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Nippon Differs on Disk Segs, Clubs

Better Radio Group Calls for 'Top 40' Wax; Disk Club Keyed to Dealers

By JUNE BUNDY and J. FUKUNISHI

TOKYO — The Japanese record market has come up with some interesting twists on two of the most controversial subjects in the U. S. disk field—"Top 40"-type radio programming and record clubs.

Unlike America—where most of the protests are lodged by anti-Top 40 programming factions—the Tokyo American Council for Better Radio recently launched a campaign to pressure the Far East Network into playing more top-selling U. S. disks.

Japan's variation on American record clubs involves Nippon Columbia's LP Record Lover's Club, whereby prospective subscribers are required to buy a specific amount of LP's directly from dealers (rather than thru the mails) to qualify for membership.

Labeling their campaign "a plea for balanced programming," the Council protests the programming of "too much modern jazz, big bands, standards and show tunes" by FEN (a branch of the Armed Forces Radio and TV service, which operates on a 24-hour schedule for the benefit of American forces overseas).

Takes FEN to Task

The Council accuses the FEN administration of programming "the network to suit themselves, adding, "the worst programming fault (of FEN) is the almost complete lack of popular disk jockey programs." In line with this, the Council points out that the only current hit pop music show on the FEN network today is a weekly half-hour "Top 20" show, which plays "eight to 10 of the current hits." "This," continues the Council, "is in sharp opposition to U. S. radio stations, whose "Top 40" surveys play every record."

The Council claims AFRTS (which supplies FEN with top-selling U. S. hits on transcriptions) has lately sent far more U. S. best selling disks than FEN can play in a weekly half hour. Thus, says the Council, "hit records between 20 and 30 go unplayed, not to mention the hits that FEN receives just after they drop off the "Top 20."

The Council further maintains that best selling disks and new rock and roll releases are not played on any other FEN show than the "Top 20" half hour. "Only new releases of the jazz and big band variety, mainly from albums, are featured," notes the Council, plus two daily half-hour c.&w. wax shows. This is particularly ironic in view of the fact that LP's, show tunes, and big bands are precisely the type of material that "Top 40" foes have been urging U. S. stations to play.

Asks Compromise Policy

However, the Council does suggest that FEN adopt a middle-of-the-road programming policy by dropping "many trivial programs that appeal to a very few listeners"—thereby leaving "room for popular hit record disk jockey programs of the type that have made U. S. commercial radio a thriving business as well as programs featuring the type of music that FEN now plays."

The Council further claims that the independent Armed Forces Radio Service non-commercial station in Okinawa "plays all the hit records that FEN doesn't play." In line with this, the Council observes that the Okinawa station is in competition with two commercial outlets—one featuring a Top-40 format.

(Continued on page 6)

CAPITOL HILLS' DISTAFF BRASS SPONSORS JAZZ

WASHINGTON — Mrs. Dwight D. Eisenhower will be one of the patrons at the Washington Jazz Jubilee which will be held on March 16 at the Sheraton Park Hotel here. The jubilee will be sponsored by the Congressional Circle of Friendship House, a settlement house on Capitol Hill. Other patrons are Mrs. Richard Nixon, Mrs. Earl Warren and Mrs. John Foster Dulles. The CCFH is composed of the wives of senators and representatives.

The Washington Jazz Jubilee, the first concert of its kind to be held in the Capital, will be a musically illustrated history of jazz from its beginning to today. Willis Conover, jazz director for Music U.S.A. of the U. S. I. A. and Newport Jazz Festival emcee, is the producer and narrator of the show, along with Dick Cary, pianist and arranger. Edwin Ashcraft, Charles McWhorter and John Hammond will assist the duo. The concert will cover jazz days in New Orleans, Kansas City, Chicago, New York and San Francisco. Prominent soloists will be featured in various jazz styles.

Mrs. Richard Bolling, wife of the representative from Missouri, is chairman of the Jazz Jubilee. All proceeds will go to the settlement house, to provide funds for various social programs for youngsters, and to help the settlement meet problems of urban renewal, relocation and development. Other congressional wives working on the jubilee are Mrs. Hale Boggs, Mrs. Clifford Davis, Mrs. Stuart Symington, Mrs. Clare Engle, and Mrs. Winston Prouty.

Heavy Action Keys Renaissance of Christmas Singles

Half a Dozen Yule Waxings Hit Trail Blazed by 'Chipmunk'

By BOB ROLONTZ

NEW YORK—For the first time in many years, hit Christmas singles are popping all over the country. Sparked by the phenomenal-selling "Chipmunk Song" on Liberty Records, at least five other new Christmas singles are grabbing from strong to moderate sales during this 1958 holiday season. This is the most action experienced with new Christmas singles since the halcyon days of "I Saw Mommy Kissing Santa Claus," "All I Want for Christmas Is My Two Front Teeth" and "Rudolph." (Standard Christmas items, such as "White Christmas" and "Rudolph" are selling well.)

The records getting action besides the three anxious Chipmunks, are "Donde Esta Santa Claus," with Augie Rios on M-G-M; "Run, Rudolph, Run" and "Merry Christmas, Baby" by Chuck Berry on Chess, "The Little Drummer Boy" by the Harry Simeone Ork and Chorus, "Green Christmas" with Stan Freberg on Capitol, and a record just acquired by Columbia from the Mart label, titled "Happy Birthday, Jesus."

Looks Biggest in '58

There is no longer any need to mention that "The Chipmunk Song" is one of the fastest-breaking and fastest selling records of the year and looks toward becoming the biggest seller of 1958. Sales city by city have been astounding and it has been blaring out of radios, juke boxes and loudspeaker systems from New York to Los Angeles every day for weeks. It looks certain to top 3,000,000,

making it the biggest seller since "Hound Dog" a few years ago.

But sales on some of the other records have also been solid, altho they are nothing like the Liberty record. 20th-Fox claims that "Little Drummer Boy" is over 400,000. The Berry, the Freberg and the Augie Rios records are also selling well altho no sales figures are available. And Columbia Records claims 75,000 sales for "Happy Birthday, Jesus" in five days, and expects to hit the 100,000 mark by Wednesday (24).

Southern Entrant

Columbia Records picked up "Happy Birthday, Jesus" from George McGraw, of Salem, Va., who released the record on his own Mart label for a Christmas record to his store customers. A jockey picked up the record, played it and got a fast sales reaction. Charlie Trotta played it down in Jacksonville, Fla., also got a hot sales reaction and sent it to Mitch Miller at Columbia. Columbia rushed it out last Monday (15) and has sold it steadily since. This record has been selling mainly in the South, in cities like Montgomery, Atlanta, Jacksonville, Charlotte, New Orleans, etc.

Interesting point about the six Christmas records is that four of them, the Chipmunk disk, the Augie Rios record, the "Happy Birthday" platter and the "Drummer Boy" recording are all kiddie records. That is they appeal to the five to eight-year-olds, like many of the big hits used to in the past. Last year, the big Christmas hit, "Jingle Bell Rock" was really a teen record, a rock and roll disk with a Christmas lyric, and it sold to teen-agers. Maybe it's the slight recession of rock and roll that has given diskeries the courage to go

(Continued on page 6)

Disk Festival Draws 20,000

TOKYO — The Annual Record Festival held here last month at the Tokyo Municipal Gymnasium, drew more than 20,000 people. As in 1957, the government declared the day a National Holiday. Sponsorship was by the Japan Phonograph and Record Association, a group of major Japanese recording companies.

Prior to the festival date (November 3) numerous record concerts and lectures (on music and the disk field) were presented in key Japanese cities. The Festival, designed to promote record and phono sales by increasing national interest in music, was highlighted by a live show, featuring 22 top Japanese record artists.

NEWS OF THE WEEK

- Columbia Markets \$39.95 Portable Stereo Phono
- Columbia Phonographs will introduce a \$39.95 three-speed, portable stereo phonograph in January along with eight other stereo sets including a \$69.95 automatic stereo portable. Page 3
- Publishers Moan as Sheet Music Sales Slow to Walk
- Sheet music sales, which have been declining each year, dropped so badly in 1958 according to publishers, that some are giving up on the rack. Page 3
- C. J. Latscha, Billboard Advertising Chief, Retiring
- Clarence J. Latscha, for the past 10 years Advertising Director of The Billboard, retires next week after 39 years with The Billboard Publishing Company. Page 42

- Gold Coast Hotels Spot Big Name One-Nighters; Teen-Age Pitch
- Big name artists—booked on a one-nighter basis—and increased emphasis on shows aimed at teen-agers will highlight hotel entertainment line-up during the forthcoming winter vacation season in Southern Florida's Gold Coast region. Tony Martin, Georgia Gibbs, Toni Arden, Harry Belafonte, Patti Page, Teresa Brewer, Jaye P. Morgan and many others are booked between now and April. Page 3

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Stay With the Team, Alvin!

NEW YORK — Those ubiquitous chipmunks, Simon, Theodore and Alvin, have apparently become as real in the eyes of some record buyers as Donald Duck or Bugs Bunny, according to Janie Gibbs, Liberty's Eastern rep. William B. Williams, WNEW, New York deejay, told his audience one night last week that Alvin was unhappy as part of the trio and intended to go out on his own. He received calls from credulous listeners asking him to tell Alvin not to do it. And, Janie Gibbs informs us, one magazine editor called her recently about doing a feature on the Chipmunks, and asked for pictures and bios of all three.

\$39.95 Stereo Tops Col. Phono Line

NEW YORK — Phono firms got shook up last week when Columbia introduced what will probably be the all-time low in price for a complete stereophonic phonograph. A four-speed portable (Model 901), it is promotionally priced at \$39.95. The price includes a 12-foot connecting cord between speakers.

This low-priced Model 901 is only part of a nine-model line being introduced by the firm. The line steps up to a four-speed automatic stereo unit at \$69.95. Then there are three other stereo por-

Merc's Jan. Stereo Fare All Longhair

NEW YORK — Mercury Records' January stereo release is made up of classical and semi-classical albums. Included in the 22 sets are orchestral, chamber and ballet works.

All except two of the releases have been formerly issued monaurally. Choice item among the releases is the label's stereo edition of their best-selling "1812 Overture."

Represented in the January shipment are LP's by the Minneapolis Symphony Orchestra and the London Symphony (Dorati), The Detroit Symphony (Paray), the Eastman Wind Ensemble and Eastman-Rochester Pops (Fennell) and the Eastman-Rochester Orchestra (Hanson).

New releases which will be issued both in stereo and monaurally are "Symphony No. 2" and "Lament for Beowulf" by Howard Hanson and "French Overtures" by the Detroit Symphony Orchestra (Paray).

Chudd Signs Teddy Bears

HOLLYWOOD — Imperial Records proxy Lew Chudd this week signed the Teddy Bears to a recording contract. Teen-age vocal group hit the charts with its "To Know Him Is to Love Him" on the Era label. Group consists of Annette Bard (16), Phil Spector (18) and Marshall Lieb (19). Its first Imperial disks will be introduced on the Perry Como show, January 3.

Chudd is immediately cutting four singles for January release. He plans to issue 12 singles plus three albums during the year by the group.

tables at \$99.95, \$119.95 and \$149.95. All are complete stereo units with two speakers.

Rounding out the line are four stereo consoles. These are set for January delivery. The consoles begin at \$229.95 with the Model 951, a complete stereo unit in one cabinet. The other stereo consoles — with external speakers — are priced at \$269.95, \$379.95 and \$399.95.

A unique feature of the portable end of the new line is a special plastic grille which Columbia calls "acoustically transparent." This acoustic grille is not cloth. Rather it is a husky plastic molded to allow easy passage of sound between its interstices. Its advantage over regular cloth or plastic grilles is its solidity. An accidental nudge won't pierce it. Only a stereo non-advocate would kick it thru.

Another feature of the portables

(Continued on page 14)

Mikels Upped To Nat. Sales Post by CRDC

HOLLYWOOD — Bill Mikels, Southwest district sales manager for Capitol Records Distributing Corporation, Dallas, was promoted last week to assistant national sales manager of CRDC, headquartered in Hollywood. He replaces Bill Tallant, who was upped to merchandising division administrator of Capitol Records, Inc. Mikels will assist CRDC National Sales Manager Max K. Callison.

Mikels joined CRDC as a sales rep for its Oklahoma City branch

(Continued on page 27)

Bohanan Heads Liberty Sales

HOLLYWOOD — Don Bohanan will act as field sales manager for Liberty Records, headquartered in Detroit. Bohanan will retain the similar post he has held with Challenge and Jackpot Records which he acquired last July. He will devote most of his attention to pushing Liberty's catalog of 125 albums.

His immediate duties call for co-ordinating TV-radio-press promotion for Martin Denny during the latter's current personal appearance at Detroit's Baker's Keyboard. He will then work on Liberty's "Start 1959 Right" distributor sales campaign. Prior to coming with Challenge and Jackpot, Bohanan was Coral's divisional sales manager in Detroit.

STRIKE IRKS LOCAL JOCKS

NEW YORK — The New York newspaper strike, well into its second week at press time—has been a headache to local deejays for more reasons than the obvious one.

Stations have been doing such an extensive job of covering the news, and local merchants (anxious to reach Christmas buyers) have stepped up their radio-advertising schedules so much that very little time is left for record spinning. Last week, for instance, Bill Williams, WNEW, only managed to play one disk in a 25-minute period.

Shad to Head Rank U. S. Disk Operation

NEW YORK — Bobby Shad, who recently has headed up his own Time and Shad labels, has been appointed president of a new disk operation, the Rank Record Company of America, Inc. John Davis, managing director of the Rank organization, London, announced that the new company would be a joint venture with Shad. Shad, Davis added, is to be "responsible for the establishment of labels in the United States for world-wide distribution in conjunction with Rank Records, Ltd. He will also act as advisor to the British operation. The intention is to co-ordinate the American record company, Rank Record Company of America, Inc., with Rank Records of London, to mutual advantage."

Arrangements call for a reciprocal mastering agreement. Negotiations were complete Thursday (18), with operations to start in a few days. Shad stated he would immediately start building a rounded catalog — packages and singles, classical, jazz, pop, etc. Singles are expected to be released

Local 47 Administration Slate 2-to-1 Winner

HOLLYWOOD — Bitter tug-of-war between the two rival musicians' unions here is expected to be intensified by the two-to-one victory of the administration slate in Local 47's (AFM) election last week. The opposition slate reportedly was supported by the anti-AFM Musicians Guild of America.

John Tranchitella and his entire ticket were swept into office. Tranchitella received 2,604 votes for president to Ray Toland's 1,359.

John te Groen, who had withdrawn from candidacy as an independent, still received 114 write-ins. Te Groen had headed the local for more than a decade until his defeat by Elliot Daniel two years ago.

Max Herman, incumbent recording secretary, pulled 2,760 for veepee against Lloyd Ulyate who received 1,124. Of all candidates, Herman received the largest plurality. Lou Maury defeated George Kennedy for recording secretary,

WAITING AT CHURCH

Studebaker Thumbs Down Diskery Buy

CHICAGO—The most talked-about marriage of the social season is not coming off after all. The Studebaker - Packer Corporation, noted for its Larks, has decided to break off its engagement with Imperial and Cadence Records.

A. M. Sonnabend, Studebaker director of acquisitions, told the Billboard this week that the board of directors has resolved temporarily to pass over the acquisition of Fats Domino, the Everly Brothers and similar industrial properties in favor of a selection of foundries, machine tool plants and all like that. Sonnabend said that he, personally, still digs show business as a field of sound corporate investment but it seems his enthu-

siasm did not entirely captivate his colleagues on the board.

Sonnabend's plan, when he opened informal negotiations with Lew Chudd of Imperial and Archi Bleyer of Cadence weeks ago, was to set up an entertainment division of S-P, with Chudd at its head, to move into all phases of show business. The news startled the record industry, but Sonnabend has earned considerable renown as a marriage broker for weirdly matched corporations. Among his more engaging accomplishments was that of propping up a sagging girdle manufacturer by giving it a profitable subsidiary that made airplane parts. Studebaker called Sonnabend into its picture as a step toward taking tax advantage of its heavy losses in recent years.

Now that the negotiations have collapsed, two facts stand out from the debris:

- (1) Ricky Nelson will not, after all, be required to join the UAW.
- (2) It was a hell of a story while it lasted. Now song pluggers in the Brill Building will revert to talking about their new songs again.

Camden Skeds Step-Up on Stereodisks

NEW YORK — RCA Camden will increase substantially the number of its Living Stereo releases during 1959, according to Frank O'Donnell, administrator, Camden Records Merchandising.

Stereo packages to be released in January include Norman Leyden's "Broadway Spectacular," "Grand Canyon Suite" and "Pop Concert Favorites." From February on, two stereo releases a month will be issued.

Camden's Living Stereo lists at \$2.98 and will receive full ad and promotional support.

virtually immediately, with packages by February.

Prior to Shad's recent debut with his own labels, he was a&R. exec for Mercury Records; and pre-dating his Mercury experience Shad operated his own label, Sittin' In Records.

Negotiations for the Rank organization were handled by the law firm of Marshall & Ziffer.

and Leroy Collins was elected financial secretary over Fred Stulce.

For trustees, Dale Brown, Benny Carter and Bob Elliott defeated Toland's C. Ernie Smith, Warren Barker and Vincent De Rosa. For trial board, Harvey Brooks, Charlie Gonzales, Don Linder, Hugh McNutt, Bill Nadel and Don Wight topped the Toland ticket candidates, incumbent Ralph Brady, Jud De Naut, Clyde Hylton, incumbent Clynt Neagley, Murray Peck and incumbent George Werth. Membership picked Max Herman and Lou Maury as convention delegates over Jack Stacy and Lloyd Ulyate.

Toland's campaign charged the administration with being "the tool of the federation policies" and having "dissipated the local's funds," and generally blamed it for the split within the musicians ranks. The administration claimed Toland was a Cecil Read Trojan horse who would sell out the local's interests to Read's MGA.

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Publishers

Roger S. Littleford Jr.
William D. Littleford

Editors

Paul Ackerman ... Music-Radio-TV, N. Y.
Herb Dotten ... Outdoor, Chicago
Rbt. Dietmeier ... Coin Mach., Chicago
Wm. J. Sachs, Exec. News Editor, Cincinnati
Lee Zhitto ... Western Music Ed., L. A.

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M. L. Reuter ... Vice-President
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Offices

Cincinnati 22, 2160 Patterson St.
L. W. Gatto
Phone: DUbar 1-6450

New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2800

Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CEnter 6-9818

Hollywood 28, 1520 North Gower
Sam Abbott
Phone: HOLlywood 9-3831

St. Louis 1, 812 Olive St.
Frank B. Joerling
Phone: CHEstnut 1-0443

Washington 5, 1426 G St., N.W.
News Bureau
Phone: NAtional 8-4749

Advertising Managers

C. J. Latscha, Director
Outdoor-Mdse. ... Robert Kendall, Chicago
Music-Radio-TV ... Dan Collins, New York
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B. A. Bruns, Director ... Cincinnati
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Christmas LP's Ring Up Solid Yuletide Coin

NEW YORK — Altho Christmas singles are moving out at an unexpectedly fast sales rate this year (see separate story in this issue) Christmas LP sales are as strong this year as they were in 1957.

The Billboard best-selling LP chart this week spotlights eight holiday albums, four of them in the Top 10, and three of them new packages. Newcomers are Mitch Miller's "Christmas Sing Along With Mitch," No. 2; Johnny Mathis' "Merry Christmas," No. 9, and Tennessee Ernie Ford's "The Star Carol," No. 25.

It was a particularly merry Christmas for Mitch Miller who has three LP's in the Top 5 best-sellers this week, which may very well be a record for one artist in the LP field. "Sing Along With Mitch" is No. 1, the Yule package, No. 2 and "More Sing Along With Mitch" is No. 5. Miller's LP's have been selling "like singles" during the past few weeks, and dealers attribute this in part to the intensive in-person promotion stunts staged by "The Beard" with deejays across the country. Meanwhile "March Along With Mitch" and a fourth "Sing Along" LP are in the works.

Catalog Christmas albums appearing again for another year on the best-selling LP chart this week include Mantovani's "Christmas Carols," Bing Crosby's "Merry Christmas," "Perry Como Sings Merry Christmas Music," Robert Shaw Chorus' "Christmas Hymns and Carols," and Fred Waring's "Now Is the Caroling Season."

Caedmon Adds Six Packages To Catalog

NEW YORK — Caedmon Records will release six new albums this week featuring immortal poetry and stories on wax. Prime set will be the "Alice in Wonderland" and "Through the Looking Glass" LP's, featuring Joan Greenwood as Lewis Carroll's "Alice" with Stanley Holloway as narrator. Cyril Cusack reads the poetry of Gerald Manly Hopkins in another LP. A two-record LP featuring Books One and Four of "Paradise Lost" is read by Anthony Quayle. Claire Bloom is featured on a recording of "Tristan and Iseult" and Sir Ralph Richardson reads William Blake's poems including "Songs of Innocence" and "Experience."

Victor Skeds Special Deal On Fiedler LP

NEW YORK — RCA Victor is releasing a newly-recorded "Gaité Parisienne" by Arthur Fiedler and the Boston Pops in January, with the album offered to consumers at two dollars off the nationally advertised price on both the stereo and monaural versions. Special offer holds thru January. Package is being promoted as having the most brilliant sound yet for the Offenbach score. Special price offer will tie in with the annual Fiedler-Pops tour, which starts January 2 and takes in more than 60 cities this year.

Big ad promotion campaign will (Continued on page 6)

NONE OF THEM IS BOWING OUT

NEW YORK—After much careful checking and rechecking The Billboard ascertained the following this week: Morty Kraft is not leaving M-G-M Records; Goldie Goldmark is not leaving Sheldon Music; Larry Newton is not leaving ABC-Paramount Records. We will continue to check these situations now and then to see if they remain the same.

No Action by JD Foreseen on Smathers Bill

WASHINGTON — Rumors are afloat here that Justice Department has found nothing of interest to them in the hearing report on the Smathers (D., Fla.) Bill to divorce broadcast and music interests. Senate Commerce Subcommittee on Communications submitted the report on hearings held last year, to both Justice and FCC for comment.

Nicholas Zapple, subcommittee counsel, says replies from queried government agencies will not be released until all are in — possibly by the first week of the new year.

During the hearings, ASCAP (Continued on page 27)

Somerset Tabs Biggest Month

NEW YORK — December will be the biggest month to date for Stereo Fidelity and Somerset Records, according to Cy Compton, comptroller for the labels. Compton claims that sales are expected to exceed over \$1,000,000 for the 30-day period, bringing the net earnings for the last quarter of the year over \$250,000.

Dave Miller, prexy of the two diskery, has sold 25 per cent of the company's stock to a new partner. The partner's name was not disclosed at press time.

TOP BILLING FOR SARNOFF AT '59 NAB CONVENTION

WASHINGTON — Top billing at the convention of National Association of Broadcasters in Chicago next year will go to Robert Sarnoff, NBC, Keynote Award winner for 1959, and to the bigger-than-ever exhibition space. Contracts are out for 18,570 square feet, for the broadcasters' 37th annual get-together, it was announced last week (17).

NAB says the 1959 convention at the Conrad Hilton Hotel (March 15 thru 18) will have a broadcast equipment exposition that tops all previous exhibits by 1,500 square feet. Contracts out for 1959 space top the 1958 Los Angeles convention by 4,000 square feet, according to Everett Revercomb, convention manager and NAB secretary-treasurer.

Sarnoff, the 40-years-young chairman of the board at NBC, will accept the Keynote Award for Distinguished Service to broadcasting, on March 16. Selection of Sarnoff was announced by convention co-chairman G. Richard Shafto, WIS-TV, Columbia, S. C., and Robert T. Mason, WMRN, Marion, O. Previous winners in recent years have been Frank Stanton, CBS, in 1958; and Robert Kintner, when he was with ABC, in 1956.

The convention co-chairman note that the streamlined convention, based on wishes of some 500 radio and TV licensees polled, will re-

GOLD COAST HOTEL OUTLOOK

Big Names on One-Nighter Basis; Teen-Age Pitch

By REN GREVATT

HOLLYWOOD, Fla. — The most fiercely competitive entertainment territory of the nation will see a mixture of traditional big-name single act draws and packaged revues plus a revolutionary concept of presenting the big name power in the forthcoming winter vacation season. The fancy hotel group of the smart South Florida Gold Coast region is also taking special note of teen-age pop music tastes with a bevy of what are being variously called "rumpus," "riot," and "rock and roll rooms," for use of teen-age youngsters of the well-heeled guests.

The season officially got underway here last weekend with

the preview for several hundred visiting press men and women from all parts of the nation of the brilliant new \$23,000,000 Diplomat East Hotel here. The press was treated to a full three-day weekend of all the pleasures of Gold Coast hotel vacationing, topped off Sunday evening (14) with a show headlining Tony Martin. The weekend was staged with showmanly aplomb by publicity chief, Harold Gardner.

The Diplomat marks the expansion of the Gold Coast sector to include such areas north of Miami Beach as Fort Lauderdale as well as this city. This is seen as one reason why the hotel has set a stellar array of acts for the sea-

son, starting with Tony Martin and with other pop music acts on tap as well. These include Tony Bennett, Georgia Gibbs, Teresa Brewer, Toni Arden, Diabann Carroll and Jaye P. Morgan. Each will be in for a week stint between now and April.

Fifteen miles down the Coast in Miami Beach, one of the most talked about variations on the entertainment scene is that concocted by the six hotels owned or operated by Morris Lansburgh, and known collectively as the Miami Beach's Association Hotels. Using the Deauville Hotel's 4,000-seat auditorium, a series of three weekly shows will be presented, free to any guest of any of the six hostels.

Array of Big Names

The shows, to run between now and late March, will feature one night performances by such acts as Tony Martin, Misha Elman, Gordon MacRae, Harry Belafonte, Eartha Kitt, Patti Page, Liberace, Maurice Chevalier, Jerry Lewis, and a group known as the "Newcomers of 1928," featuring Harry Richmond, Rudy Vallee, Paul Whiteman and others. The one-night aspect of the show is being seen as one way to cut costs of lengthy engagements of big time (Continued on page 36)

1958 Record Sag in Sheet Music Sales

NEW YORK — Music publishers continue to sing the blues over the declining sheet music market. Sheet music sales, of course, have been steadily growing less year after year, but according to several key publishers, 1958 set a record for de-acceleration.

Phil Kahl of Patricia-Kahl Music, for instance, says his sheet music sales for 1958 are down 100 per cent from last year. Consequently, Kahl has decided not to take the rack on any more of his tunes.

Altho Kahl has had vie top-selling tunes this year — "Swinging Shepherd Blues," "Secretly," "Are You Really Mine," "Beep Beep" and "Stairway to Love" — he said none has sold a comparable amount of sheet music. On "Swinging Shepherd Blues," for example, he shipped 120,000 and got back at least 80 per cent in returns.

The publisher points out that this is particularly bad since the tune is a jazz item and therefore should have more appeal to amateur musicians than say rock and roll.

Another example cited by Kahl was "Beep Beep." When the disk hit the top-five on the Billboard's "Hot 100" chart a couple of weeks ago, Kahl said he only shipped 200 copies.

Kahl believes part of the trouble lies with the fact that the racks won't "modernize," and nothing is done in the way of sales promotion by dealers. "If hardware is going into the homes," he commented, "why not sheet music?"

In line with this, he remarked on a recent Billboard story concerning the big increase in musical instrument sales for '58. Last week the Billboard also reported on an (Continued on page 27)

Co-Star Disks Add Sparks to Radio, TV Segs

NEW YORK — Roulette Records is sparking sales for its Co-Star (the Acting Game) album series, via increased emphasis on TV and radio promotion.

The game was featured on Jimmy Dean's CBS-TV show last week, and was so successful, audience-wise, that Dean plans to utilize it on a number of future programs. He calls people up out of the studio audience and has them read a scene opposite one of the Co-Star LP performers — Tallulah Bankhead, etc. Several of the Co-Star artists will also make in-person appearances on the telecast.

In the radio field, deejay Steve Wade, WAEB, Allentown, Pa., is readying a series of daily 15-minute segs spotlighting a Co-Star contest. Listeners will be asked to write why they would like to play opposite one of the Co-Star stars, and the winner will be invited to appear on the show and enact the dramatic bit.

The station is tying the promotion in with a local Allentown dealer, Speedy's Record Shop, and Roulette and Chips Distributors of Philly will also participate. Roulette's publicity director Bud Katzel reports that the Co-Star contest has been worked with stations in other cities—notably KYW, Cleveland—with considerable success.

Tiomkin Wins 'Mighty' Suit

NEW YORK—A jury of 12 men found "in favor of the defendant" Dimitri Tiomkin in New York State Supreme Court last week (18) in a case concerning the tune "The High and the Mighty." Suit was filed by pianist Leon Navarro against Tiomkin and WB, who produced the flick "The High and the Mighty" from whence came the tune. Navarro, who filed for \$1,000,000 in damages, claimed that the tune was an infringement of his tune "The Enchanted Cello." He said that Ned Washington, who wrote the lyrics for "Cello" back in 1950, was the "source of access" for Tiomkin to allegedly infringe on his tune since Washington also wrote the lyrics for "The High and the Mighty."

The case was a notable one in that it was the first musical infringement suit to be brought before a jury in the State of New York. And it was also notable because it went on for 14 days in which time distinguished compos- (Continued on page 27)

Roulette Sets Italy, Bolivia Distrib Deals

NEW YORK — Roulette Records has made a deal for Compagnia Generale Del Disco to be its exclusive distributor in Italy and for Dueri Cia to handle the label in Bolivia.

Meanwhile Joe Kolsky, Roulette's executive veepee, said negotiations are almost completed for distribution of the label in the few remaining areas of the world not already covered. Roulette's biggest singles seller in foreign markets currently is Georgia Gibbs' "Hula Hoop Song," which is a top-seller in Scandinavia, German, South Africa, New Zealand and Benelux.

Paramor Winds Up Cap Visit

HOLLYWOOD — Norrie Paramor, EMI recording artist and head of artist and repertoire for EMI's English Columbia, last week concluded stereo confabs with Capitol Records execs here and returned to England. Purpose of his U. S. visit also included touring deejays in this country to plug his disks distributed under the "Capitol of the World" banner.

Paramor currently has eight albums in U. S. release by Capitol. Top seller continues to be his "In London in Love" package. Latest release is "Jet Flight." Stereo recording is being held here with Dave Dexter, head of Cap's international a.&t., as well as with other Cap execs.

RCA on Long-Range Classical Schedule

NEW YORK — RCA Victor Red Seal chief Alan Kayes last week returned from a trip overseas, where he buttoned up a number of important classical recording sessions and signed several new artists to the label. Kayes' wrapping up of recording projects extending well into the future is indicative of the fact that he is now working on an increasingly long-range schedule. He pointed out that technological developments have necessitated 1) re-examination of the catalog and 2) rounding out the catalog to make it as well-balanced as possible. In line with the latter point, he is planning more chamber music recordings.

Recordings set by Kayes include: a "Messiah" disk by Sir Thomas Beecham, Bart., with the Royal Philharmonic Orchestra and Chorus, in recognition of the Handel year. Full casting is still to be set. Beecham in August will also do Gounod's "Romeo and Juliet." The "Messiah," to be released before

Am-Par Distrib Conclave Set For January

NEW YORK — ABC-Paramount will hold its annual winter convention for all of its distributors next month (January 20, 21) at the Concord Hotel in the Catskills. During the meet Am-Par will introduce its new January album release of 15 LP's and top execs will outline sales and merchandising plans for 1959.

The new album release, available in both stereo and monaural, will include new LP's by Eydie Gorme and Johnny Nash. Meanwhile, Am-Par's album sales and merchandising director Sid Pastner reports that the label's "Dance With Dick Clark" album has sold over 50,000 since its release last November, and it is currently one of the label's top sellers.

5-Yr. ABC-TV Pact for Kaye

NEW YORK — Sammy Kaye has signed a new five-year contract with ABC-TV, calling for a sliding scale pay-rate with options (based on 26-week segs) totalling \$3,230,000 for the entire period.

The deal, which was set for Kaye by Joe Glaser, Larry White and Jack Philben, provides that if the show isn't sponsored this summer Kaye can take his band out on the road, and return to the air in the fall. The program has been retitled "The Sammy Kaye Show."

Concertapes Issues Stereo Samplers

CHICAGO—Concertapes, Inc., and its affiliated firm, Concert-Discs, are issuing stereo samplers. Al Freiburger, general manager, announced.

The tape demo, loaded in an RCA-type cartridge, will be available to manufacturers of equipment and other trade quarters only. It will run 35 minutes and sell at a "below wholesale" cost.

The 12-inch disk sampler, available to consumers at a \$2.69 list, will feature a bouncing ball balance control and 13 excerpts from the firm's catalog.

the end of 1959, is being produced by the Sorias, under special arrangement with RCA Victor. Plans also have been set to record two operas in Vienna with Erich Leinsdorf conducting the Vienna Philharmonic. These are "Don Giovanni" and Strauss' "Ariadne." Casting will be set in one month. Other plans include a recording in Rome, in July and August, of Verdi's "Requiem" and Puccini's "Turandot." A third package to be done in Rome is "Il Trovatore," with cast still to be set. Kayes noted that Mario Lanza is set to do three packages in Rome.

In April, Fritz Reiner and the Chicago Symphony will record "Don Quixote," with Antonio Janigro in his first concerto recording. Artur Schnabel is also set to do some sonata recording with Henry Szering. This week, Kayes is recording Munch and the Boston Symphony.

Kayes has signed Jon Vickers, Canadian tenor, who has been a big success at Covent Garden, and Rosalind Elias who was given considerable fanfare last year in the Met's presentation of "Vanessa."

On the Continent, according to the RCA Victor exec, RCA representation has increased and so has the label's share of the market in many countries. In the United Kingdom, the RCA impact has been spearheaded by the singles of Belafonte and Presley. In the classical field, much has been achieved thru the concertizing of RCA classical artists. Rubinstein, for instance, recently gave two performances at the Festival Hall.

Kayes noted that stereo has been very effectively promoted in London as well as in Paris. There has been less awareness of it in Vienna and Rome, because instruments have not been readily accessible.

Cincy Firm Buys WZIP

CINCINNATI—Station WZIP, Covington, Ky., with offices in the Vernon Manor Hotel here, was sold last Tuesday (16) to Greater Cincinnati Broadcasting, Inc., a new firm formed by Ed Skotch, president; Don Balsamo, vice-president, and Monte Fassnacht, vice-president and secretary.

Ed Weston, WZIP general manager, will remain with the station as consultant. WZIP has been operating for a year with "good music" and half-hour newscasts. Sale of the station is subject to the approval of the FCC.

Skotch has been with the Jimmie Rodgers, Dave Garroway and Lou Costello shows and formerly directed ABC's "Super Circus." Balsamo was account exec with ABC in Chicago and Hollywood and formerly was with WIND in the Windy City. Fassnacht is technical director of the Civic Opera House, Chicago.

HOT 100 ADDS 15

NEW YORK — Fifteen new sides are listed on The Billboard's Hot 100 chart for the first time this week. These are:

39. (All of a Sudden) My Heart Sings—Paul Anka, ABC-Paramount.
56. All-American Boy—Bill Parsons, Fraternity.
57. Jingle Bell Rock—Bobby Helms, Decca.
63. Don't Pity Me—Dion & the Belmonts, Laurie.
64. Rock-A-Conga—The Applejacks, Cameo.
77. Lucky Ladybug—Billy & Lillie, Swan.
81. Teasin'—The Quaker City Boys, Swan.
86. White Christmas—Bing Crosby, Decca.
88. The Little Drummer Boy—Harry Simeon, 20th Fox.
95. Rockhouse II—Ray Charles, Atlantic.
96. Wiggle Waggle—The Accents, Brunswick.
98. The Reason—The Chancels, Deb.
99. Here I Stand—Wade Flemons, Vee Jay.
100. Dance With the Teacher—The Olympics, Decca.

NEW YEAR SEG SPOTL'TS BANDS

NEW YORK — The NBC Radio Network will present overseas pickups, originating in London, Glasgow, Tokyo and Anchorage, Alaska, on its New Year's Eve broadcast of "All-Star Parade of Bands."

The six-hour program will also feature broadcasts from Times Square, New York, and from Chicago and Los Angeles. Ten top orks or combos will play thru the night. The bands are those of Count Basie, Guy Lombardo, Duke Ellington, Gene Krupa, Woody Herman, Dave Brubeck, Les Brown, Stan Kenton, Ted Heath, and Bobby Hackett, as well as the Teddy Wilson Trio and Phil Napoleon and the Memphis Five.

Clear Davis, 3 Dealers on Party Disks

NEW YORK — Joe Davis, vet record man, and three New York dealers, were exonerated of the charge of dealing in obscene records when a jury found them not guilty last week in court here. Davis and the three dealers were charged with handling lewd records last June, when police raided some record shops in Queens, N. Y. At that time, one dealer, of the seven charged, pleaded guilty to selling an off-color record of an undercover taping made of comic Jerry Lewis at a rehearsal for a TV show.

Davis was charged with manufacturing off-color disks, specifically two LP's on Davis Records, "For Men Only" and "Girlsque." However the jury listened to the records and after being out 12 hours returned with the not guilty verdict. The three dealers were also cleared of selling lewd disks. The three other dealers' trial comes up shortly.

'Lucasta' LP to Follow Pic Preem

HOLLYWOOD — In reversal to the normal procedure, High Fidelity Records will release the sound track album of United Artists' "Anna Lucasta" a full month after the film's world premiere. The flick stars Eartha Kitt and Sammy Davis Jr.

Diskery and motion picture execs feel that reviews and word-of-mouth publicity will spark sales of the album. The film company will supply the original drawings of the stars, used as end titles, for the four-color album. United Artists will also join with High Fidelity in an intensive cross-promotional campaign.

Elmer Bernstein, who composed the score for the film, will participate in public appearance tours and the cross-plugging of the album.

BIGGEST SALES YEAR IN COLUMBIA'S HISTORY

NEW YORK — Columbia Records had the biggest sales year in company history according to a year-end statement by Goddard Lieberson, president of the diskery. Lieberson stated that "Columbia Records in 1958 registered a volume increase of 12 per cent over 1957." In addition he stated that Columbia's LP production exceeded the output of 1957 by 25 per cent during 1958.

Columbia Records had unusual success in the pop LP field in 1958. Best selling albums by Mitch Miller ("Sing Along With Mitch," "More Sing Along With Mitch," and "Christmas Sing Along With Mitch"), Johnny Mathis ("Swing Softly," "Goodnight Dear Lord," and "Johnny Mathis' Greatest Hits"), Ray Conniff ("S'Awful Nice" "Concert in Rhythm"), the "South Pacific" original cast and the "My Fair Lady" original cast, plus a number of other albums were really hot and racked up solid sales. On singles a number of hits by Mathis, the Four Lads, Tony Bennett, Doris Day, Mitch Miller, and Johnny Cash were the label's best sellers. The label came thru with some strong show albums with "The Flower Drum Song" racking up good initial sales during December. (See separate story.) On the classical LP end, the New York Philharmonic waxing with Leonard Bernstein, some of the Bruno Walter recordings, Philadelphia Orchestra waxings, plus some others, sold steadily.

Lieberson stated that the Columbia Record Club, which is the largest of the mail order record clubs, provided a stimulant to LP

record sales, and he also noted that stereo records helped push disk sales. The best selling phonographs in the Columbia phono line, Lieberson said, were the stereo sets, which indicate the public's interest in stereo.

The Columbia president predicted that record sales in 1959 will be at an all time high, due to the public's realization that monaural records are not obsolete and that all records sound better on stereo equipment.

FILMMUSIC

Title Tune Pic Must These Days

HOLLYWOOD — Just how important title tunes are to the movie makers can be seen in the fact that a British-made film which has been showing abroad during this past year sans tune, is being endowed with a specially prepared title song prior to its American release.

Film was produced a year ago by Raymond Stoss and shown in England under the title of "A Question of Adultery." For U. S. distribution, the title is being changed to "My Strange Affair." Julie London will sing the song in the film. Tune was written by Bobby Troupe. Film will be shown in U. S. art houses.

Miss London will cut the tune for Liberty Records for release as a single timed with that of the film. This marks her eighth picture title tune in two years, believed to be more than any other vocalist during that period.

Johnny Cash For Las Vegas

LAS VEGAS — Country singer Johnny Cash, heard on Columbia Records, heads up a c.&w. package which Friday (26) begins a six-day engagement at the new Showboat Hotel here. This marks the first country-flavored show to play this resort town in more than three years.

Appearing in support of Cash on the local engagement will be Tex Ritter, the Sons of the Pioneers and talent from "Town Hall Ranch Party," Compton, Calif.

Cash's appearance was set by Stew Carnall, of Johnny Cash's Enterprises, Hollywood.

BEACH BAGS FOR DECCA RECORDS

NEW YORK — Decca Records has joined with Regal Knitwear in a merchandise promotion that will be carried by leading department stores thruout the country starting this month. The promotion centers around a beach bag designed as a Decca Record for the record toting fan.

The bag is a waterproof carry-all that is being marketed as a resort and beach item by Bonne Age. Decca's sales promotion department is alerting all of their branches to contact stores in their areas with whom they can arrange to tie in displays with record departments. The merchandise will be manufactured for the entire '59 season.

New Diamonds In Setting

CHICAGO — The Diamonds, Mercury vocal quartet, came out of hiding last week sporting two new members. They are John Felton and Evan Fisher, replacing Bill Reed, who resigned to get married, and Tedd Kowalski, who is returning to the University of Toronto to seek an engineering degree.

Manager Nate Goodman holed up the new personnel in the Knickerbocker Hotel, Hollywood, for three months to rehearse the group's arrangements, then took them for three weeks of break-in dates in Australia, Hong Kong and Hawaii.

The new Diamonds cut their first session in New York Friday (19), supervised by Clyde Otis, Merc a.&r. staffer, and they are slated to make their domestic bow on the Dick Clark show this Saturday (27).

Design Preps Hayes Disk

NEW YORK — Design Records will release an EP featuring Helen Hayes reading "The White Magnolia Tree." "Tree" was written by script writer Helen Deutsch, and was first presented on radio by the late Ronald Colman. Helen Hayes performed her recitation of the work on the General Motors 50th Anniversary TV spectacular last year, and the auto firm received innumerable requests for a recording.

Waxing of the "Tree" story was made by Frank Music on the firm's Union Records label and leased to Design. One side of the EP contains the recitation by Miss Hayes with background music by the Bernie Green Ork. Flip side contains a symphonic version of the music played by the D'Artega Ork. EP will sell for \$1.



Season's Greetings

to all our friends in the entertainment world and best wishes for a Happy and Prosperous New Year

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

Japan Has Own Views On Disk Segs, Clubs

Continued from page 1

the other mood music and standards—while FEN is the "only American radio station in each area of Japan."

In conclusion, the Council says: "It's true that many of the hit tunes are rock and roll, but that only means that that is what is popular and that's what the public wants."

The Nippon Columbia Record Club, which was organized June 15, 1957, now has nearly 100,000 members. Under the Japanese system, all records marketed by Nippon Columbia (American and British Columbia and MGM) contain a number of coupons (value depending on price) and membership application cards for the club in their jackets.

Customers (who must buy rec-

ords from retailers) mount the coupons on the application cards, and when the coupons total 100 points (100 Yen) mail the cards to Nippon Columbia to qualify for membership. A 12-inch LP sells for from 1,700 to 1,900 Yen while a 10-inch LP sells for from 1,000 to 1,300 Yen. All members receive a 10-inch LP (an unreleased package) free as a bonus and once a year, a lottery drawing is held for members, with Columbia TV sets and hi-fi phonos as prizes.

In addition special 12-inch LP's (not released in the general market) are offered for sale to members at regular retail prices—also thru dealers. Most recent offer included "La Boheme" with Maria Callas. The special LP's carry a point value of 60 rather than the usual 38-point LP value. Nippon Columbia plans to step up this offer to a bi-monthly basis shortly.

The club now has about 50 branches all over Japan, and members meet regularly at jointly sponsored record concert-sessions and lecture meets. Execs of the club include ex-Marquis T. Mayeda, prexy; ex-Duke T. Takatsukasa (husband of the Emperor's second daughter Princess Kazuko), veepee; and Y. Nakamura, general manager.

UA Inks Jazz A.&R. Expert

NEW YORK—Tom Wilson has been added to United Artists' a.&r. staff. Wilson was at one time the director and owner of Transition Records, a jazz label. Transition produced 20 jazz LP's, which featured new talent during 1955 to 1957.

Wilson was associated with the Harvard Jazz Society prior to having his own company. He also directed the broadcasts with members of the Boston Jazz Workshop in Boston in 1953.

Robert Sarnoff

Continued from page 3

gramming, audience research, automation, among other topics.

Presumably, stereo broadcasting will be a hot topic at the Broadcast Engineering Conference Committee. James D. Russell, KKTU, Colorado Springs, Colo., who is liaison man for the engineers, said the 1959 conference will feature "how to" presentations.

Victor Skeds

Continued from page 3

bring the two-dollar savings message to millions of consumers via ads in High Fidelity, Saturday Review, Hi Fi At Home, the New Yorker, Esquire and others. Four-color window displays and other

9 NEW LABELS JOIN PARADE

NEW YORK — Nine new labels joined the label parade this week. Here are the names and addresses of the newcomers: Candello Records, 850 Longwood Avenue, Bronx 59, N. Y.; Chart Records, care of Marlow Music, 400-A Broadway, Nashville 3; Count Records, 1133 Broadway, New York 10; Eform Records, 77 West Washington Street, Chicago 2; Peak Records, care of American Recording Company, 167 South Second Street, Memphis 3; Stere-O-Craft Records, care of Carft Recording Company, 1650 Broadway, New York; 3D Records, 850 Longwood Avenue, Bronx 59, N. Y.; Toni Records, care of Haven Johnson, 316 Stuyvesant Avenue, Brooklyn; Vin Records, care of Ace Records, 227 Culbertson Avenue, Jackson, Miss.

NAB Reports Solid Radio Boost in '58

WASHINGTON — Radio broadcasting rang up a good record in 1958 in spite of the mid-year recession, National Association of Broadcasters reports. NAB expects stereo broadcasting to strengthen its hold on the public fancy during 1959, spurred by increasing numbers of stations which began stereo broadcasting via AM-FM combinations, or multiplexing systems, in 1958.

Radio advertising total for 1958 is expected to reach \$641 million, up 3 per cent over 1957's record figure. Radio audience listened on 150 million receivers, an increase of 10 million sets over 1957 figure. There were 100 million sets in homes, 38 million in cars, and 12 million in public places. Latter figure should get an extra boost in 1959 from NAB's "get a room with a radio" promotion.

NAB prophesies a long-term climb in prospect for the FM service. Number of commercial FM stations increased from 531 in 1957 to 562 in 1958, and there are 14 million FM sets in use. Total number of commercial AM broadcasting stations tallied 3,307, and gain for combined AM, FM categories was 400 stations.

NAB also reports an increase in stations concentrating on music-and-news, and in "good music" stations.

point of sale material is being made available. Campaign includes TV commercials on the Ellery Queen and Eddie Fisher shows, and spots on Monitor. A press and promotional kit has been shipped to distributors to take advantage of the current Fiedler-Pops tour. RCA Victor expects this Fiedler package to outsell the artist's previous hits.

YULETIDE RENAISSANCE

Christmas Singles Back in Spotlight

Continued from page 1

out on kiddie-styled Christmas cuttings this year.

Under any circumstances, the smash success of "The Chipmunk Song" this season and the success of the other singles, may portend a bigger outpouring of Christmas singles in 1959. For the last five

years or so, a.&r. men have been chary about cutting Christmas songs because of their short life and because of the miniscule chances of a hit. But now? Maybe Chipmunks Simon, Theodore and Alvin have changed a lot of a.&r. thinking.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

For the night of January 10, when Massey-Ferguson begins its sponsorship of "Jubilee U.S.A.," Crossroads TV toppers have signed a guest line-up that includes Jim Reeves, Minnie Pearl, Jimmy Wakely and Brenda Lee. . . . Bobby Lord bounces into Canada this Friday (26) to begin an A. B. Bamford swing of one-nighters. . . . Marvin Rainwater is spending Christmas Day—plus the following two days—at Ray Perkins' Flame Club, Minneapolis.

Nat Nigberg, producer of "Country America" (KABC-TV, Los Angeles), presented Hank Thompson and His Brazos Valley Boys in a show and dance at Foster Park Ballroom, Ventura, Calif., Sunday (21). On Monday (22), the "Country America" cast and crew will celebrate with a Christmas dinner and cocktail party at Larchmont Hall, Hollywood. . . . Don Pierce's Starday Music firm has acquired sole selling agency rights to "Dark Hollow," the tune which Jimmie Skinner recently waxed for Mercury. The song was originally published by the B&F Publishing Company, Cleveland, and was first waxed by Bill Browning on the Island label.

John and Vivian Cash hosted a house-warming party at their new home in Encino, Calif., December 12. Among those on the guest list were Mollie Bee, Mr. and Mrs. Merle Travis, Lefty Frizzell, Mr. and Mrs. Tex Williams, Mr. and Mrs. Charlie Williams, the Collins Kids, Freddy Hart, Dick Haynes, Chuck Blore, Mr. and Mrs. Joe Maphis, and Johnny O'Neil. Cash planed into Toronto Thursday (18) for two shows at the Red Barn in Oshawa, and Friday (19) headed up -Ramblin' Lou's "WJLJ Jamboree" in two performances at the LaSalle Theater, Niagara Falls, N. Y., before flying into New York (20) for an appearance on the Dick Clark show. Johnny is set to headline the first show of the new Showboat Hotel, Las Vegas, Nev., December 26-31. On December 31, he'll shuttle by plane between Las Vegas and "Town Hall Party" in Compton, Calif. Also on the opening bill at the Showboat Hotel will be Tex Ritter and the Sons of the Pioneers.

Henry J. Sommers is busy plugging his two tunes, "My Ladder of Dreams" and "Actions Speak Louder Than Words," which Earl Stuart has just recorded for the Blue Hen label. Jocks may obtain a quick copy by writing to Sommers at 3518 Greenly Street, Silver Spring, Md. . . . Deejays who may have been missed in the original mailing on Hank Locklin's new RCA Victor release, "I Gotta Talk to Your Heart," written by George Jones, may obtain a sample by writing to Don Pierce at Box 115, Madison, Tenn. The same holds good on Del Woods' new ragtime piano release on RCA Victor, "Sunday Down South." Jones is also the writer of "Life to Go," waxed by Stonewall Jackson, and "That's the Way I Feel," now in the charts by Faron Young, and is the co-writer on both sides of his own current Mercury release, "Treasure of Love" and "If I Don't Love You."

Ferlin Husky does the guesting on "Jubilee U. S. A." from Springfield, Mo., this Saturday (27). On the same date Rex Allen fills the guest slot on the NBC radio seg,

"The Red Foley Show." . . . Connie Hall, who has appeared with Jimmie Skinner on several duets on Mercury, has been tendered a Mercury contract on her own. . . . Curley Gold, drummer and leader of the Texas Tune Twisters, was a recent guest on "Talent Round-Up," beamed each Saturday night, 10:30-11, over KTVU, Oakland, Calif.

Some 2,000 c.&w. fans took in Station KEAP's first annual Anniversary and Christmas Show at Memorial Auditorium, Fresno, Calif., December 5. Headlined by Johnny Cash and the Tennessee Two (Columbia), the bill also included Joe Maphis and Rose Lee (Columbia), Freddie Hart (Columbia), Bob Luman (Capitol), Wally Lewis (Liberty), Jeanie Mack (Class), and Joe Holly's house band. Cash recently won the KEAP popularity poll, a yearly feature. . . . Don Pierce typewrites that he has on hand a supply of gospel EP's by such artists as the Sunshine Boys, the Lewis Family and the Southland Trio, and says he'll be happy to send samples to deejays who program this type of material. His address: Box 115, Madison, Tenn.

Ernest Tubb and the Texas Troubadours and Skeeter Davis toured Georgia and Florida last week, with Ernie and his lads returning to Nashville to spend Christmas, while Skeeter journeyed on to Hodgenville, Ky., to celebrate the yuletide. . . . Ray Price and wife are in the Lone Star State visiting their folks over Christmas. Ray played Amarillo, Tex., last Thursday (18), Houston, Friday (19), and Fort Worth, Saturday (20). On December 31 he moves into Michigan for a four-day trek set by Hal Smith, of Curtis Artists Productions, Nashville.

Webb Pierce is in the process of completing an album to be released around February 1. The package is as yet unnamed. . . . Bobby Helms, now residing in Bloomington, Ind., spent several days in Nashville last week to cut another album for Decca. . . . Curley Rhodes, Cedarwood Publishing's promotion expert, has just completed a three-week jaunt that took him to Richmond, Va.; Washington, Baltimore, Pittsburgh; Cleveland, Akron, Columbus, O.; Cincinnati and Louisville. . . . Bill Phillips, who recently had his first Columbia release in "Lying Lips," has a new one coming up the first of the year. It's titled "The Tears That Fall."

The Webb Pierce Show, with George Jones, Judy Lynn, Pat Kelly and the Shamrocks, with Bill Carlisle and the Carlises, of "Grand Ole Opry," as added features, are reported to have attracted an S.R.O.-only crowd to the Auditorium, Sioux City, Ia., recently. R. D. Hinchman, Auditorium manager, said the advance sale was the largest ever chalked at the house by a c.&w. attraction. . . . Leroy (The Auctioneer) Van Dyke was the marquee name at the Beacon Club, Casper, Wyo., December 8-11) with Bobby Lord holding down the featured slot there last week (15-18). On Saturday (20) Bobby hopped to Fremont, O., to join Suzi Arden, the Country Gentlemen and the comedy team of Lennie and Goo-Goo to play the annual employees' Christmas party given by the Whirlpool Company, a division of RCA.

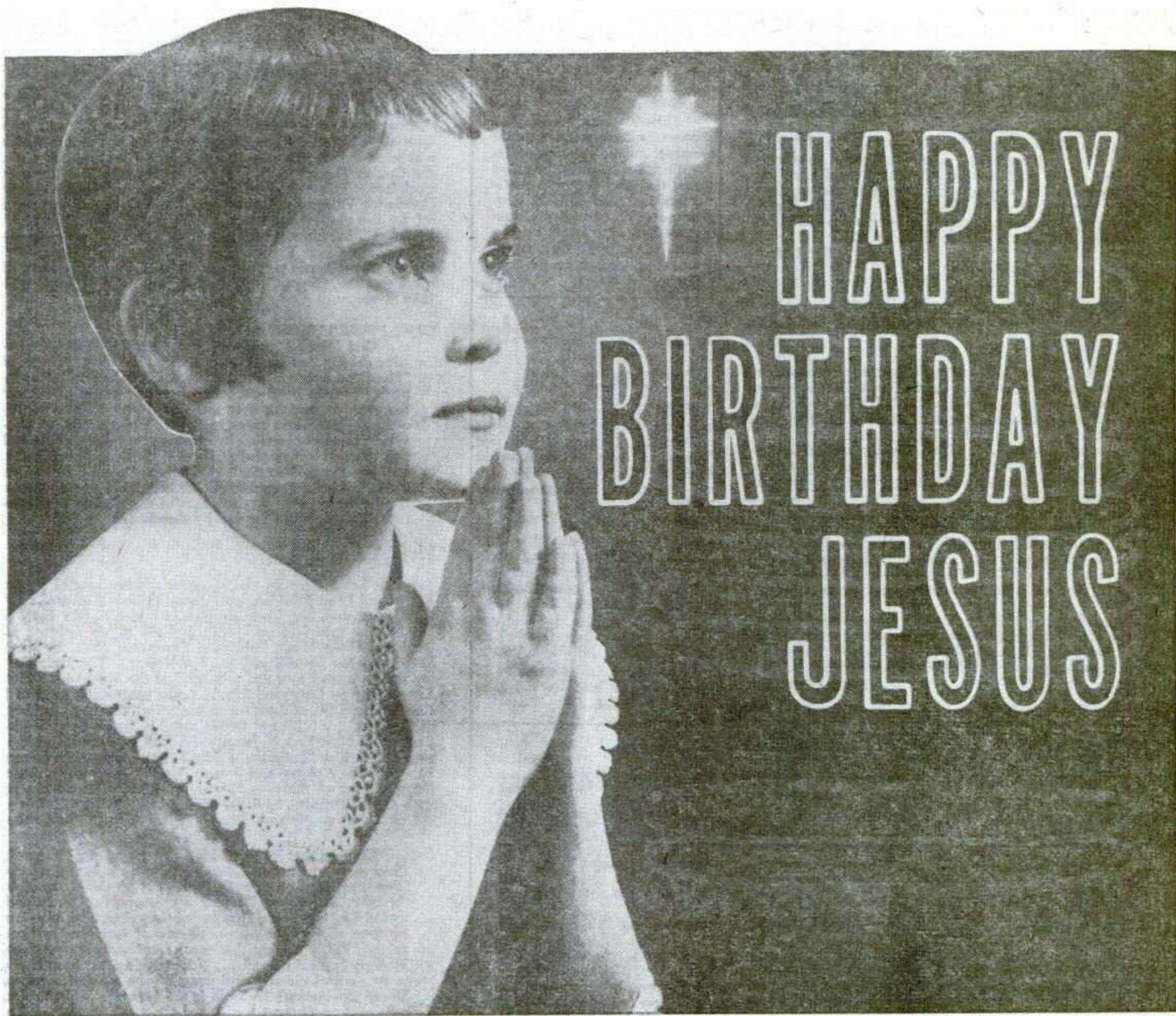
GREAT
GO CHASE A MOONBEAM
Jerry Vale Columbia 4-1238
GREAT SOMEBODY
GOD'S CHRISTMAS TREE
The Southwest High School Choir
O. B. Dahle, Director Columbia 4-1295
EACH TIME YOU KISS ME
THE BOX
The Four Voices Columbia 4-1281
MUSIC PUBLISHERS
HOLDING CORPORATION

New Renditions
of Great Standards—
• MA, He's Making Eyes at Me
SHIRLEY FORWOOD on
Fraternity Records -F-824
• CARAVAN
—Parts I & II
COZY COLE on
Grand Award Records #1023
• CORRINE, CORRINA
BILL HALEY and the COMETS on
Decca Records #9-30781
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DEE JAY'S
KEEP SPINNING
EVERETT BRANN'S
"MAGIC WORDS"
(ALL STAR LABEL, Houston, Texas)

Introducing

"Little Cindy"



A LITTLE GIRL OPENS HER HEART TO GOD

4-41320

**SURE TO BE
A HIT
LONG AFTER CHRISTMAS!**

ON HIGH-FIDELITY RECORDS BY



R. "Columbia" (R) Marks Reg. A division of Columbia Broadcasting System, Inc.

NIGHT CLUB REVIEW

Martin Sparks Diplomat Birthday

Tony Martin was the frosting on the cake for 300 members of the fourth estate gathered for the christening of Hollywood, Fla.'s fabulous new Diplomat Hotel, Sunday (14). Martin followed a 12-course dinner tossed for the visiting pressmen by owner Sam Friedland's fantastic chef staff.

