). Ice Arena capacity is 5,858 and the show is playing 23 performances at a \$3.30 top.

Final event in the State Fair "Shower of Stars" was to be an appearance in the Cotton Bowl by

(Continued on page 38)

Kelly-Miller Business Fair In Ariz., N. M.

ALPINE, Tex. — The Al G. Kelly & Miller Bros. Circus left California and cut across Arizona and New Mexico in recent days. It pulled fairly good business on the way, with a high spot at Deming, N. M., where it was featured at the Tri-State Fair.

Show now is in Texas until Sunday (26), when its season ends. It will make a home run to Hugo, Okla., quarters on Monday (27), bringing the seasons mileage to about 11,000.

In Blythe, Calif. (4), the show had extreme heat and light houses. Wickenburg, Ariz., had a three-quarter house for the matinee-only Sunday (5). Glendale, Ariz. (6), had one-third and one-half houses in rain. Coolidge, Ariz. (7), was better, with a three-quarter house at night.

Benson (8) had continued hot weather and light business. Willcox (9) followed with another three-quarter night, but a one-quarter afternoon. Lordsburg, N. M. (10), dipped to two one-quarter houses.

The Deming date had two full houses for the circus. Fabens, Tex. (12), had a capacity matinee only Sunday. Van Horn, Tex., had one-quarter and three-quarter business. Marfa (14) was light in the afternoon and okay at night. Alpine started with a one-quarter afternoon, with weather rainy and cold.

Clyde Crowds Off in Lincoln, Good at Salina

LINCOLN, Neb.—Clyde Bros. Circus, playing the Fairgrounds Coliseum here, drew very poor business on the first of the two days (9).

Earlier, at Salina's Agriculture Hall in Kenwood Park, the circus had big crowds. First night (2) had 3,200 people and the next two nights had 5,500 and 5,200. One matinee had only 550 but the other drew 5,000. All kids in the first six grades of school were given promotion tickets. These numbered some 5,019 kids. Shrine was the auspices.

In Beatrice, Neb., (7) Clyde Bros. indoor show had a total of 2,500 for the two-performance day.

Danville Gate Tops 50,000 Anniversary, Weather Help

DANVILLE, Va. — An outstanding week of weather pushed paid admissions for the Danville Fair over 50,000 when it closed Saturday (11), but the 50th anniversary promotion is credited as much as the warm temperatures.

The fair went all-out on its anniversary. One-cent pieces minted 50 years ago were accepted for \$1 gate admissions. A 3,000-person reception was held for 72 golden anniversary couples. Publicity was keyed to the old days.

The reception was held in the flower show tent and 3,000 persons attended, with plenty of refreshments provided by the fair. Couples had been sent ornate gold invitation cards to send to their friends. Free gate admission was not included.

Also offered was an old-time balloon ascension which went off successfully every day but one, when wind interfered. The grandstand show, free, was assembled by Cooke & Rose Agency.

All available exhibit and display space was occupied. The fair is a leading all-year operation in the East.

C. C. Finch, executive vice-president, said serious thought is being given to dispersing talent among several points on the fairgrounds rather than use the bleacher stage. Plan is to erect several stages for periodic offering of acts. This would keep folks moving rather than drain the grounds during free-show time.

'Ice Follies' Ups TV Budget, Grosses Climb

CHICAGO — Shipstads and Johnson's "Ice Follies" has hiked its radio-TV ad budget in most stands and hefty increases have been scored in most of the stands made this season.

Final figures on the recent St. Louis Arena stand reveal a 42 per cent increase in the show gross, following a 50 per cent increase in the radio-TV budget. The icer used 361 TV spots and 445 radio spots in a week.

Des Moines had an increased TV-radio budget that included 30 TV spots in distant Fort Dodge, Ia., and the stand was strong. Denver was up some, but the budget was little changed.

At Los Angeles, the show played to 27 sellouts in 27 shows. Bob Kickey reported, and attendance was 159,000, with about 6,000 seats per show.

Increases in TV and radio spending have been offset considerably by dropping of outdoor advertising in many of the cities. Transit ads and some New York 24-sheets are retained, but most 24's and all snipe are discontinued.

Advance on the Chicago date, where radio-TV is hiked, seems to indicate an increase of about 30 per cent, it was estimated. Last year attendance was about 200,000 and could get to 250,000 this time, it was stated.

Mobile Fair Up 25% on Midway, In Attendance

Chemorama Plays To Good Turnouts; Weather Is Ideal

MOBILE, Ala.—Given perfect weather, a contrast with last year, the Greater Gulf State Fair here thru Thursday (16), fourth day of its six-day run, registered a 25 per cent gain in attendance, a like increase on the midway for the Heth Shows, and substantially better grandstand business.

Chemorama, fireworks spec staged by Ohio Fireworks Company, with L. (Doc) Cassidy in charge, played to good attendance the first three nights. Jim Hamrac, fair secretary, estimated that 15,500 patrons, both free and paid, saw the spec, which bears the subtitle "Out of the Darkness." Attendance for this attraction built nightly.

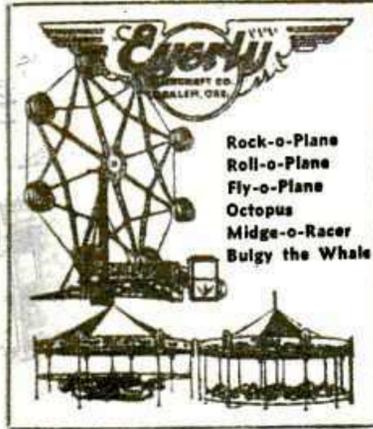
Tuesday, kids' day, gave the Heth Shows its biggest single day gross of the season. High school football games were the scheduled night grandstand attraction Thursday and Friday (16-17), with Jim Arnez slated to give three grandstand performances closing day.

A highlight of the fair were exhibits by two foreign countries, Great Britain and Belgium, and these registered big with patrons.



Wherever You Are . . . You'll Find Many of Your Needs in the

CLASSIFIED SECTION
this issue



Rock-o-Plane
Roll-o-Plane
Fly-o-Plane
Octopus
Midge-o-Racer
Bulgy the Whale

Atlanta's 359,804 Sets Gate Record

Clark TV Show Helps Boost Gate on Saturday; Amusement Spending Dips

ATLANTA — A new attendance record was established by the 10-day Southeastern Fair, which registered 359,804 at the turnstiles to beat the previous mark by

6,600. Former record of 353,230 was set in 1956.

The televised record hop presided over by Dick Clark drew two sellout 6,000 audiences on Saturday (11) and thousands of other teen-agers who couldn't get to see the show wandered thruout the fairgrounds during the day. They made the second best day in history possible for the fair gates.

Twelve shows by the Jack Kochman Hell Drivers grossed \$13,000 which trailed last year's variety show featuring Rin Tin Tin by \$5,000 and the 1956 thrill show by \$800. On the midway the Gooding unit's gross dropped \$9,000 behind that of the record year, despite the attendance increase. Lakewood Park's permanent rides turned in a record gross.

City's Biggest Parade

A preopening parade on Tuesday (7) was termed Atlanta's biggest and was watched by 200,000 viewers. Participating was the Amos 'n' Andy TV troupe, which stayed over for the Colored Day activities as a free attraction on Thursday (9).

With an increase of 10 cents at the gate being ignored by the crowds, gate revenue soared from \$117,000 to \$153,000 this year, Col. E. Lee Carteron, manager, reported. Children's paid admissions rose out of proportion to the total attendance increase. There were 8,000 more youngsters' admissions.

'58 BEST FOR STUNTERS

Two Units Click for Kochman's Best Year

SPARTANBURG, S. C.—A season described as auto thrilldom's best is closing for the Jack Kochman organization, which will have played more than 200 dates when it is all over for 1958.

Kochman, with the pressures of operation slowly lightening on his shoulders, announced the continuation next year of his tie-in with Dodge, which he has used exclusively since entering the thrill show business just after the end of World War II. This year he carried 36 pieces of new Dodge equipment.

The route was played by two units, Kochman's Hell Drivers and His International Auto Daredevils. Holding to the time-proven auto stunt pattern, he added auto-top acrobatics this year. Pat Jones, female stunter, shuttled as a feature between the two units, which will be offered again in 1959. Bob Conto will return as general manager.

Poorest Weather

Weatherwise, the year was the poorest ever, Kochman said, with at least 20 per cent of the performances given entirely in the rain. But both units suffered a combined total of only four rained-out appearances. Zanesville, O., for example, was the scene of two sell-out grandstand shows during rain from start to finish. Next year's advertising will include a rain-or-shine provision where there are covered grandstands.

Thought is still being given to a European tour, after the French Algerian political turmoil impelled

an overseas trip to be canceled this year. The route had been set and plans for departure made when the political pot boiled over in France.

Winston Tops 50,000 Paid; Weather Good

WINSTON - SALEM, N. C.—The Dixie Classic Fair thrived in good weather this year. Within shouting distance of attendance totals of the previous two years, it exceeded 50,000 paid admissions with no trouble. Last year it did 47,114 with a weather handicap, and 1956 had been 50,976.

Tuesday (7), children's day, was a whopper with both city and county schools being closed, compared with previous when only city schools were let out. A teachers' decision came late for the fair but it was decided to extend county kids the same privileges on Tuesday. Wednesday and Thursday were retained as county and northwest area school days, nonetheless.

The Coliseum was returned to its original commercial use after an attempt to put talent shows on last year. Seventy-five spaces were sold or given away, with the most outstanding exhibit being that of the Hanes Knitting Company, providing the fair with an animated looming operation. Efforts are being made to get a cigarette mechanized exhibit in 1959.

Around the grounds was a new information booth located outside the grandstand, and new fencing. Night judging of cattle provided activities for after-dark visitors.

The Anderson Patrol manned the gates for the third year. NASCAR stock car racing was a successful Saturday event. Aut Swenson's Thrillcade was in for eight shows and fair manager Neil Bolton reported excellent attendance and crowd reaction. A visitor during the week was H. Clyde Reeves, manager of the Kentucky State Fair.

Bedford Votes Changes, Sets A. of A. Show

BEDFORD, Pa. — Bedford Fair's reorganization meeting last week produced no changes in officials, manager Richard Eichelberger reported, but several concrete decisions resulted.

Chief among these was the awarding of next year's midway contract to Amusements of America. Also bidding for the fair were the James E. Strates and Prell's Broadway Shows, which have played the date previously.

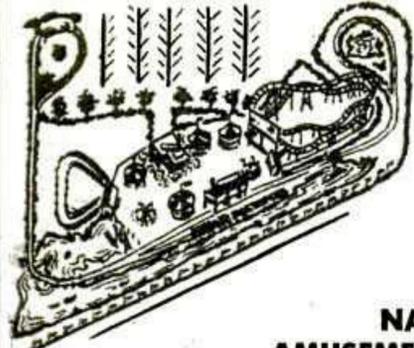
A new office building is to be constructed for 1959. In addition the toilets will be tied in with the borough sewage system with new plumbing lines. A new policy on children will find all under age 12 being admitted free next year. In the past the privilege was only for kids to age six. This excludes the two children's days when all children are free-gated.

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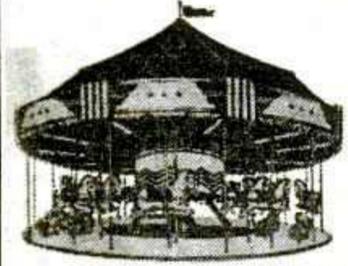


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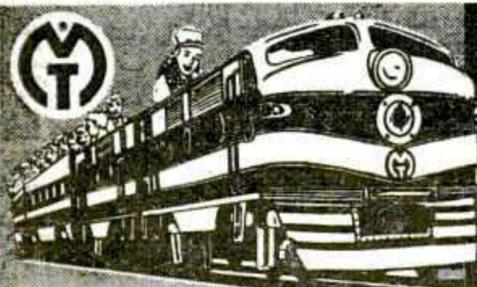
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ESTABLISHED 1888

Houston Shrine Signs Malkos, Anthony, Wallendas, KM Bulls

HOUSTON—Lion trainer Pat Anthony and the Flying Malkos will share top billing when the Houston Shrine Circus opens a 13-day stand here November 4 in the 16,000-seat Sam Houston Auditorium.

An added attraction to the circus will be a Wild West show starring television's Rin-Tin-Tin troupe.

Other top acts include barrel jumpers Valitah and Aldine, the Cristiani-trained Dobermans and

the Angela Wilnows Collies, the Flying Wards aerial act, the Wallenda high-wire act, trapeze artist La Norma and the Kelly-Miller trained elephants.

This year for the first time in the show's 38-year history promoters are opening suburban as well as downtown box offices.

No general admission tickets will be sold. Only reserved seats will be available.

More than 30,000 seats had been sold thru pre-box office efforts when the ticket booths opened for business Monday (13).

Montgomery Up At Gate; Midway Biz 10% Higher

MONTGOMERY, Ala.—Given perfect weather thru its six-day run ending Saturday (11), the South Alabama State Fair here finished with attendance up slightly over last year, a good one for the fair.

Biggest days were Tuesday (7) and closing day, both up from last year, with Tuesday the best Kids' Day in the history of the event.

The Olson Shows registered an increase of about 10 per cent in ride and show receipts, Bill Lynne, fair manager, said.

Paid show, an innovation, inside the Coliseum failed to fall up to expectations. In the past a free show was offered inside of the Coliseum. Again the Coliseum attraction was the Barnes-Carruthers revue.

Commercial exhibits previously housed in the building were presented under canvas.

At a meeting of the fair board in the near future, the board will consider returning the commercial exhibits to the building.

Dahle Recovering After Being Run Over by Tractor

MINOT, N. D.—M. O. Dahle, secretary of the North Dakota State Fair here, is recovering from pelvic injuries sustained when he was struck by a tractor.

Dahle, 50, was injured while he and his son, Gale, were rock picking on Gale's farm, 1½ miles northeast of Carpio, when the younger Dahle backed the tractor without knowing his father was to the rear of the machine. The tractor wheel passed partially over Dahle's hip and leg.

Dallas Record

Continued from page 37

Red Foley, along with a number of performers from his "Jubilee U. S. A." television show. The show is free.

Friday (17) was High School Day at the fair. Saturday (18) saw another football game in the Cotton Bowl, a Southwest Conference clash between Southern Methodist and Rice at night.

Fair ended its 16-day run Sunday (19).



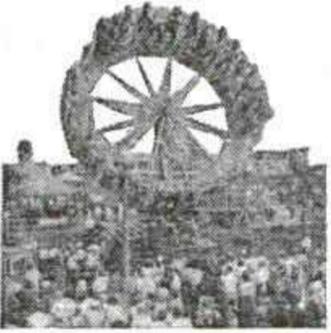
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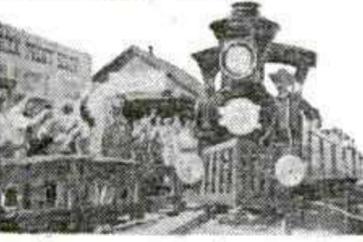
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ARENAS & AUDITORIUMS

**British, U. S. Exhibitions
Face Similar Situations**

By TOM PARKINSON

LONDON—A visit to the Food Fair at London's Olympic Grand Hall recently turned up some observations and information that reveals both contrasts and parallels between expositions in England and those in the United States.

Food Fair was started in 1950 and is held every two years. Since 1954 it has been sponsored by The Daily Express, major national newspaper. This year was the first under a new director, Richard Ryder.

There were 158 exhibitors this time, more than in 1956. There always have been foreign exhibitors but new ones this year included West Germany and France. The United States had a major exhibit about which we'll have more to say. Business was terrific for both foreign and British exhibitors. All British food processors at the show got new-business. Poland reported 80 new contracts for exporting food.

OUTSTANDING DISPLAY of the show was that of a Scottish firm that showed such specialties as canned grouse and a vintage marmalade that had been matured five years in old Scotch whisky casks. This firm tripled its business with British wholesalers and doubled its export business.

According to representatives of the Food Fair and The Daily Express, this year's show involved sales of 150,000 square feet of display space. The gross footage at the Olympia Grand Hall is 180,000. In other sections of the giant building at the same time were a Home Furnishings Show and a Do-It-Yourself show, which included much in the way of a hobby show.

Attendance for the Food Fair was not being announced for this year. In 1956, the gate was about 500,000, with three more days than this time. It is surmised that attendance was down some in 1958, when it ran 13 days.

THIS YEAR THE Food Fair allowed nine days for the move-in; six days for the move-out.

Publicity for the show amounted to some 10,000 column inches in the various major newspapers. We asked whether sponsorship by The Daily Express meant that some of the other papers would minimize the attention they gave to the expositions. To those in charge of publicity, this seemed to be an entirely new notion, and their answer was that the mass of material about the show was published by all of the newspapers. There was no hesitancy by the non-sponsoring press.

Concessions at the Olympia are leased to the big Lyons company.

BRITISH SHOWS have the same problem as we about reconciling concessionaires and those exhibitors who want to give out samples. Samples are permitted, but no meals may be given away at the Food Fair. Exhibitors may give away only the products they have to sell. If the give-away portion is full sized, the exhibitor must pay the concession company. If it is a small, sample size, there is no charge.

**'Ice-Capades'
Chalks 170G
On Cincy Date**

CINCINNATI—"Ice-Capades," making its first visit here in six years, chalked a whopping \$170,000 in eight performances at Cincinnati Garden Tuesday thru Sunday (6-12). It was one of the best engagements ever experienced by an icer in Cincy.

Five of the show's eight performances attracted sellouts, and at one of the weekend performances nearly 1,000 persons bought standing room ducats. At the Sunday evening show, the traffic jam around the Garden was so great that people were coming in for nearly an hour after the performance's delayed start.

The show's advance ticket sales is reported to have exceeded \$70,000. "Holiday on Ice" moves into Cincinnati Garden in January.

**4-Arena Schedule
For Johnny Cash
Recording Artists**

HOLLYWOOD — The Johnny Cash Show, featuring a group of recording stars headed by the Columbia country and western singer, opens at the Auditorium in Denver Monday (20) for a series of one-nighters. The show was packaged by Lee Gordon and includes recording artists Sonny James, Carl Perkins, Marshall Grant, and Luther Perkins.

Following Denver, the show will play the Municipal Auditorium, Tulsa, October 24; Kiel Auditorium, St. Louis, October 25, and Municipal Auditorium, Oklahoma City, October 26.

**Olsen & Johnson
Booked at Tampa,
Miami Beach Hall**

MIAMI BEACH, Fla. — The first attraction booked for the new Miami Beach Exposition Hall will be the Olsen and Johnson show, featuring their new "Hellzapoppin'" revue combined with a "Yock 'n' Roll" show. The attraction was booked out of the Jolly Joyce Theatrical Agency, Philadelphia, which handles bookings for the revue now touring arenas, auditoriums and theaters.

The Miami Beach date is November 7 and will be promoted by Chris Dundee, fight promoter. Dundee will promote the Olsen and Johnson show the following night, November 8, at the Tampa Auditorium.

**Let Contract
For Coliseum**

MOULTON, Ala.—C. C. McWhorter, chairman of the board of Revenue, makes known that R. P. Montgomery & Sons Construction Company, this city, has been awarded a \$118,762.51 contract to build the new Lawrence County coliseum.

The job is expected to take 150 working days, Mr. McWhorter stated.

**Detroit Building
Books 1973 Events**

DETROIT—Detroit's \$54 million Cobo Hall won't be ready for conventions for two or three years. But it's being dated up 15 years ahead. The American Society for Metals, estimated to draw 35,000 visitors, has set a date for 1973—October 22-26.

NEW MANAGER

**Name Wagner
At Lincoln
Auditorium**

LINCOLN, Neb.—Dick Wagner, of Lincoln, has been named to succeed Don Jewell as manager of Pershing Memorial Auditorium here.

For the past two years, Wagner has been business manager of the Lincoln baseball team. He takes over his new position November 1.

Jewell, who has been manager of the new building since before it was opened more than a year ago, has resigned to become manager of a new auditorium-arena to be constructed at Portland, Ore. Bids for construction of the Portland building were opened there last week. Jewell will leave Lincoln for Portland October 31.

**Luster Group
Sets Auto Show
At Louisville**

LOUISVILLE — The indoor Motorama Rod and Custom Show will be November 14-16 at Louisville, it was announced today by N. Perry Luster, vice-president of Motor Shows, Inc.

The Show will be primarily rod and custom, it will include antique, classic, sports and competition cars and motorcycles. This will be the first annual Rod and Custom Show for Louisville and the Kentucky State Fair and Exposition Center.

There will be room for 400 show cars as well as many booths for exhibitors and display space for automobile dealers.

Nord Krauskopf of Fort Wayne, Ind., and Bill Lipkey of Kokomo, Ind., are also affiliated with Motor Shows, Inc.

**Kalamazoo Mgr.
Honored as Annex
Is Named for Him**

KALAMAZOO, Mich. — Norman F. Carver, business manager of the Civic Auditorium since its opening in 1931, will be honored with the new addition, now nearing completion, to be named as the Carver Annex. Erected at a cost of \$200,000, the annex will provide more facilities especially for show and musical activities.

Fresno Fair Lures

Continued from page 37

cus was a free attraction on the fair midway. Roy Kabot's Mother Goose Farm, managed by Si Otis, reported good business as a pay attraction. Alex Freedman again had the novelties with Morry Levy in charge of the agents. George Charbonneau operated four snow cone and floss stands and reported good business.

"Dancing Waters" played a return engagement. The unit, under canvas, was managed by Alfred Osborn.

Crafts Shows played the midway.

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1958 Jumping Carousels in 3 standard sizes — kiddie 20 ft.; teen-age 30 ft.; adult 32 ft.; larger sizes on special order. Also KIDDIE RIDES: Ferris Wheels, Airplane Ride, Water Boat Ride.
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Carnival Routes

A-1 Am.: Sikeston, Mo.; Lepanto, Ark., 27-Nov. 1.
Amusements of America: Lancaster, S. C.; Charleston 27-Nov. 1.
Big State: Beeville, Tex.; Kingville 28-Nov. 9.
Blue Grass: (Fair) Dothan, Ala.; (Fair) Panama City, Fla., 27-Nov. 1. (Season ends.)
Buck, O. C.: Washington, N. C.
Burkhart: Anguilla, Miss.
Byers Bros.: (Fair) Lake Charles, La. (Season ends.)
Capital City: (Fair) Tifton, Ga.; Moultrie 27-Nov. 1.
Cetlin & Wilson: (Fair) Macon, Ga.; (Fair) Albany 27-Nov. 1.
Donovan Bros.: (Fair) Alice, Tex., 24-26.
Drew, James H.: (Fair) Bainbridge, Ga.; (Fair) Dublin 27-Nov. 1.
Dyer's Greater: Marianna, Ark.
Endy, David B.: Manning, S. C.
Georgia Am. Co.: Toccoa, Ga.
Geren, W. R.: (Meadows Shopping Center) Indianapolis, Ind., 20-Nov. 1.
Glades Am. Co.: (Fair) Kingstree, S. C.; (Fair) Walterboro 27-Nov. 1.
Gooding Am. Co., No. 3: (Fair) Pensacola, Fla.
Hammond, Bob: Houston, Tex., 20-Nov. 1.
Heth: (Fair) Cordele, Ga. (Season ends.)
Hoard & Mullis: (Fair) Glennville, Ga.; (Fair) Louisville, Ga., 27-Nov. 1.
Hottle, Buff, No. 1: Jennings, La.
Lee Am. Co.: (Fair) Greenville, Ala.; (Fair) Pascagoula, Miss., 27-Nov. 1.
Leeright Midway: Benson, Ariz., 21-25; San Simon 27-29; Bowie 30-Nov. 1.
Leonard Am. Co.: Eupora, Miss.
Marks-Manning: (Fair) Selma, Ala.; (Fair) Marianna, Fla., 27-Nov. 1.
Merchants Jubilee: Woodville, Tex.
Mighty Interstate: (Fair) Elba, Ala.
Motor State Expo., No. 1: (Fair) Cleveland, Miss.
Motor State Expo., No. 2: Lamar, Ind., 22-25.
Olson: (Fair) Beaumont, Tex.
Orange Bros.: Tipton, Okla.
Page Combined: (Fair) Brunswick, Ga.; Rucker, Ala., 31-Nov. 6.
Palmetto Expo.: (Fair) Anderson, S. C. (Season ends.)
Penn Premier, No. 1: (Fair) Henderson, N. C.
Penn Premier, No. 2: (Fair) Laurinburg, N. C.
Peter Paul Am. Co.: Beaufort, S. C.
Powelson Am. Co.: Proctorville, O., 21-25; Newark 27-Nov. 1.
Prell's Broadway: Laurens, S. C.; (Fair) Columbia 27-Nov. 1.
Rock City: Leachville, Ark.; Osceola 27-Nov. 1.
Rose City Rides: Charleston, Mo.
Royal American: (Fair) Shreveport, La.
Schafer's 20th Century: Port Arthur, Tex.
Siebrand Bros.: Yuma, Ariz.
Smiley's Am. Co.: (Fair) Chester, S. C.; (Fair) Loris 27-Nov. 1.
Smith, George Clyde: (Fair) Littleton, N. C.

Southern States: Hahira, Ga.
Southland Am. Co.: Blakely, Ga. (Season ends.)
Stephens, C. A.: (Fair) Smoaks, S. C.; Millen, Ga., 27-Nov. 2.
Strates, James E.: Florence, S. C.; Jacksonville, Fla., 30-Nov. 8.
Stumbo's Tri-State: Humphrey, Ark.
Sugar State: Ville Platte, La.
Thomas Joyland: Kinston, N. C. (Season ends.)
Uncle Joe's Am. Co.: Roby, Tex.
United States: Camilla, Ga.
Virginia Greater: (Fair) Hartsville, S. C.; (Fair) Sumter 27-Nov. 1.
Wolfe Am. Co.: (Fair) Greenville, S. C.; McCormick 27-Nov. 1.
World of Mirth: Columbia, S. C.

Circus Routes

Beatty, Clyde: Ft. Pierce, Fla., 20; Cocoa 21; Winter Haven 22; Sarasota 23; Clearwater 24; Tampa 25; St. Petersburg 26; Ft. Meyers 27; Lakeland 28; Orlando 29; DeLand 30; Ocala 31; Gainesville, Nov. 1; Palatka 2. (Season ends.)
Carson & Barnes: Henderson, Tex., 22.
Clyde Bros.: Des Moines, Ia., 21-22; Moline, Ill., 23; Cedar Rapids, Ia., 26-27.
Hagen Bros.: Clarksdale, Miss., 20; Cleveland 21; Greenville 22; Greenwood 23; Kosciusko 24; West Point 25.
Kelly-Miller: Brady, Tex., 20; Llano 21; Lampasas 22; Killeen 23; Cameron 24; Mexia 25; Athens 26. (Season ends.)
Mills Bros.: Jacksonville, Fla., 20; Gainesville 21; Leesburg 22; Large 23; Arcadia 24; Sarasota 25; Punta Gorda 27.
Polack Bros.: San Antonio, Tex., 22-26; Jacksonville, Fla., 30-31.
Ringling Bros. and Barnum & Bailey: Los Angeles, Calif., 23-Nov. 2.

Miscellaneous

Flip Smith and His Red Hot 'n' Blue Revue (Rock 'n' Roll Unit): Shreveport, La., 21; Brookhaven, Miss., 22; Carthage 23-24; Union City 25.
Grenadier Guards Band, Scots Guards, Pipers & Dancers: Calgary, Alta., 20; Edmonton 21; Saskatoon, Sask., 22; Regina 23; Brandon, Man., 24; Winnipeg 25; Minneapolis, Minn., 27; Milwaukee, Wis., 29; Toledo, O., 30; Detroit, Mich., Nov. 1-2.
Ken Griffin Show: West Fargo, N. D., 20; Clear Lake, S. D., 21; Britton 22; Jamestown, N. D., 23; Ashley 24; Carrington 25; Ipswitch, S. D., 27; McLaughlin 28; Benlah, N. D., 29; Ellendale 30; Fessenden 31; Madison, S. D., Nov. 1.
Matchstick City: Macon, Ga., 20-25; Albany 27-Nov. 1; Waycross 3-8; Jacksonville, Fla., 12-22.
Tilden, Magician Extraordinary and Co.: Houston, Tex., 31.

Ice Shows

Holiday on Ice of 1959: Columbus, O., 20-22; Indianapolis, Ind., 23-Nov. 2.
Ice Capades, 18th Edition: Corpus Christi, Tex., 21-26; San Antonio 28-Nov. 2.
Ice Capades, 19th Edition: Philadelphia, Pa., 20-26; Buffalo, N. Y., 28-Nov. 2.
Shipstads & Johnson's Ice Follies of 1959: Chicago, Ill., 22-Nov.

MARRIAGES

SAVAGE-GORDON—Don Savage and Myldred Frank Gordon, widow of Sam Gordon, former concessions manager of Royal American Shows, at Tampa, October 5.

THE FINAL CURTAIN

BAILEY—Edward Whaley, 67, a president of the former Charleston Agricultural and Mechanical Fair, Inc., Charleston, S. C., October 8 at his home there. At the time of his death he was president and general manager of the E. W. Bailey Seed Company in Charleston. Survivors include his widow, Mrs. Lena Hall Bailey; a brother, William C. Bailey, of Charleston, and a sister, Mrs. Charles A. Mobley, of Orangeburg, S. C.

BALLARD—Daniel V. (Swede), 50, concessionaire in Fresno, Calif., October 9 of a heart attack. Born in Salt Lake City, he was in show business more than 25 years. Survived by a brother, Ed. Burial October 15 in the Pacific Coast Showmen's Rest, Los Angeles.

BERNSTEIN—Harry (Bing), 48, concessionaire with the Cetlin & Wilson Shows, at Greenwood, S. C., October 12, following a heart attack. He was formerly with the Polack Bros. Circus and was a member of the Showmen's League of America, the League's American Legion Post, and the Masonic lodge. Survivors include twin sons in Chicago. Burial in Showmen's Rest, Chicago, October 17.

COLEMAN—Bradford Noyes (Brad), 68, showboat operator and circus man, October 8 at his home in Pratt, W. Va. He was operator of the Gallagher Theater in Callaghan, W. Va. Coleman and Bill Menke years ago operated the showboat Sunny South on the Kanawha and Ohio rivers. He was treasurer for the Miller Bros. 101 Ranch Wild West Show and spent some time as a ticket seller for the Ringling Bros. Circus. Surviving are his widow, Kathleen Veazy Coleman; three daughters, Mrs. Cecil Haynes, Mrs. Aaron S. Youell and Mrs. William F. Peay, and two sisters, Mrs. John A. Grimes, of Hudson, O., and Mrs. William S. Kennedy, of New Britain, Conn.

JUNGBAUER—Mary Lou, 20, candy concessionaire at fairs, found murdered October 14 in a forest near Jackson, Miss. She had worked the recent Mississippi State Fair there with Thomas Francis French, carnival worker.

