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Victor Favorite In Tape Derby

Conclave Cues MRIA Backing of Firms New Semi-Automatic Playback Unit

CHICAGO—A record number of tape industry brass met at Armour Research Foundation here Wednesday (12) to witness a demonstration of an ARF-projected simpler tape loading technique and possible stereo cartridge. They agreed that definite action is needed to perk up lagging tape playback sales. Tho no definite decisions were made, remarks of industry pundits cleared up a lake full of muddy water previously stalemating tape's progress.

Some Veiled Barbs

After two hours of discussion over what ails magnetic recording, Ray Saxon, RCA Victor v.p., seemed unable to take more of the veiled barbs from a packed house regarding his firm's "premature announcement in February" regarding the four-channel 3¾ inches per second tape-pack. He reaffirmed a recent announcement that Victor distributors will have semi-automatic stereo tape cartridge playback units in their distributors' hands by December 1 and in dealers' stores in time for Christmas. When both Saxon and Dallas Andrews, senior projects engineer at Victor, and generally considered father of the stereo cartridge idea for Victor, were pumped with queries regarding ratio of signal to noise, and whether 3¾ quality was as good as 7½, Andrews said, "We feel the commercial quality of the two is just about the same." Saxon said that the pilot run is being carried out on the semi-automatic Victor playback unit in a Cambridge, O., factory and that several execs present had seen the assembly line in action. Saxon said the automatic model will hit the market 30 to 45 days after the pre-Christmas Victor tape playback unit.

Saxon's reaffirmation of Victor's projected delivery seemed to sway

Heckles Win Door Prize

CHICAGO—During the hectic confab between some 150 brass of the magnetic tape playback and pre-recorded tape field, Russ Malloy, Bel Canto, was the only one to walk off with a door prize. Malloy directed several leading queries at Ray Saxon, RCA Victor v.p. who boldly and firmly reiterated Victor's promise to have stereo cartridge playback units in dealer's stores by the Christmas rush.

"You seem to feel that Victor won't deliver on time," Saxon finally said to Malloy. "I think I'll send one of the first units to you."

"But remember to put it on memo billing," was Malloy's rejoinder.

TV MUSIC HATH CHARMS, WHEN IT'S DONE RIGHT

NEW YORK — "Television has a rotten music sound," says Harry Sosnik, "and now they don't even have a money excuse." In the latest round of the conductor - arranger - cleffer's one-man campaign to improve video's audio, Sosnik has instituted a new system of mikes for "Your Hit Parade." "You never hear just the strings or only the piano, as you do on Dinah Shore's show, for instance," he says. "It's balanced for home reception to match good recordings, and it costs no extra money."

People will watch a music series (as they mostly haven't in past TV seasons) if the sound is good, Sosnik feels. "You don't need gimmicks or costumes, just taste and adequate sound. Backgrounds can make disk hits, why can't they make video hits?" the musical director of the CBS show asks. "General Foods spent a million for a three - network Rodgers and Hammerstein spectacular four years ago. With everything at its most lavish, well - planned and exciting, the work was put at the far end of the studio in a corner. I batoned over the heads of a large audience, with a time lag which unnerved the performers. I can't even listen to the tape today, it's so bad."

Things are a bit better in New York originations than those from California, where a quota law prevents the continual hiring of the top musicians, Sosnik declares. "We've proved it on a small budget; now let the plush shows correct the bad half of their telecasts."

the room full of approximately 150 brass from about 40 different firms (tape playback equipment heads, motors and the actual units) and reps of about five pre-recorded tape firms into getting on the Victor bandwagon.

Two extremely important figures in the tape playback field, Irving Rossman, president of Pentron, Chicago, and also head of Magnetic Recording Industry Association, and Phil Gundy, chief of Ampex, Sunnyvale, Calif., both emphasized the need for going with the Victor stereo cartridge. Gundy called Victor "the largest supplier of pre-recorded music," and pointed out that there is a need to go along with Victor. Rossman called for MRIA to get behind Victor 100 per cent.

Following their combined pitch, a show of hands was asked of manufacturers who were prepared to go with Victor and Ken Bishop of Bell Sound Systems, Columbus, O., raised his mitt along with three others who could not be identified.

The entire two-hour-and-twenty-minute discussion was triggered by Chet Smiley, Livingston Audio, pre-recorded tape maker, who was the first man to answer Jack Skinner when the ARF executive, emceeding the demonstration, invited the assemblage to discuss affairs in general.

"We have lost 50' to 100 million dollars by default. The Lord was coming and we waited for the Lord," he said. No one present needed an explanation of his reference to RCA-Victor and their

(Continued on page 30)

Show-Minded Solons To Repeat Roles In 86th Congress

Return Engagements Voted Those Close to Entertainment Problems

By MILDRED HALL

WASHINGTON — Legislators who were closely concerned with music and other aspects of entertainment industry in the 85th Congress will be leading the band again in the 86th.

Of greatest across - the - board interest to all phases of the entertainment world, will be the major domos of excise and admissions tax in the House Ways and Means Committee. Re-elected were Mills (D., Ark.), chairman of the full committee, and Forand (D., R. I.), chairman of the all-important Excise Tax Subcommittee, author of the omnibus excise tax bill passed in the 85th Congress.

Tape and wire recorder manufacturers will be satisfied to see the Senate Finance Committee largely intact, under re-elected chairman Byrd (D., Va.). This committee killed Forand's proposed excise tax of 10 per cent on the comparatively new industry. Phonograph manufacturers paying the 10 per cent on their machines feel the Senate committee action was discriminatory.

Manufacturers of kidisks will welcome back Eugene McCarthy (D., Minn.), formerly a House member on Ways and Means, now a full-fledged Senator, and author of bills in the 85th to take the tax off juvenile platters.

In music matters, Rep. James Roosevelt (D., Cal.) will again

watchdog small business interests of membership in American Society of Composers, Authors and Publishers, as they are affected by the long-awaited action of Justice Department, which is still negotiating with ASCAP over settlement via consent decree or action in the courts.

Some onlookers wonder if Roosevelt, who held extended hearings on ASCAP practices in the 85th, might return to Capitol Hill in time to urge faster action by Justice. Roosevelt wants action on the many complaints made by dissident members both to Justice and to his committee, over the alleged failure of ASCAP to function fairly under the 1950 consent decree.

Juke Front

On the juke box front, Senator O'Mahoney (D., Wyo.) will again return to the fray, reintroducing a new anti-juke royalty bill to amend the 1909 Copyright Act exemption for juke play. If patterned on his previous bill, the legislation would exact performance royalty and increase mechanical royalty for juke play. (The Billboard, August 18, 1958.)

Re-elected Senator Pastore returns to his chairmanship of Senate Commerce Subcommittee on Communications, thereby insuring no resumption of any hearings on the long war between ASCAP members in the American Guild of Authors and Composers, vs. Broadcast Music, Inc. Pastore dubbed the contretemps, also being fought out in the courts, as one not involving the public interest sufficiently to concern his committee. Focal point of the hearings was the Smathers

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NEWS OF THE WEEK

Negotiations for Original Casts Sets Now a Fine Art . . .

In order to secure an original cast set for a label today, the record company negotiators must be part genius and part Philadelphia lawyer. Singles, albums, TV and movie rights are all involved. . . . Page 4

Too Many Performances Creates BMI Problem . . .

According to many BMI publishers the licensing organization must soon face up to a problem caused by the tremendous number of performances it is now getting, namely that of putting its receipts and expenditures in proper balance. . . . Page 2

Disk Contract Guarantees? Can't Hardly Get 'Em No More . . .

The general lack of artist loyalty and the number of new artists making the charts is causing more and more record companies to show an increasing reluctance toward offering

guarantees on recording contracts, according to a survey of key record execs. . . . Page 10

Tough Marketing Problems Seen Facing Low-Price Indie LP Lines . . .

Indie low-priced LP lines face rough sledding in the future if current trade conditions continue. Pressure from heavily discounted higher-price lines, name value on low-price subsidiaries of majors and credit and financing considerations seen as significant hurdles. . . . Page 3

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Same Group to Mull Copyr't

WASHINGTON — Copyright legalists girding themselves for the time when the Library of Congress copyright revision proposals are introduced in Congress, will find in general the same line-up of Senators and Congressmen in the front line of discussion on the legislation in the coming 86th Congress.

The O'Mahoney (D., Wyo.) three-man Senate Trademarks and Copyrights Subcommittee remains intact in the 86th Congress. This body plus the House Judiciary Committee under Rep. Emanuel Celler (D., N. Y.) and the Copyrights Subcommittee under Representative Willis (D., La.) will be all-important when the proposals are first considered, possibly in 1960. If a bill is passed, it would constitute the first major change in the 50-year-old copyright act.

Unanticipated Performances Forge Dilemma for BMI

Balance Between Income and Outgo Presents Mounting Problem

By BOB ROLONTZ

NEW YORK — BMI, according to many informed publisher affiliates, will soon have to come up with a solution to a problem, namely — how to pare down outgo — or payments to publishers for performances — so that the sum bears a more proper relation to income received from radio and TV licensing and other sources.

BMI is faced with this Micawberish problem because the its income is fixed, its expenditures are not. If ASCAP publisher income

is divided according to performances of each publisher and if there are more performances this year than last then the value of the unit payment is lower. If there are less performances than last year then the value of the unit payment is higher. Under any circumstances ASCAP payments can only equal the moneys received. But in BMI this is not so, according to publisher affiliates. They point out that under its current performance payment system, and with the music publishing business as it is today, BMI can be forced to pay out more than it receives.

The reasons for this are as follows as elaborated by many BMI pubbers: 1) BMI has guarantees with scores of publishers, ranging from the six-figure guarantees with firms such as Hill and Range and Marks, down to the \$24,000 and \$12,000 guarantees with smaller publishers. 2) In addition to these guarantee payments BMI makes performance payments of 4 cents (local broadcasts) to 6 cents (network broadcasts) to BMI publishers who do not have guarantees,

of whom — it is estimated — there are more than 1,000.

BMI obviously can't get out of contractual guarantee payments to publishers, and in most cases doesn't want to, but they have tightened up considerably on their guarantees. Many small firms which have not earned their guarantees have been cut down or even "un-guaranteed" when their contracts have come up for renewal. It is estimated that BMI has rid itself of thousands of dollars in guarantees over the past few months. In addition BMI has recently turned down a number of firms, including some established ASCAP firms, who wanted high guarantees to form BMI companies.

Left Field Eats Receipts

But these days so many of the hits are coming from new or "left field" publishers, many of whom are record company - owned publishing houses or firms set up by the guys who made the masters. Few of these new firms have guarantees, and so they are paid off at the performance rate of 4

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Vaughn Album Tops Dot's Nov. Release

HOLLYWOOD — Billy Vaughn's "Christmas Carols" album heads Dot Records nine album November release. Also highlighting its pre-holiday offering is "The Nina, the Pinta and the Santa Maria" package which combines dramatic story with musical fantasy. It tells the story of Columbus' voyage as seen by the explorer's ships. It features actor Eddie Albert as narrator with songs and dialog by Joanne Gilbert. Package was produced by Ray Gilbert and Tom Mack.

Remainder of the release is varied: "And Baby Makes Three," a doctor lecturing on baby care to an orchestral obligato; devotional package, "Chimes of Faith"; package of Western-flavored arrangements of standards, and four jazz packages, featuring Manny Albam, Johnny Maddox, Jackie Cooper's combo and Eddie Condon.

Friml Blazes Westminster Singles Trail

NEW YORK — Rudolph Friml has plunged Westminster into the singles field. The veteran clefver's disk of "Indian Love Call" and "Donkey Serenade," on which he plays piano and conducts, is building strongly enough for the diskery to decide its singles test is a success. Second disk, just out, features Madame Ernestine Washington and her gospel group from Washington Temple. Westminster's early singles will continue to be drawn from its pop albums for the time being.

Far from cutting back on its stereo issue, as reported, Westminster

(Continued on page 16)

New Rack Jobber Org Meets Diskery Reps

ST. LOUIS — A new rack dealer's trade organization, the National Association of Record Merchandisers, held a meeting here last week with representatives of the major diskeries to explain their policies. Co-chairmen of the meet for the NARM Trace Industry Committee were Eddie Jay of Willard Record Merchandisers of Buffalo, Record Bandstand of Florida, Harold Goldman of Rack Sales, Inc., of this city, and Harold Rahn of Guaranteed Sales of Denver. Meeting was a trade relations session to help iron out problems faced by record merchandisers in their dealings with distributors.

The NARM was formed about two months ago. It is made up only of rack jobbers who are in the record business, tho many of its members belong to various toiletry and drug rack jobbing associations. Organization is interested in creating more harmonious relations between manufacturers, distributors and rack jobbers; in setting up ethical and fair policies and practices for rack jobbers, and in disseminating information about the manner in which rack jobbers are expanding record sales. Members of the board of directors of the NARM, in addition to the three on the trade industry committee,

are Jim Tiedjens, of Musical Aisle in Milwaukee, Don Belzer, of Record Service in Minneapolis, Ed Snider, of Edge, Ltd., in Washington, A. Anderson of Quality Drug in Des Moines, and George Berry, of Modern Records Service in New Orleans. NARM now has 21 members, and invites are out to 30 more rack jobbers to join.

At the meeting with the majors, NARM offered them associate membership in their organization. Eddie Jay, in speaking of the growing size of rack jobbing of records, said that rack jobbers are now doing 14 to 15 per cent of the record business thruout the country, and that all told there are now between 20,000 and 25,000 racks in all types of stores merchandising records. Jay also said that rack jobbers are now handling concessions in various chain stores, such as Kress stores and the Nizer chain. Next meeting of the NARM board of directors will be held in January.

Emissaries Presenting ASCAP Proposals to JD

NEW YORK — Negotiations between ASCAP and the Justice Department have entered into what many regard as the final stage. Society's brass held meetings late into last week, following which the Society's attorneys were to go to Washington to present to Justice the proposals of ASCAP. Those close to the scene stated that the emissaries would explain that these proposals would likely have the backing of the board.

Arthur Dean, antitrust attorney retained by ASCAP, was registered at a Washington hotel late last week.