Martin's time-tested formula has been changed little over past outings and his suave, romantic bartone pipes sell as successfully as ever. The first number, "Love Is Sweeping the Country," sounded the keynote for the entire routine. From this, the brown-silk-suited singer moved into a smartly routined "Two Loves Have I," done with the aid of two good looking fem assistants.

As a concession to the pop disk world, he also afforded a fine job with "It's All in the Game," and "Fascination," and then moved to the high point of the turn, "I'm Glad I'm Not Young Anymore," from "Gigi," with straw hat, Martin sold this mightily, with a flock of special lyrics.

Other tunes like his former hits, "I Get Ideas" and "There's No Tomorrow" were interspersed with considerable chatter and gentle kidding of the management. The latter could have been pared considerably. The wind-up came with a special treatment of "Another Opening, Another Show," with overtones for the Diplomat, which got a strong reception. Martin opened a two-week stint in the hotel's Cafe Cristal, Thursday (18).

Ren Grevatt.

* * *

Clary Brings Bounce to Maisonette

Robert Clary, the energetic little Frenchman, is warming up the traditionally aloof audiences at the St. Regis Hotel's Maisonette, and in so doing is setting a precedent. It's the first time in memory that a male act is in the starring role in the room, and Clary represents a good choice for this departure.

No one can fault him for effort, for he bounces around ceaselessly thruout the performance. His good humor and rapport with the ringsiders provide a friendly atmosphere. His numbers, arranged by Ray Ellis, varied in reception from enthusiastic to amused, and he scored best with a medley of tunes made popular by his countryman, Maurice Chevalier. On his most recent album for Mercury, he performs the Chevalier numbers from "Gigi."

Clary also scored with "I'm in Love With Miss Logan," a wistful bit of material from "New Faces," and with "Fleur Bleu," a good-humored number which he once recorded on an album for Epic.

The pixie-like Frenchman could strike it big, on disks as well as in personal appearances, if he had the benefit of strong special material, tailor-made. He has a unique and salable personality; it requires fresh and potent material of the same caliber.

Sam Chase.

ADDITIONS TO DJ CHART DATA

NEW YORK — The following changes should be made in chart data featured in The Billboard's Deejay Special last week.

The Diamonds, listed among the Most Promising Vocal Groups, are managed by Nat Goodman; while the Art Van Damme Quintet, which scored in the Favorite Instrumental Group, is managed by Jack Russell. Personal manager for Tony Bennett is Dee Anthony, and Frank Werber represents the Kingston Trio.

Altho Roulette Records was correctly listed as having four artists among the deejay favorites, it should also be noted that the label tied with ABC-Paramount and M-G-M Records for fifth place (each company had four artists on the lists) among the labels represented with artists on the deejay special charts.

Prestige Skeds Jazz for Jan.

NEW YORK — Prestige Records has skedded three new jazz releases for January. These are "Blue Gene" by the Gene Ammons All-Stars, "Basie Reunion" by various artists and "Coleman Hawkins-Soul."

For release in January, Prestige's new subsidiary label, New Jazz Records, will present four packages. The New Jazz albums are "Midnight Oil" by Jerome Richardson, "Reflections" by Steve Lacy, "Mal No. 4" by the Mal Waldron Trio and "In a Minor Groove" by Dorothy Ashby and Frank Wess.

The Prestige LP's have a \$4.98 list price. List price of the New Jazz sets is \$3.98.

MUSIC AS WRITTEN

By BOB ROLONTZ

HAPPY CHRISTMAS

Christmas comes but once per year and maybe that's a good thing what with the parties and clambakes thrown by all of the record companies, publishing houses, etc. But we want to take this opportunity to thank the publishers, diskery execs, publicity men and friends who have kept us up with the news all year. To the pretty secretaries who tipped us on stories, the publishers who hyped us about tunes and the record company guys who pitched us about records we say Merry Christmas. And we hope that next year will mean more sheet music sales, better selling records, more hits and more hot artists, more hot writers, and more smash Broadway musicals.

NEW MUSIC ON BROADWAY

The musical scene on Broadway will be enlivened by some new musicals due to open shortly or being readied for the winter. "Whoop Up," with music by Moose Charlop and lyrics by Norman Gimbel, will open tonight (22). Betty Comden and Adolph Green will bring their intimate review of songs, chatter, comedy, etc., to the Golden Theater in New York Tuesday night (23) for a three-week run. This is the same show that the duo previewed in Greenwich Village a few weeks ago. And three writers have been set for the musical version of "Pride and Prejudice," which will be called "First Impressions" when it opens on Broadway in March. Cleffers are Glenn Paxton, Robert Goldman and George Weiss, with Stratford Music publishing the score. The forthcoming Ethel Merman show, "Gypsy," will have music by Steve Sundheim and Julie Styne.

CARL FISHER ISSUES BAND CATALOG

Carl Fisher Music has released a new band programming catalog that should interest band directors. It is titled "The Band Program, From Classroom to Concert." It is intended to help band directors plan their programs thruout the year. It contains over 900 Carl Fisher-Fillmore publications divided into seven sections. The sections are classified and cross-classified by composer, category, grade and title. The divisions include Chorus With Band, Dance Styles, Holiday Music, Jazz Styles, Marches, Operatic Selections, Patriotic Music, Sacred Music, Suites, Tone Poems, Rental Band Library, etc. It also contains a complete list of recorded band music for use by directors.

New York

Lee Label Records, the Memphis diskery headed by Gerald Adams and Leon Ethridge, has signed the Four Flickers. . . Wally Gold, long with the Four Esquires on Jack Gold's Paris label, has left the group to work with J. Gold as his assistant at the label and Greta Music Publishing Company. Paris, by the way, has signed Joe Bennett and the Sparkletones. The Four Esquires are out on a road tour and will open at the Muehlebach Hotel in Kansas City on December 22. . . Leslie McDonald, head of Buck Ram Music, Ltd., of London, in New York last week for business conferences. . . Johnny Smith and his group open at Small's Paradise in New York in January. . . Earl Grant will sing the title song in the flick "Imitation of Life," tune having been penned by Paul Francis Webster and Sammy Fain. Decca will release the Grant dinking of the tune shortly. . . Charlie Gracie has signed with Coral Records. . . Buddy Holly has left the Crickets to go out on his own. Norman Petty will still manage the Crickets.

Coral artist Russ Haddock opens at Le Bistro in Chicago on January 5. . . Coral Records has purchased "Sunshine" and "Come On" on the Ivy label, sung by the Ivies. . . Mercury Records album cover for "Max Roach on the Chicago Scene" has been selected for the American Institute of Graphic Arts exhibition of Graphics in Packaging, 1958. We got this word from Jack Tracy, genial Mercury jazz a.&r. head. . . Nelson Riddle has been signed to be musical director and compose the musical score for Sincap Production's "A Hole in the Head." . . Flame Records of New Orleans has signed the Leed Twins. . . The National Cartoonists Society is sponsoring an informal show at the Lambs' Theater in New York on January 14 to be called "Cartoonists for the March of Dimes." . . Seeco Records is selling the Marconn label's cutting of "Hungry, I'm Hungry," by the Annuals.

We erred last week in stating that Urania Records owns a pressing plant in Belleville, N. J. Plant is owned by Allied Record Manufacturing Company. Urania's general offices are located in Belleville, N. J. . . Arnold Shaw, general professional manager of Edward B. Marks Music, stated this week that Carlton Records and the music publishing house are pushing an intensive campaign to turn Monte Kelley's waxing of "The Blue Cha Cha" on Carlton into a hit. Tune is published by Marks. According to Shaw, both Marks and the diskery have agreed to work on the disk for the next six months. . . Jerry Shifrin has signed Billy Maxted to a waxing contract for the Seeco label. . . Bill Martin, of the Metropolitan Recording studios in New York has started a new label, Sentry Records. Larry Lee is the first artist signed. . . Gallo Records has signed the Intruders, who will be released on Gallo's subsidiary label, Fame. . . The Buddy Morrow Ork will start out the new year with a concert on January 1 at the Jackson, Mich., State Prison. . . Bandleader Ralph Marterie is at the Wesley Memorial Hospital in Chicago for a rest. . . Conway Twitty has cut an LP for M-G-M Records. . . M-G-M Records has tied in with the 1959 Heart Fund Drive and has prepared special disk jockey records by Maurice Chevalier and Connie Francis, which will be sent to jocks in time for the February drive of the American Heart Fund Association. Michael Holliday, British singing idol, due in the States soon to guest on TV show and visit jockeys. We hear he will soon be set with an American label to release his records here. . . Wally Schuster has started his own publishing firms, a BMI house called Wally Schuster Music and an ASCAP firm titled Siras Music. He was with Planetary Music as professional manager.

RADIO-TV REVIEW

Symphony Saga Impresses Moppets

Leonard Bernstein kicked off the first of the New York Philharmonic's Young People's Concerts Saturday (13) with a discourse, in both words and music, over the CBS TV net from 12 to 1 p.m., EST, on what makes music symphonic. Actually this first program was a repeat of a discussion given previously at a Young People's Concert by Bernstein, altho never previously telecast.

The theme of Bernstein's exposition was that music tends toward the symphonic as the composer develops his ideas, makes them grow and flower into full grown works. As opposed to a pop tune, in which the same melody is repeated over and over, Bernstein pointed out how a serious composer, after stating his theme, develops it via imaginative and technical musical ideas.

To illustrate these changes, Bernstein used both the Philharmonic and his own singing voice to show the meaning in music of such terms as sequences, imitation, counterpoint, augmentations, etc. He used a snatch of Mozart's "Jupiter" Symphony to display development of the work's four-note opening theme; he sang a bit of "All Shook Up" to give a general idea of sequences. For counterpoint he had the youngsters in the audience, and the adults too, sing "Frere Jacques" as a round and as a canon. Shots of the kids singing the folk tune were most appealing. The Philharmonic played parts of work by Beethoven, Sibelius, Tchaikovsky and Brahms during Bernstein's discussion. It was a literate and intelligent presentation, and if it was over the heads of many of the children at the concert, Bernstein's intense feeling about the greatness and beauty of classical music probably impressed even the youngest of them.

Bob Rolontz.

* * *

Ninth Annual 'Amahl' Charms Anew

NBC-TV's ninth annual production of "Amahl and the Night Visitors" December 14 was a professional delight as always and a strong ad for the RCA Victor album. The Menotti text and score wear very well indeed, both being touching and eminently singable, and the physical aids are beautiful. Rosemary Kuhlmann and Andrew McKinley shone in their seasonal roles, while young Kirk Jordan made an affecting, clear-voiced Amahl.

Arlene Francis served as hostess, supplying some entertaining footnotes about the opera's creation and current performances thruout the country. Herbert Grossman's baton was firm and lively, and the Pontiac commercials meshed with "Amahl," being heavily musical and Christmasy. The colorcasting was faultless for a change.

Bob Bernstein.

"JUST LIKE SAM"

BETTY MADIGAN

CORAL

I WISH I KNEW

The Way to Your Heart

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"When You Come to the End
of the Day"

RCA Victor LPM 1885
THE KINGSTON TRIO on
Capitol Records F-3970

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An M-G-M Release

tom
thumb's
tune

ROBBINS MUSIC CORPORATION



This One



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VOX JOX

By JUNE BUNDY

BOB LAWRENCE, WIP, Philadelphia: "My largest complaint is the unnecessary waste of time and money given to promotion of records, via mail, personal contact and long distance phone calls. A note from the artist, publisher or record company with the record would save money and time and would give us more time to program our shows. Also I personally resent being told which side is the better side by an artist's representative. What is good in Cleveland is not necessarily good in Philadelphia. And why do the New York stations get such preference on new recordings? They have yet to make or break a record for the nation."

DAVE KIRKPATRICK, WMNB, North Adams, Mass.: "I have no financial interest in the company, but giving credit where credit is due, I feel that Capitol Records does the best job of hitting the happy medium between what is commercial and what is musical. Their LP's especially have the highest over-all rating of any company in my book . . . I wish companies would send small stations more releases and less promotional material. It wouldn't cost them much more for the substitutions and 'promos' can't be played on a turntable."

BILL MILLER, WHMS, Charleston, W. Va.: "Exposure, in all types of media, is still the big factor in making an artist. Of course, if the artist hasn't got what it takes, all the exposure in the world won't help. But, if an act has talent, exposure, and lots of it, is necessary. To twist an oldie, the road to bombville is paved with non-exposure. Frank Sinatra is the only singer working today who is consistently in good taste when he performs."

JIM LANDRY, WMRI, Marion, Ind.: "We should have more records of the calibre of 'Volare.' R. & B. artists should soften their sound, such as some have already done with great success."

LARRY MORGAN, KCHS, Truth or Consequences, N. M.: "More pop music and less rock and roll please!"

PAUL COBURN, KLUB, Salt Lake City: "Seems to me a resurgence of folk music is definitely coming. It's a welcome trend and one to watch. It's a shame big bands are doing nothing. I've been hearing for the last five years that

they are coming back, actually they seem to be deader than ever. A great band like Les Elgart plays to an empty house here while the Kingston Trio broke all records. Why? I don't know."

LORAIN BAKER, KGO, San Francisco: "We'd like to see more big band records and albums and less rock and roll records."

JERRY GILROY, WPTS, Pitts- ton, Pa.: "I'd like more good ballads, I believe artists that don't shout have the best chance for lasting success, and odd labels should take more caution in the release of records (bad ones we mean)."

DAVE WILSON, WTRB, Ripley, Tenn.: "I would like to see more 'hit potential' big band singles and the vocal ballads will always be tops in my book."

DICK BRADLEY, WIDE, Bid- deford, Me.: "The advent of the musical cacophony known as 'rock and roll' has set the quality of popular music back at least 15 years. . . The big name bands are the things. This is what America needs in popular music. Let's bring back the bands and keep them there!"

WINK GUTHRIE, KOOS, Coos Bay, Ore.: "We badly need more music of a lasting quality! Few tunes in the so-called 'pop' field in recent years are taking their place in the 'standard' music library. It's been all quantity and no quality!"

LARRY KENFIELD, WTIC, Hartford, Conn.: "WTIC is not a rock and roll or 'Top 40' station. Consequently our needs for good music has no end. Let's have more good instrumentals and singing choruses such as Mitch Miller's Gang. Overall our service from the companies is good."

BOB TERRY, WRAD, Radford, Va.: "I sure will be glad when the public starts to realize that the music we deejays play doesn't always reflect our personal thoughts or tastes. Ah! the good old days of Miller and Goodman. When will they return?"

RON QUEEN, WKYB, Padu- eah, Ky.: "All labels should pay a bit more attention to the lyrics of their songs. Sometimes in the past these have been a little too suggestive for the teen-age market."

WILL STONE, WEVA, Emporia, Va.: "Naturally as

YESTERYEAR'S TOPS—

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

DECEMBER 18, 1948

1. Buttons and Bows
2. On a Slow Boat to China
3. My Darling, My Darling
4. A Little Bird Told Me
5. You Were Only Foolin'
6. All I Want for Christmas (Is My Two Front Teeth)
7. Until
8. Lavender Blue
9. A Tree in the Meadow
10. Maybe You'll Be There

DECEMBER 19, 1953

1. Rags to Riches
2. Changing Partners
3. You, You, You
4. Ricochet
5. Ebb Tide
6. Strangers in Paradise
7. Oh, Mein Papa
8. That's Amore
9. Many Times
10. Vaya Con Dios

most of the music business is doing, we would like to see rock and roll music get lost in Siberia, and bring back the good steady smooth sounds."

JAMES ROSSI, KIBL, Beeville, Tex.: "I wish there were better sounds on the market."

BOB LINDROTH, WJMS, Ironwood, Mich.: "Let's get rid of the trash which appeals to the potential delinquents and get back to the days of programming good or reasonably good music."

CHARLES SHAW, WOLF, Syr- acuse, N. Y.: "On the whole I think the music industry is doing a good job. I think 1958 will end as one of the best years for sales, but not the best year for good pop tunes. Altho several sides were very good, the majority of rock and roll material was pretty poor music, but it's the trend and we all must swing or else."

ERNIE SCHNEIDER, KODY, North Platte, Neb.: "We who inhabit the 250 watters and similar stations just seem to be the forgotten men when it comes to promotional material to work with. On some labels, the servicing is good. On others, ones who could provide good solid material, the only times we see their labels are when we go to the retail outlet and buy a record to keep up with the ratings."

ON THE BEAT

By REN GREVATT

The record business—and rock and roll in particular—has moved into the fan magazine field in a big way "crowding movies and TV into a corner," according to freelance columnist Joe Cal Cagno. "Fan mags, as we knew them in the old days," notes Cal Cagno (who recently switched from TV news to records and deejays completely), "featured the top movie stars and were snapped up by snobby matrons who drooled over the contents whilst ensconced on a downy couch munching bon bons. . . . Then movies took a backseat to TV performers, until — about a year ago, the TV books started nosediving."

Now, Cal Cagno says, the fan mags concentrate on young disk talent. His own record-deejay columns are currently running in five different mags—"Stardom," "TV World," "TV Screen Life," "Screen Stars" and "Movie World." "Fans," continues Cal Cagno, "mostly the current buyers of disks demand only the younger artists in print. Ricky Nelson, Everly Brothers, Frankie Avalon, and of course, Elvis, top the requests. Pat Boone draws well, as does Dick Clark and Bobby Darin. The older singers—almost nothing."

"Lots of readers," concludes Cal Cagno, "want me to write about their local deejay favorites. This is fine, but getting deejays to send in pictures and bios is tough." "Stardom," newest of the mags, is loaded with disk names in the current issue. Line-up includes Ricky Nelson ("Ricky's True Confessions—My Life and Loves"); Elvis Presley ("My Romance with Elvis Presley"); Dick Clark ("My Views on Teen Love"); Pat Boone ("My Sweetheart Put Me Thru College"); Molly Bee ("I Drive Molly Bee Wild").

Cal Cagno's column in the same issue, "Roamin' Round Records 'n TV People," spotlights such well-known deejays as Dick Biondi, KWBW, Buffalo; Jim Lowe, WCBS, New York; Carroll Ward, WJBF-TV, Augusta, Ga.; Tom Edwards, WERE, Cleveland; Alan Freed, WABC, New York; Jim Hawthorne, KYA, San Francisco, and several others.

Roulette's a.&r. chiefs, Hugo Peretti and Luigi Creatore, have been on a cutting-jag for the last three weeks. Their wax schedule included recording sessions for albums and singles with Georgia Gibbs, Frankie Lyman, Jimmie Rodgers, Barry Sisters, DiMara Sisters. At the same time, Teddy Reig cut an instrumental album version of "The Flower Drum Song" score by guitarist Johnny Smith for Roulette's subsidiary label Roost.

It was "Mother's Day" at the Broadcast Music Inc.'s recent annual awards dinner in New York. Paul Anka's ma accepted his award for "You Are My Destiny," and Murray Kaufman's young looking mater who — under the name of Jean Murray — wrote "Splish Splash" with Bobby Darin. She accepted her award as co-writer; while deejay Kaufman's frau accepted Kaufman's award as publisher. Kaufman had to leave early for his new show at WINS. The jock — heretofore strictly a post-midnight man at WINS — has taken over the evening time period formerly occupied by Alan Freed.

Columbia Pictures is readying a strong promotion campaign on "Senior Prom," which features Jill Corey, Paul Hampton and other disk names. Columbia is releasing a Hampton single, featuring tunes from the movie "Love" and "The Longer I Love You" — plus Mitch Miller's "Rock-A-Bye in Beardland." The aforementioned sides, plus the Louis Prima-Keely Smith hit, "That Old Black Magic," have been packaged in a special "Senior Prom" EP, and will be made available to more than 750 deejays across the country. Columbia is also sending all exhibitors (who took the film) special "Senior Prom" dance programs, which are in reality check lists to aid the exhibits in lining up tie-ups with radio stations, record stores and other outlets.

Buck Ram may do the score for Columbia's forthcoming bio-film "The Gene Krupa Story." . . . Tony Pastor Jr., who made a couple of LP's with his veteran handleader father, will play an acting part in the new Tony Curtis-Cary Grant picture "Operation Petticoat."

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING

Kingston Trio Hails From San Francisco

The Kingston Trio, whose "Tom Dooley" is at the top of Billboard's charts, was formed in the spring of 1957. At that time, Dave Guard, a graduate student of Stanford, joined Menlo College pals Bob Shane and Nick Reynolds because of their common interest in various native rhythms.

San Francisco publicist Frank Werber caught their act at a campus hangout and was immediately attracted to the potentiality of these three 21-year-olds. He sent them to a voice and drama coach. Within a short time the boys were booked in top clubs, signed by Bob Hope's agent, Jimmy Saphier, and pacted by Capitol.



Guard and Shane were raised in Hawaii. Reynolds was born in Coronado, California. Each member is a skilled musician on guitar, banjo, uke and conga drums. They are avid record collectors, and favor the platters of Stan Kenton, Frank Sinatra, Four Freshmen, Chico Hamilton and Shorty Rogers.

Polly Bergen Scoring With 'Come Prima'

Columbia's Polly Bergen was born in Knoxville, Tenn., July 14, 1930, but because her father was a construction engineer, the family rarely settled for more than six months in any particular locality.



When Miss Bergen was 14, her Richmond, Ind., high school presented a special radio show. As a result, the station manager signed the youngster for a thrice-weekly song program of her own.

As her family continued to move, the thrush worked in summer stock and light opera. When the Bergens hit Southern California, the artist was working as a featured vocalist with West Coast orks, and was spotted by Alan Young. Since then, her TV credits have included the major musical variety programs and dramatic shows.

In addition, the talented lass had graced Hollywood films and the Broadway stage. She is married to a New York business executive, and has a 10-year-old daughter.

Like Tennessee Waltz?
Like Mr. and Mississippi?
Like Allegheny Moon?
Like Old Cape Cod?

Like All Patti's "Location Songs"...
A SMASH HIT!

Under The Sun Valley Moon



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backed with a terrific
new reading of a great standard
"TRUST IN ME"



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MGM Records

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MERRY CHRISTMAS TO EVERYONE

DISTRIBUTOR NEWS

By HOWARD COOK

MINNEAPOLIS: William Allen and Joe Kahn of Sandel Company report heavy action on "My Happiness" by Connie Francis. "I Wish I Were Tied to You" by Jimmy Bowen and "That's Why I Cry" by Buddy Knox on Roulette are also moving strongly. Bowen and Knox are currently in the area making personal appearances. "You Can't Get to Heaven on Roller Skates" by Betty Johnson on Atlantic is moving well. Other hot Atlantic platters include "A Lover's Question" by Clyde McPhatter and "I Cried a Tear" by LaVern Baker. "Donde Esta Danta Claus?" by Audie Rios on Metro is big. "The World Outside" by Roger Williams on Kapp is selling strongly. Jane Morgan's Kapp waxing of "If Only I Could Live My Life Again" is getting strong deejay play. Strongest LP's are "Sing Along With Basie" on Roulette with Joe Williams and the Dave Lambert Singers, the sound track of "Gigi," "Tyree Glenn at the Roundtable" on Roulette, Roger Williams' Kapp albums, the sound track of "Tom Thumb" on Lion and Ahmad Jamal's Argo LP's.

Hy Sandler of Lieberman Music Company lists "All American Boy" by Bill Parsons on Fraternity as one of his top new records. "Little Drummer Boy" by the Harry Simoene Chorale is hot. "I'm a Man" by Fabian on Chancellor is gaining. "Stagger Lee" by Lloyd Price on ABC-Paramount is selling well. "Blue Hawaii" by Billy Vaughn on Dot has started. "The Children's Marching Song" by the Cyril Stapleton Ork on London is getting strong jockey play. "Hawaiian Wedding Song" by Andy Williams on Cadence looks like a hit. "16 Candles" by the Crests on Coed is big. "Gotta Travel On" by Billy Grammer on Monument is one of the biggest in the area. "The Shag" by Billy Graves on Monument also looks promising. "Aunt Rhody" by the Weavers on Vanguard may be a sleeper. Top LP's are "Stardust" by Pat Boone on Dot, the Glenn Miller and Shirley Temple albums on 20th Fox and the London stereo sets. Don Knopfel has been added to the firm as a promotion man.

Amos Heilicher of Heilicher Bros., Inc., names "The Chipmunk Song" by David Seville and the Chipmunks on Liberty as his number one platter. The response to the side has been overwhelming according to Heilicher. "Smoke Gets in Your Eyes" by the Platters on Mercury is very strong. "Lonesome Town" by Ricky Nelson on Imperial continues to sell well. Ditto "Whole Lotta Loving" b-w "Coquette" by Fats Domino on Imperial. "Philadelphia, U. S. A." by the Nu Tornados on Carlton is a smash. "Goodbye Baby" by Jack Scott on Carlton is a strong item. "Little Space Girl" by Jesse Lee Turner on Carlton is gaining. "Hazel Eyes" by the Tinker Bells on Hamilton is a territorial hit. "Turvy II" by Cozy Cole on Love is repeating "Topsy II." "Poor Boy" by the Royal Tones on Jubilee is still big. "Peek-A-Boo" by the Cadillacs on Josie is strong.

Jack Taylor of Jather Distributing Company reports that the firm is moving to new offices. New address will be 730 Lyndale North. The new headquarters will open on December 29. The new operation will feature a drive-in service allowing customers to pick up merchandise from the outside. "Donna" by Ritchie Valens on Del Fi is the firm's hottest, new single. "Gazachstahagen" by the Wild Oats on United Artists is big. "I Just Thought You'd Like to Know" b-w "It's Just About Time" by Johnny Cash on Sun is a two-sided smash. The new Duane Eddy LP and EP on Jamie are both getting strong sales. "The Trial" by Jerry Field and the Philadelphia Lawyers on Parkway is doing well. "Rock-A-Conga" by the Applejacks looks like a smash follow-up to "Mexican Hat Rock." "So Much" by Little Anthony and the Imperials on End is growing. Jather has opened a new branch in Omaha.

NEW YORK: Morty Klein, top man at Melody Records Distributors in New York, mentions heavy sales for "Christmas for the Family" by Dennis Day on Design and "Christmas with Jose Melis" on Seeco. Klein states that this has been Melody's most successful year, since the firm has been in operation. In recent sales contest sponsored by Living Language, each of Melody's salesmen copped honors. Melody was the top distrib in the country for contest.

Carlton Records has switched to Associated Record Distributors in Hartford, Conn., and Marnel of Baltimore for the Baltimore-Washington area. Other new Carlton distributors include Marnel of Philadelphia and Allen Distributors in Richmond.

Top five at Cosnat's Distributing Corporation in New York are "A Lover's Question" by Clyde McPhatter on Atlantic, "Peek-A-Boo" by the Cadillacs on Josie, "Philadelphia, U. S. A." by the Nu Tornados on Carlton, "Play Some Music for Broken Hearts" by Don Cornell on Dot and "I'll Remember Tonight" by Pat Boone on Dot. Coming up are "Blue Hawaii" by Billy Vaughn on Dot, "The Little Space Girl" by Jesse Lee Turner on Carlton, "Ambrose" by Linda Laurie on Glory, "Gretna Green" by Don Rondo on Jubilee, "Sermonette" by Della Reese on Jubilee and "Hazel Eyes" by the Tinker Bells on Hamilton.

OAKLAND, Calif.: Chatton Distributing Company reports heavy action on "The Little Drummer Boy" by the Harry Simoene Chorale on 20th Fox. Both the single and the album which contains the song are selling strongly. Other items that are moving well at Chatton include "Rock-A-Conga" by the Applejacks on Cameo, "Lonely One" by Duane Eddy on Jamie and "Gypsy" b-w "Mary Lou" by Sam Cooke on Keen.

NOTES IN THE MAIL: Irvin Zucker writes that Challenge Records is cooking with "Diamond Ring" by Jerry Wallace and "Things They Don't Teach You in School." Johnny Thompson, Challenge's national sales manager, returned to Hollywood last week from a two-week national tour of deejays and distributors.

ROULETTE RAMBLINGS: Latest Roulette newsletter mentions Henry Nathanson of General in Baltimore. Lee Smith is the Roulette promotional fieldman for General. Smith is currently a patient at the George Washington Hospital, but is still carrying on his promotional activities. Top Roulette platters at General are "Beep, Beep" by the Playmates, "Bimbombey" by Jimmie Rodgers, "Wish I Were Tied to You" by Jimmy Bowen and "That's Why I Cry" by Buddy Knox.

CONNIE FRANCIS

MY HAPPINESS

MGM K12738

NEVER BEFORE

(From Broadway Musical "Whoop-Up")

TOMMY EDWARDS

LOVE IS ALL WE NEED

plugged on Dick Clark ABC-TV Network Show

MGM K12722

MORTY CRAFT

and His Orch.

PIZZICATO CHA CHA

and

NEVER BEFORE

(From Broadway Musical "Whoop-Up")

MGM K12741

DAVID ROSE

and His Orch.

HOW HIGH THE MOON

MGM K12714

ALAN DALE

LOVE EYES

(From the Broadway Musical "Whoop-Up")

and

AS YOUNG AS WE ARE

MGM K12742

ART MOONEY

and His Orch.

BYE BYE BLACKBIRD

MGM K12744

"CARESS ME, POSSESS ME,"
PERFUME

(From the Broadway Musical "Whoop-Up")

LEROY HOLMES

and His Orch.

CHIEF ROCKY BOY

(From the Broadway Musical "Whoop-Up")

SONG FROM
"SOME CAME RUNNING"

(To Love and Be Loved)

MGM K12745

SHEB WOOLEY

STAR OF LOVE

and

CHERRY SWEET

MGM K12743

BALLET REVIEWS

'Sins' Ballet Hype for Weill LP

The cult of Kurt Weill, which has given rise to what must be regarded as a fantastic duplication of material in the several albums now selling of "Threepenny Opera," also has spilled over into other and lesser Weill works. Last season's off-Broadway revival of "Johnny Johnson" was one indication of this; this year's City Center ballet production of "Seven Deadly Sins" is yet another.

Columbia Records doubtless is the biggest beneficiary of the upsurge in public interest in the Weill works. It has been busily releasing new albums based on old Weill productions, and its most recent "Complete Threepenny Opera" album and "Mahogany" album are both striking efforts and commercial successes. Its album of "Seven Deadly Sins" has been out for some time, and the ballet production should heighten interest in this more neglected Weill opus.

The major attraction is Lotte Lenya, the composer's widow, playing in her own unique and incomparable manner the singing half of the dual personality protagonist. The dancing half is ably handled by Allegra Kent. The music, while lesser Weill, is sardonically humorous and the moral is typically bitter. It must be said that this is less a ballet in the formal sense than it is a theater piece, but as the latter it is pungent and highly effective.

The Bertold Brecht lyrics are sung in English in this production, unlike the album, in which they are rendered in the original German. Apart from Miss Lenya, the singing is done by a quartet consisting of Stanley Carlson, Gene Hollman, Frank Porreta and Crang Williams, and it's too bad they were not available to have done the album in English. The illustrated notes and text which accompany the album are being sold separately at the performance, along with a book about the ballet company. But the album itself is not on display. Sam Chase.

* * *

ROOM REVIEW

Boone Tome Should Win Teensters

If any one other than Pat Boone had written "Twixt Twelve and Twenty" (Prentice-Hall, \$2.95), its sentiments might sound too good to be true. However, Boone—and if Boone didn't actually write the book then his "ghost" is a genius—manages to combine a school-teacherish approach with an air of such warm, open-hearted sincerity that the end results are both believable and readable.

More of a primer for teen-agers than autobiography (alho it offers interesting insight into Boone's early life), the book sets forth "rules to live by" for the 12-20 set. Not unsurprisingly, Boone stresses religion (all royalties go to the Northwestern Institute for Christian Education) and he does it in a natural, even moving way.

He also comments with convincing simplicity on petting ("Now that I'm the father of four girls I could wish that there were less kissing and more scrabble and parchesi."); teen-age elopements ("While I wouldn't change a minute of it, I don't recommend either elopement or teen-age marriage"), and many other subjects of special interest to teen-agers.

Priced for the 12-20 pocketbook (\$2.95) and packed with photos of Boone and his family, "Twixt Twelve and Twenty" should chalk up almost as many sales in the book field as Boone's Dot disks do in the record market. Deejays with strong teen-age following should find it particularly useful as mike-chatter material. June Bundy.

* * *

OPERA-CONCERT REVIEW

Met Revives 'Fledermaus,' 'Lescaut'

The Metopera has revived two works with box office success this month, "Fledermaus" and "Manon Lescaut." Both will be heard on the CBS broadcast series and on the annual U. S. tour, a fine help to the three complete waxings of each now available.

The Strauss operetta, in the same attractive production of its 1950 debut at the Met, remains a charming musicomedie evening, enhanced by superb dancing in the party scene by Jacques d. Amboise, borrowed from the New York City Ballet Company. Hilde Gueden, Roberta Peters, Theodore Uppman, Blanche Thebom and Frank Guarrera made tuneful, comic principals; Cesare Valletti was miscast. Conductor Erich Leinsdorf drew every sparkling drop from the infectious score.

The Puccini romance suffered from a spotty score, a text illogical even by opera standards and off-night work by Renata Tebaldi in the title role. The soprano was given her usual ovation, but this was one time she didn't deserve it. Richard Tucker was in top voice as Manon's distraught lover but his primitive thesping drew snickers. The work comes off better on all the disks, but even there it remains second draw. Bob Bernstein.

Hasin Covers M-G-M Distribs

NEW YORK — M-G-M sales exec Charles Hasin, currently on a two-week tour of distrib, giving refresher sales courses to distrib personnel. Hasin is covering Seattle, San Francisco, Los Angeles, Salt Lake City and Denver. Hasin is apprising them of policies and techniques applicable to the six labels under the M-G-M banner.

DISK JOCKEY CHECK LIST

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

- Japan's Twist on Top-40 Hassle Page 1
- New York Paper Strike Irks Jockeys Page 2
- WZIP Sold Page 4
- NAB Convention Page 3
- NAB Report—Radio Up Page 4
- Co-Star-Deejay Tie-Up Page 3
- Deejay Special Chart Changes Page 13



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WEST COAST WAY

Rental System Sells Recorders

By BOB LATIMER

SAN FRANCISCO — Rental credit certificates are a profitable approach to stereo equipment merchandising. It not only sells a high volume of stereo tape recorders, but has kept a steady flow of them going out on rental basis, for Walter Willey, retailer here.

Willey feels that there is no better method of selling stereophonic tape recorders than to let the customer try this new adventure in sound out in his own home. Logically, this means that the store must either loan the equipment to the customer, or rent it out. In Willey's case he chose rentals, charging a stiff enough fee on a daily or weekly basis to cover the cost involved, and most important to insure that the prospect's interest is genuine.

Sell Themselves

From the beginning, Willey has found that the plan worked out exactly as he had hoped. A prospect who takes a stereo tape recorder home and pays approximately \$5.00 for the privilege, invariably "sells himself" with the net result that there are very few cases of picking up a rented tape recorder for return to the shop.

Rentals weren't progressing at [\(Continued on page 16\)](#)

'Music Wall' Is Answer to Space Problem

NEW YORK — "Sure, it's nice, but how can I fit all this equipment into my living room."

That's a complaint that a lot of dealers have heard ever since the high fidelity movement started. And it has killed sales. Rather than better the situation, the coming of stereo has worsened it. Now, the prospect is confronted by two sets of amplifiers and speakers.

Looking toward a solution to the problem, W. W. Kimball, Chi- [\(Continued on page 16\)](#)

(HIC) KEEP THOSE (HIC) BOTTLES QUIET

NEW YORK — You think it's easy being a recording engineer! There are all kinds of pitfalls, according to John Bubbers, exec at B & C Recording, Inc.

Bubbers told The Billboard that he has to be very careful of his ears before a recording session. He has perfect pitch and anything that effects the membrane of the ear might change it slightly. For that reason, he steers clear of alcoholic beverages before a recording session.

"It's rough," he said. "The night before a session I'll allow myself only a thimble-ful of whiskey in a glass with plenty of soda."

This might explain some of the turkeys that find their way to dealers' shelves. A lot of recording engineers might not have the strong Bubbers' will-power.

Birch Stereo Console Set At \$149.50

NEW YORK — Boetsch Bros., manufacturers of the Birch phono line, announce a promotional stereo console. It will make a formal debut at the January Furniture Show in Chicago.

Designated the Model SU-284, the new unit features a stereo "balance control" which regulates volume of both channels simultaneously. Other features are: V-M changer with monaural switch, Sonotone ceramic cartridge with dual [\(Continued on page 16\)](#)

Transistor Radio Production Hits New October Peak

WASHINGTON — Factory sales of transistor radios hit a new high in October with 5,594,856 sets, total dollar value \$13,461,857, according to Electronic Industries Association. The figures are almost double those for October 1957, when 3,544,000 units valued at \$7,075,000 were factory sold.

Cumulative factory sales during first 10 months this year totalled 36,072,133 transistors, valued at \$83,692,052. Corresponding totals for January-October 1957 were 21,396,300 sets valued at \$56,131,000.

GE Intros Radio-Stereo Phono Combo

NEW YORK — A new radio-stereophonic phonograph combination with matching amplifier-speaker has been announced by General Electric. The radio-phonograph, Model RP-1160, carrying a suggested retail price of \$129.95 (slightly higher West and South), features tapered "easy access" styling which makes reaching the turntable extra-easy when the lid is opened. An electric light in the turntable compartment illuminates



the compartment for handling of records.

Included with the radio-phonograph are the compatible cartridge, amplifier - speaker jack and monaural - stereophonic switch re-



quired to play both types of records.

The phonograph, with twin six-and-a-half-inch GE speakers and a 5-5-watt amplifier, will intermix any 10 or 12-inch records of the same speed.

The AM radio has an illuminated tuning dial, built-in ferrite antenna, four tubes and rectifier. A function switch on the front of the cabinet [\(Continued on page 16\)](#)

Philco to Set AM Stereocast System Tests

NEW YORK — Philco, it was reported this week, has been researching the compatible AM stereocasting field and has informed the FCC that its system is ready for field-testing. RCA already announced such a system several weeks back.

The Philco system is said to be an inexpensive method of receiving stereo broadcasts on the AM band. The firm would not comment on how similar it is to the system that RCA has already announced. They did say that their patents on the system are pending.

Philco's principal problem at present is finding broadcasting stations over which to field test their system. Unlike RCA, they have no outlets available to them. They want to work, they told the FCC, with the new National Stereo Radio Committee. Their research veepee, David B. Smith, is vice-chairman of the group.

Columbia Phono Line Led by \$39.95 Stereo

• Continued from page 2

is the hinging on of the extra speakers. The speakers may be separated by 12 feet of connecting cord for full stereo separation. But when in carrying position, the extra speaker is hinged on to make one complete carrying case.

A further feature is a combination "balance - volume" control which is included on all units above and including the \$119.95 model. When pulled out, the dial can be used as a balancing control between both channels. Pushed in, it is used in combination with another knob as separate controls for the two channels individually.

Both console Models 955 and 957 contain AM-FM tuners. Specifications for both units are identical with the exception that the Model

957 at \$399.95 has a fruitwood cabinet while the 955 at \$379.95 has a cabinet of mahogany veneers.

Columbia Phonographs, which has just shifted from the Columbia Records division to the CBS-Hytron division of CBS, is introducing these new stereo sets because of a "bullish" feeling about the stereo market next year.

According to a Columbia Phonographs spokesman, distributors and dealers are now fully aware of stereo, and there are enough records on the market to expect a really strong demand for inexpensive stereo units. When Columbia brought out its phono line last summer, it had both monaural phonos and stereo sets in the line. From now on all Columbia Phonographs will be stereo models.

New Columbia Stereo Phonos

Portables

MODEL 901—Complete stereo and-or monaural, manual four-speed player, two four-inch speakers, stereo cartridge with dual sapphires, uses both channels when played monaurally or stereophonically, 12-foot connecting cord, "acoustically transparent" grille. Finish: charcoal and white pyroxylin. Price: \$39.95.

MODEL 903—Same features as above model plus automatic intermix changer with automatic shut-off, high traction rubber mat turntable. Finish: Ginger brown and white pyroxylin. Price: \$69.95.

MODEL 905—Two five-and-a-half-inch speakers, five-watt amplifier (2.5 watts each channel), frequency range of 60 to 15,000 cps., four controls (treble, bass, volume-A channel, volume-B channel combination balance control, automatic intermix changer with hi-traction butyl turntable. Finish: gray and white pyroxylin. Price: \$99.95.

MODEL 907—Two six-inch speakers, eight-watt amplifier (four watts each channel), frequency response 50 to 18,000 cps., single knob balance-volume control. Finish: brown and eggshell pyroxylin. Price: \$119.95.

MODEL 090—Four speakers (two six-inch and two four-inch), 10-watt amplifier (five watts each channel), frequency range 40 to 20,000 cps., Columbia C-D cartridge with diamond needle, Glaser-Steers automatic changer, automatic selection of 45's or 33's. Finish: black stitched vinyl. Price: \$149.95.

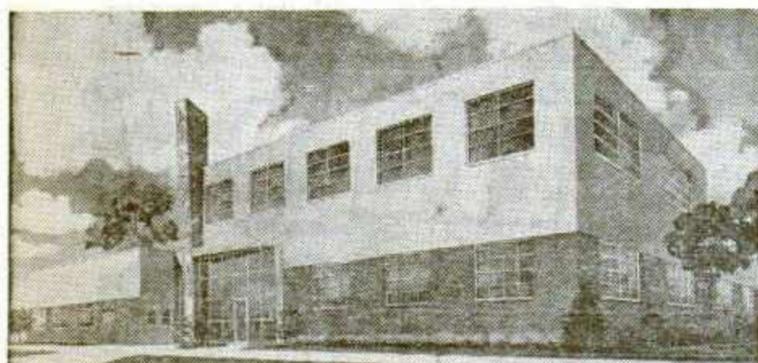
Consoles

MODEL 951—Self-contained stereo in one cabinet, three speakers (one 12-inch and two six-inch), 15-watt amplifier (7.5 each channel), frequency response 30 to 20,000 cps., C-D cartridge with diamond needle, no remote speakers—"uses new circuitry to give maximum separation in minimum width"—Glaser-Steers changer, rubber mat turntable. Finish: hard wood veneers of mahogany, blond and walnut. Price: \$229.95 (mahogany) and \$239.95 (blond and walnut).

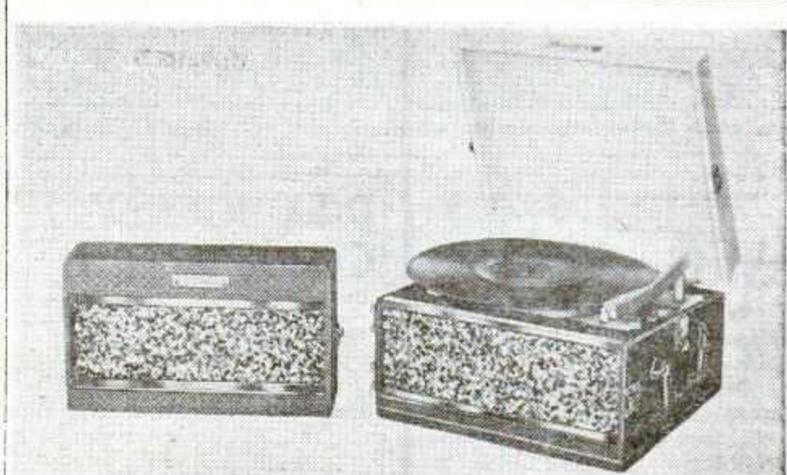
MODEL 953—Four speakers (one 12-inch and three four-inch), 21-watt amplifier (10.5 watts each channel), five controls (bass, treble, function and combination balance control loudness channel A and loudness channel B), two input sockets for simulcast tuner adaptable for stereo FM reception. Finishes: wood veneer of mahogany, blond and walnut. Price: \$269.95 (mahogany) and \$279.95 (blond and walnut).

MODEL 955—Same features as above with AM-FM radio tuner added. Price: \$379.95 (mahogany) and \$389.95 (blond and walnut).

MODEL 957—Same features as Model 955 but with Provincial style cabinet in fruitwood. Price: \$399.95.



A half million disks a month is the expected capacity of the new plant now being occupied by B. & C. Recording, Inc., Westbury, N. Y. With its additional plant area, the firm has added 18 compression molding presses of the latest type. Another advantage the firm offers disk companies is convenience. Its new location is close to the Long Island-Riverhead Expressway and deliveries to the Metropolitan New York area will be speeded up considerably. The building was designed by Architect John Doe, with the assistance of John Bubbers, head of B. & C.'s engineering staff.



The Columbia Model 901 is a complete stereo unit with two four-inch speakers. It is priced at \$39.95 and has a four-speed turntable. A 12-foot connecting cord is supplied with the extra speaker for full stereo separation.

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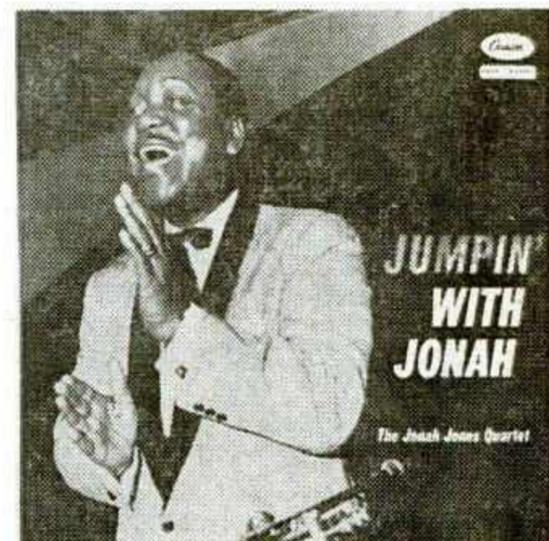
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'Music Wall' Solves Problem

• Continued from page 14

Chicago music merchant, designed a music wall with the help of the Hardboard Association. Their music wall design doesn't only take care of record playing equipment. It contains special compartments for a tape recorder, TV, radio tuner record and tape spool storage and even, believe it or not, a spinet piano.

Music wall plans are available from the Hardboard Institute (205 W. Wacker Drive, Chicago, Ill.) The full unit is modular, that is, separate units can be arranged or re-arranged to fit individual room plans. Actual construction is pretty simple and can be easily done by the average do-it-yourself-er.

The full-blown music wall consists of eight separate 30" x 30" x

24" cabinets, plus an overhead cabinet and lights off it for the piano niche. Best part of the modular arrangement is that sections can be added as the new equipment is bought. If the units were arranged along one wall, they would extend 15 feet. But they can also be used in a corner or as a room divider.

The music wall cabinets are suspended between ceiling-high uprights, consisting of 2x2 frames paneled with 3/4-inch perforated hardboard. If the unit is to be semi-permanent, wood screws can be used to join the cabinets to the uprights. However, for mobility,

GE Phono Combo

• Continued from page 14

inet has position. for stereophonic, monaural, and radio listening, continuous tone control, and loudness control.

Styled in two-tone gray pyroxylin coated fabrics over a wood case, the cabinet has plastic feet to protect furniture surfaces, metal feet to protect the cabinet when traveling, and a polystyrene carrying handle.

The matching amplifier-speaker, Model AS-4, styled in two-tone gray to complement the radio-phonograph, carries a manufacturer's suggested retail price of \$49.95 (slightly higher West and South). It has twin six-and-a-half-inch GE speakers, a 5.5-watt output amplifier, loudness and continuous tone controls, and a 12-foot connecting cord with polarized jacks.

Both radio-stereophonic phonograph and matching amplifier-speaker will be in stores by February, 1959.

and so the arrangement can be changed from time to time, the units can be joined with bolts and tee nuts.

The cabinets themselves are simple box construction, using 3/4-inch hardboard panels set in one by two inch rabbeted molding. Joints are fastened with glue and wood screws for maximum strength and the cabinets are fitted with doors of 3/4-inch plywood.

Dealers who have run into the problem of how the customer will accommodate equipment in their homes should send to the Hardboard Association for music wall plans.

The next time a customer says, "It's nice but where will I put it," show them how to build a music wall.

Birch Stereo

• Continued from page 14

sapphires, 10-watt amplifier, with frequency range of 40 to 20,000 cps, four speakers (dual eight-inch coaxial - two woofers and two tweeters), four controls - loudness, bass, treble and stereo balance. Cabinet is custom-crafted wood - walnut, mahogany or blond oak. Size—32"x24"x16 3/4".

Unit is designed for use with either matching model SP-284C Console Speaker or model SP-28B Shelf Speaker. Each model has four speakers. Birch will show these new models and also its complete line of phonos and record players in Suite 805-6 at the Conrad Hilton Hotel, January 5 thru 8.

List prices for these three models, which are available for immediate delivery, are: Model SU-284 Stereo Hi-Fi Console, \$149.95; Model SP-284C Console Speaker, \$49.95, and SP 28B Shelf Speaker, \$29.95.

Rental Systems Sell Recorders

• Continued from page 14

anything like their full potential, however, until Willey realized a couple of additional facts. One was that most people who tried a rental - demonstration at home wanted to apply the amount of the rental to the purchase price of the machine, but were uncertain as to whether they could. Another was that the person who did take a machine home was more likely to decide to buy it, if some sort of "guarantee" as to the rental-payment application was included.

This led into the development of Willey's "certificates." Each, printed with ornate green borders found on bank notes, loan certificates, etc., is headed "Credit for Your Rental Charge." Copy below points out that the certificate is good for a specific amount on the purchase of a new tape recorder from Walter Willey. It also tells the make of recorder, the price, time payment methods open to the customer, etc.

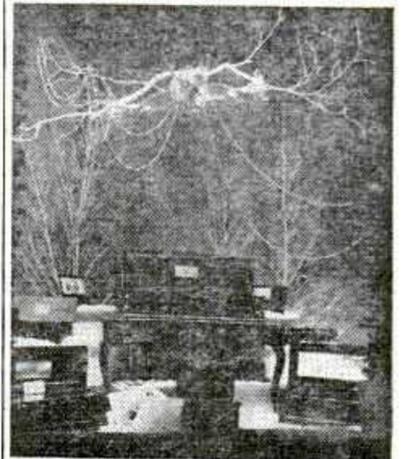
Now, Willey shows one of the rental-printed certificates to every tape recorder prospect and explains that if the customer pays \$10 for the use of a stereo set for a specific length of time, he will be issued a certificate, good for a \$10 credit on the purchase, at the same time he picks up the machine, which has been "after-dated" to the correct date. In this way, the certificate, which the customer usually folds up and places in his wallet is a constant reminder to him that he isn't "wasting money on the rental" since he can apply the whole amount.

Selling almost three times as many stereo tape recorders, and twice as many monaural types now than before the credit certificate was developed, Willey thinks that

it is "just about the best sales stunt we have ever found."

It is much easier to rent a tape recorder for a loan demonstration on this basis. Some people, Willey points out, feel that the stereo tape recorder has been engineered for good sound reproduction in the store - with concealed speakers, baffles, and that it will not operate as efficiently in their own homes. Actually, of course, equivalent results will be obtained wherever the speakers can be separated a sufficient distance.

"You can't get this point across, however, without letting the customer see for himself," Willey said. "That's the reason we work so hard to get the customer to agree to a home demonstration, and to pay the freight on our rental-credit certificate system."



B. Altman's New York department store featured antique music boxes in one of its Christmas windows and tied in with the Westminster recording of "Music Box for Christmas" (WP 6097). Similar tie-in between records and music boxes was made



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Like tossing records to chickens when a needle starts to wear. Even "permanent" one can claw grooves. Protect your records with the Duotone Diamond Needle that remembers. Tells you when to change your needle.

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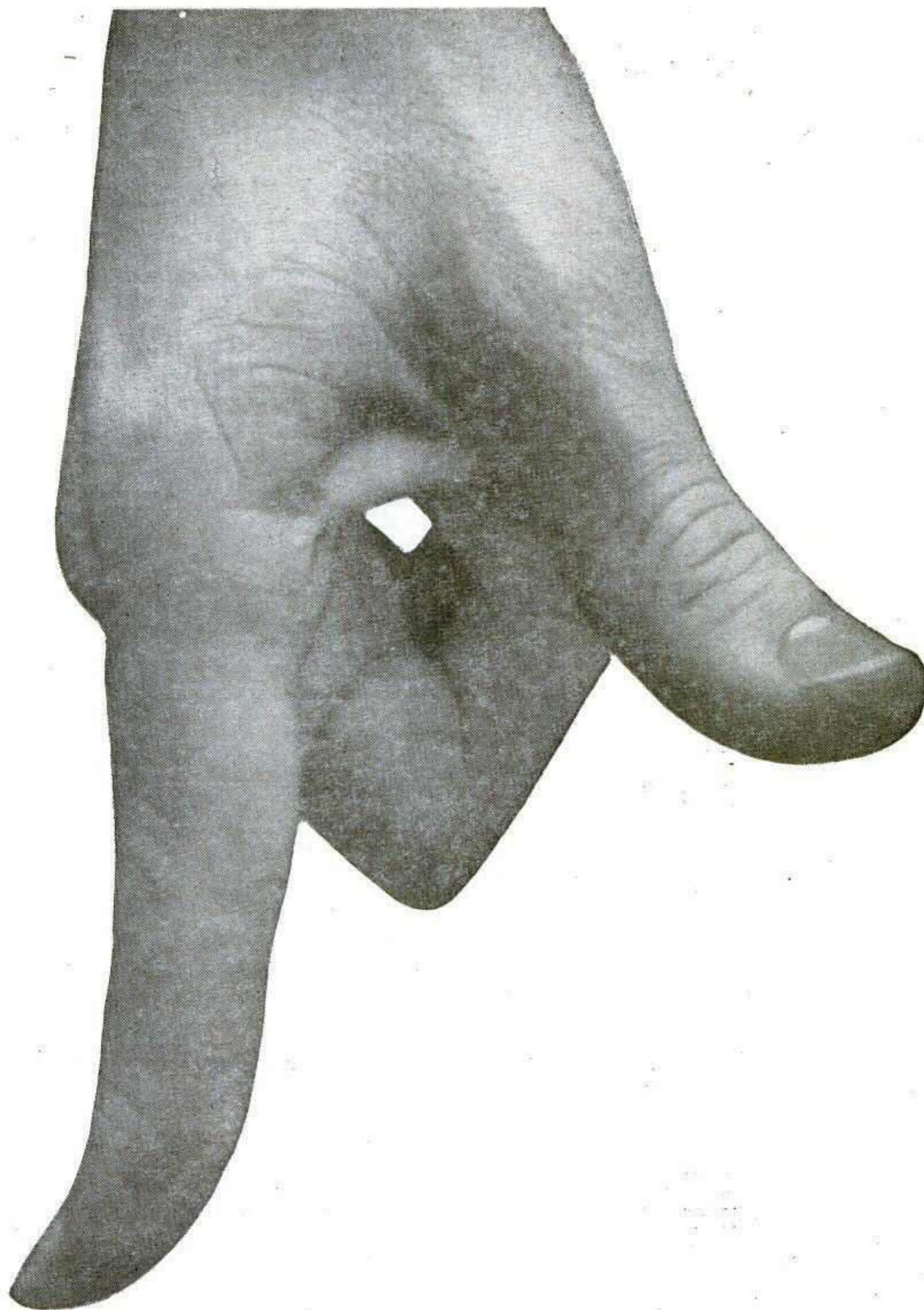
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1906	Sept.-Dec.	1912	Oct.-Dec.	1919	Jan.-March
1907	Jan.-Apr.	1913	Jan.-March	1925	April-June
1907	May-June	1913	April-June	1925	July-Sept.
1907	July-Aug.	1913	July-Sept.	1927	Jan.-March
1907	May-Aug.	1913	Oct.-Dec.	1933	Jan.-March
1907	Sept.-Oct.	1914	Jan.-March	1933	July-Sept.
1907	Nov.-Dec.	1914	March-June	1933	Oct.-Dec.
1907	Sept.-Dec.	1914	July-Sept.	1934	Jan.-March
1908	Jan.-April	1914	Oct.-Dec.	1934	April-June
1908	May-Aug.	1915	Jan.-March	1934	July-Sept.
1908	Sept.-Oct.	1915	April-June	1935	Jan.-March
1909	Sept.-Oct.	1915	July-Sept.	1935	April-June
1909	Nov.-Dec.	1915	Oct.-Dec.	1935	Oct.-Dec.
1909	July-Dec.	1916	Jan.-March	1937	July-Sept.
1910	Jan.-Feb.	1916	April-June	1938	April-June
1910	March-April	1916	July-Sept.	1939	Jan.-March
1910	May-June	1916	July-Sept.	1941	April-June
1910	July-Oct.	1917	Jan.-March	1941	July-Sept.
1910	Nov.-Dec.	1917	April-June	1942	Oct.-Dec.
1910	Jan.-Oct.	1917	July-Sept.	1944	April-June
1911	Jan.-Feb.	1917	Oct.-Dec.	1944	July-Sept.
1911	March-April	1918	Jan.-April	1945	April-June
1911	May-June	1918	July-Sept.	1946	Oct.-Nov.
1911	July-Dec.	1918	Oct.-Dec.	1948	June-July
1911	Nov.-Dec.	1919	Jan.-March	1950	June-July
1912	Jan.-Feb.	1919	April-June		

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NEW PORTABLE

Arvin Shows Stereo Phono At \$99.95

COLUMBUS, Ind. — Arvin Industries, which late this past summer announced plans to break into stereo disk playback units, unveiled its first portable self-contained two-track phonograph this week. Long a name in economy-priced electronic, appliance and housewares field, Arvin introduced the plastic-cased phono at \$99.95.