KELLEY Jr.—John M., 52, attorney, whose father was formerly general counsel for Ringling Bros. and Barnum & Bailey Circus, at their home in Baraboo, Wis., October 11, of cancer. Deceased, as a special assistant to the U. S. attorney general, was the prosecutor at the espionage trial of Judith Coplin, the trial of "Axis Sally" Gillars, who broadcast for the Germans in World War II, and the trial of former Mayor Curley of Boston. He was with the Department of Justice from 1943 to 1950, when he joined a private law firm and moved to Miami. He returned to Baraboo several months ago. Survivors include his father, who is president of the Circus World Museum at Baraboo, and a brother, of Mount Prospect, Ill. Another brother died recently.

LEWIS—Mae, widow of Paul M. Lewis, former circus owner, and herself a circus executive and performer, at Jackson, Mich., October 5. She also was a writer. She and husband had Lewis Bros. Circus for about 25 years.

PHARES—Earl W., 43, assistant police chief for the Ringling circus in 1936 and 1937 and a former CFA, at Austin, Tex., October 14. Survivors include his widow, three children, a brother, one sister, and his mother.

SMITH—Herman, 58, outdoor showman since 1928, in Orangeburg, S. C., of a heart attack after being hospitalized off and on for ten months. He was a member of the Miami Showman's Association. His body was shipped to the Jacob-Rosen Funeral Home in Philadelphia, Pa., October 15. Survivors are a son, Jack; granddaughter, Donna, one sister and one brother, all of Philadelphia, and wife, Mrs. Herman Smith.

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ROLLER RUMBLINGS

Hops on Thursdays.
At Wal-Lex Rollerway . . .

WALTHAM, Mass. — Roller skating has caught on to such an extent in this area that John S. Rando, operator of Wal-Lex Rollerway, found it necessary to close only a few nights during the summer. The spot is now in full swing again, with business good. Rando plans to launch an advertising campaign soon on television. He also is adding a top floor to his bowling alleys, with two floors of alleys, which will give him the biggest bowling facilities in New England.

Rando recently hosted the North Waltham Little League banquet attended by 800, and last week the Waltham Little League held their banquet at the rink, with some 1,400 attending.

Rando also has set aside one day each week for the mentally disturbed children who are under the care of the Commonwealth of Massachusetts. The children are given instructions in skating, and officials are delighted with the results to date.

Officials connected with the Department of Mental Health have looked in at Wal-Lex and agree that roller skating seems to have a happy and beneficial effect on the children.

Bowl-o-Rink Pitch at
Suburban Customers . . .

NEW BRITAIN, Conn. — Bowl-o-Rink here isn't overlooking customer potential in suburban communities. A bus is dispatched to Wallingford, Conn., on Fridays, and to Meriden, Conn., on Saturdays for patrons, with return trip provided.

Mid-City Adds
Dancing, Prizes . . .

NORWALK, Conn. — Mid-City Roller Rink has added dancing to its Thursday-night schedule. Patrons may also skate during the evening. In addition, the rink is distributing door prizes in conjunction with Saturday and Sunday children's matinees.

Diversification at
Westbrook Casino . . .

WESTBROOK, Conn. — Roller-skating schedule has resumed Fridays thru Sundays (8 to 11 p.m., with 2-5 p.m., matinees Saturdays and Sundays) at Westbrook Casino. Management also conducts merchandise auctions on Tuesdays, bingo on Wednesdays and Record

2 Connecticut Spots Lure
Biz With Special Events . . .

HARTFORD, Conn. — Two Connecticut River Valley rinks recently conducted special events. The Rialto Skating Rink, Spring-

field, Mass., ran a Western Night, October 10, distributing prizes for best costumes, plus door prizes and free refreshments for all patrons. The rink also conducted a hula hoop contest October 17-19. The Melody Skating Rink, Groton, Conn., marking its third anniversary, featured skating exhibitions, games, races, prizes, souvenirs and audience participation contests October 10.

America On Wheels roller racing season kicked off October 11 at Twin City Arena, Elizabeth, N. J., and follows with Boulevard Arena, Bayonne, N. J. October 25. . . . Empire Roller-drome, Brooklyn, has cut its roller schedule to two nights and two matinees a week to accommodate bingo and other gatherings on other nights.

Steel Pier Loses Suit Against U. S.

ATLANTIC CITY — Damage to Steel Pier in a 1953 storm was due to an act of God and not to any negligence on the part of the U. S. government. This opinion was handed down by U. S. District Court in dismissing a \$96,937 damage suit by the Abel Holding Company, Inc., against the government.

On November 7, 1953, during a raging storm that caused an estimated \$2 million damage in the resort area, a staging platform, a tank for diving horses and two 120-foot masts for acrobatic performers were torn loose from the ocean end of the pier and destroyed.

While examining the damage, employees of the amusement pier found a channel buoy underneath. Subsequently the pier owners filed a suit against the government under the Federal Tort Claims Act. The plaintiff claimed that during the storm, the buoy, placed by the Coast Guard at the inlet channel as an aid to navigation, broke loose and in the course of its travels rammed the ocean end of the pier, causing its collapse.

In its defense, the government denied that the buoy caused the damage; it also denied the existence of any negligence, and claimed the damage was caused by the elements, wind and tides.

The judge pointed out that no one had seen the buoy strike any portion of the damaged pier section, therefore this theory is "mere speculation."

Atlantic City Reports Luxury Tax Increase

ATLANTIC CITY — An increase of \$16,420.56 in luxury tax collections for September tends to verify reports that Atlantic City had a good summer, Mayor Altman said last week.

"We had several wet weekends during July," he said, "but the September luxury tax report, reflecting August business, shows that we had a good season."

Despite the increase for the past month, the collections for the year are trailing those for the corresponding nine months of 1957 by \$54,823. A slump in business during the winter and late spring was held responsible.

The luxury tax collections for September amounted to \$332,694, compared with \$316,273 for September, 1957. Collections so far this year total \$1,232,171, as compared with \$1,286,994 for the corresponding period last year.

Baddley Takes Frontier Town Into Buildings

VANCOUVER, B.C. — Bill Baddley's Frontier Ghost Town played a 12 weeks' engagement on a location in a leading city department store, where 715,000 people saw the show.

It followed with Victoria, B. C., in the Curling Rink section of Memorial Arena for a four-week run under Shrine auspices.

Following the Victoria stand it moved into the Centennial Building at Nanaimo, B. C., on the Fairgrounds for October 10 to 28.

Baddley is considering several locations within 20 miles of Vancouver for a permanent outdoor location. As many of his buildings are from authentic ghost towns in the Cariboo district and gold mining centers of early British Columbia, the Provincial Government is assisting in the set-up due to the historical value of the display to the Province.

Continuation As Resort Seen For Cedar Pt.

SANDUSKY, O. — Continuation of Cedar Point as a summer resort was assured last week by George Roose, president of the G. A. Boeckling Company, owner of the grounds and buildings. Cedar Point, Inc., headed by D. M. Schneider, president and general manager, still has 14 months to go yet on his present 10-year lease of the resort facilities.

Roose indicated that the Boeckling firm would probably operate the resort after Schneider's rent lease expires December 31, 1959.

The large resort is on a narrow peninsula between Lake Erie and Sandusky Bay. Part of the peninsula is devoted to private homes. It all lies within the city limits of Sandusky.

Seek Basin Permit

An application has been filed with the Army Corps of Engineers at Buffalo, seeking a permit to construct a mooring basin for small boats along the western shore of the peninsula. The Boeckling firm seeks to construct 4,200 feet of rubble-bound breakwater, including a 600-foot approach channel to the basin. A public hearing is expected to be held in the near future on the application.

Another plan outlined by Roose is the dredging of existing lagoons in the unused 200 acres of land north and west of the resort area. The lagoons would be dredged to a depth of eight feet to permit yachts to moor at either side. Land surrounding the lagoons will be divided into homesites after utilities are installed.

Three small diesel ferries, each



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You'll Find
Many of
Your
Needs
in the
CLASSIFIED SECTION
this issue

Magic Mountain Looks To Large '59 Crowds

DENVER — An attendance of 1,034,000 is expected at Magic Mountain, multi-million-dollar amusement park under construction 12 miles west of Denver, during the first 100 days of its operation. Park is to open next spring.

Researchers estimate an average day will involve 10,000 visitors, with peak days reaching 16,000 and holidays surpassing that figure. The company's survey indicated 55 per cent will be tourists and the rest coming from the Denver metropolitan area.

The park has been open for visitors on weekends this summer. For the past month free entertainment has been provided visitors at the site. The show includes Western music, a magician, and the Magic Mountain Marionette Theater plus free refreshments, rides in the Yellowstone stagecoach and on Magic Mountain fire engines.

Attendance has averaged above 10,000 for the weekends. The management organized a group of 25 uniformed girl guides to conduct visitors thru the park and explain construction and plans.

Plan Ski Spot

Latest development in the planning is a winter-long operation which will offer ski area and ice skating. Tho the park area is located on the Front Range of the Rocky Mountains, and snow can be expected for periods during the winter, artificial snow-making equipment will be installed to keep the slopes in operation during periods when lower areas are not snow-covered. A rope tow is planned, with a beginners' slope set as the first unit to open this winter.

By the winter of 1959, after the park has had its first summer's operation, plans call for three ski areas and ice skating on a lake constructed on the park's 600-acre site.

Six major buildings are awaiting interior finishing and steelwork for three more is in place. Parking is available for 1,000 cars.

A reproduction of an early day narrow-gauge railroad station has been completed, and the roadbed for the train has been graded. A narrow-gauge locomotive has been obtained and is being fitted.

More Units Complete

A three-block duplication of an early mining town is almost completed. A horse-drawn streetcar will

carrying about 150 passengers, operate between downtown Sandusky and the resort while it is open during the summer. Besides the old roadway leading from Routes 2 and 6, a mile-long causeway across part of Sandusky Bay was opened during the 1957 season to cut travel distance in half for city residents.

This past Fourth of July a record 7,400 autos went to Cedar Point on the roadway and causeway, paying a toll for their use. The total probably would have been higher had it not been for an early morning rain.

Roose also outlined plans for installing new entrances on the Breakers Hotel, one facing the lake and the other to the roadway leading to the hotel parking lot. The hotel lobby is also to be modernized and additional rest-room facilities installed for guests.

The old frame two-story bathhouse will eventually be replaced by a modern one-story structure. Old garages for autos of hotel guests will also be razed and a blacktopped parking lot installed. Other parking lots are also to be blacktopped. New rides and stands are to be sought for the midway.

circle this area as a ride when the park opens. Construction has been finished on a U. S. Cavalry fort.

The building housing a Dark Ride is nearing completion. This will be a "fur trapper river ride." Customers will ride in canoes with a guide dressed as a fur trapper on a winding 1,600-foot water route. The ride will have a total of 55 sight gags ranging from an Indian canoe raid, falling bridge and a battle between two mountain goats to cowboys and Indians shooting at each other from opposite banks of the river.

Under construction now are an Indian village, a Storybook Lane and a Road Racer speedway which will feature miniatures of 1906 vintage automobiles for children to drive. Exterior work has been finished on one of the refreshment stands, the Golden Donkey Saloon and an old-fashioned drugstore.

In the blueprint stage are plans for a 100-unit motel with a cocktail lounge.

New Louisiana Park

BATON ROUGE, La. — The Secretary of State has issued a charter to Lake Charles Amusement Park, Inc., 3649 Taylor Drive, Lake Charles, La., to own and operate an amusement park. Authorized capital stock is \$50,000.

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San Francisco, Sacramento Off; Oakland Up; Hollywood Coming

LOS ANGELES — Ringling Bros. and Barnum & Bailey Circus grossed approximately \$158,000 during 22 performances played in San Francisco, Sacramento and Oakland under the promotion of Ted Bentley Productions.

Playing six days, (September 30-October 5) in the Cow Palace in San Francisco, the show grossed approximately \$103,000. For four shows at the California State Fair grounds in Sacramento, the circus grossed \$13,000 and for six performances in Oakland (10-12) pulled \$42,000.

Ted Bentley, head of the company which promoted the circus in those three cities and also is handling the engagement in the Hollywood Bowl here starting October 24, said that business was 10 per cent under 1957 in both San Francisco and Sacramento but 25 per cent up in Oakland.

At the Cow Palace, Bentley explained, matinees were off but evenings ahead of business last year. In Sacramento, the matinee business doubled but evening attendance dropped off in spite of balmy weather.

Sunday (12) business at the 5,000-seat Oakland Municipal Auditorium was a matinee turnaway and evening sell-out. The show closed Sunday night, learning too late that all the Oakland schools were closed on Monday (13). Circus had a layover before opening in San Diego.

Show moves from under the Bentley promotion November 2, when it closes 10 days in the Hollywood Bowl. Bentley said that if the weather is good, that date

will be "another Madison Square Garden."

Ariz., N. M. Next

Dates following the Bowl include Phoenix, where the show will play date and date with the Arizona State Fair; Albuquerque, and San Angelo, Tex.

Bentley is pushing publicity in connection with the 10-day run in the Hollywood Bowl. The campaign was launched September 7, with ads announcing the Bowl engagement, a move which was criticized by the Los Angeles County Fair, where the circus opened on September 12. Explaining the action, Bentley said, "We felt, and still do, that the public should be notified they have a choice of places at which to see the show." He further explained that it was necessary that the Hollywood date be promoted because of the financial investment and in view of the bad weather that might prevail at that time.

Tie-In With Stores

Bentley said that H. Werner Buck's Show Management is working on the publicity for the date, but that Buck was not financially interested in the promotion. Buck has two men, Sparky Saldana and Norman Carroll, assigned to the project. Bentley maintains a three-man publicity staff the year around, but at this time they are assigned to a Do-It-Yourself show in Oakland.

Hollywood Bowl campaign includes a tie-up with 160 Safeway markets in the area. The stores will be decorated with balloons and circus paper from 8 to 24 sheets; checkers will dress as clowns and there is hope that the managers will portray ringmasters. The drive is expected to create approximately 2,500,000 impression prior to the run. Stores will feature "Circus of Values."

A million reserved seat tickets will be offered thru the chain market outlets. Ducats allowing 50 cents off being given away. Every hour a full paid ticket will be given away. Ringling clowns will give shows in the parking lots during the Bowl engagement. Arrangements are also being made for an hour-long television show over KCOP for Safeway to sponsor the "premiere" from the backyard between 7:30 and 8:30 p.m. on October 24. Bentley added that approximately 500,000 people could be accommodated during the Bowl run.

Polack Builds To Capacities In Denver Run

DENVER—Polack Bros. Circus scored big attendance for the first days of its eight-day stand in Denver Auditorium here. By Thursday and Friday (16-17) it was getting full night houses in the 6,800-seater.

Shrine has the Denver stand on a purchase basis.

Afternoon attendance, starting on Monday (13), was estimated at 4,000, 5,000, 4,300, 6,000 and 6,000. For night shows, the circus opened (13) to 3,700, and the second night had 3,100. Then Wednesday (15) drew 4,300 and the next two nights were full houses.

Show continues thru Sunday (19).

Set Davenport Route to May

CHICAGO—Route of the Orrin Davenport circus has been announced here. The show will play two fall stands and then reopen in January for its principal route.

First will be Utica, N. Y., October 22-25. Then Kansas City, November 18-23. Both are Shrine dates.

The route as announced at this time includes:

Saginaw, Mich., January 18-24; Grand Rapids, January 26-31; Detroit, January 30-February 15; Cleveland, February 16-22; Rochester, N. Y., February 23-March 1; St. Paul, March 9-15; Dayton, March 12-21; Columbus, March 30-April 4; Hibbing, Minn., April 17-19; Duluth, Minn., April 21-26, and Grand Forks, N. D., April 30-May 3. All are Shrine dates except the Cleveland Grotto show.

UNDER THE MARQUEE

Mrs. Ella Miller, widow of Herman Miller, horse trainer and show owner, writes that she has been in poor health and needs mail. She was a rider in earlier years and now resides on Walrath Street in Sparta, Wis.

Leland Antes Jr., Austin, Tex., is planning to see Kelly-Miller and Polack in Texas. . . . Tom Scaperlanda, San Antonio, scheduled an evening of circus movies at the Hertzberg Collection for Monday (20).

Albert Schumann, head of the Circus Schumann, and Tage Nielsen, whose family owns the circus building at Copenhagen, went to Moscow October 8 for a look at the Moscow Circus and an effort to book some of the Russian circus acts that were in Brussels this summer.

Mable Stark was a visitor to the Kelly-Miller Circus in California. Clinton and Susie Anderson and family also visited. Mr. and Mrs. Frank Ellis were dinner guests of Mrs. Laura Anderson at Corona, Calif.

Tex Maynard has rejoined Polack Bros. Circus after a visit (Continued on page 49)

SOUTHERN STRAWS FOR BEATTY SHOW

Georgia, Florida Provide Crowds; Jacksonville Proves Powerful

JACKSONVILLE, Fla.—Clyde Beatty Circus played to big crowds here and in other recent towns as it toured Georgia and Florida in the closing weeks of its season. The show continues until November 2.

At Jacksonville Saturday and Sunday (11-12), the tented circus had three straw houses and Sunday night, a near-full house. Date was sponsored by the firemen.

Earlier, in Douglas, Ga. (6), the show had three-quarter and near-full houses under Jaycee auspices. Augusta, Ga., (8) also had Jaycee auspice and scored an afternoon house of 99 per cent of capacity together with a turnaway night. Locally, it was reported this was a banner day of the season.

Brunswick, Ga. (10), gave a near-full afternoon and straw house at night. Shrine Club was the sponsor.

In Jacksonville, Jerry Collins, one of the owners, said that 13 of the previous 14 days had brought full houses. He reported that about \$300,000 has been netted by sponsors of the show since he and his associates took over the management. About 3,000,000 people

have seen the show in that period, he estimated.

Three at Lauderdale

Daytona Beach had two fair houses, and Melbourne followed with a fair afternoon and a turnaway at night. West Palm Beach had a near-full afternoon and night turnaway. Fort Lauderdale scored with a sellout in the afternoon, a turnaway at night and an extra show at night that held better than a half house.

6-PHONEMEN-6

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6-PHONEMEN-6

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Features Sparkle As Raleigh Booms

Record 125,000 on Opening Day; New Lounge Bldg. and Boat Show Offered

RALEIGH, N. C. — The North Carolina State Fair got off to a rousing start on Tuesday (14) in superb weather. More than 125,000 persons literally jammed the fairgrounds to register the biggest opening the event has ever known. Second day was bigger than usual, and the fair seemed well on its way to a 400,000-500,000 week.

New features were not lacking this year, as they have never been under the guidance of Dr. J. S. Dorton, manager. Standouts were the new lounge building and under-canvas boat show.

Near tragedy in front of the grandstand assured a sellout for the extra performance scheduled Friday (17) by the Jack Kochman Hell Drivers. During the Wednesday matinee the unit's Dodge open convertible flipped on its back in full motion, trapping driver George Patton and clown Jim (Slappy) Mason. Patton's face was gashed and Mason was removed to a hospital where no broken bones were discovered. The mishap in mid-show was watched by a near-full grandstand crowd.

Talent Shows Prosper

In the arena the Gene Autry unit pulled a full house on the bonanza opening day. GAC-Hamid's stage revue opened well as the outdoor night attraction.

On the midway the James E. Strates Shows presented the fair's broadest array of rides yet. Included among the 50 devices were the Rotor, Sky Wheels and Wild Mouse, first time the three big power rides were assembled for a single fair. Grosses were running comfortably ahead of 1957.

Dougland Coxe, public relations man, generated enthusiasm for the boat show, Raleigh's first. Under a 300-foot top were exhibits of 22 dealers or manufacturers, with 100 boats plus other items overflowing onto the grass around the tent. The infield lagoon was used for demonstrations of boats and motors.

A waterwheel and other historic items highlighted an area designated as the Village of Yesterday. Old-fashioned molasses processing was shown alongside the latest equipment. Plows, cider presses and other farm implements were included in the outdoor show.

Austin Wins Top Honors in Minn.

AUSTIN, Minn. — The Mower County Fair, of which P. J. (Pete) Holand is secretary, has been handing out prizes and premiums for years, but of late has been filling a new role, that of prize-getter.

The fair was judged the winner of the Statehood Centennial Contest for Fairs in Minnesota and, in addition, was judged the Grand Champion Centennial Fair at Minnesota. Holand was the director of the Mower County Statehood Centennial Committee.

Awards, the first in Minnesota for fairs, were three large trophies and \$800 in cash.

These honors followed in the wake of publicity given the fair in July by The Saturday Evening Post when it featured the historical center of the fair on "Face of America."

Considerable interest was shown in the new lounge building and Red Cross station. Originally built for storage of records and other items, the structure was renovated and fitted with a patio and airy lobby with couches and chairs. Modern restrooms and a first aid station were provided and the tall tower outside bore a prominent red cross visible over a large area.

San Bernardino Fair Crowds Reach 40,000

VICTORVILLE, Calif.—Altho a final audit has not been completed, Oren Robertson, manager, said he expected the San Bernardino County Fair, which closed its five-day run here October 5, to show an attendance of approximately 40,000, about 10 per cent over 1957.

Weather for the event was the best in years with no wind until the closing Sunday. He estimated that the 15,000 attendance on Saturday was a new daily record. A new grandstand with a seating capacity of 1,500 plus 240 in the boxed area was opened for the first time this year.

Bernie Scheppers, of San Bernardino, directed the grandstand shows the first two nights for the eighth consecutive year. Talent line-up included the Frank Wheeler Marimba Trio; The Amazing Monohans, Risley; the Appletons, Apache Trio; Bob Clark and his dogs; Wilder Bros., musical turn, and the Albins, comedy dance. A fireworks display by Atlas Fireworks in Long Beach was presented on the opening and closing nights.

Count Popo de Bathe worked the fair midway as a cop clown. Reggie Dvorak and Walter Eskau put together a turn here to sell bird whistles and other novelty items. Monogrammed hats were sold by Harry Mize and Marvin Dees.

The Elks Rodeo was a feature in front of the grandstand Saturday night and Sunday afternoon.

Robertson used a campus theme with each display hall being known as "The Hall of Agriculture, Exhibits, etc."

Jack Lowry, of West Covina, offered helicopter rides over the fairgrounds at \$2 per person and did top business between the hours of 11 a.m. and 5 p.m.

Fair Time Shows, Inc., headed by Olivia Waldron, were featured on the midway.

R. R. (Doc) Wentland was in charge of publicity.

Conn. Fairs Set Meeting

CHESHIRE, Conn.—The Association of Connecticut Fairs will meet Tuesday (28) at the Cheshire Grange Hall, it was announced last week by Joseph C. Bartlett, North Haven.

He said the association would meet then to elect officers and conduct other business. Another meeting will be held in the spring.

Charlotte's Fair Shelved By Dorton

CHARLOTTE, N. C. — The Southern State Fair is going out of existence after 20 years of operation, according to Doc Dorton and manager J. (Sib) Dorton Jr. Official announcement was made late last week that the annual's title and charter are being returned.

Several reasons were given, but one of the prime ones is the impending fourfold boost in taxes once the city limits expand and take in the 100-acre fairgrounds. Decision to annex the section was made by public referendum and the action becomes official in 1960.

Cancellation leaves a gap in the route of the James E. Strates Shows, on which Charlotte has been a fixture. Dorton's decision to shelve the fair has been known to a small segment of the show world since the 1958 edition, held recently.

Bought Others' Interests

Charlotte has run continuously since 1939 with the exception of the war years. J. H. Powell and the late Lucky Teter were originally partners in the property, bought for \$200 an acre. Dorton bought them out in 1940 and in 1945 he acquired the interest of George A. Hamid. The late Max Linderman was also involved.

Five reasons were announced for the decision. They were: Advice of doctors following an illness by the elder Dorton last year; other business interests of Sib Dorton; the

Gate, Midway, Stand Up at Jackson, Miss.

Gene Madison's Rodeo in Strong Pull; Royal American Gross Tops '57 by 25%

JACKSON, Miss.—The '59 edition of the two-part Mississippi State Fair was one of, if not the most successful in the history of the event.

Gate attendance was up more than 15 per cent over last year, N.S. Hand, secretary, said. Midway receipts for the Royal American Shows topped those for last year by over 25 per cent.

Grandstand business during the first six days ending Saturday (11)—the duration of the major segment of the fair's run—was up sharply over last year, with a rodeo, staged by Gene Madison, of Mountainview, Ark., featured for six nights and one matinee. The rodeo was the first Rodeo Cowboys' Association-sponsored show staged by the fair.

pressures of operating the Cleveland County Fair in Shelby and managing the State Fair in Raleigh; extension of the city limits; a very real decline in agriculture in Mecklenburg County.

The three-day Negro State Fair, Monday thru Wednesday (13-15) was given good night patronage. Weather generally for the nine days was excellent.

POSER: DOES BOOTLEGGER PAY AT GATE?

SPARTANBURG, S. C.—In all the years of handling pass requests, president Paul Black says, the Piedmont Interstate Fair never got one like it did this year. "This fellow," Black reports, "asked for a pass and when we asked him what for, he said he was working a little bootleg and didn't we agree he shouldn't have to pay admission every day? How about that?" Incidentally, he turned the man down.

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Strates Races to Raleigh Record, Fields 'Big Three'

Sky Wheel, Rotor, Mouse All Click; 50 Rides, 17 Shows a Record Spread

By IRWIN KIRBY

RALEIGH—Any doubts about the success of this season's tour of the James E. Strates Shows were dispelled here last week when the mammoth layout fielded 50 rides on the North Carolina State Fairgrounds. The best possible business resulted when the spot opened Tuesday (14) to almost unbelievable attendance.

Strates was well armed for the avalanche of patronage, estimated at nearly 125,000 persons. More than 20 of the rides were spotted apart from the main midway and veteran ride operators agreed that the stretch of capacity business was almost without precedent. Every known riding device was represented.

The gate opened at 10 p.m. with no warning of what was to come. By noon the big fairgrounds was jam-packed with visitors. Up and down the line-up were reports of capacity business for six to seven solid hours.

Power Rides Excell

This marked the first assemblage of the nation's three big power rides at one fair. On the main midway were the Velare Rotor and Dowis Sky Wheels, with Charles Garvin's Wild Mouse dominating a separate ride section inside the main entrance. None of the three had less than a \$2,500 day. The Mouse unit, booked with the aid of Bill Kehoe of Seaside Heights, N. J., worked for 50 cents, with the others pulling down 35.

While this collection of units new to Raleigh was unique among

midways and drew considerable printed and spoken praise, the rest of the midway also came in for favorable comment.

The Sky Wheel outpulled the show's four Ferris Wheels in earnings but not individual riders. On the back end Al Mercy with the Broadway to Hollywood revue and the Kelly-Sutton Side Show jockeyed for top money. Seventeen shows were fielded.

Ride Line-Up Given

Merry-Go-Rounds, four Ferris Wheels, Looper, Pretzel, Tilt, Octopus, Coaster, Roll-o-Plane, Caterpillar, Skooter, Kiddieland. Tom Evans' Pony Ride, E. J. Strates and Don White's Roundup, Charles Tedtman's Scrambler, Paul Buchanan's Twister, Elmer Rhodes' Rocket, L. D. Powers' six kiddie rides, Bill Boyd's Spinaroo and Speedway, Bill Kehoe's Hot Rods, Lefty Billett's Helicopter, Harry

(Continued on page 47)

W. of P. Closes Bang-Up Season; Dothan Is Big

DOTHAN, Ala.—The World of Pleasure Shows closed a highly successful season at the Houston County Fair here Saturday (11). The fall fair here was the most successful in its history, Mrs. L. J. Lunsford, secretary, reports, with the World of Pleasure Shows turning in a thumping gross.

Season's gross and net profit for World of Pleasure was far greater than last year, according to show officials. Ride and show grosses, when weather permitted, increased considerably at every repeat fair on the show's strong route. Fairs played were at Sparta, Charleston and Martinsville, Ill.; Warsaw, Ind.; Bay City, Cold Water and Alpena, Mich.; Jamestown, Fayetteville and Lawrenceburg, Tenn.; Florence, Opelika and Dothan, Ala. The Sand Lake (Mich.) July 4 Celebration also went over the top for the show.

Rod Link and Bud Davis will represent the show at the Chicago outdoor convention and will also attend State fair association meetings in Michigan, Indiana, Illinois, Alabama and Tennessee during the winter.

William T. Collins Buys Mad Mouse

Buy Follows One of Show's Best Years; Owatonna, Minn., Replaces Cedar Rapids

MINNEAPOLIS—Back at winter quarters here after one of the most successful seasons in his show's history, William T. Collins, of the show that bears his name, announced that he had placed an order for a new Mad Mouse with the Allan Herschell Company, North Tonawanda, N. Y.

The ride, Collins said, will be delivered before the start of the '59 season and the purchase is another step to bolster the show's stepped-up earning power which this year enabled it to establish new all-time high midway grosses at the Nebraska State Fair, the Tulsa State Fair and the Oklahoma Free State Fair, Muskogee.

With one exception, all of Collins' fair days this year yielded higher ride and show grosses than last year. The exception was the All-Iowa Fair at Cedar Rapids.

Collins is giving up Cedar Rapids and instead will play the Steele County Fair at Owatonna, Minn., next year.

In explanation, Collins said that the Cedar Rapids fair plans an

eight-day run in '59, a day longer than this year, and that his show would have to give up two weeks to play the fair.

ATHENS OPENS BIG FOR M-M, SEASON OKAY

ATHENS, Ga.—Only two more dates remained for the Marks-Manning Combined Shows route following the fair here, which got off to a solid start last week. John Marks has been on the show constantly.

There is nothing suitable for publication about the previously announced emergence of the Marks Shows onto the road next season. Charley Travers will reportedly have an interest, and another announcement is expected toward the end of November. It is known, however, that the original stories aroused the interest not only of carnival operators but of fair managers, and intensified the efforts to close 1959 contracts prior to winter conventions.

The Marks-Manning combination has had some good weeks, with only Covington, Va., and Newberry, S. C., suffering from rain. The final two spots are Selma, Ala., and Marianna, Fla., far from the Marks Carolinas territory. Orangeburg, S. C., the week preceding Athens, was termed satisfactory.

Show consisted of Roll-O-Plane, Rock-O-Plane, two Ferris Wheels, Merry-Go-Round, Scooter, Caterpillar, Octopus, Merry Mixer, Tilt-

(Continued on page 47)

Crafts Chalks Up Good Biz At Fresno Fair

FRESNO, Calif.—Crafts Shows reported good business during the 11-day Fresno District Fair which closed here Sunday (12), with an attendance of 340,382, which was 61,317 more than last year when the event ran 10 days.

In addition to the show's concessionaires, several independents booked on for the date as well as the celebration in Delano. Other shows in the area closed September 28.

The Crafts unit, managed by Roger Warren, with Larry Ferris on hand from the Crafts 20 Big Shows, featured 26 major and 22 kid rides, 35 light towers, 4 searchlights and 2 shows booked on by Blash & Hilligoss. While the number of concessions was reported as 87, a fair representative gave the number as 110. Of these Blash & Hilligoss had 8; Ruth Davis, 2; Redmond and Murphy, 1; Ernest Fitzgerald, 1; Jimmy Lantz and Roger Warren, 5, and Christensen and Lee, 10.