As already indicated in previous Billboard stories, it was under-

WFIL, WIBG TOPS ON PULSE PHILLY RATINGS

NEW YORK — According to the most recent Pulse survey (September-October) of Philadelphia, station ratings are as follows:

The top - rated station across - the - board daytime is WFIL, with P. Sheridan's "Rise and Shine Show," which has an 8.3. Runnersup are Joe McCauley on WIP with 5.9 and WCAU's 7:45 a.m. news show with a 5.6.

Station WIBG's Doug Arthur show is No. 1 across - the - board evenings, with a 5.4, followed by WPEN's "950 Club-Larry Brown," with a 4.6 and WIBG's Joe Niagara show with a 4.3. The last named program is tied with WCAU's 6 p.m. newscast for third place. Doug Arthur's Saturday morning show, with a 4.8 is first on Saturdays and Sundays; while WIP and WFIL are tied for second place with a 4.6 with afternoon sport remotes.

Victor Makes Airline Tie On 6 Pkg.

NEW YORK — RCA Victor and Sabena, Belgian World Airlines, have tied up to give a promotional push to six new "Holiday Abroad" packages, according to W. I. Alexander, Advertising, Press and Promotion manager. Each of the packages were cut in Europe by leading Continental orks and feature

(Continued on page 16)

Scaife Joins Sun-Phillips

MEMPHIS — Cecil Scaife has joined the Sun-Phillips Records combine here as sales manager. Formerly with Hi Records and with radio stations in the Helena, Ark., area, Scaife in his new capacity has just left on an extensive road trip of 40 cities.

Scaife will be pushing the label's newest releases, "Sorry I Lied," by the Cliff Thomas Trio; Charlie Rich's "Whirlwind," both on Phillips and "Sally Jo" by Roscoe Gordon on Sun. The label also reports that Jack Clement, writer of the great Johnny Cash hits, "Ballad of a Teenage Queen" and "Guess Things Happen That Way," is now recording some sides.

Victor Adds 33 EP's to Gold Standard Line

NEW YORK — RCA Victor is adding 33 disks to its 45 EP Gold Standard Series, according to Ray Clark, singles planning and merchandising manager. The new releases cover pop, classical, country, sacred and polka. Artists include Jan Peerce, Arthur Fiedler and the Boston Pops, Jeanette MacDonald and Nelson Eddy, Mario Lanza, Perry Como, Tommy Dorsey, Eddy Arnold, Artie Shaw, Chet Atkins, the Three Suns, Hugo Winterhalter and Benny Goodman. A highlight is "Star Dust by the Masters," featuring "Star Dust" by Goodman, Glenn Miller, Shaw and Dorsey.

Disks are packaged in polyethylene sealed bags, with four color covers and liners carrying information on the recording dates and personnel. A brochure for dealers will be available carrying pictures of the new EP's, plus a listing of previous Gold Standard merchandise, all of which is 100 per cent returnable.

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Decca Debts 6 New Gold Label Sets

NEW YORK — Two special commemorative packages highlight the current LP release from Decca's Gold Label division. These include the de luxe, three-disk set by Andres Segovia, in observance of the artist's 50th Anniversary as a performing artist, and a set titled, "Ruth Slenczynska, a 25th Anniversary Program."

In the Segovia set, the artist plays solo works, hitherto unrecorded by him, "Concerto del Sur," by Ponce, and Rodrigo's "Fantasia para un Gentilhomme." He is assisted by the Symphony of the Air Ork. under Enrique Jorda.

Miss Slenczynska's contains a musical autobiography of the artist. Release coincides with her first concert in Town Hall 25 years ago, when she was an eight-year-old prodigy.

Four other sets round out the release, including three symphonies, a ballet suite and a program of performances on the harp by virtuoso Nicanor Zabaleta.

N. Y. Court Denies Appeal By Rosenbaum

HOLLYWOOD — The New York Court of Appeals last week denied an appeal by Samuel Rosenbaum, trustee of the Musicians' Trust Fund, and ordered him to give a deposition in the case of Atkinson vs. American Federation of Musicians and Anderson vs. AFM.

Rosenbaum was ordered to present testimony in the cases involving more than \$1,500,000 in trust funds collected from musicians in the recording and motion picture industries.

This money is now being held by court order at the Citizens National Bank in Los Angeles. The court battle concerning these trust funds was first started in 1954. The litigation was filed by 94 musicians in both the record and movie fields.

Randy-Smith To Nashville

HOLLYWOOD — Randy-Smith Music, ASCAP publishing firm operated by Beasley Smith and Randy Wood, is moving back to Nashville around the first of the year.

Announcing the move, Smith pointed out that a central location, such as Nashville, places the firm in the hub of increasingly successful songwriting originating in that area. He added that the Nashville sector is conveniently only three hours flying time from New York. Smith is also a recording artist on Dot Records and is now completing his second album. In the future, however, he will concentrate on the publishing business. Smith has such famous tunes as "Lucky Old Sun" and "Beg Your Pardon" to his credit.

'PACIFIC' BACK IN NO. 1 SLOT

NEW YORK — RCA Victor's sound track version of Rodgers and Hammerstein's "South Pacific" has taken a sharp upward spurt in sales to regain first place on The Billboard's Best Selling LP Chart this week. Tho it had been selling strongly, this is the first time since last spring that the hit album has held the Number One slot on the chart.

DISKERIES TRY FIELD GOALS

NEW YORK — College football became a plugging ground for two different labels this week. At New Haven, M-G-M Records at press-time had arranged for a plane to fly a sleeve over the Yale Bowl during the Yale-Princeton game Saturday (15) plugging the label's "Debutante Party" LP with Ben Cutler's band. 500 Yalies were also set to wear Ben Cutler beanie hats during the grid-iron clash.

Meanwhile, Carlton Records has arranged to have the West Point Band feature the tune "Philadelphia U. S. A." thruout the forthcoming Army-Navy game in the Quaker City Saturday (29). The Nu Tornadoes who have the Carlton Record will also perform during halftime at the game.

WQXR Signs 2 New Sponsors

NEW YORK — The New York Times Station here, WQXR, last week signed two new sponsors — Zenith Radio Corporation and Capitol-Angel Records.

Zenith will sponsor WQXR's first daytime stereophonic broadcasts on Wednesdays and Saturdays, from 1:05 to 2 p.m. Capitol is sponsoring a series of Friday night classical programs, "Current Capitol Classics," from 9:05 to 10 p.m. for the remainder of the concert series; while Angel is sponsoring a Wednesday night show, "Artists and Repertoire" from 9:05 to 10 p.m. Both the Capitol and Angel shows will spotlight at least one stereo album side on each show.

The Zenith broadcasts will enable more than 1,200 Zenith dealers in the New York metropolitan area to demonstrate stereo broadcast reception in their stores for the first time. WQXR now broadcasts at least one stereo program each day and a total of eight hours of stereo programming each week.

PHONY DIAMOND GETS NEW SETTING IN POKEY

CHICAGO — A man impersonating a member of the Diamonds, Mercury quartet, was arrested Wednesday (12) in Fostoria, Ohio, by local police and the FBI and charged with cashing a bad check at a Cleveland Hotel. Clifford Cunningham Jr., who claimed to be a former staffer at WBSE, Hillsdale, Mich., was in 'ail in Toledo after failing to produce a \$5,000 bond.

The alertness of Mel Murray and Lou Fiedler, deejays at WFOB,

Dozen Albums On Everest's 2nd Release

NEW YORK — Everest, which issued its first albums last month, has released its second package of 12 disks, highlighted by "Mike Todd's Broadway," a text and photo book with songs from the producer's legit musicals. Other releases include Ralph Vaughan Williams' Symphony No. 9, with a spoken foreword by conductor Sir Adrian Boult in a waxing session hours after the composer's death; a stereo sampler of Woody Herman and Raymond Scott; and Dorothy Collins' "Won't You Spend Christmas With Me?"

Trade Foresees Thin Ice for Low-Price Indie Album Lines

Competition by Majors' Subsidies, Credit Problems, Spell Trouble

By REN GREVATT

NEW YORK — Low-price indie album lines, particularly in the \$1.49 retail classification, may be in for an extended period of rough sledding, according to indications now noted by industry observers. By the same token, low-price stereo may likewise be riding for a fall, say tradesters.

Trouble for the low-pricers can stem from various causes, prominent of which are 1) a more fiercely competitive LP situation than ever before; 2) the representation of numerous first-line labels in the field with low-price subsidiaries, and 3) the precarious financial and credit arrangements under which many indies are forced to operate.

It's known that the entry into the field during the past year of such important subsidiaries as Harmony (Columbia); Vocalion (Decca);

Lion (M-G-M) and Wing (Mercury) with the name power which each can offer, has tended to take the play away from the indie outfits. Some rack jobbers have privately admitted a tendency on their part to de-emphasize the whole raft of low-price lines in favor of a high degree of selectivity as to name power. "It's no secret," says one rack operator, "that our business is based on impulse buying and the big names offered by major subsidiaries mean much in catching a potential buyer's eye."

Growing Like Crazy

A large retail record dealer pointed to well over a dozen labels in the low-priced field being displayed on his racks. "There are not only more labels in this field than ever, but each one is pumping out the merchandise like crazy," he asserted, "they are killing each

other with too much product." It's bad enough when you have regular priced labels grinding out so many albums. When you have it coming from all directions, somebody is going to have to suffer and it will probably be mostly the low-price boys, who can least afford to lose out on display space.

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Cap. Skeds 11 Nov. Stereos

HOLLYWOOD — Capitol Records will release 11 stereodisk albums during November, six pop packages and five classical. Original Broadway cast album of "Music Man" heads the pop parade, which also includes the most recent Frank Sinatra album, "Sinatra Sings Only for the Lonely" and "Billy May's Big Fat Brass."

Other stereo pop items to be issued include albums featuring Fred Waring, Ray Anthony and Stan Kenton.

Classical stereo albums include a Stokowski package of orchestral selections, and albums featuring conductor Felix Slatkin ("Gaito Parisienne"), Carmen Dragon, Leonard Pennario (backing the Grieg Piano Concerto with Rachmaninoff's Paganini Variations), and conductor Erich Leinsdorf.

Capitol Nov. Display Push

HOLLYWOOD — Capitol-EMI is backing up its November release of two full color display cards, a catalog supplement and full page ads in six national consumer publications. One display, a "die-cut job, blows the horn for the two Tchaikovsky symphonies as performed by Rudolf Kempe and the Philharmonia and Sir Thomas Beecham conducting the Royal Philharmonic.

The other display card spotlights soprano Victoria de Los Angeles' four recent packages, including the two operas in the current release.

Angel Spotl'ts 'Falstaff' Set

HOLLYWOOD — Angel Records' six album stereodisk fare for November is paced by a three-LP package of the complete Verdi opera, "Falstaff." It also offers a two-track version of Gilbert and Sullivan's "Gondoliers," covering two LP's. Others include Beethoven's Fourth Piano Concerto, Sir Thomas Beecham conducting music from Grieg's "Peer Gynt," Tchaikovsky's Sixth Symphony, Schumann's Cello Concerto and the Tchaikovsky Variations, Op. 33.

DISK JOCKEY CHECK LIST

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

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MARKS RIDES HIGHEST ON YULE PRODUCT TIDE

NEW YORK — Johnny Marks' firm, St. Nicholas Music, Inc., rides into its 10th season with perhaps the most fabulous array of singles, albums and promotions to have ever hit the yule music business. About 150 singles and albums are being released, and every album and single record promotion at RCA Victor and Decca includes a Marks song.

Harry Belafonte's "I Heard the Bells on Christmas Day" is a top single record promotion at RCA Victor on a global scale, and the disk is being simultaneously released internationally. A co-ordinated publisher-diskery promotion is set here. Chappell, Ltd., publisher in England and other countries, has made it their number one plug for the holiday season. The song is also in the new Belafonte

Christmas album which is in the special Victor Record Club offering and in another Victor album promotion with a free gift record. There are four other new disks on the song, including Dennis Day on Design, Carllon Bells on Decca, etc. The Crosby and Waring singles on Decca and Capitol are being re-released.

"Rockin' Around the Christmas Tree," a new Marks song, is the top Decca promotion. Vocalist is Brenda Lee.

"Rudolph the Red-Nosed Reindeer," which has sold 27,000,000 records and 2,000,000 copies of sheet music according to Marks, has received its 10th rack order this year. The original Gene Autry disk is nearing the 5,000,000 mark, the all-time best seller on Columbia. For this season, there are 11 new recordings, including versions by Hugo Winterhalter on Victor, Hernando Hopkins on ABC-Paramount, Pat Boone on Dot, Radio City Music Hall on Victor, Bill Doggett on King, Owen Bradley on Decca, Etc.

Marks' "The Night Before Christmas Song" and "When Santa Claus Gets Your Letter," each of which sold over a 1,000,000 in the last few years, appear in several new albums and singles.

There are now 125 published arrangements of the aforementioned songs for choral, band and instrumental use in churches, schools, etc. Marks' "Christmas Community Lyric Book," which has sold over 250,000 copies in two years, already has orders for 130,000 this year. This is non-returnable merchandise.

Como LP Heads RCA Overseas

NEW YORK — The current best-selling RCA Victor album overseas is Perry Como's "Golden Records"; while the best-selling Camden LP on the export market is "John McCormack Sings."

Meanwhile, RCA Victor's stereo demo record, "Sounds in Space," has been produced in Portuguese and Spanish versions for use thruout Latin-America, in line with the label's efforts to push stereo in all Latin countries. Deejay Raoul Matias, WRUL, Mexico City, is featured on the LP as narrator.

Fostoria, who had been apprised of a phony Diamond by stories in The Billboard, led to the arrest. Recent reports from Detroit, Chicago, Las Vegas and Los Angeles described an artificial Diamond getting his kicks by personal appearances on deejay shows and teen hops, and keeping himself in cash by leaving a wake of bad checks.