The Arvin unit consists of a four-speed changer with stereo cartridge, housed in the center unit, with two hinged detachable speakers, which can be extended 10 feet from the playback unit.

The unit will be demonstrated at the National Housewares Show in Chicago in January, with delivery pegged for late January. Details of Arvin's further expansion of the stereo line were unavailable, but it is known that currently Arvin intends to stay with portable-type stereo playback units.



Audio Feedback

By RALPH FREAS

TV LECTURES

A free lecture program on the latest advances in television is being offered to service associations, trade and vocational schools by Westinghouse. The three lectures take three hours to present and they can be delivered at one session. One lecture deals with customer relations and is illustrated with a film, "Adding Sell to Service." Scheduling arrangements are handled thru the Westinghouse TV-Radio division at Metuchen, N. J. and the Tube Division at Elmira, N. Y.

SATELLITE TRACKS IN STEREO TOO

The International Radio and Electronics Corporation is marketing a stereo recorder for satellite tracking. It's the Stereo X tape recorder with 14-inch reels. It operates at 1 7/8, 3 3/4, 7 1/2 and 15 inches per second speeds. Price of the unit is \$805.

NEW HOFFMAN DISTRIB

Clardy's, Montgomery, Ala., appliance distributor, will handle Hoffman home entertainment equipment in 24 counties in Central Alabama. The distributor's showrooms at 236 E. Jefferson Street will display the firm's complete radio, stereo hi-fi and TV lines.

MORE ON DEFINING STEREO

Mark Mooney, an old friend of stereo tape and currently executive secretary of the Magnetic Recording Industry Association, has definite ideas on what stereo is and isn't. He took the trouble to sound off at length on the subject in a letter to this column—as follows:

"Got a bang out of the comment under your printing of the MRIA stereo definition. The definition was an engineering definition, of course, one that will hold up for any system. But if you need something simple, how about this one—which is strictly not MRIA.

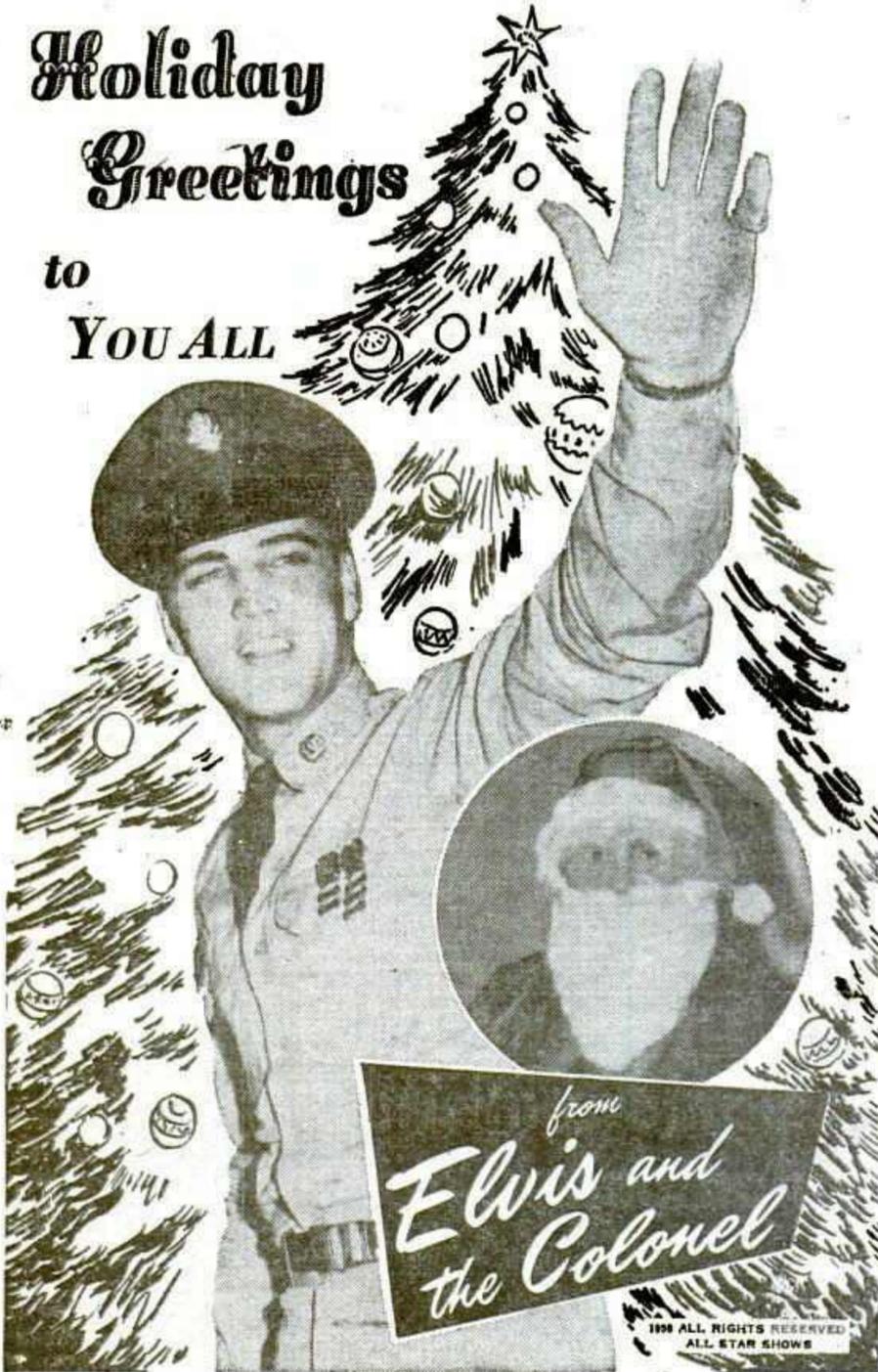
"Stereo is like this, see. You got two ears. One of them is called your left ear and the other is called your right ear. If you don't know which is which it don't matter. See? All the sounds you hear, like deodorant commercials, riveting hammers and your wife you gets thru both ears.

Now if you was to close off one of your ears you wouldn't be able to tell where the sound was coming from. Like the deodorant commercial might be coming from the TV but you'd think it was the radio, and the riveting hammer might be right in front of you but it would sound like it was coming from the side instead. You wouldn't be able to tell where your wife was either. See?

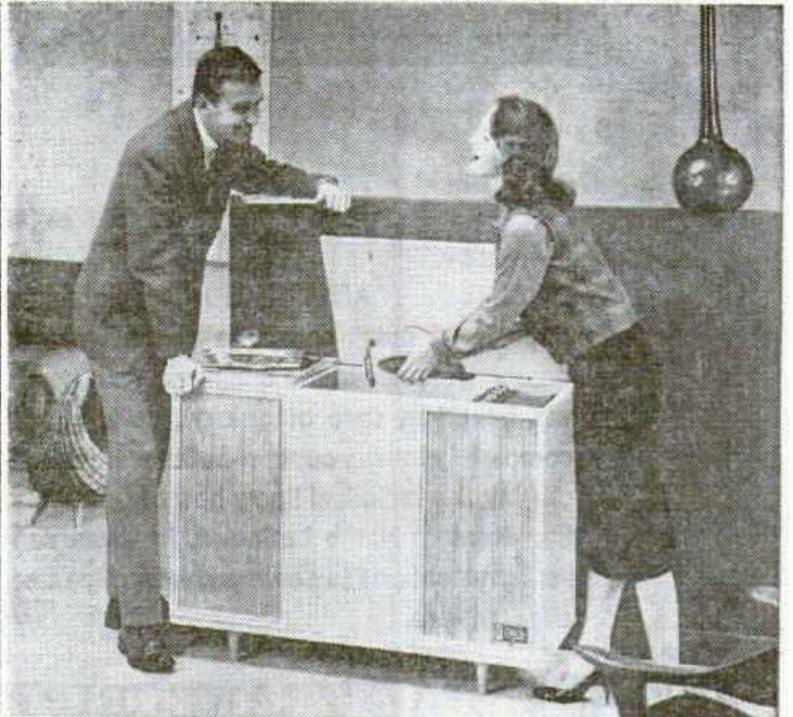
"All your life, you've been listening with both your ears. But all your life the radio and the TV and the phonograph have been feeding you one eared sound. Why? Because they only got one speaker. You notice we didn't mention tape recorders in there because five years ago they were putting out two eared sound. Just this year the phono industry learned how to do it with disks and the radio people are now doing it too.

"How does it work? Step back brother and relax and listen close. Like I said, you got two ears. So if you want to hear real music, like you was in the concert hall, you gotta have separate music for each ear. So the people what makes the recordings uses two microphones, one for your left ear and one for your right ear. So on the tape is two tracks, or on the disk there's two tracks, still one for each ear. These are played back thru two loudspeakers one to the left and one to the right and wotta you got. Stereo. Your left ear hears the things that happened on your left when the recording was made and your right ear hears the right things. You're right in the middle.

Holiday Greetings to YOU ALL



1958 ALL RIGHTS RESERVED ALL STAR SHOWS



Among the six stereophonic phono models introduced by Zenith last week is this Model SF-2530E. It is a complete, self-contained stereo phono, featuring a 20-watt amplifier (10 watts each channel) and four speakers (two 12-inch woofers and two five-inch cone-type tweeters). Records can be stored in cabinet.

when answering ads . . . Say You Saw It in The Billboard

10 OF THE TOP 25*

*THE BILLBOARD, DECEMBER 15, 1958

**BEST SELLING "Lp's"
ARE ON HIGH-FIDELITY
RECORDS BY**



The label with "Know How" where it counts!

© "Columbia" (O) Marks Reg. A division of Columbia Broadcasting System, Inc.



BEST SELLING LP'S

FOR SURVEY WEEK ENDING DECEMBER 14

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 supervisory and control of the School of Retailing of New York University.

This Week	Last Week	Weeks on Chart
1. Sing Along With Mitch	1	23
Mitch Miller, Columbia CL 1160		
2. Sound Track, RCA Victor LOC 1032		38
3. Tchaikovsky Piano Concerto No. 1	3	20
Van Cliburn, RCA Victor LM 2252		
4. The Music Man	5	42
Original Cast, Capitol WAO 990		
5. Frank Sinatra, Capitol W 1053		12
6. More Sing Along With Mitch	6	6
Mitch Miller, Columbia CL 1243		
7. Sound Track, M-G-M E 3841 ST		26
8. The Kingston Trio	7	7
Capitol T 998		
9. But Not for Me	11	13
Sammy Davis Jr., Argo LP 625		
10. My Fair Lady	9	141
Original Cast, Columbia OL 5090		
11. Johnny's Greatest Hits	10	36
Johnny Mathis, Columbia CL 1133		
12. Christmas Sing Along With Mitch	19	2*
Mitch Miller, Columbia CL 1205		
13. South Pacific	13	246
Original Cast, Columbia OL 4180		
14. Swing Softly	14	13
Johnny Mathis, Columbia CL 1165		
15. Stardust	15	22
Pat Boone, Dot DLP 3118		
16. Belafonte Sings the Blues	16	6
Harry Belafonte, RCA Victor LOP 1008		
17. King Creole	17	14
Original Cast, Columbia OL 4180		
18. Merry Christmas	—	1*
Johnny Mathis, Columbia CL 1195		
19. The Fabulous Johnny Cash	20	2
Columbia CL 1253		
20. Genia Forever	—	19
Mantovani, London LL 3032		
21. Merry Christmas	—	1*
Bing Crosby, Decca DL 8128		
22. Oklahoma!	2	164
Sound Track, Capitol SAC 595		
23. Perry Como Sings Merry Christmas Music	—	1*
Capitol T 876		
24. Warm	18	41
Johnny Mathis, Columbia CL 1078		
25. Dakota Station, Capitol T 876		36

*The weeks on chart for Christmas albums indicate the number of weeks that these LP's have appeared on the best selling chart for this year only.

THESE COLUMBIA ALBUMS ARE ALSO SHOWING HIGH ON THE DEALER PROFITS:

1. CONCERT IN RHYTHM—Ray Conniff and his orchestra and chorus CL 1163
2. HALLELUJAH!—Percy Faith and his orchestra CL 1187
3. BAUBLES, BANGLES AND BEADS—The Kirby Stone Four CL 1211
4. CONCERT BY THE SEA—Erroll Garner CL 883

The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING DECEMBER 13

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.	Sing Along With Mitch	1	24
	Mitch Miller, Columbia CL 1160		
2.	Christmas Sing Along With Mitch	13	3*
	Mitch Miller, Columbia CL 1205		
3.	Tchaikovsky: Piano Concerto No. 1	3	21
	Van Cliburn, RCA Victor LM 2252		
4.	The Music Man	4	43
	Original Cast, Capitol WAO 990		
5.	More Sing Along With Mitch	6	7
	Mitch Miller, Columbia CL Columbia 1243		
6.	Christmas Carols	—	1*
	Mantovani, London LL 913		
7.	South Pacific	2	39
	Sound Track, RCA Victor LOC 1032		
8.	Only the Lonely	5	13
	Frank Sinatra, Capitol W 1051		
9.	Merry Christmas	18	2*
	Johnny Mathis, Columbia CL 1195		
10.	Merry Christmas	21	2*
	Bing Crosby, Decca DL 8128		
11.	Gigi	7	27
	Sound Track, M-G-M E 3641 ST		
12.	But Not for Me	9	14
	Ahmad Jamal Trio, Argo LP 628		
13.	Perry Como Sings Merry Christmas Music	23	2*
	RCA Victor, LPM 1243		
14.	Johnny's Greatest Hits	11	37
	Johnny Mathis, Columbia CL 1133		
15.	The Kingston Trio	8	8
	Capitol T 996		
16.	My Fair Lady	10	142
	Original Cast, Columbia OL 5090		
17.	Stardust	15	23
	Pat Boone, DOT DLP 3118		
18.	South Pacific	13	247
	Original Cast, Columbia OL 4180		
19.	King Creole	17	15
	Elvis Presley, RCA Victor LPM 1884		
20.	Gems Forever	20	20
	Mantovani, London LL 3032		
21.	Swing Softly	14	14
	Johnny Mathis, Columbia CL 1165		
22.	Christmas Hymns and Carols	—	1*
	Robert Shaw Chorus, RCA Victor LM 1711		
23.	Now Is the Caroling Season	—	1*
	Fred Waring, Capitol T 986		
24.	The Fabulous Johnny Cash	19	3
	Columbia CL 1253		
25.	The Star Carol	—	1*
	Tennessee Ernie Ford, Capitol T 1071		

*The weeks on chart for Christmas albums indicate the number of weeks that these LP's have appeared on the best selling chart for this year only.



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

FANCY MEETING YOU HERE

Bing Crosby & Rosemary Clooney, with Billy May Ork—RCA Victor LSP 1854

STEREO & MONAURAL

Smart, swiny duo work by Crosby and La Clooney on a group of durable standards with travel themes—"Hindustan," "On a Slow Boat to China," etc. The package was a Billboard Spotlight in its monaural version, and the stereo (effective sound-wise) album should also do well.



HAVE 'TWANGY' GUITAR, WILL TRAVEL

Duane Eddy—Jamie JLP 3000

Duane Eddy's first LP should move out briskly sales-wise with fans who made his singles best sellers. The same infectious, pounding beat is present on a group of bouncy, "twangy" instrumentals including several of his hit singles ("Ramrod," "Cannon Ball," etc.). Some of the sides are also available as an EP ("Duane Eddy") which should do even better than the LP, in view of the big following for r.&r. EP's.



Jazz Albums

BENNY IN BRUSSELS

(2-12")—**Benny Goodman Ork—Columbia C2L**

Benny Goodman and his ork were the hit of the American Performing Arts project at the Brussels World's Fair last summer. And this exciting two LP album is a live performance of the Goodman's Ork performance at the Fair. It contains the work of the swinging Goodman crew, the blues shouting of Jimmy Rushing and the applause of the packed theater after the band's every tune. Goodman is playing better here than he has in years, and Zoot Sims, Taft Jordan and Vernon Brown are also standouts. Tunes include favorites like "Stealin' Apples" and "Don't Be That Way," plus some originals. A potent album.



Jazz Talent Albums

GREAT SCOTT!

The Shirley Scott Trio—Prestige 7143

Miss Scott who showed great promise in support of Eddie Davis in "The Eddie (Lockjaw) Davis Cookbook" comes into her own with this effort. She's inventive and imaginative with an original approach. She knows her way around the organ and is equally acceptable on the swingers and ballads. She is nicely paced in this set by G. Duvalier on bass and A. Edgehill on drums. Tunes include "All of You," "Nothing Ever Changes My Love" and "Brazil." She's definitely a comer.



FROM NATCHEZ TO MOBILE

River Boat Five—Mercury MG 20378

Record buyers who think they've heard everything that's going to be said in two-beat jazz are in for a surprise. This new group (actually, seven cats instead of five) has the freshest and most original Dixie sound in years; it has a "traditional" basis, notably Ed Tedder's rock-firm tuba and Dargan Fitch's nimble banjo, but it's loaded with inventive surprises, such as a rumba introduction to "St. Louis Blues." Deejays should catch their "Colonel Bogey" or "Twelfth Street Rag." Platter could be a real sleeper.



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

Jazz Special Merit Albums

THE AUSTRALIAN JAZZ QUINTET IN FREE STYLE Bethlehem BCP 6029

The versatile Australian Jazz Quartet Quintet have a set that should attract buys from their fans. Actually the group is expanded on this disk to include Osie Johnson on drums. Between them they play several instruments and manage to achieve many colors and effects. Fine arrangements are by Teddy Charles. It's a first-rate package that can sell with a plug. Numbers include "Bewitched," "I'll Remember April" and "The Way You Look Tonight."



Classical Albums

TCHAIKOVSKY: 1812 OVERTURE, CAPRICCIO ITALIEN The Minneapolis Symphony Orch. (Dorati) with the University of Minnesota Brass Band & Spoken Commentary by Deems Taylor—Mercury SR 90054

STEREO & MONAURAL

In monaural form this has been one of the best selling classical albums for several years, always heading or close to the top of the best-selling classical chart. Sound, which was a feature in the monaural version, is even more exciting in stereo. The carefully recorded work should gain even more sales strength with the release of this fine package. A commentary by Deems Taylor describes some of the events and background of the excellent recording.



BEETHOVEN: THE EMPEROR CONCERTO

Eugene Istomin, Piano, with the Philadelphia Orch. (Ormandy)—Columbia ML 5318

A spirited, precise reading of the Fifth Piano Concerto, with Istomin at his nimble best. Despite stiff competition, the Ormandy and Istomin names will help healthy sales. Good cover shot of soloist.



HAYDN: SYMPHONIES NOS. 99 & 100

The Philadelphia Orch. (Ormandy)—Columbia ML 5316

The Philadelphia Orchestra under Ormandy presents two of the late "Salomon" symphonies in stirring form. The contrasts provided by the composer in the 99th are especially well evoked. The "Military" symphony is grand and bright. Sound is a feature. Despite many available recordings, the Ormandy name should prove a lure. Attractive cover.



Low-Price Classical Albums

LOW-PRICE CLASSICAL SPOTLIGHT

BEETHOVEN: NINTH SYMPHONY (2-12")

Various Artists With the Nord Deutsches Symphony Orch. (Schuechter)—Somerset SFCC 202

STEREO & MONAURAL

Somerset is out in front with one of the first stereo Ninth, and low-priced to boot. Conductor Schuechter leads the excellent orchestra thru a reading that is alive thruout. German engineers have managed a good spread, so that both instruments and voices are heard with great clarity and mighty effect—somewhat to the disadvantage of the undistinguished soloists and chorus. Should move rapidly off dealers' shelves and racks.



Opera Albums

EILEEN FARRELL AS MEDEA

With Various Artists—Columbia MS 6032 & ML 5325

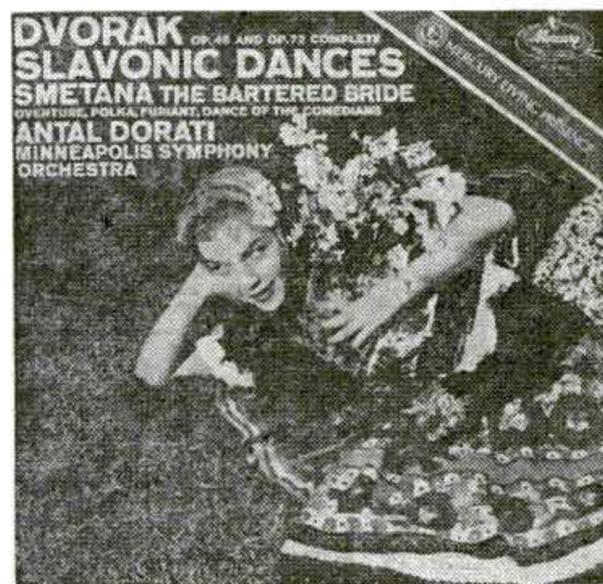
STEREO & MONAURAL

Cherubini's moving opera—unrecorded until cut by Maria Callis this year—was a triumph for Eileen Farrell in San Francisco, and this recording—featuring scenes from the opera—should prove a strong sales item. Miss Farrell's performance is rich in quality and the stereo is effective. Striking—albeit unflattering—photo of the star on cover.



(Continued on page 22)

ALBUM COVER OF THE WEEK



DVORAK: SLAVONIC DANCES, Mercury OL2-107. Pretty cover photo by Henry Ries of a winsome miss in bright, vari-colored peasant costume spreads open into an exact reflection. The excellent cover aptly captures the music's flavor and will help add to sales.



Best Selling Pop EP's

FOR SURVEY WEEK ENDING DECEMBER 13

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- 1. KING CREOLE, VOL. 1..Elvis Presley, RCA Victor EPA 4319
2. KING CREOLE, VOL. 2..Elvis Presley, RCA Victor EPA 4321
3. HYMNS.....Tennessee Ernie Ford, Capitol EAP 1-756
4. THE STAR CAROL...Tennessee Ernie Ford, Capitol EAP 1071
5. PERRY COMO SINGS MERRY CHRISTMAS MUSIC.....RCA Victor EPB 1243
6. JOHNNY CASH SINGS HANK WILLIAMS.....Sun EPA 111
7. THE EVERLY BROTHERS.....Cadence CEP 107
8. THE FABULOUS JOHNNY CASH.....Columbia B-12531
9. THE LATE, LATE SHOW..Dakota Staton, Capitol EAP 1-876
10. FRANK SINATRA.....Capitol EAP 1-1013

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• Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise—Top Demand

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

★★★—Good Potential—Will Sell

★★—Moderate Potential—Salable Qualities

★—For dealers who stock all merchandise.

POPULAR ★★★

★★★★ BELLS ARE RINGING
Original Cast. Columbia OS 2066

STEREO & MONAURAL

Fresh, verveful performances of Judy Holiday makes this original-cast Broadway show LP a delight in stereo. The package—while never a top chart item—nevertheless

HEAR EVEREST

101 Strings

The World's
First
Stereo-Scored
Orchestra

BLUE AND BROKEN HEARTED

by the
Laurie Sisters

Seeco 6007



39 West 60th Street • New York, N.Y.

FIRST BIG HIT
OF 1959

"TALL PAUL"

b/w "MA, HE'S
MAKING EYES AT ME"

Annette and the Afterbeats
ZF 118

DISNEYLAND RECORDS
BURBANK, CALIFORNIA

Gonna Go All the Way!

GOTTA TRAVEL ON

by

Billy Grammer

Monument 400

MONUMENT RECORDS

chalked up considerable sales on the monaural market, and the stereo version should enjoy similar success.

POPULAR ★★★

★★★★ AUNTIE MAME
Sound Track. Warner Bros. W 1243
A package with exquisite musical passages. Material includes the fine score from the film, "Auntie Mame" and also Bronilaw Kaper's "On Green Dolphin Street," "Hi-Lili, Hi-Lo" and several other themes from films he scored. Heindorf's conducting is excellent. In addition to presenting a lot for the money, musically, this package also has a very smart cover which should prove a real attention-getter.

POPULAR ★★★

★★★ LOVE AMONG THE YOUNG
Jennie Smith with Ray Ellis Ork. Columbia CS 8028

STEREO & MONAURAL

Delightful vocalizing by the young, creamy-voiced thrush, with tasteful backing by Ray Ellis. Equally effective in stereo or monaural. Selections—all prime jockey bait—include such fine standards as "While We're Young," "A Fine Romance," and "S Wonderful."

POPULAR ★★★

★★★ A HANDFUL OF STARS
BBI Snyder. Decca DL 8734
Flowing, refreshing piano with discreet rhythm backing on "Evening Star," "When You Wish Upon a Star," and other "star" titles. Fine mood wax, even more attractive than Snyder's last LP.

POPULAR ★★★

★★★ MR. PERCUSSION
Bobby Christian. Mercury MG 20335
A fine show-off exercise in percussion artistry by Bobby Christian, who plays everything from xylophone to tom-toms in the dozen arrangements of this album. Tunes range from one of his own penning, "Crickets on Parade," to ballad evergreens like "Georgia On My Mind." It's bound to delight percussion fans, and Christian's switches between his group of instruments are unbelievably fast. He's nicely backed by a small ork.

POPULAR ★★★

★★★ THE FOUR SEASONS
Tina Robin. Coral CRL 57237
A listenable set of standards by the thrush. Top band on side one is the artist's bouncy version of "Row, Row Row" in the Summer section. On side two, in the Winter group is "Let It Snow, Let It Snow, Let It Snow" and "I've Got My Love to Keep Me Warm," top efforts. Also, current trend-type Latin offering of "Winter Wonderland." Nice jockey programming set with a chance for coin also.

★★★ WHEN YOUR LOVER HAS GONE
Teresa Brewer. Coral 757257 & Coral 57257

STEREO & MONAURAL

The set is a bit of a departure for the thrush. She presents a balanced set of standards with lush ork support. Backing by Dick Jacobs is excellent. Set should score heavily with jocks. Tempos are nicely varied. Stereo is effective. Tunes include "You Go to My Head," "Darn That Dream" and "Time Out for Tears." Good potential.

POPULAR ★★★

★★ REMEMBER ME
Stuart Hamblen with Charles Dant Ork. Coral CRL 57254

This is a cannily-made package with the material selected to project Hamblen's personality rather than his singing. Material includes Hamblen's great "This Ole House," plus such sentimental and story-type recitations as "The Face on the Bar-room Floor" and "The Strawberry Roan."

POPULAR ★★★

★★ SWINGIN' HI...FI
Al Anthony, Organ. Liberty RLP 3090
Multi-track enables Anthony to provide tasteful, swingy organ solo work, plus his own backing (on harpsichord, vibrachord and piano) in this pleasant collection of instrumentals. Selections include "Bala," "Vanessa," "Ev'ry Thing I've Got" and "Ebb Tide."

POPULAR ★★★

★★ BUDDY JOHNSON WAILS
Mercury MG 20380
Connoisseurs have always liked this swinging band. It's danceable, with fresh arrangements and vocals by Johnson's sister,

Ella Johnson, and Floyd Ryland. Incidentally, some of the numbers are in a ballad groove, which is a concession to trends of the day. Tunes are all Buddy Johnson's and include "Please Mr. Johnson," "Minglin'," and "Baby Don't You Cry."

POPULAR ★★★

★★ THE BROADWAY BEAT
Harold (Shorty) Baker. King 608
The theory behind this "mood jazz" album is fairly obvious; the musical styling, and even the cover, is similar to the best-selling Jonah Jones platters of Capitol. It is, despite the imitative quality, a good job, with Baker's muted trumpet and the small group coming up with some fine versions of old Broadway favorites like "Them There Eyes," "Love Me Or Leave Me," and "Marie."

POPULAR ★★★

★★ SONGS OF PERFECT PROPRIETY
Barbara Cook. Urania USD 1020

STEREO & MONAURAL

Barbara Cook, Broadway star of several hit musicals including the present smash "The Music Man," presents several poems by Dorothy Parker with musical settings by Seymour Barab. She is accompanied by an instrumental ensemble. Stereo adds little. The numbers vary from witty and satirical to tender. Set may have limited appeal, but with exposure it can be sold.

POPULAR ★

★ AMANDA AMBROSE SWINGS AT THE BLACK ORCHID

With Johnny Frigo, Bass & Frankie Rullo, Drums. Stepheny MF 4007

• Review Spotlight on Albums . . .

• Continued from page 21

Folk Albums

RICHARD DYER-BENNET REQUESTS
Dyer-Bennet DYB 5000

WITH YOUNG PEOPLE IN MIND
Richard Dyer-Bennet—Dyer-Bennet DYB 6000

BEETHOVEN: SCOTTISH & IRISH SONGS
Richard Dyer-Bennet, Tenor; With Various Artists—
Dyer-Bennet DYB 7000

Three excellent LP's from the unmatched minstrel of folk songs. The first is a collection of favorites, including the familiar "Greensleeves" and the well-known "Barbara Allen." The artist accompanies himself on the guitar. The second LP is for the younger set, and Dyer-Bennet successfully performs the various songs with clarity and truth. High-points are "Aunt Rhody" and "The Leprechaun." The third provides many treats—the rich vocal quality of Dyer-Bennet on the virtually unheard Scottish-Irish lyrics and songs of Beethoven and the tenor is accompanied by Natsha Magg, piano; Urico Rossi, violin, and Fritz Magg, cello. All of the LP's contain informative liner notes with sources of every song. Each package has a handsome cover.



R&B Albums

MISTER LITTLE WILLIE JOHN
King 603

Solid, showmanly vocalizing by Little Willie John, which should attract sizeable sales in the r.&b. market, and some pop buyers as well. Selections include the oldie "You're a Sweetheart," "Let's Rock While the Rockin's Good," "Spasms," etc.



Sound Albums

DUBOIS: THE SEVEN LAST WORDS OF CHRIST
Reginald Foort, Organ; Various Artists With the Boston
Chorale Conducted by Willis Page—Cook 1094

STEREO & MONAURAL

The new stereo version of this long-time favorite in Emory Cook's catalog of LP's will prove a double delight to stereophiles. The sound is in a class by itself—huge, spacious and translucent, thanks to Cook's new high-level techniques with his Vector-stereo cutter. Musically, it's a first-rate performance of a moving religious work, with the soloists and Boston Chorale doing justice to the difficult score. Attractive cover completes an unusual package.



THE KING OF ORGANS
Bill Floyd, Organ—Cook 1150

STEREO & MONAURAL

Cook adds another gem to the stereo field with the giant Wurlitzer of Times Square's Paramount Theater. Organist Floyd gets the most out of the show tunes by Porter, Rodgers and Hart, and Gershwin. Fantastic sounds come swirling out of living room speakers in a manner guaranteed to keep any audiophile busy at his dials. It's ultra-realism, with only the popcorn lacking for full theater flavor.



POPULAR EP ★★

★★ LEON BOWMAN WITH JERRY
PARKER & HIS BUDDIES
(1-EP) Reed RR 903

C.w. artist Bowman gives rather flat, traditional style renditions of tunes he clefted himself. Best number is "Black Widow Spider," which could get some country action. Rockaballad "Rocking the Blues" is less successful, and weeper "Searching for Love" never gets off the ground. There's the usual rhythm backing with some fine banjo picking.

LOW-PRICE POPULAR ★★★★★

★★★★ KISS ME, KATE
Hill Bowen Chorus & Ork, with Various
Artists. RCA Camden CAS 482

STEREO & MONAURAL

RCA Camden uses a group of British singers and musicians in this dishing of the Cole Porter vehicle. All of the major songs from the show are included. While soloists can't compare with original cast for verve and bounciness, they do a smooth, satisfying job. Stereo heightens effects of chorus and ork. Recent TV spectacular should help spark sales.

BAND ★★★★★

★★★★ FAMOUS FRENCH FANFARES
AND MARCHES

Band of the French Navy (Semier-Col-
lery). Epic LC 3516
Here's another in the Epic showcasings
of top European military bands. The

French Naval musicians are superbly drilled, and their versions of such rousing tunes as "Le Pere de la Victoire" and "La Marseillaise" have real snap and polish. Since the platter contains several marches not usually heard in this country, it's of particular interest to brass band fanciers. Recording work is very good and catches the "big" sound of the group nicely.

COUNTRY & WESTERN ★★★★★

★★★ TAKE OFF
Leon McAuliff & His Cimarron Boys.
Dot DLP 3139

Light, country-slated dance music and some singing by "Mr. Steel Guitar" and the boys from Tulsa, Okla.'s Cimarron Ballroom. Interesting c.w. versions of such jazz and pop tunes as "One o'Clock Jump," "Along the Navaho Trail" and "South Rampart Street Parade." Disk features four of McAuliff's own compositions, including his "Steel Guitar Polka." Attractive cover and good sound will help album "take off" in the East as well as out yonder.

★★★ ON STAGE WITH
THE CARLISLES
Mercury MG 20359

This package by this standard country act contains Bill Carlisle's biggest hits, such as "Too Old to Cut the Mustard" and "No Help Wanted" plus a batch of new material never released before. There's a bright cover which makes a display piece. Strong merchandise for c.w. buyers, with whom Carlisle's bouncy style and novelty vein has always been a favorite.

(Continued on page 24)



ALL NEW

ALL GREAT

ALL OVER *again!*

*"the
 abba-dabba
 honeymoon"*

Debbie Reynolds

and . . .

"LOVE IS A THING"

#15884

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LEE ANDREWS
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- "ROCK & ROLL MUSIC"
CHUCK BERRY

- "BEEN SO LONG"
THE PASTELS

- "THE WALK"
JIMMY McCRACKLIN

- "SWEET LITTLE SIXTEEN"
CHUCK BERRY

- "BOOK OF LOVE"
MONOTONES

- "JOHNNY B. GOODE"
CHUCK BERRY

- "TEN COMMANDMENTS OF LOVE"
HARVEY

- "JO JO GUNNE"
CHUCK BERRY

THANKS, EVERYBODY, FOR OUR BIGGEST YEAR YET!

- "SWEET LITTLE ROCK 'N' ROLLER"
CHUCK BERRY

- "A HOUSE, A CAR AND A
WEDDING RING"
DALE HAWKINS

- "CAROL"
CHUCK BERRY

- "LA DO DADA"
DALE HAWKINS

- "NOTHING SHAKIN'"
EDDY FONTAINE

- "RUN, RUDOLPH, RUN"
CHUCK BERRY

- "MERRY CHRISTMAS, BABY"
CHUCK BERRY

- "BUT NOT FOR ME"
AHMAD JAMAL
and His Trio

- "AHMAD JAMAL AT THE
SPOTLITE CLUB—VOL. IV"

HOLIDAY GREETINGS

from

- LEONARD CHESSE
- PHIL CHESSE
- MAX COOPERSTEIN
- PAUL GAYTEN
- DAVE USHER



... PAID CIRCULATION PROVES READER INTEREST WHEN YOU SEE "ABC." IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

Reviews and Ratings of New Popular Albums

Continued from page 22

FOLK ★★

★ ★ CHINA IN SONG AND DANCE National Folk Ensemble of China. Bruno BR 50062

For record collectors who seek the unusual, this album of authentic Chinese music may have more than ethnic interest. The songs and instrumental numbers, using the half-tone scale, are intriguingly performed. The album also contains an Occidental-scored orchestral suite based on Chinese themes, as performed by a Russian symphony orchestra. Strictly an off-beat item.

★ ★ NATALKA POLTAVKA Various Artists with Chorus & Orch. of the Kiev Opera Theatre Production (Tchystiakov). (2-12") Bruno BR 50034-4

A Ukrainian comic opera by Mykola Lysenko, a late 19th Century composer better known for his "Taras Bulba." Music has a great deal of charm, and individual singers and chorus are of high quality. However, disk is handicapped by language, lack of libretto or notes, and an extremely poor sound. Limited potential.

INTERNATIONAL ★★

★ ★ ITALIA MIA Enrico Ranieri Ork. Fiesta FLPs 1236 & FLP 1236

STEREO & MONAURAL

Lifting renditions of Italian tunes, some familiar and others attractive, if strange. Enrico Ranieri's orchestra makes heavy use of mandolins, and these provide an authentic sound. Inclusion of "Guaglione" in the album will doubtless help sales. Stereo effect is natural, and sound is realistic.

★ ★ SWINGIN' YOUR WAY Edward Chekler & Charles Dumont Orks. Bruno BR 50043

Several foreign, popular melodies are presented in big band style by the two French orks. Sound quality of the disk is not all that it could be — a factor which can hamper sales of the set. There is appeal here, however, for those who are attracted to the Continental approach in pop fare.

★ ★ MAZOWZE SONG & DANCE ENSEMBLE OF POLAND Bruno BR 50071

Altho mid-European folk music is something of a specialized taste, the current interest in such imports as the Molsieyev dancers may spark interest in this platter. Album contains some 16 popular folk songs of Poland, drawn from various regions, to give a fairly comprehensive view of the folk musical styles of Poland.

LATIN AMERICAN ★★★★★

★★★★ LATIN FEVER Jack Costanzo with Various Artists. Liberty LRP 3093

"Maleguena," "Peanut Vendor," "Mama Yo Quiero" and some spirited Costanzo originals get vivid Afro-Cuban treatment for dancing and listening. Provocative cheesecake cover. Group includes fine trumpet by Paul Lopez.

LATIN AMERICAN ★★★

★★★ RED, HOT, AND LATIN Argueso and Ork. Fiesta FLP 1237

Colorful cover packages a good set of Latin numbers as title infers, including mambos, merengues and cha-chas in Argueso's smooth sound. Highlights are "Merengue-si?" and "Un Sueno." Recommended as fine music for Latin dancing.

RELIGIOUS ★★★

★★★★ THE BLUE RIDGE QUARTET Biletone BL 3503

This platter should please those who like "modern" sound to religious music. The Blue Ridge group has a fine, mellow sound that shows the close alliance between many religious-type ballads today and Southern gospel vocalizing. The dozen songs include smooth renditions of "Streets of Gold," "Not My Will," and "Leade Me, Guide Me," among others.

★★★ THE VOICE OF BILL PEARCE With the Melody Four. Biletone GL 1501

Pearce presents the hymns in sincere and pleasant fashion. Some numbers are done by the Melody Four. The set should find favor with buyers of this sort. Selections include "Jesus Lover of My Soul," "I Need

Three Precious Saviour" and "Rock of Ages." There is organ accompaniment on the melodies.

RELIGIOUS EP ★★

★★ THE FERGUSON FAMILY (1-EP) Crest 45 - EP - 101

Debut disk of West Coast quartet is strong on sincerity. However, the unfamiliar, slow-paced gospel tunes they offer need a better sense of rhythm and a greater intensity. Group sounds best on "I Love the Lord; and the Lord Loves Me."

RHYTHM & BLUES ★★★★★

★★★ PLEASE, PLEASE, PLEASE James Brown & The Famous Flames. King 610

Rockers and rock ballads in the rhythm and blues groove. Some of the sides are terrific, as the title song, "Chonnie-on-Chon" etc. Brown's style reflects much of the roots of the blues—church style, the shout style, etc. Lovers of the genre will like this exciting package.

SPECIALTY ★★★

★★★★ HILARITY IN HOLLYWOOD Various Artists. Hilarity HR 1-001

Sophie Tucker, Harry Ritz, Skinnay Ennis, Ben Yost and others in an amusing revue, mixing nostalgia and topical cracks. Mostly not for broadcast, but fun for parties. Good support from Ennis' ork. A broad entry in the new special material wax trend.

SPOKEN WORD ★★★

★★★ AND BABY MAKES THREE

John S. Kruglick, M. D. Dot DLP 3144 A child specialist gives sound, clear advice to new parents. Routines and procedures covered include clothing, handling, bathing and feeding baby. Jacket has two pages of additional "how to do it" notes and illustrations. While Dr. Kruglick's lecture won't replace Dr. Spock's handbook as the new mother's bible, it should do very well in the booming baby market.

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THE BILLBOARD ELEVENTH ANNUAL DISK JOCKEY POLL

Thanks to you D.J.s....

favorite male vocalist

- 1 FRANK SINATRA, Capitol.....
- 3 NAT KING COLE, Capitol.....
- 6 DEAN MARTIN, Capitol.....

favorite singing group

- 1 FOUR FRESHMEN, Capitol.....
- 8 KINGSTON TRIO, Capitol.....

favorite single

POS.	TITLE & ARTIST	LABEL
4.	TOM DOOLEY, Kingston Trio	Capitol
6.	FEVER, Peggy Lee	Capitol
7.	ALL THE WAY, Frank Sinatra	Capitol
8.	MR. SUCCESS, Frank Sinatra	Capitol
9.	VOLARE (NEL BLU DIPINTO DI BLU), Dean Martin	Capitol

Capitol Is Hottest Label In Latest DeeJay Polling

Capitol artists rank highest with the disk jockeys, according to The Billboard's 11th Annual Record Artists Popularity Poll, which shows 17 Capitol artists in a group of 84 winners. Runner-up was Columbia with 12, while RCA Victor was third with seven.

Capitol also has more artists in Top Three places on each chart. Eleven Capitol performers placed among the first three winners on the various charts, two of them, Frank Sinatra and Jonah Jones, scoring twice.

The West Coast label had seven No. 1 winners—favorite male singer, Sinatra; favorite band, Les Brown; favorite instrumental group, George Shearing; favorite singing group, Four Freshmen; most promising singing group, Kingston Trio; most promising instrumental group, Jonah Jones; favorite LP, Sinatra's "Come Fly With Me."

Other Capitol artists making second or third positions on the various charts were Ray Anthony, Peggy Lee, Keely Smith, Nat Cole and the Four Preps. Rounding

out the chart positions in slots below the top three were the following Capitol names: Dean Martin, Nelson Riddle, Stan Kenton, June Christy, Sue Raney and Dakota Staton.

Oddly enough Capitol didn't place any artists among the most promising male singers or the most promising bands. However, the label dominated the favorite band charts, with Brown, Anthony (No. 1 and 2 respectively), Kenton, and Riddle on the list.

Capitol also was in the majority on the deeJay's favorite LP, EP and singles charts. The label had five disks on the top 10 favorite singles list—Kingston Trio's "Tom Dooley," Peggy Lee's "Fever," Dean Martin's "Volare" and two by Sinatra—"All the Way" and "Mr. Success." Four of the top 10 EP's were by Capitol artists (two by Cole and one each by Dakota Staton and Sinatra).

Sinatra's Twin Win

Sinatra also held down the first two places on the favorite LP chart with "Come Fly With Me"

and "Only the Lonely." Also placing on the LP chart for Capitol were the Broadway original-cast album "The Music Man" and a Jonah Jones package.

Capitol has been one of the most disk jockey-conscious labels in the field since its inception. The company was handing out free records to jocks at a time when many of the other labels frowned on the idea, and it was among the first—if not the first—to provide deeJays with an LP reviewer kit, featuring outstanding sides from Capitol LP's.

DeeJays are deemed of such importance that in addition to its regular promotion men all of Capitol's salesmen on the distributor level are expected to work on deeJay promotion as well as sales. The label strives to establish "personal contact" between its artists and jocks across the country, and, a spokesman for the label said, on-the-air-interviews are "secondary to personal meetings."

favorite instrumental group

- 1 GEORGE SHEARING QUINTET, Capitol.....
- 2 JONAH JONES QUARTET, Capitol.....

most promising singing group

- 1 KINGSTON TRIO, Capitol.....
- 3 FOUR PREPS, Capitol.....

favorite female vocalist

- 3 PEGGY LEE, Capitol.....
- 5 KEELY SMITH, Capitol.....
- 7 JUNE CHRISTY, Capitol.....

favorite album

POS.	TITLE & ARTIST	LABEL
1.	COME FLY WITH ME, Frank Sinatra	Capitol
2.	ONLY THE LONELY, Frank Sinatra	Capitol
4.	MUSIC MAN, Original Cast	Capitol
6.	SWINGING ON BROADWAY, Jonah Jones	Capitol

favorite band

- 1 LES BROWN, Capitol.....
- 2 RAY ANTHONY, Capitol.....
- 6 STAN KENTON, Capitol.....
- 9 NELSON RIDDLE, Capitol.....

Folk-Flavored Kingston Trio Hits Jackpot as 'New Singing Group'

The Kingston Trio, a new group, comes...

Jazz No 'Jonah' to Jones as He Hits New Instrumental Ranking

This was the year of Jonah Jones and...

Four Freshmen Get 'Cum Laude' Rating Among Singing Groups

most promising female vocalist

- 2 KEELY SMITH, Capitol.....
- 7 SUE RANEY, Capitol.....
- 9 DAKOTA STATON, Capitol.....

most promising instrumental group

- 1. JONAH JONES, Capitol.....



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• Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★

★★★★ BEECHAM ENCORES
 The Royal Philharmonic Orch. (Beecham).
 Columbia ML 5321

Sir Thomas Beecham and the Royal Philharmonic Orchestra perform a group of six "encore" type selections here in fine fashion. The compositions include Massenet's "The Last Sleep of the Virgin"; Berlioz' March from "The Trojans at Carthage"; Sibelius' March from "Karelia Suite," and Rimsky-Korsakov's March from "Le Coq d'Or." These 19th Century pieces are infused with romance and color that will please Beecham's devoted followers.

★★★★ MERRY OVERTURES
 The Cleveland Orch. (Szell). Epic LC 3506

Six bubbling overtures are merry indeed under Szell's feather-light baton. The "Fledermaus," "Marriage of Figaro" and "Bartered Bride" are especially infectious. Fans of mood music, semi-classical and music-comedy should also enjoy. Displayable cover shot.

CLASSICAL ★★★★★

★★★★ BARTOK: DIVERTIMENTO FOR STRING ORCH.; WEINER: SUITE
 The Philharmonia Hungarica (Dorati).
 Epic LC 3513

Two attractive works for small orchestra based on Hungarian folk tunes and dances receive affable readings. Strong appeal to a

limited market with Dorati's name & sales aid.

CLASSICAL ★★

★★ STRAVINSKY: FIREBIRD SUITE, CHANT DU ROSSIGNOL
 Decca DL 79978

STEREO & MONAURAL

The stereo version of this album seems to indicate that two-channel pressings from Deutsche Grammophon masters will be on a par with any. The youthful American conductor, Lorin Maazel, has his greatest success with the "Song of the Nightingale," but a spotty reading of the Firebird is in for tough competition. However, the pairing should provide additional sales, since it's the only such tandem in the catalog.

★★ THE CONCERT-MASTERS OF NEW YORK PLAY KREISLER
 Conducted by Emanuel Vardi. Decca DL 79986

STEREO & MONAURAL

The Kreisler sweetmeats, including such staples as Caprice Viennois, Liebesfreud, Liebeslied and Silphen Rosmarin, all are here. They're slickly performed, too, with a couple of dozen bows handling the music originally intended for one, and playing concisely in unison. If something is lost in the transition, what's left still should please sentimental Kreisler fans, who could also be attracted by the cover photo of the composer. The stereo effect is helpful in separating the mass of strings.

★★ BACH: BRANDENBURG CONCERTOS NOS. 3 & 4
 The Philharmonic Orch. of Hamburg.
 Rondo ST 545

STEREO & MONAURAL

This is the first stereo pairing of two Brandenburgs. These are part of a three-disk release containing all six, and as such may garner extra attention. Performances are straightforward and a bit stolid. Flutes, used in monaural versions, because of balance difficulties in utilizing recorders, nevertheless also are used in this stereo version of No. 4. Colorful cover photo of a Rhine-type village should snare some attention.

• Reviews and Ratings of New Jazz Albums

JAZZ ★★★

★★★ BIRD FEATHERS
 Various Artists. Prestige 8204

Here's an interesting album for Charlie Parker fans, and there are many of them. It spotlights five modern altoists, four of whom—P. Woods, G. Quill, J. McLean and J. Jenkins—have been influenced by the Bird, and the other—H. McKusick—one who occasionally refers to Bird's winging style. None of these tracks has ever been issued previously. Tunes are all originals, with "Bird Feathers," "Solar" and "Airegin" standing out, as do Phil and Quill on their solos.

★★★ STEPPING TINO SWING SOCIETY

Mercer Elling. Coral CRL 757255 CRL 57255

STEREO & MONAURAL

Most of the selections were either written or co-written by Mercer or Duke Ellington. The style is somewhat along the lines of Duke Ellington's with some variance. Stereo creates an interesting effect with good separation, but no distortion. Set can have wide appeal among jazz buyers. Cover photo of the two Ellingtons should help sales. There's good big band jazz in the nicely varied set which includes

• Reviews and Ratings of Stereo-Only Albums

(Ratings Indicate Relative Strength Among Stereo-Only Albums)

INTERNATIONAL ★★★

★★★ A STEREO VISIT TO SPAIN
 The Argentiná Orch. (Prlm). Rondo ST 532

STEREO ONLY

Here's another bright and rhythmical offering for stereophiles with a taste for the trumpet flourishes and bright sounds of bullfight music. Some of the more familiar melodies, like "España Cani," are here, along with similar-sounding tunes that bear the names of famed matadors like Manollete and Gitanillo. Stereo recording work is generally good, altho channel separation is not always effective.

LATIN AMERICAN ★★★

★★★ STEREO RHYTHM
 Fiesta FLPS 1238

STEREO ONLY

This stereo demonstrator, which retails for \$2.98, spotlights seven different Fiesta artists (Argueso Ork, the Rhythmaires, Ernie Warren Ork, Irving Fields Trio, Randy

Carlos Ork, Don Enrico, Monchito Ork, Enrico Ranieri Ork) in catchy Latin American vocals and instrumentals in varying dance tempos. A solid buy for the money.

LOW-PRICE CLASSICAL ★

★ TCHAIKOWSKY: NUTCRACKER SUITE; STRAUSS: WALTZES
 Ira Wright Orch. Rondo-lette SA 14

STEREO ONLY

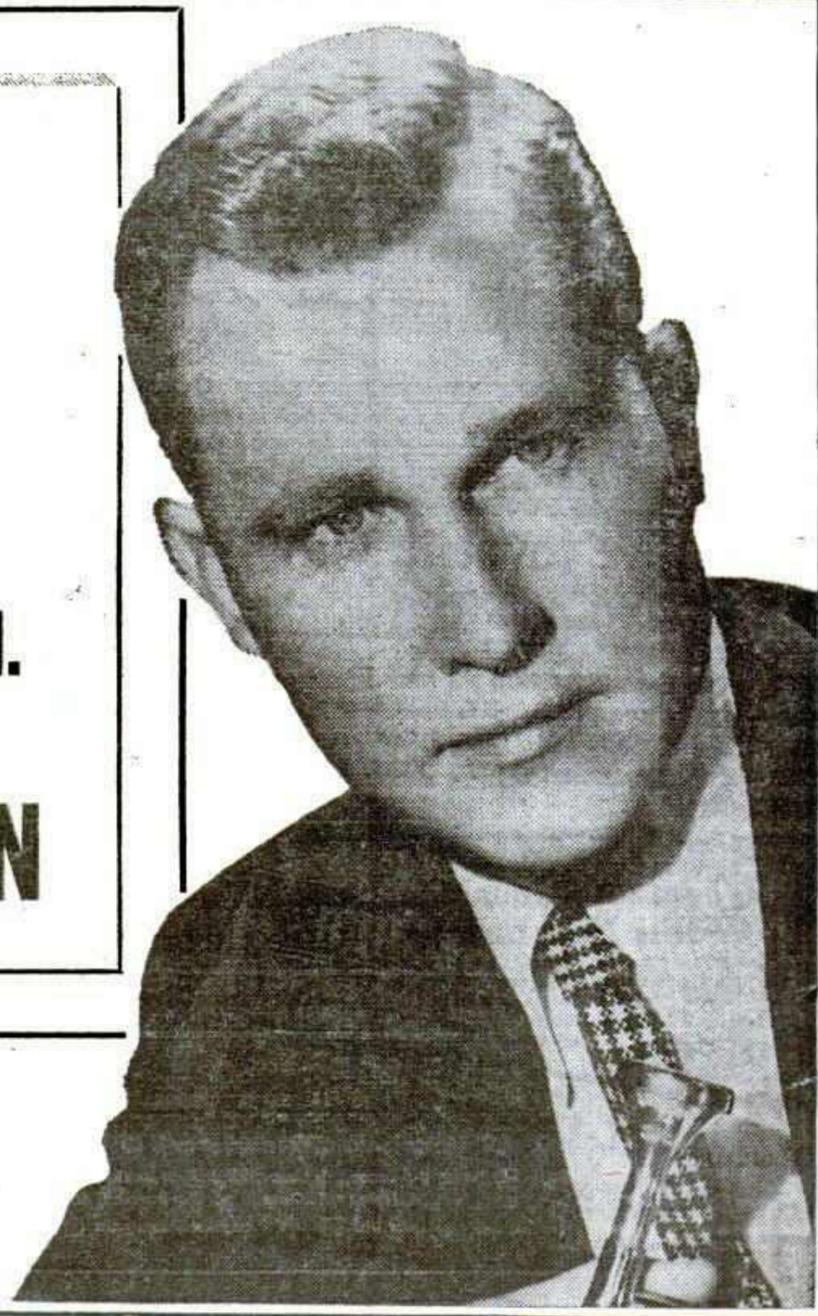
LOW-PRICE POPULAR ★★★

★★★ BROADWAY IN STEREO
 Ira Wright Ork. Rondo-lette SA 41

STEREO ONLY

Tunes from several top Broadway shows of the past years are given lush instrumental settings by the Wright ork. The set also includes one movie tune, "Around the World in 80 Days." Stereo effect is good tho it does not contribute greatly. Low-price tag should prove a buying lure. Good prospects.

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DECCA RECORDS

"Be Patient," "Afternoon Moon" and "The Gal from Joe's." Excellent notes by Burt Korall.

★★★ THE JAZZ HOUR

Various Artists. Savoy MG 12126
This is an unusual jazz album both for its contents and its lengthy listening time. It is a sort of history of the modern jazz with tracks from 18 previously released Savoy albums, featuring practically every name jazz musicians of the past 10 years, from Parker to Adderly. And it adds up to 60 minutes of music, 30 minutes per side. It should interest all modern jazz buffs, especially the newer initiate. Good wax here.

★★★ ROOTS

Various Artists. Prestige 8202
This album is devoted to the down home style that many modern jazzmen have been expressing in recent months in their playing. Basically, "Roots" refers to blues and spirituals, the source, many feel, of jazz itself. And on this album P. Adams, C. Payne, J. Cleveland, I. Sulliman, F. Rehak, B. Evans and T. Flanagan get a chance to play funky and they do. One whole side of the LP is devoted to a tune titled "Roots" and it's a real down home affair. For those who like their modern jazz bluesy.

★★★ DIXIELAND DANCE PARTY

Eddie Condon. Dot DLP 3141
Punchy package for the purpose, "You Can Dance to Dixieland, Too!" with swingin' standards such as "Little White Lies," "Willow Weep for Me," and "Blue Again." Also, real rompin', stompin', ragtime renditions of "South Rampart Street Parade," "At the Jazz Band Ball," "That's A-Plenty" and "High Society." Appeal to Condon fans.

★★★ OUTSKIRTS OF TOWN

The Prestige Blues-Swingers. Prestige 7145
To paraphrase the comic, "You can't hardly hear blues like this no more." This is a studio band with such material as "Jelly Jelly" and "I'm Gonna Move to the Outskirts of Town." The ensemble and solo effects are full of interest and will delight lovers of earthy, jazz-oriented blues instrumentals.

JAZZ ★★

★★ MOVIESVILLE JAZZ

Heinie Beau & His Hollywood Jazz Stars. Coral CRL 5724
The original selections by Beau are musical satirical sketches or impressions of various scenes that are often seen in films. The approach, however, is strictly serious, and several of the tracks feature excellent group and solo work. The style is mildly progressive, and the set should enjoy wide appeal. Tempos are nicely varied. Package can move.

★★ EDDIE DAVIS... UPTOWN

King 606
Tenor sax man Eddie Davis shows off his warm technique on this new set, on which he is featured with his combo playing a group of fine standards. The tunes include "Mean to Me," "All God's Chillun Got Rhythm," "Night and Day," and "There's a Small Hotel." He performs them with feeling, backed neatly by the group. Should appeal to Davis' many fans.

★★ OPEN HOUSE

Stan Rubin Ork. Coral CRL 5723
Stan Rubin and his big band hit the society band trail with this new set. It features the Rubin crew on a long list of standards, all played with a businessman's bounce sort of beat, and in sets—medley fashion. Listenable and sweet, it could appeal to some of the young followers of the lad, but more likely to the older set.

JAZZ ★

★ OUT THERE WITH BETTY CARTER

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Mikels Upped

• Continued from page 2

in 1950. In 1953, he became sales manager of that branch. Later that year, he was made St. Louis branch manager. He was promoted to Southwest district sales manager with headquarters in Dallas three years later, a post he has held until the present promotion. His appointment becomes effective immediately.