Al Flint, Pacific Coast Showmen's Association executive secretary, visited the lot. With Lantz, who is PCSA president, and Dick Searce, Flint reported that seven new members were signed and nearly 25 dues collected.

Bedford Fair Inks Vivonas for 1959

BURLINGTON, N. C.—Intense preparations for the fair here could not offset a bad location situation for Amusements of America, which put down a massive layout but could not call the spot a winner.

Several miles out of town along a stretch of new road construction, the spot was not easily accessible to cars. Saturday night was not bad and some operations did fairly well.

The Vivonas and fair manager Richard Eichelberger made a joint announcement of Amusements of America being awarded the 1959 contract for the Bedford (Pa.) Fair, played for the last two seasons by

the James E. Strates Shows and prior to then by the Prell's Broadway Shows. The Bedford committee had visited several times during the season.

The Vivonas were still pointing toward the big one in Charleston. Harvey Wilson was to join with a Glass House and Ghost Ship. Layout here consisted of 28 rides, including three major Ferris Wheels, 10 shows and Joe Cenname's bingo. Paul Miller joined with his Skooter.

In operation are the three Courney revolving light towers, one of them glittering in the show title's initials. They had been damaged in a wreck earlier in the season. Also working was a free slide for life wire act, Miss Honey B.

Sanford, N. C., included a Saturday teardown because of the hurricane warning.

Tony Mason has taken over the Minstrel Revue, giving him all four girl shows. The others are Girl-A-Rama, Club Macombo, Dixie Lee and Latin Casino. For Charleston his big revue will feature Dixie Evans and Penny, the Dynamite Girl, the Nagles, six girls; a dance team, comic emcee, vocalist Johnny Rena, a four-piece band, and rock 'n' roller Wayne Crown, son of Don Crown, the show's designer.

Mound City Winds Up Winning Tour

ST. LOUIS — Mound City Shows is in winter quarters here after one of its best seasons in several years.

Clarence Slaten, who managed the show for its owner, Mrs. Catherine Oliver, will be back at the helm in 1959, and Alvin Bishop will be back as ride superintendent.

Route began in April, and the show played a string of picnics, celebrations and fairs in Illinois and Missouri. Six rides and from 15 to 30 concessions made up the line-up.

Slaten left here for his Wood River, Ill., home to prepare for 1959 bookings. He reported that a number of events played this year have already been re-signed for next season.

Greenville Okay for Buck Show

SOUTH BOSTON, Va.—Close of the O. C. Buck Shows' season will be next week in Washington, N. C., following which the long trek will be made to winter quarters in Troy, N. Y. It is the longest home run of any Eastern show. Buck termed the season a good one.

The unit has had a passable Southern route this year, with better weather than usual. Union, S. C., pulled rain all week, altho a few segments of the show won some money. Lot was paved for the first time to avoid a miserable, muddy situation.

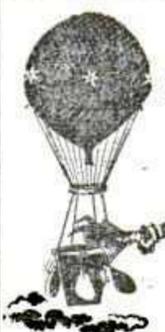
Norman Y. Chambliss' two spots, Greenville and Rocky Mount, N. C., had fair weather this year, to the show's benefit. In recent seasons the fairs had suffered rough weather.

On the lot in Greenville were 12 major rides, eight kiddie rides, and the Roll-o-Plane, Rock-o-Plane and two kid units of Stanley's Rides. Back end had Harold Weatherbee, with "Paree" and "Hot Spot," "Club Ebony," Dark Ride, Boswell's Wild Life, Motor-drome and Side Show.

Show Worker Found Dead

JACKSON, Miss.—Mary Lou Jungbauer, 20, carnival worker and concessionaire, was found murdered Tuesday (14) in a forest near this city. Jackson police said she had been badly beaten. The murdered woman operated a candy concession at the Mississippi State Fair here.

Tracks, a trail of blood and marks on the ground indicate that she was dragged from the car to a tree, where her body was covered with leaves.



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FREE OR NOT TO FREE?

Indie Ride Passes Stir Fairs' Poser

By IRWIN KIRBY

NEW YORK — The Southern fair meetings will be enlivened this winter with the discussion of a perennial problem in the fair business: passes and independent ride operators.

A subject which usually brings instant opinions, it will be brought into the open and promises to provide some interesting vocal action. The poser, in a nutshell, is whether fairman or ride man is in the right when it comes to free admissions.

Two schools of thought are prevalent among fair managers. One holds that free tickets are accepted by the user in good faith and should be good for all midway devices, no matter whose. Opposing this thought is the belief that fair people and civic officials should pay for rides just as does the general public.

Since it is no secret that independent ride owners do not have the grossing potential of organized carnivals with whom they book space, it is expected that several operators are reluctant to extend

free privileges. This situation has been thrown up to the carnival owner many times when refusals have been made to children of mayors, police chiefs, local politicians, fair board members and others.

One fairman puts it this way: "When an independent operator tells my pass-holder that neither the carnival nor fair has anything to do with him, that suits me fine. I reply that he obviously has no business here and he can just take his stuff over the horizon somewhere." The fairman has been around fairs and carnivals all his adult life.

Another manager's view: "The little guy has a perfect right to make a living. I'm very tight on passes to rides. The mayor and fair directors have to buy their tickets like everyone else; what right do they have to take up valuable earnings space?"

The subject has been vowed for open discussion and, likewise, for opposition. If the fairmen interviewed open up when the talks get started, it ought to make for a spirited argument this winter.

Dallas Midway Posts Sizable Increases

DALLAS—Carnival attractions and concessions kept pace with the booming attendance at the 1958 State Fair of Texas. All ops reported increased business over previous years.

Shows, rides, foods, games and novelties all posted sizable percentage hikes over last year's exposition.

Clif Wilson, who brought in the shows for the midway, said that his business was up some 35 per cent over the same period last year thru Tuesday night (14).

He listed his top five business-getters to date in order as follows: Charlie Taylor's "Cotton Club Revue," Hedy Jo Starr's Hollywood Stage Show, Glenn Porter's Mon-

key Speedway, Emmett and Percilla Bejano (Monkey Girl and Alligator Boy), Milo Anthony's Pinheads.

Fred Tennant Jr., midway and concessions superintendent for the State Fair, said that thru the first 11 days of the fair, by Tuesday night (14), the take on rides, foods and games equalled that for the entire 16 days of the fair last year. This with three big weekend days and a Southwest Conference football game yet to come.

Tennant reported that rides were up 17 per cent, games up about 22 per cent and foods up 20 per cent compared to the same period last year.

Smith Eyes Barn After Pleasing Year in East

EDENTON, N. C.—A satisfactory season closes next week at the fair in Littleton, N. C., for the George Clyde Smith Shows. All vagaries of weather have been endured, but Smith, as usual, soft-pedals the slow spots and points up the bright ones.

It's been a good year, he says flatly. The fair at Ahoskie saw the show with 15 rides up, three left down, and 68 concessions. Everyone made out okay.

Smith toured Virginia, Maryland, Pennsylvania, West Virginia and North Carolina, and had a fair season during which only Enfield, N. C., was really hit hard by rain. Winter quarters is Cumberland, Md., on Smith's property.

In recent weeks, F. E. (Ferne) Spain has functioned as business manager. Leading concessionaires with it are Joe Reynolds, Don Miller, Madison (Cookie) Cook and the MacWorthy bingo managed by Shottis and Martin. Crew included Bob Wolf, Jesse Bobbitt, Paul Bowser and Gus Westphal. Mike Sabbers had the popcorn this year, and Ma Perry, the custard.

Besides the Thompson Brothers' Mixer and Cet Howard's Tilt-a-Whirl, the midway had three girl shows managed by John Gerrigan, Luke King and Lonnie; Eve's Illusion, Funhouse, Al Hunter; Minstrel, George Johnson, and Snake Show, Peggy Ewell.

On the staff were Frank Norton, electrician, mail and The Billboard; Gerald Brode, secretary-treasurer, and Jeff Podgorski, billposter.

PSCA Banquet, Ball Tied With WFA Confab

LOS ANGELES—Annual banquet and ball of the Pacific Coast Showmen's Association will be held in conjunction with the convention of the Western Fairs Association in the Biltmore Bowl December 4, Joe Glacy, PSCA event chairman, said here last week.

Reservations for the event are now being taken at the PSCA clubrooms. Tickets, including the floorshow and dancing, are \$7.50, \$2.50 less than a year ago.

Dick Scarce is serving as co-chairman.

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Waycross, Ga., Nov. 3 to 8 inclusive

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WANT for Jacksonville, Fla.: Hot Rods, Skooter, Bubble Bounce, Sky Wheel, Roto or any Ride that does not conflict.

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A STAR SPANGLED MIDWAY

WANT FOR CHARLESTON (S. C.) A. AND I. EXCHANGE CLUB FAIR
CONCESSIONS: Legitimate Concessions of all kinds. Limited space. Positively no Wheels or Grind Stores. RIDES: Roundup, Twister, Rotor.

BILLY KEHOE, contact
Also want six or eight-piece Circus Band for this fair.

JOHN VIVONA
LANCASTER, S. C. PHONE 9171

SMILEY'S AMUSEMENTS
WANT FOR THE GREAT LORIS FAIR, Loris, S. C., Oct. 27-Nov. 1. Open Midway

WILL BOOK RIDES—Tilt, Scrambler, Roundup, Roller Coaster or any other major Ride. Can use #5 Wheel to dual with mine. Can use Kiddie Rides—except Auto, Rocket and Train.

SHOWS—Can use Motordrome, Minstrel Show, Snake, Monkey, Illusion and any other family-type show. CONCESSIONS—Eating Stands of all kinds. Concessions of all kinds that work for stock. RIDE HELP—Can use Wheel Foreman and General Help who drive semis.

All wires and replies to Chester Colored Fair, Chester, S. C., October 20-25.

P.S.: Can use more outstanding Free Acts for Loris. Contact Sherman Husted, c/o Western Union, Loris, S. C.

LEE AMUSEMENT CO.
Wants for Walton County Fair and Armistice Celebration, De Funiak Springs, Fla., Nov. 3-8.

Cookhouse, limited number of Hanky Panks. No percentage, no alibi.

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N. S. "TOMMY" THOMPSON
or N. L. CRESON
Greenville, Ala., Fair, this week;
Pascagoula, Miss., Fair, next week.

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SHOWS RIDES CONCESSIONS

Want for Glennville, Ga., Oct. 20-25, and Louisville, Ga., Oct. 27-Nov. 1, Fairs

Girl Show for Louisville, Minstrel for both spots, and any kind of family-type shows. Concessions of all kinds—Bingo, special deal. Want one major Ride to join us immediately. Contact

ELBERT MULLIS or DAN HOARD, Fairgrounds, Glennville, Georgia, this week.

PAGE COMBINED SHOWS

WANT FOR FORT RUCKER, ALA.—ON POST LOCATION—WILL BE BIG ARMY CELEBRATION, OCT. 31-NOV. 6. Big advance ticket sale.

RIDES—Merry-Go-Round, Octopus, Tilt, Scooter, Scrambler, Roundup, Rockplane, Dark Ride, set of Kiddies Rides. (Want to rent light plant with cable.) SHOWS—Fun House, Glass House, Mechanical City, Wax Museum. Joe Sciortino, Willie Stein, contact Bill Holt at Post Chaplain's office. CONCESSIONS—All Concessions open: Popcorn, Grab, Cook-house, all types of eats; all Hankies open. No flats or alibi. Contact ROLAND PAGE, Brunswick, Ga., Fairgrounds this week.

JAMES H. DREW WORLD'S FAIR SHOWS

Want for the Oconee Colored Fair, Dublin, Ga., Oct. 27-Nov. 1, one of the oldest fairs in Georgia, with their own grounds, buildings, etc.; followed by the 5-County Fair at Fitzgerald and the 2-State Colored Fair at Augusta, Ga.

Want Legitimate Concessions of all kinds. SPECIAL! Need Bingo to join at Dublin. NOTE! Mort, wire us. Want family-type Grind Shows catering to the whole family. NOTICE! We are now booking and contracting for the 1959 season. Route will include 20 fairs and many special events.

For Sale—No. 12 Ell Wheel with circle and star, \$5,000; in new-like condition. Can be seen operating every day on our show.

All address this week, JAMES H. DREW WORLD'S FAIR SHOWS
Bainbridge, Ga. NOTE! Please do not phone.

MARKS-MANNING SHOWS

Marianna, Fla., October 27-November 1

CONCESSIONS—Hanky Panks, Novelties, Eats, Drinks, Penny Arcade, etc.

RIDES—Round-Up, Helicopter, Rock-o-Plane, Caterpillar, Kid Rides.

SHOWS—Any Grind Show with own equipment.

Write—wire—or phone ROSS MANNING
Selma, Ala., Fairgrounds

VIRGINIA GREATER SHOWS

SUMTER, S. C., COLORED FAIR

WANT Wheels, Buckets, Six Cats. All Hanky Panks open.

Wire WM. C. MURRAY
Hartsville, S. C., this week.

SLA Auxiliary Nominates Phoebe Carsky

CHICAGO — Phoebe Carsky was nominated for the presidency of the Ladies' Auxiliary of the Showmen's League of America at the first regular meeting of the fall season.

Also nominated were Ethel Wadsworth, first vice-president; Jeannette Martindale, second vice-president; Bess M. Hamid, third vice-president, and the following for the board of directors: Myrtle Hutt, Rose H. Page, Mae Smith, Monica Baress, Margaret Pugh, Agnes Smith, Kittie Doolan, Grace Weiner, Bella Lazar, Etta Henderson, Lucille Anthony, Lillian Lawrence, Katie Little, Martha Moss and Alda McCue.

Open house during the outdoor meetings here will be from November 27 thru December 1. Installation dinner will be held November 30 in the Crystal Ballroom of the Hotel Sherman at 6 p.m.

New members include Mrs. Rose Polk, Kathleen Mills, Alice Costel, Edith H. Lund, Carrie Schultz, Anna Felippini, Esther F. Wilson, Elsie H. Faulkner, Evelyn C. Se-paneck, Betty Marie Biross, Katherine Ruth Perry and Pearl Lewis. Bella Lazar was given a vote of thanks for leading the membership drive.

Sick list included Mae Taylor, Margaret Hock and Lillian Lawrence. Letters received from Nan Rankine, Minnie Simmonds, Etta Henderson, Grace Goss, Monica Baress, Mildred Watson, Lee Gluskin and the Hotel Sherman.

Fire Destroys Three Drew Rides, Trailer

McRAE, Ga. — Three kiddie rides and a tractor trailer unit of the James H. Drew Shows were destroyed Sunday (12) by fire here when the tractor trailer unit hit a bridge, causing the gas tanks to leak and start the fire.

The McRae fire department answered the call but the truck's tank did not carry sufficient material to combat the blaze. Show personnel and local people formed a bucket brigade from a nearby creek but this, too, was not enough.

George O. Myers, driver of the truck, and Ronald Crider, riding with him, escaped with only a few bruises.

James H. Drew, show manager, placed the loss at about \$25,000. Replacements for the kiddie rides lost in the fire were ordered Monday (13) from the Allan Herschell Company, North Tonawanda, N. Y., and these new units were to be delivered two days later at the Quitman, Ga., Fair.

The Swainsboro, Ga., Fair, played the week prior to Quitman, was the best for the show in the nine years the show has played there. It was recontracted for 1959 before the show left for Quitman.

Business for his show has been solid since mid-May, Drew reported.

MIDWAY CONFAB

A number of Royal American girls participated in a surprise baby shower for Betty Holliday October 8 at Jackson, Miss. Hostesses were Mrs. Emmett Holliday, mother-in-law of the guest; Mrs. Charles Van Arsdale and Mrs. George Hamilton.

Junior Moreno, son of Mr. and Mrs. T. M. Moreno, celebrated his 10th birthday in Scottsboro, Ala., with a party on Johnny's United Shows. He received many gifts from the 21 youngsters on the show. He also received a pony from his parents, who own and operate a Wildlife exhibit.

Jack Hutchins, concession manager of the Nebraska State Fair, Lincoln, is recuperating from a heart ailment in Veterans Hospital, Lincoln, and would like to hear from friends.

Bubbles Royal, wife and feature dancer of Johnny Royal, on Amusements of America, is back on the bally after being scalded on the thighs when a vaporizer tipped over several weeks ago. Latest act on the show is Chappie and Fatima, adagio.

Morris Brown managed the Ben Weiss bingo unit at the fair in Beaumont, Tex. . . . Tony Mason has opened a club date booking office in Miami Beach, Fla. He is partnered with Glen Maynard, producer.

Nuptials are set for mid-November in Leaksville, N. C., by Phil Vivona and Carole MacIsaac, of Spray, N. C.

Excellent publicity for the Danville, Va., fair date resulted from James E. Strates being visited by his sister, Vasilikie Theovoporulos, whom he had never met. She was born after his arrival in America from Greece in 1909, at the age of 15. In this country only three days and due to visit in Raleigh, she was brought to Danville by a daughter, Helen.

The Barbettes and the Fiesta Dancers have been booked for one of Tony Mason's shows at the Charleston, S. C., Fair.

Sam (Insurance) Solomon and Jimmy Stabile were familiar faces last week on several Southern midways. At Raleigh was Frank Garto of the Coney Island ride family, who took some 300 pictures for a coming Argosy magazine carnival piece.

Morris and Ethel Vivona of the Eastern show clan had a baby boy (they had two girls) October 11 in St. Michaels Hospital, Newark, N. J. Young one's name is Morris Joseph Vivona Jr.

Addition of a Cuban-theme unit will give Willie and Hy Stein four mechanical shows for next season. They already have a Mechanical

City, Snow White and Circus Town.

Mary and Teddy Texeira recently left San Francisco to visit their son and daughter-in-law, Kenneth and Marsha, in Denver. The Texeiras, who recently closed with the Foley & Burk Shows in Ventura, Calif., will also see their new granddaughter on this trip.

William Coles, of San Francisco, marked his 70th birthday while in Ventura, Calif., with the Foley & Burk Shows on which he and his wife, Ann, had hats.

Pat and Jerry O'Brien, who have been playing fairs with their roasted peanut concession housed in a trailer resembling a circus calliope wagon, closed the season at the Ventura County Fair in Ventura, Calif. After a few other dates for celebrations in Carson City, Nev., and other desert places, they plan to return to their home on the Colorado River in Arizona for the winter.

Drummer Dick (Dixon) Parrish and his wife, Mary, joined the Raynell Girl Revue on the Cetlin & Wilson Shows at Spartanburg, N. C. . . . Harold J. Lucas, ride operator, left October 15 by air for Europe, where he will see the Belgian fair and go on to Germany and France to view various makes of rides.

H. A. (Big Six) Bouck is a patient in V.A. Hospital, Ward 527-A, Albany, New York, for the past five weeks after a second kidney operation. It is expected that he will be there for several weeks before he takes off for Miami. . . . Mrs. Rose Myers, of the James Strates Shows, will be operated on at Duke Hospital, Durham, N.C., and would like to hear from friends. Mrs. Myers is the sister of Mrs. Jack Neal, also of the Strates show.

Bea Prell visited husband Joo Prell on family's show for a few weeks. Fay Prell, wife of Ben Prell, has also been on the show. She suffered an ankle injury recently.

Page No. 2 in Barn; No. 1 Closes Nov. 1

ATHENS, Ala. — One Page Bros.' Shows unit, the Volunteer Shows, is now in winter quarters here, and the other unit, the No. 1 unit, is slated to close November 1 and move here.

C. Leonard, No. 2 unit manager, has gone to his home in Brookhaven, Miss.

Manager W. E. Page said a small crew will stay in winter quarters, along with Norman Littlefield and family.

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The
BILLBOARD'S

BIG

ANNUAL

1959

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Will close its Advertising Forms NOVEMBER 1

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MERCHANTS JUBILEE SHOWS

Will be out all winter

Want Sitdown Grab (Bruce Barnum, answer). Can place Hanky Pank. What have you? Winter rates. Can place two Kiddie Rides. Also Shows with own outfits. Burrell, call me. Call or write

JIMMIE WRIGHT
Woodville, Tenn., this week.

APPEAL FOR HELP

I am confined to the county jail for failure to fully support two of my four children by my first marriage. I am now remarried and have an 8-month-old son. I need about five hundred dollars more to obtain my freedom. As I have no one else to turn to, I am appealing to you, my fellow showmen, for financial aid. Every dollar will help. I will make every effort possible to try to repay all who help.

JOHN KINSEY, Box 61, Onseota, N. Y. Sound Man, BB Agent, Continental Shows; former Fun House on King Reid Shows and Amusements of America.

THANKS

To all of you who sent your gratitude and donations to Mr. Sam Beaty. His condition is still critical. He is in Emory University Hospital and Home (Necross, Georgia). Especial thanks to Mr. Bucky Allen, Mr. Claude Sechrist, Mr. Rip Weinkle, Mr. Lefty Bowen. Any mail will be appreciated.

Mrs. Sam (Irene) Beaty

WANT--WANT--WANT

Want to book 2 Flat Rides, 2 Kiddie Rides and other Rides for all winter work, in the largest shopping centers. Popcorn and Candy Apples open. Want Advance Man who can lay it down in shopping centers. Stingle Mullens, call me collect., Andrew 32759. All replies to

WALTER REGAL
c/o Western Union, Nashville, Tenn.
P.S.: We carry Circus Free Acts.

PETER PAUL AMUSEMENTS

The Big Winter's B.R.—Mix Lot—Beaufort, S. C., October 20-25. Can use Minstrel Show, Girl Show, Fun House and any other clean Show for midway. Stock Concessions only—also any Prize-Every-Time stands. Can use Glass Pitch, Grab Joint, RIDES—Any major Rides except Wheel. Also place limited number of Joints for all Winter's work in our park in Florida—one location—starting November 15. Call or wire

MANAGER, Beaufort, S. C.

Want To Buy A USED OCTOPUS

Write or call

S. F. JOHNSTON
Rt. 1, Box 732, Elk Grove, California
Phone: Mu 5-4603

WANT TO BUY USED ELI #5

Cash for right buy. Electric or gasoline. Send particulars to **Richard J. La Grou** c/o James E. Strates Shows Jacksonville, Fla., or 81 East Ave., West Seneca 24, N. Y.

FOR SALE

66 kw. GMC Diesel and Generator, No. 5 Eli Wheel, Tilt-A-Whirl, Fun House, 12 Erie Diggers in aluminum trailer

BOX D-69

c/o The Billboard, Cincinnati 22, Ohio

SUGAR STATE SHOW

Ville Platte, La. Fair, Oct. 20-26. Want Grab, Pond, Gallery, Buckets, Six Cats, all joints working for stock.

Four more Fairs following. Alexander, get in touch.

TED DION, Mgr.

FOR SALE

My Wild Cargo Reptile Exhibit

Complete with stock including Big Satan and Giant Regal Python. All enclosed in custom-built semi trailer. A truck show on the streets, a 65-ft. Panel Front Show on Midway. Work year around. Played Gooding southern route in 1956; Royal American in 1957. Now on Cetlin & Wilson route, closing Jacksonville, Fla., Fair. Also for sale, the world's most highly decorated Motorcycle. A perfect Ding attraction now stored in Tampa. For further information contact

JACK W. BURKE

CETLIN & WILSON SHOWS at following fairs: Week Oct. 27, Albany, Ga.; week Nov. 5, Waycross, Ga.; week Nov. 12, Jacksonville, Fla.

LEONARD AMUSEMENTS

OCTOBER 20-25, EUPORA, MISS.

CONCESSIONS: Photos, Fishpond, Age and Weight, Pitch-Tilt-You-Win, Coke Bottles, Cork Gallery, Long and Short Range, Balloon Darts. Privilege \$21.50. Also book Pea Pool. RIDES: Octopus, Tilt or Pony Ride. SHOWS: Girl Shows with own equipment, any Grind Shows. Want Agents for Pin Store, Raffle and Skillo. Contact

C. R. LEONARD, per route.

Strates Races

• Continued from page 44

Mamos' Rock-o-Plane, Fulton's Tubs of Fun and Auto Plane, La-Joy's Whip and Boat Ride, Britt's Little Dipper, King Reid's Thunderbird, Gyp McDaniels' Donkey Ride, two Pony Rides, Stage Coach, tractor-drawn tramride.

Shows included Arcade, Fat Show (Jenny), Animal Menagerie with Bert Pettus, Rock 'n' Roll with Lewis Scott, Broadway to Hollywood with Al Mercy, Kelly-Sutton Side Show and Snake Show, Hawaiian Show with Dwyer, Noel Lester's Illusion, Kid Adams' Bug House, Pygmy Horses, Fun House with Wayne Kingsley, Warren's Wild Life, Willie Stein's Circus Town, Hy Stein's Snow White and Mechanical City, and Russ Pelquin's Motordrome.

Early-week business was also shared by Gene O'Donnell with the Jones bingo, and Mom and Pop Garrett with the show cookhouse.

Raleigh, biggest five-day date in fairdom, justified its reputation over the first two days. Following the record-breaking debut was a fine Wednesday, much better than usual for the second day here. Weather stayed clear and warm, ideal for midway visiting. The show pulled in from a better-than-usual week in Danville, Va.

At least four winter spots lie ahead. From October 30 to November 8 will be held at the Strates-promoted Duval County Exposition at Jacksonville's Speedway Park. Sponsored by the Ribault Lions Club and with Joe Behoff handling the advance work, the date precedes the Greater Jacksonville A. and I. Fair by two weeks. Other dates are fairs in the show's Orlando winter quarters area, February 23-28, Winter Haven, March 7-14, and Homestead, dates to be announced.

M-M Scores

• Continued from page 44

a-Whirl, Fly-o-Plane, Roundup, Helicopter, Roller Coaster, and kiddie Turnpike, Auto Track, Boats Airplane, Pony, Train and Roto Whip rides.

Personnel included Howard Drayer with the Jones bingo, Murray Levitt, concession manager, George Harms, Mr. and Mrs. Mickey Vogel's custard and diggers, Mike Roman's cookhouse, Charley Guttermuth, ride superintendent, Tommy Carson, business manager; Fred Perkins, billposter; Walter Nealand, press.

Back end had the French Casino, Jack and Bonnie Norman; Dixie Lee and Wild Life, Austin Dentinger; Candy Bar, office-owned. Snake Show, Ben Davenport; Rock 'n' Roll with Ronnie Brent, Edney; Old Mill, managed by Jim Foley; Side Show Lee-Ola; Fun-house and Arcade

LAST CALL

For all types of rides for Callahan, Florida. Call

CALLAHAN, FLORIDA, FAIR OFFICE

PENN PREMIER SHOWS
worlds • cleanest • midway

VANCE COUNTY COLORED FAIR
HENDERSON, N. C.
OCTOBER 27-NOVEMBER 1

TRI-COUNTY FAIR
TARBORO, N. C.
OCTOBER 27-NOVEMBER 1

SCOTLAND PEANUT FESTIVAL—SCOTLAND NECK, N. C., NOVEMBER 3-8

CONCESSIONS—Can place Novelties, Hats, Glass Pitch, Palmistry, Derby, Six Cats, Ball Games, Buckets, Photo, and Eating Stands of all kinds.

SHOWS—Can place Wild Life, Sideshows, Drome, Ten-In-One, or any other Show not conflicting. People playing Henderson, N. C., Colored Fair, contact Lloyd D. Serfass, c/o Fairgrounds, Henderson, N. C.

RIDES—Can place Roundup, Rolloplane, Spitfire, Flyoplane, Coaster, or any other Rides not conflicting.

HELP—Can place Men who drive semis. No drunks. Want Talker for Funhouse. People playing Tarboro, N. C., Fair, contact PENN PREMIER SHOWS, Harry (Buster) Westbrook, Mgr., Laurinburg, N. C.

DUVAL COUNTY EXPOSITION

Speedway Park, Jacksonville, Fla., 10 days, Oct. 30-Nov. 8

CONCESSIONS: Hanky Panks, Direct Sales and all legitimate Concessions that work for stock.

Can place Shows and Rides not conflicting.

JAMES E. STRATES SHOWS, INC.

Florence, S. C., this week.

BAY COUNTY FAIR

PANAMA CITY, FLORIDA—OCTOBER 27-NOVEMBER 1

CAN PLACE Hanky Pank Prize-Every-Time Games of all kinds—Age & Scales, Buckets, Six Cats if you have Hanky Panks to go with them. Bird, Glass and Lamp Pitches, Hi-Striker, Name On Hats, Derby Racer, Grab, Foot Long, or any good legitimate Merchandise Concession, etc.

SHOWS—Will book any good nonconflicting Grind or Bally Show that caters to ladies and children. Address all wires to:

C. C. GROSCURTH, GEN. MGR.—BLUE GRASS SHOWS

Dothan, Ala., all this week.

HELP NEEDED

Bill (Bing) Venable and Steve Winn, being held in the Madison County Jail, Edwardsville, Illinois, for murder and are desperately in need of financial assistance; any donations for attorney's fees would be greatly appreciated. Trial postponed 30 days. Please, fellows, send anything; this is our last chance. Mail to above address.

Thanks to: Dick Stack, Fat Stanley, Boys on Wm. T. Collins Shows, Bob (Domino) Hardy, Billy Metcalf, Boys on Cetlin & Wilson Shows.

WANT

Concessions for stock only. Rides not conflicting. Family type Shows. For Sale or will trade—Wet Boar Ride or Auto Ride, Photo Gallery complete, 1 1/2 pictures.

C. A. STEPHENS
Smoaks, S. C., Oct. 20-25;
Millen, Ga., Oct. 27-Nov. 2.

FOR SALE

Four animated life-size Dummies of freak subjects. Also three Banners for same if desired. Contact

MARK WILLIAMS

c/o Gooding Shows, Pensacola, Fla., now; Tallahassee and Savannah follow.

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Owner ROSS MANNING SHOWS for your purchase of five G. M. C. tractors.

"Save Money With Johnny"

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Phones: W1 3-0003 or W1 4-9347
Altoona, Pa.

Benny WOLFE Shows

GREENVILLE, S. C., FAIR, THIS WEEK

— NEXT WEEK —

THE GREAT McCORMICK COUNTY AGRICULTURAL and LIVE STOCK

2 BIG KID DAYS FAIR DAY & NIGHT

If on your way South—Stop over—Get your vacation B.R. here.

— EVERYTHING OPEN —

Wire your reservation now! No calls.

BEN WOLFE, Greenville, S. C.

GLADES AMUSEMENT CO.

WANT FOR COLLETON COUNTY FAIR, WALTERBORO, S. C., OCTOBER 27-NOVEMBER 1; AND THEN INTO FLORIDA.

RIDES—Want Scrambler, Round-Up, Tilt and Octopus. SHOWS—Want White and Colored Girl Shows, Side Show, Fun House, Mechanical City, etc.

CONCESSIONS—Any stock Concession; especially want Bingo.

JERRY SADDLEMIRE

Kingstree, S.C., this week

A-1 AMUSEMENT

Want for Sikeston, Missouri, October 20-25; then Lepanto, Ark., Cotton Festival, October 27-November 1.

Can place nice Cookhouse, Bear Pitch, Glass Pitch, Coke Bottle, Jewelry, Age & Weight or any non-conflicting Store working for stock.