Murray and Fiedler were visited by Cunningham Wednesday with the offer of being interviewed. While Fiedler kept Cunningham occupied, Murray called Tommy Schlesinger, Mercury publicitor in Chicago for verification. Schlesinger told Murray that the Diamonds were in Melbourne, Australia, and suggested that Murray call the FBI. The deejays, as a stall, invited Cunningham to appear at a teen hop later in the day, and Fiedler accompanied the imposter to his motel engaging him in a marathon coffee conversation.

At the hop, Murray learned that FBI men in Toledo were still checking out the facts to justify an arrest warrant and that Fostoria police could not make an arrest because the dance was outside the city limits. The deejays contrived an automobile caravan into town to honor their celebrity. When the caravan reached the city line, the smiling, happily waving celeb got pinched.

NEGOTIATION COMPLEX

Snaring B'dway Original
Caster Becoming Fine Art

NEW YORK — The contractual and financial problems faced by a diskery anxious to handle an original cast Broadway musical album have now become so all-embracing that the business of negotiating for an original cast set has almost become an art in itself. The recent pacting by Columbia of "Goldilocks" and "The Flower Drum Song," and the signing of "Whoop Up" by M-G-M, are cases in point. And these cases only scratch the surface of the complexity of the problems that go along with original cast sets, now that almost every other Broadway musical ends up eventually on TV as well as being made into a movie.

Publishers of show scores are no longer content with merely an original cast album, an instrumental album of the music and a few single records. They want three or

more albums, with at least one being a jazz set, and five to six single records, with the right — if possible — to select what artists they want on these singles. And when they can, they do their best to call the shots on promotion of the albums and singles.

Of course, the fact that hit show albums are among the juiciest plums in the current record business help put the publishers of show scores in the driver's seat. The tremendous sales of "My Fair Lady," "Music Man," "South Pacific," "Can Can," etc., make more and more diskeries — who have any sort of a bankroll — eye show scores with special avidity. When they are hot they are very, very hot, to paraphrase an old phrase. But when they are cold — when the show folds soon after opening — they are so cold that most diskeries do their best to forget, if they can, initial obligations.

It really makes little difference to the sale of an album whether or not there are any single record hits, or pop hits in the score. "Music Man" had no real single hit either yet the album is a solid seller for Capitol. But the single records are necessary for exposure of the show, since each single record play is in itself similar to a paid advertisement on the show.

The necessity of cutting additional albums and single records along with the original cast album makes the pacting of an original cast set the responsibility of all of the a.&r. execs of a diskery, instead of — as in the old days — usually just the album department. The over-all chief of the a.&r. staff is always involved, plus the singles man, the jazz album man, the pop album man, etc. Those a.&r. men who can deliver their top artists to do the songs from the show usually stand a much better chance of landing a show score — assuming everything else is equal — than those who can deliver untested or non-hitmaking artists.

But there is even more involved than this. Over the next few weeks, for instance, two former Broadway musicals, "Kiss Me Kate" and "Wonderful Town," will be "spectaculated" on TV. Both of these were original cast sets, "Kate"

being a Columbia package, and "Wonderful Town," a Decca set, Columbia Records however will do the TV sound track waxing of "Wonderful Town" when it is presented on November 30. This means that there will be two "Town" LP's on the market, both starring Rosalind Russell. The recent "South Pacific" struggle between RCA Victor and Columbia involved the new movie sound track and the original cast waxing.

Record companies are starting to catch wise to the problem of duplications of original show scores by movie or TV sets. It is understood that one of the companies that snagged a forthcoming Broad-

(Continued on page 46)

BMI to Give
Song Awards
At D.J. Bash

NEW YORK — Broadcast Music, Inc., will present Achievement Awards to 54 writers and 27 publishers — representing 44 country and western song hits — at the Seventh Annual Country Music Disk Jockey Festival in Nashville Friday (21). Awards will be presented by BMI veepee Bob Burton.

Meanwhile, George Marek, vice-president-general manager of RCA Victor Records, has cancelled out as speaker at the meet, due to the scheduling of RCA Victor distributor execs Friday (21) afternoon. Steve Sholes, Victor's artist and repertoire chief, will substitute for Marek speaking on the same topic "Country Music and Its Future in the Record Industry."

Latest addition to the meet's speaker panel are representatives of five c.&w. stations, who will discuss "How Country Music Proved Profitable for Our Station." The forum, presided over by Dee Kilpatrick, will include Len Ellis, WJOB, Hammond, Ind.; Cal Young, WENO, Madison, Tenn.; Dan Davis, WFBF, Fernandina Beach, Fla.; Cracker Jim Brooker, WMIE, Miami, and Nat Nigburg, exec producer of "Country American."

Col. Debs Dealer Demo
Stereo Kit at Cost

NEW YORK — Columbia Records has come up with a special stereo player-record kit for dealers at a cost price to help push stereo sales in stores. The special deal comprises a 1959 Columbia manual player with two external portable speakers, plus 43 Columbia stereo disks, for the dealer cost of \$130. The player is the Educator model, HF3, made for use in schools, assemblies, etc., with two 12-inch speakers that can be hung on walls or placed on counters, plus the firm's first 43 stereo releases, all on white labels for demonstration purposes. List price of the player is \$169.95; list price of each disk is \$5.98.

Columbia is making the offer so that dealers can set up a stereo demonstration center in their stores. According to the firm, and this thinking appears to be borne out by other manufacturers, wherever dealers can demonstrate stereo records to prospective customers, they sell. Thus Columbia sales chief, Bill Gallagher, has dubbed the stereo player-record kit program: "Stereo Is Hear."

The special player-record pack-

age is now available to dealers from their Columbia distributor. It will be available until the end of November at the special \$130 price. Dealers who buy the package will be able to purchase all future Columbia stereo disks, on white labels for use in stores, at the price of \$1 each. Gallagher stated that neither Columbia Records, nor Columbia distributors, are making any profit on the player-record program, looking at it as an investment in stereo sales for the future.

The Educator model that Columbia is offering on the "Stereo Is Hear" program, can also be used with earphones. It can take six pairs of earphones and with a special adapter it can take 12.

The special "Stereo Is Hear" program is but one step in Columbia's newly developed push on stereo records. Second step is a special offer of a 10 per cent discount on Columbia's entire stereo catalog, including new releases, to its distributors. Distributors will pass this 10 per cent saving on to dealers. Discount offer on stereo disks is available now.

'HOT' 100 ADDS NINE

NEW YORK — There are nine new additions to The Billboard's Hot 100 Chart this week. Details are:

71. Pledging My Love—Roy Hamilton, Epic.
74. Love You Most of All—Sam Cooke, Keen.
79. Philadelphia, U. S. A.—Nu Tornos, Carlton.
81. Whole Lotta Loving—Fats Domino, Imperial.
86. Smoke Gets in Your Eyes—The Platters, Mercury.
89. Joe Joe Gun—Chuck Berry, Chess.
91. Cinderella—The Four Preps, Capitol.
92. Coquette—Fats Domino, Imperial.
96. Everyone Was There—Bob Kayli, Carlton.

IMPRESSIVE DEBUT

Seeburg Demos
Stereo Juke Box

NEW YORK — "The disk jockey cannot sell stereo for you," Tom L. Herrick, Seeburg assistant sales manager, told a gathering of recording execs here Thursday (13). "We in the juke box field will be the disk jockeys who help you sell stereo to the vast American record-buying public."

The talk was in the form of an introduction and demonstration to diskery brass of Seeburg's newly developed stereophonic juke box. Scene of the affair was the auditorium at Carl Fischer Hall.

"Stereo is the hottest thing to hit the juke box and record industry in 40 years," Herrick asserted, "and that includes such things in our history as the changeover from 78's to 45's in boxes, the introduction of the multi-selection 200-play machines and finally, the introduction in 1953 of hi fi juke boxes. Gentlemen, I repeat, stereo is the biggest thing yet. We have had a fantastic response to the units which we have already had on location for about six weeks."

The unit demonstrated was considered by the assemblage as very impressive and as showing the results of imaginative new engineering thinking. Herrick pointed out that the best stereo effect in any set-up would come at the third point of an equilateral triangle, of which the other two points were the two speaker units. "Unfortunately you can't always be sitting in this position in a juke location, so we had to develop the 'round-sound' idea from a different approach," Herrick said. "So we pumped the non-directional bass and lower middle register sound thru a 12-inch speaker on the juke box itself, which is in effect, in the middle."

"Then we put the middle register

sound and highs thru two separate sets of satellite speaker units, stretching down each side of the room, 15 to 18 feet apart. All the speaker units on the right are one-channel and all those on the left are the second channel reproducers," Herrick said.

Herrick likened the potential contribution of the juke manufacturers to the development of stereo to the occasion 10 years and more

(Continued on page 46)

S-F Winds Up
4 Regional
Distrib Meets

NEW YORK — Somerset-Stereo Fidelity Records concluded its four regional meetings with distributors and distributor salesmen last week. The meetings were held in Philadelphia, Chicago and Las Vegas, with proxy Dave Miller and all other Somerset-S-F execs attending.

Key item on the agenda was the massive ad campaign being launched by Stereo Fidelity Records to push its new stereo disks. Ads will run over the next 60 days in consumer publications such as Time, New Yorker, Saturday Review, Esquire, TV Guide, Life and Holiday, advertising the new product. A whole new flock of merchandising aids for dealers, such as floor displays, wire counter boxes, and wire floor stands were shown.

Stereo Fidelity is releasing 15 new albums next week. These will

(Continued on page 46)

FORTUNE MAG
SALUTES CHUDD

NEW YORK — Imperial proxy Lew Chudd is spotlighted in the current issue of Fortune magazine in an article tagged "An Ear for Money." The piece lists financial details of Chudd's record operation—citing sales as "running at \$10,000,000 a year, with net before taxes at 16 per cent."

According to Fortune, Chudd, working with only 14 employees, has worked out "an astonishing \$115,000 gross profit per employee per year." The feature also reports that Chudd is currently trying to buy Continental Broadcasters, Inc., Washington, a six-station radio chain, "for \$2,000,000 (\$1,200,000 of it in cash) because he thinks the chain can show a yearly profit of \$1,000,000."

Fortune described Chudd's philosophy as follows: "He is in business to make money. The easiest way to make money, he found, is in the record business and you don't have to know anything about music to do it."

Unique Label
Goes Indie

NEW YORK — Unique Records, formerly, along with the Mutual Broadcasting System, a property of RKO Teleradio Pictures, will henceforth be operated as an independent entity by John Begley, former exec of the Mutual set-up. Begley has recently opened new offices for the diskery on East 45th Street here, in the wake of the recent sale of Mutual to the Hal Roach Studios.

Originally started as an active singles and album line, the record firm became a low-priced (\$1.98) LP line last year. Since then the company has been relatively inactive in the release of new product, depending primarily on its catalog of album material converted to the new price for its activity.

Begley is now actively acquiring tapes and masters from various sources, including independent producers and in some cases from companies which have since become

(Continued on page 46)

Hal Davis to
New Exec Post

NEW YORK — Hal Davis, vice-president of radio-TV at Grey Advertising Agency, Inc., has been elected to the post of assistant to the president, Arthur C. Fatt. Davis' new functions will include account supervision and working with account groups in planning overall campaigns. Prior to joining Grey early in 1957, Davis was at Kenyon and Eckhardt for 11 years as vice-president in charge of production.

Davis is widely known as a record buff and has always been closely associated with the Benny Goodman band. He has participated in band tours arranged by the State Department. Early in his career, Davis was publicity director of Columbia Records. His father was the late maestro, Eddie Davis, whose disks are still being sold.

Roulette Sets
Cuba Distrib

NEW YORK — Roulette Records has signed Dare Exports of New York for the distribution and sale of its disks in Cuba. Distribution pact includes all of the label's subsidiaries—Tico, Roost, Rama Gee, and Co-Star.

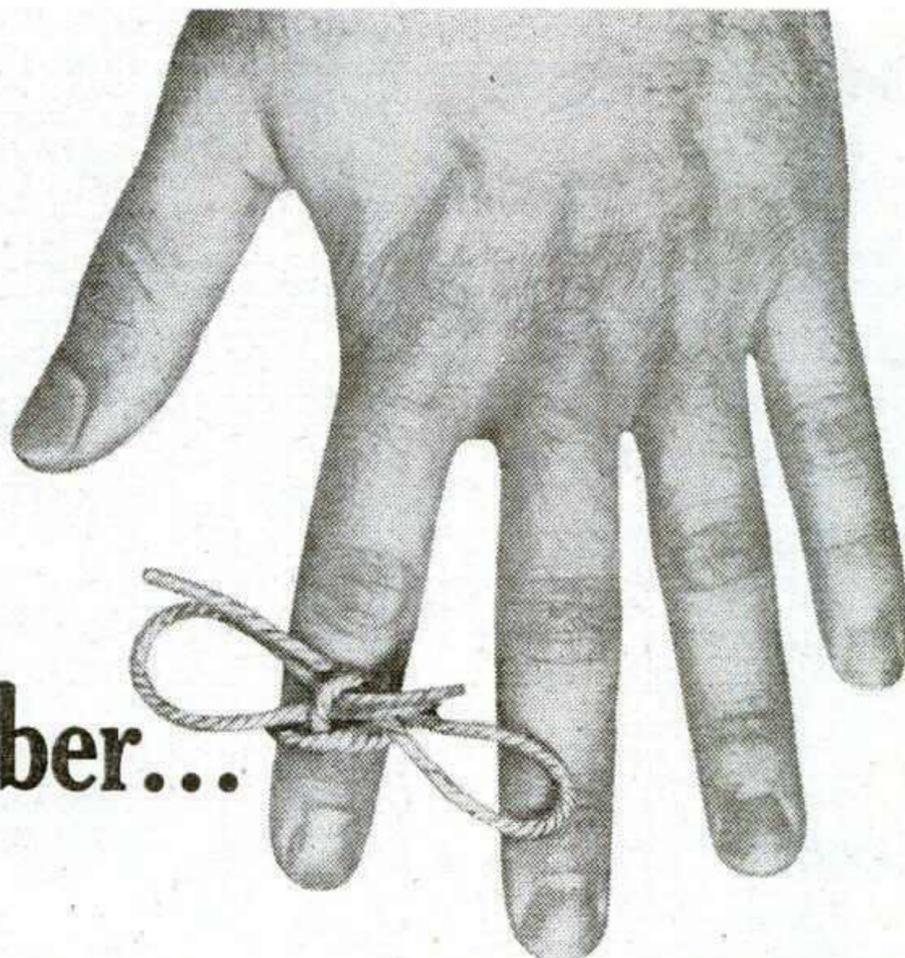
Roulette is represented in Mexico by Di Musa S. A. and in Puerto Rico by the Matias Record Shop. Foreign operations manager Donald Singer reports that the label is now negotiating for representation in other major South American countries.