Bob Keels, Dallas sales manager, replaces Mikels as Southwest district sales manager. Frank Anderson, who joined CRDC four years ago as Dallas sales rep and has been serving as full-time phono rep in that area, takes over the Dallas sales manager's post vacated by Keels.

Sheet Music Sag

• Continued from page 3

American Music Conference survey, which indicated that almost one in four families currently has one or more members learning to play the piano.

On the other hand, a key rack exec opined that music publishers themselves need to get more initiative back in the business to push sheet music. Altho the exec said he couldn't see any real solution to the problem, he speculated that perhaps the usual piano copy is too difficult for the average amateur. He also attributed the decline in sales to rock and roll and stressed that publishers should put increasing emphasis on promotional efforts in the educational field.

Another important music firm man opined that altho sheet music sales are obviously down, it still pays a publisher to take the rack, since he doesn't have to sell many copies to break even. "A music publisher who turns down the rack," said the exec, "loses all faith in the record business."

Smathers Bill

• Continued from page 3

songwriters accused Broadcast Music, Inc., and broadcasters, of "conspiracy" to keep ASCAP music off the air. Subcommittee chairman Pastore (D., R. I.) said the hearings failed to substantiate songwriter claims that the public interest was being harmed. Pastore sent the record to Justice to check monopoly aspects, and to the Federal Communications Commission to check on possible violation of the Communications Act in the music dispute.

Possibility of the FCC getting itself embroiled in the question is believed extremely doubtful. Also doubtful is possibility of any formal report from the subcommittee, on the controversial hearings on the long-dead Smathers bill.

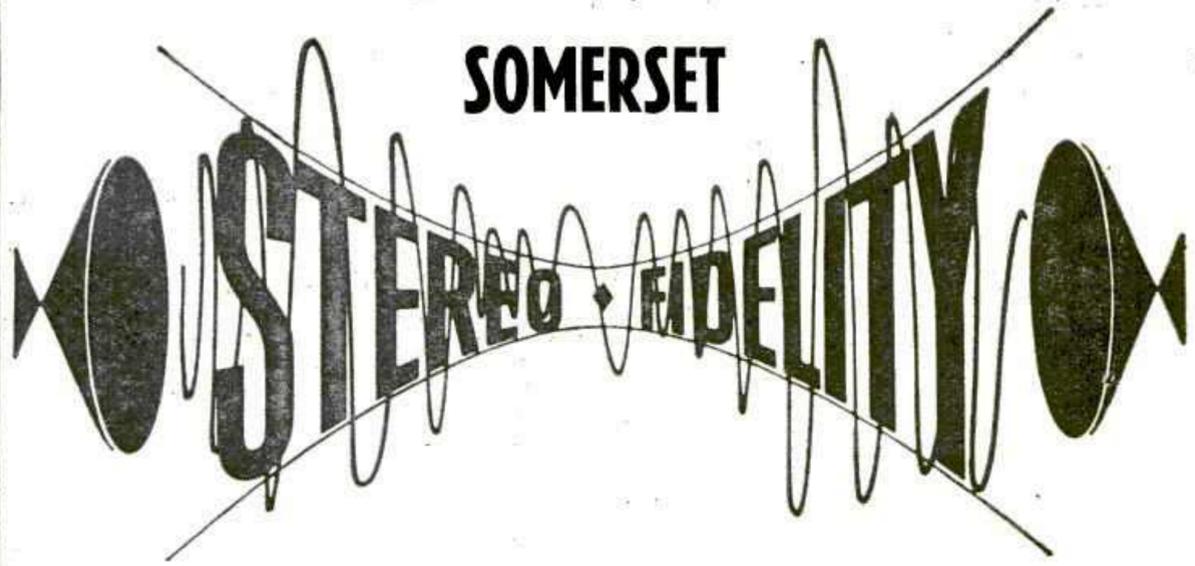
Songwriter vs. BMI and broadcasters issue is being fought out in the courts, in a \$150,000,000 suit brought by 33 ASCAP songwriters. The same issues were thrashed out in hearings by the Celler (D., N. Y.) House Antitrust Subcommittee in 1956.

Tiomkin Wins

• Continued from page 3

ers such as Sigmund Spaeth, Deems Taylor, defendant Tiomkin and plaintiff Navarro sat at the piano in the court to show how tunes are written, etc. Phonograph records and tapes were also played before the jury and the film "The High and the Mighty" was shown to the 12.

After eight hours of deliberation, during which time they sent out for records to listen to, the jury found unanimously for Tiomkin. Louis A. Dreyer represented the defendant, Emil K. Ellis the plaintiff, and Judge Aurielo presided.



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THE NATION'S TOP TUNES

 For survey week ending December 13

This Week	Last Week	Weeks on Chart
1. To Know Him Is to Love Him	2	10
By Phillip Spector—Published by Warnman (BMI) BEST SELLING RECORD: Teddy Bears, Dore 503. RECORDS AVAILABLE: Cathy Carr, Roulette 4107; Evelyn and Towers Kingsley, Cap 4069		
2. Chipmunk Song	10	2
By Ross Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville, Liberty 55168.		
3. Tom Dooley	1	11
By Dave Guard—Published by Beechwood (BMI) BEST SELLING RECORD: Kingston Trio, Cap 4049.		
4. Smoke Gets in Your Eyes	9	4
By Harbach-Kearns—Published by Harms (ASCAP) BEST SELLING RECORD: Platters, Mercury 71383. RECORDS AVAILABLE: Richard Barrett, MGM 12616; Harry Belafonte, Jubilee 5035; Earl Bostic, King 4570; Connie Boswell, Dec 25055; Carmen Cavallaro, Dec 24185; Dennis Day, Cap 1610; Jerry Gray, Dec 27450; Gordon Jenkins, Dec 27166; Guy Lombardo, Dec 23996; Tab Smith, Argo 5323; Fred Waring, Dec 23728.		
5. One Night	3	6
By Dave Bartholomew-Pearl King—Published by Travis-Preasley (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7410.		

This Week	Last Week	Weeks on Chart
6. Lonesome Town	6	9
By B. Knight—Published by Eris (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545.		
7. Problems	4	5
By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Evesly Brothers, Cadence 1355.		
8. Beep Beep	7	7
By Donny-Morey-Chic—Published by H.&L. (BMI) BEST SELLING RECORD: Playmates, Roulette 4115.		
9. It's Only Make Believe	5	11
By Conway Twitty & Nance—Published by Marielle (BMI) BEST SELLING RECORD: Conway Twitty, MGM 12677. RECORD AVAILABLE: Jimmy Starr, Debbie 101.		
10. I Got Stung	8	7
By Aaron-Schroeder-David Hill—Published by Gladys Music (ASCAP) BEST SELLING RECORD: Elvia Presley, Vic 7410.		

Second Ten

11. Whole Lotta Loving	13	4
By Domino & Bartholomew—Published by Marquis (BMI) BEST SELLING RECORD: Fats Domino, Imperial 5553.		
12. A Lover's Question	14	7
By Brook Benton-Jimmy Williams—Published by Eden-Progressive (BMI) BEST SELLING RECORD: Clyde McPhatter, Atlantic 1199.		
13. Bimbombey	17	4
By David-Peretti-Creators—Published by Planetary (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4116.		
14. Queen of the Hop	11	8
By Woody Harris & Bobby Darin—Published by Walden-Tweed (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6127.		
15. Topsy II	12	12
By Battle-Durham—Published by Cosmopolitan (ASCAP) BEST SELLING RECORD: Cozy Cole, Love 50034.		

16. Gotta Travel On	27	3
By Paul Clayton—Published by Sanga (BMI) BEST SELLING RECORD: Billy Grammer, Monument 400; RECORD AVAILABLE: Bill Monroe & His Blue Grass Boys, Decca 30609.		
17. World Outside	19	5
By Sigmund-Addensell—Published by Chappell (ASCAP) BEST SELLING RECORDS: Four Aces, Dec 30764; Four Coins, Epic 9295. RECORD AVAILABLE: Roger Williams, Kapp 246.		
18. Lonely Teardrops	26	2
By Barry Gordy Jr. & Tyran Carlo—Published by Pearl (BMI) BEST SELLING RECORD: Jackie Wilson, Brunswick 55105.		
19. I Got a Feeling	18	10
By B. Knight—Published by Eris (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545.		
20. Love Is All We Need	20	5
By Raleigh-Wolf—Published by Sheldon (BMI) BEST SELLING RECORD: Tommy Edwards, MGM 12122. RECORDS AVAILABLE: Jimmy Breedlove, Epic 9283; Barry Frank, Mark 140.		

Third Ten

21. Chantilly Lace	23	13
By J. P. Richardson—Published by Glad (BMI) RECORD AVAILABLE: Big Bopper, Mercury 71343.		
22. The Day the Rains Came	15	11
By Sigmund-Becaud—Published by Gariand (ASCAP) RECORDS AVAILABLE: Dalida, Verve 10152; Raymond Le Favre, Kapp 231; Jane Morgan, Kapp 235.		
23. Cannon Ball	24	6
By L. Hazlewood-Duane Eddy—Published by Gregmark (BMI) RECORD AVAILABLE: Duane Eddy, Jamie 1111.		
24. Poor Boy	25	5
By G. Sanderson—Published by Meridian-Parkwood (BMI) RECORDS AVAILABLE: Cardigans, Mercury 71367; Royal Tones, Jubilee 5338.		
25. I'll Wait for You	29	6
By Marcucci-DeAngeles—Published by Ramed (BMI) RECORD AVAILABLE: Frankie Avalon, Chancellor 1026.		

26. My Happiness	-	1
By Peterson & Bergantine—Published by Happiness (ASCAP) RECORDS AVAILABLE: Ella Fitzgerald, Decca 24446; Connie Francis, M-G-M 12738; Mulcays, GNP 131; Pied Pipers, Cap 1628; Ron Roth Trio, Cardinal 1003; Jon Steele & Sondra, Coral 65516; Townsman, Cardinal 1032.		
27. That Old Black Magic	22	3
By Johnny Mercer & Harold Arlen—Published by Famous (ASCAP) RECORDS AVAILABLE: Dave Brubeck Trio, Fantasy 506; Billy Daniels, GNP 111; Billy Daniels, Mercury 30007; Sammy Davis Jr., Dec 29541; Erroll Garner, Mercury 70649; Norman Greene, MGM 30609; Tiny Grimes, Atco 858; Glenn Miller Ork, Vic 0044; Louis Prima and Keely Smith, Cap 4063; Martha Raye, Mercury 70364; Bobby Robertson, Windsor 7460; David Rose, MGM 30886; Sundowners, Windsor 7160; Fred Waring Ork, Dec 40173.		
28. Donna	-	1
By Ritchie Valent—Published by Kemo (BMI) RECORD AVAILABLE: Ritchie Valent, Del Fi 4110.		
29. Philadelphia, U.S.A.	-	1
By Antonucci & Borelli—Published by Southern (ASCAP) RECORDS AVAILABLE: Milton De Lugg, Dot 15865; Art Lund, Coral 62054; Nu Tornados, Carlton 492.		
30. It's All in the Game	16	17
By Dawes and Sigman—Published by Remick (ASCAP) RECORD AVAILABLE: Tommy Edwards, MGM 12688.		

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

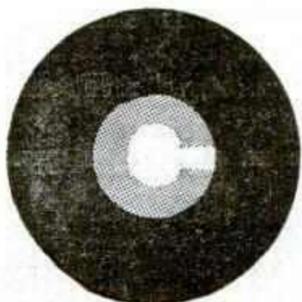
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RECORD COMPANY IN AMERICA
 THE FASTEST GROWING
NOVELTY SMASH IN 1959

THE LITTLE SPACE GIRL

Jesse Lee Turner

CARLTON #496

"...with four arms, three lips and three eyes, she can really rock
and swing...cause she's got more of everything"



CARLTON RECORD CORPORATION

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The Billboard

HOT 100

FOR THE WEEK
ENDING
DECEMBER 28

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
62	37	10	1	★	THE CHIPMUNK SONG	David Seville & the Chipmunks, Liberty 55168	4
22	11	6	2		SMOKE GETS IN YOUR EYES	Platters, Mercury 71353	6
1	1	1	3		TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 503	14
8	6	2	4		PROBLEMS	Everly Brothers, Cadence 1355	7
2	2	3	5		TOM DOOLEY	Kingston Trio, Capitol 4049	13
5	5	4	6		ONE NIGHT	Elvis Presley, RCA Victor 7210	7
4	4	5	7		BEEP BEEP	Playmates, Roulette 4115	8
7	7	7	8		LONESOME TOWN	Ricky Nelson, Imperial 5345	9
3	3	8	9		IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	15
14	14	13	10		A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	10
9	9	9	11		I GOT STUNG	Elvis Presley, RCA Victor 7210	8
26	16	15	12		WHOLE LOTTA LOVING	Fats Domino, Imperial 5553	6
23	18	11	13		BIMBOMBAY	Jimmie Rodgers, Roulette 4116	7
43	30	20	14		GOTTA TRAVEL ON	Billy Grammer, Monument 400	5
18	19	16	15		LOVE IS ALL WE NEED	Tommy Edwards, M-G-M 12722	9
11	10	14	16		QUEEN OF THE HOP	Bobby Darin, Atco 6127	12
—	57	38	17	★	MY HAPPINESS	Connie Francis, M-G-M 12738	3
19	17	19	18		CANNON BALL	Duane Eddy, Jamie 1111	8
42	33	24	19		LONELY TEARDROPS	Jackie Wilson, Brunswick 55105	5
6	8	12	20		TOPSY II	Cozy Cole, Love 50034	18
15	21	23	21		I'LL WAIT FOR YOU	Frankie Avalon, Chancellor 1026	9
12	13	17	22		I GOT A FEELING	Ricky Nelson, Imperial 5545	11
17	24	22	23		POOR BOY	Regal Tones, Jubilee 9338	10
35	22	18	24		THAT OLD BLACK MAGIC	Keely Smith & Louis Prima, Capitol 4063	8
16	15	26	25		CHANTILLY LACE	Big Bopper, Mercury 71343	20
51	45	37	26	★	PHILADELPHIA, U.S.A.	Nu Tornadoes, Carlton 492	6
75	55	33	27		DONNA	Ritchie Valens, Del-Fi 4110	5
28	25	27	28		NEED YOU	Donnie Owens, Guyden 2001	12
10	12	25	29		IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	18
21	26	30	30		THE WORLD OUTSIDE	Four Coins, Epic 9295	7

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	69	55	31	★	MANHATTAN SPIRITUAL	Reg Owen, Palette 5005	3
81	68	48	32	★	16 CANDLES	The Crests, Coed 506	5
30	34	32	33		WALKING ALONG	Diamonds, Mercury 71366	9
13	20	21	34		THE END	Earl Grant, Decca 30719	15
—	61	42	35		PEEK-A-BOO	Cadillacs, Josie 846	3
59	65	36	36		LOVE YOU MOST OF ALL	Sam Cooke, Keen 2008	6
87	42	34	37		TEEN COMMANDMENTS	P. Anka, G. Hamilton IV, J. Nash, ABC-Paramount 9974	4
—	64	44	38		BIG BOPPER'S WEDDING	Big Bopper, Mercury 71375	3
—	—	—	39	★	(ALL OF A SUDDEN) MY HEART SINGS	Paul Anka, ABC-Paramount 9987	1
34	40	54	40	★	I'LL REMEMBER TONIGHT	Pat Boone, Dot 15840	9
—	83	51	41	★	THE DIARY	Nell Sedaka, RCA Victor 7408	3
31	29	28	42		LETTER TO AN ANGEL	Jimmy Clanton, Ace 551	10
82	77	65	43	★	C'MON EVERYBODY	Eddie Cochran, Liberty 55166	5
66	58	41	44		TURVY II	Cozy Cole, Love 5014	4
—	93	75	45	★	I CRIED A TEAR	LaVern Baker, Atlantic 2007	3
39	32	45	46		THE MOCKING BIRD	Four Lads, Columbia 41266	8
27	28	29	47		THE DAY THE RAINS CAME	Jane Morgan, Kapp 235	14
29	35	43	48		CALL ME	Johnny Mathis, Columbia 41253	13
33	41	39	49		PUSSY CAT	Ames Brothers, RCA Victor 7315	13
20	27	35	50		FORGET ME NOT	Kalin Twins, Decca 30745	13
24	23	31	51		TEA FOR TWO CHA CHA	Tommy Dorsey Ork-Warren Covington, Decca 30704	17
70	63	59	52		NOBODY BUT YOU	Dee Clark, Abner 1019	4
—	—	66	53	★	DONDE ESTA SANTA CLAUS!	Angie Rios, Metro 20010	2
47	59	56	54		SWEET LITTLE ROCK AND ROLLER	Chuck Berry, Chess 1709	7
84	71	52	55		THE WEDDING	June Valli, Mercury 71383	5
—	—	—	56	★	ALL AMERICAN BOY	Billy Parson, Fraternity 835	1
—	—	—	57	★	JINGLE BELL ROCK	Bobby Helms, Decca 30513	1
57	52	46	58		SING, SING, SING	Bernie Lowe Ork, Cameo 153	5
52	50	53	59		PLEDGING MY LOVE	Roy Hamilton, Epic 9294	6
53	44	49	60		CIMARRON	Billy Vaughn, Dot 15836	10

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

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

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

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
25	31	50	61		HIDEAWAY	Four Esquires, Paris 520	14
—	—	78	62	★	IT'S JUST ABOUT TIME	Johany Cash, Sun 309	2
—	—	—	63	★	DON'T PITY ME	Dion & the Belmonts, Laurie 3021	1
—	—	—	64	★	ROCK-A-CONGA	Applejacks, Cameo 155	1
37	36	57	65		THERE GOES MY HEART	Joel James, M-G-M 12706	15
—	94	77	66		STAGGER LEE	Lloyd Price, ABC-Paramount 9927	3
—	—	80	67		TRY ME	James Brown, Federal 12337	2
—	—	81	68		GOODBYE BABY	Jack Scott, Carlton 493	2
97	87	76	69		CINDERELLA	Four Preps, Capitol 4078	5
—	80	72	70		COME PRIMA	Tony Dalaro, Mercury 71327	3
40	75	74	71		THE DAY THE RAINS CAME	Raymond Le Fevre, Kapp 231	14
54	56	73	72		THE TEN COMMANDMENTS OF LOVE	Harvey & the Moonglows, Chess 1705	15
—	—	83	73		RUN, RUDOLPH, RUN	Chuck Berry, Chess 1714	2
64	67	62	74		JEALOUS HEART	Tab Hunter, Warner Bros. 5908	10
—	—	100	75	★	COME PRIMA	Polly Bergen, Columbia 41275	2
41	47	47	76		MR. SUCCESS	Frank Sinatra, Capitol 4070	9
—	—	—	77	★	LUCKY LADYBUG	Billy & Lillie, Swan 4020	1
48	73	40	78		LOVE OF MY LIFE	Everly Brothers, Cadence 1355	5
—	—	90	79		MERRY CHRISTMAS BABY	Chuck Berry, Chess 1714	2
32	43	67	80		MEXICAN HAT ROCK	Applejacks, Cameo 149	15
—	—	—	81	★	TEASIN'	The Quaker City Boys, Swan 4023	1
67	62	58	82		MANDOLINS IN THE MOONLIGHT	Ferry Como, RCA Victor 7353	9
—	90	88	83		DIAMOND RING	Jerry Wallace, Challenge 59027	3
—	91	91	84		THE FOOL AND THE ANGEL	Bobby Helms, Decca 30749	3
—	—	98	85		SEVEN MINUTES IN HEAVEN	Poni Talis, ABC-Paramount 9969	2
—	—	—	86	★	WHITE CHRISTMAS	Big Crosby, Decca 23778	1
44	49	68	87		NON DIMENTICAR	Nat King Cole, Capitol 4056	11
—	—	—	88	★	THE LITTLE DRUMMER BOY	Harry Simeon Chorale, 20th Fox 121	1
49	48	60	89		I WANT TO BE HAPPY CHA CHA	Enoch Light & the Light Brigade, Grand Award 1020	7
58	54	61	90		NEED YOUR LOVE	Bobby Freeman, Josie 844	5

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

- ROCK-A-CONGA **The Applejacks**
(Mayland, BMI) Am I Blue (Witmark, ASCAP) Cameo 155
- DON'T PITY ME **Dion & The Belmonts**
(We Three, BMI) Just You (Schwartz, ASCAP) Laurie 3021
- THE DIARY **Neil Sedaka**
(Aidon, BMI) No Vacancy (Aidon, BMI) RCA Victor 7408
- (ALL OF A SUDDEN) MY HEART SINGS **Paul Anka**
(Leads, ASCAP) That's Love (Spanka, BMI) ABC-Paramount 9987

The above are previous Billboard Spotlight picks

- LUCKY LADYBUG **Billy & Lillie**
(Conley, BMI) I Promise You (Conley, BMI) Swan 4020
- TEASIN' **The Quaker City Boys**
(Kellem, ASCAP) Won't Y' Come Out, Mary Ann? (Mayland, BMI) Swan 4023
- ALL-AMERICAN BOY **Bill Parsons**
(Buckeye, ASCAP) Rubber Dolly (Buckeye, ASCAP) Fraternity 835
- C'MON EVERYBODY **Eddie Cochran**
(Metric, BMI) Don't Ever Let Me Go (American, BMI) Liberty 55166

CHRISTMAS

- THE LITTLE DRUMMER BOY **Harry Simeon Chorale**
(Delaware, ASCAP) Die Lorelei (Robbins, ASCAP) 20th Fox 121

A previous Billboard Spotlight pick

C&W

NO SELECTIONS THIS WEEK.

R&B

NO SELECTIONS THIS WEEK.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
36	38	69	91		ROCK-IN' ROBIN	Bobby Day, Class 229	21
—	—	97	92		DREAMY EYES	Johnny Tilotson, Cadence 1353	4
—	—	92	93		PHILADELPHIA, U.S.A.	Art Lund, Coral 62054	2
100	—	89	94		JO JO GUNNE	Chuck Berry, Chess 1709	5
—	—	—	95		ROCKHOUSE II	Ray Charles, Atlantic 2006	1
—	—	—	96		WIGGLE WIGGLE	Accents, Brunswick 55100	1
—	—	—	97		SO MUCH	Little Anthony & the Imperials, End 1036	1
—	—	—	98		THE REASON	Chavels, Deb 500	1
—	—	—	99		HERE I STAND	Wade Flemons, Vee Jay 295	1
—	—	—	100		DANCE WITH THE TEACHER	Olympics, Demon 1512	1

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... A DEFINITE HIT!

THANK

FOR A WONDERFUL '58

THANK
FOR A WONDERFUL '58

WE WISH YOU A

WE WISH YOU A

MERRY X MAS

& A GREAT '59

"DON'T PITY ME"
DION AND THE BELMONT'S

Laurie #3021

ON

LAURIE
LAURIE RECORDS - NEW YORK CITY

• **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. TOM DOOLEY (Beachwood)	1	8
2. TO KNOW HIM IS TO LOVE HIM (Warman)	2	8
3. THE WORLD OUTSIDE (Chappell)	3	5
4. THE CHIPMUNK SONG (Monarch)	7	2
5. NON DIMENTICAR (Hollis)	4	10
6. THE DAY THE RAINS CAME (Garland)	3	11
7. LONESOME TOWN (Eric)	6	6
8. WHITE CHRISTMAS (Berlin)	9	2
9. WINTER WONDERLAND (Bregman, Vocco & Conn)..	11	2
10. SILVER BELLS (Paramount)	15	2
11. COME PRIMA (AMC)	12	3
12. RUDOLPH, THE RED-NOSED REINDEER (St. Nicholas)	15	2
13. IT'S ONLY MAKE BELIEVE (Marielle)	14	4
14. I'LL REMEMBER TONIGHT (Feist)	10	3
15. IT'S ALL IN THE GAME (Remick)	8	14

• **Best Selling Sheet Music in Britain**

(For week ending December 13)

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

More Than Ever—Sterling (Ampco)	Love Makes the World Go Round—Chappell (Winneton)
Mary's Boy Child—Bourne (Schumann)	I Heard the Bell on Christmas Day—Chappell (St. Nicholas)
A Certain Smile—Robbins (Robbins)	Real Love—Progressive (Walden)
It's All in the Game—Blossom (Remick)	You Need Hands—Lakeview (Leeds)
Trudie—Henderson (Kassner)	Mandolins in the Moonlight—Bron (Roncom)
It's Only Make Believe—Francis Day (Marielle)	Tom Dooley—Ardmore (Beechwood)
Tom Dooley—Essex (Ludlow)	Tulips From Amsterdam—Cinephonic (Sikorski)
Someday—Duchess (Duchess)	The Day the Rains Came—John-Fields (Garland)
Volare—Robbins (Robbins)	
Hoots Mon—Southern (Southern)	
Carolina Moon—Lawrence Wright (Cronwell)	
Son of Mary—Chappell (Julie)	

• **Best Selling Pop Records in Britain**

(For week ending December 13)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. IT'S ONLY MAKE BELIEVE—Conway Twitty (MGM).....		2
2. HOOTS MON—Lord Rockingham's XI (Decca).....		1
3. TOM DOOLEY—Lonnie Donegan (Pye-Nixa).....		3
4. TEA FOR TWO CHA CHA—Tommy Dorsey Orchestra (Brunswick).....		7
5. IT'S ALL IN THE GAME—Tommy Edwards (MGM).....		4
6. TOM DOOLEY—Kingston Trio (Capitol).....		5
7. HIGH CLASS BABY—Cliff Richard (Columbia).....		5
8. LOVE MAKES THE WORLD GO 'ROUND—Perry Como (RCA).....		8
9. MARY'S BOY CHILD—Harry Belafonte (RCA).....		17
10. MORE THAN EVER—Malcolm Vaughan (HMV).....		9
11. THE DAY THE RAINS CAME—Jane Morgan (London).....		14
12. COME ON LET'S GO—Tommy Steele (Decca).....		13
13. A CERTAIN SMILE—Johnny Mathis (Fontana).....		10
14. COME PRIMA—Marino Marini (Durium).....		10
15. SOMEDAY—Ricky Nelson (London).....		12
16. BIRD DOG—Evelly Brothers (London).....		16
17. REAL LOVE—Ruby Murray (Columbia).....		18
17. MANDOLINS IN THE MOONLIGHT—Perry Como (RCA).....		15
19. SON OF MARY—Harry Belafonte (RCA).....		—
20. MORE PARTY POPS—Russ Conway (Columbia).....		—

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Sonny Clark
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EAST WEST 122

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THE MONTEREYS East-West #121



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The Billboard

HOT C & W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
1	1	1	1	CITY LIGHTS	Ray Price, Columbia 41191	10
2	2	4	2	PICK ME UP ON YOUR WAY DOWN...	Charlie Walker, Columbia 41211	10
5	4	3	3	COUNTRY MUSIC IS HERE TO STAY...	Simon Crum, Capitol 4073	8
7	5	5	4	LIFE TO GO	Stonewall Jackson, Columbia 41257	8
11	9	2	5	BILLY BAYOU	Jim Reeves, RCA Victor 7380	7
6	7	6	6	GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7330	10
13	13	11	7	TREASURE OF LOVE	George Jones, Mercury 71373	6
4	10	9	8	ALL OVER AGAIN	Johnny Cash, Columbia 41251	10
20	18	15	9	THAT'S THE WAY I FEEL	Faron Young, Capitol 4050	10
3	3	8	10	SQUAWS ALONG THE YUKON	Hank Thompson, Capitol 4017	10
16	11	10	11	YOU'RE MAKING A FOOL OUT OF ME...	Jimmy Newman, M-G-M 12707	8
8	8	7	12	WHAT DO I CARE!	Johnny Cash, Columbia 41251	10
14	15	12	13	MY BABY'S GONE	Louvin Brothers, Capitol 4055	10
—	30	26	14	ROCK HEARTS	Jimmy Martin, Decca 30703	3
10	6	13	15	ALONE WITH YOU	Faron Young, Capitol 3982	10
21	21	19	16	HE'S LOST HIS LOVE FOR ME	Kitty Wells, Decca 30736	5
18	20	18	17	TOUCH AND GO HEART	Kitty Wells, Decca 30736	9
30	—	20	18	CIGARETTES AND COFFEE BLUES	Lefty Frizzell, Columbia 41268	4
24	28	30	19	I'VE RUN OUT OF TOMORROWS	Hank Thompson, Capitol 4085	4
9	12	16	20	HALF A MIND	Ernest Tubb, Decca 30685	10
25	22	24	21	PROBLEMS	Everly Brothers, Cadence 1355	4
—	—	17	22	COME WALK WITH ME	Stoney Cooper & Wilma Lee, Hickory 1085	2
—	—	—	23	ALL GROWN UP	Johnny Horton, Columbia 41210	5
17	16	25	24	FALLING BACK TO YOU	Webb Pierce, Decca 30711	10
—	—	27	25	AIN'T I THE LUCKY ONE	Marty Robbins, Columbia 41282	2
—	—	—	26	I WANT TO GO WHERE NO ONE KNOWS ME	Jean Shephard, Capitol 4068	1
—	—	—	27	DARK HOLLOW	Luke Gordon, Island 0640	1
22	19	21	28	TUPELO COUNTY JAIL	Webb Pierce, Decca 30711	10
—	—	—	29	ONE NIGHT	Elvis Presley, Victor 7410	1
—	—	14	30	HAVE BLUES, WILL TRAVEL	Eddie Noack, D 1019	2

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The Billboard
THE COMMUNICATIONS
CENTER OF THE
MUSIC INDUSTRY

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	LONELY TEARDROPS	Jackie Wilson, Brunswick, 85106	6
			2	TRY ME	James Brown, Federal 12337	7
		10	3	SMOKE GETS IN YOUR EYES	Platters, Mercury 71353	2
2	1	2	4	A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	10
6	4	3	5	NOBODY BUT YOU	Dee Clark, Abner 1019	6
		16	6	STAGGER LEE	Lloyd Price, ABC-Paramount 9927	2
3	2	4	7	WHOLE LOTTA LOVING	Fats Domino, Imperial 5553	5
		20	8	CHIPMUNK SONG	David Seville, Liberty 55168	2
29	24		9	TOM DOOLEY	Kingston Trio, Capitol 4049	3
16	17	9	10	PLEASE ACCEPT MY LOVE	B. B. King, Kent 215	7
12	15	18	11	HOLD IT!	Bill Doggett, King 1149	10
25	22	23	12	LOVE YOU MOST OF ALL	Sam Cooke, Keen 32006	10
15	19	19	13	CLOSE TO YOU	Muddy Waters, Chess 1704	10
14	13	6	14	QUEEN OF THE HOP	Bobby Darin, Atco 6127	8
13	10	17	15	TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 263	6
	26		16	SWEET HOME CHICAGO	Little Jr. Parker, Duke 301	2
		15	17	ROCKHOUSE II	Ray Charles, Atlantic 2006	2
10	8	8	18	IT DON'T HURT NO MORE	Nappy Brown, Savoy 1551	10
		24	19	KEEP A-DRIVING	Chuck Willis, Atlantic 2005	2
9	9	14	20	KEY TO THE HIGHWAY	Little Walter, Checker 904	10
17	12	30	21	ONE NIGHT	Elvis Presley, RCA Victor 7416	6
			22	PRETTY GIRLS EVERYWHERE	Eugene Church, Class 238	1
1	3	12	23	TOPSY II	Cozy Cole, Lava 50034	10
			24	I CRIED A TEAR	LaVern Baker, Atlantic 2007	1
19	20		25	IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	7
		13	26	SWEET LITTLE ROCK AND ROLLER	Chuck Berry, Chess 1709	2
22	25	11	27	CHANTILLY LACE	Big Bopper, Mercury 71343	10
24	23	21	28	HERE I STAND	Wade Flemons, Vee Jay 295	5
			29	GOTTA TRAVEL ON	Billy Grammer, Monument 406	1
		26	30	THAT OLD BLACK MAGIC	Keely Smith & Louis Prima, Capitol 4063	2

BREAKING BIG!
"TOM CAT"
 b/w **"MILLIE"**
 Billy Lamont
 Candelo #375

"ONCE & ONLY ONCE"
 b/w **"CHALLENGE"**
 Ronnie Savoy
 Candelo #382

"I'LL KEEP LOOKING"
 b/w **"I'VE LOST HER"**
 Shane Hunter
 Candelo #379

"MR. WISE GUY"
 b/w **"THE END OF A SUMMER ROMANCE"**
 The Tiaras
 3D #378

"BE MINE AGAIN"
 b/w **"WHEN IN THE WORLD"**
 The Crystal Chords
 3D #374

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JIMMY BOWEN

"Wish I Were Tied to You"

R-4122

Big Names

Continued from page 3

stars and still provide guests with the tops in entertainment values.

Another cost-beater is seen in the new-for-Miami concept developed by the Americana Hotel. Ed Eicher, press chief of the layout, said the hotel would present an original Broadway type musical, "A Rag, a Bone, a Ponytail." "It's costing us \$100,000 to put the show on for the season but we feel it will be cheaper and will still provide us with a powerful entertainment draw," Eicher added. The show will have a cast of 40 people and an original score by Jerry Fielding. "The big stars have priced themselves right out of Miami Beach," Eicher continued, "and we're putting our chips on this new policy. Columbia Records may do an original cast album on the show." Columbia will, incidentally, hold its annual sales convention at the Americana next April.

The Fontainebleau Hotel, another of Miami Beach palaces, will hold much to a single act format for this season, highlighted with the return, March 3, of Frank Sinatra after a record-breaking stint there last year. Other spotlighted attractions at the Fontainebleau include Shirley Jones and Jack Cassidy, Polly Bergen and the one and only Domenico Modugno, among the music set.

The Eden Roc, another of the ultra-swank layouts, has already had Jimmie Rodgers, and has booked Billy Eckstine and Anna Maria Alberghetti for the immediate future.

The Carillon Hotel, which along with the Deauville, opened last year, is also going into the revue field, with "The Ziegfeld Follies of 1959," to be staged by veteran impresario Lou Walters. The show will be a typical Walters entry, with the spotlight on girls rather than name music talent. Another sidelight of the Carillon policy is the use of a house 35-piece "Symphonette" type of ork which presents frequent concerts for guests, with featured solo artists. Eugene List has already been seen in concert and during the winter season the management hopes to line up Richard Tucker, Maria Calles and Van Cliburn. The latter will be a guest at the hotel when he appears in Miami later this winter.

Meanwhile, Fort Lauderdale, a few miles to the north, is sporting its own entry in the luxury hotel sweepstakes, the Galt Ocean Mile. Roberta Sherwood opened a two-week stint there last week, with other acts to follow.

Teen-Age Pitch

Practically all the hotels mentioned are highlighting special entertainment for teen-agers, catering to their known tastes for rock and roll entertainment. The Eden Roc Hotel will spotlight its own "Roc and Roll" with a juke box for the youngsters' dance parties.

The Deauville Hotel will have a special room set aside for teen use and as part of its six-hotel thrice-weekly one-nighter shows, will feature Tommy Sands, Tommy Edwards, Jimmie Rodgers and the Four Aces with an eye to youngsters' wants.

The Diplomat also has its own Rumpus Room while the Carillon will feature a teen night club with a live rocking band. The Americana will have a Jamboree Room in action with special "coketail" parties to go with the rocking juke box music.

These spots, for the most part, are the name buyers. Meanwhile, a myriad of other hotels and clubs feature talent that is known only locally. In the view of many here, however, a goodly number of these cafe and jazz-oriented acts, are worthy of considerably more disk attention than they have been shown to date by record men.

Coming Up Strong!

JOHNNY CASH

"IT'S JUST ABOUT TIME"

Sun 309

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Margie Bowes

"ONE TIME TOO MANY"

b/w **"VIOLETS AND CHEAP PERFUME"**

Hickory #1087

RAINBOW RIOT

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"WHOLE LOTTA LOVING"
"COQUETTE"
#5553

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

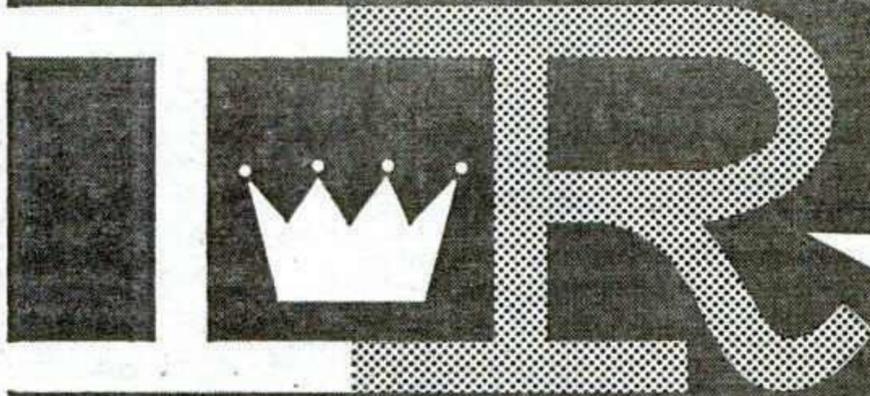
Ronnie Diamond
"CLOSE TO YOUR HEART"
"ZIG-ZAG"
#5554

Morton Downey Jr.
"BOULEVARD OF BROKEN DREAMS"
"PROUD POSSESSION"
#5556

Frances Faye
"IT'S YOU I LOVE"—"MY BLUE HEAVEN"
#5546

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

Dorsey Burnette
"YOU CAME AS A MIRACLE"
"TRY"
#5561



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The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

SPOTLIGHT—Strongest Sales Potential of ALL records reviewed this week

★★★★—Very Strong Sales Potential

★★★—Good Sales Potential

★★—Moderate Sales Potential

★—Limited Sales Potential

★★★★

THE KEYMEN

★★★★ **Gazackstahagen**
ABC-PARAMOUNT 9991—The tune has been recorded by the Wild Oats on United Artists. It's a rumba-blues. Contagious side can share in the loot for the tune. (Sea-Lark, BMI)

★★★★ **Miss You**
Rockaballad styling of the oldie by the crew. Billy Vaughn-type saxes handle the melody with strummed uke support pacing. Danceable, instrumental side. (Tobey, ASCAP)

THE CHAMPS

★★★★ **Beatnik**
CHALLENGE 59035—The Champs turn in a wild reading of a new riff effort with a terror lead blaring the melody over strong piano and drum support. It moves and it could grab coins for the combo. (Jat, BMI)

★★★ **Gone Tain**
In the "Raunchy" style is this side by the Champs who sell the instrumental with drive. It too, has a chance for action. (Jat, BMI)

★★★

WES VOIGHT

★★★ **I Want a Lover**
DELUXE 6180—A rocker with a truly infectious beat. Charter is backed by an arrangement that really makes it with a catchy repeating figure. (Wisto, BMI)

★★★ **Little Joan**
A rockaballad on this side. Performance is a tender one, in keeping with the sentiment of the song. (Wisto, BMI)

HELMUT ZACHARIAS

★★★ **The Topsy Piano**
DECCA 30795—Recorded in Europe on the Deutsche Grammophon label, this waltz is a charming novelty instrumental with a pretty melody line. A bright side for deejays. (Zodiac, BMI)

★★★ **Crazy Violins**
Another instrumental, with flashy violin work. Like the flip, this is in the nature of a novelty, brightly done. (Leeds, ASCAP)

IVORY JOE HUNTER

★★★ **Stolen Moments**
DOT 15880—Hunter sings his own tune—a tender rockaballad—with feeling and heart. Merits play. (BMI)

★★★ **City Lights**
The country hit by Ray Price is sung with feeling by Ivory Joe. It has a chance for some pop action. (TNT, BMI)

PEPE APATTA

★★★ **Come Prima Cha Cha**
BRUNSWICK 55110—The Domenico Modugno tune which is currently doing well via several vocal versions is given a smooth cha cha approach by the ork. It's a good programming side, and not too late to grab loot for the tune. (A. M. C., ASCAP)

★★★ **Brigitte**
Tune was co-cleffed by Sacha Distel, Miss Bardot's fiancée. It's a pretty beguine that offers good and spinnable wax. Flip appears to have a sales edge. (Rayven, BMI)

ROLAND JOHNSON

★★★ **I Traded Her Love**
BRUNSWICK 55110—The artist has a good sound on the rockaballad that has a strong c.w. flavor. He's a good talent. Side might start something, if plugged. (Music City, BMI)

★★★ **I'll Be With You**
Very pretty ballad with beat is also nicely sold. This, too, might create interest, if exposed. (Drake-Cambella-Le Bill, BMI)

REED HARPER AND THE NOTES

★★★ **Walking Together**
RCA VICTOR 7426—Haunting rhythm marks this interesting r.&r. side, with expressive vocalizing by Harper and solid tempo. (Raleigh, BMI)

★★★ **Shaky Little Baby**
Bright, bouncy rocker sung with verve and a good beat by Harper and group. (Famous, ASCAP)

THE AVALONS

★★★ **Hearts Desire**
UNART 2007—Rockaballad is given a listenable go by the group. Good lead is nicely backed by the group and ork. (G & H, BMI)

★★★ **Ebbtide**
The Avalons warble the pretty evergreen in pleasant fashion. The rockaballad treatment puts it very much in the currently pop groove. It should get some action. (Robbins, ASCAP)

JOHNNY McDOWELL & GRADY BOLES

★★★ **Hula-Hoop Boogie**
BROOKE 102—Instrumental, with plucked strings and piano. Side steps along at a bright pace. Interesting wax. (Brooke, BMI)

★★ **The Beat of the Hoops**
Instrumental novelty. Melody line is out of the common groove. (Brooke, BMI)

TOMMY LOVE

★★★ **Ice Cream, Soda Pop**
FEDERAL 12342—A blues with an infectious beat and a lyric that's in the teen groove. Merits exposure. (Armo-Big Star, BMI)

★★ **My One True Love**
A quality ballad, with an unusual backing by the chorus. Vocalist sings it with a pure vocal quality. Nice, altho a departure from the commercial groove. (Armo-Big Star, BMI)

THE NIGHT OWLS

★★★ **You Shouldn't Oughta Done It**
NRC 015—A blues, with considerable novelty effect in the lyric and an instrumental arrangement that steps right along. (Lowery, BMI)

★★ **Loop the Hoop**
A blues, pitched in an unusual minor mood. Arrangement is really bluesy in an uncommon way. (Lowery, BMI)

THE SONNY LAND TRIO

★★★ **The Tender Lie**
CUE 1203—Appealing rockaballad sung by mal: trio with fem chorus backing. Merits play. (Gulf, BMI)

★★ **The Fool and the Angel**
Feelingful vocalizing by lead singer and group on sincere rockaballad. (Blue Grass, BMI)

TED HARRIS

★★★ **Please Don't Say Take Me Home**
RCA VICTOR 7422—Pretty ballad is sung with feeling here by Harris, over simple combo and chorus backing. Two good sides. (Silver Star, BMI)

★★ **Just Thought I'd Set You Straight**
Driving rockaballad is sung brightly by Harris over smart backing. Side has a sound and if exposed could grab some coins. (Silver Star, BMI)



Pop Records

PATTI PAGE

TRUST IN ME (Advanced, ASCAP)

Miss Page presents a fine, rockaballad styling of the oldie that should account for a heap of teen coin. It's an excellent, danceable side that can go all the way. Flip is "Under the Sun Valley Moon," (Lear, ASCAP). Mercury 7140



THE DeCASTRO SISTERS

TEACH ME TONIGHT CHA CHA (Leeds-Hub, ASCAP)

THE THINGS I TELL MY PILLOW (Jamison, BMI)

The gals have a strong bid in their new version of their hit of some years ago. "Teach Me Tonight Cha Cha" is very much in the current pop groove, and there is already action on the side in some areas. Flip, "The Things," is also a rockaballad that is presented with appeal. Both are potent contenders. ABC-Paramount 9988



JENKINS BAND; STAN NEWMAN & THE JENKINS BAND

PARADE (Leow, ASCAP)

JENKINS BAND (Lowe, ASCAP)

"Parade" is a bright, brassy march tune that utilizes fragments of several march songs. It's a catchy item with lots of crowd noises and a contagious beat. Flip, "Jenkins Band" is presented along similar lines, except for a spoken narrative which tells all about the fabulous Jenkins Band. Both bear watching. Cameo 157



FRANKIE FORD

SEA CRUISE (Ace, BMI)

ROBERTA (Ace, BMI)

Ford, a new artist has two strong debut sides. "Sea Cruise" is a rocking blues on which the artist is backed by a driving, colorful arrangement. "Roberta" is also a blues that gets an authentic shout. They can click for both pop and r.&b. coin. Ace 554



Pop Talent

JIMMY DARREN

THERE'S NO SUCH THING (Columbia Pictures, ASCAP)

Darren impresses in his record debut. The side is from the coming movie, "Gidget," in which he is one of the co-stars. The tune is a clever ditty which he belts in a smart, Sinatra-type manner. Side can move with exposure. Flip is "Mighty Pretty Territory," (SG, ASCAP). Colpix 102



LEE MATHEWS

YOU CALL IT MADNESS, BUT I CALL IT LOVE (Mayfair, ASCAP)

YOUR RING BENEATH MY PILLOW (Avalon, BMI)

Mathews acquits himself very well on his first disk effort. "You Call It Madness," the Russ Columbo oldie, is done as a rockaballad with an assist from a vocal group. "Your Ring" is a new rockaballad that is treated equally well. Both are good efforts that could step out. Play 1005



TONY CONN

LIKE WOW (Daniels, ASCAP)

DANGEROUS DOLL (Treble, ASCAP)

Conn is featured in a spread in the current issue of Life. This should bring attention to his platter. The new rockabilly chanter scores well on his first outings. He has a vigorous approach on "Like Wow," a frantic rocker-type. "Dangerous Doll" is given a peppy go that should also please. Decca 30813



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

Pop Song

THE CHILDREN'S MARCHING SONG (Miller, ASCAP)
 Mitch Miller and the Sing Along with Mitch Gang—
 Columbia 41317
 Ingrid Bergman, and the Orphan's Chorus—
 20th-Fox 126
 Cyril Stapleton—London 1851
 The Sauter-Finegan Doodletown Fifers—Kapp 256

All four versions of the theme from the current flick, "The Inn of the Sixth Happiness," are strong sides. The Miller version is the brightest, and this will probably take top honors. The sound track disk by Miss Bergman and the chorus has a sweet, infectious quality that should get a strong jockey reaction. The Cyril Stapleton record was a spotlight in last week's issue of The Billboard. The Sauter-Finegan unit also has a spirited rendition of the charming theme. This version is published by Garland (ASCAP). The flips are: Mitch Miller, "Carolina in the Morning (Harms, ASCAP); Ingrid Bergman and Cyril Stapleton, "The Theme From "The Inn of the Sixth Happiness," (Miller, ASCAP); Sauter-Finegan, "The Barney Google March" (Remick, ASCAP).



Pop Disk Jockey Programming

THE GUYS & DOLLS
OH, YOU CAN'T GET TO HEAVEN (Garland, ASCAP)
CLEMENTINE (Garland, ASCAP)
 The group has a sound that should find approval from listeners. "Oh, You Can't Get to Heaven," the old spiritual, receives a Weavers-type reading. "Clementine" is presented in swingin' modern fashion. The group is versatile and listenable, and both sides rate heavy spins.
 Kapp 254



ZIGGY LANE
HAVE YOU READ THE BIBLE TODAY? (Marlane, BMI)
 Lane has a good opener for jocks with this sincere reading of a moving, sacred theme. The American Bible Society is sending copies of the disk to deejays, and pop spinners will find the side effective programming, particularly daytime jocks with house frau audiences. Flip is "The Good Life," (Marlane, BMI).
 Carousel 66



C & W Records

KITTY WELLS
MOMMY FOR A DAY (Fairway, BMI)
ALL THE TIME (Cedarwood, BMI)
 The great country artist has a fine weeper in "Mommy." It's a tender tale about a mother who can visit her little girl only on Sunday afternoon. Miss Wells gives it a feelingful vocal. Flip is quite a change in pace for the chick. It's a ballad that is very much in a pop groove. She handles the tune in great form. Both sides have top potential.
 Decca 30804



R&B Records

LITTLE WILLIE JOHN
NO REGRETS (Obie, BMI)
I'LL CARRY YOUR LOVE WHEREVER I GO
 (Jay & Cee, BMI)
 The chanter has two sides that should gather plenty of pop and r.&b. coin. Top side is a blues-like ballad that is sold against good chorus and ork backing. Lyric is about a gent who has "no regrets for the life he's lived." Flip, "I'll Carry Your Love," is another ballad with beat that is rendered with feeling. Both should make it.
 King 5170



BOBBY BLUE BLAND
I LOST SIGHT ON THE WORLD (Lion, BMI)
YOU DID ME WRONG (Lion, BMI)
 Bland delivers the two, down-home blues with deep feeling. "I Lost Sight" has mournful backing which features a melancholy flute. "You Did Me Wrong" is an uptempo blues. Both are choice efforts and could happen.
 Duke 300



RUSS TAMBLYN
 ★★★ **Tom Thumb's Tune**
 METRO 20012—Russ Tamblyn, who is starred in the forthcoming flick about the mid-geet, comes thru pleasantly here on this happy piece of special material from the movie. (Robbins, ASCAP)

★★ **Fifteen Cents**
 Rock and roll effort receives a good reading by Tamblyn. (Mills, ASCAP)

NINO TEMPO
 ★★★ **15 Girl Friends**
 RCA VICTOR 7424—Tempo sells infectious rhythm-novelty with sock showmanship. Lyric has strong teen-appeal. (Northridge, ASCAP)

★★ **Loonie 'Bout Junie**
 Okay rocker, featured in NBC-TV series, "Peter Gunn," is handed exuberant reading. Flip, tho, is better side. (Northridge, ASCAP)

GUY MITCHELL
 ★★★ **Half as Much**
 COLUMBIA 41311—The fine Hank Williams tune is performed warmly by the chanter, helped by a rock and roll type beat by the combo. (Acuff-Rose, BMI)

★★ **Guilty Heart**
 Mitchell sells a weeper country-styled ballad with sincerity backed by a small combo with a beat. (Oxford, ASCAP)

THE TRENTERS
 ★★★ **Never, Never**
 DOT 15882—Listenable ballad written by Ed Townsend is sung neatly by one of the Trenthers, over interesting backing. This side has a chance for exposure. (Beechwood, BMI)

★★ **When Your Hair Has Turned to Silver**
 The oldie is given a typical Trenthers reading. (Morris, ASCAP)

KENNY BASS
 ★★★ **In the Willow by Window Sits a Little Bird**
 ERIE 191—Sprightly, march-type song is in a folksy vein. It reminds of the "Yellow Rose of Texas." The Bass ork and chorus give it a cheerful reading. Catchy side can create interest. (GH, BMI)

★★ **Sutra-Cha-Cha**
 So-so cha cha effort. Instrumental comes off second to flip. (Lake Erie, BMI)

LYNN ROWE
 ★★★ **Last Date**
 Moving reading on strong, emotional rockaballad with teen-appeal lyrics. Merits exposure. (Wilks, BMI)

★★ **Red Rover**
 Rowe wails plaintively on routine blues. (Wilks, BMI)

TERRY LESTER & NICO GOMEZ
 ★★★ **Eso Es El Amor (This Is Love)**
 PARIS 527—The much recorded tune is handed a bright, listenable cha cha-styled reading by the duo, who sing the tune in Espanol. If the tune happens this version could grab some of the loot. (Southern, ASCAP)

★ **Holiday in Havana**
 Latin effort is sold well by the group but the flip is the strong side. (Maxwell, BMI)

★★

TOMMY LAW
 ★★ **Cool Juice**
 CREST 1055—A rock and roller. Up-tempo blues tells of his experiences with a newly found chick who takes him to her flat. Some novelty appeal. (American, BMI)

★★ **I Feel So Fine**
 Adequate warbling of a rockaballad, with lead singer getting off some good effects. (American, BMI)

DIANE DOVE
 ★★ **To Prove My Love**
 NRC 018—Rhythm side, chanted in a stylized staccato fashion by the thrush. Instrumentalization is in a similar vein. Effective. (Wonder, BMI)

★★ **Why**
 Tasteful rockaballad. Chick sings it with a voice of considerable quality. (Wonder, BMI)

BILL & FOREE POST
 ★★ **Lonely**
 CREST 1054—A pretty ballad, with a beat.

Chanting of the duo is answered by the horn. Nice. (American, BMI)

★★ **Rawhide**
 This one is in direct descent from "Mule Train" and others of that type. Performance here is a good one. (American, BMI)

JERRY MURAD'S HARMONICATS
 ★★ **Honeymoon in Puerto Rico**
 MERCURY 71396—Instrumental is tasteful and has a cha cha rhythm. Deejays will find it something of a novelty. (Peer, BMI)

★★ **Cocktails for Two Cha Cha**
 Tasteful cha cha version of the standard. A good coupling. (Paramount, ASCAP)

EDDIE & THE STARLITES
 ★★ **To Make a Long Story Short**
 SCEPTER 1202—Eddie and group wail effectively on wistful rockaballad. (Scepter, BMI)

★★ **Pretty Little Girl**
 Lively vocalizing on exuberant rocker. Both sides are dual market items. (Scepter, BMI)

ERNIE KELLEY
 ★★ **It's So Easy to Be Misled**
 GLOBAL 718—Kelley packs plenty of deep-voiced emotional impact into okay rockaballad. (Kord, BMI)

★★ **Seal Rock**
 Seal-honking sound gimmick is utilized effectively on bouncy rocker. (Kord, BMI)

THE FERKO STRING BAND
 ★★ **Golden Slippers**
 REGENT 7507—The current action of "Philadelphia, U. S. A." may have inspired the re-release of this Ferko String Band item. The Ferko crew is one of the top Philadelphia Mummies groups, and this bright side could get jock spins. (PD)

★★ **Fincull Finculla—Italian String Song**
 Same comment. (PD)

JOHN BUFANO
 ★★ **Mama**
 JARLAN 501—John Bufano, with a big Italian voice in the Domenico Modugno tradition, sells the folk effort with feeling, singing the lyric in both Italian and English. (Southern, ASCAP)

★★ **Caldonia**
 Bufano comes thru with an up-to-date reading of the blues hit of a number of years ago. Jocks may spin. (Campbell, BMI)

ERNIE MATHIS
 ★★ **Lonesome Wheels**
 TOPPA 1003—Pulsating rockabilly-folk effort is given a big reading by Mathis, over interesting backing. Could get spins. (Mixer, BMI)

★★ **So Am I**
 On this side the country-styled chanter sells a tale of heartbreak with the correct feeling of sadness. Two listenable sides. (Mixer, BMI)

DONNIE BOYD
 ★★ **Waggle (Parts I & II)**
 DART 1006—Rocking instrumental features fine guitar work. It's danceable side that could step out with exposure. Both sides have a contagious sound. (Ro Jo, BMI)

THE SPADES
 ★★ **I'm on Fire**
 MAJOR 1007—Frantic-type vocal by the gang on a rocker blues. So-so side can do some business. (Grandwealth, BMI)

★★ **Close to You**
 Pounding rockaballad is given a stirring treatment by the artists. Potential appears similar to flip. (Grandwealth, BMI)

FELICIA SANDERS
 ★★ **Shall I Take My Heart and Go?**
 DECCA 30798—Pretty ballad is from "Goldflocks." Miss Sanders puts plenty of heart into her warm reading. Fine jockey material. (Ankerford, ASCAP)

★★ **Tonight**
 This is the introductory to "Somethin's Coming," one of the numbers from "West Side Story" plus the lovely "Tonight" theme. Good side rates heavy spins. (Schirmer, ASCAP)

ROBERT GILL
 ★★ **Let Me Go**
 WONDER 109—Rockaballad is handed a
 (Continued on page 40)

Reviews of New Pop Records

Continued from page 39

sincere reading by Gill, who has an appealing quality in his voice. (Wonder, BMI)

★★ **Baby That's All Right**
Up-tempo effort is also sold with some feeling by Gill, who has a chance in the market with the right material. (Wonder, BMI)

THE CHATEAUX
★★ Satisfied
WARNER BROS. 5023 — Effective lead

singer on feelingful rockaballad. Spinnable wax with dual market appeal. (Lark, BMI)

★★ **Brown Eyes**
Same comment. (Lark, BMI)

MARTY AMES
★★ **Choppin' Cha Cha**
DOT 15876—A Chopin nocturne is turned into a happy cha cha by the Marty Ames crew. (Valley Spring, BMI)

★★ **Rock-a-Bye Cha Cha**
The well-known lullaby receives a warm cha cha reading from the combo. (Valley Spring, BMI)

BOBBY JENKINS
★★ **Let**
HAMILTON 50001—Jenkins sells this rockaballad with as much feeling as he can muster, helped out by a male vocal group and a solid back beat. (Marlow, BMI)

★★ **White Shorts and a Red Tee Shirt**
Bright rocker is sold nicely by Jenkins over typical support. (Marlow, BMI)

PETER LIND HAYES & MARY HEALY
★★ **The Cool Alaska Rock & Roll**
(Parts I & II)
DOT 15881 — Comedy personalities Peter Lind Hayes and his wife, Mary Healy, turn

in a happy reading of a supposedly funny story in song about a guy just in from Alaska. Side 2 is instrumental. (Robbins, ASCAP)

MICHEL LEGRAND ORK
★★ **Cheek to Cheek**
COLUMBIA 41312—From the album, "I Love Movies," comes this cool jazz version of the Berlin standard by Michel LeGrand and his ork. Good jock programming. (Berlin, ASCAP)

★★ **Only You**
A tenor is featured here on the standard, accompanied by a chorus and a rock and roll beat. Also from his album. (Wildwood, BMI)

ELLA FITZGERALD
★★ **Dreams Are Made for Children**
VERVE 10158—Ella Fitzgerald comes thru with a smooth, attractive reading of the tune by Mack David and Jay Livingston that could grab many spins. Tune is theme of Shirley Temple fairy tale series. (Fullerton, ASCAP)

★★ **Oh, What a Night for Love**
Pretty, old-fashioned tune is sung in Ella's usual fine style, over smooth backing. (Heftl, ASCAP)

JERRY LEWIS
★★ **Song From "The Gelsa Boy"**
DECCA 30808—Title tune from Lewis' current flick is also a good jockey item. Tune was clefted by Walter Scharf and Jack Brooks. (Paramount, ASCAP)

★★ **The More I See You**
The pretty standard is given a pleasant go by Lewis with lush ork backing. Jocks will spin. (Bregman, Vocco & Conn, ASCAP)

ROGER COLEMAN
★★ **Sunday**
20TH FOX 125—Bright song from Rodgers and Hammerstein's "Flower Drum Song" is given a pleasant warble by Coleman. Four Lads have quite a head start with their version. (Williamson, ASCAP)

★★ **Rich in Love**
Pretty rockaballad is given a rich treatment by the artist. It's a pretty side that should move as well as the flip. (Delaware, ASCAP)

WARREN BERRY
★★ **Theme From The Perfect Furlough**
DECCA 30797—Jazz theme from the forthcoming flick is given a smart reading by the new artist. Good side for deejays. Some coin possible. (Northern, ASCAP)

★★ **Tonight, Tomorrow and Forever**
Rockaballad is warbled with appeal by the artist with a good chorus assist. Mild, rock ork backing accompanies. Potential appears similar to flip. (Northern, ASCAP)

PHIL BRITO
★★ **Come Back to Sorrento**
BRUNSWICK 55111—Mild rock version of the tune. First chorus is done in Italian, the second in English. (Adams-Vee & Abbott, BMI)

★★ **O Sole Mio, Cha Cha**
The Italian folk song is given a fair belt by Brito against an insistent cha cha beat. Bright side can move. Lyric is in Italian and English. (Roger, ASCAP)

MORRIS STOLOFF ORK.
★★ **The Wild One**
COLPIX 103—Leith Steven's jazz movie title theme is given a stirring go by the Stoloff crew. Excellent jockey side. (Columbia Pictures, ASCAP)

★★ **Bell, Book and Candle**
Mood, title theme is lushly presented by the ork. Bright brassy side should also score well with jocks. (Columbia Pictures, ASCAP)

PAT & THE SATELLITES
★★ **Jupiter-C**
ATCO 6131—The instrumental rocker tribute to a rocket is a blues. Side is a danceable item which features honking tenor with guitars. (Progressive-Dimas-Lowell, BMI)

★★ **Oh! Oh! Darlin'**
Rockaballad is given a salable belt by Pat with good instrumental support from the Satellites. Fair prospects. (Dimas-Lowell, BMI)

AL KASHA
★★ **I'll String Along With Pearl**
WARNER BROS. 5026—Pretty rockahula is nicely handled by Kasha. It can move. (Trinity, BMI)

★ **One More River to Cross**
Dramatic tune is given a smooth reading by the lad with rolled drums and chorus in support. Flip appears better side. (Coleman-Secon, BMI)

DOLLY DAWN
★★ **Give Thanks**
OPAL 0113—Pretty, inspirational rockaballad is given a warm reading by the thrush. It's a pretty side that is nicely backed by guitar and organ. Has a chance with exposure. (Breen & DeRose, ASCAP)

★ **Still in Love**
Rockaballad is given a sincere treatment by Miss Dawn with smooth, medium-beat support. Flip appears top effort. (Breen & DeRose, ASCAP)

MAC MILLER
★★ **Harbor Love**
VIN 1008—Romantic, Latin-tempo theme is warbled pleasantly. Moderate spin potential. (Reward, BMI)

★ **To My Sorrow**
Wistful, country-flavored tune, sung in okay fashion. (Adams-Vee & Abbott, BMI)

KAYE GOLDEN
★★ **Lover Boy Bob**
HI 2008—Pleasant thrushing on country ditty with haunting guitar backing. (Jec, BMI)

★ **I'm Surrendering**
Catchy item handed okay fem vocal. Moderate chances. (Jec, BMI)

GENE DUNLAP
★★ **What Do I Want?**
HITT 182—Feelingful rendition of solema rockaballad with pounding beat. (Wilks, BMI)

★ **Made in the Shade**
Raucous rockabilly ditty is wrapped up in exuberant vocal with so-so results. (Wilks, BMI)

FLO BENNETT
★★ **You Turned the Tables on Me**
GUILD 1901—The pretty oldie, chanted

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Every astute businessman knows this. He wouldn't consider for a minute attempting to do his job without having all his tools at his disposal. And his tools are comprised of information. Complete information. Sound information. Timely information.