Contact **JOHN HANSEN, Mgr.**

P.S.: Please—no gypsies!

this week's

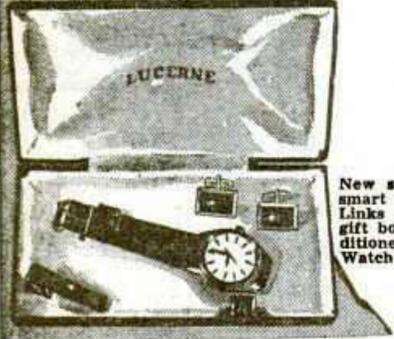
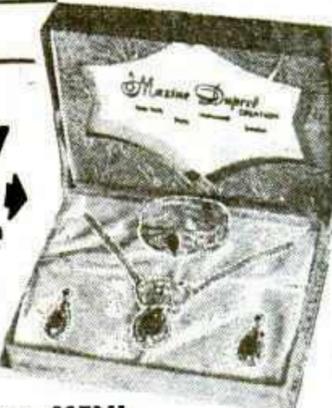
BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

2 Sensational Sellers From CEL-MAX . . .

Expansion Sale Special!
Boxed Jewelry Sets \$12.00 Dozen
Earrings • Bracelet • Necklace
(Minimum order 12 sets)
Beautiful hand-set stones in assorted colors! High style — beautifully boxed! Sell on sight at sensational profit!



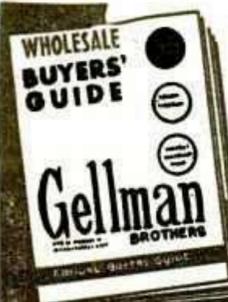
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Gold-Plated Watch ENSEMBLE

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).
\$7.95

25% cash with order—balance C.O.D., F.O.B. Memphis.

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Lamps, Cks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum, Special Bingo Merchandise.

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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.

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2201 Washington Ave., St. Louis 3, Mo.

BUBBLE ACTION TOYS
Operate with 2 flashlight batteries

BUBBLE BLOWING MONKEY—No. 19202—\$36.00 doz. Sample \$4.00 postpaid.

BUBBLE BLOWING ELEPHANT—No. 19204—\$30.00 doz. Sample \$4.00 postpaid.

SCREAMING GORILLA—No. 19203—\$28.00 doz. Sample \$4.00 postpaid.

Above Battery Operated "STINKY" SQUIRTING SKUNK! Band Tail down—"Stinky" Atomizer. All Plush size, 13 inches long. No. 4602—\$21.60 doz. Sample \$3.00 postpaid.

SPECIAL PRICES ON PLUSH BEARS, POODLES AND TIGERS—F.O.B. K. C. AND EAST.

Wisconsin Deluxe Co.
1902 No. 3rd St., Milwaukee 12, Wis.

COLORED REED STICKS
RED—GREEN—BLUE—YELLOW

36 INCHES 90c Per 100 \$7.50 Per 1000
48 INCHES \$1.50 Per 100 \$12.50 Per 1000

2 in 1 BALLOONS BEST Quality \$6.50 GR.
MECHANICAL FUR DOG, \$3.50 DOZ.

All prices F.O.B. San Francisco.
25% cash with orders, balance C.O.D.

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SAN FRANCISCO 3, CALIF.
"LARGEST BALLOON OUTLET IN THE WEST"

You Can't Beat BRODY for Merchandise
We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—CLOCKS—LAMPS—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUS ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways.

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CLOSEOUT SPECIAL

SWISS HOUSE (CHALET) WITH MUSIC
Individually Boxed. 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.

763 W. Taylor St. Chicago 7, Ill.

J & N COOK
Our only location, operated & managed by Jim & Nat Cook

Yule Season Hikes Religious Articles

IT MAY BE nine weeks until Christmas, but to merchandisers on the wholesale and retail end this is a period of intense activity in the turnover of religious items. As is well known, by the time the consumer is making holiday purchases, considerable months of planning and distribution have preceded his decision.

There is a limit to the number of objects suitable for religious decor, and most of these in the low-priced field are jewelry items. The simple shape, the cross, lends itself to economical rendition in base metal. For as low as \$2.50 a dozen there is available an attractive gold or silver-plated cross on chain. In plastic there is a cross wholesaling as low as 75 cents a gross for use as a giveaway item or extra offering to stimulate a sale.

Most low-price religious items are in the \$1 retail class, confined to pendants and necklaces. In this category are available pieces with glittering rhinestones and smart-looking metallic finish.

Rhinestones are the most popular jewels in the bottom price ranges, being cheap and flashy, but in recent seasons there has been an increase in the use of aurora borealis or multi-color stones from Europe. This under \$1 range encompasses a wide scope of different numbers, as many as 30 items. In the higher brackets are the gold-filled and sterling items.

One Sinks, One Rises

Plastic crosses and crucifixes had a sharp splurge in recent years but have diminished in popularity. The plastic material, easy to fashion and low in price, was shaped into many religious forms. One such, the 12-inch crucifix in white or pastel with metallized figure, has held up fairly well in popularity. But the plastic shrines have slid somewhat and their prices have reflected this diminishing interest. This is merely the story of one object, however, and as the astute merchandiser knows, other items have always cropped up when interest in one has dropped off. While the shrines have sold less, a plastic bubble heart with cross or Christ's head enclosed, has increased in public acceptance.

There are several stand-by items in the religious field which seem never to lose their appeal. While not the biggest sellers, they are always in the stock of the well-

stocked sales outlet. Notable is the Lord's Prayer, that minute rendition which is clear to the eye when held close to the viewer's face. It is available in peephole rings, crosses, ball-point pens and hearts. Miracle Hearts (with prayer) run about \$9.60 a dozen; Miracle Crosses \$3.50 higher. A cheaper cross with prayer viewer, rhinestoned and chained, is \$4.75 a dozen, \$54 a gross.

One of the more attractive items, which dresses up a merchandise display well, is the plastic 15-inch-high cathedral or shrine. The two handsome pieces are electrically illuminated and have imitation stained-glass windows, and contain spring-driven music boxes which play "Silent Night." The shrine wholesales at around \$6.75, and the cathedral, in white, goes for \$5. A 12-inch illuminated musical altar playing "Ave Maria" wholesales at \$6.65. A musical, illuminated "altarama," with picture of the Madonna in motion (hands and face), is similarly priced.

Elsewhere in the merchandise world there are Ten Commandment bracelets, which were quite popular last season; St. Christopher medals; miraculous medals, with impression of the Virgin Mother, and an almost endless choice of shapes, finishes, materials and prices. Crucifix rings sell at around \$5.50 a dozen. Lowest price for necklace items is the cross with chain at \$2.50 a dozen, already mentioned, with chained crucifixes starting at 50 cents more for the dozen. At the upper price level is the gold-filled cross selling at \$15 a dozen, suitable for retailing up to \$5 apiece, and such items as the 14-carat gold cross on chain in leatherette gift package at \$5.75, a \$10-\$15 retailer. Other wholesale prices include \$1.50 for the baguette-jeweled Lord's Prayer cross or heart with chain in leatherette gift box, and two-piece child's set. This consists of boxed photo ident bracelet and locket on chain. Crosses are embossed on mother-of-pearl hearts, and the set sells for \$3.

A considerable amount of activity in the religious aspect of merchandise has been under way for weeks. Within the next month the retail action will begin and importers, jobbers and dealers will get the first word on the wisdom of their pre-holiday planning.

PIPES FOR PITCHMEN

ACE LANIGAN . . . pencils from General Delivery, Wichita, Kan., that he will spring early in 1959 with a new pitch on a motor renewing agent. He says he will have an auto motor built especially to demonstrate the new product, which he claims will make for quieter running, increased gas mileage and quicker response. The demo is being framed to make it completely visible, Lanigan says. He further claims that the product really works. Lanigan has visions of forming a corporation, with headquarters in Wichita, in association with pitch friends who are with it 100 per cent. Ace wants to

know what's become of Blackie Beard and R. A. Baker.

THE MARSHES . . . Clara and Bob, of Russells Point, O., were saddened recently by the sudden death of their Toy Manchester, Dynamite, who had tramped with them for years. Dynamite died of leptospirosis, a rare kidney ailment, contracted by eating grass. Clara urges that troupers who have dogs have them inoculated against the disease, which is almost always fatal. Bob is still out on Ohio fairs, and Clara is at Russells Point, closing up their motel for the winter. They will be

(Continued on page 49)

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A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

OCTOBER 20, 1958

THE BILLBOARD

MERCHANDISE

49

PIPES FOR PITCHMEN

Continued from page 48

Florida bound in a few more weeks. They say they'd like to read Pipes from Stanley and Erna and all their friends who make the Danbury, Conn., Fair.

A REPORT . . . has been received from Mr. and Mrs. Robert M. Noell, of Noell's Ark Gorilla Show, carnival attraction, that vet pitchman Jack Roach is ill and would appreciate receiving mail from friends. According to the Noells, former med show folks, mail should be addressed to Roach at Box 443, Emporia, Va., for forwarding to his Richmond, Va., rural address.

BOBBY ROAN! In a phone call to the Pipes desk, Al Wallien advises that your mother, Mrs. Mack, is seriously ill in Room 204D, Community Hospital, Indianapolis. He urges that you contact her immediately.

WILLIAM F. McDONOUGH . . . pencils from Gardiner, Me., that he recently bumped into John Lizette, old-time exponent of the pitch, who was making Maine fairs with glass cutters. Also working the area with McDonough were Lee Frost and Frank Butler, rad workers.

EFFORTS ARE . . . being made by Pearl Murphy to locate her husband, Jack, coil worker, who when last heard of was at Leonard's department store, Fort Worth. Mrs. Murphy says it is imperative that she locate Jack to inform him that she is entering a Buffalo hospital. Her address is Room 666, Richford Hotel, Buffalo.

CLIFFORD E. HORTON . . . pipes from New Haven, Conn., under date of October 13: "Made the Danbury (Conn.) Fair, and tho we had two days of rain plus strong wind on the last day, all came out fairly well. Familiar faces at Danbury included Ann Tease, Eva Hamlin, Sol Kunin, Jack Bernstein, Jerry James, Larry West, Joe Conti, John Keegan, the Nathan Brothers, the Nelsons, Charlie Ready and Bill Packer. A most welcome visitor at the fair was Pee Wee, the Whistler, now retired. I made the Riverton, Conn., Fair the past week and met Mr. and Mrs. Dubois, of California. Riverton was good for me. My next pipe will come from Washington."

HARRY ATOM . . . son of the Mighty Atom, suffered a heart attack while working the recent Bloomsburg (Pa.) Fair and is confined in Bloomsburg Hospital. He'd enjoy a visit from the lads working the territory.

BUSTER DOSS . . . recently closed his med show in Bremond, Tex., and has moved all equipment to the Tate-Lax Trailer Park in Waco, Tex. Buster is getting his mail at Box 4171, Bellmead, Tex.

BIG AL WILSON . . . postals from Kankakee, Ill., that he's working auto polish on the Gibson lot there, and doing okay. He reports further that Frank Emery, of California, is working the dime store on combs, and knockin' 'em dead. Red Gunn and Ward Pipe are in there for another week, and then will ready for a long stay thru the holidays in Walgreen's with card and mouse, Al advises.

with his son, Gaylord Maynard, who was with Aut Swenson's Thrillcade. . . . Dick McLaughlin and Corky Plunkett played a super-market recently in Manhattan, Kan., with an elephant, a chimp, penguins and ponies.

Glenn Sharp's Miniature Circus was the subject of a feature story, along with a picture of his display, recently in The Des Moines Tribune. . . . Kitten and Gabby Wendt, the Aero-Stylites, have completed a 3,000-mile jump from Vancouver, B. C., where they finished a tour with the official British Columbia Centennial show, to Myrtle Beach, S. C. After their Eastern outdoor bookings for Ray Beaudet, they will go indoors for Orrin Davenport.

Elmer Simpson and Pat O'Grady visited with clowns Eddie Dullum, Jimmy Armstrong, Frankie Saluto and Ernie Birch when they caught the Clyde Beatty show in Clovis, N. M. . . . Mr. and Mrs. Walter B. Fox were guests of Floyd King when the Clyde Beatty Circus played Mobile, Ala., recently.

Chuck Burnes reports from the Ringling show that prize-winning photos at the Los Angeles County Fair in Pomona included shots of clowns Albert White, Chuck Burnes, Ernie Burch, Dime Wilson, Lou Jacobs and Emmett Kelley. . . . Many R. B. people stopped off in Las Vegas, Nev., and caught the Fredonias at the Sands Hotel with the Minsky show. Francis Brunn also was playing there at the time. . . . Ken Evans and Bob Hoxie entertained Duane Thorpe, Adelaide Vernon, Harry Burman, Sonny Riley and Jackie Gerlich with a cocktail party and an official tour of Disneyland. Mention was made in The Disneylander, the park's employee publication, where Evans is a correspondent. . . . Singer-announcer George Mitchell was married recently in Hollywood. . . . Alvin and Betsy Schwartz entertained the show's teenagers at a lavish party at their home in Covina, Calif. . . . Joe Hodgini celebrated his birthday with a get-together of more than 60 friends. . . . Ben Wilson's son, Danny, has joined. . . . Chuck Burnes has joined the advance with Felix and Amelia Adler.

Pinto Colvig caught the Ringling show at the Cow Palace in San Francisco. . . . Count Popo De Bathe, who has been playing children's parks in California and Utah, met Rube Egan, a former clown, who was on the Honest Bill Circus with him and who is now with The Oakland Tribune. . . . Jerry D. Martin, member of Fearless Stars high-act, has been forced to retire after 49 years because of a heart condition and is again living in Tampa. Betty Martin, his daughter, has been with the Capital City Shows in charge of the front concessions.

Clown Danny Styron recently returned from a seven-week visit to Europe where he saw the Tower Circus in Blackpool and the Bertram Mills Circus in Liverpool. He also paid a visit to the Russian circus in Brussels.

Recent Ringling visitors included: Mr. and Mrs. Alphonse Delbosq and daughters, Mary and

Clara; Franklin Derr, Jack Welles, Kenneth McKinney and family, the Norman Carrolls, Barbette, Polack Bros.' Circus personnel, Bob Lorraine, Mingo, Slivers Madison, Arky Scott, Dorothy Allen, Irene Dekolk, Ann Miller, T. C. Jones, Nick Cravat and family, and Kay Burslem's family.

Tommy Osborne, former cornetist, is in Wichita, working at a hotel. . . . Wyatt Davis, clown and kiddie ride operator, will make the Washington Parish Free Fair in Franklinton, La., and Tom Packs Circus in New Orleans. . . . G. E. Blessinger was in Lagro, Ind., recently promoting the American Legion Fall Festival and while there lunched with Bob Printy, former circus wrestler.

A circus story by Fred H. Phillips appeared in the September issue of The Atlantic Advocate, Nova Scotia. . . . Claire and Tony Conway caught the Frederick (Md.) Fair recently. Circus acts there were Barbara Autry, rope-spinner; Bobby Nelson, trained pigs; Great Galasso, balancing; Novellos, dogs, and Betty Pasco, single traps. Johnny Fulghum will close with the Clyde Beatty advance car in DeLand, Fla., and will leave for a vacation in Mexico City.

A. McBradley, CFA, caught the Mills Bros.' Circus in Roanoke, Va., along with CFA Paul Caldwell. McBradley spent the day with Jack Mills and wife and the performers at Martinsville, Va.

Mr. and Mrs. Mark Binkerd, Earl Kenworthy and his mother, all of Peru, Ind., and formerly on the corporation shows, recently visited Bob Printy at Lagro, Ind. . . . Bill Hall, CFA, visited the Aerial Winters, high act, during their engagement at the Light-house Fair in Philadelphia. Other free-acts included Helen Siegrist, trapeze; Aerial Earls, high-act, and Frank Cook, high-wire.

Pat Patterson has joined the staff of the Great Southern Circus. An attraction with the circus will be the Hollywood Monsters, worked by G. Carlton King. . . . Cuz Halliburton clowned for the patients of Fort Root VA Hospital and made two TV appearances in Little Rock. . . . Perry DeKohl, of the DeKohl Troupe, is now a great-grandfather. His granddaughter recently gave birth to a boy, Kevin Michael Murphy.

After completing successful promotions for Clyde Beatty Circus in South Bend, Ind.; Santa Fe, N. M., and Albany, Ga., Mrs. June Giuliano is in California visiting her son and grandchildren. She is the former June Williams, featured with the old Downie Bros.' Circus as the only lady leaper in the world, competing with men and leaping over five elephants. She was top-mounter in the old Merrill Troupe of Harry Merrill and family.

Recent visitors to Donald Marcks' home was Art Miller of the Kelly-Miller Circus. . . . The Sky High Alcidos, high trapeze act, has disbanded for a few months after a very successful season. One of the members, Jimmy Lloyd, joined the Hagen Bros.' Circus.

UNDER THE MARQUEE

Continued from page 42

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BUILD MAJOR RIDES—COMPLETE PLANS: Merry-Go-Round, Ferris Wheel, Dark Ride, Flying Scooter, \$25 each; Chairplane, \$10; Octopus, \$15; Greased Lightning, \$15; all \$110. Brill, Box 875, Peoria, Ill.

FIFTY-FOOT PARKER MERRY-GO-ROUND. Lerol 5 cy. motor, good condition; top gears, sweeps, extra good condition. Short 12 horses. A real buy, \$1,250. Ned McGill, 509 N. Ransom St., Gastonia, N. C. Phone University 5-5359.

FOR SALE—2 GARBRICK 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—4 KIDDIE RIDES, ATTRAC-tive, like new. Tub-o-Fun, King Boats, 10 Car Auto, Aeroplane, operating in established shady picnic park on beach. Fast industrial growth, very good income for settled couple. Owner retiring. Rides can be moved. Mr. Callandar, Pascagoula, Miss. Phone South 2-9946.

FOR SALE—GIBBS FASCINATION AND Skill-A-Line Games, complete. Also 200 stools. Write Abe Ruben, 514 Eighth Ave., Ashbury Park, N. J. oc27

FOR SALE OR WILL TRADE FOR NICE Funhouse, Salt Water Taffy Concession mounted on truck, glassed front, air conditioned, late model puller & wrapper; all equipment and truck in first-class shape. Write Edw. Felake, c/o Schaefer's 20th Century Shows, per route, or 3501 Military Dr., Dallas, Tex. oc27

FOR SALE—TWO AMERICAN UNIVERSAL Floor Sanding Machines, \$275 each; two Edgers, \$125 each. E. L. Moersch, Escanaba, Michigan.

KING FIRE ENGINE, KING PONY CART and King Combination Ride. All rides 2 years old, located in permanent park. Shapiro, 37 Schuyler Road, Springfield, Pa. Phone: Kingswood 3-7017. oc20

LOOPER RIDE, A-1 CONDITION, \$4,500 OR will trade for 36 or 40 ft. Allan Hershell Merry-Go-Round, Playland Park, 1671 Lincolnway East, South Bend, Ind.

MUST SELL—WILL SACRIFICE MINI-ature Train. Wisconsin diesel Engine, four Coaches; 48 children or 24 adults; 500 feet Track. Operating at Velasco, Texas. Price, \$1,990. William C. O'Brien, 2014 Basket, Pasadena, Tex.

RIDES FOR SALE—ELI FERRIS WHEEL #5, Caterpillar, Scooter and St. Moritz. Rides now erected on location and are in good condition. Can be seen till November 1. Venice Amusement Corp., Grant Ave. & Boardwalk, Seaside Heights, N. J. ch-oc20

RIGGING—FIFTY FOOT FOUR-INCH Steel Tubing, Cable, Blocks, also complete unique revolving Rigging. Other equipment. About fifty foot one-inch Steel Tubing. M. Harvey, Westview Pl., Coytesville, N. J.

3,000 FOLDING CHAIRS, 4,500 STADIUM Chairs, Theatre Chairs, Lockers, Beachers, Tents, Playground Equipment. Lone Star Seating, Box 1734, Dallas 1, Tex.

Help Wanted

FEMALE VOCALIST WANTED FOR TRAVELING band. Write, stating experience and send photo. c/o Bandleader, Box 128, Rilliton, Pa.

TENOR CLARINET, IMMEDIATELY FOR traveling commercial band; must read, no luses. Sammy Stevens, 1611 City Natl. Bank Bldg., Omaha, Neb. no17

WANTED—LADY, UNENCUMBERED, AGE 35-50, manage small hotel. Circus experience. Draw your insurance and have a pleasant winter. Manager, 104 1/2 Mosley, Wichita, Kan.

Instructions & Schools

LEARN AUGMENTATION—TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. no3

BE A MAGICIAN! FOR FUN AND PROFIT. Large professional catalog of latest tricks, 35c. Ireland, B-109 North Dearborn, Chicago 2.

NEW 152-PAGE ILLUSTRATED CATALOG—Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-miniature transistorized Radiophones for mentalists. Brochure, prices on request. Catalog 50c. Nelson Company, 336 South High, Columbus, Ohio. no3

Miscellaneous

ATTENTION! TELETYPE MODEL 15, SEND, receive, \$349.50; Portable Oxygen Kit, Heart Relief, \$49.50; \$25 Norelco Speed-shaver, \$17.97, \$3 C.O.D.; \$129 Oscilloscope, \$59.50. World Export, P. O. Box 929, Indio, California.

BINGO SUPPLIES OF ALL KINDS—BLOW-ers, Cans, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton 1, Ohio.

FISHING EXHIBITION TANKS, 100x20 AND 50x20. Easy to knock down, transport and assemble. Lucky Fisherman, P. O. Box 214, Bronxville, N. Y. oc27

SASP-WAISTED CORSETS, PHOTO CATA-log, \$1. Bouderaft, Box 43, Zion, Ill. oc27

Personals

MEMORY LANE MIST—ENCHANTING fragrance of an old-fashioned garden. 2-oz. Atomizer, \$1. Bordeaux Co., Box 56, Buffalo 22, N. Y.

RALPH CUTSHALL, PLEASE CALL BETTY between 7 a.m. and noon and get phone number where you can call me. Loretta.

Photo Supplies and Developing

IT'S MILLER SUPPLIES, 216 MAIN ST., Alton, Ill., for Foregrounds and Backgrounds, Direct-Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties.

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QUALITY ENLARGEMENTS, SEVEN 5x7'S or four 8x10's from negatives, \$1 postpaid. Lake Photo-Tronics, Box 337AC, Buffalo 6, New York.

TELESCOPIC VIEWERS, \$9 HUNDRED, with chain, \$10 hundred. Photo Key Chains, \$6.75 hundred; Pocket Mirror Frame for 1 1/2"x2" pictures, \$7 hundred; Photo Mounts for Polaroid and also 3"x5" pictures, \$2.65 hundred, \$21.50 thousand; for 5"x7" photos, \$4.50 hundred, \$41 thousand. International Sales Co., 414 E. Baltimore St., Baltimore 2, Md. ch

Printing

LETTERPRESS AND OFFSET—PROMPT service. Lowest prices. Samples free. Ayers Printing Co., 2136 Lee Highway, Arlington 1, Va. no10

TWO-COLOR BUSINESS CARDS—\$6.75 PER 1,000. Sample 100 \$1.50 postpaid, guaranteed. Hunter Printing, 413 Elwood, Irving, Texas. oc20

100 BUSINESS CARDS—50¢ 4 LINES, gothic type; extra lines, 10¢ each. E. C. Kimmel, 39 McDaniel St., Dayton 5, Ohio.

200 8 1/2x11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.95; black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich. no10

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSI-ness, without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part or full time. Match Corporation of America, Dept. D-205, Chicago 32. oc27

ALUMINUM WALKING CANE, FULL SIZE, \$6 dozen; sample \$1. Carnival natural; free information. Tennessee Valley Aluminum, Robert Ave., Maryville, Tenn. np

ANYONE CAN SELL FAMOUS HOOVER uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics—nylon, dacron. Exclusive styles, top quality. Big cash income now real future. Equipment free. Hoover, Dept. M-109, New York 11, N. Y.

"BANNER MAN" AD MAN

\$1,500 up Monthly for You. Sell ads for Supermarket Bulletin Board. Must travel. This is big league stuff! You can make plenty of dough if you can cut it. Bona fide. Commercial Enterprises, Ak. Warshaw, 4878 Magnolia Chicago 40, Ill. ch-oc27

GOLD MINE OF 600 MONEY MAKERS. Free copy, Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1, Illinois. ch-oc27

SELL QUALITY NEW YEAR'S EVE PARTY goods to hotels, clubs, taverns. Best sellers. 30% commission. Sperry, 1021 Oak, Elmira, N. Y. oc20

WANTED—SALESMEN TO SELL TRADE stimulator; carry along with your regular line. Write for full details; good pay; a good seller. Lamantia Sporting Goods, RD #3, Bloomington, Pa.

Tattooing Supplies

TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Zeis, 728-A-Leslie, Rockford, Ill. up

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HAND BALANCING TABLE ON 10 FT. high pole. Replies to Box 216, Crown Point, N. Y.

TANGLE OR NATIONAL AIR CALLOPPE wanted. Working condition or not. Particulars to H. Harris, Post Office, Box 1545, Halifax, Canada. oc20

WANTED—FUN HOUSE OR DARK RIDE for good amusement park location. Venice Amusement Corp., Grant Ave. & Boardwalk, Seaside Heights, N. J. ch-oc20

COIN MACHINES

Positions Wanted

MECHANIC, ROUTE AND SHOP MAN—All types coin machines, desires job in Los Angeles area. 10 years' solid experience, reliable, references, 30 years of age, married with children. Have car. State wages, hours and expense offer. Box C-404, c/o The Billboard, Cincinnati 22, Ohio.

Used Equipment

A.B.T. KIRK GUESSER SCALES, \$35 EACH; Mills Trolley, \$30; Mills Lobos, \$20; like new, never been outdoors. Send 25% deposit, balance sight draft. Don Leary, 56 East Hennepin, Minneapolis 1, Minn. oc20

MECHANICAL PONIES LESS THAN YEAR old. Refinishing optional; factory guarantee, specify quantity. Also 1958 units on lease. Specify territory and possible quantity. Box C-405, c/o The Billboard, Cincinnati 22, Ohio. oc27

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$29.50 each; like new Folders, direct factory prices. USP Co., 100 Grand, Waterbury 2, Conn. oc27

SPECIAL—20 5¢ ACORN NUT MACHINES, like new, \$9.95 each; 20 1¢ Advance Ball Gum, clean, \$6.95; 50 1¢ 4-Colum Model N, DuGrenier, Adams Gum, \$8.95. Ed Barnett, 474 W. 43rd, New York.

WATLING SCALES—SCALES—WATLING 500 Guesser, Watling Fortune, \$35 ea.; Watling 500 Fortune, A.B.T. Kirk HiBox Scales, \$45 ea.; renewed, reconditioned. Send deposit and shipping instructions, bal. sight draft. Gaycoin Distributors, 4865 Woodward, Detroit 1, Mich.

5 ATLANTIC CITIES, 2 TROPICS, DUDR Ranch, Tropicana, \$19.50 each. Ruginis Novelty Co., Mount Carmel, Pa.

Wanted to Buy

WANTED—ACORN BALL GUM MACHINES in small lots; give best price, condition in first letter. Box 502, Spindale, N. C.

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Bands and Orchestras

4 TO 6 PIECE ORCHESTRA. SINGS, PLAYS rock & roll and jazz. Jump Jackson, 5727 LaSalle, Chicago, Ill. Normal 7-4151 del

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

MAGICIAN—A-1. AT LIBERTY CALIF. DEC. 1. Write Lee Eastman, 2736 E. Van Norman Ave., Milwaukee, Wis.

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.

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.

PIANIST—DOUBLE MAGIC. PREFER shows. Have electronic piano. Free middle November; agencies, contact. Bob Fisher, c/o Bisbees Comedians, Dyer, Tenn. oc27

PIANO MAN AFTER OCT. 19. C O WESTERN Union and General Delivery, Memphis, Tennessee.

TENOR CLARINET—ALL STYLES. Commercial, jazz, read, fake, tone. Address: Musician, 1314 S. 25th St., Omaha, Neb. Ph.: JA 1569. oc20

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. no17

HIGH FIRE 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 Lamplier 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 oc30

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.

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ROYER'S WESTERN REVUE—PERFORMING Horses, Clown Mules, Dogs, Monkey Frick Riding, Roping, Sharpshooting Bull Whips, Chariot Races, Bucking Ford. Contact Revue, 422 W. High Ave., New Philadelphia Ohio oc20

COMING EVENTS

Alabama Dothan—Natl. Peanut Festival, Oct. 20-25.

Arizona Phoenix—Home and Garden Showing, Nov. 19. Phoenix—Intl. Auto Show, Nov. 19-24.

California Los Angeles—Los Angeles Auto Show, Nov. 14-23. Los Angeles—Stockyards Rodeo, Nov. 29-30. San Francisco—Grand Natl. Livestock Expo. (Cow Palace), Oct. 31-Nov. 9. Nye Wilson.

San Francisco—San Francisco Rodeo, Oct. 31-Nov. 9. Turlock—Par West Turkey Show, Dec. 2-4. M. S. Johnson, Chamber of Commerce, 207 Crane Ave.

Colorado Denver—Denver Auto Show, April 6-11, 1959.

Florida Cocoa—Cocoa Home Show (Armory), Nov. 7-10. Al Stern, P. O. Box 1225. Miami—Intl. Foreign and Sports Car Show, Jan. 25-Feb. 1, 1959.

Miami Beach—1959 World-Wide Auto Show, Feb. 27-March 8, 1959. Tampa—Greater Tampa Better Living Expo. (Port Hesterly Armory), Oct. 28-Nov. 1. Lew Nachman, 1704 Florida Ave. Tampa—Tampa Auto Show, Jan. 22-27, 1959.

West Palm Beach—Home Show of the Palm Beaches, Oct. 22-26. Lew Nachman, P. O. Box 2886.

Illinois Chicago—Chicago Auto Show, Jan. 17-26, 1959. Chicago—International Livestock Expo. Nov. 28-Dec. 6. W. E. Ogilvie.

Louisiana 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 8637, University Station. New Orleans—Mid-Winter Fair & Poultry Show, Nov. 14-16. Frances C. Smith, 6449 Vicksburg St.

Maryland Timonium—Eastern Natl. Livestock Show, Nov. 15-22. Joseph M. Vial.

Massachusetts Boston—Boston Rodeo, Oct. 15-26.

Michigan Detroit—Detroit Auto Show, Nov. 22-30. Detroit—Junior Livestock Show (Stockyards), Dec. 9-11. G. F. Ridley, 6750 Dix Ave.

Minnesota Minneapolis—Midwest Auto Show, Jan. 9-18, 1959.

Missouri Kansas City—American Royal Livestock Show, Oct. 18-26. C. M. Woodward. St. Louis—St. Louis Rodeo, Oct. 28-Nov. 2. St. Louis—St. Louis Auto Show, Nov. 21-30.

Nevada Carson City—Admission Day Celebration, Oct. 31.

New Mexico Albuquerque—Albuquerque Auto Show, Feb. 19-23, 1959. Carlsbad—Eddy Co. Livestock Show & Sale, Oct. 23-25. Kiwanis Club.