20TH BIRTHDAY
FOR BLUE NOTE

NEW YORK — Blue Note Records, one of the oldest, independent jazz companies, will celebrate its 20th anniversary in January. The firm first started releasing records in 1939.

The label's current release includes "Jimmy Smith at Smalls' Paradise"; "Somethin' Else," by Julian (Cannonball) Adderly and Miles Davis; "Blue Lights," by Kenny Burrell, and "Soul Stirrin'," by Bennie Green.

Art Blakely and the Jazz Messengers, vocalist Bill Henderson and the Three Sounds, a new piano trio, recently signed exclusive recording contracts with Blue Note.



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Alberghetti a Versatile Wow In Brilliant Latin Quarter Act

By TOM NOONAN

Anna Maria Alberghetti, at the Latin Quarter, New York, scored as big a hit as probably could be matched on the stem. Certainly she rates as one of the best attractions this club has ever had and the entire show is loaded with entertainment. Don Arden's "All About Dames" revue is one of his best and the supporting cast of Professor Backwards and Marvin Roy, the magician, were likewise hits, but it was Miss Alberghetti's night.

With surprising versatility, she presents a well-written act, with every line handled beautifully by this 21-year-old veteran of all entertainment media. All know of her fine voice, her good looks, and figure and her apt way of singing standard pop tunes and operatic selections but when she presents her "Memories From Broadway" skit with two very capable male assistants, she conquers.

Her dancing and clowning were so good that one wonders why this side of her talent was not utilized before. She was as comfortable in her flapper get up doing the "Varsity Drag" as she was in her tux and derby for "Girl Crazy" as she was in her ultravoguish gown doing straight numbers. Like all top-drawer acts, she saves the best for the finale when she comes out dressed in full Japanese costume, including a beautiful black wig, and thrills them with her rendition of Puccini's "Un Bel Di." Overall, a tremendous performance.

'Pagliacci' Sparkles at Met But New 'Cavalleria' Droops

By BOB BERNSTEIN

A few seasons back, the Metopera redid its popular double bill, "Cavalleria Rusticana" and "Pagliacci." The latter drew anguished cries, and was scrapped; the former drew praise. Now, the reverse has happened. The new "Pagliacci" is a delight, while "Cavalleria" has tired blood. If the Met would combine the best of two worlds, New York and the road could be enchanted by these vibrant short operas.

The current "Cavalleria" is sluggish in all departments. Jose Quintero had redirected it toward cliché, the set is mostly unworkable, the costumes far too opulent and the singing indifferent. Only Rosalind Elias, the work's smallest role, gave attractive sounds and sights. "Pagliacci" is a happier story. Here Quintero has breathed new life into the melodrama and the performers have responded. Mario Del Monaco is stunning as Canio, singing and taping as seldom before. Lucine Amara makes Nedda vibrant and Leonard Warren is, as always, tops in the role of Tonio. Even the chorus is light years away from its ragged "Cavalleria" of the early part of the evening.

Latest Timex Jazz Special A Poorly Planned Telecast

By JUNE BUNDY

The third "Timex All-Star Jazz Show" (CBS-TV, November 10) wasn't up to standard. The hour-long telecast failed to blend its varying jazz styles into a harmonious whole, and most of the pop segs clashed completely with the show's basic theme.

The program's initial mistake was its choice of location and studio audience. The show emanated from nitery of Miami's plush Americana Hotel and random shots of the crowd—predominantly members of the Wholesale Druggists' convention—indicated a somewhat glassy-eyed lack of appreciation—an attitude as disconcerting to the performers as to the televiewer. Bob Crosby and Hoagy Carmichael shared emcee-chores, with the former's urban charm seemingly more compatible with the show's theme than the latter's bucolic approach.

The best part of the show was provided by a group of fine Dixieland musicians (Bobby Haggart, Bud Freeman, etc.). Struggling valiantly to make the show mesh were such usually standout performers as Louis Armstrong, Lionel Hampton, Gene Krupa, Jane Morgan, Les Brown, Anita O'Day, and the Chico Hamilton Quintet.

'Diversions' Bright Example of Off-Broadway Revue Trend

By CHARLES SINCLAIR

Steven Vinaver, a veteran writer of Julius Monk's Upstairs-Downstairs revues, reveals a refreshing music-comedy talent, aided by Carl Davis' music, in the off-Broadway "Diversions for Five Plus One." It's another in the current trend toward vest-pocket sophisticated evenings, with 22-year-old Vinaver staging the whole affair, and Cy Young, Peter Feldman and Thom Molinaro, and the Misses Gubi Mann—a versatile comedienne-actress of the Vera Vague school—Nancy Dussault and Aline Brown as the cast.

A total of 22 sketches, pantomimes, songs and "bits" make up the fast-paced program. As might be expected with an array like that, some come off better than others, suggesting that an edited-down album, taped on location, could skim the best half with considerable appeal for the record buyer who delights in items like Angel's "At the Drop of a Hat."

Davis, another newcomer, paces the combo work neatly thru an often-witty score that drew laughs for clever musical twists. Sparked by Gubi Mann's superb timing and delivery, the general effect of "Diversions" is to create a mood of subtle satire not unlike the "Peanuts" comic strip in spoofing everything from English madrigals to Hollywood rivalries.

NIGHT CLUB

Ernestine Anderson's Capable Debut

Amid much hoopla and excitement, thrush Ernestine Anderson opened at the Village Vanguard in New York last Tuesday (11). The excitement had been occasioned by the thrush's current Mercury album "Hot Cargo," which is getting a lot of attention from the disk jockeys and building saleswise. In spite of visible

nervousness on her opening set, and backing by a combo that was more intent on proving their own musicianship than accompanying the chanteuse, Miss Anderson came over pleasantly enough on a group of standards, both ballads and rhythm tunes. The thrush is a capable singer and possibly a promising one,

but as yet she has not developed either a style or the feeling necessary to compete with the top girl singers. Miss Anderson is more a pop singer than a jazz canary, and she sounded at her best on ballads, especially "Ill Wind."

Miles Davis and his combo are still at the Vanguard along with Ernestine Anderson. The jazz that Davis, Nat Adderly and John Coltrane are selling ranks among the best modern sounds being created today. Davis, of course, is outstanding. Bob Rolontz.

THEATER

Fem Impersonations a Nice Surprise

A surprisingly acceptable fem impersonation show is due for a successful run at Loew's State in Times Square, if pre-Broadway patron approval is any indication. Dominated by Lynn Carter, an old hand in the AC-DC nightclub field, the show meanders thru 100 minutes of dancing, vocalizing and comedy. The best in all these phases is provided by Carter, whose takeoffs of Fanny

Brice and Pearl Bailey are a joy to behold. Subheading the "Jewel Box Revue" title is the "25 men and a girl" line, a tantalizer for patrons to try and identify the line woman in the production. Show was caught at the Hillside in Jamaica, where it will have wound up five good-grossing weeks by Broadway time.

Credits include Danny Brown and Doc Benner as producers,

with William Jamis and Chunga Ochoa on choreography. Good points include wardrobe and pacing of the numbers, and a fine opening, featuring fellows making up and donning fem garb on stage. Comedowns include poor synchronization of dance lines and overscrubbed material which virtually eliminates the risqué stuff. It could use more suggestive material since its appeal is adult. But in every breathing spell there is Carter, mugging, singing, wise-cracking, dancing. The guy's monologs are a natural for party records. Irwin Kirby.

NIGHT CLUB

Two Great Danes Debut Well in Den

The Den, formerly the Down in the Depths, in New York Hotel Duane, is currently spotlighting a first-rate show. Featured are comic Milt Kamen, songstress Barbara Dane and comedy trio Little, Dane and Mason. Miss Dane's forte is the blues. She has a genuine feeling for this type of song. Her numbers include "Trouble in Mind," "C. C. Rider" and "St. Louis Blues." Her phrasing is excellent, and her sultry alto is

effectively used. The versatile thrush also does folk numbers and pop tunes. This is her first New York stint, and she's certain to gain a following.

Little, Dane and Mason are a bright, cheerful trio with fresh and amusing material. Their skits include "Fugue for Tinorns" from "Guys and Dolls," a parody of "Heart" from "Damn Yankees" and other comic-situation song sketches. Milt Kamen has several

hilarious and original routines. One of his funniest is a reading from a recent New York Times article about Nelson Rockefeller's campaigning in Manhattan's lower East Side district. He also describes in clever fashion his reception buying a Brooks Bros. suit.

Music for the acts is furnished by the talented Al Shakman Trio with Shakman on guitar, Patty Brown on Piano and Pete Campo on bass. It's a wonderful showcase for new talent, and an evening in the attractive, informal room is rewarding.

Howard Cook.

VAUDEVILLE

RKO House Tests Twice-Nightly Bill

The RKO Buswick Theater (Brooklyn, N. Y.), in past years a leading vaudeville showcase, successfully re-entered this medium, for the first time in more than a decade, with an eight-act "Rock and Roll Revue" last Monday (10), a two-performance stand. Show roster consisted of

five vocal groups, a male vocalist, a thrush and a so-so rock and roll band. Tony Silvers was both producer and emcee of the show, which played to an enthusiastic, packed house.

Virtually all the acts are pacted to wax firms, but the standouts in the line-up were easily the Fascinators, male vo-

cal quintet under contract to Capitol, and the Tranquils, formerly the Deltairs, a team of five thrushes now on the Hamilton label, distributed by Dot. The Tremaines, of Old Town Records, also scored.

Prime mover in the revived vaude stint was Beryl Warren, manageress of the theater, who supervised the proceedings. Show package is now tentatively scheduled to tour the RKO circuits in the East.

Seymour Steinbigle.

REVIEWED IN BRIEF

Enchanted Island

Dana Andrews and Jane Powell triumph over a lot of silly dialog in the Waverly Production version of Melville's "Typee." Adorned with comely South Seas girls, nice scenery and a waxable title tune by Bob Allen, "Enchanted Island" shapes up as a minor box office entry but a pleasant dual programmer. Andrews is manly and often touching as a U. S. sailor, Miss Powell guileless and busy as his native sweetheart. (Bernstein)

Two-a-Da Returns

Felicia Farrare, a very talented coloratura, inaugurated a series of Monday night vaude shows at the Gate Theater, New York. (Future billings include Smith & Dale and Willie "The Lion" Smith.) While Miss Farrare's opening must be considered an artistic success, it's a question whether 7:15 isn't too early to draw customers to pay a \$3.50 top. Her program consisted of music from all mediums, opera, light opera, Broadway musicals, Gershwin, plus songs in 11 languages. A well-trained voice, a very strenuous two hours of singing, especially considering she had to do it all over at a second

show, and her composure and showmanship deserved much better attendance. (Noonan)

New York Sinfonietta

Chamber music at bargain prices is packing them in at Carnegie Hall, with the second New York Sinfonietta concert featuring eight Vivaldi concertos. Delicate, spirited playing under Max Goberman's firm baton made even weak Vivaldi sound good, with outstanding solo work by Leonid Bolotine and Fred Manzella (violins) and oboist Harry Smyles. It's a mystery why the group hasn't been pacted by a diskery. (Abzug)

Tabernacle Choir

The touring Mormon Tabernacle Choir demonstrated Wednesday (5) to a full house that quality of sound which has made them consistently popular on Columbia Records and CBS Radio. Despite the group's size—330 members—there was a homey and intimate atmosphere at Carnegie Hall. The tone of the program was closer to that of a church service than a concert and this feeling was highlighted by the "sermonettes" given after each selection by the commentator. Group's amazingly clear and un-stilted diction, the beautiful bal-

ance between sopranos and altos and the over-all firmness of attack was outstanding. (Hodes)

Carlos Montoya

The audience which spilled onto the New York stage last week, leaving scarcely enough room for Carlos Montoya's chair, clearly indicated the drawing power of the flamenco guitarist. The program ran the typical gamut, including Montoya's recent ABC-Paramount waxings. Town Hall's acoustics are not ideal for sultry sonics giving a cold, somewhat thin tone to the complex rhythms and intimate passions. Montoya's music is better heard in one's living room. (Chase)

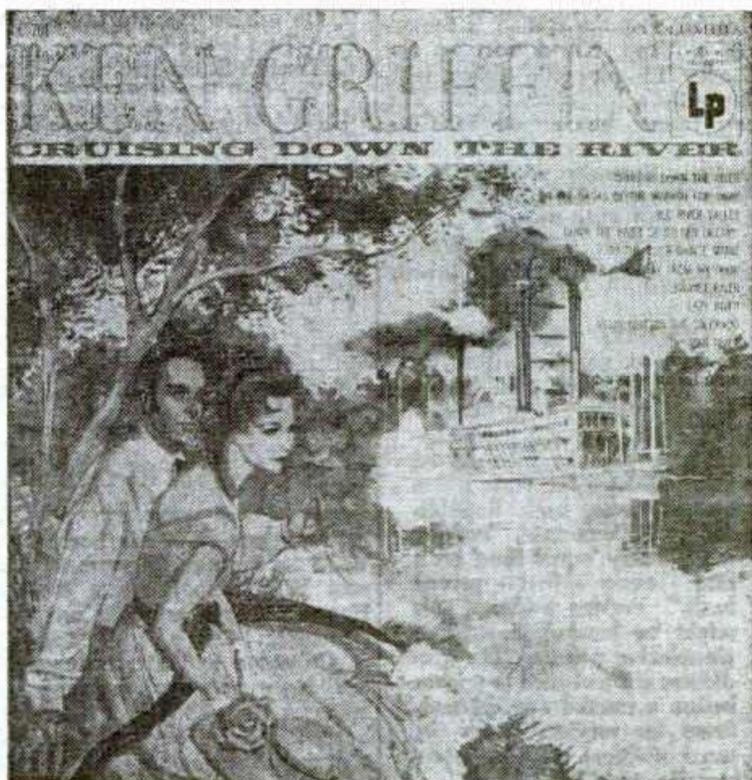
Belafonte on TV

The Harry Belafonte entourage of singers and musicians is the focal point of NBC-TV's Steve Allen Show, Sunday (9). As usual, Belafonte proved himself not only an effective singer of folk and work songs but a master showman as well. Camera work on the 12-man vocal group as well as on the instrumentalists in support was excellent. Allen also presented the singer with three Gold Records for various million-selling disk efforts. It was an effective kick-off for Belafonte's new season of night club appearances. Also appearing to good effect were Martha Raye and comic Johnny Carson. (Grevatt)

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Whispering; I'm Confessing; Isle of Capri; Our Favorite Waltz; Somebody Else Is Taking My Place; The Girl That I Marry; I Can't Do Without You; You Can't Tell a Lie to Your Heart; All Alone; When I Lost You; The Song Is Ended; Love Letters in the Sand. (CL 1039)

LOST IN A CLOUD

In a Chapel in the Moonlight; No Other Love; Half as Much; Little Song; Till I Waltz Again With You; Sleepy Time Gal; Ebb Tide; April in Portugal; Sentimental Journey; Marie; Oh Baby Mine; I Need You Now, and I Don't Know Why. (CL 662)

LET'S HAVE A PARTY (And Everybody Sing!)