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facts, for new ideas and methods, for new products he can put to work. And—because he finds so much that's useful in the advertising pages—he reads them with the same concentration he devotes to the editorial pages.

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WHERE THERE'S ENTERTAINMENT BUSINESS THERE'S

The Billboard

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

stylishly to a restrained, bouncy backing. (Movietone, ASCAP)

★ Laugh at Me
Slow tempo ballad, with a minor strain in the melody line. Not for the commercial market. (RMS, ASCAP)

TOMMY GALINDO
★ ★ ★ Everybody Rock the Cha Cha
ORO 1—Catchy instrumental backing with solid sax work on bridge gives this side spin appeal. Okay vocal by Galindo. (Esto, BMI)

★ Roll Back the Rug
Routine rocker. (Esto, BMI)

BONNIE GRAHAM—"FATS" GAINES
★ ★ Who Dat?
CHRISTY 104—Amusing novelty-rhythm side with some funny duo-dialog between chick and her boy friend. A dual market entry. (Rambolt, BMI)

BONNIE GRAHAM
★ Prove You Love Me Baby
Routine rocker. (Rambolt, BMI)

THE MONTEREYS
★ ★ The American Teens
EAST WEST 121—The Montereys come thru with a fair reading of a saga about the American teen-ager. (Progressive, BMI)

★ I'll Love You Again
Rockaballad is sung without much feeling by the Montereys. (Progressive, BMI)

THE TUNE CRYERS
★ ★ Bonita Muchacha
DISC-CO 1001—The Tune Cryers sell this cha cha effort with gusto. (Fredrick, BMI)

★ That Lucky Old Sun
So-so reading of the standard by the Tune Cryers. (Robbins, ASCAP)

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

ROD BARTON: Fourteen Carat Fool/Bank of Memories—Wanderlust 2011
JACK BUTLER: An Old Wolf Whistle/The Real Thing Has Come Along—Decoy 7105
THE DEL RAYS: The One I Adore/My Darling—Warner Bros. 5022
★ "TALKING" **TOM EDWARDS:** Dear Mom and Dad/Girls and Music—Coral 62067
TOMMY GALINDO: The Moon Goon/Gummy Rock & Roll—Oro 2
THE IDEALS: Ivy League Love/Don't Be a Baby—Decca 30800
THE LEED TWINS: Rock 'n' Roll and Pizza Pie/Please Mr. Barber—Flame 110
BIDNEY & THE CHIMPS: Madrug Rock/Blah—Faro 586
THE TWILIGHTERS: Let There Be Love/Money Talks—Cholly 712

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ACCOMMODATIONS...light, spacious rooms and suites...refurnished throughout...delightfully air conditioned...TV and Radio too!

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Rhythm & Blues

★ ★ ★

EDDIE (LOCKJAW) DAVIS
★ ★ ★ Eddie's Function
KING 5164—Solid instrumental treatment of catchy rhythm item with fine organ solo work. Good juke wax. (Jay & Cee, BMI)

★ ★ ★ Scotty Boo
Same comment. (Jay & Cee, BMI)

ARTHUR GUNTER
★ ★ ★ Crazy Me
EXCELLO 2147—Blues-ballad is done in gutbucket fashion by Gunter. He has a down home side that should attract coin in pop and r.&b. markets. (Excellorec, BMI)

★ ★ ★ Don't Leave Me Now
Cat has found a chick that he really digs, and he doesn't want her to leave him. The tune is in the mild, rocker groove. Flip appears a bit more potent. (Excellorec, BMI)

★ ★

RAY LIBERTO
★ ★ Calling Margie
TNT 156—Liberto starts the side, placing a long distance call from a pool room to his gal Margie. It's a novelty type that can create some interest. (TNT, BMI)

★ ★ Wicked, Wicked Woman
Rocker has a Latin flavor. The artist gives it a fair belt. (TNT, BMI)

JESSE AND BUZZY
★ ★ Goin' Back to Orleans
SAVOY 1556—Real swamp sound by the cats on this blues. Side can move in Southern marts. Fine down-home sound features a harmonica in the backing. (Crossroads, BMI)

★ ★ Without Your Love
Slow, pounding blues-like ballad is done with plenty of feeling. Earthy side could go as well as the flip. (Crossroads, BMI)

Country & Western

★ ★ ★

STANLEY BROTHERS
★ ★ ★ Love Me Darling Just Tonight
KING 5165—Deejays looking for the legit country sound have it here. A solid vocal and instrumental effort by this standard act. (Lois, BMI)

★ ★ ★ Midnight Ramble
Instrumental, and a terrific example of great country pickin' and fiddlin'. Deejays cannot overlook this for c.&w. programming. Give it a pick. (Lois, BMI)

BILL MONROE & HIS BLUE GRASS BOYS
★ ★ ★ Gotta Travel On
DECCA 30809—Tune is currently big for Billy Grammer as a pop disk. Monroe gives it a high-voiced, traditional-type reading. It should move in this market. (Sanga, BMI)

★ ★ ★ No One But My Darlin'
Moderate-paced Joe-down is given a stirring hill treatment by the cat. Potential appears similar to flip. (Copar, BMI)

JIM & JESSE
★ ★ ★ Hard Hearted
STARDAY 412—Authentic country. Lyric is a weeper, sung very well to accompaniment of strings and fiddles. Merits exposure. (Starday, BMI)

★ ★ Pardon Me
Another country side with authentic string backing. Good, but not quite up to the flip. (Starday, BMI)

THE COUNTRY GENTLEMEN
★ ★ ★ Rollin' Stone
STARDAY 415—Lyric tells a story: 10 years since she left him, and he's now a rolling stone. Performance has the true hill sound, with typical harmonies and authentic string backing. Strong country fare. (Starday, BMI)

★ ★ The Devil's Own
Uncommon country wax. The chanter tells of his luck to have this chick, but the melody has an undercurrent of sadness, as in folk material. (Starday, BMI)

RONALD MANSFIELD
★ ★ ★ Life Sure Changes
WINSTON 1028—He has realized that his old girl friend is not nearly as wonderful as his new one, is the theme of listenable country tune. Mansfield sings it well and it can get some coin. (Willet, BMI)

★ ★ The Ring Mother Wore
Traditional country-styled song about the wedding ring passed on from mother to daughter-in-law, is sung with feeling by Mansfield. (Willet, BMI)

★ ★

BENNIE HESS
★ ★ Life's Meditations
MAJOR 1006—Traditional-styled, philosophical c.&w. ballad is nicely treated by Hess. It can appeal in country marts. (Grandwealth, BMI)

★ ★ Walking That Last Mile
Hess renders a sad, sad tale about an unjustly condemned man. Also for lovers of traditional fare. (Grandwealth, BMI)

JACK NEWMAN
★ ★ After Night Falls
TNT 160—Plaintive warbling on tender country ballad. (TNT, BMI)

★ ★ Sirens in the Distance
Okay vocal stint on appealing country ditty. (TNT, BMI)

WALLY BLACK
★ ★ She's Comin' Home
TOPPA 1002—Black comes thru with a fair reading of a country effort, over traditional country backing. (Mixer, BMI)

★ ★ It's Time to Go Home
Hess performs this novelty effort neatly and it has a chance for spins among country jocks. (Durf, BMI)

NEIL SWANSON
★ ★ Company's Comin'
ACE 125—Swanson sells this traditionally

country effort in okay fashion. (Barton, BMI)

★ ★ Love Sick Blues
On this side the chanter comes thru with a pleasant reading of a sad love story. (Mills, ASCAP)

JERRY SMITH
★ ★ I Don't Care What They Say
WARRIOR 505—Catchy folk-flavored theme warbled by Smith and group in pleasing fashion. (Tex-San, BMI)

★ ★ I Couldn't Win Your Love
Plaintive reading of wistful weeper. (Tex-San, BMI)

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Our Sincere Appreciation

and heartfelt wish that 1959 brings to you and yours health, happiness and prosperity.

P.S.—If you haven't shopped Redisco, make it a New Year's Resolution to do so soon.

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UNITED ARTISTS
#154

published by
Sea Lark Ent. (BMI)



UNITED ARTISTS RECORDS, 729 Seventh Ave., New York, N. Y.

SLA Entertains 250 At Christmas Annual

Children Get Food, Clothes, Toys At Chicago Event; See Vaude Show

CHICAGO — About 250 underprivileged children were entertained Sunday (14) when the Showman's League of America gave its 14th annual Christmas party at the Bernard Shaw Room of the Hotel Sherman.

The youngsters, coming from community centers and churches, were given clothes, toys and candy. Each child received two large bags of gifts.

Frank Barnes Named Manager Of Del Mar Fair

DEL MAR, Calif.—Franklin L. Barnes, 59, a director of the Southern California Exposition and County Fair here, has been appointed to succeed Paul T. Mannen as manager subject to approval by the Division of Fairs & Expositions and the Department of finance, State of California.

Barnes' appointment was made during a special meeting held here last week (15) to study applications. Mannen had already announced his intentions to leave the manager's post following the 1959 fair.

Harry Frame, fair board president, said he feels Barnes is highly qualified for the post. He has been a director since 1946; was vice-president in 1949-'50 and president in 1951-'52.

Barnes has been a member for several years of the building and grounds committee which works closely with the Del Mar Turf Club in considering building additions and ground improvements.

Barnes has lived with his family in Julian, where they own the Mazanita Apple Ranch, for a number of years. He is president of the San Diego County Farmers, Inc., a member of the San Diego County Farm Bureau, the agricultural committee of the San Diego Chamber of Commerce and California Association of Soil Conservation Districts, and a director of the California Apple Growers Association and the California Bartlett Pear Advisory Board.

Mannen plans to enter private industry when he leaves his post at the fair.

Experts Stress Photos To Publicize Fairs

CHICAGO—The importance of photographs in publicizing fairs was stressed by a panel of experts at the meeting of the International Association of Fairs & Expositions.

The panel, which was formulated by L. Doc Cassidy, former publicity and special events man at the Kentucky State Fair, included Charles Kenyon, J. Walter Thompson ad agency; Ray Speer, Minnesota State Fair; Maury Falsteen, Chicago Sun-Times, and three representatives of the Eastman Kodak

A one-hour vaudeville show was given, with member Dick Ware as emcee. Wimpey the clown worked come-in, unicycle and table rock. Joan Ross and Company did sharpshooting and whip cracking. Chuck and Jack Zemater brought the Aristocrats Accordion Band from their Hollywood Conservatory of Music, and this group also included children in can-can and ballet dance numbers. A troupe of three acrobats completed the program.

Les Lear took the part of Santa Claus and led choral singing.

Chairmen of the party committee were Jack Duffield and Sol Wasserman. Members of the League were assisted by members of the Caravans and the Ladies' Auxiliary.

The children received ice cream, cake and milk before returning to their homes on chartered buses.

Sweeney Tightens County Fair Loop

DES MOINES — National Speedways, Inc., will have a smaller but more compact circuit of automobile races at Midwestern county fairs during the coming year, according to Al Sweeney, NSI president, who huddled with his top employees here last week.

The Chicago speed director met with Bill Clark, NSI publicity director, and Gene Van Winkle, circuit manager, to discuss ways to meet the increased costs of operation for the coming year.

Six county fair dates and two smaller still dates have been dropped from the list of 1958, according to Sweeney.

"Automobile races, as we know them, have priced themselves out of the county fair class. The cost of every other commodity has been raised since the war except the admission prices and capacity at county fairs. Our fair season will be two weeks shorter next year, and by eliminating double dates, long hauls and overlapping of manpower, we hope to give our owners and drivers a solid route of race dates where they can net more money," Sweeney pointed out.

National Speedways inked contracts for auto racing at Lee County Fair, Donnellson; North Iowa Fair, Mason City; Fayette County Fair, West Union; Kossuth County Fair, Algona; Southern

Company, Betty Wolcott, William Stapleton and F. Eugene Thompson.

Cassidy related the results of a survey he conducted with several hundred newspaper readers in which most of them said that when they read a newspaper they read its headlines first, pictures second and the rest follows. The veteran publicity man said that he is thoroughly convinced that photos are of the utmost importance and are the

(Continued on page 45)

START JAN. 1

Changes in Gate Tax Outlined

WASHINGTON — Internal Revenue Service last week (12) outlined the changes in the federal admission tax law which go into effect January 1, 1959.

On that date, there will be no tax on the first \$1 charged for admission. Tax rate on general admissions will continue to be 1 cent for each 10 cents or major fraction, above \$1. For example, the taxable portion of a single admission charge of \$1.20 will be 20 cents, and the tax will be 2 cents.

Under present law, the first 90 cents is tax exempt, but the full amount is taxed if the admission charge exceeds 90 cents.

New exemption rules will apply only to amounts paid after December 31, 1958. The date of the event for which admission is paid is immaterial.

Iowa Fair, Oskaloosa, and Crawford County Fair, Denison, during the Iowa Fair Managers' convention here. All are repeat dates.

Sweeney also announced that he had purchased a portable lighting plant from the estate of the late Charles F. Connolly and that he would continue to service the Midwestern fairs that formerly contracted with the veteran Eastern lighting expert.

Al and Berenice Sweeney plan to make two more conventions before heading for Tampa, where they will open the 1959 championship racing season with four days of IMCA sanctioned speedway-type racing at Florida State Fair.

Hinkle Joins In Rodeo Plan

GAFFNEY, S. C.—Milt Hinkle, veteran cowboy and rodeo producer, is allied now with R. L. Kerr and Glenn C. Moose, North Carolinians, in the operation of K-Bar-M Ranch and they plan to field a rodeo next spring.

The ranch has 1,700 acres, Hinkle said, and 85 saddle horses. On a recent Sunday they had 216 people come out for horseback riding. A rodeo arena on the ranch seats 1,500.

Early in 1959, Hinkle stated, he and Kerr will go to the Southwest to buy more stock with a view to using it in the rodeos they plan. Hinkle is acting as agent to contract rodeo dates. He said they are scheduled to open their season at the new Greenville, S. C., Coliseum, February 19-21.

Woodcock Elephants Filmed for Television

NORCO, Calif. — Woodcock's Elephants were filmed here recently for television on the program, "You Asked For It." Bill and Babe Woodcock work the elephants in their barbershop skit. The film may be aired on December 28.

Clarence J. Latscha, Adv. Dir., Retires

Served The Billboard 39 Years; Sees Bright Outlook for Outdoor Business

CINCINNATI — A career spanning more than 39 years in the advertising department of The Billboard Publishing Company's Cincinnati office draws to a close at the end of this month for Clarence J. Latscha, advertising director.

At that time Latscha, who on October 19 became 65 years old, retirement age for employees of The Billboard, writes finis to a term of employment that witnessed his rise from the job of assistant to

the advertising manager to his present position.

Latscha joined The Billboard in August, 1919, as assistant to the late Cash Williams, then advertising manager. Prior to that time he had served 21 months with the Army during World War I, including a 12-month tour of duty in France and Germany. Earlier he had been a salesman for the Krolog Music Publishing Company of Cincinnati.

Highly Respected

Approximately 12 years later, upon the resignation of Williams, Latscha was named The Billboard's advertising manager, a position he held until 1949, when he was named advertising director.

He is well known and highly regarded by advertising executives, especially those handling accounts for firms advertising in The Billboard's outdoor division.

With his co-workers in Cincinnati, who honored him with a testimonial dinner Monday (15) at the local Cuvier Press Club, he has the reputation of being the company's best sales letter writer and a man with great initiative and a great capacity for work. No less a virtue to his associates is his meticulousness in office administration to insure maximum functional efficiency.

On the eve of his departure Latscha looks back at developments in the outdoor amusement industry and at The Billboard as reflections of inevitable changes that came with the economic growth of the country and the development of its population into a more mature and sophisticated society.

Predicts Growth of Fairs

The future of outdoor amusement enterprises, he says, continues to be bright. He feels this is so

(Continued on page 44)



CLARENCE J. LATSCHA

Spokane Arena Doubles Net, 'Opry' Assists

SPOKANE—Spokane Coliseum has been having good results with "Grand Ole Opry" shows and now plans to schedule one each month, Manager Benjamin C. Moore announced.

He said the October 19 show drew 7,600 paid, while on December 7 the show had 5,000 paid in a snow storm. Policy is to bring in several leading personalities in each unit to widen the scope of interest.

The December show was after an afternoon appearance of the Harlem Globetrotters drew 3,500 persons.

Moore said the Coliseum business picked up in the final quarter of 1958, doubling the net revenue over the same period of 1957.

Windsor-Detroit Freedom Festival Plans Shape Up

DETROIT—The projected international celebration for Detroit and Windsor, Ont., across the river, is taking shape under the name of Freedom Festival and is now scheduled to last a full week, opening June 28. Carl Johnson, assistant to the president of Parke, Davis & Company, pharmaceutical manufacturer, has been named general chairman by Mayor Louis C. Miriani of Detroit.

Two major patriotic festivals are included, Canadian Dominion Day on July 1 and Independence Day on July 4. The opening theme will be a "freedom of religion" observance for the first Sunday.

SEC Curbs Eastern Stock Offer

WASHINGTON — The Securities and Exchange Commission has temporarily suspended the Regulation A exemption, granted to Sports Arenas, Great Neck, N. Y.

That exemption had allowed Sports Arenas, organized to construct and operate a chain of bowling alleys, skating arenas, kiddie parks and other amusements in large Eastern metropolitan areas, to sell up to \$300,000 in stock, without filing formally with the SEC. Company merely filed an offering circular and letter of notification that it would sell stock, with an SEC regional office.

The Commission said terms and conditions for the stock offering "were not complied with; that the company's offering circular and sales material used in the offering and sale of its shares were false and misleading in respect of material facts; and that the stock offering is being made and would be in violation of Section 17 (the anti-fraud provision) of the Securities Act."

Sports Arenas filed its notification with SEC in September, 1957.

(Continued on page 44)

Boston Hall Comes Down

BOSTON—A two and one-half ton ball at the end of a 100-foot crane began this week thudding into the shell of what at the turn of the century was one of the nation's grandest public halls. This was the closing chapter in the history of the Mechanics Building which is being razed to make way for the Radio City-like structure to be erected by the Prudential Insurance Company of America.

The Prudential project will include a 52-story tower building, six apartment houses, shops, plazas and a skating rink as well as a \$12 million municipal auditorium. A start will be made on the center January 8, 1959.

Even when the auditorium is built it will be impossible to hold such shows as the New England Sportsmen's Show which has been held each Spring in the structure. No one knows where it will be held next year, and it is doubted that it can find suitable quarters anywhere in the area. The Spring Flower Show will use two halls, Symphony and Horticultural Halls which are located across the street from each other.

Only other auditorium of a size coming anywhere near the Mechanics Building is the Commonwealth Armory where General Motors held its Motorama. It could be used for some exhibitions but is incapable of accommodating such a show as the Sportsmen's Show.

Kerrville, Tex., Sets Arena Voting

KERRVILLE, Texas — City Council has called a \$200,000 civic auditorium bond election. The vote also will include a separate \$15,000 bond issue for improvements to the Louise Hays Park.

The drive for a civic auditorium was stimulated several weeks ago by the Kerr County War Memorial Committee, headed by W. G. Garrett Jr. The committee offered the city a site and \$35,000 cash if the bond issue passes. There would be 300 feet of frontage on Main Street, for the building.

The proposed auditorium would be 182 by 105 feet with 20 foot wings on each side. The roof, of geodesic design, would be of aluminum.

The interior has been designed with 530 removable seats in a center section, which can be used for banquets, and 800 fixed seats on an incline.

TRADE SHOW FIRMS

Exhibit Producers Re-Elect H. G. Stief

MIAMI BEACH — Harry G. Stief, president of the firm bearing his name, has been unanimously re-elected president of the Exhibit Producers and Designers Association. The fourth annual convention was held at Miami Beach, December 4-8, in the Fountainebleu Hotel.

Membership certificates were presented to the 31 member companies enrolled since last January, and the new Pacific Coast chapter was given a charter. Fifth chapter organized by the association, it includes California, Washington, Oregon and Alaska.

A number of associate members servicing the industry provided displays. Addresses were made by Lee Howard of Lee Howard Advertising, H. H. Lowry, president of the Exhibitors Advisory Council, Robert Kenworth of Exposition Management, and Councilman

Richards of the city of Miami Beach. There were panel discussions on transportation expediting, sales methods and procedures, and problems and solutions of the exhibit industry.

A full slate of officers was elected with President Stief, who called for further expansion of the association. It is composed of firms thruout the nation who are engaged in designing, building and installation of exhibits, displays, exposition models and dioramas.

Directors to Meet

Directors meetings were scheduled as follows. February 6-7 in Cleveland, April 10-11 in San Francisco, September 11-12 in New York, and December 4-5 in Chicago. Most recent meeting was in Philadelphia, September 20-21.

The 1959 convention was approved to be held in the Edgewater Beach Hotel, Chicago, December 3-7.

Other officers are, vice-president, Clarence Murphy, Novelart Displays of San Francisco; secretary, Fred Kitzing of Kitzing Studio, Chicago; treasurer, Peter Corn of The Displayers, New York.

Directors are Harold Averick, Design Built Studios of Long Island City, N. Y., Robert Barry, Lewis Barry of Philadelphia; Walter Hartwig, Hartwig Displays of Chicago; Leon Manne, Mannercraft Exhibitors of Miami; Clifford McKay, Ohio Displays of Cleveland; Cal Sathre, Displaymasters of Minneapolis; Fred Tabery, Tabery Corporation of Los Angeles, Norman Fisher Hadley of Buffalo, N. Y., was re-elected an ex-officio member of the board. He is immediate past-president.

It was pointed out that within 12 months 50,000 copies of the EPDA's publication, "Quick Hints to Help You Get Good Results in the Trade Show" had been disseminated. Raymond J. Walter, of New York, was renamed executive secretary.

Brandon Arena Seating Reduced By City's Action

BRANDON, Man.—If capacity restrictions placed on the Wheat City Arena by Brandon's city council are not removed by next spring, the winter fair could be forced out of operation, according to P. A. McPhail, manager of the Manitoba Winter Fair.

City council recently decided to limit the capacity of the 4,545-seat arena to 3,600. The move came after the office of the provincial fire commissioner advised that more than 3,600 persons could not be safely seated in the building until fire exits were improved.

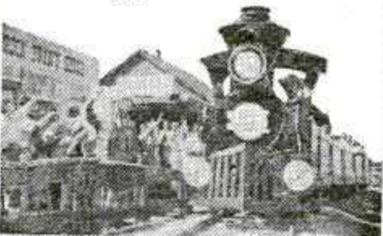
Council imposed the restriction and at the same time decided to investigate the cost of widening the arena aisles and exits, a move which would restore the building's seating capacity to about 4,350.

Cost of widening aisles and exits would run to approximately \$4,000, said F. C. Courtice, arena manager.

McPhail said winter fair directors were quite concerned about the capacity restrictions and that they had come as a complete surprise.

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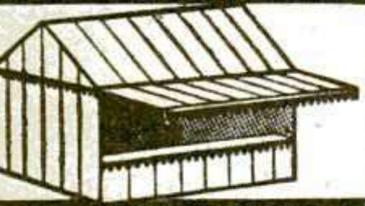
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Circus Routes

Davis, L., Productions: Rainier, Ore., 24.

Legitimate Shows

Beryozka Russian Folk Ballet: Los Angeles, Calif., 23-27; San Francisco 30-Jan. 4; St. Louis, Mo., 7-8; Chicago, Ill., 9-15.

Ice Shows

Holiday on Ice of 1959: Des Moines, Ia., 25-30; Rock Island, Ill., 31-Jan. 6.

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Ice Capades, 18th Edition: Spokane, Wash., 25-31; Seattle Jan. 2-11.

Ice Capades, 19th Edition: Boston, Mass., 26-Jan. 11.

Shipstads & Johnson's Ice Follies of 1959: Philadelphia, Pa., 25-Jan. 11.

Miscellaneous

Burke's Wild Cargo: St. Petersburg, Fla., 22-24.

Doss, Buster, Variety Show: Jackson, Miss., 22; Camden, Ark., 23.

Matchstick City: Tampa, Fla., 22-Jan. 3.

SEC Curbs Offers

• Continued from page 42

It proposed the public offering of 240,000 shares of common stock at \$1.25 per share. Offering circular named James Anthony Securities Corporation, of New York, and Mac Robbins & Company, Jersey City, N. J., as underwriters.

Commission's order asserts that the company failed to disclose all promoters, controlling persons and affiliates; that the aggregate public offering price of the securities and aggregate gross proceeds received from the sale of securities to the public exceeded the \$300,000 limitation prescribed in Regulation A. Order further asserts that the offering circular was not used in the offering of the shares to the public, and certain sales material used which was not filed with the Commission.

The SEC says there was a failure to disclose that the shares would be offered at \$1.25 per share by the underwriters to a limited group of persons, who in turn would resell the shares to the underwriters at higher prices for redistribution by them to the public at still higher prices. There was failure, too, to name and disclose the background of all promoters and affiliates of Sports Arenas; and false and misleading statements were made with respect to construction contracts, earning, experience of management, territorial franchises, stockholders' equity, outstanding debt and stock dividends.

Sports Arenas has the right to request a hearing within 30 days. If the hearing is not requested, the Commission's order prohibiting sale of stock under the exemption from federal registration, will become permanent automatically.

Latscha Retires

• Continued from page 42

because the population of today has more leisure time and more money than it ever had before. People with leisure time are bound to spend more money on amusements, he says, and predicts that all facets of the outdoor amusement industry will get their shares of the amusement dollar if they put forth efforts to properly cultivate the field.

He is particularly optimistic about today's fairs, pointing to their tremendous growth in the past 15 years. Executives of big and small fairs alike, he indicates, are today channelling their thoughts, money and energies into projects designed to lure a larger segment of the population thru their gates. This encompasses plant, traditional agricultural fair programming, and amusements. Such efforts, Latscha predicts, are bound to produce greater prosperity for fairs and the show business fields which cater to them.

Latscha has announced no plans for the future except to say that he expects to take a long rest at his suburban College Hill home where he lives with his wife, Irene. A married son, Walter, is operations analyst for the Hotel New Yorker, New York.

THE FINAL CURTAIN

BERGES—E. Harold, 65, Evansville, Ind., circus fan and Shrine circus leader, at Evansville December 12. Survivors include his widow, a daughter and two brothers.

DEARTH—Charles Eugene, veteran stage manager at the Warner Theater, Memphis, December 14, following a heart attack. He had been with Warners for 30 years and was stage manager at Loew's Palace, Ellis Auditorium and the old Orpheum years during the vaudeville era. As a young man, he traveled with Sells-Floto Circus as a clown. He was a Shriner, a Mason, a member of Scottish Rite and the Moose. Surviving are his widow and a sister. Burial in Calvary Cemetery, Memphis.

DORSEY—George P., 67, former legal adjuster for the Hagenbeck-Wallace Circus and for a number of years operator, with his brother, of Dorsey Bros. Circus, December 14, in Mercer Hospital, Trenton, N. J. He was a veteran of World War I. Survived by his widow, Lillian. Services December 18 and burial in National Cemetery, Beverly, N. J.

ELLIOTT—A. Len, a former director of Saskatoon (Sask.) Exhibition, in Hamilton, Ont., December 4.

FOSTER—Paul Whitney 65, former newspaperman, State legislator and town official, December 11, at Great Barrington, Mass. He was with the former Housatonic Agricultural Society, predecessor organization to the Great Barrington Fair. In addition, he served as president of the Massachusetts Fair Association and was a director of the Eastern States Exposition.

FRENZEL—M. E. (Frenchy), 60, veteran outdoor showman, November 23 in Houston. He had been with the D. D. Murphy, Oscar Bloom's Gold Medal and in recent years the Olson shows. He was a member of the Showmen's League of America and the Greater Tampa Showmen's Association. Interment in Showmen's Rest, Woodlawn Cemetery, Tampa.

JONAH—Charles, 71, a director of the Regina (Sask.) Exhibition Association and a member of the fair's machinery committee from 1951 to 1957, December 7 in Regina. He had been an honorary director for the past year. Survived by his wife, two sons and one daughter.

KEAWE—Charles Auhia, 64, known professionally as Hawaiian Charlie, November 25 in Homestead (Pa.) Hospital following a stroke. The son of a Hawaiian mother and a Mohawk Indian father, he was a well-known Hawaiian entertainer, having worked on a number of circuses and carnivals, including the Dodson World's Fair Shows. He served in the Navy during World War I. Survived by his widow, Grace, and a sister, Josephine Mann Haina, who at last report lived in Poaulo, Hawaii. Burial November 28 in Homestead Cemetery.

MANTOVANI—Elisa, 86, former circus aerialist, at a home of aged circus performers in Florence, Italy, recently. She had toured the U. S.

WOMBLE—John Carl, 58, rancher and cattleman at Nocona, Tex., on December 2. He was a member of the Rodeo Cowboys Association and had been a timekeeper in rodeos all over the Southwest.

ZUROWSKI—Leon R., 76, director of Southey (Sask.) Agricultural Society from its beginning, at Southey recently. He was also prominent as an exhibitor of Belgian horses at Saskatchewan fairs. Survived by his widow, two sons and five daughters.

MARRIAGES

NOLAN—McKIBBEN— James (Pin Store) Nolan, concession owner and manager on the G&B Shows, and Mary McKibben, night club and hotel owner of Charleston, W. Va., December 11 in Charleston.

BIRTHS

DIXON— A son to Mr. and Mrs. Claude C. Dixon in Lebanon, Ind. Mother is the daughter of Mr. and Mrs. William Bernauer, fair concessionaires.

HOLLENBECK— A son October 14 to Mr. and Mrs. H. C. (Tex) Hollenbeck in Burley, Idaho. Parents have been with carnivals since 1954.

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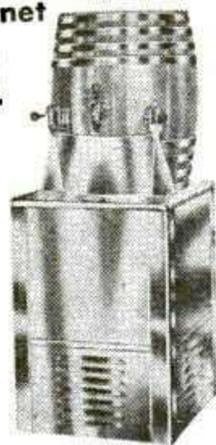
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CINCINNATI—"Nothing that has occurred in roller skating in the past two years pleased me as much as the roller skating segments in the Thanksgiving Day parades in New York and Detroit," writes C. V. (Cap) Sefferino, manager of Price Hill Roller Rink here.

"Both shows were great co-operative efforts and I would like to laud the men who sponsored the New York and Texas contingents in the New York Macy procession, and the Michigan chapter of the Roller Skating Rink Operators of America, which financed the Detroit show. The latter promotion showed class and gave roller skating the background it deserves.

"The Texas effort, I understand, was a co-operative venture financed by O. L. Tillinghast and members of the Texas RSROA chapter. It appears to me that these Texans put a lot of thought into the venture and had the courage to carry their ideas thru to completion.

The State and national publicity received by roller skating thru the promotions will certainly be reflected in better business for Texas, New York and Michigan operators, as well as boost box-office receipts for rinks in other parts of the country. All rink men should be grateful to the various sponsors for their efforts in showing us the way to co-operative creativeness.

"As far as the Miami queen contest is concerned, it certainly served an excellent purpose in being the basis for the above-mentioned promotions, and both the Manufacturers' Association of the Roller Skating Industry and the Pepsi-Cola Company are to be congratulated for their participation in these efforts. I feel that the time and money spent in creating and sending a contestant to the event by our rink will more than pay for itself in future business we are

certain to receive as a result of newspaper publicity and the televising of the parades.

"There was one element of the Miami affair that disturbed me. That was the carelessness of attire of most operators and manufacturers present. Overly casual attire may be the custom in Miami. However, I am of the opinion that if we are to impress the nation's newspaper readers especially since publicity photos are involved, we of the industry should set an example by dressing for the occasion. Certainly Jack Coopersmith, Max Hyde and Milt Aranson did their best to uphold the dignity of the profession. Pictures of them in the Rinksider showed that they were dressed in good taste. It might be well for our industry men to remember that we have outgrown the reputation the trade once had.

"In speaking of Coopersmith, his generosity in offering to finance a college education for all girls who failed to win the crown should not go unnoticed by anyone even remotely connected with the industry. It was a noble gesture and I wish there were more Coopersmiths in our trade."

Parent-Kid Benefit Clicks For Philly's Harrogate . . .

PHILADELPHIA — A roller skating party for children and parents was staged recently at Harrogate Rink here. The event was sponsored by Immanuel Lutheran Church for the benefit of Boy Scout Cub Pack 160, and was described by the rink management as one of the most effective and most successful promotions ever staged there. The rink management reported that many adults, as a result of the party, have become regular rink patrons.

800G Plyland Icery Debuts in Detroit . . .

DETROIT—Playland Ice Rink, claimed as the largest year-round indoor rink in the country, opened December 15. It will be operated as a semi-private club, with some 1,600 members now enrolled. Construction cost was \$800,000, with two rinks available—201 by 86 feet and 72 by 52 feet.

Heading the operating company are Saul Kalt, Irving Kessler and Ben Shackett. Head professional is Alice Quessy, formerly of "Ice Follies."

Experts Stress

• Continued from page 42

most valuable advertising and publicity a fair can achieve.

Stapleton, veteran magazine editor, suggested that the fairs plan picture features for magazines well ahead of the fair. A gimmick should be included and some six or seven photos—usually with people in the shots.

Falsteen described how his newspaper handled photos and demonstrated this with details on The Sun-Times' coverage of the Chicago school fire tragedy which had occurred less than 24 hours before the meeting. Falsteen stressed that human interest was the one big thing photo editors seek.

Miss Wolcott suggested that fairs should promote amateur snapshot taking at their events, pointing out that a fair has hundreds of ideal backgrounds and the photos will be shown and talked about for years after, resulting in publicity for the fair. Also suggested was recruiting a local photo editor to ex-

Willow Grove Sold; Owners Plan Additions

PHILADELPHIA—Four brothers who are developing an adjacent shopping center have purchased Willow Grove Park here. They are Moe H., Dr. Samuel, Max and Perch Hankin, who acquired the park from Herman Cohen, Baltimore industrialist, who also heads the group that owns Pimlico race track.

Moe Hankin revealed plans to improve Willow Grove facilities. Additions are to include a bowling alley, ice skating rink and drive-in theater, with a swimming pool a possibility.

A tunnel under Moreland Road may be built to link the park and shopping center. The miniature train route will be extended to reach the shopping center. The northern part of the park will be used for expansion of the shopping area, with more stores and parking space. This will not affect the present park area since the land involved is now in grass and trees.

The new owners revealed they were unsuccessful bidders in 1954 when Cohen's group acquired it from the transit authority. The park was opened in 1895 as a project of a trolley company.

The Hankin brothers also operate several motels.

Carpenter Takes New Ride Orders, Adds to Plant

OMAHA—James Carpenter has returned here from the outdoor show conventions in Chicago with firm orders for seven of his new ride units and prospects for further heavy ordering.

He displayed the Kiddie Karousel and Power-Mij Speedway Racers. Production facilities are being expanded to fill demand anticipated before spring, he said.

Kid Spot Has Coin Device For Golf Range; Adding Rides

NEW YORK — Kiddie City has a new coin device in use at its golf driving range, acquired adjacent to the park last January. Dave Simon, partner in the operation and widely known coin machine personality, intends to market the device next year.

A couple of additions are being contemplated for 1959, manager Bob Black notes. One is a Satellite Jet and the other a German multi-body Merry-Go-Round. Already on order from Philadelphia Toboggan Company is that firm's Crazy Cups unit.

The park, on Northern Boulevard in the Douglaston section of Queens, had a fair season in 1958 considering poor weather conditions. In recent weeks three promising week-ends have been lost to snow.

Cash control is the thought be-

hind the golf device. Each tee is separated by a partition comprised of a metal ball hopper and dispenser, adjustable for the number of balls to be vended, for a 50-cent piece. Upon the coin being deposited, the balls feed down and are picked up and teed up manually by the player. Eliminated is the process of purchasing a bucket of balls from a central point, as the hoppers have a 2,000-ball capacity.

Black said the hoppers, filled at the beginning of the day, hold plenty for a day's operation but can be refilled easily by dumping balls in. The 2,000 balls will take care of 50 players. The units are metered to keep a close check on revenue.

Ride prices at the park are 15 cents for kiddie rides and 12 for \$1, and 15 cents also for major rides, seven for \$1. Two rides, the Roto-Jet and Skooter, are priced at a quarter.

DISNEY ADDING 3 NEW DEVICES

Expansion to Include Monorail, Mountain Bobsleds, Submarines

ANAHEIM, Calif.—A \$5,000,000 expansion plan for Disneyland that will include a monorail rapid transit system, a submarine ride and a miniature Matterhorn was announced here by Walt Disney, creator of the modern fun zone. The new features will be completed and in operation by next June.

Disney said that he got the idea for the Matterhorn on a recent Swiss vacation. The miniature mountain will be a scale model of the actual mountain. It will rise 146 feet above Disneyland, twice the height of the Fantasyland castle. Two bobsled runs will be in-

stalled around the slopes to a glacier lake below.

Alweg monorail test system of Cologne, Germany, engineers, designed this device, along with the Disney engineers. The device will consist of two electrically powered trains running along an elevated concrete ribbon supported by concrete pylons. Passengers will reach the station on a moving ramp.

The submarine ride was designed by Disney engineers, and artists created the underwater effect thru which eight submarines will pass. The subs will carry 40 passengers, 20 on each side. There will be portholes thru which the underwater scenes, including octopi, giant squid and even mermaids may be seen during the eight-minute ride.

Underwater scenes will be the same when viewed from either side of the submarine. The ride will be past sunken treasure, ruins of the "lost continent" of Atlantis and a submarine volcano.

In addition to these major plans, the Autopia roadway will be lengthened for the miniature sports cars, and two lakes will be created for motorboat excursions.

Bridgeport's Rent \$17,727 First Season

BRIDGEPORT, Conn. — The city of Bridgeport has received \$17,727 as its first-year payment from the concern operating Pleasure Beach Park on a lease basis, Mayor Tedesco has revealed. The mayor said Pleasure Beach Operating Company recorded gross receipts of \$253,248 during the past season.

Under the five-year contract with the company, the city receives 7 per cent of gross for the first year, 8 per cent the second, 9 per cent the third, and 10 per cent for both the fourth and fifth years.

Frank Sonshine, Pleasure vice-president and general manager, noted that the \$253,000 gross was achieved despite relatively unfavorable weather. The 1958 attendance figure was reportedly over 650,000.

Cincinnati Zoo Considers Train

CINCINNATI — Plans for a sight-seeing train that would carry customers around the grounds of the zoo here were studied at a meeting of the zoo executive committee Tuesday (2).

Powered by a gasoline engine and running on tracks, the train would start its route at the restaurant, pass the sea lion pool, Africar veldt and monkey island, and then cross a bridge over the lake.

The proposal, presented by zoo executive Gerritt J. Fredriks and based on a letter from the Cincinnati Concession Company, would guarantee the zoo a minimum of \$10,000 a year plus 30 per cent of gross receipts above that figure. Simon C. Neilsen, chairman of the zoo building and grounds committee, was assigned the task of working out details of the project.

Plans for a new service building to cost \$134,949 were also studied by trustees. The structure, containing a refrigeration plant, would make it possible for the zoo to buy large quantities of food at favorable prices.

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49'ers Unite; Drop Some Actions, Keep Judge's Suit Against North

SARASOTA, Fla.—Factions of the minority stock holders in Ringling Bros. and Barnum & Bailey Circus have reached a compromise by which they drop some law suits against each other and join in one directed at John Ringling North.

Under new agreements, Hester Ringling Sanford and her son, Stuart Lancaster, have dropped their suits against Dan Gordon Judge and Ed Kelly, officials of the Edith Conway Ringling Estate.

Lancaster and Mrs. Sanford also have dropped their suit against John Ringling North and others.

However, Dan Gordon Judge continues his parallel action against North. This action also charges mismanagement, gross neglect and misuse of funds.

A spokesman for the group said that the 49'ers (owners of 49 per cent of Ringling stock) "are completely united. Their differences are ironed out and they express confidence in Dan Gordon Judge to carry on his suit against John Ringling North."

Reason for the actions was said to be the belief that the 49'ers had

to act jointly if they were to succeed. One aim of the actions is to conserve the assets of the estate and to make renewed efforts to settle the estate. This would include the sale of extensive property around Sarasota that is held by the estate.

(There were independent reports that North, president of the circus and owner of 51 per cent of the stock, also is seeking to sell a large amount of real estate here.)

The 49'ers accord calls for the pushing of a suit charging North with failure to observe a family agreement as well as the one charging mismanagement. The family agreement was reached at the time he came into control of

the controlling interest more than 10 years ago.

The 49'ers arrangement follows a series of many meetings, most of which were in Florida.

Fort Worth Sets 16-Year Records

FORT WORTH — Final Tally shows the Fort Worth Shrine Circus played to 84,100 people and set new records for the 16-year history of the show under its present set-up. Show ran 10 days and 16 performances.

Named chairman for the 1959 show is Barney Parker.

CRISTIANI ADDS NEWARK CONTRACT

Tented Show to Play May 10-17; Auspices Name Withheld Until Later

NEWARK, N. J. — Cristiani Bros. Circus has added Newark, N. J., to the growing list of key Eastern cities in its spring route. The date was signed last week by Howard Y. Bary, associate of the circus.

Show is to be in Newark on May 10-17, which will put it in the metropolitan area just after the Clyde Beatty-Cole Bros. Circus closes at Palisades Park and about the time Ringling is winding up in New York's Madison Square Garden.

Cristiani Bros. said that it was withholding identification of the Newark auspices until time for the

promotion to start. It stated this was to "protect" the auspices.

Choice of two lots is still to be made by the show. In either case, it will offer free parking. Bary also plans to use his "50 years ago" promotion in Newark. He said a check of weather bureau records and almanacs had been made in selecting the dates involved.

Sarasota Group Plans to Lease Ringling Quarters

SARASOTA, Fla.—There were reports here last week that a group of local businessmen will lease the Ringling-Barnum circus winter quarters here and operate it as a tourist attraction.

Under the set-up, Ringling would continue to operate out of Sarasota. Its several animals now in the Pawtucket, R. I., zoo would be returned here. The buildings would be refurbished and the leasing group would operate tours of the quarters area.

As previously reported by The Billboard, Ringling will come to Sarasota for several weeks after its current stand in Mexico City.

Cristiani, Tampa Differ on Bullfight

TAMPA—There is a continuing controversy here about whether Cristiani Bros.' Circus will be able to stage the proposed bullfight January 8. The mayor of Tampa says there will be no bullfight. The Cristianis state that their plans have gone too far to be called off.

2 Show Plans Turned Down By Sarasota

SARASOTA, Fla. — Two circuses were turned down last week in their efforts to expand show activities in "the circus city."

The Clyde Beatty-Cole Bros. Circus was denied permission to expand the Texas Jim Mitchell property in order to accommodate the Clyde Beatty wild animal act during winters. The city board of adjustment turned down the show's request. The show had expected to bring the animal act in, but show quarters would remain at De Land. Operation of the present Mitchell farm is not affected.

Similarly, Cristiani Bros.' Circus was denied permission to establish a winter quarters near the Sarasota-Brandenton Airport. The rejection came from the Airport Authority. The circus had sought to lease land from the authority on which to build an elaborate circus headquarters.

Tom Packs Show Leaves for Cuba

WEST PALM BEACH, Fla.—Tom Packs Circus sailed from here on the S.S. Grand Haven Saturday (13). Personnel was following by plane. On the ship were a Tom Packs semi-trailer, Wallenda's truck, a semi-trailer for a lion act, another for a bear act and a truck for a greyhound act. Aboard in a box car were four horses, three small elephants, two camels, two llamas and a zebra.

UNDER THE MARQUEE

Barbette is working on the staff of Saratoga Films unit that is making a movie, "The Big Circus."

Visiting the Polack show at Springfield, Ill., were Lorraine Valentine, China and Dorothy Durbin, Ray and Dorita Konyot Humphreys, Rudy Docky, Peggy MacDonald's sister, Billy; Art Concello and Ed Raycraft.

A former Ringling elephant, Judy, was donated to the Chapultepec Zoo near Mexico City last summer, but she stampeded while being unloaded and after doing considerable property damage had to be shot. Now, reports the AP, several spots in the neighborhood have been named for her. There is a Judy Bakery, Judy Grocery and Judy Service Station. Overall used by the gas station men have a picture of the bull on them.

Clown Joe Coyle, who works the Mandel Bros. toyland at Chicago each winter, recently was visiting each of the injured victims of the recent school fire in Chicago. A member of the Mandel firm accompanied him.

Albert Spiller and his three-seal act are touring the South with the All-American Indoor Circus. Bill Brickel and his clown and dog acts left All-American to play the Packs show in Cuba, after which he will rejoin All-American. Byron and Thelma Gosh, who own the All-American show, visited the Tommy Scotts at Tooca, Ga. The circus will take a three-week vacation for the holidays.

Roscoe Armstrong Jr., reports that he and his father are framing a new comedy car act. . . . Sunny Jim Snell is in Sarasota after making the Tom Packs Shrine date at New Orleans. He is booked for Rink Wright's Omaha show and

the St. Louis Police Circus. . . . Clowns Don Adams and Bill Alcott will make Orrin Davenport's shows at Detroit and Cleveland and then the Edna Curtis Christiansen-Noel Van Tilburg show at Minneapolis.

Buster Doss reports his variety show will play the Jackson, Miss., Auditorium December 22. In addition to his regular acts there will be Shirley and Charlie Rex from the Famous Cole Circus. Bill Bull of Dallas set up the deal for the sponsor with Doss, and the advance sale is in progress. Robert Sonner and Larkin Eagle visited Doss in Houston. They are booking the show in other sections.

Ida Adelaide Windisch, whose family was in circus business, has written a new book, "Room, Board and Bedlam," published by Vantage Press. It is about a boarding house. Another book she wrote was about circusing. The second book was published December 5.

The Kennedy Swains, Chubby and Snooks, closed their show and dance unit at Wolf Point, Mont., early because of a blizzard and will be in LaGrange, Tex., after the holidays. They may go under canvas when they reopen in the spring. Meanwhile, Gerry Long went to Springfield, Colo., Inez Gardell to Devils Lake, N. D., and the Gus Inmans to Regina, Sask.

The Earl Shipleys have moved from Gibsonton to Lakeland, Fla., where he is to be a salesman with a trailer sales lot. They will be at the Woodall Trailer Village.

More at Macon were Jimmy Burke, Powell Troupe, Red Dingler, Ben Simons, James Miller, Three Canestrellis, Three Lindermanns, Charles Blum, Tom Bradley, Arthur Kincaid, Raymond Aguillar and Ernie Dalton.

BOOK REVIEW

Ballantine Writes Fine Circus Lore

By TOM PARKINSON

Bill Ballantine, cartoonist, press agent back, banner panel painter and showland writer, has put together one of the better chronicles of circus life and lore. It is his first book, "Wild Tigers and Tame Fleas," just published by Rinehart & Company, New York, at \$5.

Those who recall Ballantine's definitive articles on Art Concello and flying acts will find more of the same excellent cross-sectioning of circus life here. This is about circus animals, and it is tremendously interesting, covering cats, bulls and chimps and all the rest.

But it is even more a characterization of animal people, the trainers, most of whom are active and known today. It starts with pig acts and features Bobby Nelson's. The bears chapter centers on Emil Pallenberg. Pat Anthony and that trainer's big cats are detailed in another. Cats get the lion's share of the book, with more fine chapters on Mabel Stark, Trevor Bale and Clyde Beatty.

Roland Tiebor is used to tell the sea lion story, while Jack Joyce and his camels are another chapter. A high point is that part devoted to Josephine and her snakes, a good account of Side Show 'life. Craig's Chimps and those of the St. Louis Zoo are included. Roy Heckler's flea circus at Hubert's Museum, New York, is a dandy chapter. The elephant finale is another strong section, with attention to Smokey Jones and Hugo Schmidt.

Latin and Lore

The book is an amazing combination of show lore and personalities plus insight on species of animals. One time Ballantine is telling Latin names for various species of elephants and next he's quoting rhymes that are scribbled on the wall of the Ringling bull hands' sleeper.

Ballantine has fascinating pace and wording, a skill at capturing the saltiness and uniqueness of a show guy's conversation. Scattered thru the book is a collection of circus customs, sayings and superstitions. The short takes or realism reveal the tougher sides of troup-ing but not without warmth for the people and the profession.

The chapter on Clyde Beatty stands out as the best. Here is the Beatty personality, a rundown on the trainer's theories on acts and animals, and a good interview. It has suspense and you don't quit reading.

But whether he's writing about one of the all-time greats or about any of the unassuming characters that inhabit the showgrounds of the country, Ballantine has the knack for depicting them in their own dialects, whether American, foreign or plain circus.

It all comes off as a good circus book for circus people.

Dumbar in Caracas

CARACAS, Venezuela — Circo Royal Dumbar is playing to good business here despite unrest that is linked with a heated political campaign. General business in the area is at a standstill pending outcome of the voting.

Sig Bonhomme has been visiting Harley Hubbard in Shreveport, La. They are veterans of the Mighty Haag Circus days.

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Iowa State Nets 39G; Officers Re-Elected

DES MOINES — W. J. Campbell, Jesup, and Lyle R. Higgins, Harlan, were re-elected president and vice-president respectively of the Iowa State Fair Board at the board's recent annual meeting.

Board members re-elected included H. M. Duncan, Columbus Junction; C. C. Wagler, Bloomfield; J. H. Nutter, Rockwell City, and W. P. Manatt, Audubon.

L. B. Cunningham, secretary of the board, reported the 1958 Iowa Fair drew more people, made more profit and had more entries than the 1957 exposition.

State fair attendance for 1958 was up 46,581 with a total of 479,102; profits were \$39,615 as com-

pared with only \$19,895 in 1957, and contest entries were 28,859 for an increase of 2,600.

Cunningham reported they had a total of 8,016 animals on exhibition in 1958 as compared to 7,532 in 1957.

Cost of the 1958 fair was \$628,205 while receipts reached \$667,821 for an operating surplus of \$39,616.

Settle Suits Against ESE

WEST SPRINGFIELD, Mass. — Settlement of two suits for \$100,000 each against the Eastern States Exposition and Robert E. Colbert of Boylston, Mass., has been announced in Bristol County (Mass.) Superior Court. The terms were not disclosed.

Mrs. Mary Gaspar of New Bedford, Mass., had brought suit as administratrix of the estate of her husband, Joseph, 56. She alleged he died after eating a meal at an Exposition food concession operated by Colbert in 1955.

Sprague New President at Malone, N. Y.

MALONE, N. Y. — Leo Sprague, local industrialist and veteran director of the Franklin County Agricultural Society, has been named president at the annual meeting, succeeding Elmer McCann.

Bernard Duquette was elected vice-president. Returned to office were Maruice J. Finnegan, secretary; Harlie Smith, treasurer, and Leon Sova, races secretary.

Despite a wet fair week the association managed to show a new balance of about \$8,000, it was brought out. O. C. Buck Shows has been retained for the midway for the next three years, and booking of grandstand attractions is now in process.

J. Victor Faucett Named Bath, N. Y., Sec. for 23d Year

BATH, N. Y. — J. Victor Faucett recently was re-elected secretary of the Steuben County Fair here for the 23d consecutive year. Other officers elected were Charles Butts, president; Bruce W. Tetor, treasurer, and L. E. Gunderman, general superintendent.

An operating profit of \$2,614 for the year was reported. The board authorized the signing of a midway contract for 1959 with the O. C. Buck Shows.



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- California**
Cloverdale—Cloverdale Citrus Fair. Feb. 19-22. Valle Taylor.
Imperial—California Mid-Winter Fair. Feb. 28-March 8. D. V. Stewart.
Indio—Riverside Co. Fair & Nat'l Date Festival. Feb. 14-23. R. M. Pullenwider.
Los Angeles—Calif. Int'l Trade Fair & Industrial Expo. April 1-12. Don M. Muchmore.
San Bernardino—National Orange Show. April 8-16. G. Walter Glass.
San Francisco—Grand Nat'l Jr. Livestock Expo. March 21-25. Nye Wilson.
- Florida**
Arcadia—DeSoto Co. Fair & Livestock Expo. Jan. 13-18. A. G. Erickson.
Clewiston—Sugarland Expo. March 3-8. Mrs. Dorothy Moore.
Dade City—Pasco Co. Fair. Jan. 14-17. J. F. Higgins.
DeLand—Volusia Co. Fair. March 2-7. Lee Maxwell.
Eustis—Lake Co. Fair & Flower Show. March 9-14. Karl Lehmann.
Fannin Springs—Suwanee River Fair & Livestock Show. Feb. 25-27. L. C. Cobb, Trenton.
Kissimmee—Kissimmee Valley Livestock Show. Feb. 18-22. James B. Smith.
Largo—Pinellas Co. Fair & Horse Show. Feb. 24-28. J. R. Logan.
Miami—Southeast Fla. & Dade Co. Youth Show. Jan. 29-Feb. 2. Ralph E. Huffaker.
Ocala—Southeastern Pat Stock Show & Sale. March 26-31. Louis Gilbreath.
Orlando—Central Fla. Fair. Feb. 23-26. Crawford T. Bickford.
Palmetto—Manatee Co. Fair. Jan. 26-31. Harper Kendrick.
Plant City—Fla. Strawberry Festival. Feb. 23-28. Fred W. Nutler.
Plant City—Hillsborough Co. Jr. Agril. Fair. April 16-18. D. A. Storms.
Sarasota—Sarasota Co. Fair. March 16-31. K. A. Clark.
Sebring—Highland Co. Fair. Feb. 23-28. Smith Rudisill Jr.
Tampa—Florida State Fair. Feb. 3-14. J. C. Huskisson.
West Palm Beach—Palm Beach Co. Fair. Jan. 28-31. Lamar Allen.
Winter Haven—Fla. Citrus Expo. March 7-14. Robert J. Eastman.