New York New York—Florida Preview of 1959 (Coliseum), Nov. 15-23. New York—Intl. Festival of Pets (Coliseum), Nov. 26-30. New York—National Horse Show (Garden), Nov. 4-11.

Oregon Portland—Sports Show (Masonic Temple), Nov. 5-9. Jack Matlack.

Pennsylvania Harrisburg—Harrisburg Rodeo, Nov. 10-15. Harrisburg—Pa. Natl. 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—Feeder Pig Sale (Farm Show Bldg.) Nov. 25. Harrisburg—4-H Club Tractor Clinic (Farm Show Bldg.), Dec. 8-10.

Nazareth—Nazareth Farm Product Show, Nov. 20-22. P. R. Selfert. Philadelphia—Philadelphia Auto Show, Nov. 22-29.

Pittsburgh—Pittsburgh Auto Show, Jan. 10-17, 1959. Pittsburgh—Pittsburgh Livestock Show, Oct. 21-23. N. L. Claiborne.

Tennessee Pleasant View—Tobacco Festival, Dec. 12. Lewis H. Hunt.

Texas Beeville—Centennial, Oct. 19-26. Dallas—Texas State Fair Automobile Show, Oct. 13-19. El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1. Houston—Houston Auto Show, Nov. 29-Dec. 7. Odessa—Permian Basin Oil Show, Oct. 18-23.

Utah Ogden—Golden Spike Livestock Show, Nov. 14-19.

Washington Seattle—National Boat Show (Natl. Guard Armory), Nov. 28-Dec. 7. Hal Hamper.

CANADA Alberta Edmonton—Fall Livestock Show & Sale, Oct. 28-31. A. J. Anderson.

Ontario Toronto—Royal Agrl. Winter Fair, Nov. 14-22. C. S. McKee.

Saskatchewan Saskatoon—Dressed Meat & Poultry Show and Sale, Dec. 10-11.

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 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.

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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 _____ \$ _____

SPECIALIZED PROGRAM

Built 2,000-Machine Route Exclusively on 5c Cashews

By JOHN HICKS

First in a Two-Part Series

ST. LOUIS—Jason Koritz's cashew vending business has grown from a scant 10 used machines three and a half years ago to 2,000 now in operation, primarily because he has "applied the principle of specialty selling to the industry."

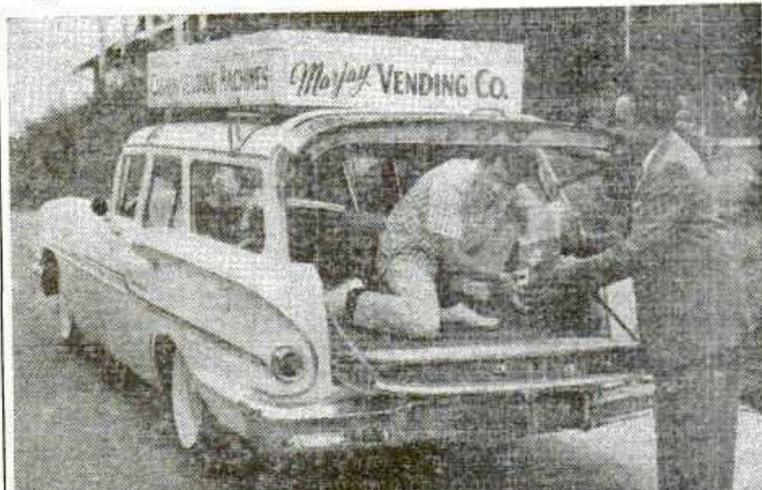
The Marjay Vending Company, operated by the Koritz family, is exclusively a 5-cent cashew vending firm, which has spread from Missouri to Illinois, Indiana and Wisconsin, with a division of the firm in Chicago.

"After starting in the business, the grass looked greener on the other side of the fence, and so the company branched out for a time into cigarettes, candy and gum," Koritz said. "I should have known better."

Specialty Selling

Since he had been in the specialty selling field all his life, Koritz concluded that diversification was out of his line. The company returned to vending exclusively cashews for several reasons. The variety of products handled in Koritz's diversified operations took up considerable space, and he discovered he could work faster handling one item.

Another reason for concentrating on specialty selling was the fact that freshness of merchandise could be controlled. Operating strictly on a volume basis, his broad pro-



MARK KORITZ receives cashew venter from his father, Jason Koritz, as they start to load their station wagon to service Marjay Vending Company's 2,000-machine route. Each globe is removed from machines on location, regardless of contents left, and placed in portable compartment on top of station wagon.

gram is to cover the largest territory in the shortest possible time. As to locations, he says, "Anywhere there are people is a good spot." "I am not looking for the ultimate in returns and profits from each machine because by having a quantity out, the average will take care of itself," he says. "The few slow machines will not bring down the average that much."

15 Per Cent Commission

The company generally pays a 15 per cent commission, except

that none is given in industrial locations where machines are placed for accommodation. Koritz has employed a somewhat novel way of

(Continued on page 66)

Nov. 2 Slated For Meeting of NVA Board

CHICAGO — The National Vendors Association board of directors meeting will be held in the Statler Hotel, St. Louis, November 2, said association counsel Milton Raynor, last week. The meeting will convene at 7 p.m., and falls on the opening day of the National Automatic Merchandising Association convention, held November 2-5, in the same city.

Main topics of discussion will be increasing representation of NVA to include all types of bulk vending, and the rendering of additional services to association members. (See The Billboard, September 8 and 22, for complete details.) NVA's survey of operators will also be utilized in basic planning of next year's convention.

A large turnout of bulk vending operators, distributors, and manufacturers is expected during the NAMA show.

KANTOR CAUTIONS

Food Co-Ops Muff Bulk Vending Bid

CHICAGO—Grocery voluntary and co-operative groups are the most difficult type of affiliated stores to work with, said Alvin (Bob) Kantor, Confection Specialties, Inc., last week. By comparison, drug and variety affiliated stores are apt to show considerable initiative once they believe that bulk vending has a good potential, he said.

Unlike chains, affiliated stores are independently owned. Member stores buy from a common source and enjoy administrative and advertising services that are available to them. (See separate story, this section.)

Kantor explained difficulties that eventually developed when he contacted Certified Stores, a large grocery voluntary in the Midwest. The buyer for the group suggested that Kantor make a mailing to the

member stores. Out of about 700 letters of solicitation, Kantor said that he received orders for bulk venders from only 20 to 30 stores. Second and third mailings produced little more in the way of results.

Catalogs Sent

Buying groups such as Certified regularly send out catalogs listing the variety of merchandise available to member stores. In order to get representation of his bulk vending program in their catalog, Kantor said that he would have

(Continued on page 64)

Potential of Supers Is Greater Than Chains in Grocery Locations

See Continued Growth of Supermarkets, But Corporate Chains Add Few Stores

By FRANK SHIRAS

CHICAGO — Chain grocery stores and supermarkets have been a center of discussion in the bulk vending industry for a number of years. These high-traffic locations, where bulk merchandise is a natural seller, are highly regarded by the industry. Operators want very much to put more machines in the chains and supers. Distributors encourage operators and give advice. Machines have been manufactured specifically designed for the supermarket.

How many supermarkets and chain groceries are there? What is

the outlook for the future? What share of total grocery sales do they account for? Are other important factors being overlooked? Answers to these questions are important—to operators planning for the future, to manufacturers that want to anticipate developments rather than follow them.

There are approximately 380,000 total food store outlets in the United States. Of these, about 360,000 are independently owned. Only 27,000 grocery stores are corporately owned in chains of two or more units. Supermarkets, both independently and corpo-

rately owned, total about 28,000. Corporate chains and supermarkets together make up only 11 per cent of the total number of food store outlets in the nation. Thus, in terms of pure numbers, corporate chains and supermarkets are not dominant and probably never will be.

Enlarge Stores

Unlike the 1930's, when chains followed a policy of adding stores to increase their sales, the tendency now is to either enlarge existing stores or close them down and erect supermarkets in their place.

(Continued on page 54)

PARTICIPATION OF OPS IN BB SURVEY URGED

By FRANK SHIRAS

I urge operators to participate in the first complete survey of the bulk vending industry that is currently being conducted by The Billboard.

Tabulated results of the survey will enable operators to make important comparisons between their own businesses and those of others.

The questionnaire sent out by The Billboard with the cooperation of manufacturers and distributors covers a wide range of factors important to a bulk vending operation.

Operators want to know the concentrations of machines in various types of locations. They want to know what commissions are commonly paid, the extent of diversification in other routes, and the amount of money typically grossed in the use of different fills. Other factors such as the average size of a route and the age of the man operating it are also of interest to people in the business. These and a number of other points are covered in the questionnaire.

The validity of mailed-out questionnaires is largely determined by the number of responses. Operators want to know how they stand in relation to the business as a whole. Each operator, whether large or small, increases the meaning of final results if he takes the time to answer his own questionnaire.

Individual responses are held strictly confidential. They will be used only for purposes of tabulation. In no way will an operator be identified with results of the survey. Names and addresses are asked for in order to simplify future periodic surveys by The Billboard.

Thousands of questionnaires have already been sent out. There is considerable duplication in the mailings sent out by co-operating firms, and many operators have or will receive more than one questionnaire. Those who have not yet received a questionnaire are urged to fill in the first part reproduced below and return it to the Vending Editor, The Billboard, 188 W. Randolph, Chicago.

Your name _____
 Name of firm (if any) _____
 Address _____
 City _____ State _____

1. How many years have you been operating bulk vending machines? _____ years
2. What is your age? _____ years
3. Is bulk vending your sole occupation? Yes _____ No _____
4. Do you work out of your residence? Yes _____ No _____
5. How many employees or assistants do you have (including family help)? Circle highest figure: 0 1 2 3 4 or more
6. How many hours per week do you (and employees or assistants) spend on all phases of your bulk vending operation? _____ hours
7. How many square miles does your route encompass? _____ sq. miles
8. How many bulk vending machines do you operate? Circle highest figure: 50 100 200 300 400 500 600 700 800 1,000 2,000 3,000 4,000 5,000 more than 5,000

Distrib Meets Scheduled for NAMA Show

NEW YORK — Moe Mandell, president of the National Vending Machine Distributors' Association, said that about 20 distributors are expected to attend a series of meetings to be held in St. Louis November 3, 4 and 5 while the National Automatic Merchandising Association's convention is in progress.

Slated to come up for discussion is the granting of discounts by

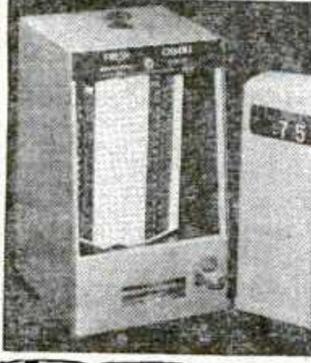
(Continued on page 53)

\$\$ Per Foot Important to Supermarkets

CHICAGO — Supermarket executives were advised by marketing consultants to analyze product sales in terms of margins per linear foot, reports Supermarket News, trade publication serving the industry. In line with this, bulk vending operators would do well to incorporate profit estimates of bulk vending machines per foot in their sales presentations.

Supermarkets often put too much emphasis on the percentage of gross margin on a product, it was noted at a recent meeting of 80 top executives here. The trouble is that this method does not give concrete information on how fast a product with a given gross margin moves. Products with a small

(Continued on page 54)



SWEEPING THE COUNTRY!
 "MACCO" 2-for-25¢ CIGAR VENDER... shows 8¢ profit.
 Small investment... BIG RETURN on 4-columns 160 capacity.
Sample Unit, \$29.50*
 *(Limited offer to vending industry. List Price, \$79.50.)
 Write, wire or call WALNUT 2-2907
MACCO 4416 Chown, South (B) Minneapolis 10, Minn.
 © Macco 1958. Single-column units, \$14.50

WE HAVE
oak's
"LI'L LEAGUER"

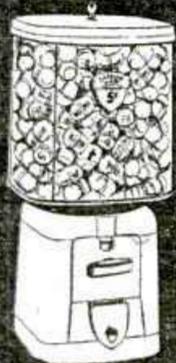


R. R. WHITEHEAD DISTRIBUTORS
 1075 Woodland Avenue, S. E. Atlanta, Georgia



\$TANDARD SPECIALTY
 Now offering
Northwestern TAB VENDING EQUIPMENT
 You'll hit the jackpot with this selective tab vender. Our specialty is helping more operators make more money.
STANDARD SPECIALTY CO.
 5115 E. 14th St. Oakland, Calif.

WE HAVE
oak's
"400"



RAKE COIN MACHINE EXCH.
 609 Spring Garden St. Philadelphia 23, Penna.
 WALnut 5-2676

After all is said and done—your best bet still is
VICTOR'S STANDARD TOPPER
 1c Ball Gum Vender **\$13.25 ea.** \$12.75 each 100 or more
 Distributed by
ROY TORR—LANSDOWNE, PA.
 Giving Friendly Service and Liberal Terms Since 1910

Vacuum Plated
Watches
 The time is **NOW!**



\$12.50 per M for less than 5M
 \$10.00 per M for 5M or more.

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

Send **35¢** for **SAMPLE KIT OF CHARMS**

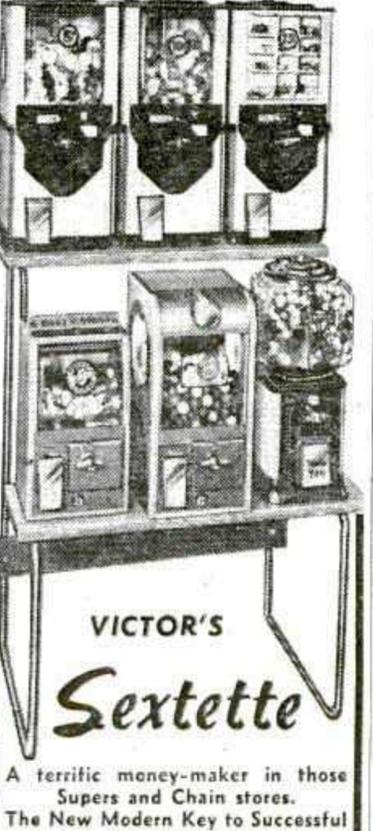
Ask about Our **ATLAS Finance Plan**

The PENNY KING Company
 2536 Mission Street, Pittsburgh 2, Penn.
 World's Largest Selection of Miniature Charms
NATIONAL SALES HEADQUARTERS
 "FOR ATLAS-MASTER PENNY-NICKEL MACHINES"

Northwestern To Show '59' at NAMA Confab

MORRIS, Ill.—The "Golden 59," the Northwestern Corporation's new bulk vender, will be unveiled at the National Automatic Merchandising Association convention in St. Louis, said Ray Greiner, sales manager, last week. "It is entirely different from any previous model," he said. He stated that the price of the Golden 59 is competitive with machines of other manufacturers, and is designed to dispense any bulk vending product. The machine will be available with coin mechanisms vending at a penny, nickel, dime or quarter level, he continued. The NAMA convention will be held in Kiel Auditorium, November 2-5.

Distrib Meets
 • Continued from page 52
 manufacturers of bulk candy items to distributors. The distributors are expected to push for trade discounts. Also on the agenda is the winner ball situation and the value of items carried in bulk vending machines. While the charm manufacturers have no formal meetings scheduled, it is expected that they will hold informal discussions with distributors.



VICTOR'S Sextette
 A terrific money-maker in those Supers and Chain stores. The New Modern Key to Successful Bulk Vending.

COMING SOON!
 THE 4-UNIT BI-LEVEL STAND
VICTOR VENDING CORP.
 5701-13 W. Grand Ave., Chicago 39, Ill.

COMING SOON
Northwestern Golden 59

WE HAVE
oak's
"ACORN"



T. T. VENDING SALES COMPANY
 2065 Milwaukee Avenue Chicago 47, Illinois

New—For Additional Income
ADVANCE AMCO®
HANDY POCKET COMB VENDOR
 Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

SPECIFICATIONS
 Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 33½", width 4½", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection, coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet, capacity approximately 200 combs; size of comb, 4¼" long, 1½" wide, 7/64" thick.

Prices quoted are net, F.O.B. Brooklyn. Deposit required with order—balance C.O.D.

PRICE OF MACHINE	
10c Operation—	Each
Single	\$24.10
2 to 11	19.30
12 to 49	18.05
50 or more	17.60

PRICE OF COMBS	
1 to 24 gross	Gross \$3.50
25 to 49 gross	3.25
50 to 100 gross	3.00

Immediate Delivery on Machine and Combs. Order Today!
 Write for information on other types of vending machines & merchandize
J. SCHOENBACH 715 Lincoln Place, Brooklyn 16, N. Y.

oak's
LI'L LEAGUER
a top scorer!



Football, soccer, or baseball... the fascinating game is right on the front of the machine to attract the eye and interest the customer.

AND OAKS "400"

Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vender. Vends any denomination from 5c to 25c.

west coast factory sales
OPERATORS VENDING MACHINE SUPPLY CO.
 1023 South Grand Avenue Los Angeles, California

east and midwest factory sales
M. J. ABELSON/Phone AT 1-6478
 2033 Fifth Avenue Pittsburgh, Pa.

oak MANUFACTURING COMPANY, INC.
 11411 KNIGHTSBRIDGE AVE. CULVER CITY, CALIFORNIA

Vend the Magazine of Automatic Merchandising

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
 Candy, Gum & Nuts
 Beverages
 Tobacco
 New Products
 Trends
 Industry News
 Market Place
 Articles
 Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
 Yes—Please sign me up for Vend for
 1 year \$5 3 years at \$10 (Foreign rate, one year, \$5)

Name

Address

City..... Zone.... State.....

Occupation

SPECIALS!
 9 Col. DuGrenier Cham- \$15.00
 pions, 25c Operation
 9 Col. Keeneys, \$15.00
 30c Operation
 CALL, WRITE, TODAY!
 Send for Catalog & Price Sheet

CENTRAL
VENDING MACHINE SERVICE CO.
 3967 Parrish St., Philadelphia 4, Pa.
 Evergreen 6-4244 • Baring 2-8710

PRICE "CAPSULE" SALES ZOOM!



CHARM SALES SKYROCKET!

New capsule rejuvenates the capsule business. Cash in on the most profitable venture in the charm business today!

\$5.50 per M (empty)
 When emptied, has dozens of extra uses as salt, pepper, sugar shakers, water bombs, etc.
 Filled Capsules from \$15 to \$20 per M
 Labels available at your distributor or:

paul a. PRICE co. inc.
 55 Leonard St., N. Y. 13, N. Y. Cortlandt 7-5147-8

OFFICIAL RING



HAVE GUN WILL TRAVEL

WINE PALADIN SAN FRANCISCO

at your distributor or . . .
 Write, wire, phone

Guggenheim
 33 UNION SQUARE
 N. Y. C. 3, N. Y. • AL. 5-8393

\$25 DOWN

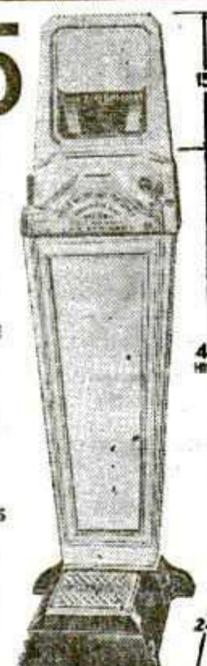
Balance \$10 Monthly

400 DELUXE

PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies



WEIGHT, 165 LBS.

Invented and made only by

WATLING
 Manufacturing Company
 4650 W. Fulton St. Chicago 44, Ill.
 Est. 1899. Telephone: Columbia 1-2772
 Cable Address: WATLINGITE, Chicago

Potential of Supers Greater
 • Continued from page 52

Thus, between 1953 and 1958, the number of chains operating 26 or more stores remained relatively stable—there were 108 in 1953 and 106 in 1957. In 1957 the chains opened about 2,000 new supermarkets and closed the same number of smaller stores. It is likely that the chains will continue their program of internal re-organization, the up-shot being that they will not contribute to a net increase in the number of grocery locations.

The bloom is also off the big boom in supermarket construction witnessed over the past decades. Their rapid growth in the past can be attributed primarily to a competitive advantage over smaller stores. Now, however, the biggest factor is competition between one supermarket and another. In 1939 a new supermarket had a potential of nearly 5,500 families. In 1948 there were 3,960 families per super. Today the number has dropped to 1,740 families. Again, this means that as in the case of chains, instead of adding to a net increase in the number of locations, new construction will be largely at the expense of smaller stores. New supermarkets will be built at a rate progressively less than 2,000 stores each year.

Limited Growth

What does all this mean to the bulk vending industry? For one thing, it means that growth in chains themselves is limited. There are only about 27,000 corporate-owned grocery stores, and there won't be many more of them in years to come. It also means that bulk vending operators can expect a net decrease in the total number of food store locations. To a great extent, supermarkets will take their place. Many new supers will

BIG SAVINGS

on BALL AND VENDING GUMS

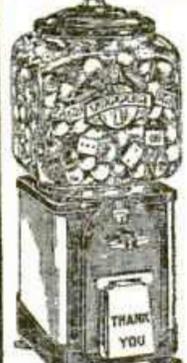
Same fine flavors, Centers and Coating.

Direct LOW Factory Prices

Bubble Ball Gum, 140-170 & 210 ct. 27¢ lb.
 Chicle Ball Gum, 130 ct. 35¢ lb.
 Clor-o-Vend Ball Gum 40¢ lb.
 Clor-o-Vend Chicks, 320 ct. 40¢ lb.
 Chicle Chicks, 320 & 520 ct. 36¢ lb.
 Bubble Chicks, 320 & 520 ct. 38¢ lb.
 Tab (short stick), 100 ct. \$1.90
 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 Standard TOPPER 1c BALL GUM VENDOR \$13.25 each



Available for 1c and 5¢ peanuts and bulk candies.

Victor's new TV Vendor in stock for immediate delivery.

TIME PAYMENTS AVAILABLE

Write **BERNARD K. BITTERMAN** for lowest prices on Capsules, Charms, Ball Gum, and all Vending Needs.

PROMPT SHIPMENT.

Bernard K. Bitterman
 4711 East 27th St., Kansas City 27, Mo.

gross margin can make substantial contributions to a store's profit providing that they sell fast enough.

Transposing this problem into bulk vending, commissions alone are not enough in a sales presentation to a supermarket. An operator would do well to make estimates of how much money a bulk vending machine can reasonably be expected to take in per linear foot each week. Bulk vending lends itself to a profit breakdown of this kind in one simple way: A machine occupies about one square foot.

The most difficult thing is to determine the amount of money a bulk vender will take per week in a supermarket. An operator with little experience in supermarket vending would do best to remain with sales figures representative of the locations he has. Breaking sales down to weekly figures by type fill in single and multiple installations would be appropriate. A supermarket merchandising manager doesn't have to be told that volume in his stores is much higher than in other grocery retail stores.

A careful sales presentation of this type can easily be instrumental in getting permission to give bulk vending a trial run. It may turn out that a supermarket will look at bulk venders more as a convenience to shoppers' children than as a source of added revenue. Space is nevertheless at a premium in supermarkets, and management would want to know how expected profit from bulk machines compares to other products.

Nine Bulk Venders

In terms only of dollar volume of sales to the public, if a mamma and poppa store supports one bulk vender, a typical supermarket should be able to handle nine bulk venders. But as the bulk vending industry exists today, dollars spent are not the only criterion, and perhaps not even the deciding one. Bulk vending customers are primarily children. Of every 100 shoppers in a supermarket, about 20 are children, either alone or accompanied by another person.

Are there enough of them to take up the slack of sales lost from the store that folded around the corner? Can more adults be induced to patronize bulk venders, either buying for themselves or their children? Can installations be made attractive enough to actually draw children to the supers? This is essentially the problem that bulk vending faces in the grocery location.

By most indications the small corner store is static business. At best, operators report success with a three-machine installation mounted on a pedestal. Sales can be increased in various ways at the corner store, but seldom is a battery installation reported feasible. Clearly, the high road to future expansion in food-store locations lies in finding a way of capitalizing upon the tremendous amount of money spent in the supermarkets.

Amazing Expansion

One further important factor should not be overlooked, and that is the amazing expansion of cooperative and voluntary groups. These are "chains" of independently owned stores that buy from a central source and enjoy other advantages that come from acting as a body. Including supermarkets as well as smaller stores, they now sell as much as the corporate chains. In 1947 they accounted for 28 per cent of sales; last year for 42 per cent. Their growth continues at a rapid pace, and they may well pose special problems to bulk vending as well as certain advantages. In an affiliated group that has uniform policies, an operator may find that a recommendation from the central office or a few of the stores is his entry to all. Where each store acts quite independently, on the other hand, an operator may find it necessary to go from one to the next with his sales presentation.

Sources upon which this article is based are: "Facts and Figures on the Food Distribution Industry" and "Dynamics of Food Distribution in America," published by National Association of Food Chains, and "Facts in Grocery Distribution," published by Progressive Grocer.

Glass Containers

Factory shipments of machine-made glass containers during August totaled 13,951,000, according to Commerce Department. Returnable beverage containers accounted for 490 thousand gross of the total, a decrease of 297 thousand gross from July, 1958. Non-returnable beverage containers accounted for 104 thousand gross of the total, a decrease of 48 thousand gross from July, 1958.

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.

EPHY
 91-15 144th Place
 Jamaica 35, New York

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



\$13.25 \$12.75 EACH
 100 or more
 Packed and sold 4 per case.

Write for Lowest Prices on our complete line of
 • CHARMS • BALL GUM
 • CAPSULES • MACHINES

Order Now From Victor's South-eastern Distributor.
H. B. HUTCHINSON, JR.
 1784 N. Decatur Road N.E.
 Atlanta 7, Ga.
 Phone: DRake 7-4300

FILLED CAPSULES

YOU PICK, CHOOSE and SELECT RINGS, GIMMICKS OR MIXES from our VAST LINE OF ITEMS.

Pay the price of your SELECTIONS as per our PRICE LIST—PLUS \$8.00, which pays for our excellent CAPSULES and for our filling same for you.

We GUARANTEE 100% SATISFACTION with our new, perfect, unbreakable STAY-CLOSED CAPSULES. You also know you have many fine choices from the Biggest and Best line of EPHY ITEMS.

You decide what goes into your CAPSULES at the price you want to spend.

EPHY
 91-15 144th Place
 Jamaica 35, New York

CIGARETTE MACHINES

Refinished and Unconditionally Guaranteed

35 National 9 Col. ML. \$150.00
 4 National 9 Col. M. 135.00
 20 Rowe Diplomats 8 Col. 75.00
 5 Lehigh 12 Col. M. 150.00
 5 Lehigh Model MC 12E
 12 Col. Elec. Totalizer 175.00
 6 Like New Film Vender on 50c 35.00

Just Off Location—Mechanically Perfect.
 8-12 Col. Eastern Elec. Chrome Tops. Low Voltage \$125.00

1/3 deposit, balance C.O.D.

H & G DISTRIBUTORS
 440 S.W. 8th Ave., Miami 36, Florida
 Phone: FR 9-1900

COMING SOON

Northwestern

Golden 59

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5¢ \$14.50
 N.W. DeLuxe 1c & 5¢ Comb. 12.00
 N.W. #39 1c Porc. 7.95
 N.W. Model #33 1c Porc. Con-verted for 100 ct. B.O. 6.50
 Silver King 1c B.O. or Mds. 8.00
 ABT Guns 30.00
 Mills 1c Tab Gum 12.00

MERCHANDISE & SUPPLIES

Almonds, 5 lb. Vac. Pack \$.90
 Pistachio Nuts, Jumbo Queen77
 Pistachio Nuts, Large Tulip78
 Pistachio Nuts, Vendor's Mix53
 Pistachio Nuts, Sheik45
 Cashew Whole64
 Cashew Butts58
 Peanuts, Jumbo42
 Spanish32
 Mixed Nuts30
 Baby Chicks32
 Rainbow Peanuts32
 Boston Baked Beans33
 Jelly Beans28
 Licorice Gems38
 Leaflets, 650 ct.40
 M & M, 550 Ct.55
 Hershey-ets47

Rain-Bio Gum, 60 ct.28
 Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.30
 Rain-Bio Ball Gum, 100 ct.32
 200 lb. minimum, prepaid on all Rain Bio Ball Gum.

Adams Gum, all flavors, 100 ct.45
 Wrigley's Gum, all flavors, 100 ct.45
 Beach-Nut, 100 ct.48
 Hershey's Chocolate, 200 ct. 1.40
 Minimum Order, 25 Boxes Assorted.

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. 36th St., New York 18, N. Y.
 LOngacre 4-6467

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 October 13, 1958)

Main table containing categories: MUSIC MACHINES, GOTTlieb, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, BALLY, CHICAGO COIN, GENCO, SHUFFLE GAMES, and ARCADE EQUIPMENT. Each category lists machine models with High, Low, and Mean prices.

Rock-Ola Shows New Stereo, Monaural Lines to Distributors

Twin Wall Speakers Used on Stereo Models; No Sound From Juke Cabinet

By NICK BIRO

CHICAGO — Rock-Ola unveiled its new juke box line, featuring both stereophonic and monaural models, to a packed gathering of their distributors at the Sheraton Hotel here last week (12). Virtually all of the firm's domestic outlets were represented at the gathering, as well as representatives from Canada, South America and Newfoundland.

Highlighting the line was a new 200 and 120-selection phonograph available in both stereophonic and monaural models. Also shown was a new 200-selection playmaster and a different color combination on the 1464 wall model unit.

Twin Speakers

From the interest standpoint, tho, the stereo machines stole the show. Rock-Ola has taken the twin-speaker approach, with no speaker in the juke box itself. All sound comes from each of two wall speakers mounted on either side of the phonograph.

When playing a stereophonic record, one wall speaker plays one channel, the second wall speaker plays the second channel. When playing regular monaural records, the same sound comes from both wall speakers (the stereo model phonograph plays both stereo and monaural records).

On the conventional monaural 200 and 120 models, the speakers are housed as always in the juke box itself.

Convertible

However, both the monaural 200 and 120 models are readily convertible to stereo by changing to

a two-channel amplifier, a stereo pick-up, and adding the twin wall speakers (in which case the speakers in the body of the phonograph would be disconnected).

Rock-Ola distributors will hold operator showings of the new line the week of November 2.

Program

The distributor gathering at the Sheraton got under way Sunday evening (12) at 6:30 with a cocktail party, followed by a banquet. Distributors were introduced to all Rock-Ola personnel by sales manager Les Rieck, who also intro-

duced the firm's new vice-president in charge of sales, E. C. Doris. President David C. Rockola then spoke to the group outlining progress to date and anticipated plans for the future. His speech over, the lights were dimmed and spotlights centered on a gold-curtained stage, carefully guarded by an Andy Frain usher.

As the curtain parted, a pair of smoke bombs went off, revealing the line, with the distributors rising to give a standing ovation. In the center of the stage stood the new 200 playing stereo.

SLOW REVIVAL

Denver Revenues Still Trail Last Yr.—10-15%

By BOB LATIMER

DENVER—juke box collections in this mountain city vacationland have dipped about 15 per cent from last year, according to a spot check of operators by The Billboard recently.

However, operators are expecting a pickup spurred by normal fall conditions. But it hasn't come yet, and the big question has now changed from when to if.