Beer Barrel Polka; When You Were a Tulip; You Are My Sunshine; In the Good Old Summertime; The Band Played On; If You Knew Susie; When Irish Eyes Are Smiling; Always; Let Me Call You Sweetheart; Down by the Old Mill Stream; In a Shanty in Old Shanty Town; Show Me the Way to Go Home. (CL 1127)

SKATING TIME

Jealous, Lamplighter's Serenade; The Bumpy-Bump; I Saw You; St. Louis Blues; Sentimental Journey; Marie; Gimme a Little Kiss; Barcarolle; 12th St. Rag, and Shepherd Serenade. (CL 610)

ANNIVERSARY SONGS

Anniversary Waltz; When Your Hair Has Turned to Silver; Let Me Call You Sweetheart; Together; My Happiness; Remember; Anniversary Song; Because; Wonderful One; It Had to Be You; Always; I Love You Truly. (CL 586)

LATIN AMERICANA

El Choclo; Yours; Green Eyes; La Paloma; Until; La Golindrina; Siboney; Marquita; Mexicali Rose; Jealousy; Little Red Monkey, and April in Portugal. (CL 1042)

HAWAIIAN SERENADE

Song of the Islands; A Song of Old Hawaii; Golden Sands and Silvery Seas; Aloha Oe; Blue Hawaii; Sweet Leilani; Driftin' and Dreamin'; King's Serenade; Island Night; Now Is the Hour; Harbor Lights; Red Sails in the Sunset. (CL 1062)

67 MELODY LANE

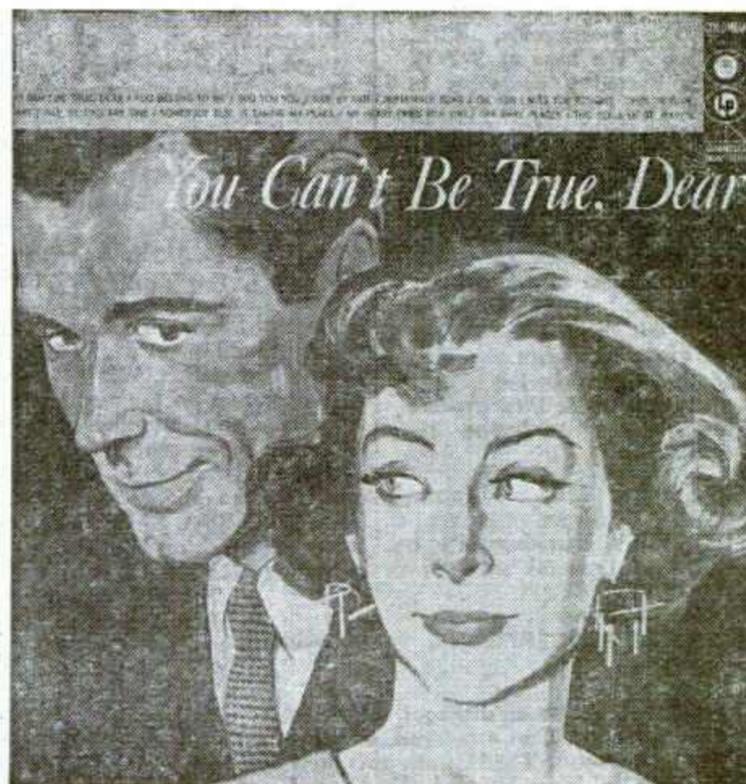
Louisiana Waltz; My Old Kentucky Home; Humoresque; Sunrise Serenade; Oh Ma Kadi Polka; Londonderry Air; Cuckoo Waltz; Narcissus; Put Your Arms Around Me Honey; By the Waters of the Minnetonka; Margie; Over the Waves; Glow Worm; Dark Eyes; Girl Biri Bim; Symphony in 3/4 Time; Lill Marlene, and Juke Box Polka. (CL 724)

THE ORGAN PLAYS AT CHRISTMAS
Joy to the World; Silent Night; Silver Bell; Rudolph, the Red-Nosed Reindeer; Away in a Manger; The First Nowell; Adeste Fideles; O Little Town of Bethlehem; Kringle's Jingle; Here Comes Santa Claus; I'll Be Home for Christmas; White Christmas. (CL 692)

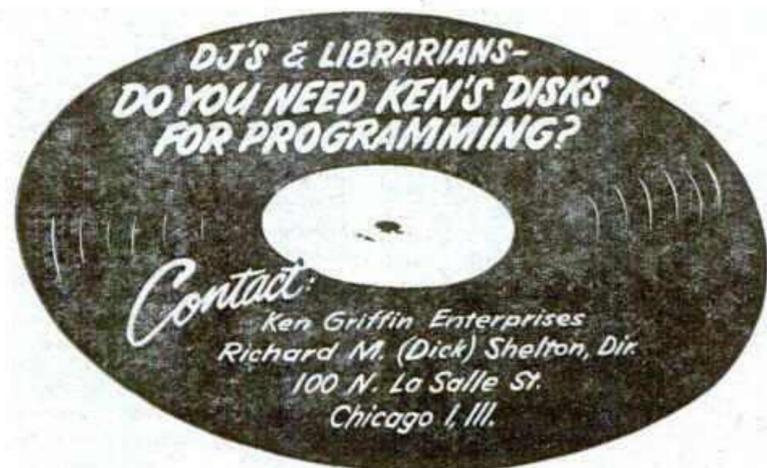
CRUISING DOWN THE RIVER
On the Banks of the Wabash Far Away; Red River Valley; Down the River of Golden Dreams; By the River St. Marie; River, Stay 'Way From My Door; Swanee River; Lazy River; Moonlight on the Colorado; Ol' Man River; Beautiful Ohio; Down by the Old Mill Stream, and Cruising Down the River. (CL 761)

**KEN GRIFFIN'S
LATEST AND GREATEST!
MOONLIGHT AND ROSES**

I'm Always Chasing Rainbows; Doll Dance; Josephine; Flirtation Waltz; Moonlight and Roses; Petite Waltz; Wunderbar; Smile; Hi Lili Hi Lo; Moonbeams; Are You Lonesome Tonight; Sweet Georgia Brown. (CL 1207)



YOU CAN'T BE TRUE, DEAR
You Belong to Me; Side by Side; You You You; September Song; You Can't Be True, Dear; Oh, How I Miss You Tonight; Open Up Your Heart; Till We Two Are One; Somebody Else Is Taking My Place; My Heart Cries for You; Far Away Places; Bells of St. Mary's. (CL 907)



COLUMBIA



**AND COLUMBIA HAS MORE GREAT LP'S
BY KEN GRIFFIN PLANNED FOR THE FUTURE!**

VOX JOX

By JUNE BUNDY

GAB BAG: John Rustad, WKTY, La Crosse, Wis., has hit on a new twist for hula hoop contests. He is running a contest tagged "What to Do With Discarded Hula Hoops." . . . The new theme song for Del Sharbutt's record show on WABC, New York, was penned by Clark Tyler of the ABC Press Department and David DeNoon, sound technician at Olmsted Sound Studios. Theme was cut by the Honeydreamers.

Recent barrage of telephone calls to KBUZ, Phoenix, Ariz., were sparked by the day-long spinning of one disk — Gary Lemel's "Rockin' in the Hall" on Rev. Gimmick was a gag to introduce KBUZ's new jockey line-up — Frank Kalil, ex-spinner at KTKT, Tucson, Ariz.; Bob Holliday, also ex-KTKT man; Bob Cole, formerly with KABC, Los Angeles; Rex Randall, Mike Mitchell and Kai Webb.

TEEN CANTEEN: Deejays Lauren Fleck, Stan Wall and Jack Boyd, WTRA, Latrobe, Pa., are emceeding new "Teen Canteen Dance Party" over that station from 2 to 5 p.m. on Saturdays, effective this week. Shows will be aired live from the local W. T. Grant store, and will feature local talent, interviews and a "Tops With the Teens" record survey.

Fred Fiske, WWDC, Washington, D. C., is writing a regular music column for the Washington Daily News. . . . Bob Furry, KTAR, Phoenix, Ariz., is conducting an "Easy Street" contest. Each week the station selects a different street in the area, and (from the city directory) selects a list of names and addresses of people who live on that street. Then they read those names on the air and give them one minute to call the station to win a cash award. The jackpot starts at \$10 and \$2 is added for every listener who doesn't call. If a resident does call, then they start all over again with a \$10 jackpot.

THIS 'N' THAT: MORT Crowley, KWK, St. Louis, discontinued his marathon broadcast on "doctor's orders" last week—chalking up a continuous broadcasting record of 54 hours, 14 minutes and 32 seconds. Previous local record was about 33 hours. The station pulled listeners in on the marathon, via a contest, whereby prizes were offered for the most accurate estimates of Crowley's on-the-air endurance capacity.

Deejays at KONO, San Antonio, recently hosted a special Halloween show, at the Woodlawn Theater. Jocks

participating were Herb Carl, Charlie Van, Bob Murray, Howard Edwards, Zen Lauri, Jerry Miller and Bill Davis. Proceeds were turned over to Boysville.

Marty Lacker, program director of WKGN, Knoxville, Tenn., advises us that the station is featuring a "Top 53" format — the "Lucky 13, plus 40," tying with the outlet's frequency 1340. The new format has upped WKGN's rating position considerably, says Lacker. Spinners at WKGN include Happy Blanchard, Chuck Brown, and Cris Rogers. . . . Nice plug for Don Tillman, WMRI, Marion, Ind., from fan Beverly Sands.

GIMMIX: Ray Perkins, deejay — program director, KHOW, Denver, tied in the recent elections with his record show. For the sixth consecutive year he interviewed all candidates for State office from Denver, both Republican and Democrats, "making it politically 'equal time' on a first — come — first — served basis." Perkins asides, "This might be headed. I suppose gimmicking politics. The candidates get a chance to appear before a normal musical audience far removed from the usual political rally or party meeting type."

CHANGE OF THEME: Jim Luce and Gene Kerroll have joined the spinning staff at WLEU, Erie, Pa. . . . George Carrol, formerly program director of WFBC, AM-TV, Altoona, Pa., and manager of WNHC, New Haven, Conn., has been named to the newly created post of station manager for stations WNBC — AM — FM — TV, Binghamton, N. Y. . . . Jack Lazare, WNEW, New York, emceed a stagershow at the Apollo Theater last week.

GAB BAG: Ted Arnold, WZOK, Jacksonville, Fla., writes: "We here at WZOK have started a campaign to save 'Tom Dooley.' A petition is being circulated in Jacksonville in an effort to obtain 10,000 signatures which will be forwarded to the governor in the hopes he will stay the execution of poor old Tom. We also hope to retain Perry Mason to appeal the case. With his help we feel we can't lose. If we can save Tom Dooley, there'll be the biggest victory dance in Jacksonville's history, with everyone invited."

Mrs. A. K. Redmond, formerly sales and business manager of WHP AM-TV, Harrisburg, Pa., has been named general manager of

YESTERYEAR'S TOPS—

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

NOVEMBER 13, 1948

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

NOVEMBER 14, 1953

1. You, You, You
2. Vaya Don Dios
3. Ebb Tide
4. Rags to Riches
5. Oh
6. Eh Cumpari
7. Crying in the Chapel
8. Many Times
9. St. George and the Dragonet

both stations. She has been with WHP for the past 26 years. Other new WHP appointments include Harry Hinkley, as radio program director. . . . Custis Short, ex-staffer at Columbia and Decca Records, has been appointed commercial manager for KNAF, Fredericksburg, Tex. He will also handle a deejay stint, for the outlet which recently adopted a music — and — news — only format, and consequently is currently building up its record library.

Station KWJB, Globe, Ariz., recently had a complete change of staff, plus a switch to a new format, tagged, "The Most Listenable Sound Around." Format utilizes old standards, big band sides, and "the best of new pop albums and singles." Staffers include manager U. E. (Red) Simonon, (formerly with KYUM, Yuma, Ariz.); program director Lee Holliday (ex-staffer for WERI, Westerly, R. I.); Jim Weldon, chief engineer, and Tony Andretta, promotion manager.

Frank Bell, WOAI, San Antonio, has been named to the newly created post of radio promotion. He will continue his daily deejay show. . . . Dave Light, KTSA, San Antonio, is broadcasting now from a special booth, "The Light House," in front of the Texas Theater from midnight until 6 a.m. . . . Westport, Conn.'s first station, WMMM, will start operation on January 1, with Hartford, Conn., attorney, Norman J. Bernstein, as general manager. Station call letters stand for "Westport's Modern Minute Man." (NOTE TO BILL SACHS: In Vox Jox overset pick up bold face para beginning "GAB BAG: Ted," etc.