WFA Names Dodge To Hall of Fame

LOS ANGELES — Thomas A. Dodge, veteran secretary-manager of Fresno District Fair, became the sixth manager to be honored by the Western Fairs Association in its Hall of Fame when the organization held its 38th annual convention here at the Biltmore Hotel for four days ending December 4.

John H. McMurray, manager of Western Washington Fair, Puyallup, was honored for his 20 years of service to that organization, and Rufus B. von KleinSmid, University of Southern California chancellor, marked his 25th year as a director of the Sixth District Agricultural Association here.

Certificates of 20-year services were awarded Ralph Filson, Silver Dollar Fair, Chico; Ray E. Badger, Southern California Exposition,

Del Mar; A. M. French, Contra Costa County Fair, Antioch; Harold E. Coburn, Amador County Fair, Plymouth; Amon Tanner, Calaveras County Fair, Angels Camp; George Bayliss, Alameda County Fair, Pleasanton; Everett Beck, A. J. Gosselin, Harold Prior and Joseph Russ Jr., Humboldt County Fair, Ferndale (Prior is also a director of Redwood Acres Fair, Eureka); Charles Strohn, F. D. Tully, San Benito County Saddle Horse Show, Hollister; Archie Closson, Lodi Grape and National Wine Festival, Lodi; Joseph Cunha, A. H. Sagehorn, George Lagomarsino, San Mateo County Fair, San Mateo; A. M. James, Pacific National Exhibition, Vancouver, B. C., and R.

(Continued on page 53)

Committees Set for N. C.'s Meeting, This Time Durham

DURHAM, N. C. — Committees for the January 15-16 meeting of the North Carolina Association of Agricultural Fairs were set up recently at a directors' meeting. The convention is being held in the Washington Duke Hotel here, rather than the traditional place, Raleigh.

Committees are as follows, with chairman listed first: Banquet, Curtis Leonard, Lexington; Clyde Smyre, Statesville; David Clay, Salisbury; Joe McKennon, Fletcher. Program, R. W. Shoffner, Raleigh; J. Sib Dorton Jr., Charlotte; Neil Bolton, Winston-Salem. Auditing, Mrs. Clyde Kendall, Greensboro; Joe Coble, Burlington; Col. R. H. Robbins, Lenoir.

Resolutions, Clyde Propst Jr., Concord; Norman Y. Chambliss, Rocky Mount; William Woliver, Reidsville. Nominations, Ralph Abernathy Jr., Drexel; Oland Peele, Goldsboro; Earl Myers, Burgaw.

Corbin Green, of Hickory, association president, reports the switching of cities as a last-minute necessity, and points out that the Washington Duke has ample facilities. The banquet hall can hold more than 450 persons.

Timonium Returns To Two-Week Run

Brewster Named President; Displeasure With Eight-Day Fair Expressed by 1958 Customers

TIMONIUM, Md. — The Maryland State Fair will return to its traditional two-week run in 1959, after trying a shorter eight-day engagement last season. As usual the fair will be tied in with the pari-mutuel race meet and will include the Labor Day weekend. Exact dates have not been set yet.

The decision to return to two weeks was one of the results of the recent annual stockholders meeting and election. Daniel B. Brewster, Second District Congressman and Baltimore County farmer, was named president.

Brewster succeeds John H. Zink, who was president for a year and a-half. Zink, who had been ill part of the year, declined to run for any official post of the sponsoring Maryland State Fair and Agricultural Society. A slate of other officials was also chosen, including the retention of John M. Heil as vice-president and general manager.

The 1959 midway contract is still not awarded. Directors expressed general satisfaction with and commendation on Dave Endy, who pro-

duced the midway for the first time.

The fair and racing ran simultaneously during the first week last year, and a horse show was offered the second week as an agricultural event. Despite publicity, however, there were numerous cases of families visiting during the second week and expressing disappointment that the full fair program was not being held.

Other officers elected are Matt L. Daiger, president emeritus; E. C. Wareheim, chairman of the

(Continued on page 53)

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Vivonas Awarded N. J. State Fair

12th Fair in Bag; Trenton's Dates To Coincide With Nearby Allentown

TRENTON, N. J. — The 1959 New Jersey State Fair will be played by Amusements of America, it was announced this week by George Hamid Sr., fair president, and Morris Vivona, agent for the show.

This contract award is the leading Eastern show development so far this winter, and the first major seaboard spot to announce a change. World of Mirth Shows had played it for the past dozen years.

For the Vivona family, native to New Jersey, it marked their first State fair contract and the culmination of several meetings between them and Hamid. Fair dates next season will be September 20-27, and if nearby Allentown, Pa., 60 miles away, holds to its date pattern the major annuals will run simultaneously.

Altered Layout

Twelve week of fairs are now contracted for the show, with the

Phoenix Club Honors Dead

PHOENIX, Ariz. — Departed members of the Arizona Showmen's Association were honored at the annual memorial services held at the association's Showmen's Rest in Greenwood Park here Sunday morning (14).

Rev. Carl D. Soultz, of the First Presbyterian Church, officiated at the forenoon services, with Earl Salter, ASA president, and Millard Freeman, ASA secretary, assisting. Services were arranged by Don Hanna, cemetery committee chairman, and Margaret Stone, co-chairman.

The Reverend Soultz stood beside the monument installed by the club to honor its departed members.

Since the club was organized in 1945, 20 members have passed away. Thirteen members, Cyril C. Spiva, Carl Gilchrist, Clarence A. Callamore, Walter Towers, Leonard S. Uselton, Patrick Riley, Gloria E. Jones, Frank D. Merrow, Walter Powell, Horace Wood, Charles Cooper, Wilbur W. Hooper and

(Continued on page 50)

Manning Acquires Petersburg Fair

NEW YORK—Eastern carnival business noted two important developments this week, the awarding of the Trenton, N. J., and Petersburg, Va., fair contracts to new midway occupants. At this point there are still several major fairs unsigned, and indications are strong that showmen have not seen the end of midway switching for next season.

Ross Manning shows, which operated in conjunction with John Marks during the 1958 fair season, bagged the Southside Virginia Fair in Petersburg. Amusements of America signed the New Jersey State Fair in Trenton.

The scramble for Petersburg was of major consequence. Among those in attendance or expressing interest

latter season all but sealed up, Morris Vivona reported. For Trenton there was the guarantee of a full opening Sunday of operation and an altered layout. The games section will be only a third as large as previously, Hamid said, therefore the Kiddieland will be moved up toward the front of the midway.

Hamid spoke in praise of the World of Mirth and emphasized that relations with the show are cordial as always. Greensboro, N. C., another fair contract influenced by Hamid, had not been awarded thru Friday (19).

In addition to their show-owned rides and back end, the Vivonas expected to supplement the layout considerably with prominent independent units.

NEW CALIFORNIA TAX?

City May Tax Ops At Imperial Fair

LOS ANGELES—Concessions, rides and shows may have to pay the Imperial city tax when they play the California Mid-Winter Fair in that city this spring, and a precedent may be set for levies at other fairs in the State, D. V. Stewart, fair secretary-manager, said here while attending the Western Fairs Association annual convention.

Stewart based his opinion upon a ruling by Superior Judge Cyrus Monroe, of San Diego, that Imperial may impose the tax. It was pointed out that the case is the first of its kind in California courts.

Opposed by Fair

The fair board, it was learned, has spent more than \$1,000 to clarify the situation.

Judge Monroe's decision was the result of a suit filed by fair officials against the Imperial city councilmen after they ruled that the Mid-Winter fair business received municipal services and were, therefore, subject to taxation. Stewart and his board contended that the concessionaires

Eifort Elected President of St. Louis Club

ST. LOUIS — Hal Eifort Thursday (11) was elected president of the International Association of Showmen. Other 1959 officers are William McCoy, first vice-president; Fred Proper, second vice-president; Alfred H. Kunz, third vice-president; George Regan, treasurer, and Euby Cobb, secretary.

Elected to the Board of Governors were Ernie E. Farrow, chairman; Ned Torti, Matt Dawson, Floyd Gooding, Hal Dunn, P. E. Vaughn, Fred Proper, Ed Campbell, William McCoy, Jack Flynn, Benny Wars, Herman Melcher, Johnny Lantz, Lou Dufour, Harold E. Harrington, J. T. Richards, Gurrell Horn, Kenneth Rector, Robert Parker, D. P. Larouche, John Roth, Orville Hagen, Eugene Franklin,

(Continued on page 53)

were already taxed by the State and could not be taxed again.

Judge Monroe held the tax valid on the basis that Imperial was taxing the concessions for doing business and not as a regulatory measure. The tax would be applicable to concessions, including food, and amusement rides, but not fair exhibitors.

PCSA Banquet-Ball Is Attended by 800

LOS ANGELES — Approximately 800 fair managers, show owners and representatives attended the 38th annual Pacific Coast Showmen's Association banquet and ball honoring the Western Fairs' Association in the Biltmore Bowl of the Biltmore Hotel here December 4.

Among those attending were: Fred Abruzzini, Juanita Abruzzini, Kathryn Adair, C. F. Albright, Jane F. Albright, Al Alweil, Arthur S. Andersen, Mr. and Mrs. K. R. (Andy) Andersen, Emilie Bailey, Mr. and Mrs. Bob Banard, Harry and Thelma Baron, Molly Bee, Mr. and Mrs. Wm. Beekner, Mr. and Mrs. Cino J. Birleffi, Mr. and Mrs. George W. Blake, Emma

DETROIT CLUB NOMINATES REGULAR SLATE

DETROIT — Cameron D. Murray, general agent of Dickson Shows, has been renominated as president of the Michigan Showmen's Association along with other 1958 officers.

Also slated to succeed themselves are Edor Burge, Max Nahoun and Chuck Duma, vice-presidents; Max Kahn, treasurer; Irving Rubin, executive secretary, and Paul Greeley, recording secretary.

WEATHER RISK CITED

Beam Curbing '59 Debut to Mid-May

WINDBER, Pa.—Merle Beam's 30th year in show business will be launched a little later than usual in 1959, the reason being to avoid possible rainouts and bog-downs. Beam's Attractions will debut in mid-May rather than in April.

The Pennsylvania school teacher said the experience of 29 years has encouraged him to surrender to weather rather than take chances.

Beam's plans were announced as a countermeasure to one of the East's more active rumors. Since being taken ill last May and missing much of the season, the story has grown that he will leave the road in 1959. Nothing is further from the truth, he said, displaying fair and celebration contracts to prove the point.

Gaithersburg and Oakland, Md., Gratz and McConnelsburg, Pa., and the Port Royal, Pa., Labor Day fair are all in the fold. So is the desirable Firemen's celebration in Swigo, Pa., over the July Fourth holiday. Only gap of consequence is the late season, for which Beam is yet undecided whether to play a Southern route.

1958 Profitable

The 1958 tour was satisfactory despite spotty weather, but business dropped off in the South after Labor Day, it was reported. Beam will be represented at the Southern fair meetings if a decision is made to play the territory.

Plans include addition of a Spindle ride by Vern Garbrick, which Beam will use as a demonstrator for sales. Efforts are being made to take it to Tampa for the Florida State Fair. Show

fronts will be worked over and rebuilt.

Show will leave quarters with about 10 rides and seven back-end units and will expand for fairs. Beam emphasized that his health is excellent and he will definitely take the show out. Staff is not announced yet.

Tampa Club To Entertain 1,100 Moppets

TAMPA—A complete committee of the Greater Tampa Showmen's Association was busy here last week putting the final touches on the club's annual Christmas party for underprivileged youngsters.

Chairmen Irish Gaughn, Earl Maddox and Ernie Wenzik had toys lined up for the expected 1,100 moppets. Royal American Shows were scheduled to put up some kid rides on the parking lot and free ice cream and cake was in store for the youngsters.

The Mary Help of Christian Home for boys was slated to have its 50-piece band on hand to give a concert during the afternoon.

At the regular meeting here C. C. Groscurth, president, was in the chair, assisted by Earl Maddox, Dick Gilsdorf and Paul Sprague,

(Continued on page 50)

W. E. Page Adds Rides for 1959

ATHENS, Ala. — Page Bros.' Shows have added a major ride and several kiddie rides, the latter ordered from King Amusement at the Chicago outdoor meetings, W. E. (Shotgun) Page, manager, announced. Page, accompanied by Norman Littlefield, recently arrived back here in quarters from the conventions.

En route back they visited several fair committees in Indiana, Kentucky and Tennessee. Recent visitors here included John Reed, Mac House, Mel Ackers, George Marquest and L. O. (Hoot) Black.

750 Relax, Eat At Tampa Party

TAMPA — An estimated 750 showfolk and friends of the Greater Tampa Showmen's Association turned out for that organization's annual homecoming barbecue Sunday (14) where some 1,100 pounds of ribs and chicken were cooked and consumed.

The party was open to members, their families and invited city and county officials.

Chet Fowler was in charge of cooking the meat and thru the assistance of his committee of 10 was able to start serving by 4 p.m. Entertainment was provided by the Four Holidays, a five-piece band from a local night spot and several

local singers. Jimmie Roberts and his orchestra played for the evening dancing.

Mayor and Mrs. Nick Nuccio, of Tampa, were guests along with Sol Fleichman, local TV sports announcer, who served as emcee. Other guests included States Attorney Red McQueen; Sam Lattimore and Arch Deal, local newspapermen; City Comptroller Hobart Pelhank and Mrs. Pelhank; Guy Bagli and Charlie Allen, WTVT-TV, who filmed the party; L. B. McSwain, city representative, and Jimmy Minardi.

The next barbecue will be held on January 11, the club's anniversary.

200 Arizona Showmen Attend 10th Banquet

PHOENIX, Ariz. — Nearly 200 members and friends of the Arizona Showmen's Association attended the organization's 10th annual banquet and ball held in the Mount Vernon Room of the Hi-Way House here Monday night (15), with Art Frazier, general representative of the Siebrand Shows, as committee chairman, and H. W. Siebrand, co-chairman.

Sam Steffin, toastmaster, eliminated all speech making for the occasion. Sam Abbott, of The Billboard, Hollywood, offered the invocation.

Seated on the dais were the association's officers: Earl Salter, president; Steffins, first vice-president; W. J. Siebrand, second vice-president; Robert Banard, third vice-president; M. R. Freeman, secretary, and Don Hanna, treasurer. Also honored were Hunter and Margaret Farmer, past presidents of the Pacific Coast Showmen's Association and Ladies' Auxiliary respectively, and Mathew Herman, representing the Greater Tampa Showmen's Association.

Of the past presidents of the association, which was organized in 1945, attending were Hiko Siebrand, P. W. Siebrand, Hanna, William R. Siebrand, Freeman, P. H. Siebrand and Harry Lucas. Steffins announced that the P. W. Siebrands were marking their 43d wedding anniversary and the Hiko Siebrands their 33d.

Among the honored guests were Mr. and Mrs. Kemper Marley, Mrs.

Charles Cooper, Mr. and Mrs. Leo Gorss, Mr. and Mrs. Al Flood, of the Arizona State Fair Commission; Mr. and Mrs. George N. Goodman, Mr. and Mrs. Ralph Watkins Jr., Mrs. Mae Blackburn, Mr. and Mrs. C. W. Caywood, of the Arizona State Fair staff; Cal Boies, Maricopa County sheriff, and Mrs. Boies; Mr. and Mrs. Vernon LaMore, of the sheriff's office, and Mr. and Mrs. Eddie Williams, Arizona Corporation Council. Several of the Siebrand shows' personnel as well as John Hoffman, of the Miami Showmen's Association, were introduced.

Frazier as chairman welcomed the guests to the event.

Committees for the event, in addition to Frazier and H. W. Siebrand, were: Program—H. J. (Bill) Farrar, chairman; W. R. Siebrand, J. L. (Shorty) Brown, Harry Lucas and Paul Pesicka. Reception committee—Dollie Frazier, chairman; Margaret Hanna, co-chairman; Bettv Pesicka, Ann Hortsman, Janelle Siebrand and Margaret Stone. Decorations—Dolores Gordon, Rubv Freeman and Janelle Siebrand. M. R. Freeman and Inga Siebrand handled the reservations, with Freeman also in charge of finances.

Featured on the show were Jerry Allen (Mr. Banjo); Miss Marvelle, vocalist; Don Rice, comic, and Frank (Pancho) and Danita Roche, dancers. Nell Tyler, a guest, entertained with several semi-classical songs.

FAIR MEETINGS

West Virginia Association of Fairs, Waldo Hotel, Clarksburg, January 3-4. Mabel Hetzer, P. O. Box 589, 307 First National Bank Arcade, Huntington, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 3. Robert S. Turner, Horseheads, N. Y., secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 4-6. Robert L. Barnet, Muncie Star, Muncie, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 5-7. Hubert Ransom, Saint James, secretary.

Massachusetts Agricultural Fairs Association, Bancroft Hotel, Worcester, January 6-7. Paul Corson, Topsfield, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 12. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 13-15. Goldie V. Scheible, Fairgrounds, 1043 South Main Street, Dayton, executive secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 13-15. Win H. Eldridge, 315 1/2 East Mill Street, Plymouth, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 14. Tom Moore Craig, Spartansburg, secretary.

Missouri Association of Agricultural Exhibitions, January 15-16. Governor Hotel, Jefferson City. Victor M. Gray, Box 630, Jefferson City, secretary-treasurer.

North Carolina Association of Agricultural Fairs, Washington Duke Hotel, Durham, January 15-16. J. S. Dorton Jr., Route 10, Charlotte 6, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, Jan-

uary 17-19. William E. Finch, Danville, secretary.

Association of Alabama Fairs, the Battle House, Mobile, January 19-20. Christie W. Summers, Box 972, Jasper, secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 18-20. H. B. Kelley, Hillsdale, secretary-treasurer.

Maine Association of Agricultural Fairs, Portland, January 21-22. Roy E. Symons, Skowhegan, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-23. A. D. Scott, Box 68, Fargo, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 25-27. Clifford D. Coover, Shelby, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 25-27. Clifford C. Hunter, Taylorsville, secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 26. William C. Lynn, 1 West State Street, Trenton, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 26-27. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 28-29. William Arthur Morris, 522 Court Street, Reading, secretary.

Association of Tennessee Fairs, the Noel Hotel, Nashville, January 29-30. Jack Vinson, 938 East Broadway, Newport, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 5-7. Bob Murdoch, 102 E. Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 9-10. Clyde E.

Club Activities

Showmen's League of America

Ladies' Auxiliary

CHICAGO — Phoebe Carsky, president, chaired the annual meeting Thursday (11). Also on the rostrum were Mrs. Ethel Wadoz, first vice-president; Mrs. Jeanette Martindale, second vice-president; Evelyn Hock, treasurer, and Elsie Miller, secretary. Invocation was rendered by Carmelita Horan, protem for Chaplain Sharon Horan. Speakers were Ethel Weer of Miami and Virginia Kline of Oregon.

Carmelita Horan reported on the Cancer Fund award books and thanked members for their co-operation in the successful drive. Award book winners were Mrs. Robert H. Miller, Mrs. Katie Little, Mrs. Barbara Woody, James Drew John Gilbert, Catherine Lynch, Mrs. Dorothy Packman, Al Sweeney, John Gallagan Jr., Winnie Burke, Harry Beech, Pearl Weydt, Margaret Stenholt, Elsie Williamson and Elizabeth Miller. A handmade table cloth was won by Ethel Weer.

Reports on open house were read by Jeannette Martindale, Mrs. Del Hoffman, Frieda Rosen and Lillian Glick.

National Showmen's Association

Ladies' Auxiliary

NEW YORK — President Mildred Peterson presided December 10 over the month's only business meeting. It was election night and the entire slate was returned to office for another year, with installations scheduled for January 5 at 7 p.m. in the Henry Hudson Hotel. Dinner will be \$5.75 a person. Lillian Elkins is chairman.

The Christmas party was set for Wednesday night (17) with entertainment and surprises. Gift tables of aprons, cakes and other articles came in by the carton-full from Bess Hamid, Edna Lasures in Fort Lauderdale, Fla.; Mimi Sussman, Mildred Human, Myra Vilardi and Betty Drexler. A case of nylon combs and brushes came from Anita G. Pineapple in Chicago.

Mrs. Fay Grauf has been accepted into the club. Kate Vesley is recuperating from surgery at Jackson Memorial Hospital, Miami. Midge Block passed away December 7. Frances Fornier has been married to Ben Braunstein. Mildred Peterson has been blessed with a new granddaughter.

Miami Showmen's Association

Ladies' Auxiliary

MIAMI — The December 10 meeting was called to order by President Dell. Chaplain Marie Vivona gave the invocation, followed by the salute to the flag.

President Dell welcomed new members and members attending their first meeting of the season. On the sick list were Leona Plas, Pearl Schultz and Anna Weiss.

Over 250 members attended the

Byrd, Box 907, Little Rock, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 22-23. L. (Doc) Cassidy, Box 73, Shelby Station, Louisville 17, secretary.

Oklahoma Association of Fairs, February 1 - 3, Biltmore Hotel, Oklahoma City, Harry James, 621 Court House, Oklahoma City, secretary.

Louisiana Association of Fairs and Festivals, Belmont Motel, Baton Rouge February 14-15. Adolph Netter, Donaldsonville, secretary.

club's memorial services December 14. Chaplain Marie Vivona delivered the invocation and Kitty Glosser attended to all arrangements. Clergy of all denominations participated in the services.

MIAMI — President Rosita Dell called the meeting of December 3 to order. Eight officers and 93 members were present.

Members attending their first meeting of the season were welcomed by the president. They were Mary Cowell, Cornelia Williams, Babs Griffen, Mary Boswell, Elsie Keeler, Mary Ellen Marko, Ann Stone, Eva Daniels and honorary member, Edna McPhee.

New membership applications were accepted from the following: Gladys Fox, Dorothy Sellers, Joan Louise Foster, Kathleen Fineman, Susie Sclar, Roberta Hodgins, Virginia Guiness, Gloria Luther and Sadie S. Layton.

Sid Eisinberg spoke about the Hope Home for retarded children, and his secretary showed movies on the progress of the youngsters. The dark horse was won by Barbara Broefle. Onalee Jones won the table cloth, donated by Charlotte Melville. Proceeds go to the blood bank.

Show Folks of America

SAN FRANCISCO — The regular meeting was called to order Monday (15) by President Alex Freedman. Attending officers included Earl Leonard, Charlotte Porter, Lola Cox and Bonnie Townsend.

Earl Leonard, Christmas Day chairman, announced dinner will be served in the clubrooms from 2 to 7 p.m. Jim Redder and Dave Long are co-chairmen.

Reports were given that banquet reservations are going well. Arrangements are already being made for extra tables. Anyone planning to attend should get in touch with Eddie Hellwig, chairman, immediately. The banquet is to be held on January 11 at the Sheraton-Palace Hotel.

Dolores Coronado was reported to be in the U. C. Hospital in this city and soon to undergo surgery. Arrangements were being made to have special visits made to those ill in the hospitals during the holidays.

Mrs. Loren (Thelma) Roberts was welcomed to the membership. Jessie Gresham was complimented for holiday decorations put up in the clubrooms.

Greater Tampa Showmen's Association

Ladies' Auxiliary

TAMPA — Regular meeting was called to order Wednesday (10) by President Olive Sprague. Presiding on the dais were Mickey Wenzik, Egle Sedlmayr and Bertie Perriot, vice-presidents; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Letters from the Michigan and Miami Showmen's auxiliaries were read concerning the annual meetings and installations.

Members present were Ruth Gaskell, Noma Tracey, Betty Hefelfinger, Virginia Simons, Ruth Earlywine, Frances Billen, Helen Hayes, Vannie Hadman, Florence Decinto, Grace Fleming, Vera Anderson, Frances Florio, Charmaine Poole and Rosalie Segrest. Sue Walters reported 107 members present.

Dark horse was donated by Hazel Maddox and won by Pearl Keyes.

The annual Fun Festival and Bazzar was held Saturday and Sun-

day, December 13 and 14, at the clubhouse.

The following members were all responsible for the bazaar's success: Nora Reinhardt, Carol Miller and Alvinna Tannas, cake booth; Myrtle Jeeter, Mary Delaney and Gussie Livingston, miscellaneous booth; Neva Warbritton and Lucille Lichtliter, candy booth; Marguerite Wilson, Lucille Lamkin and Nina Groscurth, jewelry booth; Esther Groscurth, Gertrude Weiss and Mickey Wenzik, handwork booth; Ella Stophel, Vera Pollitt and Gigi Stophel, post office; Vera Harrison and Mary Garner, birthday box; Flo Venner, Dorothy Crawford, Maxine Cyr, Esther Young, Bertie Perrot, Nancy Young and Beulah Boyd, garden club booth; Marie Caughey, Edith Sullivan, Helen Julius, Isis Caughey and Lee Chilton, art booth, and Past Presidents Evelyn Long, Hazel Maddox, Jeri Ringling, Bette Rodgers, Virginia Flynn, Elsie Williamson and Jackie Manzat, raffle booth.

Entertainment was held both nights under the direction of Esther Young, who presented "Babes of

(Continued on page 50)

Thanks to . . .
F. E. Gooding
Hal Effort
and all associates of the
Gooding Amusement Co.,
wherever you may be, for making this
my merriest Christmas ever. Letters and
cards are more welcome than you can
believe.
Wayne "Friday" Robinson
Benjamin Franklin (TB) Hospital
Alum Creek Drive Columbus, Ohio

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Can use Glass Pitch, Shows for colored
lot; all winter's work here on lot. Getting
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Till-You-Win, Cork Gallery or any Prize-
Everytime Stand, Mug Joint, Ride Help,
Man who knows Wheel, also Kiddle Ride
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SID DANIELS
Hat Concessionaire
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Used Rides in good condition. Send full
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For seven ride show. Would consider a
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BEAUTIFUL CARNIVAL
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Fully equipped, full transportation.
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CARNIVAL WANTED
Montague (Mich.) Homecoming by
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Early July or August on
club grounds. Write
MONTAGUE OBSERVER
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MIDWAY CONFAB

Mr. and Mrs. Walter (Junior) Noel closed the season with a nice gesture, donating leftover merchandise to the St. Mary's and St. John's Orphanage in Crescent, Pa.

Bernard Rubenstein, son of Charley Rubenstein, returns from Europe this month, where he has been with Army Special Services. His dad is treasurer of the National Showmen's Association and vice-president of the Greater New York Arcade Operators Association.

Mr. and Mrs. Aaron Hymes, of Brooklyn, are the proud grandparents of a son born December 4 to their daughter and son-in-law, Shelley and Abbe Boden.

William (Billy) Dustine, for many years in the business as a concessionaire, novelty man and cookhouse worker, is confined in Sedgwick County Hospital, Wichita, and would appreciate mail from friends. . . . Joseph Lehr, spot worker, is working a spot store with Bert Ibberson in New Jersey. Both plan to head for Florida in January. . . . Prof. Willie J. Bernard writes that his wife, Marie, passed away recently in Manchester, N. H. Mrs. Bernard was a former vaude trouper.

Mr. and Mrs. Ken Garman, owners of the Sunset Amusement Company, are now at their Coral Gables, Fla., winter home after attending the Iowa State fair con-

vention, Des Moines, and the outdoor conventions during the previous week in Chicago. The show's route was fully booked prior to the Chicago convention. The 1959 season will be the show's 30th anniversary tour.

Novelty operator Aaron Hymes has booked on with the Larry Sunbrook rodeo in Jacksonville's Gator Bowl, January 1-3, and Fitchburg (Mass.) Sportsmen's Show, January 15-18.

Marine Pvt. John James Troy Jr., son of Mrs. Inez Troy, has completed training at Camp Pendleton, Calif., and is now stationed overseas for a 14-month tour of duty. His mother plans to remain in Los Angeles until his return.

Joseph Roy Savage, carnival ticket seller and taker and associated with outdoor showbiz since 1896, is ill at his home on Route 3, Skowhegan, Me. He celebrated his 78th birthday December 23 and would like to hear from friends.

Mrs. Elaine Scott is confined in Munroe Memorial Hospital, Ocala, Fla., with head, shoulder and arm injuries sustained December 4 in an automobile accident, and writes she would like to hear from friends.

Earl B. Walsh, owner-operator of the Matchstick Cities (two units), has been under doctor's care recently for treatment of an eye ailment. Walsh's two attractions are

playing Florida cities during the winter.

Mary K. Sarlow, formerly of the Ionia (Mich.) Free Fair staff, recently had her new song, "Love Me a Little," published by the Gene Autry Company, Golden West Melodies of Hollywood.

CLUB ACTIVITIES

• Continued from page 49

Vaudeville," starring members of the club.

Winners of 52 prizes at the Fun Festival drawing were Ruth Maust, Jo Haywood, Bea Rankin, John Kalkanian, Mary Stiy, Rita Encenia, Elsie Williamson, Flo Vener, Esther Young, Johnny Brooks, James Moeller, Alice Gardner, Warren Volk, Helen Serlin, Bette Rodgers, Phil Knight, Peggy Netherfield, Charles Tucker, Marie Rasmusson, Bertha Connolly, Carl Holsapple, Fred Jones, June Conner, Louis Burr, John Levack, Grace LeMay, Ethel Stager, Sylvia Warren, Larry Wood, Bill Lauther, Earl Maddox, George Murray, Georgia Sollenberger, Morris Lipsky, Beaver, Al Stafford, Irene McLaughlin, Nina Livingston, Ethel Stager, Jeanette Fulgenzi, Evelyn Borders, Russell Caughey, Monty Cannon, Joe Soret, Gene Chaires, Elizabeth Murphy, Don Miller, Estelle Bell, Lester DeMay and Dolly Wise.

Heart of America Showmen's Club

KANSAS CITY, Mo.—At the annual election of officers, Jesse C. Wrigley was elected president; F. W. Warfield, first vice-president; George T. Gordon, second vice-president; Sam Lyon, third vice-president; Al C. Wilson, secretary-treasurer; Walter Landing, conductor; C. J. Qualls, warder, and Ted Corey, Ivan Mikaelson and Henry (Al) Campbell, directors. The new officers will be installed Friday (26).

The Ladies' Auxiliary tacky party will be held at the clubrooms Tuesday (30). Memorial services are to be held Sunday-(28). The annual banquet and ball again will be held in the Empire Room at the Hotel Pickwick.

Caravans, Inc.

CHICAGO—The 15th installation of officers was held in the Crystal Room of Hotel Sherman Monday 1 with Geraldine Muscarello as emcee. She introduced Isabell Brantman, retiring president; Irene Coffey, chaplain, and Rev. Marcel LaVoy, guest chaplain. Josephine Haywood was the installing officer.

Officers installed in order of their appearance were Lillian Lawrence, treasurer; Wanda Derpa, secretary, and Theresa Dundee, Alda McCue and Joan Sullivan, third, second and first vice-presidents, respectively. Margaret Levine, president, was given a standing ovation as she was escorted to her place on the rostrum.

Past presidents in attendance

800 at PCSA Banquet-Ball

• Continued from page 48

Norman Carroll, Hazel Carson, Dave Cavagnaro, Frank L. Cerutti, Eleanor Christie.

A. L. Christopher, Betty Clancy, Mary M. Closson, Archie M. Closson, Mr. and Mrs. E. W. Coe, Ernest Collicutt, Wayne R. Cook, Ruth Corker, Linda Couch, Mr. and Mrs. Ray Cox, Eleanor Crafts, Laura Crafts, Mr. and Mrs. Joseph R. Creash, Gene C. Crosby, Mrs. Gene Crosby, Mike Dambrosio, Lamar D'Antignac, Donald Dasonville, Pat Dauer, O. F. (Tad) Davis, Ruth and Bill Davis, Guy W. Davenport, Rose Westlake Dodson, "Dod" Dodson, W. W. Dodsworth, Kathryn Doolan, Sam and Lucille Dolman, Bob Downie, Mrs. Bob Downie, Mrs. Dan Donovan, Mrs. P. Frank Duffley, P. Frank Duffley.

Dan Dix, Gifford P. Eastwood, Maxine and "Mush" Ellison, Victor W. Elliott, Chas. E. Elwood, Ralph (Tommy) Enriquez, H. E. Ewart, Joseph Faber, Margaret and Hunter Farmer, Bert Farmer, Mrs. Bert Farmer, E. K. Fernandez, Mr. and Mrs. L. C. Ferris, A. L. Fisher, Al Flint, Mrs. Al Flint, Theo Forstall, Mr. and Mrs. Bill Fowler, R. M. C. Fullenwider, Ethel and Dom Fusaro, Carlisle L. Gates, Charles E. Gates, J. W. Gilman, Mr. and Mrs. Larry Glacy, Mr. and Mrs. Joe Glacy, G. W. Glass, Mr. and Mrs. C. L. Gleason, Mr. and Mrs. C. W. Glover, Mr. and Mrs. T. A. Golding, Grace E. Goss, Peg Grussendorf, Mrs. L. J. Hamilton, L. J. Hamilton, Leon Handel, Ed and Barbara Hellwig, Mr. and Mrs. Duane (Spike) Hennessy, Matt and Marosa Herman, Mr. and Mrs. Frank Hertz, Mary Lou and Lloyd Hilligoss, Sam Hillson, Mr. and Mrs. Ray W. Hitchings, Mrs. C. H. Hoxie, Mr. and Mrs. C. S. Jackson, Johnnie Jackson, Mary Jelenick, Dorothy Jones, Bob Jones, Toni Jones, Emma Kasch M. P. Katzufakis, Mr. and Mrs. Clarence W. Kelley, Hugh Kennedy.

Bob King, Joanne Kittredge, W. R. Kittredge, George and Etta Kotarakus, Mr. and Mrs. Mike Krokos, Tony La Salvia, Laura La Salvia, Marie and Ted Levitt, Moe Levine, Nina Levine, Phil Lewis, A. Little, Mrs. Curtis Little, Mr. and Mrs. Chuck Loeff, Mr. and Mrs. J. C. Loomis, Jimmy and Josie

were Pearl McGlynn, Pat Seery, Claire Cherniak, Agnes Barnes and Isabell Brantman.

Participating in the candle-lighting ceremonies and auxiliaries they represented were Phoebe Carsky, National Showmen's Association; Margaret Davis, Michigan Showmen's Association, Detroit; Sophia Carlos, Hot Springs Showmen's Club; Esther Groscurth, Heart of America Showmen's Club; Mae Smith, Showmen's League of America, Chicago; Antoinette (Babe) Rohr, Pacific Coast Showmen's Association; Minnie Simmonds, Miami Showmen's Association; Hattie Hoyt, Tampa Showmen's Association; Ruth Bernauer, Missouri Show Women's Club; Kathryn Robertson, Lone Star Showmen's Club of Texas; Dorothy Marco, Canadian Showmen's Club, Toronto, and Isabell Brantman, Caravans, Inc.

International Assn. Of Showmen

ST. LOUIS—Meeting of December 11 was called to order by William McCoy, second vice-president. Also on the rostrum were Euby Cobb, secretary, and George Regan, treasurer.

Sixty-four members were in attendance with 18 new members voted in. Six of these were sponsored by Kenneth Rector, 4 by Buff Hottle, 6 by Hal Dunn and 2 by William McCoy.

Lynch, James F. Lyttle, Mrs. Kathryn McAfee, Bob McClure, Emily and Chas. E. McGimsey, J. H. McMurray, Grace Merkel, Mr. and Mrs. Earl McNeely, Doug Madson, Les Mansell, Opal and Louis Manly, — Mardoni, Louise Mardoni, Mr. and Mrs. R. C. Mario, Mr. and Mrs. Bob Mathias, Mrs. Mathews, Bob Mathews, Joe and Margaret Mead, Mr. and Mrs. Stuart Merrill, Stephen J. and June Merten, Mr. and Mrs. Carl Mills, Mrs. Geo. N. Miller, George N. and Nancy Miller, Henry Miller, Sam Miller, Clara Mortensen.

Dorothy Moskowitz, George Moskowitz, Ed and Eila Moyer, Gregg Meyers, Mrs. H. Gregg Myers, Harry and Isabel Myers, Larry Nathan, Miss Jean Nelson, Toney Nelson, Mary Nicassio, Mr. and Mrs. John Nolasco, Ruth Wolff Wood, A. G. Olmeck, Mrs. A. G. Olmeck, Blanche and Bill Overly, Perry Opdyke, Marjorie Otis, Si Otis, Eddie Oxford, Willie Palmater, Frank Peluso, Mary Peluso, Mr. and Mrs. C. E. Persson, Russell E. Pettit, Harry and Tony Phillips, Mr. and Mrs. Frank Lee Platten, Charlotte Porter, Kitten Poundstone, Fay Prosser, Mr. and Mrs. C. W. Quealer, Goldie Reeves, Peter J. Reeh, C. L. Reeves, Mrs. Vivian Reeh, J. C. Richardson, Thora E. Richard.

Edward C. Richter, J. M. Roach, Al Rodin, Charlotte Rufner, Tex Rufner, T. M. (Tex) Scarbrough, Dick and Kitty Searce, Mercedes Schageman, Roy Schoef, Norman and Lillian Schue, Mike Schwartzberg, Tulsa Scott, Mr. and Mrs. Phil Shepherd, Azalea Sherri, Sally Short, Eldon Short, Meade Simpson, Sammy and Cleo Sneed, Mr. and Mrs. Sam Snobar, Mr. and Mrs. Joseph Speer, Mrs. Tom Spring, Tony Spring, Sam Steffin, Peggy and Joe Steinberg, Fran Stout, Jack Stout, Mr. and Mrs. Jack Stout, Bill Straub, June and F. M. (Pete) Sutton, Mr. and Mrs. Eddie Tait, Mr. and Mrs. Amon Tanner, Don M. Taylor, Edwin Thomas, Vernon Thornburg, Jim and Beulah Tocher, Loren Tower, Pat Treanor, Earl and Maxine Trilal, Mr. and Mrs. Steve Vaughn, Mr. and Mrs. Howard Wackman, Jimmy Wakely, Freda Walker, Chester W. Walker, Mr. and Mrs. Clyde Wallace, Mr. and Mrs. C. M. Walsh Sr.

Miss Sandra Walsh, C. M. Walsh Jr., C. Walton, Mrs. George Warner, George C. Warner, Mr. and Mrs. Roger Warren, Roger Warren, Hazel Warren, Ed Warren, Mrs. Roberto Westbrook, Sam and Mickey Wexler, Mr. and Mrs. A. J. Whalen, Frank and Bayless Wheeler, Mrs. Jean Whetstone, John W. Whetstone, R. A. Wilsey, Max L. Winklen, George Winkler, Kathleen Winkler, George Wise, Alber R. Wright, Stewart W. Yost, Mrs. Stewart W. Yost.

Tampa Club

• Continued from page 48

vice-presidents; Vernon Korhn, secretary, and Harry Julius, treasurer. Sick list included Bill Hasson, Steve McNitt, Bill Cupps and Chlna Jackson. The clubroom foyer is being redecorated so it will be in accord with the color scheme. Included will be new paint, draperies, lights, furniture and reupholstering of present furniture.

Phoenix Club

• Continued from page 48

Curtis Hayes, are buried in the main plot where there are 24 graves. Interred in the new plot, where there are 48 graves, is Walter San Souci. William Leroy Bell, Charles A. McLoed, Kenneth E. Van Santo, Robert Robinson and James B. Mack are buried in other sections of Greenwood, and William Solomon in Beth El Cemetery.

WANT FOR ROYAL AMERICAN SHOWS AND RIVERVIEW PARK, CHICAGO

FOR SIDE SHOW—Talkers, Ticket Sellers, Acts of all kinds.
FOR FAT SHOW—Fat People, prefer those doing two or more specialty acts.
FOR SNAKE SHOW—Lady to lecture on inside, prefer dwarf capable of lecturing on snakes.
FOR RIVERVIEW PARK—Women for all-women show, freak attractions and those doing specialty acts, doing two or more. Also Talkers and Ticket Sellers for Riverview.
All answers to DICK BEST, Box 2168, Sarasota, Fla.

GREAT WESTERN SHOWS WANT FOR SANDHILL STOCK SHOW & RODEO TWO SATURDAYS & SUNDAYS—JANUARY 3-11

Hanky Panks and Alibi Concessions only.
Rides—Need Coaster and Octopus. Wire
MANAGER, GREAT WESTERN SHOWS, Box 2601, Odessa, Tex.

ANNOUNCING

THE SOUTHWESTERN NEW YORK FIREMEN'S ASSOCIATION CONVENTION & FIELD DAYS
6 Big Days—August 5-6-7-8-9-10—6 Big Days. At Blasdell, New York.
Two miles south of Buffalo and four miles north of Hamburg, Erie County Fair Grounds.
Now booking Amusement Rides and Shows. For information contact:
G. (ERNIE) ERNEWEIN, Chmn. Carnival Comm.
18 East Lake Ave., Blasdell 19, New York.

BAKER UNITED SHOWS

"A Clean, Modern Midway"

Booking for 1959 season, legitimate concessions that work for stock. (No gypsies, flats or alibis.) Will sell ex on Jewelry and Diggers. Want Hanky Panks of all kinds. No others need apply. SHOWS: Can place 10-in-1. Snake, Funhouse, Glass House and Illusion Show. Visit our rooms at the Indiana Fair Meeting. All replies by mail only. ERNIE ALLEN, P. O. Box 35, Terre Haute, Ind.
FOR SALE: 37½ KVA AC Cummings 110-120 Generator mounted on truck.

GLADES AMUSEMENT CO.

WANT FOR DE SOTO COUNTY FAIR, ARCADIA, FLA., JANUARY 13 THRU 19.
AND FIVE WEEKS OF FLORIDA FAIRS TO FOLLOW.

RIDES—Scrambler, Round-Up, Rock-O-Plane and Tilt-A-Whirl.
SHOWS—Minstrel, Fun House, Wild Life, Glass House, Girl Show or any kind of Grind Show with own equipment.

CONCESSIONS—Sit Down Grab, Glass Pitch, Bear Pitch, Scales and Age, Novelties, Duck Pond, Ball Games, Balloon Darts, Basket Ball, Buckets, Six Cats or any kind of Prize-Every-Time Concession.

ALL ANSWERS

JERRY SADDLEMIRE

La Belle, Florida, Phone Orange 5-2131

P.S.: Bud Davis and Mr. Slover, please call me.

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

A MERRY XMAS TO ALL!

And to all a 40% saving on Comedy Material. Every dollar value costs only 60¢ on any or all of our sock gaffles. Write for info. **SHOW-BIZ COMEDY SERVICE** (Dept. B-27) 628 Avenue "V" Brooklyn 23, New York

JAN RECORDS LATEST RELEASE—"YOU Got Me Rocking and Rolling," "Oh, Baby," "Waiting With You," and "Dreamy Sunday." Billboard rates: 73 plus 71; Music Reporter, Triple A. Order Accord's direct from 819 Thurman St., Montgomery, Ala.

NEW! 1,000 "RICH AND RARE" GAGS! List of gags, gauds and gimmicks free. Edmund Orrin, 1819-B Golden Gate, San Francisco 15, California. ja8

ONE-LINERS! "WIT FOR MODERNS." New! Introductory offer, \$2. The Wit series list free. Ray Wenell, 2904 N. Keating Ave., Chicago 41, Ill.

SEND FOR FREE PRICE LIST NEWEST Comedy Material, or send \$10 and get \$50 worth of Gaffles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, N. Y. de29

\$3,000 PROFESSIONAL COMEDY LINES. Routines, Sight-Bits, Parodies. 1,000 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. de22

Agents, Distributors Items

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of automobile initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts. ch-mp

EARRINGS, ASSORTED STONE AND TAILORED. \$6 per gross plus postage. Bill-folds, plastic alligator or lizard, \$10.80 per gross plus postage. C.O.D. gross lots. New England, Dept. B, 124 Empire St., Providence, R. I. de29

FAMOUS MFR. CLOSEOUTS Stoned & Tailored Earrings\$1.75 Dz. Pierced Earrings on Display 1.25 Dz. Charm Bracelets, Asst. 1.50 Dz. Tie & Cufflinks Sets, Asst. ...\$3.75 & 6.00 Dz. Cultured Pearl Tie Slides, Carded... 2.00 Dz. Broken Jewelry—Min. 3 Lbs. 1.00 Lb. Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, balance C.O.D. **SAMUEL SILVERMAN & CO., INC.** 1820 Westminster St. Providence, R. I.

GIFTS FROM HAITI! VODOO GOD HEAD, 6" high, \$1.25; mahogany wood Salad Bowl, 6" \$1.25 postpaid. Satisfaction guaranteed. Harry Thomas, Box 862, Port-Au-Prince, Haiti.

HOSIERY—LOW PRICES: LADIES' MEN'S, Children's. Ladies' Nylons, \$1 dozen up. Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1258 Market St., Chattanooga, Tenn. de29

I WILL PAY YOU \$6 PER HUNDRED FOR Indian Head Pennies. Write E. M. McClelland, 1735 Walker St., Augusta, Ga. de29

NEW 7"x11" SIGNS—COMEDY, RELIGIOUS, general. 7¢ retail, 50¢. Catalog free. 15 samples, \$1. Lowy, 812 Broadway, Dept. 989, New York 3. ch

This is a **DISPLAY CLASSIFIED AD** Your Advertisement Displayed in a space this size will cost only **\$14 per insertion**

SAFTRIM!

Entirely different new "Hairreuter" Proven way to cut your own hair professionally. No cuts, no nicks, safe for even a child to use. Can be used for Mother, Father and Children. Save untold dollars and time. Easy, quick to use. Satisfaction Guaranteed. Set of "Saftrim" and box of blades, only \$2.00 Postpaid. Write for quantity prices. **PAUL G. WALLACE** 8763-B, S. Wabash Chicago 15, Ill.

JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr. \$18.00
E2—Stone Earrings, Asst. Gr. 21.00
E3—Stone E/Rings, Etc., Asst. Gr. 12.00
O1—Odd Lot Neck & Brace, Gr. 15.00
W1—Men's 6-Piece Watch Set 5.15
W2—Ladies' 8-Piece Watch Set 6.25
R3—Gent's Stone Rings, Asst. Dz. 3.50
B2—Boutiques, Boxed, Asst. Dz. 3.00
L2—Ronson-Type Lighter, Dz. Cd. 4.50
620—Snapshot Camera, Boxed, Dz. 14.40
R-164—Religious Medallions, Bxd. Dz. 5.75
2256—3-Piece Pearl Set, Bxd. Dz. 7.20
2357—Hunting Knife & Sheath, Dz. 7.20
9967—2 Hunting Knives & Sheath, Dz. 12.00
1165—Tri-Color Flashlites, Bxd. Dz. 4.00
1110—8" Girl's Doll Handbag, Dz. 3.75
9474—8" Plush Stand'g Bed. Bear, Dz. 5.40
K-1—Kiddle Neck & Trac. Set, Bxd. Dz. 6.50
25% dep., bal. C.O.D. Free catalog. Try samples of any items at reg. prices.

NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS . . . stamping SOCIAL SECURITY PLATES, NICKEL, SILVER Key protectors. Samples of either 80¢ with your name, address and Social Security number. Catalog free. **GENERAL PRODUCTS** Dept. BB-51, 188 State St. Albany, N. Y.

REGULAR CLASSIFIED ADS

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

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

DISPLAY CLASSIFIED ADVERTISEMENTS

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

Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more. **RATE: \$1 per agate line, \$14 inch. CASH WITH COPY** unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

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

PITCHMEN—300% PROFIT, FAST TURN-OVER. Demonstration sells Vanmac Steer-Ban. Will make every pitch a good one. Send 50¢ for sample and prices. Vanmac, 3131 E. Burnside, Portland, Ore.

SAVE 50% ON CHRISTMAS CARDS WITH music designs; records, orchestra. Free samples. Williams Cards, 19 Hudson St., New York 13. de22

Animals, Birds, Snakes

CALIFORNIA SEA LIONS—PRINCIPAL supplier zoos and circuses throughout world past 12 years. Marine Enterprises, Inc., Box 2636, Ocean Park, Calif. np

FAT RATTLESNAKES, INDIGOS, YELLOW Bulls, Alligators, Grey Foxes, Ferrets, Deodorized Skunks, Horned Owls, Raboon, Rhesus Monkeys, Ringtail Cats, Peafowl, White Doves, Hawk, Ringneck Doves. Otto Martin Locke, Hawk MA 5-4523, New Braunfels, Texas. de29

ONE-EIGHT LIBERTY HORSE ACT OR 2 four Palominos, white manes, tails. Bill Buschdom, 514 S. 5th St., Centerville, Iowa.

Business Opportunities

BUY WHOLESALER! 25,000 NATIONALLY advertised products. Get amazing dealer catalogs. Complete details free. American Wholesalers, 1841 DX Levee, Dallas 7, Tex. ch-tfn

CARNIVAL GROUNDS AVAILABLE FOR April through September, 1959, season. Owner desires to operate rides and concessions on commission basis, but will lease to fully manned carnival. Ideally located adjacent large Allegheny County park. J. A. Burns, Box 4165, Pittsburgh 2, Pa.

FEATHER BIRD PICTURES, CEDARWOOD Frames, Miniature Saddles, hand-tooled Leather Belts, Billfolds, etc., Suede Jackets. Apartado 1000W, Tampico, Mexico.

GOODBY ALKY-BREATH, UPSET TUMMY. Sellout every bar. Huge profit. Test samples and source, \$1. Garza, Box 3463, Highland Park 3, Mich.

HOUSE TRAILER SALES BUSINESS—EAST- ern Penna. Long established, valuable franchises. Sacrifice for quick sale. D. C. Wisecup, P. O. Box 62, Trevoise, Pa. de29

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. de29

MEN, WOMEN, HANDICAPPED, GUAR- anteed easy, extra money. Year 'round non-competitive business. No merchandise, selling or investment. Details, instruction and samples, \$1. Dept. Thark, 186 Summers St., Charleston, W. Va.

SELL ORIGINAL OIL PAINTINGS—SENSA- tional low price to you, \$1 each. Order sample dozen today; start your own business. L. Rogers, P. O. Box 1472, Jacksonville, Fla. (No C.O.D.'s.)

Food and Drink Concession Supplies

FOOD & DRINK CONCESSION SUPPLIES ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. np

For Sale—Secondhand Show Property

BUILD MAJOR RIDES—COMPLETE PLANS; Merry, Flying Scooter, Dark Ride, Ferris Wheel, \$25 each; Octopus, \$15; Greased Lightning, \$15; Chairplane, \$10; all \$110. Free catalog. Brill, Box 875, Peoria, Ill. de22

EVERLY FLY-O-PLANE—GOOD CONDI- tion. All chains and sprockets new last year. In permanent park, \$6,500. Paul Roads, 8403 George, Amarillo, Tex. de22

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. de22

MERRY-GO-ROUND—32' 2 ABREAST, NEW Anchor Top, Gas Motor, Transp. If wanted. Hobby Horse; 10 Cast Alum. Horses, Fluid Drive, New Top. 10-Car Allan Herschell Auto. All ready to operate. Frederick, 2263 Newton, Detroit 11, Mich. de22

STREAMLINER—CENTURY FLYER, 8 coaches, 1,200 ft. of track, A-1 cond.; photos; 23-ft. factory-built Trailer, front half living qtrs.; \$1,000. Kiddie Rides, Arcade Ept. Frederick, 2263 Newton, Detroit 11, Mich. de22

Help Wanted

FEMALE ELVIS PRESLEY—PLAY GUITAR, sing, under 30. Work club, Key West, Fla., immediately. Send tape, pictures. Rudys, 124 Duval St., Key West, Fla.

Magical Supplies

NEW 152-PAGE ILLUSTRATED CATALOG— Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-miniature Radiophone for mentalists. Brochure, prices on request. Catalog 50¢. Nelson Company, 338 South High, Columbus, Ohio. de29

3,000 TRICKS—POCKET, PARLOR, STAGE; also Mentalism, Spiritualism, Books. World's finest Magic Catalog (408 pages), \$2.50. Kanter's, B-1311 Walnut, Philadelphia 7, Pa. de29

Miscellaneous

FOR SALE

Approximately 120 Puppets, Masks, Props, Backdrops, Front Curtains, all made by the world famous Remo Bufano. Will consider any reasonable offer. Contact **SIDNEY MILLS** 239 Central Park West, NYC, or Trafalgar 4-5705

M P, Films & Access

16MM. SOUND "THE PASSION PLAY," 7 reels, \$150; "Scrooge," Dickens' Christmas Carol, \$75; also other features. Mfnot Films, Inc., Milbridge, Maine. de22

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1846 W. Cortez, Chicago 22, Ill. ch-tfn

Ponies

10 LITTLE BLOOD MARES—ALL FOR \$800, 1 Midget Cow, \$75. Truck available for delivery. No time for letter writing. Phone day or night 9317, P. L. Cobb, Amite, La.

Salesmen Wanted

FRANCHISE MEN—EXTRA LARGE IN- come for good closers. Write Commercial Enterprises, 139 N. Clark, Chicago, Ill. ch-de22

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-214, Chicago 32. de22

MORE BUYERS

Will Stop and Read

YOUR AD

If you use a

DISPLAY CLASSIFIED AD

RATE ONLY \$14 per Inch

Wanted to Buy

BASEBALLS—RUBBER COVERED, CORD wound. Used or new. State lowest prices. Aquilino, 454 Roslyn Pl., Chicago 14, Ill.

POPCORN WAGON, COOK HOUSE, CHEV- le Tractors, Train, Fun House, other Kid Rides. Send photo, price. Concessions wanted. Ride Help for May opening. Write Tri-State Shows, Plattville, Wis., R. #2.

WANTED—CALLOPE, STEAM OR AIR; Instrument only, or mounted complete. Also Band Organ. Address Pion-Era, 1839 11th St., Saskatoon, Saskatchewan, Canada.

WANTED TO BUY—USED PENNY WEIGH- ing Scales, preferably routes of 100 scales or more. Smith McCoy, Roderfield, W. Va. de29

COIN MACHINES

Used Equipment

SCALES—SCALES—SCALES—10 WATLING 500 Guessers, \$32.50 ea.; 5 Watling Tom Thumb Fortune, \$35 ea.; 5 Watling Fortunes, \$45 ea.; 6 A.B.T. Kirk HiBoy Guessers, \$40 ea.; renewed, reconditioned. Send deposit and shipping instructions; balance sight draft. Gaycoin Distributors, 4865 Woodward, Detroit 1, Mich.

STAMP MACHINES—DUPLEX, \$12.50; Shipman Triplex, like new, \$34.50; Felders, Northwestern Rolltype, \$69; used, \$35. USP Co., 100 Grand, Waterbury 2, Conn. de29

MUSIC-RECORDS ACCESSORIES

Used Records

FOR SALE—ENTIRE COLLECTION OF about 1,500 records of John M. Harlan, deceased, former member of world wide collectors, containing Kenton, Pop, Jazz, Opera and Collector's items, Write P. O. Box 764, La Crosse, Wis.

Tattooing Supplies

WHEREVER MEN WALK THE EARTH OR sail the seven seas you will find them wearing Zeis Tattoo Designs. Special this month, 8 sheets for only \$4. Zeis, 728-A Leslie, Rockford, Ill.

TALENT AVAILABILITIES

NOTICE!

Starting with the January 5, 1959, issue, the rate for **TALENT AVAILABILITIES (At Liberty)** ads will be 10c a word, minimum for 20 words or less, \$2.

RATE: 5c a word, minimum \$1. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

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

Miscellaneous

AVAILABLE! MIRACLE MADE MAN INTO woman feature, unprecedented in show history! Phenomenal singing voice, youth, beauty at amazing age of 79. Miracle age 20. Does she know the secret of youth? Recognized by city, state, federal authorities. Personal appearances with her company anywhere. Can place following three associate artists: Pianist; MC who is also instrumental soloist; road manager, co-operate with booking mgr. Miss Delores, Capitol Hotel, Richmond, Va. de22

A-1 STRAIGHT AUCTIONEER—CAN DO high jam if allowed to work my way. Pitchman and Demonstrator, top Book and Candy Man. "Sunshine" Elliott, Phone Harrison 7-3200, Chicago, Ill.

TOP-NOTCH M.C.—SELL ANY SHOW ANY- where; theaters, auditoriums, barns and night clubs. Especially acquainted with night spots, also radio and TV. "Sunshine" Elliott, Phone Harrison 7-3200, Chicago, Ill.

TUBERCULAR—STRONGEST—PHYSICAL. Wishes work, will travel in Fairs, Expositions, Shows, Carnivals, Lectures, etc., wrote book, VAT, 487 Man. Ave., New York 27, N. Y.

WOODFORDS OLD-TIME DOG ACT—THE old ones forgot, the young ones never saw it. Woodfords, Jamestown, N. Y.

Musicians

DRUMMER—NAME EXPERIENCE, YOUNG, can play Shows, Latin, Society, Jazz, etc. All good offers considered. Drummer, 317 S. Galena Ave., Dixon, Illinois. 2-3851.

HAVE ORGAN, WILL TRAVEL AFTER Jan. 5. Tops in organ music, all styles; noted in the Penna. and New York area. Write to Harold Wolfe, McKeesporter Hotel, McKeesport, Pa. ja5

COMMERCIAL LEAD, ALTO OR TENOR, double Flute, ad lib., Clarinet, read shows well, name experience; consider combo or hotel work only. Interested in Southern location. Write, phone or wire Eddie Beau, Fond du Lac, Wis.