Among distributors the story is somewhat the same, with operator purchases of new equipment down about the same percentage as their collections.

Pete Geritz, of Mountain Records, reports volume down 15 to 20 per cent in both machine and record sales from this time last year. Primary reason given by

(Continued on page 58)

NYSOG Has Regular Meet

NEWBURGH, N. Y.—Members of the New York State Operators Guild, at their regular meeting at the Palantine Hotel here Wednesday night (15), heard Gordon Howard of Atlantic-New York explain the potentialities of stereophonic sound and invite them to New York next week for the showing of the new Seeburg stereo machine. Another guest at the meeting was Irving Holzman of Simon Sales.

At the meeting were Jack Wilson, Newburgh; Mr. and Mrs. Bill McCarthy, Hurleyville; Joe Riech, Tannersville; Harry Greenburg, West Point; Joe Lippi, Poughkeepsie; Tom Greco, Glasco; Ed Rockwell, Newburgh, and John Nuccitelli, Beacon.

Also, James (Pie) Haley, Middletown; Tom Cobel, Beacon; Les Smith, Newburgh; Mike Mulqueen, Walden, Dick Wenzel, Kingston; Mrs. Gertrude Browne, Beacon; Howard Purdy, Beacon, and Lou Werner, counsel.

the matter of the \$150 fee for seven-day operation of a juke box in the City of Boston. The city charges \$50 per year per machine for weekday operation and the same for Sunday operation. The State also charges \$50 for a Sunday license.

There are three separate cases on each \$50 fee. The hearing convened on the two cases having to do with the Sunday licenses at 2 p.m. and the court was adjourned

(Continued on page 61)

Seeburg Distributors Unveil Stereo Models to Operators

New 2-Channel Units in 100, 160 Selections; Use Both Cabinet, Wall Speakers; 36-Watt Amp.

By BOB DIETMEIER

CHICAGO — Seeburg distributors launched operator showings of new 100 and 160 selection stereophonic juke boxes last week and this week. The 100 is designated Model 220; the 160 is Model 222.

The new machines include a twin stereo speaker system, magnetic stereo pickup and a dual amplifier delivering an output of 36 watts, 18 watts for each channel. Stereophonic equipment is

identical in both the 100 and 160.

A minimum of four speakers are used. There is a complete two-speaker assembly for each sound channel, one 12-inch cabinet-mounted speaker and a minimum of one 8-inch wall speaker. The minimum number of speakers per assembly are therefore four, two 12-inch speakers mounted side-by-side in the cabinet separate top to bottom by a center baffle and two 8-inch wall speakers.

Wall speakers are designed to be used and are sold only in pairs, one for each sound channel. Accompanying each cabinet unit therefore is a minimum of two 8-inch remote speakers.

The stereo concept of two-channel sound is visually reproduced in the cabinet design. The front bottom assembly is divided into two chrome-trimmed rectangles, with the designations

(Continued on page 65)

WHAT'S AVAILABLE IN 45 STEREO SINGLES & EP'S?

CHICAGO—What's available in stereophonic disks for juke box play? With juke box manufacturers rushing into production on stereo units, the question is what will operators play on them?

Seeburg and Wurlitzer are already providing their stereo customers with a package of EP's and singles released by RCA Victor. Rock-Ola is expected to follow suit. But these are introductory packages, meant to acquaint the operator with stereo and provide him with a start in stereo programming. They are a stop-gap at best.

Meanwhile, however, all record companies are rushing into stereo production with new EP's and some singles are popping into the market virtually daily. The major labels are being joined by numerous indies, with the number growing steadily.

Next week, The Billboard will run a listing of 45 r.p.m. stereo singles and EP's now available. The list is being compiled by The Billboard Music-Radio editorial staff in New York.

COLLECTIONS DOWN BUT:

Cleveland Ops Expect Fall Business Pick-Up

By IRINA REBERSAK

CLEVELAND—Juke box operators in this large industrial city have been thru a disappointing year, but they are far from throwing in the sponge. Most operators are looking for a substantial fall pick-up to bring them near the 1957 collection level by the end of the fourth quarter.

Collections have trailed the previous year anywhere from 10 to 35 per cent. However most operators are optimistic, and have merely trimmed the fat on their routes a bit to keep things going. Record purchases generally remained even with last year. Most operators evidently preferred to keep what business they could with quality programming.

Distributors were hurt, many

suffering equal losses with the operators' drop in revenues. Percentage wise, they seemed to note a 20 to 25 dip in operator purchases of new equipment.

Exports

One phonograph outlet noted a slight pick-up in juke box sales, but this was due to an increase in exports. Locally, he was still behind.

Most operators are now eyeing the expected fall hike in employment as being the answer to people spending money in the taverns again.

Cleveland being primarily an industrial city, has been hurt by layoffs and lack of overtime. The situation is slowly correcting itself, and operators feel it's only a matter of time before the tavern

(Continued on page 61)

Mass. High Court Hears Juke Op License Case

By CAMERON DEWAR

BOSTON—The Music Operators' Association of Massachusetts' case against the Commonwealth and the City of Boston was heard recently (7) before the Supreme Judicial Court of the Commonwealth of Massachusetts. It is hoped that a decision will be handed down before the end of the year.

The hearing involved the two cases against the State and city in

Detail Juke Copyright Fight at Colo. Op Meet

DENVER—An august group of speakers appeared before a meeting of the Colorado Music Merchants last week (9) to tell of the current juke box copyright fight.

Leading off was George Miller, Music Operators of America president, followed by Byron Rogers, senior senator from Colorado, and Byron Johnson, running for U. S. Representative from Northeast Colorado.

Miller spoke on MOA's current fight against copyright legislation,

telling operators that passage of such a bill might cost operators an additional \$20 to \$50 per year on each machine they operated.

(Continued on page 61)

Rowe Names Juke Distributors For Cig Units

NEW YORK — Five of six juke box distributors in the sparsely-settled Western areas of the country will be named as non-exclusive outlets for the cigarette machines made by the Rowe Manufacturing Company.

Already named are Harry Snodgrass, Albuquerque, N. M., Rock-Ola distributor, and the R. Wernicke Company, San Antonio, AMI distributor.

Jack Dunwoodie, in charge of Rowe's program, said that these distributors will be named on a non-exclusive basis and will not replace the Rowe salesmen covering the area. About three or four other juke box distributors will be named to handle Rowe equipment in the Dakotas, Rocky Mountain area, and in the Southwest.

Dunwoodie explained that the juke box distributors will begin with cigarette machines and later branch out into other equipment. Rowe factory field engineers will train the juke box distributors. Distributors will handle parts and service.

Tower Named Chi Distrib By Wurlitzer

CHICAGO — Tower Distributing Company, a new firm headed up by Carl R. Greene, has been named distributor for the Chicago area by Wurlitzer.

Greene will be assisted by his brother Robert Greene as sales manager and Nathan Peak, service manager. The distributorship will be located in new headquarters recently acquired at 1725-27 West Division, here.

Greene, a veteran Chicago operator for nearly 13 years, is disposing of a good portion of his route to make room for the distributorship. Route headquarters

(Continued on page 61)

1000 Album Play



1
2
3
4



*the I-200 plays records
in rotation
side 1
side 2
side 3
side 4
in the self same order
as the music was heard
in the original performance.
Another feature that
makes the I-200 the juke
box locations want!*

AMI *Incorporated*
1500 Union Ave., S. E.
Grand Rapids 2, Michigan
Chicago - Zurich

*known by operators since 1909 for the most
dependable coin operated music instruments made.*

Rock-Ola Names 5 New Distributors During Show

CHICAGO — Rock-Ola added four new domestic and one Canadian distributor to its roles last week. The announcement came simultaneously with the firm's distributor gathering in Chicago to view the unveiling of the new stereophonic line at the Sheraton Hotel. Named were:

• Norman J. Stienke & Company, Buffalo, who will be assisted by William Shutt and Edward Reich. Stienke will handle the greater Buffalo trading area, including the eight adjoining counties surrounding Buffalo.

New Orleans

• A.M.A. Distributors, Inc., New Orleans, headed by Robert E. Nims and Manny Lansberg. They will handle the Southern Louisiana territory. A.M.A. replaces Huey Distributing Company, which formerly handled the territory for Rock-Ola. Huey principals are retiring from the coin machine business.

• City Music Company, Phoenix, Ariz., headed by Alfred Harper and Frank Derrick. Firm will cover Arizona, replacing Paul Hawkins, Tucson, who formerly handled the area for Rock-Ola.

• Overland Music Company,

Oakland, headed by Ben Murillo. Firm will cover the Northern California territory.

• Jack L. Howey, Milford Bay, Ont., who will cover the Ontario area.

GE Perfects Timer for Phono Needle

ASHLAND, Mass. — A device to measure the playing time of phonograph needles has been perfected by the Clock and Timer Department of General Electric Company.

Called the Need-L-Minder, the device accurately clocks the playing hours of the needle, registering up to 1,000 playing hours. Device needs resetting only when a new needle is installed.

The new timer is being made available to manufacturers of high fidelity and other type record players, according to Russell T. Woodward, marketing manager of the firm.

MAKE JUKES TRADE FAIR AMBASSADOR

WASHINGTON — "Two typically American institutions," a juke box and a popcorn machine, "will vie for attention" at the Tunis International Fair, according to Commerce Department spokesmen.

Commerce's Office of International Trade Fairs says the machines will be located outside the American Pavilion at the fair to be held October 18 thru November 2.

Equipment will be supplied by AMI, Inc., Grand Rapids, Mich., and Blevins Popcorn Company, Inc., Nashville.

Ben Chicofsky Says Hirsch's Charge Untrue

NEW YORK — Ben Chicofsky, head of Ben-Ray Music and secretary of the Music Operators of New York, termed as "complete nonsense" the allegation that he had warned Joseph Hirsch, of Manhattan Vending, to give up a juke box location.

Hirsch made the charge, as well as charges against other prominent industry figures, in an answer to Charles Bernoff, Regal Music. Bernoff is suing Hirsch to recover a location formerly operated by Regal. He claims that Hirsch induced the location to breach a contract with Regal. Hirsch denies the charge.

Chicofsky said that Hirsch's charges against him are a distortion of a conversation between the two men and are completely untrue. He added that he has never warned or threatened anyone in his life.

Slow Revival

• Continued from page 56

Geritz is the slump in collections. The tight money situation has forced operators to cut back in buying, he notes. Mountain Distributors have pushed better programming hard to keep record sales up at its one-stop but with only meager success.

An anticipated fall pick-up has thus far failed to show its face. Most operators and distributors looked forward to business reviving after the local night dog racing amusement parks closed their doors. But the doors have been closed for some time, and the business which many operators felt had gone to the dogs was still there.

Operator Glenn Pierce, of Century Music Company, reports that collections are down around 15 per cent over 1957, with people just not visiting their taverns as regularly as before. The dropping of phonograph rates to 5-cent play by some operators is no solution inasmuch as it is the small turnout of people in taverns which is crippling sales.

Better programing has helped somewhat to restore play to normal but only moderately successful. Pierce believes that location owners themselves need to merchandise more aggressively and that wherever they have done so phonograph volume has automatically picked up. In one, a restaurant location, Pierce arranged for placing a "music menu" on the food service menu with listing of select tunes and play nearly doubled.

Century Supreme reports that there has been no fall pickup as yet, but believes that in mid-October, when cold weather sets in, there will be volume increases.

Local 266 Agrees to Stop Picketing Tavern

NEW YORK — Local 266, International Brotherhood of Teamsters, has signed a stipulation agreeing to refrain from picketing a Hollis, Queens, tavern owned by Michael J. McNamee. The location owner had charged that the union had stationed a picket in a parked car, and that the picket would pop out of the vehicle when a delivery man approached the tavern, causing him to leave without making his delivery.

Frank R. Weissberg, of the law firm of Northrup & Jessop, said the stipulation has the same effect as a temporary injunction, with any future picketing a violation of the order to show cause which was handed down in New York County Supreme Court, until such time as the case is resolved in court.

In his move for a restraining order, Weissberg said that Local 266's actions constituted a secondary boycott and illegal picketing.

Third Case

Weissberg added that this is the third instance in which Northrup & Jessop successfully represented a client seeking to stop picketing by Local 266. The other two clients were the Game Operators of New York and George Holtzman.

In the latest action, the plaintiff was Bill Dillon, an operator who had installed a juke box in a location previously serviced by Albert

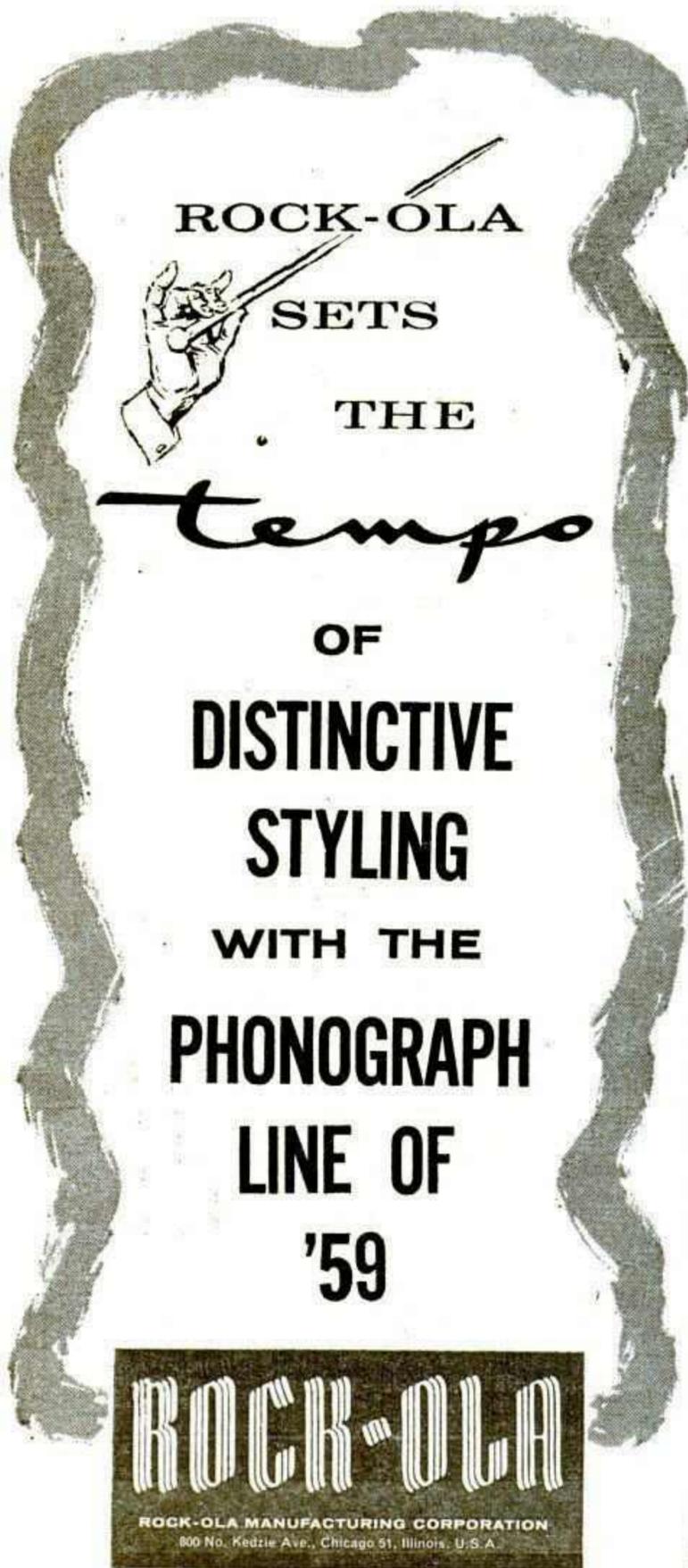
Arnold, another operator. Arnold still operates the game on the location.

Atlantic-N. Y. Shows Seeburg Stereo Units

NEW YORK — The Atlantic-New York Corporation, local Seeburg distributor, will demonstrate the new Seeburg stereophonic juke box for the first time here Wednesday and Thursday (22-23). According to Meyer Parkoff, Atlantic president, more than 300 local operators are expected to attend the demonstrations at the showroom.

On hand to answer questions and explain the unit will be Jack Gordon, Seeburg sales executive, and John Stuperitz, factory field engineer.

Parkoff said that deliveries of the stereophonic units will be made immediately after the showings. Operators will be instructed how to set up the unit at the New York showing, and at showing scheduled for the firm's Hartford, Conn., branch, Tuesday (21), and at the Newark, N. J., branch, Saturday (25).



ROCK-OLA
SETS
THE
tempo
OF
DISTINCTIVE
STYLING
WITH THE
PHONOGRAPH
LINE OF
'59

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ROCK-OLA MANUFACTURING CORPORATION
800 No. Kedzie Ave., Chicago 51, Illinois, U.S.A.

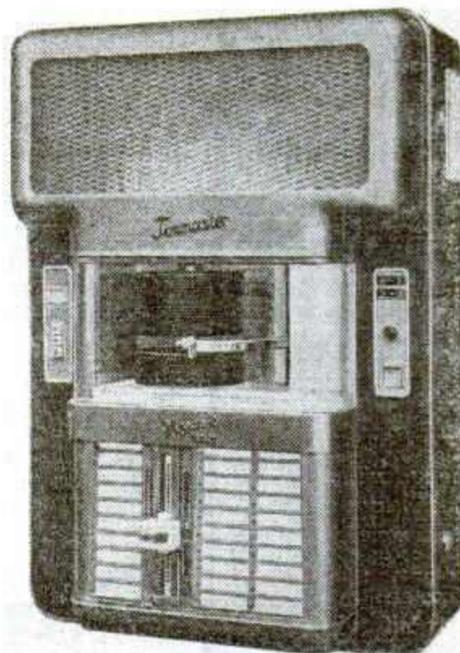
NEWEST

HI-FI

WALL MUSIC BOX

60 SELECTIONS—45 RPM

Tonemaster



The Answer for those locations you've had to pass by.

This is the low price, high profit machine you need where space is a problem. Handsome styling by master craftsmen. 60 selections.

- Height 37"
- Width 25"
- Depth 12 1/2"
- Weight 119 lbs.
- Immediate Delivery
- Accepts nickels, dimes, quarters
- Attractively illuminated front
- Remote volume control speakers
- 2 built-in loudspeakers
- Quick-action record change
- Simple mechanism easily accessible

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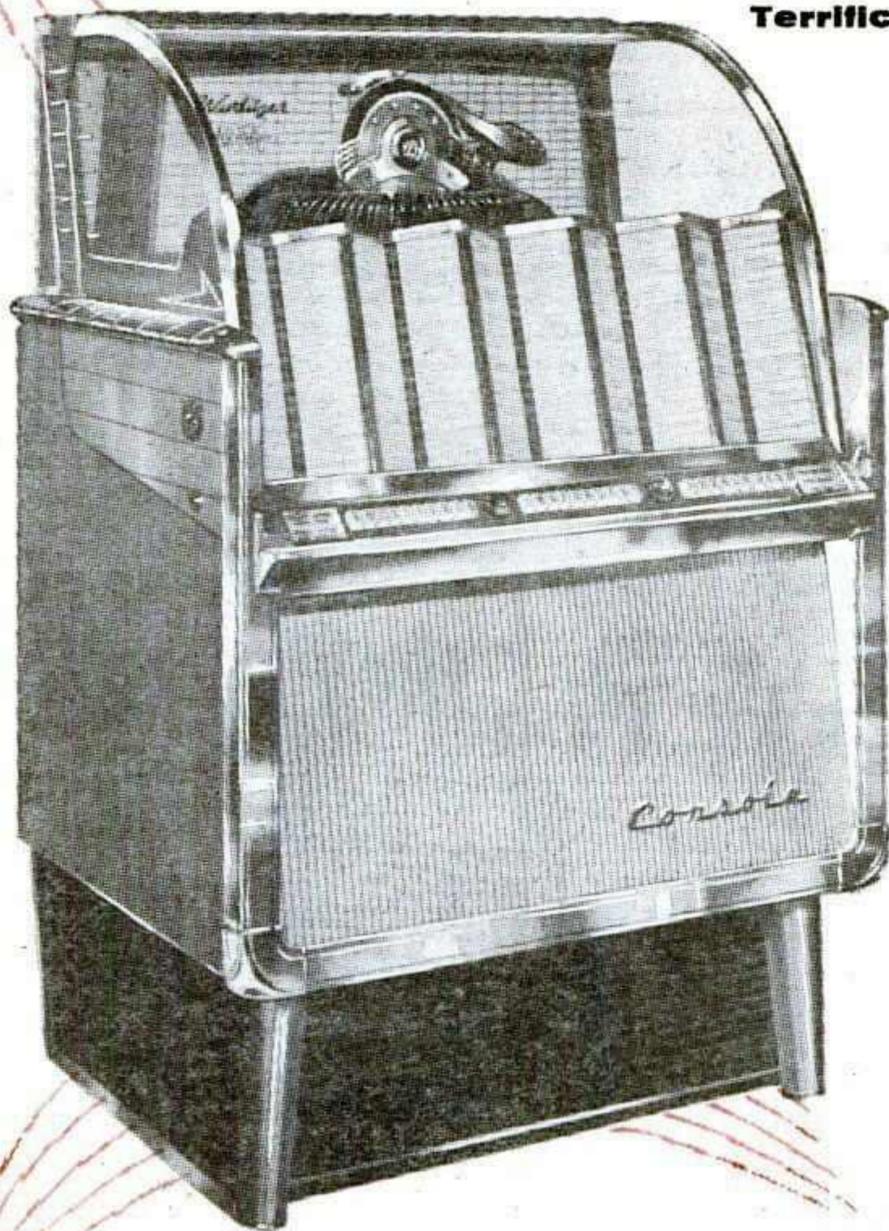
New York 19, N. Y.

This Is **"MONEY MUSIC"** for YOU

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Stereophonic Sound

**Wonderful for Landing New Locations -
Terrific for Expanding Present Location Earnings**

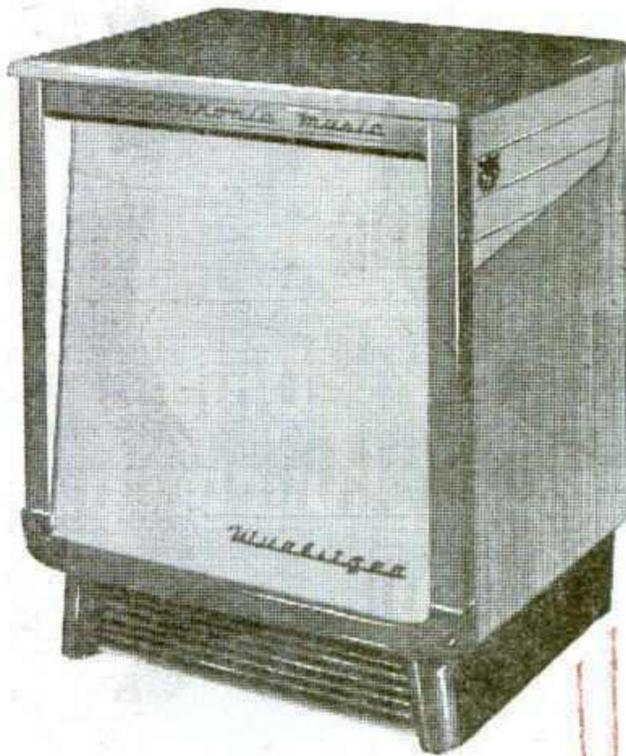


All you have to do is HEAR Wurlitzer STEREOPHONIC SOUND to know its sheer, money-making magic. Demonstrate it to a location and you're IN. Have it on location and, overnight, your earnings rocket up to new levels.

This is sound in DEPTH. A NEW DIMENSION in MUSIC that makes a tremendous hit with patrons. And its appeal will pick up even more amazing momentum as more and more stereo pop singles become available.

DUAL PRICING AT THE PHONOGRAPH

The famous Wurlitzer Coin System accepts coins of five to fifty cents in combination to allow selective dual pricing at the phonograph.

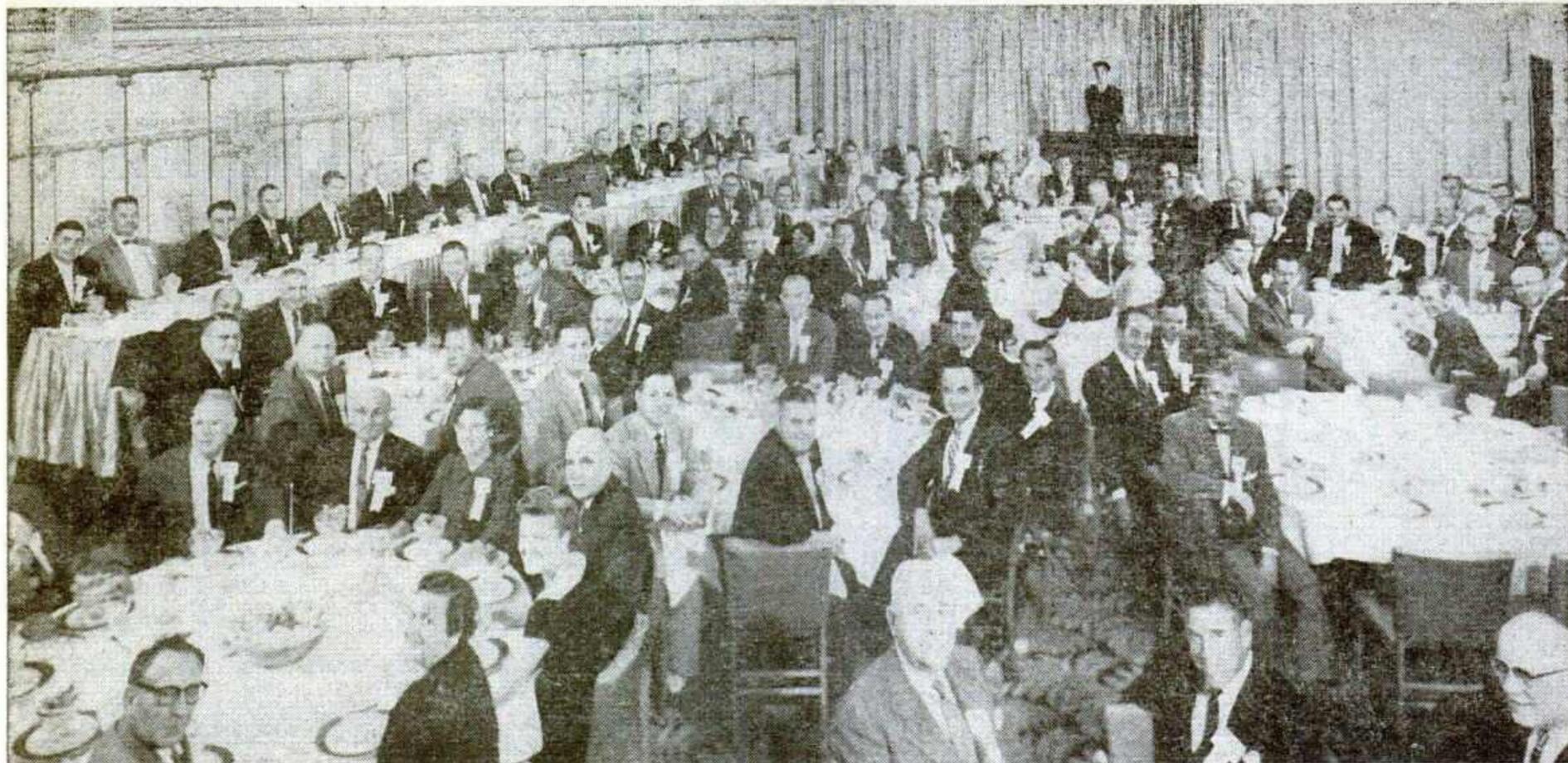


THE WURLITZER STEREOPHONIC MUSIC SYSTEM OFFERS YOU

1. **SIMPLICITY**—Only two main components. Any current Wurlitzer Phonograph—plus—a stereophonic companion unit with comparable speaker output.
2. **COMPATIBILITY**—Plays both Stereophonic and Monaural records to the full range of their recorded performance.
3. **EASY INSTALLATION**—Each Wurlitzer Stereophonic Unit is complete. Can be quickly installed on location.

**HURRY... HEAR IT... AT YOUR
WURLITZER DISTRIBUTOR**

THE WURLITZER COMPANY • Established 1856 • NORTH TONAWANDA, NEW YORK



ROCK-OLA OFFICIALS AND DISTRIBUTORS during the unveiling of the firm's new stereophonic line in Chicago last week. At the head table (l. to r.), all from the Rock-Ola factory: Roger Burr, William Burns, Ralph Petri, Herman Redick, Donald Rockola, Les Rieck, E. G. Doris, David C. Rockola, Harry Bernbach, Art Ehlert, Jim Wood, Harry Mastney, William Halderman, Stanley Olson and Hans Schweigert. First table, column nearest head table: L. Le Sturgeon, Charlotte, N. C.; H. Robinson, Atlanta; Kurt Kluever, Rock-Ola assistant sales manager, Chicago; Frank Fabiano, Detroit; J. Tolisano, Hartford, Conn.; Ira Green, Buchanan, Mich.; Fred Campen, Rock-Ola; Al Dixon, Memphis; Earl Montgomery, Memphis; J. Adams, Atlanta. Second table: Ed Daniels, Jackson; South Dixon, Johnson City, Tenn.; Irv Blumenfeld, Baltimore; George Goldman, Baltimore; Art Janacek, Rock-Ola; Mr. and Mrs. Dave Franco, Montgomery, Ala.; Al Caldron, Indianapolis; Mr. and Mrs. Morris Piha, Montgomery. Third table: Bob Lazar, Pittsburgh; Orville Carnitz, Milwaukee; Carl Happel, Milwaukee; Joe Melchek, Rock-Ola; B. D. Lazar, Ed Goldvarg and Al Kuberion, Pittsburgh. Fourth table: Ken Danielson, Rock-Ola; Emil Staroba, Rock-Ola; Norm Stienke, W. Shutt, Buffalo. Middle row, first table: Mr. and Mrs. Abe Witsen, Philadelphia; John Toolan, Rock-Ola; Mr. and Mrs. Hy Bramson, Louisville; Mr. and Mrs. H. Saunders, Nashville. Second table: Ed Ponder, Kansas City, Mo.; Bill Ravenscraft, Jim Liesnewski, Rock-Ola; Harry Brink, Butte, Mont.; Hymie and Ed Zorinski, Joe Blend, Omaha; Carl Hoebel, Kansas City, Mo. Third table: Bob Nims, Manny Lansberg, New Orleans; Jack Barabash, Rock-Ola; Ben Murillo, Oakland, Calif.; Dick Wells, Ithaca, N. Y.; Gene Bybee, San Antonio; Mr. and Mrs. Hughes, Mrs. Myrtle Singly, Shreveport, La. Fourth table: C. Sandvol, Miami; L. Drapkin, Montreal; W. Pounds, Newfoundland; V Haim, New York; Dorothy Schultz, Rock-Ola export sales head; Mr. and Mrs. Howey, Toronto; Wes Van Dusen, Edmonton, Alta. Last column of tables, lower right-hand corner, press table. Second table: Fred Parker, Rock-Ola; Lou Nemesch, Detroit; Jack Sully, Kansas City, Mo. Third table: Herb Carpenter, Chicago; Joe Niemiec, Rock-Ola; Harry Osgood, Chicago; Dan Stewart, Salt Lake City; Fred Barber, Dallas; Dave Stern, Elizabeth, N. J. Fourth table: Len Micon, Joel Stern, Carl Langer, Chicago; Art and Al Herman, New York; Jerome Wieszorick, Bill Koch, Rock-Ola; Fred Skor, Chicago.