ON THE BEAT

By REN GREVATT

"For a long, long time, things were very tough for me," said M-G-M's Tommy Edwards. "When it's five years between hits, you can get awful broke. I needed loot. So I borrowed a dollar here, five dollars there, even a ten-spot in some cases from publishers and other friends in the music business. But I kept a record of every cent I borrowed and since I got my hit with 'It's All in the Game,' the second time, I've tried to pay off everybody."

Several publishers have attested to the fact that Edwards has been seen recently paying calls at various offices in the Brill Building and at 1650 Broadway paying off his debts. At a meeting with Edwards in the frantically busy office of M-G-M Records' promotion chief, Sol Handwerker, the singer was talking with me, in between phone calls from disk jockeys who wanted to tape him over the telephone circuit.

"I owe it all to Morty Craft," Edwards told me. "It was his idea to do 'It's All in the Game' over again and it sure helped me come back. I really needed that hit. I spent a good bit of the time between hits in my home town of Richmond. I would go out to Washington and Philadelphia once in awhile and play piano in cocktail lounges. But you've got to have a big record to get anywhere these days.

"Sure, I've made a lot of records in my time, but a good many were what you call demonstrator records. I wrote songs and I would make records of them and play them for a.&r. men. The first song I ever sold was 'That Chick's Too Young to Fry,' and Louis Jordan had a hit with it in 1946.

"I went to M-G-M Records once. I think it was around 1950, and played some of my demo records. They liked my voice instead of the songs and signed me for four sides. None of these made it but the next year, we recorded 'It's All in the Game,' the first time and that was quite a hit. I made some other records too, of songs like 'That's All,' 'A Fool Such as I,' 'Secret Love,' and Hank Williams' 'You Win Again.' But by then rock and roll was catching on and that's when the rough times started for me.

"In my family, we're interested in good music. In fact, my brother is a music teacher in Douglas High School in Leesburg, Va. And, for myself, I like classical music too. The other day I was in a drugstore on Broadway. I saw a record of Beethoven's Fifth Symphony. It was only \$1.49 and the man told me it was a great record. So I bought it. I like all Beethoven things and the Grieg Concerto and the Romeo and Juliet Overture. Those things do something to me."

Herald Records is touting five new artists with big promotional buildups. The five, thrushes Cindy Mann and Arlene De Marco and chanters Tony Anthony, Jimmy King, and the Mifflin Triplets all have their first releases ready. . . . Houston's Duke-Peacock combine is pushing a new one by Little Junior Parker "Sweet Home Chicago," and "Sometimes," and a stirring new effort by the Dixie Hummingbirds, "Let's Go Out to the Program No. 2," and "I Don't Know Why (I Have to Cry Sometimes)." . . . Wynona Carr and Jerry Byrne join Little Richard as the features in the newest release from Specialty.

George Jay's Arch Records release of "Mr. Brillion," by the Archibald Players, is reportedly a smash on the West Coast. . . . Love Records is bringing out a sequel to Cozy Cole's hit, "Topsy," sides called "Turvy, Parts 1 and 2." . . . Coral Records' Tina Robbin has been inked for an appearance a year for the next five years at the Eden Roc Hotel, Miami Beach swankery. Gal's first Coral album, "The Four Seasons," is due soon.

The Flying Platters, home from a long European tour, opened at the Flamingo, Las Vegas, Thursday (6). . . . Universal Attractions has signed the Laddins, the Excels and Clyde Wilson, all of Central Records. Central's hottest group, according to prexy Malcome Newkirk, is the Pretenders, featuring Jimmy Jones. This latter may occasion some confusion, inasmuch as Herman Lubinsky's Savoy label, is currently sporting another Jimmy Jones, who has a hot disking of "Just a Closer Walk With Thee."

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Fontane Sisters Score With "Jealous Heart"

Bea, Marge and Geri Fontane are all 5' 3" tall, and they like to sing. Other than those two things,

the girls are all different. Marge is a blonde, Geri a redhead, and Bea a brunette. The Fontane girls grew up in New Mildord, N. J., and were trained by their mother, a choir director and organist. The girls' first Dot record was "Happy Days and Lonely Nights." Their initial success was repeated in a gold record, "Hearts of Stone," which stayed on the charts for many weeks.

Their latest release is "Jealous Heart." Margie sings the lead and solos. Geri sings harmony, and Bea sings low harmony. Away from the mike, the girls handle such chores as their library of music, fan mail activities and musical arrangements. All are married and live in the New York City area.



Light on Charts With Happy Cha Cha Cha

Ohio-born Enoch Light formed his first band at Youngstown H. S. At Johns Hopkins University, he maestroed two groups — the Blue-

jays and the Racoons. Upon graduation, Light went to Europe to study orchestration and conducting at Paris' famed Opera Comique and at the Mozarteum in Salzburg, Austria. The musician stayed on in Europe for three years, conducting jazz rendition of classical pieces and recording American Jazz for the Odeon Label.

Returning to the U. S., Light played leading hotels, conducted Broadway musicals, movie shorts, network radio dates and waxed sides for RCA, Columbia and Brunswick. Today Light is president of Waldorf Music Hall, Inc. and vice-president of Grand Award Record Corporation, for whom he etched the climbing "I Want to Be Happy Cha Cha Cha."

LOOK... SINGLE BUSINESS IS BOOMING!

8 good reasons....30 seconds reading time

Absolute Smash!

**Smoke Gets In Your Eyes
THE PLATTERS**

71383

6 to 5...Take Your Choice...One Side Will Win!

**Big Bopper's Wedding
AND
Little Red Riding Hood
THE BIG BOPPER**

71375

Great Artist...Great Song...Great Record!

**The Wedding*
JUNE VALLI**

71382

* Here she stands, here he stands, here they stand!

The BIG Cha-Cha!

**Pretend Cha-Cha
RALPH MARGERIE
AND HIS MARLBORO ORCHESTRA**

71379

The Original and Way Out Front!

**Come Prima
TONY DALARDO**

71327

Riding High and Sailing Along!

**Walking Along
THE DIAMONDS**

71366

Coming Up Strong On All Charts!

**FLAMINGO
L'Amore
THE GAYLORDS**

71369

Exciting Revival Of Great Standard!

**All Of Me
DINAH WASHINGTON**

71377



THE HIT TRADEMARK!

Recording Contract Guarantees? You Can't Hardly Get 'Em No More

By JUNE BUNDY

NEW YORK—The general lack of artist loyalty and the number of new artists (many one-shots) making the charts is causing more and more record companies to show an increasing reluctance toward offering guarantees on recording contracts, according to a survey of key record execs.

The big guarantee, of course, has been on its way out for the past few years, but in recent months many disk firms (with the exception of the largest majors) have rejected the idea of guarantees completely unless the artist involved has a long string of proven-hits.

Hugo Peretti and Luigi Creatore, Roulette's artist and repertoire chiefs, come out particularly strong against guarantees, which they term "a weakness on the part of the artist who asks for it and a weakness on the part of the company that gives it." In fact, the boys opine that the situation should be reversed, with the artists giving the label a guarantee, since the latter makes a bigger investment.

Can Hurt Artist

Peretti and Creatore say they'd rather build two or three potential hit artists then spend money on a guarantee to one performer. They also opine that the guarantee can actually hurt the artist, citing one case where a singer couldn't get a

hit on a label, but couldn't bring himself to switch companies because he would lose his guarantee. Consequently, claim the boys, he lost considerable prestige, while his bookings in niteries and on TV slowed down.

"Everytime a name artist (unless he's Presley, Como or Boone) goes in to record he's starting all over again today, regardless of how many hits he had," maintain Peretti and Creatore. The team says they'd be willing to raise the royalty payment from 5 per cent to 6 or 7, but guarantees are out.

Sam Clark, ABC-Paramount prexy, is another exec who doesn't think guarantees are necessary. "As a company we are as important to the artist as the artist is to us," says Clark, who terms the guarantee "an unhealthy situation."

Clark also thinks the opinion—often expressed by artists—that a company will work harder on promotion and recording if an artist has a big guarantee is "a fallacy." If an artist's first couple of records don't pay off, notes Clark, the thought of adding additional recording and promotional costs on top of the guarantee may result in a firm deciding it's better to stop working on the artist and to lose the guarantee investment than take

a chance on losing any more money.

Steve Sholes, Victor's a.&r. head, takes the position that "If an artist is big enough to demand a guarantee, fine, but it is very unbusinesslike and unwise for an artist to demand a guarantee which a company can't come out on." Sholes also observes that in many cases the artist demanding the guarantee is in such a high salary bracket that the guarantee money really isn't that important.

Must Be Realistic

Columbia's a.&r. czar, Mitch Miller, maintains that big companies are the only ones that can afford to offer guarantees, and believes that if any artist has a money-making past history, there is a good chance he can earn a guarantee. However, he adds, "We don't give unrealistic guarantees. We both have to make money."

Miller cites Columbia's experience with Frank Sinatra as a situation where the company came out on a guarantee even tho the artist was in the hole to them for more than \$100,000 when he left. After Sinatra clicked on Capitol, Columbia more than recouped its guarantee-investment, via. the sale of Sinatra LP's culled from catalog material.

Publish Critique on Compulsory License

WASHINGTON — Is the compulsory license provision of the 1909 Copyright law necessary to prevent recording monopoly, and is it fair to songwriters and publishers of popular music? "No!" is the answer given in a critical estimate of the "Economic Aspects of the Compulsory License," with special emphasis on popular recording, by W. M. Blaisdell, Copyright Office economist.

Blaisdell's views (12th in a series of studies being made for the library of Congress for a prospective over-all revision of the copyright law) are warmly seconded in comment by New York music publisher Ralph S. Peer. Peer hopes for elimination of this "monstrous and inequitable" instance of 1909 Congressional "price fixing."

Opposing is Ernest S. Meyers, counsel for Record Industry Association of America, who defends the compulsory licensing principle as "the one constant and indispensable element in the pattern of the industry's growth." Ending it, he believes would mean higher prices and fewer records sold; curtailed chances for new writers to be recorded, and new record companies to survive; small publishers would go under.

The Blaisdell study plunges without detours into the compulsory licensing features which straightjacket the owner of the copyright: Owner must allow all comers to record his tune, for an unlimited time, and under a low-slung, fixed price ceiling in mechanical royalties.

From the opening indictment, the study promptly goes into possible modifications of the law: Times for allowing secondary recordings could be set, and duration limited; statutory fee could relate to retail price, or to fee paid by the first recorder. Record companies and broadcasters will no doubt blanch at the further suggestion that a "tribunal" might be set up to determine a fair fee to be paid by those taking advantage of compulsory licensing; or, a sliding scale of fees could increase with the number of sales of the record.

Blaisdell dissects the flow of

money thru the many interweaving arteries of the highly diversified popular music industry, covering publishers, songwriters, and recorders; broadcasters, artist and instrumentalists; producers of track for movies and TV film; organizations representing all these segments, from Harry Fox, publishers' agent and trustee, to licensing groups ASCAP, BMI and SESAC; protectors of songwriters AGAC, AFM, AFTRA, et al.

Having lined up the cast of characters, he notes drastic changes in the economic drama of popular music since 1950. Between 1951 and 1955, mechanical royalty payments to publishers from sheet music went down 44 per cent; payments from recorders were up 60 per cent; from movie sync payments, up 63 per cent; from performance rights (largely broadcast record play), up a staggering 96 per cent.

Blaisdell finds the economic impact of compulsory licensing hits the publisher (and the sharing writer) hardest. Using 1956 figures, the study gives this picture:

Gross retail value of recordings sold was \$325,000,000. Of this, record producers' gross was \$150 million. Of this \$150 million, record companies paid 6.5 per cent in mechanical royalties to songwriters and publishers, or approximately \$4.75 million to each group, when collection expenses were deducted. (Net figures for publishers and writers were unavailable, for want of a clear breakdown on their expenses, Blaisdell notes.)

In further contrast to the aggregate of \$9.75 million for publishers and writers, recording artists grossed 19.5 million out of the record companies' wholesale gross of \$150 million. The record producers themselves had an estimated net profit of 4 per cent of gross, or \$6 million, Blaisdell estimates.

Also in sharp contrast was the take for mechanical as against performance royalty for publisher-songwriter group. While mechanical royalties were only \$9.5 for publisher-writer group, combined performance royalties paid by ASCAP and BMI averaged about

Vox Skeds 18 Nov. P'kges

NEW YORK — Vox will issue 12 monaural and six stereo albums this month. Highlights of the former Bruckner's Symphony No. 7, Volume 3, completing the Schubert Quartets series and "Rockets, Missiles and Space Travel," a news-and-sounds disk scripted by space-man Willy Ley. Stereo specials are Schoenberg's "Verklarte Nacht" and Vivaldi's Motetto a Canto.

\$24.3 million, out of a total royalty of \$34 million for 1956, in direct or indirect revenue from the recording industry.

Blaisdell pictures a music industry Shangri-La without compulsory licensing, and asks what would happen to wholesale price of records without it? The study finds that record companies pay 6.5 per cent of gross in mechanical royalties. If the percentages were doubled—in the absence of compulsory licensing—average wholesale price of records might go up from about 48 cents to about 52 cents, the economist estimates.

Retail prices are "unpredictable" with or without compulsory licensing, but Blaisdell feels a doubling of mechanical royalty might "increase lower ranges of retail prices by a few cents." The study doubts if this would hurt over-all volume of retail record sales, "Particularly in the buoyant current situation of the music market."

Without compulsory licensing, the study points out, the owner of copyrighted music would be in a "much stronger negotiating position than at present." He could grant exclusive or non-exclusive licenses for limited periods of time, and at better royalty rates.

Would this result in monopoly by a few controlling record companies with the sleekest talent stables, as proponents of the mechanical royalty states claim? Blaisdell thinks not, altho he admits that almost anything is possible "in the confused organization of the music business."