LEAD TRUMPET MAN—VAST DIXIE EX- perience, cut shows; read, fake anything, vocals; young, married, sober, reliable; will travel. Chuck Conner, Rt. #2, Box 370, Augusta, Ga. ja5

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. de22

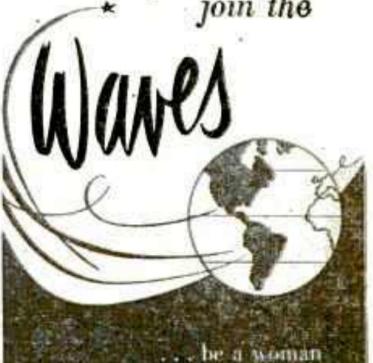
"CRASH" BROWN'S CANNON ACT— "Crash" Brown and motorcycle fired from cannon. Another first by the "King of the World's Stuntmen," who has originated more thrill acts than any stuntman alive. Over 30 acts alive with death; one act or full show for any occasion. Contact "Crash" Brown, Westmoreland, Tenn. de29

Vaudeville Artists

BUSTER DOSS VARIETY REVUE—MAGIC Clown, Music, Vent. Act. Experienced all type dates. Phone dates, etc. Box 243, Roxton, Texas. de29

GOOD ALL-ROUND PERFORMER, COMIC, Character and Straight Man. Know and work all stock scenes, including burlesque. "Sunshine" Elliott, Phone Harrison 7-3200, Chicago, Ill.

join the



be a woman of the world

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

new, Sparkling Different
Boxed Costume Jewelry Sets

\$12.00 DOZEN

Sets of • Earrings • Bracelet • Necklace

Sparkling, hand-set stones in a variety of brilliant colors. High style — beautifully boxed for Christmas selling.

25% cash with order, bal. C.O.D., P.O.B. Memphis.

WRITE FOR NEW CATALOG

CEL-MAX, Inc.
582 SO. MAIN ST.
MEMPHIS, TENN.

CEL-MAX Extra SPECIAL Ladies' Rhinestone WATCH SET \$7.95

Distinctively box 7-Jewel Rhinestone Watch, rebuilt like new! Necklace, Earrings, Jeweled Ball point pen. . . . The Complete Set, \$7.95. Sample, \$8.95.



RINGS SHINE, TOO

Engraving Jewelry In Top Sales Year

By IRWIN KIRBY

One of the best holiday seasons on record is drawing to a close in the low-priced jewelry business, notably in that field which deals with low-priced rings and engraving jewelry. To say the manufacturers and jobbers of these items are pleasantly surprised is putting it mildly, since the recently-closed outdoor season was a disappointment to many. Fair business was off for most persons with a financial stake in it, these including the producers, importers, jobbers, operators and agents working for the operators of jewelry stands.

Holiday-time has been a lush one, ranging in some quarters to 50 per cent better than 1957. Few new items have hit the market, which continues to exist on old standbys in the line of rings, pins, bracelets and necklaces. Jobbers do not puzzle too long before coming up with a reason for the increase: The fairtime decline was the result of competition out in the field, that is, on the fairgrounds. The fair business is an easily identifiable one and salesmen knowing the various dates can canvass showgrounds pretty well. This works to the detriment of jobbers not operating in this fashion, even tho the latter's prices may be lower. Smaller manufacturers may turn out or assemble pieces at home and drive out to the fair for quick sales. The pressure, when it appears, is not on the jobber but on the purchaser, who may be faced at a crucial time with the temptation of a hand-over bulk sale, at a higher price than he is accustomed to paying.

In cold weather the market is much different. Operators head indoors and spread out over the land in department and jewelry stores, farmers' markets and elsewhere. They are harder to furrow out and for their supplies they generally turn to the sources they know best, the jobbers. This holiday they have bought in record volume, but the prosperity has not been nationwide. The Eastern metropolitan area, particularly New York City, had known a slump in so-called "slum" jewelry. There is no easily-arrived-at reason for this.

As can be expected there has been an upturn in traffic of religious items, where nothing new of significance has appeared. Elsewhere in the jewelry line good acceptance has been won for miniatures of previously successful items. Thus, there is a diminutive rendition in white and yellow of such familiar pieces as the "key to my heart," heart-cross combination, heart with two rings, and earrings for engraving. Throught the line there is the effort to hold the wholesale line \$3 a dozen, in order to permit a good profit for the store operator. For example, pearl bracelets and necklaces affixed with blank hearts range from \$2.25.

Several promising items have appeared in West Germany and could be popular if marketed in this country. There is a cat clock priced from \$2.80 to \$3.85, which sounds a meow and lights its eyes each half hour and is a novel departure from the time-worn cuckoo. There is a flashlight battery-powered pocket fan, three inches square and an inch and a quarter thick. There is an assortment of 100-odd silver alloy charms, enamel painted and including all types of shields, crests, flags, badges and pendants. There is also a retractable type ball point pen with a 17-jewel shock resistant watch built in. (Come with windowed carrying case.)

PIPES FOR PITCHMEN

NOTING . . . the article on the demise of med pitchmen in the December 8 Pipes column by Madaline Ragan, "whom I have admired for many years but have never had the pleasure of meeting," Buster Doss, of the Buster Doss Variety Show, makes the following comment on the med fraternity: "In the Tate-Lax Trailer Park in Waco, Tex., there are quite a few of the old-timers. Doc Tate, who won't give his age, is there and still goes out to pitch occasionally. Buster Williamson, the blackface comic, is running the park. Skeet Williamson, the wife of Chec Williamson and the former wife of the late Jude McDonald, is looking forward to another spring. Benny Doss is now out of the med business and running a successful printing shop. In South Texas Howard and Emily Zarlinton are under canvas for Tate-Lax. Murl Webster is in the furniture business in Houston, but still goes out during the summer.

Magician Sid Ham now operates a sign business in Houston. Bubbles and Ramona are running a gift shop in Oklahoma, and Dan Sherwin is retired and living in Oklahoma. Ray Smith has a roofing business in Wichita, Kan. Pat Harris, a Toby comic, is retired in Waco. Bob Lathey, who had a highly successful med show for three years, now plays occasional school dates. Billy Van Sandt, comic, is in the newspaper business in Texas, and Toby and Bertha Shelton are retired in Bellville, Tex. When I took out my own show at the age of 28 I was the youngest, to my knowledge, med pitchman with a platform show, and I guess that today, at age 33, I am still the youngest. I would like to see more young men in the med business. I am out only during the hot months, selling Kay-Bee brand (my own) put up by Cel-Ton-Sa. The rest of the year I work phone pro-

(Continued on page 53)

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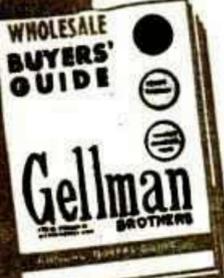
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DECEMBER 22, 1958

THE BILLBOARD

MERCHANDISE

53

WFA Names Dodge

Continued from page 47

D. Campbell, Western Washington Fair, Puyallup.

Max Forbes, Sacramento County Fair, Sacramento, and Cecil Jo Hindley, Humboldt County Fair, Ferndale, were paid tribute for 20 years of service...

Winners in the Western Dress Day competitions were: Best working Western outfit, man, Bob Simon, announcer; woman, Goula Wait, manager...

Timonium Returns

Continued from page 47

board; Richard C. Riggs, vice-president; Richard N. Wills, treasurer, and Richard C. Emory, secretary.

Directors named are W. Delamere Aekhurst, Hechel Allen Jr., Scott Bair, Webster Bosley, Gordon M. Cairns, Leonard Carver, W. Mitchell Digges, S. L. Hammerman, John Hampshire, Richard Heather, Zachary Lewis, John B. Merryman, Charles A. Morros, Samuel Pistorio, William Price, J. M. Reese, J. Homer Remsburg, Richard C. Richardson, Goss L. Stryker, Charles Wise Jr., John D. Worthington 3d, McLean Campbell, John E. Pons, Richard Emory, Stuard Janney Jr., and Austin Remm.

Pipes for Pitchmen

Continued from page 52

motion shows with a variety revue from coast to coast."

ACE TOY advertisement featuring a 12" drinking rabbit, bubble blowing rabbit, and vacuum cleaning rabbit.

COLUMBIA SALES CO. advertisement for tip books and baseball books.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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Machine Production Forged 10 to 30% Ahead During '58

Penny Venders Took Top Honors; Nickel Gains While Dime Flops

CHICAGO—The nation's four leading bulk vending machine manufacturers report individual increases in production this year ranging from 10 to 30 per cent over 1957. While these are projections to the end of the year, adjustment was made for the normal winter manufacturing slump.

The penny machine was still king during 1958, but its pre-eminence appears to be slipping. About 75 per cent of Victor Vending's machines were penny venders, reported President Harold Schaeff. Oak followed with 61 per cent of production in penny venders, according to Sid Bloom, secretary-treasurer. Wallace Jenkins, president of Atlas, said that 98

per cent of venders manufactured took the combination penny-nickel mechanism. However, only 6 per cent of Northwestern's machines were penny venders, stated Ray Greiner, sales manager.

Dime Vending
Manufacturers were almost unanimous in the belief that there is little future for dime vending. Production of machines taking dime mechanisms was insignificant during 1958, and manufacturers feel that the market for the dime machine has been tested and found wanting. The reason seems to be that bulk vending at the 10-cent level is in a kind of no-man's land. The dime doesn't capture much of the market for standard edible bulk

vending products. On the other hand, suitable novelty items for dime vending are hard to find. Oak dissented somewhat on this point, with the opinion that dime vending can be used in appropriate locations.

The nickel machine, however, shot up in popularity during 1958. No less than close to 93 per cent of Northwestern's machines carried nickel mechanisms, said Greiner. Schaeff reported that of the 25 per cent production devoted to machines vending for more than a penny, a substantial amount was of nickel machines. Altho the vast majority of Atlas' machines carry the penny-nickel mechanism, Jenkins reported that the nickel is edging into nut and capsule vending.

1959 Plans Vary

Plans for 1959 vary substantially among the four firms. Atlas plans to concentrate almost exclusively upon its penny-nickel machine making in design and mechanism. In the past year a larger globe, top load and a coin cam guide were

(Continued on page 56)

BB CHECK

No Uniform Policy Found in Chains

Five out of nine national grocery chains replied to a recent questionnaire of The Billboard on bulk vending operations. Four asked that their replies be held confidential. The story below reports the answers from these chains.

CHICAGO — National grocery chains do not have a uniform policy regarding bulk vending. This conclusion is based upon replies from five leading chains representing more than 20 per cent of total chain stores in the nation.

Altho company policy of four of the chains permits vending operations, there is little further similarity in their responses. The largest national chain, A & P, stated simply that it is not interested in bulk vending.

Two of the chains reported that bulk venders were on location in more than 90 per cent of their stores. A third estimated that 5 per cent of its stores were taken, while the fourth did not reply to this question.

These four chains were split on their attitude toward bulk venders as money earners. Altho none

views bulk vending unfavorably, both neutral and favorable attitudes were indicated. One chain would require a minimum of \$5 net profit (commissions) from a single machine per week. Another asks commissions ranging from 30 to 50 per cent.

Only one of the four chains said that a single person in the company could authorize placement of bulk venders in all stores. The other three said that someone on the regional level would be the person responsible. These persons were termed zone manager, branch grocery buyer or assistant district manager by the three chains. However, all agreed that a store manager would not have authority to countermand a decision made at the regional level. The executive decision, in other words, would be binding on all stores.

The chains were asked about their attitude toward multiple installations. Only two expressed any opinion, one neutral and the other unfavorable. This is, of course, only a first reaction. A detailed explanation of multiple vending might easily alter their attitudes.

FTC Orders Atlas to End False Claims

WASHINGTON — Federal Trade Commission last week (19) ordered Atlas Manufacturing & Sales Corporation, American Products Corporation and Atlas Enterprises, all of Cleveland, to stop "using deceptive offers of employment and exaggerated earnings claims" to sell vending machines.

In denying an appeal filed earlier by the companies, the Commission adopted hearing Examiner Loren Laughlin's initial decision. The examiner ruled that their misrepresentations had persuaded "unsuspecting readers of the ads . . . to go deeply into debt or to invest substantial savings in a precarious business in which such persons had utterly no experience."

The FTC's order, written by Chairman John Gwynne, orders a

(Continued on page 56)

Eppy Says Ops Not Making Most Of Opportunity

NEW YORK — Many bulk vending operators are not making the most of their opportunities and are using their equipment and service calls inefficiently, according to Sam Eppy, local charm manufacturer.

According to Eppy, the opportunities for profit on a route are limited by four factors—the number of machines, the quality and activity of each location, the merchandise vended in the machines, and the number of hours an operator is willing to work.

The easiest of these factors to

(Continued on page 55)

PROFILE OF WEEK

Convinced of Potential

GEORGE WILSON



GEORGE WILSON, of Wilson Vending, started in bulk vending with a single machine in 1949. In the course of a year he built his part-time route up to 100 machines. Convinced of the potential of bulk vending and relying on the experience he had gained, he went full-time into the business. His successful venture has grown into a route that now covers Detroit and suburbs. Like many bulk vending operators, he puts a lot of time into his business—10 hours a day, six days a week. In his diversified operation he vends nuts, candy-coated peanuts, ball gum and pan candies.

Wilson is a native Detroiter. Born in 1916, he is descended from a family of Midwesterners. After graduation from Central High School, he attended Detroit Institute of Technology, where he took a degree in pre-law. He then attended Detroit College of Law for two years, when his studies were interrupted by a tour of duty in the Armed Forces. He served four years in the Army Air Corps as an M. P. on permanent assignment at Chanute Field, Ill. He was put in charge of checking orders on trains traveling to and from football games at Champaign, Ill.

Changed His Mind

By the time he was discharged from the Army Air Corps, Wilson found that he had changed his mind about law. Instead of further study, he went to work for the U. S. Rubber Company in the specifications department. An attractive brunette, Madeline Macy, worked in the same office. They began dating, and six months later were married—in 1947. Now, 11 years later, they have a family of six children.

Wilson is active in the busy Dad's Club affiliated with the Precious Blood Catholic Church. He has served as chairman of the entertainment committee. Wilson enjoys sports and works out regularly at the Y. He holds season tickets for the Redwings hockey and the Lions pro football games. Wilson encourages his children to take part in athletics, and his two oldest daughters play in a softball league sponsored by the Dad's Club.

Great Books Club

During the past year Wilson and his wife were members of the Great Books Club, meeting weekly at the neighborhood library to discuss literature and topics of the day. A good deal of their time was involved in reading selections of the world's classics.

Communications between operators is one of the basic problems of the bulk vending industry, believes Wilson. An association such as National Vendors Association is the best way to promote the type of healthy progress that comes largely from operators getting together for discussion of business practices and problems. "Everybody that belongs is contributing something to the industry as a whole," says Wilson.

Looking to the future, he says: "I find the ratio of profit is growing smaller all the time, so you have to put more units out to keep even." Thus far, getting locations themselves has not proved a major problem. Rather, securing sufficient capital for expansion has been the most persistent difficulty.

U. S. Orders All-Out Blue Sky Crackdown

WASHINGTON—Justice Department will crack down on schemes victimizing the public, including blue sky vending machine companies.

In a statement issued last week, Att. Gen. William P. Rogers said that all U. S. attorneys have "been alerted to a growing number" of such schemes and have been instructed to "press prosecutive action whenever violations of federal criminal statutes have been disclosed."

Rogers said he and Postmaster General Summerfield have been "concerned" with the problem, and that both U. S. attorneys and postal inspectors will co-ordinate their efforts under the guidance of the Criminal Division of the Department of Justice.

Malcolm Anderson, assistant attorney general in charge of the Criminal Division, has written to all U. S. attorneys urging them to advise his division "promptly and

fully" of cases which come to their attention.

Anderson's letter contains the following statement on vending machines: "The prospect of obtaining large profits in return for a relatively minor investment and no physical labor is often irresistible. Swindlers, therefore, find it relatively easy to sell vending machines by grossly over-exaggerating the profits that can be realized"

(Continued on page 56)

Eppy Ready on Clown Charms

NEW YORK — Sam Eppy, local charm manufacturer, has gone into production on a series of Clown Charms in contrasting color plastics. The charms have protruding eyes, noses and tongues.

Eppy also has introduced a new series of gold vacuum-plated monogram charms.

'58 Sales Jumps of 20% Reported in Cleveland

By IRINA REBERSAK

CLEVELAND — The bulk vending picture here for 1958 has been a favorable one. Altho general business conditions during the year showed only a mild pick-up from 1957, bulk vending operators reported a 7 to 20 per cent increase in gross sales.

Machines lost annually thru elimination of dead spots and locations going out of business were offset by branching out into suburban locations and buying new routes. The year 1958 saw a large number of small business failures. One major operator reported getting a call a day to take out his machines, due to the location going out of business.

Chain Operation

A large mail-order operation, dealing primarily with chains,

hasn't felt the small business failure, however. The chains are constantly expanding by moving into new suburban areas, and bulk vending machines are automatically installed in these new locations.

Another major operator reported receiving frequent calls from small operators offering the sale of their routes. The great number of small routes continually going out of business is attributed to the "little operator's lack of know-how." Also, because his operation is small, his margin of profit is grossly affected by high operating costs.

Route Absorption

Altho bulk vending constantly attracts the small operator, the trend seems to be toward absorption of small routes into major operations. In spite of this gradual

(Continued on page 56)

SEASON'S GREETINGS

From All At

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

Have A Happy Holiday
Sam, George and Sid Eppy



VICTOR'S TOPPER DELUXE HALF-CABINET STYLE

Topper Deluxe, the perfect combination of steel and lucite. Finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

\$15.00 EA. WRITE FOR QUANTITY PRICES. Minimum Packing: 4 to the Case. All TOPPERS Have Refill Assembly Feature.

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

POPULATION SHIFT AIDS DETROIT SUBURBAN OPS

By HAL REVES

DETROIT — Hardship within this city and improving conditions in the suburbs are the two trends that have been most evident during 1958. Comments from operators indicate that the movement of population away from the center of the city is the basic cause.

Small stores in Detroit aren't doing the business they used to, operators have found. With fewer customers coming in, bulk vending receipts correspondingly fall. The permanent closing of smaller retail outlets has also cost operators many locations. Estimates are that as high as 10 per cent of small stores have shut their door for good.

Operators in the suburbs, on the other hand, have enjoyed a year more prosperous than last. There are more locations springing up, traffic in them is increasing, and competition is not as severe as in Detroit proper. Operators find that small groceries, drugstores, gas stations and supermarkets are the best locations. Despite the inner-city loss, distributors estimate that there are about 5 per cent more machines on location in the metropolitan area. Thus, altho many operators are hurting, over-all business is up somewhat from last year.

Ball-gum charm mixture and capsule vending follows a confused pattern in Michigan. Charms as such are not allowed in Detroit.

Police regulation is fairly close, but small operators in particular will sometimes take a chance of getting by for a while. Up-State regulations vary from town to town. Local policy depends largely upon the common sense and interpretation of law officers, and no uniform regulations exist.

Confections and nuts tend to be favored by operators. Capsules have dropped in popularity from last year. The legal problem in different areas is partly responsible. Operators also complain that good charms and gimmicks for 5-cent capsules are too few. Altho nickel vending itself is common, dime and quarter operation is rare. Novelties are the sole items operators vend for more than a nickel.

There is a nascent movement on the part of smaller operators to add major equipment, while operators in major equipment vending are dropping or cutting back on bulk vending. Small operators can diversify and add little to overhead expenses. Big operators with bulk vending machines serviced separately are finding that labor costs are becoming too high to maintain a bulk vending operation. Drops in

HOW DID BULK VENDING FARE DURING 1958?

This week continues a spot check of bulk vending conditions in a number of major cities during 1958. Operators and distributors in these cities were interviewed to discover main trends that became evident during the course of the year.

Thus far reports have been made on Boston, Denver, Milwaukee and St. Louis. Reports on other cities can be found in this and succeeding issues.

receipts from the smaller machines aggravates the problem. Peanut venders are retained by operators of major equipment commonly as a courtesy to the location that promotes good will.

Right Out of T.V. Westerns

Beautiful!



New!



SHERIFF, RANGER and MARSHAL BADGES

Double faced — brilliant vacuum plated, assorted colors. Kids can form their own posse. They're large and will vend one at a time. Can be used in capsules, etc. Excellent front item.

\$8.25 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

Eppy Statement

Continued from page 54

control, said Eppy, is the merchandise that goes into the machines. He scored operators who "try to give as little as possible, as few as possible, as cheap as possible to get away with as much as possible, to be indifferent to this particular opportunity and think that they are good businessmen, think they are good operators, think they are making profits."

Eppy advised operators to give up poor locations and spend the time and effort saved by giving better service to good stops. He added that the time saved in servicing poor locations could be put to better advantage by seeking good new locations.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLux 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.98
N.W. Model #33 1c Porc. Converter for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Large Tulip	.73
Pistachio Nuts, Vendor's Mix	.58
Pistachio Nuts, Sheik	.48
Cashew Whole	.46
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.36
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.46
Leaflets, 650 ct.	.46
M & M, 550 Ct.	.59
Hershey-ets	.47

Rain-Bio Gum, 60 ct.	.38
Malt-ets, 100 ct., per 100	.37
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.36
Rain-Bio Ball Gum, 100 ct.	.37
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
Beech-Nut, 100 ct.	.45
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.

OUR VERY BEST WISHES for the HOLIDAY SEASON and a VERY HAPPY NEW YEAR TO ALL

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

VENDING MACHINES — Parts, Supplies: Ball Gum, all sizes; 1c Tab Gum, 5c Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Herasheys, 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. **KING & CO., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.**



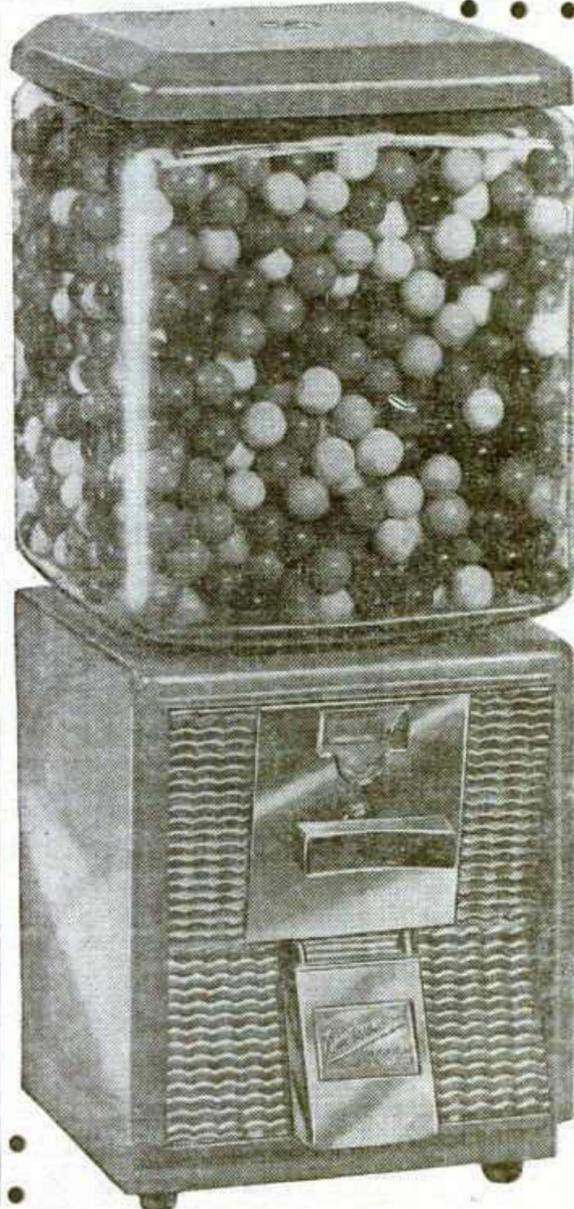
on BALL AND VENDING GUMS

Same fine flavors, Centers and Coating.
Direct LOW Factory Prices

Bubble Ball Gum, 140-170 & 210 ct. & Giant Size	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.	28¢ lb.
Tab (short stick), 100 ct.	38¢ box
5-Stick Gum, 100 packs	\$1.90
F.O.B. Factory 150 lb. lots.	

AMERICAN CHEWING PRODUCTS
34 years of manufacturing experience
4th & Mt. Pleasant • Newark 4, N. J.

GIVE TO DAMON RUNYON CANCER FUND



NORTHWESTERN

GOLDEN '59

- New! Attractive! Sales-Making Appearance.
- Interchangeable Merchandise Units With Lock-tite Carricap.
- Vends All Products Accurately. No Breakage or Crushing.
- Precision-Built Die-Cast Parts to Assure Perfect Fit.
- The Best of All Lift-Out Mechanism, 1c, 5c, 10c and 25c.
- Large Capacity. Actual 9 Lbs. 210 Count.

Write, Wire or Phone for Complete Details

THE NORTHWESTERN CORPORATION
21284 ARMSTRONG ST., MORRIS, ILL.

Season's Greetings
TO ALL OUR FRIENDS
and a
VERY HAPPY NEW YEAR
J. SCHOENBACH
Distributor of the Finest Vending Machines and Supplies
715 Lincoln Place, Brooklyn 16, N. Y. • President 2-2900

Unit Production Up 10-30%

• Continued from page 54

improvements added to its machine, said Jenkins. Because of the long life of bulk venders, a manufacturer must make improvements adaptable to existing models, he added.

Oak plans to continue manufacturing its current line in 1959, with the addition of unspecified new models. The firm has considerable faith in 2-cent vending, and Bloom estimates that by the end of this year nearly 12 per cent of production will turn out to be of 2-cent machines. Nut vending is big business in bulk vending, and Oak believes that more and more of it will be captured by the 2-cent vend.

Greiner said that in all probability the penny machine will come back strong on Northwestern's production lines next year. Reason is the new machine bowed at St. Louis this fall, which Northwestern believes will find a big market in penny vending. The firm plans to continue production of its current line during 1959, said Greiner.

Victor plans to continue its push in quarter vending in an attempt to capture the adult market, said Schaefer. He strongly feels that there

is a market among adults in quarter vending. Altho numbers of the firm's quarter machines were a small fraction of penny and nickel machines made during 1958, profits from their sale were substantial, he said. Victor will continue manufacturing its current line during 1959, except that counter games will be dropped. Schaefer said that bulk venders with amusement features do not sustain play over long periods of time and that the \$10 federal tax on them cuts too deeply into an operator's profits.

All manufacturers reported a more profitable year this year than last, of course. However, the margin of profit is narrowing. Labor and materials costs continue to edge up with the inflationary spiral of the American economy, and cut into profits despite price hikes made from time to time.

Cleveland Sales

• Continued from page 54

consolidation, most operators felt competition in 1958 increased over 1957.

The mixture of ball gum and charms is prohibited in Cleveland. Ball gum was the best seller this year, with capsules coming in a close second. Operators are generally sticking to penny machines. One operator has plans for quarter vending in the near future, but will have a trial run in a few locations first. All operators agreed that any machine vending for more than a nickel would have no choice but go into a novelty.

Machine taxes in the Cleveland area have remained the same in 1958 as 1957. However, operators vending on a national scale have felt an increase in taxes in other parts of the nation.

Most locations, reported most Cleveland operators, have more than one machine. Some have multiple units distributed about the store. This helps prevent a large group of children from congregating in one place. Most operators prefer to buy their stands from the manufacturer.

The consensus among Cleveland operators is that business conditions are perking up, and they look forward to an increase in business next year.

FTC Orders

• Continued from page 54

stop to ads which purport to offer employment but are simply to sell machines and supplies. Order also forbids misrepresentations that customers will earn \$400 to \$800 a month or \$5,000 a year, and realize 100 per cent to 300 per cent net profit on an investment of about \$575.

Companies must stop claiming, among other things, that purchasers are not required to sell and their investment is working capital secured by inventory with no risk of loss; that the vending machines will sell out entirely at least once and usually twice a week, and profitable locations are easily secured; that the business is permanent and depression-proof, and that they are agents of the Hershey Chocolate Corporation.

Your key to SALES RESULTS—
the advertising columns of **THE BILLBOARD!**

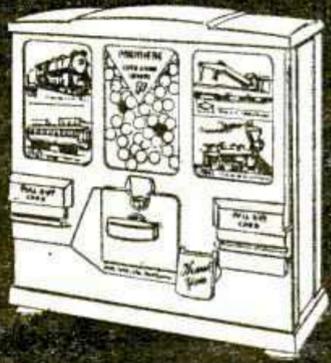
Blue Sky Probe

• Continued from page 54

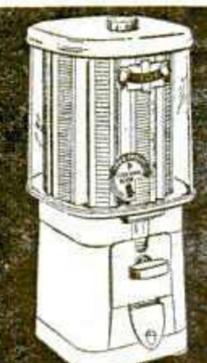
by the sale of candy, peanuts and similar vending machine items. These fraudulent promoters capitalize further on this lure by promising to obtain profitable locations and to re-purchase the machines if the venture is unsuccessful. Of course, these promises remain unfulfilled and, in some instances, the misrepresentations form the basis for a successful prosecution."

In the past several years, Federal Trade Commission has uncovered some instances where a blue sky vending machine company made fraudulent claims. FTC, however, lacked the power to act as decisively as Justice.

WE HAVE
oak's "PREMIERE"
STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, Calif.



WE HAVE
oak's "GOLD MINE"
STAR VENDING SUPPLY CO.
6327 Calhoun Road
Houston 21, Texas
Mission 4-4231



WE HAVE
oak's "ACORN"
SOUTHERN ACORN SALES
526-30 Bruns Ave.
P. O. Box 3146
Charlotte 8, North Carolina



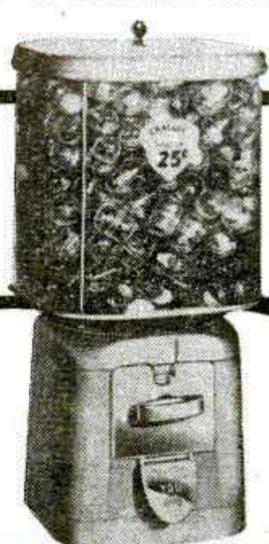
oak's 25c CAPSULE VENDOR
only \$18.95

Here's the 25c Vendor that has the whole trade talking! At the low, low price of just \$18.95 this machine pays for itself on one loading... takes in \$87.50!

The Oak 25c Capsule Vendor vends lighters and a select assortment of jewelry items being shown by Oak factory sales offices listed below. Innumerable items in standard capsules will make the 25c Vendor a great profit producer for you!

west coast factory sales east and midwest factory sales
OPERATORS VENDING MACHINE SUPPLY CO., M. J. ABELSON/Phone AT 1-6478
1023 South Grand Avenue 2033 Fifth Avenue
Los Angeles, California Pittsburgh, Pa.

oak MANUFACTURING COMPANY, INC.
11411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIFORNIA



SHAFFER GUARANTEED CIGARETTE VENDOR SPECIALS

Guaranteed by
SHAFFER MUSIC COMPANY
849 North High Street
Columbus 8, Ohio
Phone AX 4-4614

Corsair, 30 Col. . .	\$285.00
Eastern Mark II, 22 Col.	225.00
DuGrenier, 12 Col.	159.50
Rowe Commander Console, 11 Col.	139.50
Eastern, 8 Col.	49.50
National, 9 Col., 25/30	97.50

Reconditioned—Refinished

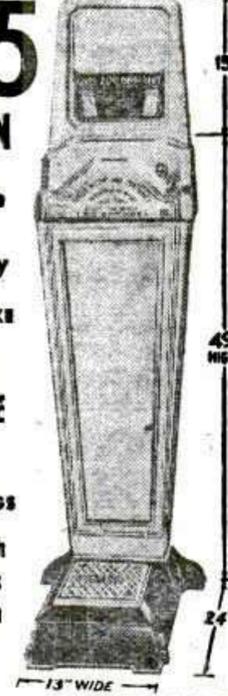
\$25 DOWN

Balance \$10 Monthly

400 DELUXE PENNY FORTUNE SCALE

NO SPRINGS
Large Cash Box Holds \$85.00 in Pennies

Invented and made only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1899. Telephone: Columbia 1-2772
Cable Address: WATLINCITE, Chicago



when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

WANT TO BUY Vending Machines

Acorns	Atlas 1c and 5c	Stamp Machines
Victors	Candy Machines	Capsule Machines
Northwestern	Counter Games	Sanitary Vendors

(All Models)
You Name It, We Want It! All Makes and Models
Send Your List of All Machines and Lowest Prices Wanted. We pay top dollar

RAKE COIN MACHINE EXCHANGE
609 Spring Garden St. WALnut 5-2676 Philadelphia 23, Penna.

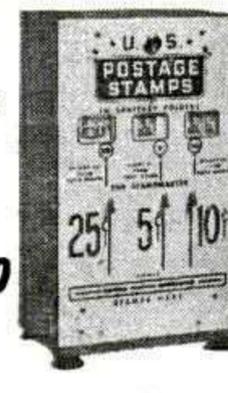
Ball Point Pen Machine \$24.50
also with slug rejector (slightly higher)

3-Column Stamp Machine \$22.50

1/2 deposit, bal. C.O.D., F.O.B. N. Y. Write for quantity prices.

AND NOW • U. S. POST CARD MACHINE, \$29.50
Sells 4 U. S. Post Cards for 15c.
Salesmen—Distributors—write for catalog.
Largest selection of Amusement and Vending Machines.

MIKE MUNVES CORP. • Dept. 12V, 577 10th Ave., N. Y., N. Y. • BR9-6677
Manufacturers • Distributors Since 1912

N. Y. TRUCE

Peace Reigns Among Unions, Trade Groups

NEW YORK — Peace on earth and good will to man seems to be the prevailing atmosphere in the coin machine arena here. The struggle among the three local coin machine associations and the two unions has abated, and, as of the moment, nobody is picketing anybody, nobody is suing anybody, and nobody is countersuing.

Until a couple of weeks ago, industry figures were waiting for the hearings on alleged racketeering in the coin machine field to be held by the McClellan Senate Committee.

But these hearings have been postponed until after the holiday season, with no definite date scheduled.

Status Quo

Thus, the situation here is much the same as it was early this fall. Two unions—Local 1690, Retail Clerks International Association, AFL-CIO and Local 266 of the International Brotherhood of Teamsters—are competing for membership in the coin machine industry, with the former stronger in the juke box field and the latter in the game field.

Three associations—the Music Operators of New York, the Associated Amusement Machine Operators of New York and the Game Operators of New York—are active here, with MONY and

(Continued on page 60)

'Close Tavern But Leave Juke Be,' Ops Ask Sheriff

MEMPHIS — A committee of five operators representing the Memphis Music Association met with Sheriff M. A. Hinds last week to work out a plan of co-operation in view of the new sheriff's policy of closing down some county night spots.

The meeting came about after Parker Henderson, general manager of Southern Amusement Company, learned that at one spot which the sheriff ordered closed for a liquor violation, the Southern Amusement Company phonograph

(Continued on page 68)

N. Y. Holiday Collections 25% Behind Last Year

NEW YORK — With Christmas only a few days away, New York operators have written off the anticipated holiday rush of business as nearly a dead loss.

While collections have picked up somewhat since early fall, conservative estimates are that December takes are running at least 25 per cent behind 1957, and 1957 was only a fair year.

Seldom have New Yorkers spent so little in comparison with the money available for spending on entertainment. Department stores are doing well, and savings banks report record deposits. But the bars and grills are really hurting, and so is the juke box operator.

Silver Lining

Conditions would probably be a lot worse if it weren't for the "Chipmunk Song," which is bringing in a substantial portion of the

Discuss Tax Bill at Colo. Op Meeting

DENVER—The projected year-end business meeting of the Colorado Music Merchants Association, Inc., was held as scheduled December 1 at the Kearney Motel. However, the proposed election of officers, already postponed twice, could not be held as planned, with only nine members turning out for the dinner meeting.

President Jack Arnold expressed keen disappointment at the failure of the membership to take their seats at the meeting table, pointing out that Colorado operators are facing an extremely serious problem in the form of increased State taxation on all amusement machines.

It is expected that the Colorado tax on phonographs will amount to \$5 which, of course, is half the federal amount.

Planned on an informal basis was an appeal to "common sense" in contacting State legislators and the finance committee. To be emphasized is the fact that the State will gain more by keeping amusement machine and phonograph

(Continued on page 68)

NAMA Backs McClellan Committee Objectives, Pledges Co-Operation

Vending Assn. Statement Points Up Funds Group Spends to Fight Rackets

CHICAGO—The stated objectives of the forthcoming U. S. Senate's McClellan Committee hearings received the support of the vending industry in a statement by the National Automatic Merchandising Association (NAMA), the vending machine trade association, last week.

The association also sought to clearly define the distinction between "merchandise and service" vending and other coin operated machines.

In a four-page statement, NAMA pointed out that the vending industry has spent considerable sums and effort since its founding in 1936 to oppose racketeering and unethical operation.

Distinction

"And," continues the sentence, "to make clear the distinction between automatic merchandising and other types of coin-operated equipment."

"We are aware," continues the statement, "that there has been at

times, some infiltration into the automatic merchandising industry by some elements with questionable affiliation. However, this represents a very negligible portion of the industry."

Combat Elements

NAMA pointed out that it was the job of law enforcement agencies to combat such elements and the association would not protect or defend those few who utilize automatic merchandising to cover any type of illegal or questionable activity.

"By the same token," emphasized the NAMA statement, "any inference and publicity which inadvertently or intentionally links our members to unethical operations is damaging to the industry."

It was also pointed out that executive director of NAMA, C. S. Darling, has been in personal contact with members and staff personnel of the committee (McClellan group) this past week, to "offer our members' full co-opera-

tion and to better inform the committee of the distinct difference between the various types of coin-operated equipment."

Code of Ethics

Also a part of the statement was a reprint of a McClellan committee released news story telling that the investigating group would go into the coin-operated industry and a reprint of the NAMA code of ethics.

The association also pointed out that membership to companies whose business is that of operating juke boxes or coin-operated chance or amusement devices, is denied, and that the code of ethics provides, in part, that members will recognize their obligations to the public and use their best efforts to maintain the high standards of the industry.

Remainder of the statement is devoted to statistics concerning the vending machine industry.

H. Biedenkop Joins Tower

CHICAGO — Herb Biedenkop, well-known Chicago sales representative, has joined Tower Distributing Company, Wurlitzer distributor for the Windy City.

Biedenkop was formerly a traveling sales representative for Coven Distributing Company, former Wurlitzer outlet in this area.

Biedenkop, 38, is a former operator and vending machine salesman before he entered the juke box sales field. He operated his own route of vending machines for about eight years before giving up to sell cigarette machines in 1954. Two years later, 1956, he joined Coven

(Continued on page 68)

PROGRESS REPORT

Stereo Gets Cautious Trial In Chi—Problems to Solve

By NICK BIRO

CHICAGO—Stereo is getting a very cautious trial in Chicago—perhaps more so than elsewhere.

So far, experiments with the new binaural units have mostly been confined to the city's larger operators. And even these are treading slowly, trying one—sometimes two—machines, to see what happens.

Smaller operators are waiting the results of the experience of the bigger boys.

130 Out

A spot check of the Chicago distributors indicates roughly about 130 stereo juke box installations within the city limits—not a bad beginning considering the units have only been available for a little over a month from three manufacturers and not yet available from another.

But while the Chicago experiment may not be as fast as some

other areas, it still echos many of the problems being faced by operators throught the country.

For Real?

Possibly the biggest question asked by virtually every operator: Is stereo here to stay in the juke box industry? And currently, the question really has no answer.

Consequently, many operators are slowing down their buying in general—not just on stereo units. They're hesitant and don't know which way to go.

They don't want to buy monaural if it's going to be outdated in a few years. But on the other hand, they're reluctant to make the stereo investment, with its greater installation problems, if the new medium will never be a factor in the juke box industry.

As one of the city's larger operators, Paul Brown, put it, "we can't but help think of hi-fi."

Compare to Hi-Fi

"At first everyone wanted it, and we all bought it. Now, the average operator plasters hi-fi stickers on all his machines, and no one knows the difference. Even the machines that are equipped for hi-fi are switched back to middle range, since most people complain about the sound."

"If the same thing happens to stereo," Brown adds, "we can sure save a lot of money now."

"However, take the 78 to 45 transition," Brown says. "You can't hardly buy a 78 disk today—and the operator stuck with 78 machines is in a bad way. If we knew that stereo is going to be as complete a change as the 78 to 45 transition was, we'd go into stereo exclusively. But right now, we don't."

Brown currently has one stereo

has changed hands a couple of months later, and he has to butter the new owner as well.

Operators here are generally agreed that loans and bonuses should be kept down, but few will take the initiative for fear of losing locations to the competition.

installation, and tho there was a slight surge in collections, he says it's a little too early to tell whether it was due to stereo or just to a new machine.

Another large Chicago operator, who asked not to be named, echoed the same caution about buying.

"One thing to consider, tho," he

(Continued on page 62)

Mass. Assn. Plans More Court Action

Continue Fight Against \$150 Juke Fee; Will File Suit on New Grounds

BOSTON — Further litigation is contemplated by the Music Operators Association of Massachusetts in the case involving license fees for juke boxes. After nearly two years of hearings in several courts, the Supreme Judicial Court of the Commonwealth handed down a decision against the plea of MOAM two weeks ago (The Billboard, December 15).

The case, which was divided into two separate suits—the constitutionality of charging a fee for an entertainment medium and the curtailment of free speech on the basis of prior censorship—has received national publicity and a number of sizable contributions.

More Litigation

Arthur Sherman, counsel for MOAM, said he will instigate litigation in the near future. He believes that from the wording of the decision, that all communities in Massachusetts, with the exception of Boston, could not under the law, charge a weekly license fee.

(The court's written decision will be reprinted in full in a forthcoming issue of The Billboard.)

He further stated that he believed the cost of a license in the

City of Boston was open to attack and could be materially reduced, also that the State and city Sunday license fee could be eliminated by legislation.

The city charges a \$50 fee for weekday operation and \$50 for Sundays. The State demands \$50 for Sunday operation, making a total of \$160, including the \$10 federal fee for seven-day operation per machine per year. This is considered oppressive, since the cost of a license, according to the law, is not supposed to exceed the amount necessary for policing the machine.

Boston Highest

Other cities in the State charge license fees all the way up to \$35, but none is as high as Boston's. Comparatively, other fees on various levels are far below that charged for juke boxes. Pinball machines, for example, are charged at the rate of \$35 per year.

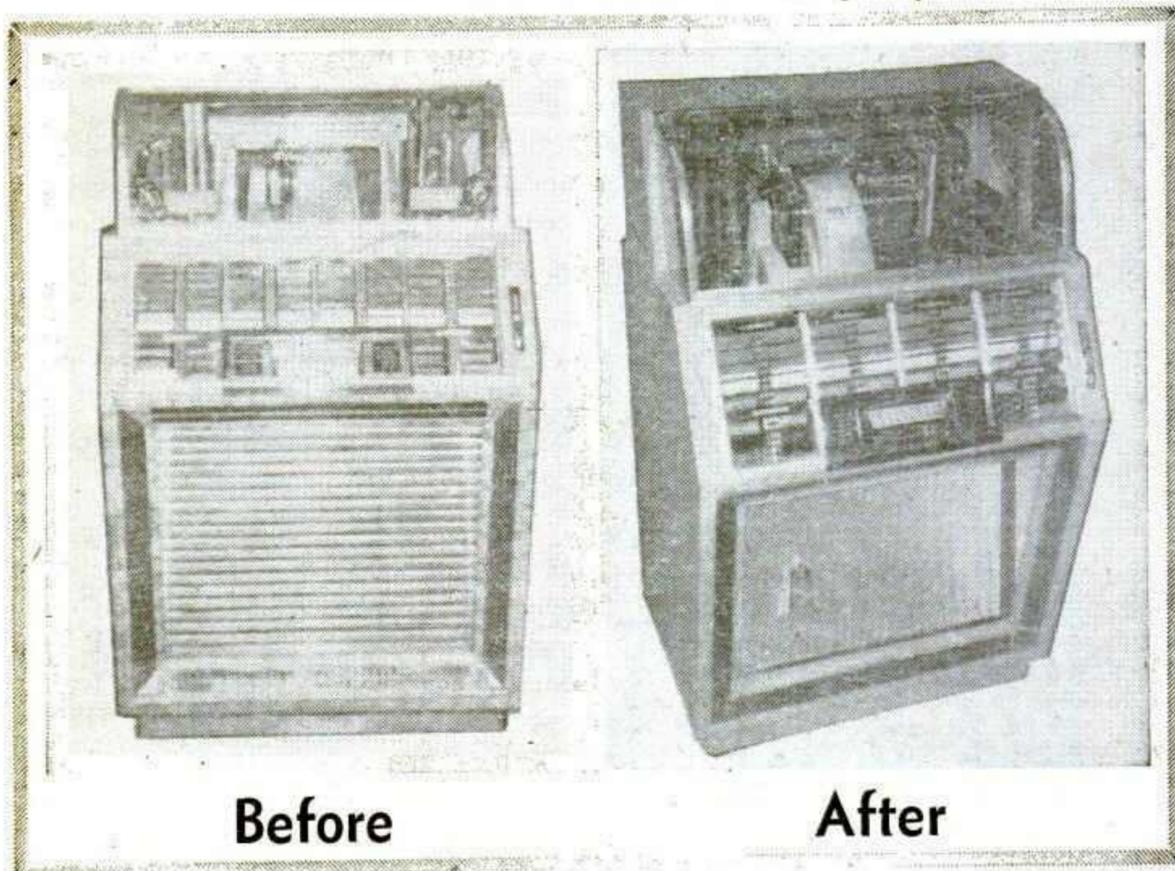
David J. Baker, president of MOAM, called a meeting for Thursday (18) to map a plan of attack and to hear further strategy from the attorneys. At that meeting action also was to have been taken on a proposal to change the format of the organization as well as the dues structure.

PART I

Here's How Op Overhauls & Rebuilds Worn Phonographs

- All machines on route are regularly brought into shop; mechanism and cabinet are reworked
- Total cost is about \$50; process increases collections; cuts servicing and satisfies locations

By NICK BIRO



Before

After

CHICAGO — Used equipment is regularly overhauled, rebuilt and given a complete cabinet face lifting as a means of stimulating location and customer interest by Apex Amusement Company, one of Chicago's largest and best-run music operations.

The firm is managed by Earl Kies, also president of Recorded Music Service Association, the local juke box operator group. However, all servicing and repair work on the route is under the direction of Norman Dompke, who with a staff of five repairmen, keeps the Apex machines in top working condition.

Dompke regularly calls in certain pieces of used equipment for a general overhaul and face lifting.

The machines are stripped down and completely disassembled. All working components are taken out, thoroughly cleaned and overhauled. The cabinet is repainted, and a complete new grill and front is installed, changing the appearance of the machine entirely.

Little Resemblance

When finished, the machine is either sent back to the original location, or moved on to a new spot, but there is little resemblance between the "old" and "new" phonograph.

The entire operation takes nearly a full day for one man. The cost, besides labor, is approximately \$50. However, the expenditure is well worth it, as far as the firm is concerned. "The overhauled machine is virtually like a new phonograph in boosting collections," states Kies, "and the locations and customers are pleased with the product." Dompke adds that service calls on the overhauled machines are substantially less than on non-rebuilt machines, adding a further savings to the firm. "We generally get better service from a rebuilt machine than on a new piece of equipment that hasn't had all the bugs taken out," the Apex service chief states.

Case File

As a means of keeping track of their large stable of machines, Apex keeps a case history card file on each piece of equipment. Each juke box is represented by a card, filed by serial number. On it are shown the location history of the phonograph, its service history, repairs, new parts and any other pertinent information.

The cards are regularly checked by Dompke, and after a certain time (depending upon the condition of the individual piece of equipment) the juke box is called into the shop and given an overhaul.

STEP BY STEP

Here's a step-by-step report of how a phonograph is overhauled by the firm. In this case, the machine worked on was a Seeburg 100BL. The work was done in approximately four hours by Dompke, assisted by his shopman, Edward Reinke.

STRIPPING:

Phonograph is completely stripped down. All working parts are removed, leaving the cabinet bare. Mechanism, amplifier and selector system are put aside for subsequent servicing.

WASHING:

A special detergent manufactured by Lien Chemical Corporation, Formula 606, priced at \$2 per gallon, is used. Two cups of detergent are added to a pail of hot water. For rinse, a pressure hose is used. Formula was specially prepared by Lien for Apex. It's very effective in cutting grease and rust on metal parts, and cleanses non-metal without harming any of the juke box parts.

1. Stripped-down cabinet is scrubbed down thoroughly with detergent preparation, using a strong bristle brush. Both metal and wood parts are scrubbed inside and outside. After complete scrubbing, pressure hose with hot water is used to thoroughly rinse away all detergent. Cabinet is then dried with soft cloth.

2. Cabinet is now ready for painting. While some operators may prefer to do this themselves, Apex prefers to send the stripped-down cabinet to their local distributor (in this case Atlas Music Corporation, where complete paint-shop spraying facilities are available). A flecked-surface gray paint with enamel finish is applied. While the cabinet is being painted, the working parts of the phonograph are overhauled.

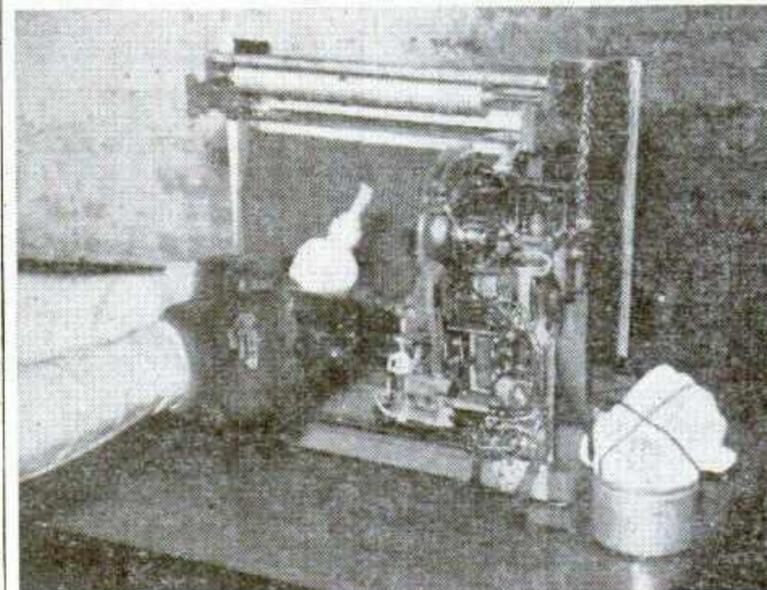
(Normally, the cabinet painting takes about a week. However, the entire operation can be completed in one day if another already repainted cabinet is used. This was done here.)

While the cabinet is being treated, the various component parts that were removed are separately overhauled.

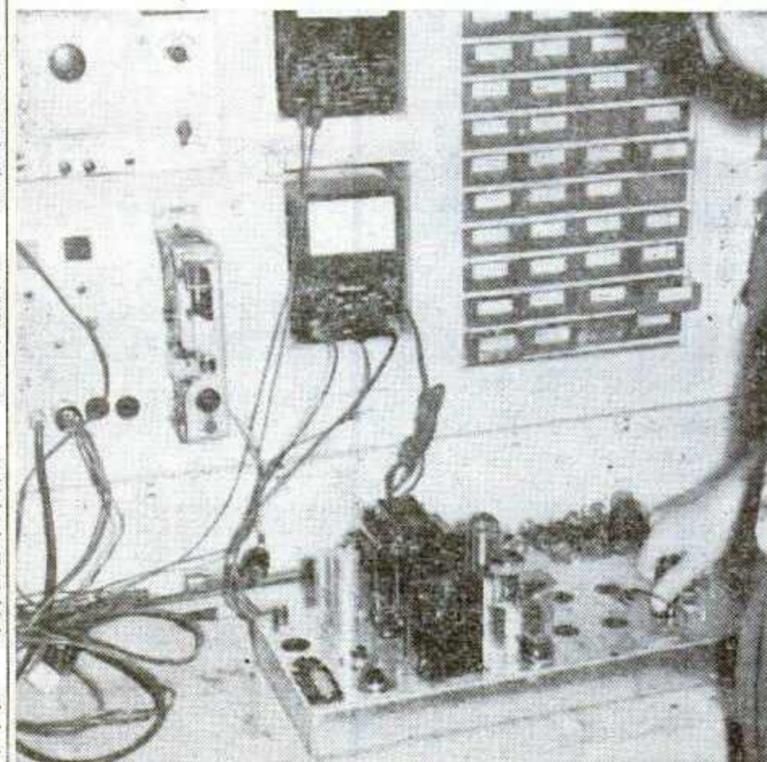
(Continued on page 60)



1. After stripping, Norm Dompke thoroughly scrubs phonograph cabinet with Lien chemical solution and washes down with a pressure hose. Note that everything has been removed from the cabinet but the wiring and frame fittings for the various components.



2. Mechanism is completely sprayed with Lien chemical detergent and washed with pressure hose. Mechanism is put on roller table to facilitate handling. Note motor in right corner, wrapped in waterproof foil and rubber gloves worn by man to protect hands from harsh detergent action.



3. After washing, amplifier is checked out on electric meters in Apex's laboratory. Note shiny, new appearance of amplifier from detergent action. Apex makes a habit of automatically replacing all tubes, whether needed or not.



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DE LA VIEZ PRESENTS VARIETY CLUB AWARD



WASHINGTON—Washington operator Hirsch de La Viez, who is chief barker of the Variety Club here, presented the group's annual personality of the year award to television performer Jack Paar at a dinner-dance held in the Presidential Room of the Statler-Hilton here November 22.

The award climaxed the fund-raising drive of the Variety Club of Washington (Tent 11) which pledged to raise \$200,000 toward construction of a research center for Children's Hospital located in the capital.

Honor

The position of chief barker is a personal honor to de La Viez. He was so elected by the Variety Club last year—the first member of the coin machine industry to hold the post.

The well-known operator has long been active in entertainment circles in addition to his phonograph business. For years it was virtually tradition for de La Viez to be chairman of the entertainment committee, arranging the marathon entertainment fares presented at annual Music Operators of America banquets. Under his leadership, the programs became a virtual Who's Who of the record industry, often running as long as five hours. He relinquished the MOA post only this last year, pleading pressing business. In the photo above he stands with singer Terri Stevens (center), handing the plaque to Paar (left).

W. Cole, Veteran Mo. Op, Dies at 55

MEMPHIS—Walter Cole, veteran music and game operator who started in the business in 1936, died at his West Plains, Mo., home November 28. He was 55.

Cole suffered a stroke while trying to free his car stalled on an icy road.

He was an operator at West Plains and formerly operated routes in Arkansas. He sold his route at Paragould, Ark., to the late Robert Eblin in 1948. Mrs. Eblin has continued Eblin's operation. Cole later sold his route at Jonesboro, Ark., to Nathan Wheelless, owner of Service Amusement Company.

Cole's operation was Mountain Music Company.



MUSICAL SALES personnel in Baltimore, Denny Zeitler and Milt Bereson, got an autographed disk from Fats Domino when the latter stopped at the Musical Sales One-Stop service.

Hold Rock-Ola Service School For Canada Ops

EDMONTON, Alta.—A service school on the new Rock-Ola stereo and monaural Tempo models was held by Van Dusen Bros., local distributors, here Saturday and Sunday (6-7). The school was conducted by Jack Barabash, of the Rock-Ola factory.

Attending were operators from surrounding British Columbia and Saskatchewan as well as other Alberta operators.

MONEY Takes Poll On 1959 Banquet

NEW YORK — Members of the Music Operators of New York and guests who attended the 1958 MONEY banquet at the Town & Country Club are being polled as to their preferences for the site of the 1959 banquet.

Options are the Waldorf-Astoria Hotel, Town & Country (both in October) or a week-end in the mountains in June. These suggestions will be considered when MONEY decides on its 1959 affair.

Royal Shows in Cincy

CINCINNATI—The new Rock-Ola stereo and monaural line was unveiled for some 50 operators and

Milwaukee Ops Form New Coin Association

MILWAUKEE—A new music and game association has been formed in Milwaukee. Operators met last week (18) in Milwaukee's Ambassador Hotel and elected a slate of officers to lead the new group.

Members also set down the outline for structure and function of the new organization.

Another meeting will be held January 12, at which time a board of directors will be named and a name picked for the new group.

The meeting last week (18) followed an exploratory meeting held November 20 by several operators who contemplated forming the new organization (The Billboard, December 1).

Officers

Officers elected are: Sam Hastings, president; James Stecher, vice-president, and Jerome Jacome, secretary-treasurer. All are operators.

Altho not officially set down, Hastings said the purpose of the new association would be: "1. Attempt to eliminate mounting tensions and conflict among industry members. 2. Build more cooperation among operators. 3. Work for better return on investments. 4. Encourage dime play. (Milwaukee has dropped down to only about 25 per cent of the city's machines at 10 cents and most of these still feature five for a quarter play.) 5. Improve ethics."

Up to now there has been no statement from any officials or member of the old Milwaukee association, but many feel the new group will merely replace the old association, and that the latter will cease to function.

Old Assn.

Doug Opitz, president of the old group, attended the first meeting of the new association (November 20) but has not been back since.

The new group was planning to set dues at 10-cents per machine, annually. This is to be approved at the next meeting.

There are also plans for hiring an attorney to act as business agent for the organization.

Hastings added that one initial promise is that meetings will be kept short. A big complaint of operators attending the old association meetings was that they tended to "drag out for hours."