TOGETHER

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beautiful
music!*

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**United
operator**

a
**United
phonograph**

a
**busy
location**

Write for details about
the world's finest coin-operated
musical instrument
dramatically styled by
RAYMOND LOEWY
world famous designer

PHONOGRAPH MODEL UPB-100

THE BEAUTIFUL NEW **UNITED**

UNITED MUSIC CORPORATION
3401 NORTH CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP

Tune Talk...

Sen. Al Bodkin, veteran New York juke box operator, comments on records he is putting on his route this week.



the picks

There Goes My Heart, Joni James (M-G-M)

"This number was a big hit when it was first released seven or eight years ago, and it will be a big one now. Joni James has always been a big favorite, and with this number she can't miss."

Mister Success, Frank Sinatra (Capitol)

"Sinatra is always a steady earner, and I feel this is one of his better disks. I like the beat on this one."

the buyer

A group of New York juke box operators was en route to the 1956 Music Operators of America convention in Chicago on a chartered plane. While some 25,000 feet in the air over Cleveland they held a committee meeting of the Coin Machine Division of the United Jewish Appeal. By the time the plane landed at Midway Airport, they were some \$2,000 poorer and UJA was some \$2,000 richer. The man who separated them from their money was Sen. Al Bodkin, a devout Catholic and probably the hardest worker that the Coin Machine Division of UJA has ever had. On June 13, 1956, some 1,500 coinmen turned out at the Grand Ballroom of the Waldorf-Astoria to pay tribute to the senator for his work on behalf of UJA. They raised a record \$41,000, much of it by the senator personally. He admitted that his methods were not exactly low pressure, but he always uses the hard sell for humanitarian causes. The senator is also a vigorous campaigner for the Catholic Community Service USO, operated by his good friend, Father John Duffy, and is one of the work horses for Boys' Town of Italy. His name derives from his position as 1935 Democratic candidate for the New York State Assembly in a Republican stronghold of 89,000 registered voters. He lost by a scant 1,500 votes. During the depression, Senator Bodkin sold telephone service on a commission basis and became one of the top salesmen in the New York area. He began operating games part time in 1933 and branched into music in 1938. A charter member of the Music Operators of New York, he served on the board of directors for 14 years. The senator and his lovely wife, Fran, make their home in Forest Hills, L. I.

Show New Wurlitzer In Albany

ALBANY, N. Y. — Nearly 100 operators attend the first local showing of the new stereophonic Wurlitzer at the Albany office of the Bilotta Distributing Company here Thursday (2).

They were greeted by John Bilotta, president; Bob Catlin, branch manager; Mrs. Catlin and staff members Dave Nicholson and Doug Mapariello.

Guests included Harry Stern, Williams Manufacturing; John Krupcak, Amsterdam; Tom Oddy and Jack LaHart, both of Lake Placid; Aaron Sternfield, The Billboard; Bunny Young, Hudson Falls; Max Cohen and Murray Cohen, both of Woodridge; Bill Hazard and Jack Dival, both of Saratoga Springs; Dan Waledes, Troy; Joe Reich and Bill Reich, both of Tannersville; Cliff Neil, Pittsfield, Mass.; Mr. and Mrs. Jack Wilson, Newburgh; Lester Smith, Newburgh; Gertrude Browne and Mac Douglass, both of Beacon; Mr. and Mrs. Bill McCarthy, Hurleyville; Stretch Hanofee, Monticello; Danny Robelotto and Vince Robelotto, both of Albany; Bob Hamilton and Joe Hrdlica, of the Wurlitzer factory, and Edgar Van Olinda, Albany Times Union.

Also John Seel and Mike Garramone, Albany; Mr. Whitbeck, Schenectady; John Quinn, Troy; Charles Keppler, Cliff Ours and Roland Smith, all of Syracuse; Fred Garrett, Watervliet; Tom Greco, Glasco; Henry Knobloch, Glensfalls; Jules Olshem, Abe Lawler, Marty Goldstein and George Stuplebeen Jr., all of Albany.

Visitors were given demonstrations of monaural and stereophonic sound and were guests at a cocktail party and buffet. After the showing most of the operators left to attend the annual meeting of the New York State Coin Machine Association.

Mass. High Court

Continued from page 56

at 3:30. Then in an unprecedented move, it was re-convened on the weekday case because of the urgency of the matter.

Attorneys for the MOAM said this was a most unusual move but would not comment as to whether it augured well for a favorable decision. The litigation which has been in the process for more than two years is based on the constitutionality of the licenses as they affect freedom of speech and also on the excessive cost of the licenses. MOAM hopes for a decision that would rule that all license fees affecting juke boxes in Massachusetts would be found illegal.

The attorneys have tried to secure an injunction to halt the payment of fees, but were unsuccessful. Recently operators were advised not to apply for a full year's license fee, since, according to the State law, no refunds are permissible even after a favorable decision has been returned.

The litigation which received national publicity, could affect every juke box operator in the nation. Support in the form of cash has come from many sources interested in the case.

Cleveland Ops

Continued from page 56

customer is caught up on his bills and back in his favorite bistro spending money for beer and entertainment.

Among distributors, the outlook is being spurred by manufacturer introduction of new equipment. All expect to show new lines—always a sales stimulant.

COIN CALENDAR

Association Meetings scheduled. Check for changes.

October 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

October 27—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

October 28—Music Operators of New York, Inc., quarterly meeting, 250 West 57th Street, New York City.

November 3—California Music Merchants' Association, Oakland Division, 311 Broadway, Oakland.

November 3—United Music Operators of Michigan, monthly meeting, Ft. Wayne Hotel, Detroit.

November 3—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

November 4—Washington Music Merchants' Association, monthly meeting, Seattle, Wash.

November 4—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

November 5—Music Operators' Association of St. Joseph Vally, monthly meeting, offices of Carl Zimmer, 130 N. Ironwood Dr., Mishawaka, Ind.

November 5—Summit County Music Operators' Association, monthly meeting, Akron, O.

November 6—California Music Merchants' Association, Sacramento Division, Sacramento Hotel, Sacramento.

November 6—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

November 6—Eastern Ohio Phonograph Operators' Association, 4104 Rush Boulevard, Youngstown, O.

Tower Named

Continued from page 56

thio will be temporarily maintained at 3859 North Lincoln.

New Quarters

The firm is expected to occupy the new distributorship offices Monday (20) and will have a full supply of parts and new equipment on hand. The new quarters give the firm approximately 6,000-7,000 square feet of room.

A distributor spokesman said that additional staff would be added as needed. Altho still tentative, the firm will also throw an open house when fully settled in their new quarters.

Reid Whipple, Wurlitzer field service engineer will be temporarily stationed at Tower to act as liaison.

Colo. Op Meet

Continued from page 56

He was followed by Rogers, who expressed his opposition to current ASCAP efforts toward creating an absolute monopoly. Rogers traced back parallel examples in history, stressing that monopoly control in any industry has always proved dangerous.

Another Byron, in this case, Byron Johnson, who is running for U. S. Representative from North-east Colorado, echoed Rogers' sentiments and promised his support to the Colorado phonograph operators' group in the event of his election.

Missing from the program was Senator John A. Carroll, who was unable to attend as expected, due to Eastern commitments.

Some 35 members attended and enjoyed a cocktail party before dinner. President Jack Arnold handled the introductions. Following the guest speakers, Arnold announced that annual election of officers would be held in November rather than October 20 as originally scheduled.

GO MODERN BUY WURLITZER

ABP MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

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July Coin Exports Slightly Below Par

\$1,600,000 Game-Juke Total Even With June; Korean Market Shows Promise

WASHINGTON — Export of U. S. games and juke boxes in July remained at the below-par June level, totaling \$1,611,906 in dollar volume on 5,169 units shipped.

U. S. Department of Commerce reports show there was little change in the market from June to July, with all three categories — new juke, used juke, and games — holding close to their June totals.

In the first six months of this year, game and juke exports totaled \$11,141,680, an average of over \$1,800,000 monthly. Thus, the July and June (1,667,974) totals were both slightly below average.

July new phonograph shipments hit \$902,909 on 1,881 units shipped compared to \$949,907 on 1,325 units the previous month. Used juke notched \$203,635 on

560 units in July; \$140,662 on 428 units in June.

A dollar volume of \$505,362 on 2,728 games shipped was registered in July, compared to \$577,405 on 2,606 units in June game exports.

West Germany Tops

Top markets showed little change between the two months, with West Germany (\$310,916), Belgium (\$271,910), Venezuela (\$262,928), and Cuba (\$121,556), the top dollar market for game-juke totals in July. Belgium, West Germany and Venezuela led in that order, in June, with Cuba farther down the line.

One notable change in July was the emergence of the Korean Republic as a brisk market for both games and juke boxes (see chart this section). The Korean market took \$28,375 worth of new juke boxes and a sprinkling of used phonographs and games, totaling \$38,225 in coin equipment. It ranked ninth among the markets, never

(Continued on page 67)

BALL PLAY

Williams Ships New-Type Rifle Game

CHICAGO—Deluxe Vanguard, a new-type rifle game featuring in-line scoring with bounding balls, was shipped last week by Williams Manufacturing Company.

Player shoots at rubber balls, individually or by the line, attempting to score three, four or five in-line. In-line scores can be racked up automatically by the player when he presses a button on cabinet.

Rifle operates on direct electrical contact, and the 25-ball hole playfield is reflected from cabinet bottom.

Game is adjustable to offer six balls and 20 shots, six balls and 15 shots, seven balls and 15 shots, or seven balls and 10 shots.

Bull's-Eye Launchers

Two bull's-eye targets, one on each side of playfield, may be hit to launch any one vertical line of balls. The five vertical lines score

(Continued on page 68)

Kaye Ready on Deuces Wild, New Roll-down

BROOKLYN — The Irving Kaye Manufacturing Company this week went into production on Deuces Wild, a five-ball, roll-down game. The game will list for \$289.95.

According to Buddy Fox, sales manager, the manual roll-down unit has a dual playing field and a dual scoreboard so that it may be played by two persons. Scoring can be either by poker hands or by numerical count, as the light-up electric scoreboard computes by both methods. In the case of two identical poker hands, the highest numerical score wins.

The game itself takes up a 28 by 32-inch area and is mounted on legs. The multi-colored wood cabinet has a playing card motif. Double value pockets are a feature of the game.

UNITED'S NEW GUN DUE SOON

CHICAGO—Bill DeSelm, United Manufacturing Company sales manager, said that the firm plans to introduce "a revolutionary new type gun game" within the next few weeks.

The United game would be the second new-type gun to hit the 1958 market. Williams bowed a new one last week, Deluxe Vanguard (see separate story).

While details on the new United model are not yet available, indications are that it will differ greatly from the Williams game.

N. Y. State Exec Committee Set On Meetings

ROCHESTER, N. Y. — The executive committee of the New York State Coin Machine Association meets with members of the Rochester Coin Machine Association at the Sheraton Hotel here Monday night (20) to discuss regional problems.

Representatives of the Buffalo Coin Machine Association will attend the meeting and will talk over membership prospects for the NYSCMA in Western New York State. While most operators in the Rochester area already belong to the State organization, membership in the Buffalo area is spotty.

Tuesday (21), the executive committee goes to Syracuse to meet with the local coin machine association and attempt to boost memberships in Central New York.

The executive committee consists of Tom Greco, president; Bob Charles, vice-president, and Pat Marcy, Boonesville operator. They will be accompanied by Stretch Hanofee, business manager.

Friedman Moves Atlanta Quarters

ATLANTA—Friedman Amusement Company, Bally, Williams, AMI and Du Grenier distributors here, have moved to a new location at 643-41 Boulevard N.E.

Jake Friedman, owner, said the firm has expanded its parts department, headed by Bill Cluth. Other staffers include Jack Lovelady, general manager, and Jack Geldbart.

MADE-TO-ORDER

Shop Bench Designed For Coin Parts Work

DENVER—High maintenance costs in operating every type of amusement machine requires that efficient repair facilities be used, according to Pete Geritz, head of Mountain Distributors here.

Geritz, whose combination of operations and distributing is one of the busiest in the mountain capital, is proud of the 25-foot long service bench which flanks his shop at the rear of his Downing Street headquarters.

Designed against the background of long experience with repairs on phonographs, vending machines and amusement machines, the bench is 25 feet long, surfaced with an extremely hard but resilient compressed fiber, and has a beveled metal lip trim all the way around, to eliminate sharp edges almost entirely. The rounded, soft metal edge makes it possible for mechanics to work on small, intricate mechanical or electronic parts, without "gouging their elbows" on the edge of the table, and likewise makes a convenient sliding surface, on which to slide heavy parts and tools up on the bench.

Kept neat and clean, the bench's most unusual feature is a foot-wide

shelf, elevated a few inches above the bench top, on which anything not immediately in use on the working surface can be placed out of the way. The elevated shelf is ideal for tools which the mechanic will be likely to need as the work progresses, for extra parts, oil cans, electric drills, hammers and wrenches. Since none of these items are left on the bench-top itself, but are tucked out of the way on the elevated shelf, there is little likelihood that they will be accidentally swept off onto the floor, packed up with repaired mechanisms, or otherwise lost.

Plenty of Light

Another real convenience feature is the fact that electrical outlets are provided every 20 inches, down the whole length of the bench, in double-plug junction boxes, connected by heavy conduit. All wiring within the steel conduit is per-

(Continued on page 67)

IRS Hits Indiana Payoff Pinballs

INDIANAPOLIS — What appears to be an all-out drive to extract the \$250 federal tax from every pay-off pinball machine in Indiana was opened last week by Internal Revenue agents.

Acting under careful direction and after elaborate planning, treasury department officers swooped down on eight taverns in Valparaiso, October 10 and seized unstamped pin equipment. The raids were conducted simultaneously under the guidance of A. Robert Nelson of the Internal Revenue Service Intelligence Division.

Sterling Dietrich, Indianapolis, district director of Internal Revenue, said that the government acts only upon evidence of pay-offs in branding pin machines as gambling devices.

Such evidence, it was explained, had been obtained in Valparaiso by Internal Revenue agents who played the equipment and won.

(Continued on page 68)

Standard Firm Buys Stock of Finance Firm

NEW YORK — The Standard Financial Corporation, a factoring and lending organization which specialized in the coin machine industry, has bought 60 per cent of the stock of the Jewelers Acceptance Corporation, a financing firm which specializes in the jewelry industry.

Theodore H. Silbert, Standard president, said that 25,625 shares were bought at \$31 a share, mostly from the estate of the late Arde Bulova. Silbert made a similar offer to JAC stockholders to dispose of their shares.

JAC, which will be operated as a Standard subsidiary, has capital and subordinated debentures of about \$1,800,000 and resources of more than \$5,000,000. Profit for the fiscal year ended March 31 was about \$110,000.

Standard, with about \$50,000,000 in resources, earned \$389,461 for the first six months of this year. Its volume of sales financed this year is expected to exceed \$200,000,000.

COIN MACHINE EXPORTS

JULY, 1958

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
W. Germany	279	\$164,291	151	\$ 85,921	243	\$ 60,704	673	\$ 310,916
Belgium	760	103,166	179	54,260	833	114,484	1,772	271,910
Venezuela	290	235,158	3	3,000	77	24,770	370	262,928
Cuba	139	96,773	41	24,783	180	121,556
Canada	41	26,234	3	540	403	63,959	447	90,733
Italy	331	81,037	331	81,037
Netherlands	50	41,056	85	27,925	43	5,783	178	74,764
Switzerland	44	27,152	99	23,691	143	50,843
Korean Rep.	25	28,375	5	4,390	21	5,460	51	38,225
Ecuador	55	35,629	55	35,629
Dom. Rep.	39	28,005	7	1,574	46	29,579
Denmark	20	15,225	30	11,432	50	26,657
Sweden	236	20,473	236	20,473
Mexico	14	10,392	10	4,548	16	4,687	40	19,627
Ireland	1	919	52	15,600	53	16,519
Guatemala	20	14,902	20	14,902
Greece	1	623	50	7,280	51	7,903
Fed. Malaya	20	4,701	20	4,701
Other Countries	103	75,009	47	9,498	303	48,499	453	133,004
Totals	1,881	\$902,909	560	\$203,635	2,728	\$505,362	5,169	\$1,611,906

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Fire Razes St. Louis' Central Distribs Bldg.

ST. LOUIS — The four-floor building housing Central Distributors' office, showroom and shop here, burned to the ground Monday (13). It was partially covered by insurance.

Central is the United Manufacturing Company and AMI distributor for this area. Both new and used games and juke boxes were destroyed in the fire, and a large

number of parts carried in the shop, as well as the building itself.

Central is staffed by Tony Koupal, Norwood Beach and Charles Kagels. The firm has moved to temporary quarters across from its former location at 2315 Olive Street.

Central also carried lines of washing machines and TV sets, and one of the most complete lines of coin machine parts in the area. Its shop set-up was one of the finest in the area.

SWEDES DON'T DIG GERMAN WALL PINS

STOCKHOLM, Sweden — The Swedish Association of Coin Machine Operators registered a complaint that unauthorized salesmen placed about 50 German-made games in pastry shops.

The games, called Vagspel, are pinballs which hang from the wall, set at 5 cents per play. Such games are forbidden by law in these locations. The Swedes feel the games will have to go, with the main criticism being that Swedish teen-agers don't favor them.

American-made pinballs are reported doing nicely, with Gottlieb's four-player Contest game and Williams' Four Star both highly popular. Teen-agers also patronize six-player bowlers heavily, with Chicago Coin's Players Choice currently regarded as a hot sales item here.

IRS Explains New Remote Tax Method

WASHINGTON — The method in which operators of remote control amusement and gaming devices will be expected to pay the federal levy imposed on their machines by a recently passed law was announced last week (14) by the Internal Revenue Service.

The new law, signed by the President early in September, levies a \$10-per-year tax on remote amusement machines and \$250 per year on remote gaming machines. In effect, the law puts the remote devices on the same footing as coin-operated machines. (The Billboard, September 8.)

Under the old law, the tax applied only to amusement or gaming devices "operated by insertion of a coin, token or similar object," according to the Internal Revenue Code. Signing of the Forand (D., R. I.) Excise Tax Technical Change Act by the President plugged the loophole and made the two types—remote and coin-operated—equal on the tax level.

IRS pointed out last week that since the taxable year runs from July 1 to June 30, and the new law is effective January 1, 1959, the new tax will be prorated. A person maintaining a gaming machine as of January 1, 1959, which is taxable for the first time under the new law, must pay \$125 tax by January 31, 1959. If he maintains an amusement device which becomes taxable January 1, 1959, he must pay a tax of \$5 by January 31, 1959.

IRS said that amusement and gaming devices for "which taxpayers have already paid the tax of \$10 or \$250 on each device for the fiscal year 1959 are not affected by the new law."

The service also pointed out that the new law makes it clear that the 10 per cent tax on wagers does not apply with respect to the amount paid to operate an amusement or gaming device on which an occupational tax is imposed. However, no refund will be made to operators who have purchased \$50 tax stamps for the fiscal year ending next June 30.

1,000 to Attend MONY Banquet

NEW YORK — Some 1,000 coin machine figures are expected to be on hand Saturday evening (25), for the 21st Annual Banquet and Show of the Music Operators of New York, to be held at Ben Maksik's Town and Country Club, Brooklyn.

The cocktail hour will be between 6 and 7 p.m. A top floor-show has been scheduled for the affair.

ROCHESTER, N. Y. — Jerry Kertman, veteran coin machine distributor, announced that he plans to re-enter the business in the near future. Kertman operated the Kertman Sales Corporation here before retiring five years ago.

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Lady Luck	95.00
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6 Pocket Slate Pool Table	\$165.00
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Eastern Mark IV,	
22 Col.	\$265.00
Eastern C-12	165.00
Eastern C-8	65.00
Lehigh 8 Col., 30c,	
King Size	65.00

SPECIALS

Watling Fortune Scale (like new)	\$ 99.50
Bally All Star	175.00
CC Croquet Pool (new)	175.00
Kaye Super Hockey, B Ft.	275.00
CC DeLuxe Ski Bowl	195.00

PIN GAMES

Gott. Sweet	
Add-a-Line	\$125.00
Gott. Harbor Lights	135.00
Bally Balls-a-Poppin'	125.00
Wms. Regatta	125.00
Wms. C.O.D.	50.00
Gott. Grand Slam	50.00
Gott. Auto Race	170.00
Genco Fun Fair	245.00
Genco Show Boat	200.00
Genco Pin Wheel	60.00
Wms. Lovely Lucy	95.00

Wms. Hay Burner	\$ 65.00
Wms. Jalopy	65.00
Wms. Sparkplug	65.00

BINGOS

Un. Playtime	\$295.00
Bally Big Show	245.00
Bally Gayety	75.00
Bally Dude Ranch	55.00
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Bally Broadway	155.00
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Kantor Cautions

Continued from page 52

had to pay Certified close to \$400. The central buyer for Certified said that Kantor would do best to solicit stores on an individual basis. Altho the expense of sending out "detail men" to individual stores in a chain or voluntary group is prohibitive, spot checks were made in order to determine why his bulk vending program did not produce better results, said Kantor. Talks with store owners pointed up two sobering factors.

The attitude of individual store owners carried an undertone of resistance to new ideas emanating from the central buying office, said Kantor. It seemed that the owner had joined the group mainly to meet competitive pressure coming from the corporate chains. He felt that buying staple food and non-foods from the central warehouse was sufficient for his needs. In fact, the spot check revealed that store owners considered special promotions coming from the central office as an attempted inroad upon themselves as independent businessmen.

Stores Taken

The second sobering factor was the presence of bulk vendors in a number of the stores. Operators had already solicited many of the stores on an individual basis. Not only did this reduce the number of available locations, but was apt to cause resentment, said Kantor. He is able to advertise a 43 per cent profit to stores, because they do their own servicing in this type of operation. Operators already in the stores give commissions considerably less, because they service the machines themselves. However, the store owner is apt to ignore the difference between the two types of operation, and put pressure on his operator for higher commissions.

These difficulties with affiliated grocery stores convinced Kantor that they should be approached with considerable caution, if at all.

His experience with drug and variety chains has differed in almost every respect, said Kantor. Once the central office believes bulk vending is a good idea, it takes over much of the promotion itself, he has found. Mailings explaining the program are sent to individual stores along with order blanks. The central office also provides space in its catalog for advertising of bulk vending, and underwrites the cost. Individual store owners in such affiliated groups as Rexall Drug and Butler variety stores are receptive to a program emanating from the central office, said Kantor.

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Bangorama 175	Gen. Rifle Gallery 175	Set Shot 250
Basketball Champ 195	Gen. Gypsy Grandma 395	Sidewalk Engineer 150
Bear Gun 125	Moroscope 110	Silver Gloves 95
Bonus Gun 215	Lord's Prayer 195	Six Shooter 505
Basketball, C.C. 175	Midget Movies 125	Squirts 275
C.C. Bandbox 175	Mer. Ath. Scales 195	Treasure Cove 225
Can. Panorams 325	Metal Typers Harv. Write	Tungo 145
C.C. Pistol 75	Midget Alley Write	Un. Super Slugger 275
Coon Gun 135	Pitch'm-Bat'm 195	Wm. Crane 150
Drivemobile 150	Photomatic 350	

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- Bally All Star\$275
- Bally Deluxe Star 295
- Un. Midget Alley 295
- Wm. Ten Strike 275
- Wm. Ten Pins 275
- Pixie Write

MUSIC

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- Mills 8 col., 5¢ & 10¢ 110.00
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- Vendall, 8 col. 165.00
- National 6 col., 5¢ 85.00
- National 9 col., 5¢ 69.50
- N.W. Sweet Sixteen, 16 col. 95.00
- 295.00

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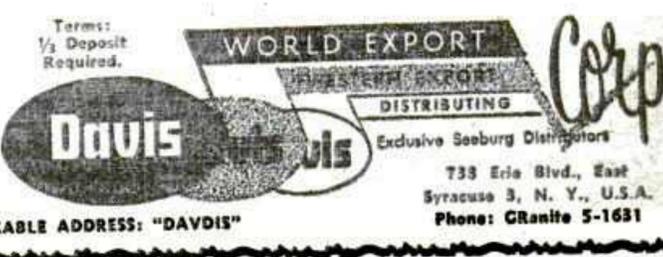
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SHOW ROOMS:

- Albany—1056 Broadway
- Buffalo—1231 Main St.
- Rochester—319 Alexander St.
- Syracuse—738 Erie Blvd., East



Terms: 1/2 Deposit Required.
WORLD EXPORT Corp.
DISTRIBUTING
Exclusive Seeburg Distributors
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Syracuse 3, N. Y., U.S.A.
Phone: CRanite 5-1631
CABLE ADDRESS: "DAVIS"

ENGINEERING EXCELLENCE WITH THE PHONOGRAPH LINE OF '59



ROCK-OLA MANUFACTURING CORPORATION
800 No. Kedzie Ave., Chicago 51, Illinois, U.S.A.

ADMEN OF EVERY KIND ENDORSE THE BILLBOARD AS A TOP SELLING FORCE

SPECIAL
14 FT. BOWLERS
 Cleaned & Checked
Keeney—Chicago Coin—United
 T. & L. DISTRIBUTING, INC. 1663 Central Parkway
 Cincinnati 14, Ohio. Main 1-8751

\$295.00 each *\$295.00 each*

... New England Operators ...
 You are cordially invited
 to hear the sensational
Seeburg STEREOPHONIC SOUND
 at our showrooms
 Open daily from 9 a.m. to 9 p.m. during showing

Exclusive Gottlieb, Williams and Seeburg Distributors

TRIMOUNT
 Remember
 IN NEW ENGLAND
 IT'S TRIMOUNT!
 40 WALTHAM STREET
 BOSTON 18, MASS.
 Tel. Liberty 2-9480

BLAST YOUR WAY INTO
 CHOICE LOCATIONS
 AND **STAY** INDEFINITELY
 WITH *Williams*

VANGUARD
 WITH NEW POP-UP BALL TARGETS!

TO LAUNCH INDIVIDUAL BALL
 SHOOT AT CENTER OF BALL IN HOLE

LAUNCHES ALL BALLS WHEN LIT

LAUNCHES ALL BALLS WHEN LIT

SHOOT A BALL

SHOOT A LINE

SHOOT ALL BALLS

VERTICAL LINE TARGETS

SEE YOUR *Williams* DISTRIBUTOR TODAY!

VANGUARD
 MAKES PLAYERS THINK...
 Should I Shoot 1 Ball? Entire Line?
 ALL BALLS?
 Holds Players Interest:

1. Replay Feature (optional) for High Score
2. Match Feature (optional)
3. Spell V-A-N-G-U-A-R-D for powerful Carry-Over Play

Williams MANUFACTURING COMPANY
 CREATORS OF DEPENDABLE PLAY APPEAL
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

Built on Cashews
 • Continued from page 52

making commission payoffs which are convenient and save considerable time. Printed checks are prepared in advance in \$5 denominations, and are made out to locations before he leaves to service his route.

A continuous card is run for each spot, and when the location's commission reaches \$5, the owner is paid. If the location's commission is actually less than \$5, the owner is still paid and the account is entered as such. The same principle applies when the owner has more than \$5 coming.

Koritz estimates that his system saves about one-third of the time involved in servicing his route, because the process of counting money at the locations and again at home is eliminated. Collections from machines are put directly into individual bags from each location, with appropriate identification, and the money is counted by an electric machine at Koritz's home.

Regular Servicing
 Machines on the route are serviced once every three weeks regardless of whether the machines have emptied. Koritz sticks rigidly to this schedule, with the result that extra service calls are reduced, if not almost eliminated. Where locations are fast moving, he has multiple installations of the same product.

The average machine would take eight to 10 weeks to empty, if it were allowed to stand. Each machine when emptied takes in \$10, but Koritz estimates the average gross income from each at \$4.50 a month.

In servicing his route, Koritz uses a specially equipped station wagon, which has a board installed over the floor of the rear of the vehicle. The board can be easily cleaned and it prevents the floor from getting dirty.

A portable compartment also is installed on top of the station wagon. When not in use it may be lifted on hangers attached to overhead beams in Koritz's garage. (See picture, elsewhere this section.) The floor-board in the station wagon is used for freshly filled globes, which are exchanged at each location on the route. The globes that are picked up are stored in the compartment on top of the station wagon.

Dry-Cooked Cashews
 Koritz has no problem of grease either collecting on the globe or clogging the mechanism of the machines because he uses dry-cooked cashews. In cleaning the machines—all of which are North-western—the merchandising wheel is disassembled and put thru a washing process along with the globes. Koritz keeps a two-day supply of clean globes available at all times, and continually pulls in machines to be repainted, overhauled and to have the mechanism checked for maximum operational readiness.

The name of Marjay Company is put before the public in simple, effective ways. The portable compartment that rides on top of his station wagon has both the name of the firm and type of business lettered on the sides. Each globe has a silk-screen stencil of the firm name, phone number and "Always Fresh" slogan.

MECHANIC FOR SHUFFLE ALLEY ROUTE
 Must be thoroughly experienced for established Chicago operator.
 Good references required
 Write Box 942
 The Billboard
 188 W. Randolph
 Chicago, Illinois

SPECIALS!

6 POCKET POOLS, \$150	PHONOS		14 FT. BOWLERS, \$350
	Seeburg A	\$145	
	Seeburg C	395	
	Seeburg R	545	
	Wurlitzer 1800	445	
	Wurlitzer 1900	585	

PURVEYOR Better Buys
 DISTRIBUTING CO.
 4322-24 N. WESTERN AVE.
 CHICAGO, ILLINOIS
 JUNIPER 8-1814

GET on the BANDWAGON OF PROVEN PROFITS with

- United JUPITER
- United ATLAS
- United CYCLONE
- Williams GUSHER

Empire COIN MACHINE EXCHANGE
 1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600
 DETROIT BRANCH—14344 Fenkell, Detroit, Mich. Tel.: Broadway 3-2150

ROCK-OLA
 SETS
 THE
tempo

FOR GREATER PROFITS

WITH THE PHONOGRAPH LINE OF '59

ROCK-OLA
 ROCK-OLA MANUFACTURING CORPORATION
 600 No. Kedzie Ave., Chicago 51, Illinois, U.S.A.

KIDDIE RIDES FOR SALE!

F.O.B. Chicago and Los Angeles

In operating condition. All parts complete.

"EXPLORER" SPECIALS
Bargain Specials to Meet the Space Craze.

- Bally Space Ships\$150.00
- Flying Saucer 150.00
- Atomic Jet 100.00
- Exhibit Space Patrol 100.00
- Space Ranger 225.00
- Many of these ready for location as is.