Monopoly Improbable

Monopoly by either recorders or publishers would be improbable, he feels, because of the equally strong economic groups in each segment. On the record side, in 1957, he notes that four majors accounted for 80 to 85 per cent of the \$190 to \$200 million sales. Among publishers, he notes that three board-members of ASCAP had performance revenue of \$1.8 million; \$1.4 and \$1.3 millions, respectively.

Blaisdell believes that even without compulsory licensing, it would be to the publishers' advantage to "license as many recordings and at such royalty rates as would produce the largest net amount of royalties from record sales and performances (chiefly broadcast)." The study points out that in movies and TV film music, where compulsory licensing does not operate, "no sign of monopoly has developed in use of music in these areas"

Considering the plethora of songs, writers, talent, and the organizations protecting their interests, it seems impossible to Blaisdell that "any one record company could, in the absence of compulsory licensing, secure a monopoly of popular music."

Arguing against these conclusions, consultant panelist Ernest Meyers of RIAA pleads for retaining compulsory licensing because "all segments of the industry have benefited under the present law which has stood the test of time and usage." Abolition of the compulsory licensing would bring "chaos to the record industry," and injure the music industry as a whole. Industry spread which produces a bonanza of 23 record companies each issuing a version of the "Gigi" score would be "impossible but for compulsory licensing."

Welk, McGuire LP's Top Coral Yule Release

NEW YORK — Coral Records will be pushing three plug Christmas LP's, including two by the Lawrence Welk crew and one by the McGuire Sisters. These along with 10 other catalog Christmas items will be illustrated in a special litho binder now on its way to branches. The binder also includes a complete list of Christmas singles, and EP's. The three plug albums are offered on a 100 per cent exchange basis.

Singles are by the Lawrence Welk little band with the Lennon Sisters plus a new release by Tina Robin upcoming. Welk is expected to plug the various releases on his TV outings prior to the Thanksgiving holiday.

Fagan to Top Sales Spot

NEW YORK — Lou Fagan has been appointed sales manager for Malverne Distributors, according to Al Hirsch, president of Malverne, Fagan, until becoming sales manager, was a Manhattan salesman for the distributor. Prior to his association with Malverne, Fagan was a salesman for Westminster Records.

Hirsch, in naming Fagan to the sales manager's post, stated that Malverne's volume of business has expanded to such a degree that it was no longer possible for him to handle the sales job along with his other duties. Fagan's appointment will allow him more time for dealer relations.

Cooke Hurt in Auto Accident

CHICAGO — Sam Cooke, star of the Keen label, was injured and his chauffeur-valet, Edward Cunningham, was killed in an auto accident Monday (10) at Marion, Ark. Also injured were Louis Rawls, a member of the Pilgrim Travelers Quartet, and guitarist Louis Rawls. Rawls' condition was listed as critical.

Cooke suffered cuts on his left eye and arm and complained that his vision was affected.

The troupe was en route to Greenville, Miss., for a one-nighter.

Link Hilbert New WLW M'd'sing Mgr.

CINCINNATI — The appointment of Lincoln L. (Link) Hilbert as merchandising manager of WLW-Radio and WLW-Television, effective November 17, was announced Friday (14) by C. L. Eustice, director of product services for the Crosley Broadcasting Corporation. Hilbert succeeds Fred Wilson, who resigned to join the Leo Burnett Advertising Agency, Chicago, as merchandising and promotional representative of their media department. Hilbert has been with Crosley as a merchandising field man since April, 1957.

Friedlander Heads Destiny Sales

NEW YORK — Buddy Friedlander has been named sales manager for Destiny Records by Bob Archibald, prexy of Destiny. Friedlander will also be in charge of promotional activities for the company.

The label is currently setting up distributors in several cities and planning several singles releases. The company plans several LP's to be issued in December.

"I WISH I KNEW"
The Way to Your Heart

"Notorious"

NAT COLE

(from both the LP & EP)

"THE VERY THOUGHT OF YOU"

SYLVIA SYMS

Columbia

BOURNE, INC.—ABC MUSIC

136 West 52nd St. New York 19

More Hits from MILLS—

THE MAGICIAN

DEAN MARTIN

on Capitol F-4065

THAT'S MY DESIRE

CREW CUTS

on RCA Victor 47-7371

MILLS MUSIC, INC.

3 HITS

IT'S ALL IN THE GAME

TOMMY EDWARDS

MGM

GO CHASE A MOONBEAM

JERRY VALE

COLUMBIA

YOU WILL FIND YOUR LOVE IN PARIS

PATTI PAGE

MERCURY

MUSIC PUBLISHERS HOLDING CORPORATION

A Solid Hit!

THERE GOES MY HEART

LEO FEIST, INC.

One in a Series of Industry Personality Statements

JOHNNIE RAY, Columbia Records artist and entertainer, says . . .

“I make sure that Billboard follows me to all parts of the world—United States, England, Canada, Australia, Austria, Argentina, Brazil, etc.—where I make personal appearances. It’s my way of keeping up with the music talk back home.”



The Billboard THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

Return Engagements for Show-Minded Solons

• Continued from page 1

(D., Fla.) bill to divorce music and broadcast interests. No one expects Smathers to re-introduce the bill in the 86th Congress.

Record dealers and manufacturers will welcome back the victorious Senator Proxmire (D., Wis.), who is expected to resume his fight for an end to discount houses, via federal fair trade legislation. Also championing fair trade will be Senators Bible (D., Nev.), and Humphrey (D., Minn.). On the House side, Re-elected Rep. Oren Harris, chairman of the House Commerce Committee, is expected to re-introduce his fair trade legislation, between round with broadcasting concerns and regulatory agencies begun so spectacularly in the 85th.

Senator Fullbright (D., Ark.), chairman of the Senate Banking and Currency Committee, is expected to renew his bill to allow Uncle Sam to collect royalty on performance of music in the public domain. This would be a mixed blessing, in the eyes of the music interests. Fullbright hopes to encourage and expand by proper use of the collected funds.

Music publishers will welcome back re-elected Eugene Keogh (D., N. Y.), who is expected to re-introduce legislation to save them from possibility of falling under high personal holding company tax rates, as result of increased earnings in royalties by today's music publishers.

Broadcasting networks no doubt toasted the November 4 defeat of arch-network-foe John Bricker (R.,

O.), long the top-ranking GOP member of the Senate Commerce Committee under chairman Magnuson (D., Wash.). However, many will regret loss of defeated Commerce Committee member Senator Potter (R., Mich.), who spoke in defense of broadcasters and the maligned country-western music during Smathers bill hearings.

Broadcast Music, Inc., will also welcome back the newly-titled Senator Keating (R., N. Y.), former ranking Republican member of the House Judiciary committee. Keating strongly dissented from inclusion of the ASCAP-BMI quarrel during Celler broadcasting probe in the first session of the 85th Congress.

Organ Makers Swinging to Disk Tie-Ins

NEW YORK — Organ manufacturers are seeking record tie-ins on the theory that disk promotion brings the instrument to the attention of two audiences, radio listeners and record buyers. Conn Organ Corporation, which is crowding Hammond this year, has taken the giveaway - and - tie - in lead, being featured on Perez Prado's "Patricia" and "Guaglione" plus a dozen November albums from Dot, ABC-Paramount, Coral, RCA Victor and Kapp. Steve Allen, Sammy Kaye and other network TV stanzas are also now exposing Conn's home, electronic "four-voice" organ.

The leading firms are pulling back on consumer newspaper ads, instrument gifts to radio stations and spot announcements, throwing budgets to diskeries, according to one veepee, to hypo the use of the organ in singles arrangements. "Effectiveness of this promotion can't be pinpointed, but we've hit a sales record this year," says a Conn spokesman.

Schwartz Bids For 802 Post

NEW YORK — Altho there is only one full ticket for the forthcoming election of officers of Local 802 of the AFM in New York in December, there appears to be more and more independent candidates offering themselves up for election. Last week The Billboard reported on the presidential candidacy of guitarist Edward McMullen, running against the incumbent Al Manutti. This week we have discovered that there is an independent candidate for the executive board. His name is Al Schwartz, of the Sherwin Twins Ork. His platform is to repeal the entertainment tax, sick and welfare benefits, and more live music.

Joy on Deejay, Distrib Trek

NEW YORK — Eddie Joy, prexy of Joy Records, latest addition to the growing number of publisher-operated labels, hit the road personally last week on a jockey and distributor tour to push the firm's current crop of singles releases.

Joy was slated to join Johnny Farrow, firm's Midwest promotion operative in Chicago, while newly appointed promotion chief, Dave Greenman, concentrated on the Boston, Philadelphia, Baltimore and Washington territories.

UA ALBUM LIST PRICE IS \$4.98

The price of the forthcoming United Artist's stereo and monaural LP's was incorrectly listed in last week's issue of The Billboard. Both stereo and monaural sets will retail at \$4.98.

NAB Launches Radio Drive On Bonifaces

WASHINGTON — There will be more radio music in hotels and motels across the country if the National Association of Broadcasters newest efforts bear fruit. The NAB is launching a nationwide campaign to urge the travelling public to "look for a room with a radio," it was announced last week (10).

F. C. Sowell, WLAC, Nashville, Tenn., chairman of NAB's AM Radio committee has announced that the nation's 3,900 radio stations will be provided with ammunition for a heavy, continuing promotion on the advantages of radio-equipped hotels and motels.

The committee will set up meetings with top executives in the hotel and motel industry, to discuss the public's urge to be "in touch with news, music and other entertainment," via radio, at all times. The committee will also hold top level meetings with radio set manufacturers and distributors.

Other members on the AM subcommittee planning the campaign are Jerome Sill, EFPG, Atlantic City, N. J., and Jack Younts, WEEB, Southern Pines, N. C.

Spanish Diva Gets Cap-EMI Nov. Spotlight

HOLLYWOOD — Spanish soprano Victoria De Los Angeles gets the spotlight in the Capitol-EMI six-album release for November when she's featured in two complete Italian operas. These are the war-horse, Puccini's "Madame Butterfly" and Rossini's "Barber of Seville." The former is recorded with the Rome Opera House Orchestra and Chorus, and the latter was made with the Milan Symphony Orchestra and Chorus. Each is a three-LP package and includes English-Italian libretto.

Three orchestral and one piano solo album rounds out the release: Tchaikovsky's Fourth Symphony, five Beethoven overtures, the Rachmaninoff Second Piano Concerto and the complete Chopin Preludes OP 28. Both pianists, Benno Moiseiwitsch (Rachmaninoff Concerto) and Moura Lympany (Chopin Preludes) will tour the U. S. during this season.

Merc Names New Distrib

CHICAGO — Mercury Records this week created a new distribution territory covering Connecticut, Western Massachusetts and Eastern New York State, including Albany. The territory was awarded to Trinity Record Distributing Company of Hartford. Previously, it had been covered by company branches in New York and Boston. Another switch took place in Pittsburgh where Remlee Sales Corporation replaced Atwood Distributing.

MUSIC AS WRITTEN

By BOB ROLONTZ

EVERYTHING HAPPENS TO LESTER SIMS

Lester Sims, Beau Brummel of the world of music publishing, hopes this notice will solve a title problem that he faced with a tune called "I Wish I Knew the Way to Your Heart." Tune, which was an Italian instrumental, penned by C. A. Rossi, with an American lyric by Al Stillman, and published, of course, by Bourne Music. (For anyone who doesn't know, Lester is general professional manager of Bourne.) It was cut by Sylvia Syms for Columbia a few weeks ago as "I Wish I Knew," and recently released by Nat Cole on a Capitol LP and EP. The Capitol record, however, attributed the tune to a different publishing firm and different writers. Well, it isn't so. The Nat Cole recording of "I Wish I Knew," is the same as the Sylvia Syms version and the publisher and writer are respectively Bourne, and Rossi-Stillman.

JAZZ GOES TO COLLEGE

The students at Bard College, Annandale-on-Hudson, New York, institution, put on their own jazz concert last weekend (14 and 15). Students handled the booking of artists, program, ticket sales, etc. The successful program was witnessed by many key figures in the jazz world including one of this column's favorite jazz producers, Nesuhi Ertegun, jazz poobah of Atlantic Records. This concert could point the way to more student sponsored campus jazz festivals.

DALIN AND JANOFF TO NEW POSTS—

Philadelphia's own George Dalin and Charlie Janoff both assumed new posts this past week. Dalin became the assistant professional manager of Armore and Beechwood Music, the Capitol Records publishing firms. He reports to Kelly Camarata, professional manager of the two companies. Janoff was named professional manager of the two United Artists Music firms, United Artists Music and Unart Music. We wish both men success in their new positions.

New York

The Rhythmettes open tonight (17) at the Magic Inn in Seattle, Washington. . . . The Music Men, vocal group, have signed with Big Top Records. Johnny Bienstock, Big Top prexy, signed the boys. They were also signed to a long-term contract by GAC. The Music Men have recorded recently for another label under the name of the Bachelors. . . . The Royaltones, now hot with the hit "Poor Boy" on Jubilee, are out on a road trek. They have been set by GAC to play the Ted Steele Thanksgiving Show at the Brooklyn Paramount. . . . Al Wilde has started a new diskery in collaboration with Mort Curtis. Label is called Curtis Records and first waxing features Bob Strauss. . . . Steve Gibson and the Redcaps have been held over at the Sands Hotel in Las Vegas.

Harry Belafonte, just back from Europe, will open an engagement at the Empire Room of the Hotel Waldorf-Astoria in New York (17). . . . Jazz pianist Paul Knopf will discuss his musical philosophy on Jim Lowe's "Jazz Is My Beat" show over WCBS in New York Tuesday (18). . . . Joe Lubin and I. J. Roth have penned a new ditty titled "That Jane From Maine" for the forthcoming Doris Day flick of the same title. Lubin, who is also a veepee of Arwin Records, also collaborated on "Teacher's Pet," and "The Secret" the latter also with Roth.

Ernestine Anderson opened last week at the Village Vanguard in New York. . . . Joan Franzo, former assistant production manager with Universal Recording of Chicago, has moved to Hollywood to become executive secretary with United Recording there. She will be secretary to Tony Parri, treasurer of the corporation and will help evolve systems and procedures for the new firm. . . . Mrs. John Palumbo, mother of recording artist Toni Carroll, passed away last week at the Missouri Pacific Hospital in St. Louis, Mo.