Membership in the new association will be limited to operators, however, distributors who also operate will be permitted. For others, associate memberships will be available.

Operators attending the meeting last week (besides the officers) were: Arnold Jost, Carl Klein, Vince Walters, Harry Jacobs Jr., Otto Hodman, Joe Pelligrino, Bob Puccio, Harry Gromacki, Leo Dienon, Ken Egelseer, Leonard Kulwicki, Morry Fuhrman, Frank Bartnik, Harold Sommerfield, Robert Harding.

guests by Royal Distributing Company at the Sheraton-Gibson Hotel here, November 19.

Refreshments and a buffet lunch were served, with guests arriving at 2 p.m., and the event lasting until past midnight.

Hosts were Harold, Ben and Joe Westerhaus, assisted by Tom Harmeyer, Ed Ruehl and Bob Weil. Jack Barabash represented the Rock-Ola factory.

How Op Rebuilds a Juke Box

• Continued from page 58



4. Selection system is virtually taken apart on the work table by E. Reinke in testing process. The four basic parts—selector, receiver pin assembly and front—are all given an individual treatment.

MECHANISM:

1. Following are removed: Dust cover, pop meter cover, pick up head and pin assembly.

2. Motor is wrapped in a waterproof covering.

3. Unit is sprayed with the Lien Formula 606 cleaning solution and rinsed thoroly with hot water. Spraying is repeated until mechanism is cleaned to satisfaction.

4. After rinsing, mechanism is dried by pressure hose and forced hot air cleaner. (Washed mechanism should stand at least two hours after hot air drying before any electrical work is done.)

5. Mechanism is overhauled by: (a) Checking clutch adjustment (b) checking tone arm adjustments, (c) lubricating all parts and (d) lining up serviced pin assembly with mechanism.

AMPLIFIER:

The amplifier is thoroly cleaned with a soft brush and all tubes are replaced. The unit is then tested on electric meters. If it checks out, it is tagged okay for reinstallation. Otherwise, the amplifier is overhauled by replacing filters and component parts as needed.

SELECTION SYSTEM:

1. Elector selector is cleaned; meter is checked as are snap switches.

2. Receiver is completely serviced. Component parts are brushed clean. Contacts and credit unit are cleaned and adjusted to proper tolerances.

3. Pin assembly is completely torn apart. Pins are cleaned. Tone armature plates are cleaned and replaced if necessary. Grounding straps or gates are checked for broken ground wire and cleaned.

4. Front of selector system (buttons) are washed with the detergent solution, rinsed and placed in front of the forced hot air heater to dry.

This concludes part one of how to rebuild a phonograph. Part two will detail how the cabinet is refinished and how component parts are again installed into the phonograph before coming up with the finished product.

New York Truce

• Continued from page 57

GONY signed up with Local 1690 in collective bargaining agreements, and AAMONY having a collective bargaining pact with Local 266.

Westchester Split

Both unions have been active in Westchester County, with Local 1690 having a somewhat larger membership there, but with Local 266 also signing up several operator-servicemen.

During the early fall, numerous suits on the part of individual operators against both unions were filed, as were labor disputes between associations and unions. These suits generally involved the picketing of locations by unions.

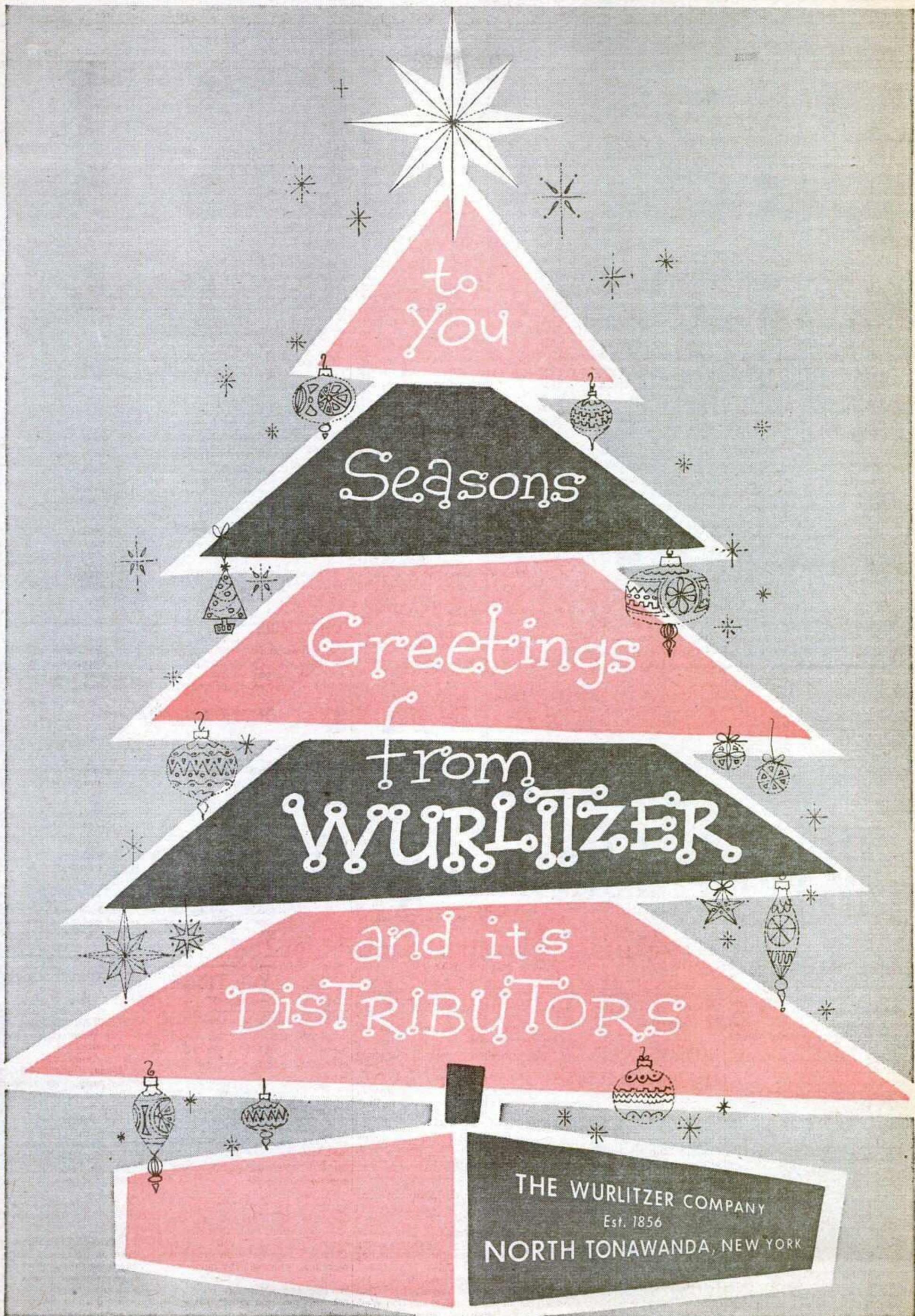
When the dates for the McClellan committee hearings were announced, the legal activity came to a halt to await the outcome of the hearings. It's still halted.

Westchester Ops Hold Yule Party

WHITE PLAINS, N. Y.—Members of the Westchester Operator Guild converted their December meeting at American Legion Hall here Monday night (15) to Christmas party, with a smorgasbord table and ample libations for the 100 per cent turnout.

Seymour Pollak, WOG secretary, reports that collections this Christmas season are running substantially behind 1957. One of the factors which has hurt local operators is the seasonal shutdown of the Tarrytown Chevrolet and Fisher Body plants, followed by strike which has idled some 5,000 employees.

Operators here are attempting to cut down on overhead, but so far the only thing they have been able to do is let routeman go and work longer hours themselves. Equipment, record and vehicle costs remain constant whether collection arc up or down.



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Stereo Gets Cautious Trial

Continued from page 57

said, "if stereo is the coming thing, we definitely have to have it—whether collections go up with it or not."

"But we've held back our buying in general, a little. We're not quite sure which way to go."

"We've had a lot of inquiries

from locations—but so far no pressure for an actual installation. We've got two stereo units out but there's nothing unusual in the way of a collection jump. We usually have a slight surge when a new machine goes in—and this was nothing more than that."

One thing tho—we've had a lot of problems in installation that we never thought of before, and the stereo machine is really not too effective unless you really do a good job of putting it in."

Possibly one of the hidden advantages of stereo—one mentioned by quite a few Chicago operators—is getting a better commission deal after putting in a new unit.

Not a few operators mentioned they were finally able to break the traditional 50-50 split by pointing out the increased machine and installation cost just made it impractical to deal on the old basis.

Several operators were able to get front money plus guarantees where they were unsuccessful before.

Another strong point: contracts. These have never been too popular in the Windy City, but several operators mentioned they used the stereo machine with its complicated speaker installations and attendant wiring problems to convince the location that long-term contract security was a must.

But a big headache at present—if not the biggest—is still records.

Despite the availability of package record deals from distributors and numerous singles and EPs—the pop hit single on stereo is still not a reality. And in the final analysis, this is the bread and butter of the juke box.

As Moses J. Proffitt, one of the city's top operators pointed out, "we just don't have the records available to get full use of the machines."

Proffitt's operation, South Central Novelty, tried one of the machines in an upper class tavern and was "very pleased" with the result.

"Collections went up initially," he said, "then tapered off. Trouble is," he mused, "I don't know whether it was tapering of interest in the new stereo machine or because of the terrific cold spell we've had here the past two weeks."

(Chicago, like most of the Midwest has been in a crippling early season freeze, with temperatures dipping to zero or below—and staying there. Most people were spending their time shoveling snow, trying to start stalled cars and just staying home, rather than go out.)

However, Proffitt indicated that their firm would buy only stereo from now on, feeling it was the coming thing. But it "will take time to replace all machines on the route."

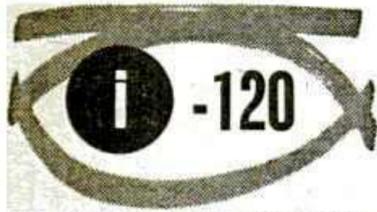
"Take the one spot we've got," he said. "It has the machine plus

six speakers. This is an expensive proposition."

"Granted the average location won't need that many speakers but

they will need at least two and usually four, still a lot of money. This sort of thing can't be done overnight."

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1906	Sept.-Dec.	1912	Oct.-Dec.	1919	Jan.-March
1907	Jan.-Apr.	1913	Jan.-March	1925	April-June
1907	May-June	1913	April-June	1925	July-Sept.
1907	July-Aug.	1913	July-Sept.	1927	Jan.-March
1907	Sept.-Oct.	1913	Oct.-Dec.	1933	Jan.-March
1907	Nov.-Dec.	1914	Jan.-March	1933	July-Sept.
1907	Jan.-Feb.	1914	March-June	1933	Oct.-Dec.
1907	March-April	1914	July-Sept.	1934	Jan.-March
1908	May-Aug.	1914	Oct.-Dec.	1934	April-June
1908	Sept.-Oct.	1915	Jan.-March	1934	July-Sept.
1909	Nov.-Dec.	1915	April-June	1935	Jan.-March
1909	Jan.-Feb.	1915	July-Sept.	1935	April-June
1909	March-April	1915	Oct.-Dec.	1935	July-Sept.
1909	May-June	1916	Jan.-March	1937	Jan.-March
1909	July-Aug.	1916	April-June	1938	April-June
1910	Sept.-Oct.	1916	July-Sept.	1939	Jan.-March
1910	Nov.-Dec.	1916	Oct.-Dec.	1941	April-June
1910	Jan.-Feb.	1917	Jan.-March	1941	July-Sept.
1910	March-April	1917	April-June	1942	Oct.-Dec.
1910	May-June	1917	July-Sept.	1944	April-June
1910	July-Aug.	1917	Oct.-Dec.	1944	July-Sept.
1910	Sept.-Oct.	1918	Jan.-April	1945	April-June
1911	Nov.-Dec.	1918	July-Sept.	1946	Oct.-Nov.
1911	Jan.-Feb.	1918	Oct.-Dec.	1948	June-July
1911	March-April	1919	Jan.-March	1950	June-July
1911	May-June	1919	April-June		
1911	July-Aug.				
1911	Sept.-Oct.				
1911	Nov.-Dec.				
1912	Jan.-Feb.				

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BALLY EXEC:

Ops Must Develop New Type Locations

CHICAGO—Herb Jones, Bally Manufacturing Company vice-president, last week urged game operators to reshape and expand their routes to meet population shifts and fresh amusement demands.

"Operators must look for new types of locations and new methods in setting up routes," Jones said.

To guide operators in this direction, Jones is outlining a plan, which he calls "one-stop routes," to show how operators can locate batteries of equipment in choice traffic spots such as shopping centers and department stores. Jones said that the operator may well find he can be farther ahead by

setting up a large number of machines in a string of such locations, than by spreading out his route over a large area with one or two machines per stop. Servicing and maintenance is easier and less expensive, and grosses may be improved in this way, Jones feels.

Key to Jones plan is for the operator to move into spots where the traffic is heavy, rather than trying to keep up locations which no longer attract heavy patronage.

While taverns are still the top game locations in terms of numbers, tavern grosses in most cases are steadily decreasing. Thus, it would seem that the progressive

(Continued on page 67)

Pa. Operator, Theater Chain Set on Arcades for Lobbies

Caljean Installations to Include Rides, Gun Games, Photomats, Vending

ARCHBALD, Pa.—Vince Valjean, local game, music and vending operator, has signed a contract with a local theater chain for the installation of Arcade-type centers in the lobbies of 10 Eastern Pennsylvania theaters.

He was able to sell the idea to the chain when he pointed out that the box office revenues trailing the installations would bring in the much needed revenue, and they might do a lot to attract patronage to the theaters.

Each installation will consist of a kiddie ride, two gun games, a Photomat, and cigarette, cookie and cracker machines. Nothing which would compete with the lobby stand—drinks, candy, etc.—will be in the installations.

Theaters involved are two in Scranton, two in Wilkes-Barre and one each in Wumbury, Williamsport, Allentown, Pottsville, Carlisle and Bloomsburg.

Kiddies, Adults

The kiddie rides are calculated to take care of youngsters when they express vocal discomfort, during the film, while the gum games and Photomats are intended to occupy the time of adults waiting for the feature picture to go on.

Theater chain executives have long been concerned with lobby space, which has been unproductive except for the small area occupied by the snack bar. The arcade might help solve this problem.

Caljean, who operates 120 games and juke boxes as well as a large industrial vending operation in the Scranton area, recently became the first operator to qualify for a direct loan under the new program of

the Standard Financial Corporation.

Old Policy

Until this fall, Standard had concentrated its effort in the coin machine field largely thru working with manufacturers and distributors in the purchase of new equipment, with SF paying off the seller and being paid in monthly installments by the buyer.

Under the new program, which *(Continued on page 69)*

RECEIPTS DIP

Cites Need To Upgrade Equipment

NEWARK, N. Y.—John Bilotta local music and game distributor, said that a good portion of the blame for falling collections may be laid at the doorsteps of operators who fail to replace old games with newer equipment.

He said that in Central and Western New York State, where machine replacement has been on a steady basis, collections are nearly on a par with last year, while *(Continued on page 69)*

Long Bowlers Earn Big in N. Eastern Pa.

Dime Play on Jukes Lags, as Competition Keeps Operators at 5-Cent Level

SCRANTON, Pa.—Andy Boyko, who operates 90 long bowlers in Northeastern Pennsylvania, reports that collections have been holding up on games here, but have fallen off sharply on music.

According to Boyko, shuffles and gun games have been doing only so-so here, but the long bowlers have been turning in consistently high grosses.

Sharp competition has hurt music collections. Boyko gets dime play on singles, but offers five selections for a quarter. He had been on a 10-cent-single and three-for-a-quarter basis, but competition forced him to give the two extra selections for 25 cents on some

locations and revert to nickel play on others.

Nickel Play

Boyko claims that most operators in the Scranton area are on 5 cents, with six plays for a quarter. He operates 75 boxes.

Boyko says he has ceased lending money to locations. He explained that few of his locations are under contract, and he gets no protection for his loan. Front money and minimum guarantees are rare here, he said.

Boyko feels that the current situation makes it well nigh impossible for an operator to make any money with music. He is convinced *(Continued on page 66)*

Free Play Pin Hearings Await Ore. High Court

SALEM, Ore.—A decision on a free play pinball case by the State Supreme Court was awaited here, while similar cases in two counties were continued.

Expected to be appealed to the high court is a case involving free play pins in Polk County, which was decided in favor of free plays.

Pending a high court decision in this case, similar cases were continued in Tillamook and Clatsop Counties.

In Clatsop County, a temporary restraining order prevents action against the pinballs by local enforcement authorities.

In Corvallis, Ore., Benton County, five tavern owners forfeit \$250 bail each when they failed to appear at district court to answer charges of paying off on pinball machines. Six machines seized were expected to be destroyed.

PLUGS PINS ON LEFT BANK

PARIS—Pinballs, one of pet pastimes of Gay Paree, got a plug recently from James Jones, author of "From Here to Eternity."

In Paris working on a book about jazz guitarist Django Reinhardt, Jones, according to an item in Dorothy Kilgallen's column, has "fallen in love with pinballs."

"He says they're his only form of relaxation, and he's tacked up a big map of Paree on one wall of his flat, with circles drawn around all the places where his favorite games are located," reports Miss Kilgallen.

Long Bowlers Hold Up In Hudson River Area

GLASCO, N. Y.—Tom Greco, operator of one of the larger game and music routes in the Hudson River Valley, said that the long bowlers have been bailing operators in his area out of serious trouble.

Greco, who in partnership with his brothers, operates about 60 miles from New York City, said that collections from games and music are about 25 per cent behind what they were last year, but most of the drop can be attributed to music.

The long bowlers are capable of doing better here than in the large cities. For one thing, space isn't nearly the problem that it is in the crowded Manhattan taverns.

Another reason is that most of

the locations depend on a pretty steady local patronage as opposed to transients which a big-city bar will pull in.

Hence, the long bowlers cater to the competitive spirits of the steadies, and informal bowling tournaments are the natural response.

The long bowlers have given the locations the shot in the arm needed to offset the dwindling tavern patronage due to the fairly depressed economic conditions in the area.

Tax on Non-Coin Devices Takes Effect Jan. 1

WASHINGTON—District directors of Internal Revenue Service have announced that the new federal tax law which includes non-coin-operated devices under the coin-operated tax measures, goes into effect January 1.

Under the new law, non-coin devices fall into either the \$10 or \$250-tax category, as defined for coin devices. In short, these devices are now included in the tax on amusement and gaming devices—\$10 and \$250 respectively.

The new law is one of the provisions of the Excise Tax Technical Changes Act of 1958, Public Law 85-859.

Since the tax year runs from July 1 to the following January 1, the new tax will be prorated.

Previously, the \$10 and \$250 taxes were levied only on coin-operated amusement or gaming devices.

Pending Court Cases May Hold Pin Future

HAMMOND, Ind.—Both State and federal enforcement of laws governing payoff pinballs may hinge on eight cases now pending in the U. S. District Court here.

Awaiting trial, tho the hearing date has not been set, are eight Valparaiso, Ind., tavern keepers whose premises were raided by internal revenue officers on October 10. They were arraigned on the strength of charges by IRS agents for operating gaming devices without the \$250 wagering stamps. Their confiscated pin equipment remains impounded.

Conducted simultaneously by a platoon of IRS agents after meticulous preparation, the October 10 raids signaled a new Indiana drive

for collaring stamp evaders.

Adequately severe sentences by the court in Hammond would solve their problems for all time to come, some treasury officials believe.

In the few cases tried in federal courts in Indiana for failure to obtain the stamps, heavy fines were imposed but with sentences suspended.

(Continued on page 69)

COIN MACHINE EXPORTS

SEPTEMBER, 1958

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
W. Germany	640	\$ 390,166	77	\$ 63,750	162	\$ 38,964	879	\$ 492,880
Belgium	447	151,485	320	100,844	825	118,567	1,592	370,896
Venezuela	196	158,050	8	6,270	67	17,119	271	181,439
Canada	59	39,567	2	900	254	61,781	315	102,248
Switzerland	89	60,359	20	15,337	49	25,374	158	101,070
Cuba	74	59,538	28	19,393	102	78,931
Netherlands	42	34,626	32	11,410	107	12,575	181	58,611
Sweden	18	9,854	50	16,017	68	25,871
Ecuador	27	22,986	3	750	30	23,736
Dominican Republic	31	23,608	31	23,608
France	43	18,800	43	18,800
Denmark	20	15,098	3	2,280	23	17,378
Costa Rica	14	11,810	2	970	16	12,780
Guatemala	15	11,961	15	11,961
Other Countries	76	51,077	85	20,197	304	57,494	465	128,768
Totals	1,730	\$1,030,331	568	\$231,592	1,891	\$387,054	4,189	\$1,648,977

Report Italy Pin Rule Due

ROME—According to a report by UPI, a decision on whether or not to ban pinballs in Italy may be made soon.

The report said Interior Minister Fernando Tambroni must make the decision by the end of this month.

Previously, it was decided not to renew pinball operating licenses, and current licenses expire December 31.

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 December 15, 1958)

Main table containing categories: MUSIC MACHINES, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, BALLY, CHICAGO COIN, GENCIO, GOTTLEB, SHUFFLE GAMES, and ARCADE EQUIPMENT. Each entry lists machine name, model, and price ranges (High, Low, Mean Avg).

BINGO GAMES WANTED

Big Shows, Show Times, Sun Valleys, Miss America, Cypress Garden. Any quantity. Best price.

WESTERN DISTRIBUTORS
3126 Elliott Ave. Seattle 1, Wash.
Phone: ATwater 4-4810

FINEST RECONDITIONED EQUIPMENT

- Seeburg BL \$325.00
- Seeburg R 575.00
- Wurlitzer 1700 425.00
- Wurlitzer 2000 665.00
- Bally Key West 275.00
- Bally Big Show 225.00
- Bally Miss America ... 475.00
- Bally Show Time 375.00
- Genco Wild West 225.00
- Exhibit Treasure Cove.. 225.00

THE HUB ENTERPRISES
2216 DIVISION ST.
BALTIMORE 17, MD.
Lafayette 3-3525

GIVE TO DAMON RUNYON CANCER FUND

N. Y. News Strike Hurts Downtown Collections

NEW YORK — As Gotham's newspaper strike neared the end of its second week, its effects were being felt by operators thruout the metropolitan area, with neighborhood and suburban locations picking up somewhat and downtown locations falling off sharply.

The strike, called by the delivery union against the city's seven major dailies, appears a long way from solution, and, as a result, downtown retail trade is suffering.

The fact that the department and specialty stores have no advertising outlet other than radio and television means that shoppers are not jamming the midtown areas as they have in the past.

Shoppers Spend
Normally, downtown bars do well in the Christmas season, with shoppers stopping off for a couple of quick ones and dropping some coins in the juke box or game.

But since the strike has gone on, the downtown bars have been relatively quiet, with a lot of people doing their shopping in the neighborhood and in suburban areas.

There is little question that operators in Westchester and Nassau Counties, and across the river in New Jersey have benefited from the strike.

While collections are still sub-

stantially behind the 1957 holiday season in the outlying areas, the decrease doesn't seem to be as much as it is in downtown New York.

COINMEN YOU KNOW

Miami

By PAUL DANIEL

Cliff Deal, who heads the Deal Automatic Music Company, celebrated his 30th anniversary in business. . . . Vernon Marshall and Edward (Buster) Railey were the first employees taken on by Cliff. . . . Showing of the 1959 line of Wurlitzer at the Carillon had representation from all parts of the globe—Alfred Jorgenson, of Copenhagen; Finn Rabo, Oslo; Dr. Gianfranco Napoli, and Alberto Cipriani, Italy; Al Siegel, Canada; Maurice Fisher, Belgium, and many others. New York had Al Denver, Teddy Blatt, Jack Semel. Bob Bear presented the new line, and from comments made the coming year looks bright.

Ruby Bartavis, secretary to Cliff Deal, is sporting a '59 Dodge. . . . Willie Blatt and his wife Sydelle attended the official opening of the social season at the Coconut Grove Playhouse. . . . Cigarette Machine Association now has new quarters in the Biscayne Shopping Plaza.

Los Angeles

By SAM ABBOTT

Charles A. Robinson, Hank Tronick and Al Bettelman, of C. A. Robinson Company here, were to show the new United UPB-100 phonograph at open house December 15-19. Robinson recently returned from the National Association of Amusements Parks, Pools and Beaches convention in Chicago. While there he visited the United Manufacturing Company's factory. . . . Badger Sales, Minthorne Music and C. A. Robinson Company are now on a five-day week. Paul A. Laymon, Inc., may join the others on this schedule.

Jack Leonard, of Badger Sales parts department, is helping his wife, Dorothy, make money for the City of Hope, the non-sectarian hospital in Duarte, Calif. Jack is displaying and selling Christmas stockings. Incidentally, Dorothy and Jack will soon become grandparents. . . . Joe Tamulonis, of Desert Music, Banning, Calif., in town after enjoying quail hunting near Palm Springs, Calif. He bagged five in about an hour. Limit is eight. . . . Elgin (Lucky) Lackey, Arcade operator of Oceanside, Calif., in town on a shopping tour.

Bob Colyer, who formerly operated in these parts, in town from New York, where he is now operating. . . . Roy Kraehmer, of United Manufacturing Company, Chicago, in town for the UPB-100 phonograph showing at C. A. Robinsons. . . . Pete Ley back in town after a sales trip to Bakersfield, Calif., and vicinity for Badger Sales Company. (Continued on page 67)

NOW DELIVERING
WRITE or CALL for Prices

- BALLY CARNIVAL QUEEN, LUCKY ALLEY, SPEED BOWLER
- BALLY BIKE, THE CHAMPION, SPEED QUEEN
- CHICAGO COIN, TWIN BOWLER, REBOUND SHUFFLE
- ROCK-OLA STEREPHONIC AND MONAURAL 120-200 SELECTION

<p>PHONOGRAPHS</p> <p>1458 Rock-Ola 120 Sel. (new) Write</p> <p>1462 Rock-Ola 50 Sel. (new) Write</p> <p>1455 Rock-Ola Deluxe, 200 Sel. \$595.00</p> <p>1454 Rock-Ola, 120 Sel. \$75.00</p> <p>1448 Rock-Ola, 120 Sel. \$475.00</p> <p>1446 Rock-Ola, 120 Sel. \$395.00</p> <p>1438 Rock-Ola, 120 Sel. \$325.00</p> <p>1442 Rock-Ola, 50 Sel. \$325.00</p> <p>Seeburg R's \$500.00</p> <p>Seeburg Chrome Wall Boxes 45.00</p>	<p>Bally Strike Bowl-ing Lanes, 14 ft. \$525.00</p> <p>Bally Champion Bowl-ing Lanes, 14 ft. \$95.00</p> <p>Bally A.B.C. Tour-ament Bowling Lanes, 14 ft. \$25.00</p> <p>Bally A.B.C. Bowl-ing Lanes \$395.00</p> <p>All-Star Bowlers, new \$150.00</p>	<p>5 BALLS</p> <p>Flying Aces \$295.00</p> <p>Gott. Criss-Cross .. 210.00</p> <p>Genco Fun Fair ... 275.00</p> <p>Balls-a-Poppin' 175.00</p> <p>Derby Day 125.00</p> <p>Coronation 45.00</p> <p>Gott. Ace High ... 140.00</p> <p>Gott. Royal Flush 185.00</p> <p>Gott. Silvers 195.00</p>
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BINGO GAMES

Beach Times Write

Cypress Garden \$545.00

Miss America 445.00

Sun Valley 445.00

Key West 295.00

Big Show 250.00

Variety 75.00

Big Time 110.00

Gaytime 110.00

BOWLERS

Bally Lucky Shuffle Write

Bally Trophy Bowl-ing Lanes, 11 ft. or 14 ft. \$795.00

Terms: 1/3 Deposit, Balance C.O.D. or Sight Draft

All machines have been checked, cleaned and ready for location

CALDERON DISTRIBUTING, INC.
433 N. Alabama St. Phone: MElrose 4-8468 Indianapolis, Indiana

DAVIS GUARANTEED PHONOGRAPHS LOOK-OPERATE LIKE NEW

SEEBURG M100C	\$375
SEEBURG 100W	450
SEEBURG HF100G	475
SEEBURG HF100R	575
SEEBURG HVL200 HIDEAWAY	595
SEEBURG V200 WITH VL RECEIVER	650
SEEBURG 100JL	685
SEEBURG L100	725
SEEBURG KS200H	725
SEEBURG KD200H	775
WURLITZER 1900	495

Terms: 1/3 Deposit Required.

WORLD EXPORT Corp.
DISTRIBUTING
Exclusive Seeburg Distributors

738 Erie Blvd., East
Syracuse 3, N. Y., U.S.A.
Phone: CRanite 5-1631

CABLE ADDRESS: "DAVDIS"

FOR IMMEDIATE DELIVERY

7 Ace Hi	9 Straight Flush
7 Auto Race	8 Brite Star
6 Harbor Lites	8 Register
6 Royal Flush	9 Whirlwind
5 Rocket Ships	15 World Champs

ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St., Phila. 30, Pa. - POBox 9 4495
You can ALWAYS depend on ACTIVE ALL WAYS. Write or wire for prices.

NEW ENGLAND Operators REJOICE Over Success of New CHICAGO COIN REBOUND SHUFFLE

In ONE DAY an ordinary location took in 18 WHOPPING BIG BUCKS! (Figures on request from one of Greater Boston's most respected operators.)

A NEW DAY IS DAWNING! CALL COLLECT FOR THE FACTS!

Nedd DISTRIBUTING CO.,
298 LINCOLN ST.
ALSTON 34, MASS.-AL 4 4040

Exclusive distributor for:
WURLITZER
BALLY
CHI COIN
GENCO
FISCHER

WHAT'S NEW IN COIN MACHINES! WHAT ARE THEY GETTING FOR USED! WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$15. (Foreign rate, one year, \$15)

Name
Address
City Zone State

MECHANIC WANTED
Man experienced on music and games. A very good opportunity for the right man. In large city in the West. Ideal living conditions. Write to BOX 945, The Billboard, 188 West Randolph St., Chicago 1, Ill.

AMERICA'S FOREMOST COIN MACHINE DISTRIBUTORS AND EXPORTERS

<p>ARCADE</p> <p>Auto Photo #9 \$1,495</p> <p>Balloon-o-Mat 195</p> <p>Bangorama 175</p> <p>Basketball Champ 195</p> <p>Bear Gun 125</p> <p>Bonus Gun 215</p> <p>Basketball, C.C. 175</p> <p>C.C. Bandbox 325</p> <p>Cap. Panoram 75</p> <p>C.C. Pistol 135</p> <p>Coon Gun 150</p> <p>Drivemobile 50</p> <p>Dale Gun 395</p> <p>Ex. Pop Gun 125</p> <p>Gen. Quarterback 175</p> <p>Gen. Rifle Gallery 295</p> <p>Gen. Gypsy Grandma 110</p> <p>Horoscope 195</p> <p>Lord's Prayer 125</p> <p>Midget Movies 50</p> <p>Mer. Ath. Scales 195</p> <p>Metal Typers Harv. 275</p> <p>Midget Alley 195</p> <p>Pitch'm-Bat'm 350</p> <p>Phil. Toboggan 350</p> <p>Pirate Gun 75</p> <p>Rock 'N' Roll 250</p> <p>Set Shot 150</p> <p>Sidewalk Engineer 175</p> <p>Silver Gloves 95</p> <p>Six Shooter 495</p> <p>Squirts 275</p> <p>State Fair 145</p> <p>Tungo 275</p> <p>Un-Super Slusser 150</p> <p>Wms. Crane</p>	<p>VENDORS</p> <p>3 Sel. Spacarb Cold Drink Vendors. \$325</p> <p>1 Sel. Non-Carbonated 195</p> <p>2 Sel. Non-Carbonated 225</p> <p>3 Sel. Hebel Ice Cream 325</p> <p>5 Sel. Ice Cream, Sucker 395</p> <p>1 Sel. Revco Cup Ice Cream 125</p> <p>Coffee & Hot Choc. Cup Vendor with manual cup 125</p>	<p>CANDY VENDORS</p> <p>U-Select-It, 54 bar \$ 49.50</p> <p>U-Select-It, 72 bar 49.50</p> <p>Mills 5 col., 5c 65.00</p> <p>Ship. Gum & Mint, 8c 15.00</p> <p>Shipman 6 col., new 165.00</p> <p>Vendall, 8 col. 85.00</p> <p>National 6 col., 5c 69.50</p> <p>National 9 col., 5c 95.00</p> <p>N.W. Sweet Sixteen, 1c col. 295.00</p>
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CIGARETTE VENDORS

National 930, 9 col. \$ 95

National 950, 9 col. 110

National 9 M 125

National 9 ML 125

National 11 M 165

National 13 M 165

Mercury, 9 col. 125

P.X., 10 col. 110

Lehigh, 12 col. 140

Lehigh, 15 col., new 225

Keeney, 9 col., elec. 95

DuGrenier, 11 col. 135

Eastern, 22 col., elec. 275

All thoroughly shipped & refinished, 25c-30c combination, regular and king size.

USED VENDORS

100 Victors, 1c \$8.50

50 Accorns, 1c 9.00

15 Accorns, Capsule, 5c 11.00

25 Baby Grands, 1c 7.50

24 Tab Gum, 8 col. 10.00

CLEVELAND COIN MACHINE EXCHANGE, INC.
M. S. GISSER (Sales Manager)
2029 Prospect Ave. Cleveland 15, Ohio
All Phones: Tower 1-6715

Low-Priced Background Music with the CINE-SONIC TAPE REPEATER

- Small self-contained unit
- Handles up to 6 external speakers
- Large selection of tapes
- Magazine load continuous play tapes
- Special tapes available—Christmas, funeral, etc.

Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600
DETROIT BRANCH—14344 Fenkell, Detroit, Mich. Tel.: BRowway 3-2150

Season's Greetings!

SEEBURG CIGARETTE VENDOR



Quiet All-Electric Selection—Delivery
22 Cols.—Over 800 Pack Capacity
3-Way Pricing

• Smart, Low Console Styling
IMMEDIATE DELIVERY



A Quarter Century of Service

ATLAS MUSIC COMPANY

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

MUSIC

SEEBURG KD-200	\$745
SEEBURG 100-B	375
SEEBURG 100-C	445
SEEBURG 100-R	575
SEEBURG VL (Converted)	665
A. M. I. D-80	265
A.M.I. G-200	575
A.M.I. E-120	325

Reconditioned—Refinished

NEW Calcoin 45 RPM Conversion for M-100A with fast-moving carriage gear!... \$49.50
Also Conversions for All Machines.

Exclusive Seeburg Distributors

AAMONY BARD SENDS RHYMING INVITE CARD

NEW YORK — Claire Morano of the Associated Amusement Machine Operators of New York staff is a frustrated poet. So when time came to issue invitations for the AAMONY Ninth Annual Banquet at the Essex House, January 31, the following verse was mailed to members and potential guests:

Come one... Come All...
Come have a ball!

Reserve the date... Saturday evening, January 31, 1959

The place is great... The Essex House (Colonnades Room)

Don't be late... Reception 7:30 p.m. Dinner 8:30 p.m.

Reception

The wonderful hour
When you relax

As you chat with your friends

Having drinks 'n' snacks!

Dinner

All over the world, gourmets opine

The Essex House is the place to dine

Superlative service, cuisine that's divine

To enjoy every morsel, please be on time

Entertainment

You'll love—you'll applaud—you'll be delighted we know,

With the talent we have—when it's time for the show!

For Your Dancing Pleasure

Like to waltz or do a mambo, cha cha cha or turkey trot?

Jitterbug or slinky tango? You'll hear music sweet and hot!

We Require a Reservation

Phone or write us, please don't wait,

And if you'll give an indication,

We'll seat you with the guests you state.

The artwork on the invitation, line drawings of scenes of revelry, were tastefully done by Bert Jacob, AAMONY business manager.

Long Bowlers

Continued from page 63

that only with dime play and no more than three for a quarter can an operator amortize his equipment. Right now, said Boyko, most music operators also have games, and they are letting the games carry the brunt of the profit burden.

One possibility of solving the impasse is the introduction of stereophonic music, according to Boyko. He pointed out that in his first stereo installation, he held out for and got dime play with three for a quarter, and no competitor was able to take away the stop.

IT MAKES PLAYERS THINK...

- Should I Shoot
- 1 Ball?
 - Entire Line?
 - ALL BALLS?



VANGUARD

NEW POP-UP BALL TARGETS and more ways to score!

Williams MANUFACTURING CO.
4242 W. Fillmore St., Chicago 24, Ill.

Only with BALLY can an operator really make money with hits like: CARNIVAL QUEEN • SKILL PARADE • LUCKY ALLEY • LUCKY SHUFFLE • SPEED BOWLER • WHIZ BOWLER
Visit our showrooms to see the greatest and latest in Kiddie Rides and other BALLY equipment.

WRITE • WIRE • PHONE



International Scott Crosse Company

SCOTT CROSSE COMPANY

1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

Rittenhouse 6-7712

Exclusive Dist. for Bally in E. Penna. and Rock-Ola in E. Penna., So. Jersey and Delaware

A MUST Chicago Coin REBOUND SHUFFLE NUFF SAID

Write Wire Phone Today

DAVID ROSEN

Exclusive A.M.I. Dist. Co. Pa.
855 N. BROAD STREET, PHILA. 23 PA.
PHONE: STEVENSON 2-2903

Write for Complete Lists

TO ALL OUR FRIENDS A VERY MERRY CHRISTMAS and a HAPPY NEW YEAR

Exclusive Gottlieb, Williams and Seeburg Distributors

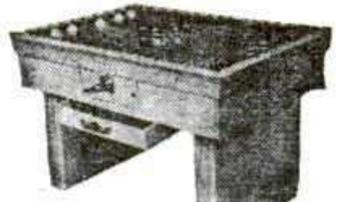
TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480

CHECK THE REASONS WHY

Valley BUMPER POOL®
IS THE BETTER BUY!



REGULATION TOURNAMENT SIZE • Available in Luxurious Mahogany Finish or Natural Hard White Maple with Super-Protective Reivar Finish • Top Quality Construction and Play Features.

See Your Distributor or Write Direct

VALLEY SALES CO. (Affiliate, Valley Mfg. Co.)

333 MORTON STREET, BAY CITY, MICHIGAN • Twinbrook 5-8587

BUY WITH CONFIDENCE FROM AMERICA'S FRIENDLIEST DISTRIBUTOR!

SEEBURG 100C	\$395.00	SEEBURG COON HUNT	\$ 69.00
SEEBURG 100 R	575.00	GENCO STATE FAIR	239.00
SEEBURG V200	499.00	GOTT. CLASSY BOWLER	145.00
WURLITZER 1700	419.00	GOTT. SILVER	210.00
WURLITZER 1900	519.00	BALLY YACHT CLUB	69.00
WURLITZER 2000	579.00	UNITED ROYAL BOWLER, 16' w/Large Balls	595.00

NEW!! TUSCO ELEPHANT & AUTO KIDDIE RIDES

Exclusive Distr's SMOKESHOP CIG. VENDOR North Ill. & N. Ind.

Write for Our Complete Price List. Terms: 1/3 Dep., Bal. Sight Draft.

WORLD FAMOUS CoMco Speakers

Hi-Fi Wall Models	\$19.95
Hi-Fi Corner	23.95
Extended Range Wall	11.95
Extended Range Corner	15.95
Extended Range Ceiling	11.95

COVEN MUSIC CORPORATION

3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210
Cable Address: COVENMUSIK—1/3 Deposit, Balance C.O.D.

Your ticket to **SALES RESULTS—**
the advertising columns of **THE BILLBOARD!**

Holiday Greetings

To All From **WORLD WIDE**

5-BALLS

CRISS CROSS	\$245
SILVER	210
STRAIGHT FLUSH	225
WORLD CHAMP	195
ROYAL FLUSH	175
ACE HIGH	165
RAINBOW	155
DERBY DAY	125
CLASSY BOWLER	125
HARBOR LIGHTS	115

WANT TO BUY

All Type BINGO
WILL PAY HIGHEST CASH PRICES!

PHONOGRAPHS

A.M.I. H-200	\$755	ROCK-OLA 1448-120	\$475
A.M.I. G-200	645	ROCK-OLA 1454-120	575
WURLITZER 2000	645	ROCK-OLA 1458-120	675
SEEBURG V-200	495	ROCK-OLA 1455-D-200	675
SEEBURG HF-100R	575	ROCK-OLA 1446-120	425

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C. C. ROCKET SHUFFLE, 2-Pl.	\$425
Genco 2-Pl. BASKETBALL	155
Bally ALL-STAR BOWLER	175
Wms. CRANE	85
Genco MOTORAMA	225
Bally SKILL ROLL	165
Wms. JOLLY JOKER	75

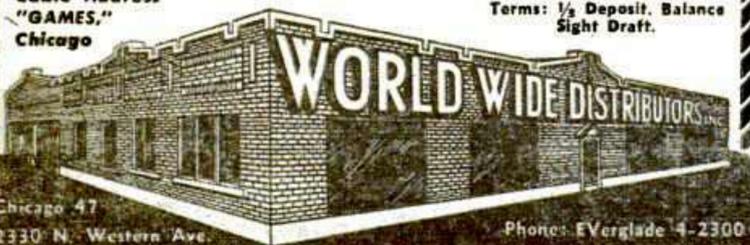
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HUNTER	\$235
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GUNSMOKE	310
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SUPER HUNTER	425
DOUBLE SHOT	Write

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POOLS	MISC.	PHONOS
6 Pocket Pools... \$150	Mutoscope K-O	AMI F-120 \$435
Jumbo Pools 95	Fighter	Seeburg C 395
Bumper Pools 75	Chi Coin Home Run. 95	Seeburg R 545
Flicker Pool 125	American 9 Ft. 148	Wurlitzer 1900 ... 585
4-Hole Pool 95	Bankshot 175	Wurlitzer 2150 ... 625
	American 12 Ft. 145	
	United Havana ... 45	
	Qanco Rifle Gallery. 145	
	Keensy Sportsman 145	



Better Buys

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CHICAGO, ILLINOIS
JUNIPER 8-1814

'Leave Jukes Be'

• Continued from page 57

was confiscated and stored in the basement of the Criminal Court Building.

Three such phonographs were hauled in from three different locations by the sheriff's men.

All three were released to the operators who owned them when they called for them.

The operators' committee was composed of Drew Canale, Canale Amusement Company, spokesman; Henderson; Allen Dixon, president of Memphis Music Association and general manager of S & W Sales Company; Jack Emory, partner in Central Music Company, and Edward H. Newell, owner of Ormatt Amusement Company.

"The sheriff was very nice," said Canale. "He is most willing to cooperate with us."

"We made the point that because one operator of a location is caught in a liquor violation, that does not make the four walls of a location an offender. There is nothing in the law that says a new operator cannot lease the establishment and take over."

"There is no reason in the world why the juke box and other coin-operated machines cannot be left there and the location padlocked until a new location operator takes over."

"The sheriff agreed with this and said he would co-operate," Canale said.

Discuss Tax

• Continued from page 57

taxes at a level which the operators can afford, rather than setting up a prohibitively high amount which will reduce the number of tax-paying machines on location drastically.

Because only a relatively short amount of time lies open to such anti-taxation measures, the association announced that it will survey every phonograph operator in Colorado, asking each to speak by means of a return-addressed, postage-paid postcard as to whether he sincerely wants such an association to exist. This, it was felt, is absolutely necessary to put the association on a firm footing.

H. Biedenkop

• Continued from page 57

and traveled the Illinois, Indiana and Michigan territories.

His post with Tower will entail sales in the same territory.

Biedenkop attended Northwestern University from 1937 to 1939, when he left for a job in industrial sales. His sales background includes general sales and office equipment sales. He joined the Army Air Force in 1942 and was a pilot during the war, leaving the service in 1946.

Biedenkop is married and resides with his wife and four children in Crystal Lake, Ill.

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SPECIAL!
Gottlieb 1-Players
CRISS CROSS \$225
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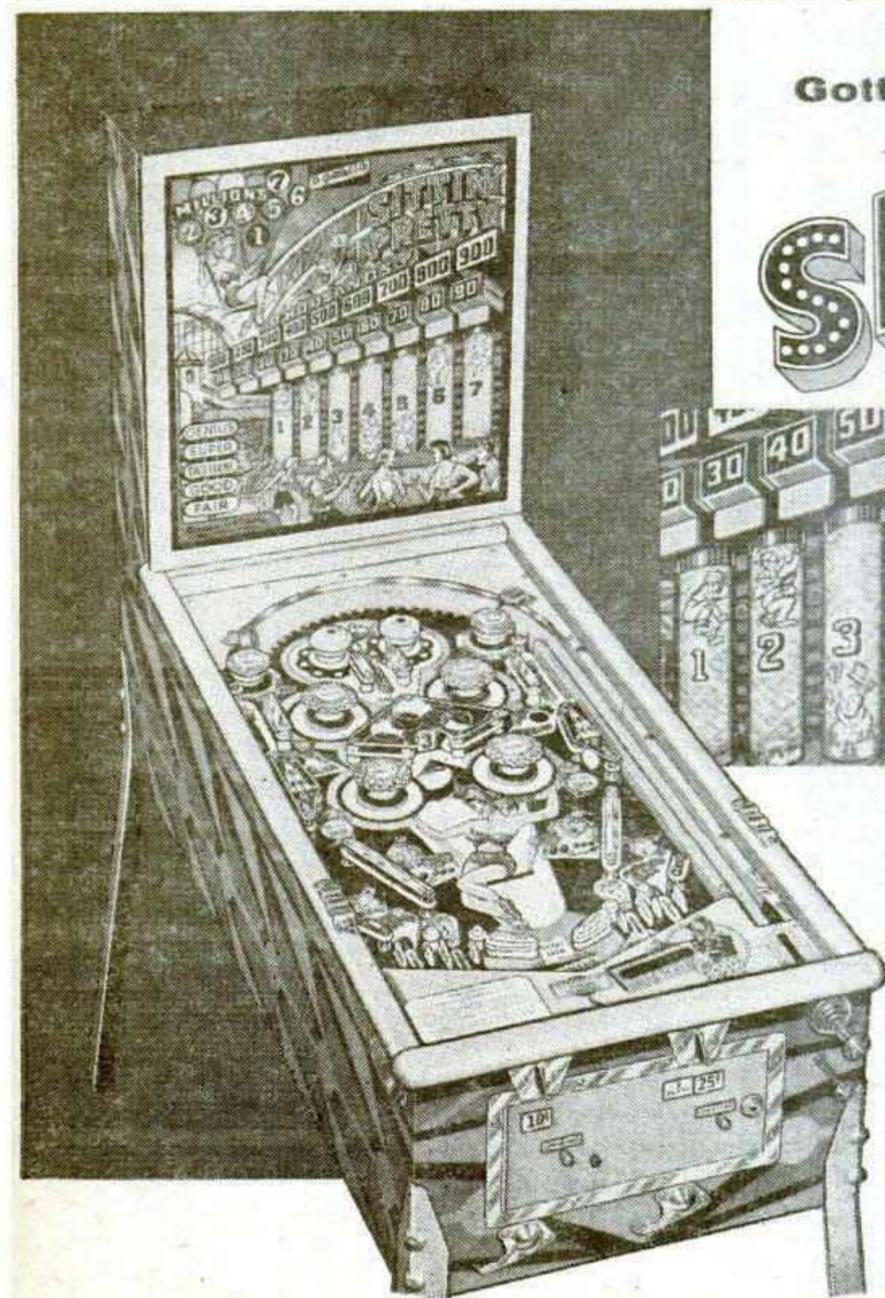
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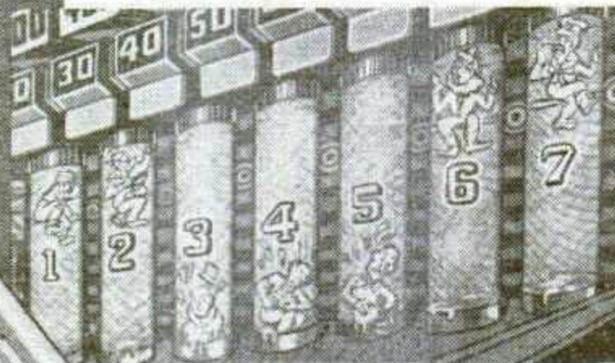
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"Step Right Up Folks"...

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"DUNKING CLOWN" FEATURE
drops numbered clowns into water tanks by making Roto-Targets and rollovers. Dropping any three clowns in a row scores special. Additional specials for 4-5-6 or 7 consecutive clowns "dunked".

It's a honey . . . its excitingly fast playfield action coupled with the new "Dunking Clown" feature all add up to record breaking collections for you. Action includes side rollovers that lift red and blue pop bumpers for high score, top rollover that scores Roto-Target values, 6 places to spin Roto-Targets, high score to 7,900,000, "Rating Chart" that indicates player score progress and a host of other fine playfield features. See your distributor today for a demonstration!



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Season's Greetings from D. Gottlieb & Co.

1927 • Serving the Coin Machine Industry for 32 Years • 1959

Pa. Operator

• *Continued from page 63*

provides for loans up to 90 per cent of the market value of equipment, Caljean was able to get \$60,000 to pull him out of a financial hole.

The hole, Caljean admits, was caused by over-expansion created by the purchase of 143 milk machines for his industrial locations. At the time Caljean bought the machines, the State-pegged wholesale price of half pints of milk was 6.4 cents, which allowed him a fair profit on a 10-cent vend.

Profit Vanishes

But the price edged up to 8.1 cents, leaving no profit, and a loss when the monthly payments on the machines had to be reckoned with.

The \$60,000 loan enabled Caljean to adjust his monthly payments at a rate which would allow him to breathe, and also to clean up small creditors and open accounts.

Caljean's experience with the milk machines also taught him a valuable lesson—caution on expansion.

For example, Caljean plans to use 10 Photomats on his theater installations, but he doesn't plan to buy any until he's relatively certain that the machines will earn their keep.

So he and Dave Rosen, Philadelphia distributor, have a three-month lease agreement whereby the lease money at the end of the period may be applied to the purchase price if Caljean decides to keep the machines.

Receipts Dip

• *Continued from page 63*

In Rochester, where machine replacement has been moving at a slower pace, collections are down considerably.

Bilotta said that new gun games have done a lot to hold up collections.

He added that few stereo juke box installations have been made in the area, but he feels that stereo will begin moving into some top locations after January 1. Bilotta is the up-State New York Wurlitzer distributor.

He said that stereo should do a lot to get operators front money and guarantees. According to Bilotta, juke box operators in the area are doing about the same as they did a year ago.

Pending Cases

• *Continued from page 63*

What attitude the State of Indiana will assume toward the evaders has yet to be ascertained.

Enforcement of the 1955 and 1957 anti-pin laws has been stalemated by a series of injunctions over the State, obtained to restrain law-enforcement agencies.

In areas uncovered by injunctions, prosecuting authorities, in the main, assume a wait-and-see attitude pending the adjudication of cases elsewhere.

That, in fact, is also the position of the Indiana Alcoholic Beverages Commission, the agency with life-and-death authority over the State's 5,000 taverns.

Under Indiana law, a \$250 gaming stamp is proof of the possession of a gambling device. Moreover, the statute stipulates that a coveted and hard-to-get liquor license is revocable from premises equipped with any type of an implement of chance.

Thus, were the Alcoholic Beverages Commission to pursue a pattern of enforcement, the hard-pressed tavern keeper would be compelled to choose between his license and his pinball machine.

Valparaiso notwithstanding, the average Hoosier liquor dispenser, operating in the average Hoosier community, has been spared of that hard choice.

As a rule, for the time being, at least, he can have both.

WANTED

Experienced Manager for Music Route. References requested and other information in first letter.

Write Box 944

The Billboard, 188 W. Randolph, Chicago, Ill.

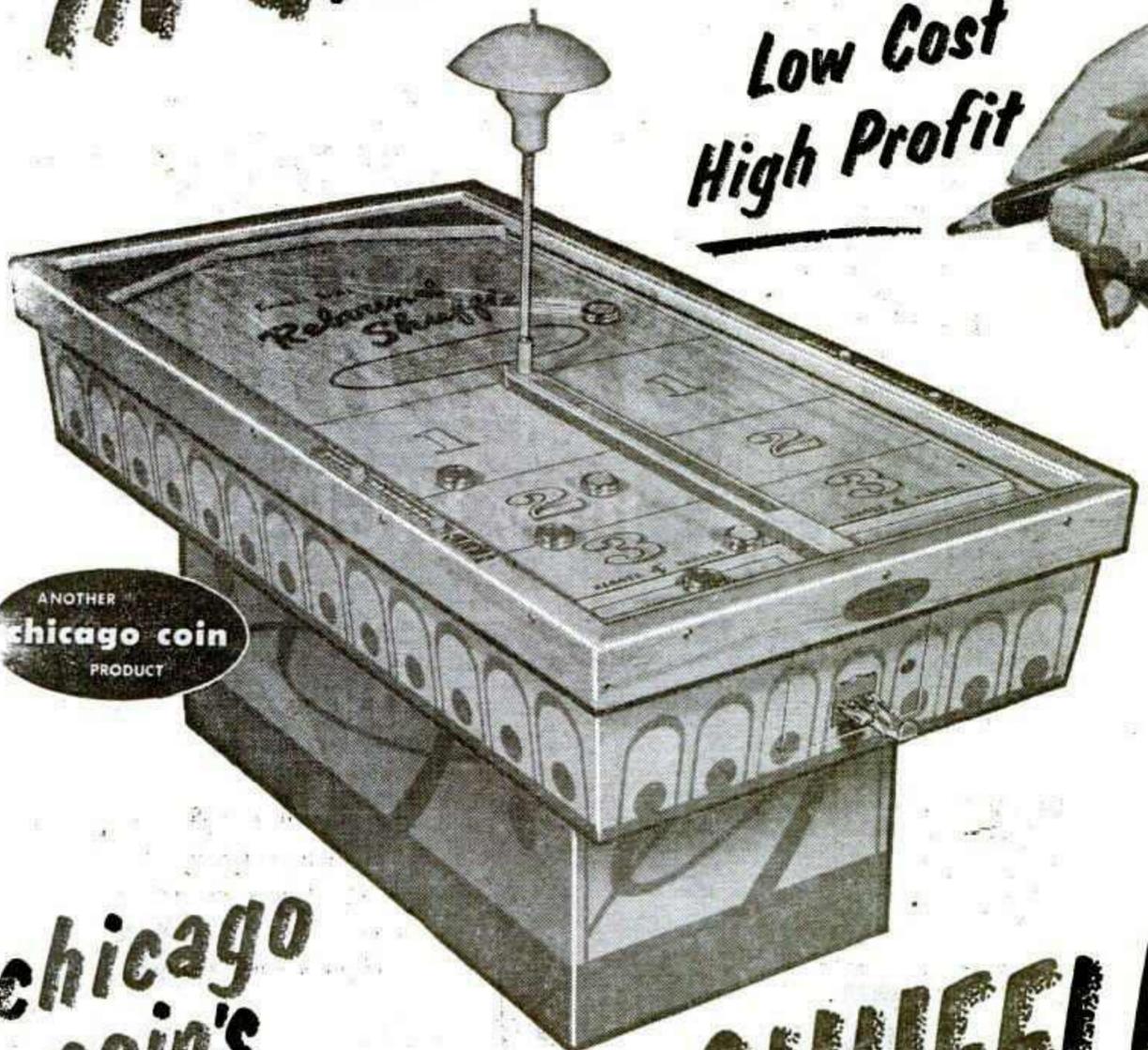
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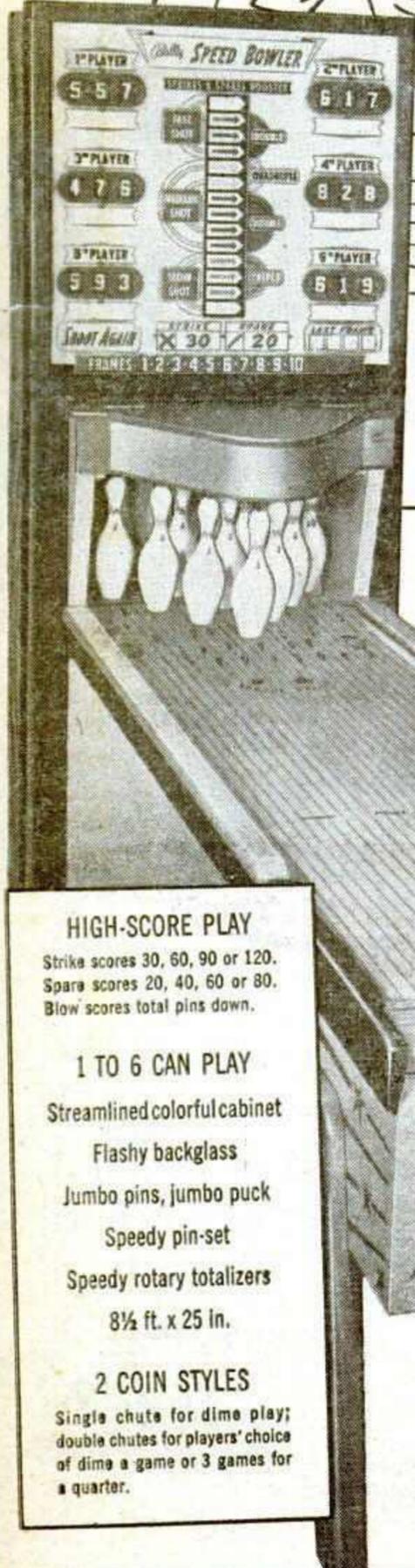
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TIME
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