Available L.A. Chgo.	Type of Ride	Price
x	Miss America Boat	\$225.00
x	Gym Cycle	100.00
x	Lane Merry-Go-Round	250.00
x	Deco Merry-Go-Round	195.00
x	Texas Kiddie Ride	
x	Merry-Go-Round	200.00
x	Joy Merry-Go-Round	125.00
x	Austin Auto	225.00
x	Big Bronco Pony	350.00
x	Champion Pony	390.00
x	Capitol Pony	300.00
x	Hopalong Pony	195.00
x	Dopey Duck	125.00
x	Harvard Metal Typer	175.00

Terms: 1/3 Certified Deposit, Balance C.O.D. or Sight Draft.

Made-to-Order

Continued from page 62

manently proofed against being accidentally cut, insulation frayed and short circuits caused by handling of heavy tools and parts on the bench. Any section of the electrical supply conduit or outlet can be easily replaced as well.

Below the bench top are 48 drawers, arranged into blocks of eight, each large enough to accommodate almost any tool or part necessary in repairing any machine brought into the shop. The drawers, finished in flat gray, and identified with small labels, have done away permanently with the problems of loose, small items, scattered here and there on the bench tops or tossed into cardboard boxes. Every item, used by any of Mountain Distributors' shop force must be put away at the end of the working day, and will then go into the proper drawer for later reference.

The bench top is illuminated by a combination of daylight thru four wire-reinforced windows along the right wall of the shop, as well as adjustable overhead fluorescent lighting fixtures which can be raised up or down as required. Since different people have different leanings as to the amount of light which they want to use in carrying out repair chores, the adjustability and the combination of electric and outdoor daylight is ideal.

The big Mountain Distributors' shop handles an extremely heavy repair load every working day thru the year, but consistently turns out the work at from 10 to 20 per cent less time than usual.

July Coin Exports

Continued from page 62

before showing in the top 10. Top market for new juke boxes in July was Venezuela, taking 290 units, for a \$235,158 volume. Next in line were West Germany (\$164,291) and Belgium (\$103,166). West Germany took the biggest share of used phonographs, for a \$85,921 volume. Belgium and the Netherlands were the only other major markets in this category.

Belgium Heads Games
Belgium was the number one market for amusement games, taking 833 units for a \$114,484 volume. Italy ranked second with \$81,037 on 331 units, with West Germany and Canada in the \$60,000 bracket. The Italian game market is expected to drop far down the ladder in the final months of

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.

carousel industries inc.
2645-47 W. Lawrence Ave.
Chicago 25, Illinois
Phone Uptown 8-1369

1958, however, due to a current ban on pinball operation there.

In the first six months of 1958, juke box shipments, new and used, averaged \$1,183,291 monthly. In the same period, games averaged a monthly volume of \$673,655. Average price per game exported in this period was \$226; average price per juke box \$644. Juke boxes exported in July averaged \$454 per unit; games averaged \$185.

Vending machine exports (not shown on chart) made \$190,138 in July, on 2,918 units shipped. They totaled \$143,326 on 1,474 units in June.

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

BIG TIME	\$100.00
GAY TIME	90.00
VARIETY	70.00

Immediate Delivery. 1/2 Deposit.
FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

4 Chicago Coin PROVEN WINNERS 4

TWIN BOWLER 14'-18'	2-PLAYER ROCKET SHUFFLE	PLAYER'S CHOICE BOWLER 13'-16'-20'	CRISS CROSS HOCKEY
-------------------------------	--------------------------------	--	---------------------------

WANT TO BUY CASH OR TRADE
• BALLY BINGOS •
Chicoin-Bally-United
• SHUFFLE ALLEYS •

FREE! FREE!
56-PAGE CATALOG
With Complete Price List, Exclusively for **IMPORTERS!**
Fully Illustrated!
Send for Your Copy Today!

BINGOS

MISS AMERICA	\$475
KEY WEST	295
SHOW TIME	375
MIAMI BEACH	105
GAYETY PARADE	95
BIG TIME	305
	105

GUNS

Genco CIRCUS GUN	\$350
Exh. JUNGLE HUNT	295
Genco STATE FAIR	240
Genco DAVY CROCKETT	225
Genco SKY ROCKET	195
Keeney RANGER	160
Un. CARNIVAL GUN	150
Wms. JET FIGHTER	150
Keeney SPORTSMAN	145
Genco RIFLE GALLERY	145

NEW GAMES

Chicoin 2-PI. POCKET SHUFFLE
Chicoin BATTER UP
Bally LUCKY SHUFFLE
Bally U.S.A.
Bally GOLF CHAMP
Williams GUSHER
United ATLAS
Bally BEACH TIME
VALLEY 6-POCKET POOL
Kaye COMPETITOR 6-POCKET
Auto Bell CIRCUS DAYS
Keeney DELUXE BIG TENT

CABLE: "FIRSTCOIN"—Chicago

FIRST COIN MACHINE EXCHANGE
Joe Kline & Wally Finke
1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

Shaffer's Specials

- SEEBURG KD-200**
LIKE NEW \$795.00
- V-200 -VL Receiver** ..\$665.00
HF-100 595.00
- WURLITZER 1800**\$425.00
- AMI G-200**\$495.00
- CIGARETTE VENDORS**
National, 9 Col.\$ 97.50
National, 11 Col. 129.50

See the Seeburg 2-Channel Stereo Phonos Now on Display at All Offices.

GUARANTEED BY SHAFER MUSIC COMPANY
Write for Illustrated Catalog
849 N. High Street
Columbus 8, Ohio
Phone AX 4-4614

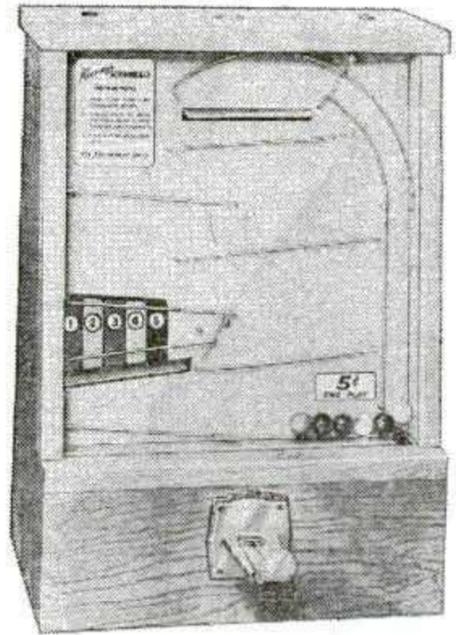
Wherever You Are . . . You'll Find Many of Your Needs in the **CLASSIFIED SECTION** this issue

GIVE TO DAMON RUNYON CANCER FUND

COSTS LITTLE—EARNS LOADS!

SCRAM-BALL

It's Fast!



Size: 14" W. x 19 1/2" H. x 9" D.

IN WHAT POSITION WILL THE MARBLES FINISH
Can You Guess?
1 RED 2 BLUE 3 GREEN 4 YELLOW 5 BLACK
MARK FIGURES IN CIRCLES INDICATING THE POSITION YOU THINK EACH OF MARBLES WILL LAND.
FOR AMUSEMENT ONLY

BASED ON THE MOST FABULOUS MONEY MAKING PRINCIPLE OF THE HISTORIC "STEEPLE CHASE"

KEENEY SCRAM BALL

• Players go wild over this sensational upright counter game that drops the balls helter skelter down inclined runways to finish in a winning color sequence. Tremendous cash box appeal!

See Your KEENEY Distributor

J. H. Keeney & CO. INC.
2600 W. FIFTIETH STREET • CHICAGO 32, ILL.

FREE CARDS BOOST THE PLAY!



Be Wise! For Selection—Quality and Price—Shop **WORLD WIDE!**

SPECIALS!

Bally ALL-STAR BOWLERS	\$195
Genco MOTORAMA	255
Games' HOLE-IN-ONE	145
Bally TARGET ROLL	225
Williams CRANE	99
Chicom STEAM SHOVEL	99
Bally SKILL ROLL	195

UNITED BINGOS

BRAZIL	\$145
SOUTH SEAS	135
MONACO	125
STARLUST	115
STARLET	95
PIXIES	75

Gottlieb 5-BALLS

ROCKET SHIP	\$275	ACE HIGH	\$185
CRISS CROSS	265	AUTO RACES	175
STRAIGHT FLUSH	255	RAINBOW	165
SILVER	235	CLASSY BOWLER	155
WORLD CHAMP	195	DERBY DAY	145
ROYAL FLUSH	195	HARBOR LITES	135

BASEBALLS

Wms. SHORTSTOP	\$415
Wms. 1957 BASEBALL	325
Wms. 4-BAGGER	245
Wms. KING OF SWAT	175
United SUPER SLUGGER	175
Keeney LEAGUE LEADER	245

UNITED 16' and 13' JUMBOS

\$595 ea.

WE NEED YOUR LATE MODEL PHONOGRAPHS!

TOP PRICES PAID OR WILL TRADE BINGOS, 5-BALLS or ARCADE EQUIPMENT

All Equipment in Stock—Prompt Shipment!

Cable Address "GAMES," Chicago

Terms: 1/2 Deposit, Balance Sight Draft.



Chicago 47, 2330 N. Western Ave.

Phone: EVerglade 4-2300

Williams Ships

Continued from page 63

10, 20, 30, 40 and 50 when target is hit. In-line bonus of 500 is awarded for 3-in-line; bonus of 1,000 for 4-in-line and 1,500 bonus for 5-in-line or four corners.

The game is equipped with match play and spell-the-name carry-over features, which operator can use or unplug at his option. Vanguard is set for single-dime play.

The game keeps player thinking, requiring a decision on each shot: whether to shoot at single ball, a line of balls, rack up in-line scores, or try to improve in-line scores for higher bonus.

Vanguard cabinet is a new design, featuring tubular legs for gun mount and one-piece construction.

After player has taken all allotted shots, he may still clear any in-line scores he has made by pressing button. He may continue to rack up in-line scores after shooting until balls scatter out in non-in-line position. Then game is over. Balls fly up from ball holes every time bonus button is pressed.

IRS Hits Indiana

Continued from page 62

Willful failure to obtain the federal stamp is a misdemeanor under federal law. It is punishable at a maximum by one-year imprisonment and a \$1,000 fine.

In the few prior cases where location owners were tried for stamp evasion, the federal courts imposed and then suspended prison sentences.

The Valparaiso location owners will be tried in the U. S. District Court in Hammond. U. S. Attorney Kenneth Raub said that he anticipates arraignment within two weeks.

Put Spice In Your Operation . . . Profits In Your Pocket, with

Valley for VARIETY!



BUMPER POOL®

Finest on the Market!

7' & 6' DeLUXE . . . 6' SPECIAL . . . 6-POCKET TABLES

See Your Distributor or Write Direct

VALLEY SALES CO. (Affiliate, Valley Mfg. Co.) 333 MORTON STREET, BAY CITY, MICHIGAN • TWinbrook 3-8587

ATLAS for TOP VALUES!

MUSIC

SEEBURG 100R	\$595
SEEBURG 100C	445
SEEBURG 100B	375
SEEBURG VL (Converted)	665
WURLITZER 1700	395
WURLITZER 2000	535
A.M.I. G-200	535

Reconditioned—Refinished

V-200 . . \$595

with SPEED-READ Program Holder

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



A Quarter Century of Service

ATLAS MUSIC COMPANY

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

Tops in Competitive Play!



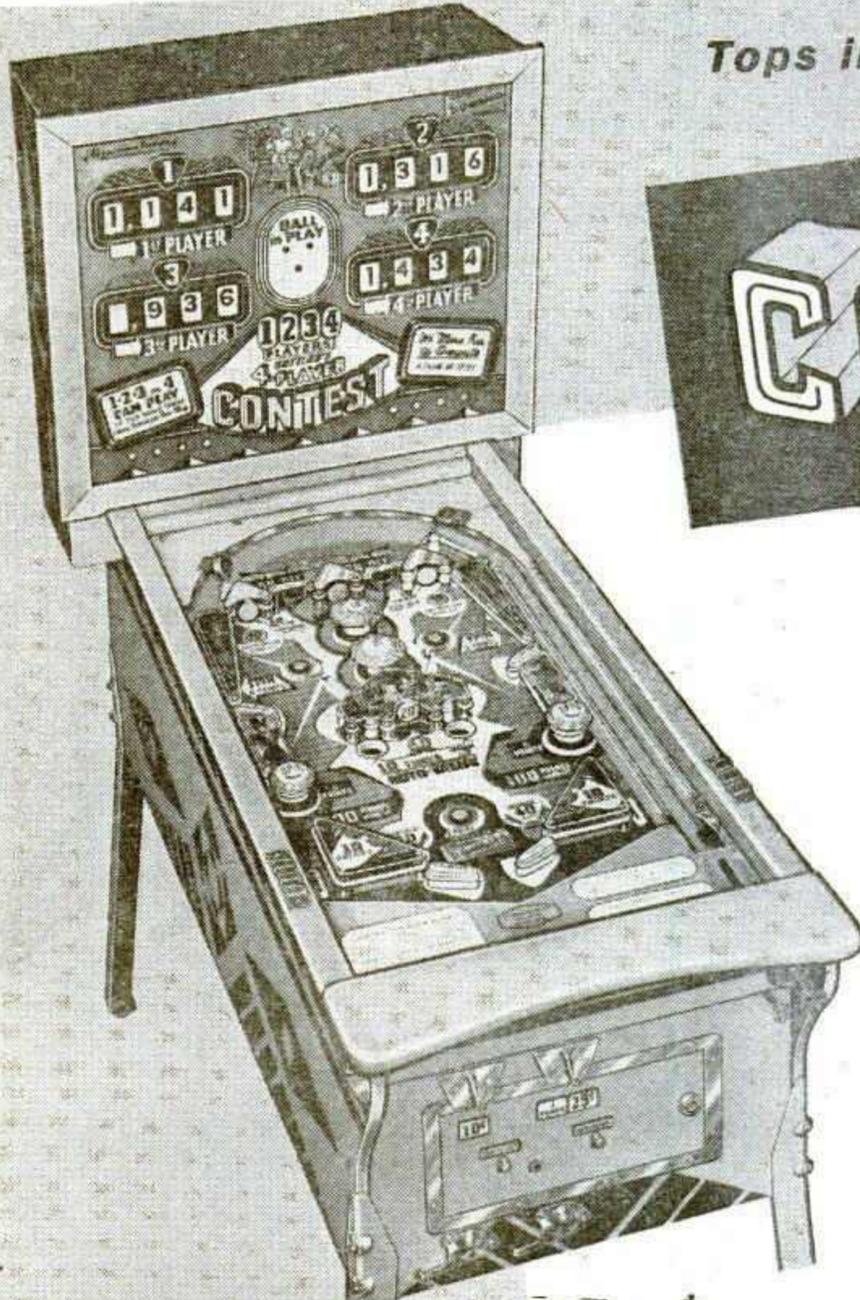
A 4 Player Game with 4 Flippers!

Here it is Mr. Operator . . . another 4 player game designed to repeat the same success you enjoyed with Super Jumbo, Jubilee, Majestic and Falstaff. Attracts players year after year in all your locations. Enjoy long term profits and giant resale value . . . see your distributor and get **CONTEST** on location today!

- Popular Roto-Targets score up to 500 points
- 2 top targets score Roto-Target value when lit
- 4 contacts spin Roto-Targets
- Top center target scores 100 points
- Alternating lite rollunders turn pop bumpers on and off
- 3 or 5 ball play • Cross-board cyclonic kickers
- Two way double match feature • Available with twin n
- Adjustable 3-4 or 5 plays for 25c

D. Gottlieb & Co.

1140-50 North Kostner Avenue • Chicago 51, Ill.

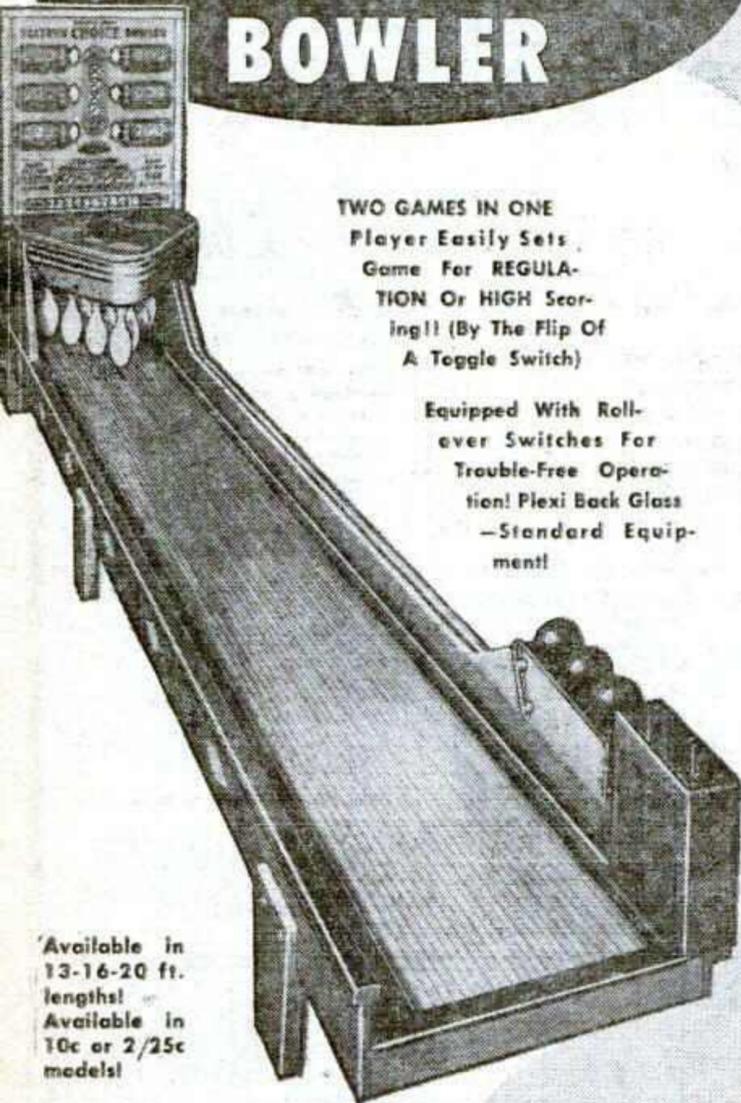


Amusement Pinballs as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

chicago coin GAMES LEAD 'EM ALL in

PLAYER'S CHOICE BOWLER



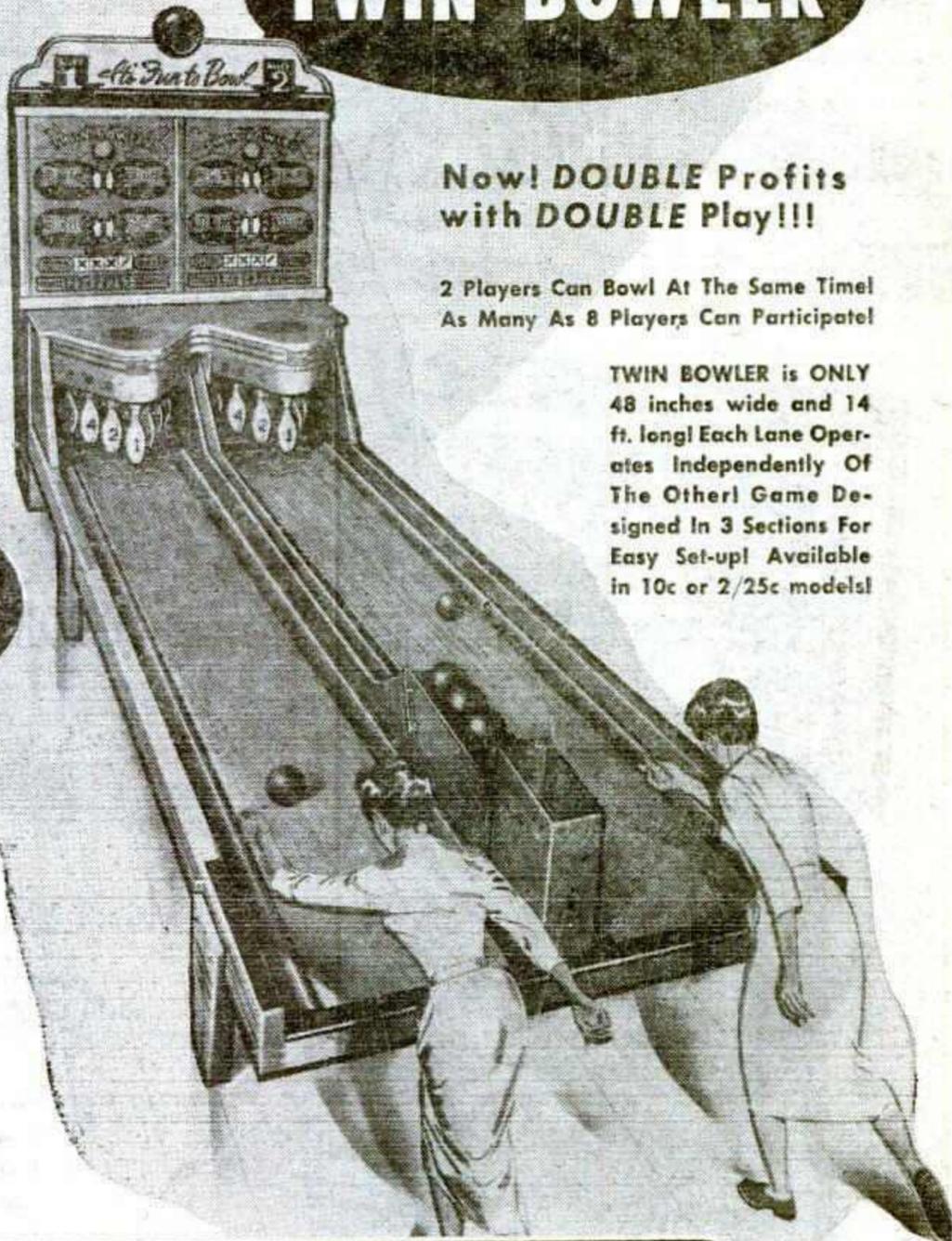
TWO GAMES IN ONE
Player Easily Sets
Game For REGULA-
TION Or HIGH Scor-
ing!! (By The Flip Of
A Toggle Switch)

Equipped With Roll-
over Switches For
Trouble-Free Opera-
tion! Plexi Back Glass
—Standard Equip-
ment!

Available in
13-16-20 ft.
lengths!
Available in
10c or 2/25c
models!

**PROFIT
POWER**

TWIN BOWLER

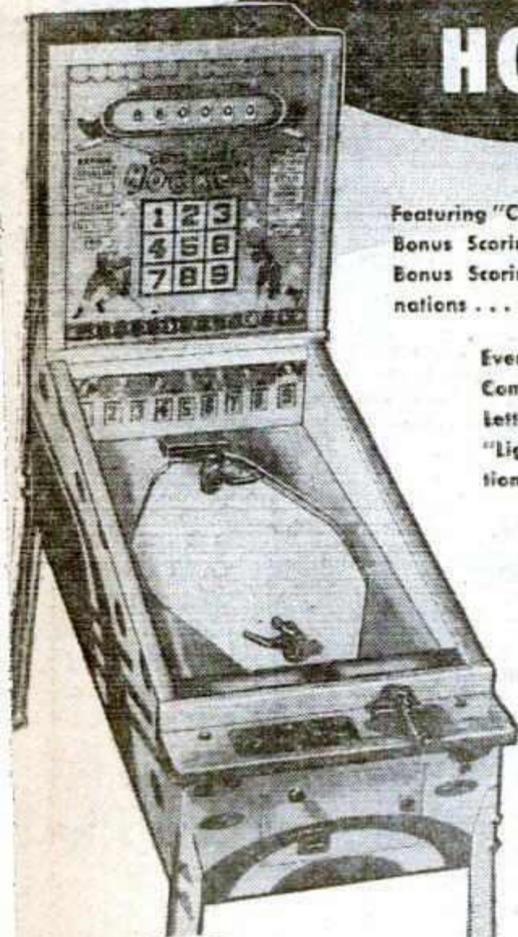


Now! **DOUBLE** Profits
with **DOUBLE** Play!!!

2 Players Can Bowl At The Same Time!
As Many As 8 Players Can Participate!

TWIN BOWLER is ONLY
48 inches wide and 14
ft. long! Each Lane Oper-
ates Independently Of
The Other! Game De-
signed In 3 Sections For
Easy Set-up! Available
in 10c or 2/25c models!

**CRISS-CROSS
HOCKEY**



Featuring "Criss Cross"
Bonus Scoring with 9
Bonus Scoring Combi-
nations . . .

Every Time A Player
Completes A Card A
Letter In H-O-C-K-E-Y
"Lights-Up" For Addi-
tional Scoring!

Available In Replay or
Novelty Models! Fits
Any Type Locations . . .
Size 5 ft. x 2 ft.

**ROCKET
SHUFFLE**

The Profit Sensation of the Year!
A limited quantity still available.
See it at your distributor!

ANOTHER
chicago coin
PRODUCT

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS



Bally BEACH TIME

SMASHING IN-LINE EARNING RECORDS

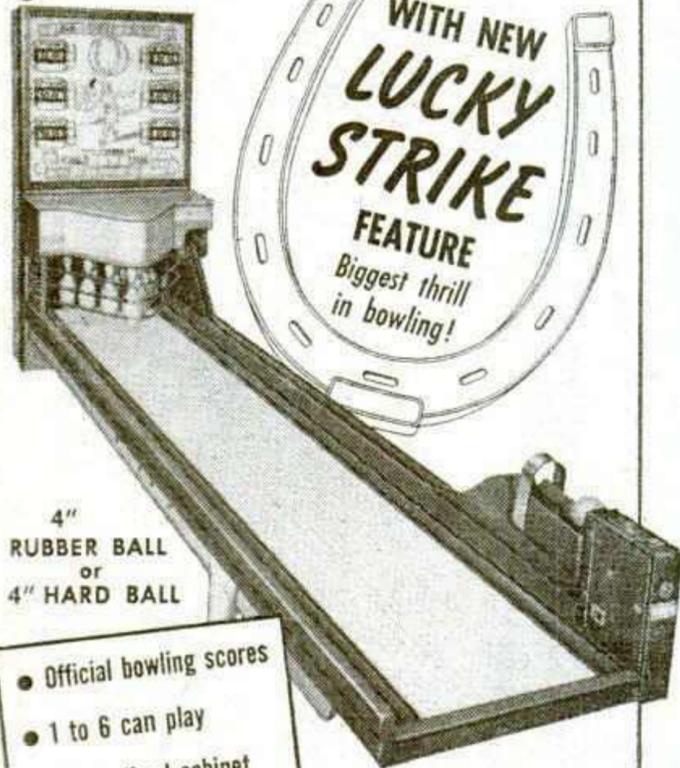
Biggest array of popular play-features ever built into a pinball game brighten the backglass of Bally BEACH TIME ... all adding up to biggest earning-power in years.

4
MAGIC SQUARES
plus **2**
MAGIC LINES

"STOP AND SHOP" FOR HIGHER SCORES BEFORE 3RD, 4TH OR 5TH BALL

Get your share of the big BEACH TIME money. Get new Bally BEACH TIME at your Bally distributor today.

Bally LUCKY ALLEY



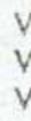
4" RUBBER BALL or 4" HARD BALL

- Official bowling scores
- 1 to 6 can play
- Streamlined cabinet
- Quiet-roll alley
- Extra husky pins
- Protective foul-light

3 Popular Sizes 11 ft., 14 ft., 18 ft.

2 COIN STYLES DIME-A-GAME or 2-FOR-QUARTER

SEE YOUR *Bally* DISTRIBUTOR FOR OTHER TOP MONEY-MAKERS



LUCKY SHUFFLE

STAR SHUFFLE

(MATCH MODEL LUCKY SHUFFLE)

ALL-STAR DE LUXE BOWLER

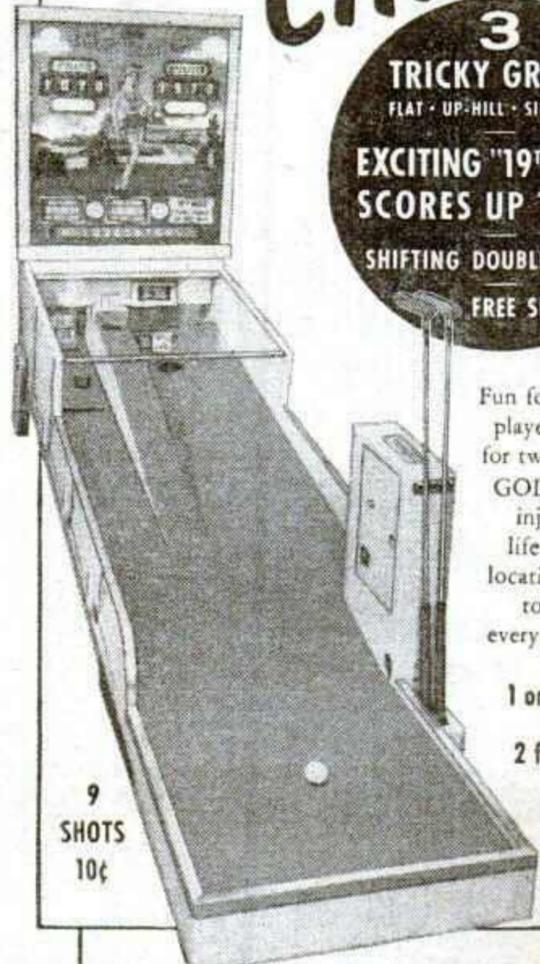
SUPER-BOWLER

SKILL-ROLL

U.S.A.

KIDDIE-RIDES

Sensational Bally GOLF CHAMP



3
TRICKY GREENS
FLAT · UP-HILL · SIDE-SLOPE
EXCITING "19TH" HOLE
SCORES UP TO 200
SHIFTING DOUBLE SCORES
FREE SHOTS

Fun for one player, double fun for two players, GOLF CHAMP injects new life into slowest locations, earns top money in every location.

1 or 2 can play
2 ft. by 8 1/2 ft.

9 SHOTS 10¢

See your distributor...or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Fascinating SKILL-TIMING Feature in

UNITED'S

CYCLONE

SHUFFLE ALLEY

Travelling lights on playfield and backglass register changing values of Super Strikes, Strikes and Spares... Nine changes of value for each

PERFECT SCORE
9600

Large ball-type puck actually hits pins for realistic bowling action



OTHER UNITED HITS

PLAYTIME Bowling Alley

JUPITER Shuffle Alley

ATLAS Shuffle Alley

1 to 6 Can Play

GREAT FOR COMPETITION

DELUXE AND REGULAR MODELS

NATIONAL REJECTOR

SIZE: 8½ FT. by 2½ FT.

SHIPPING WEIGHT 430 LBS.

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR

THERE'S NOTHING LIKE
SEEBURG STEREO

WITH

CHANNEL **1**

AND

CHANNEL **2**

NOW PLAYING!

AT YOUR SEEBURG DISTRIBUTOR

Hear It!... See It!

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
THE SEEBURG CORPORATION
Chicago 22, Illinois

America's Finest and Most Complete Music Systems