Vocalist Bob Hart leaves for England next week to fulfill a series of engagements both radio and cabaret. He just signed a five-year pact with the Philip Buchel Agency of London. Hart was formerly a disk jockey at CKLG in Vancouver. B. C. Buck Ram has signed an agreement with Bruno Coquatrix, French producer of shows at the Olympia Music Hall, to supply all American acts to be booked at the Paris hall from now on. At the same time Ram became exclusive American representative for Coquatrix's production unit, S. E. R. A., in the U. S. Ram will fly to Paris in April to help in the production of the Spring revue at the Olympia.

Arrow Records has picked up the master of "Mr. John Law" which features Dick Grass and the Hoppers. Disk was produced by Johnny Drake, Bridgeport, Conn., deejay from Station WNAB. . . . Fred Mendelsohn, head of Bow and Arrow labels, has set a deal with Harry Balk of Detroit to release the Detroit-made disking "Milk Shake" on the Bow label. Artist on the instrumental waxing is T. J. Fowler, who hasn't been on records in a spell.

Actress Marisa Pavan, sister of Pier Angeli, is now cutting sides for Pathe-Marconi in Paris. . . . Bourne Music filed suit last week for copyright infringement against Trail-A-Way Recreation Barn in Owensboro, Ky., alleging that a copyrighted song, "Love Letters in the Sand," was performed without authorization at the establishment. . . . Thrush Toni Carroll is now on the road visiting deejays in the East to plug her M-G-M record of "Kissin' Conversation." . . . Sal Blair is now at the Riviera in Las Vegas. . . . Sonny Rollins is on tour with the "Jazz for Moderns" package.

Jane Russell, who warbles for M-G-M has just completed an engagement at the Latin Quarter in New York. . . . Conway Twitty starts at the Safari Club in New Orleans this week. . . . Chappell, Ltd., has secured the publication rights to Johnny Marks' tune "I Heard the Bells on Christmas Day" for Great Britain. They will be working on the tune for this Christmas season. . . . A new series of TV shows featuring Mantovani and his ork has been acquired by National Telefilm Associates.

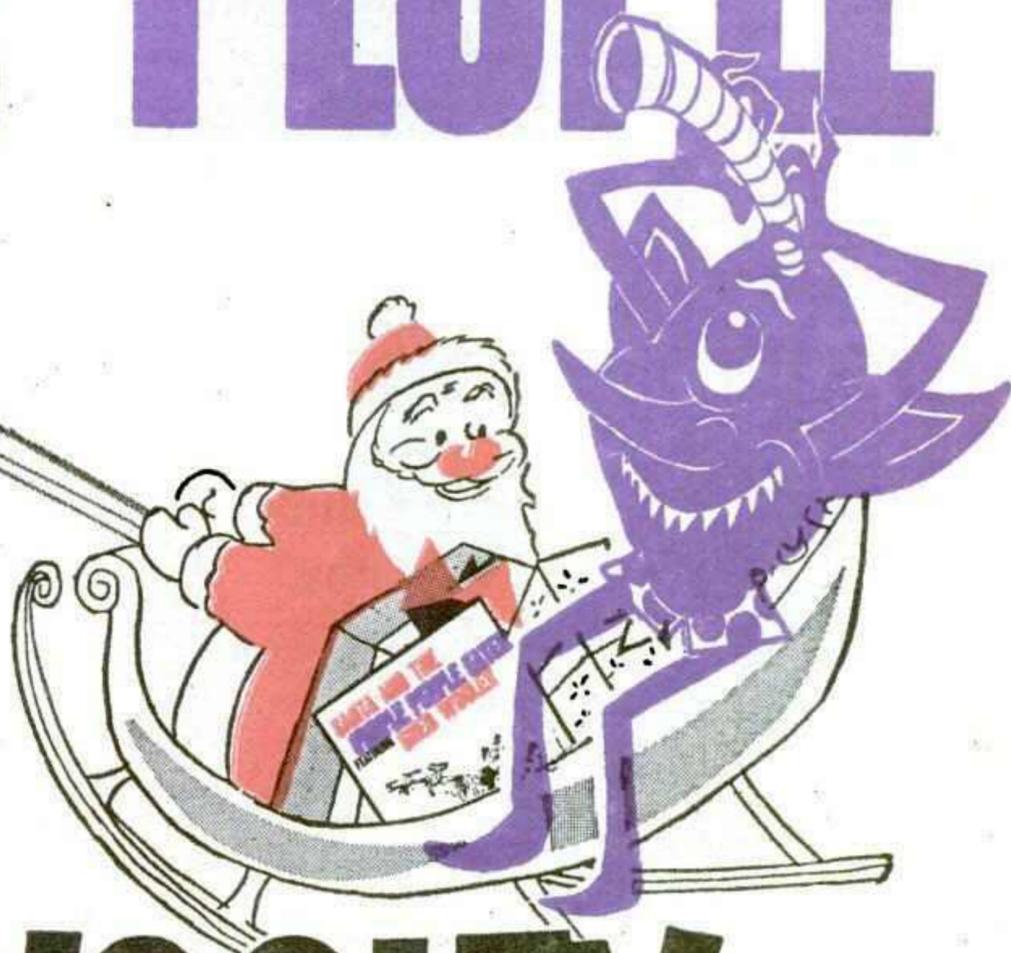
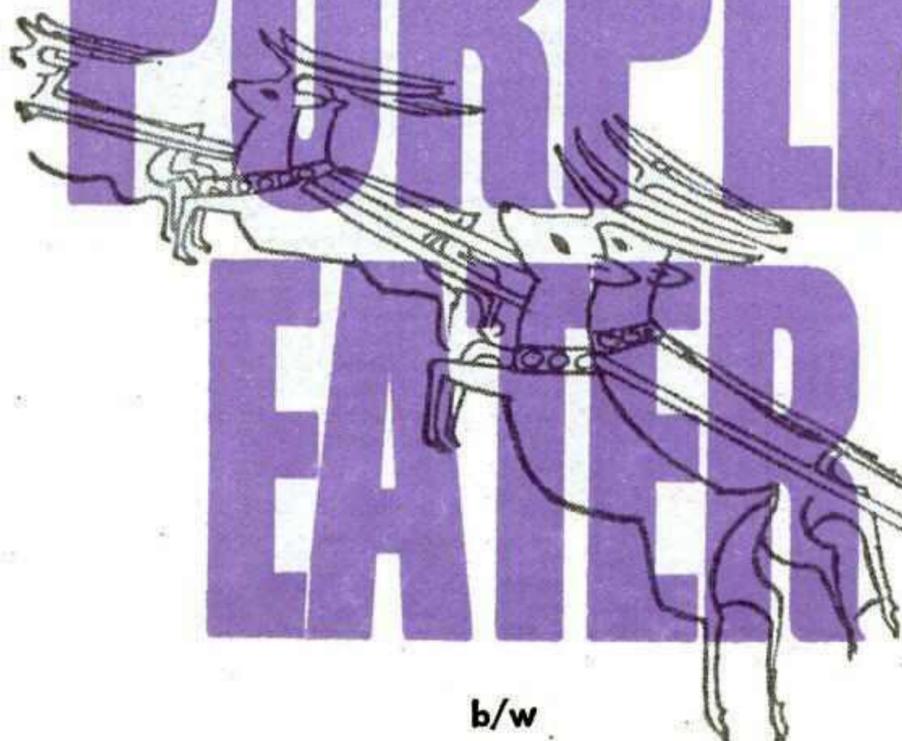


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NEWS REVIEW

VOA's Berlin Tribute
A Diplomatic Triumph

NEW YORK — Starting tomorrow (18), the U. S. Information Agency's Voice of America will beam an unusual three-day salute honoring Irving Berlin to an estimated 30,000,000 listeners in Europe (including East-of-the-Iron-Curtain countries), Asia, and Latin and South America.

Caught at a special taped run-thru in New York late last week, the final two-hour stanza in the worldwide salute is indeed a major tribute to the songwriter whose melodic tunes, show-stoppers and rhythm numbers have been an artistic mainstream in records, TV, radio, movies and the theater.

By American listening standards, the blockbuster show would be considered somewhat slow paced

and occasionally repetitive. However, VOA's Willis Conover, who presides over the short-waved "Music USA" and who produced the VOA tribute, has tailored the show primarily for far-off listeners whose knowledge of English may be sketchy, and whose hunger for large slices of Berliniana may be large. Conover himself presided as emcee with skill and charm.

To pay tribute to Berlin, VOA has assembled a montage of taped interviews, records and personalities, with the latter list being enough to make any program producer's mouth water: President Eisenhower, Bing Crosby, Fred Astaire, Ginger Rogers, Ella Fitzgerald, Eddie Cantor, Jo Stafford, Paul Weston, Benny Goodman, Rudy Vallee, Guy Lombardo, Kate Smith—plus others.

Records, in fact, play an important part in the show's rich musical treatment. Some are old, such as Vallee's original 1932 waxing of "Say It Isn't So" and Kate Smith's off-the-air transcription of her 1938 introduction of "God Bless America." Others, such as renditions by the show's guest stars of "White Christmas," "Always," "Alexander's Ragtime Band" and medleys by Jay Blackton's choristers and Reg Owen's ork (Epic and Victor respectively) are much newer.

VOA is reportedly considering further musical profiles. Judging from the first, they should score something of a diplomatic triumph.

Charles Sinclair.

Effort to Cut
Show, Cabaret
Tax Foreseen

WASHINGTON — A strong effort to reduce the admissions and cabaret taxes will be made by Rep. Frank Thompson (D., N. J.) when Congress reconvenes in January.

New bill would exempt the first \$2 of the cost of an admissions ticket from the federal excise, if the program is substantially a "live musical or dramatic" performance, and is "performed in person within the place of admission." In addition to exempting the first \$2, the bill asks that the tax "shall be 1 cent for each 20 cents or major fraction thereof of the amount paid in excess of \$2." Bill applies the exemption to season tickets as well as single purchases.

Proposal also asks that the cabaret tax be cut in half. Hal Ley.

(Continued on page 46)

Seeco Head
To Europe

NEW YORK — Sid Siegel, head of Seeco Records, wings to Europe on November 30 to meet with the companies that distribute and press his records in England, France, Italy and Spain. He will visit Oriole Records in England, Vogue Records in France, Durium Records in Italy and Telefunken of Madrid in Spain. Siegel will also cut some sessions in France, artists Aimable and Lise Rollin, and in Spain where he will record Lola Flores and Frederico Moreno Toroba.

Mascari to Head
Pure, Beta Pubs

CHICAGO — Eddie Mascari has taken over the management of two pubberies, Pure Music and Beta Music, from Archie Levington. The firms are closely related to Mercury Records.

CORAL LOCK

Ya Gotta
Know the
Password

NEW YORK — A trade paper reporter getting off at the sixth floor of the Decca Building last week was startled not to mention physically damaged. It came about because all of a sudden that normally - forbidding looking wire-covered door leading into the Coral office was backed up with a lock. The damage came via a sore shoulder sustained when the door did not give in to the usual push. In fact the reporter bounced off onto the floor.

An anguished cry thru the door brought the sound of a buzzer, upon which a slight pressure opened the door. Later, sales chief Norm Weinstroer explained: "You know, man, like I would be sitting here doing business with somebody and all kinds of strange faces would pop up at my office door. They would say like, 'Hello there, how am I doing this week' and such things like that. Half the time, they would be looking for Cohen and I wouldn't even know who they were or what they were talking about. Sure publishers are fine, but like I've got work to do. So this is the best way. We put a buzzer system on the door and we don't have to look at those peek-a-boo smiling faces at the door."

TV Musicals
Take Beating
Via Nielsen

NEW YORK — The average TV viewer just isn't attuned to musical shows, judging by the Nielsen's rating report on the Top 40 video shows for the second period in October. Only three of the Top 40 programs were musical shows, and none of them placed above 25 on the list. Perry Como's NBC-TV show was No. 25, Tennessee Ernie (NBC-TV) No. 27 and Dinah Shore's NBC-TV Chevy Show, No.

(Continued on page 46)

UA Execs to
Wax On Coast

NEW YORK — Monte Kay and Jack Lewis, vice-president and album a.&r. chief, respectively of United Artists Records, leave this week for Hollywood to record a series of LP's for the label.

Among those scheduled are a set of selections from "Porgy and Bess," by Dihann Carroll, one of the stars in the forthcoming flick treatment of the opera, with the Andre Previn Trio and a set by Connie Russell. Lewis recently finished an album by jazz tenorman Benn Goldson in New York. He will also supervise the recording of several other albums, while on the Coast.

Raeburn-Design
Deal for B. W. I.

NASSAU, B.W.I.—Island Artists, Ltd., local recording firm and entertainment enterprises, has become exclusive distributor for the British West Indies of the American low-priced Design Record line. Veepee and major stockholder of the Island firm is Boyd Raeburn, erstwhile bandleader of the big-band, swing and early progressive eras, who is now making his home here. Raeburn, who also has a freelance deal with Design as artist, arranger and producer, will fly back to the States for recording dates from time to time.

DISTRIBUTOR NEWS

By HOWARD COOK

NEW YORK: Johnny Halonka of Alpha Distributors reports heavy action on "Lonesome Town" b-w "I Got a Feeling" by Ricky Nelson on Imperial. Imperial is also hot with "Coquette" by Fats Domino. Other top sellers at Alpha include "Problems" by the Everly Brothers on Cadence, "Queen of the Hop" by Bobby Darin on Atco and "I'll Wait for You" by Frankie Avalon on Chancellor. "Love You Most of All" by Sam Cooke on Keene has started to move. "No Regrets" by Jimmy Barnes on Gibraltar is selling well in the New York area. "Nobody Loves You" by Dee Clark on Abner is hot. "Wedding" by the Sentimentals on Mint is getting action. "The Reason" by the Chansels on Deb looks promising. "Anna" by the Originals on Jackpot is gaining. Other strong items are "I'm So Young" by the Students and "Do You Remember" by L. C. Cook on Checker. Top LP's are the Ricky Nelson and Fats Domino albums on Imperial.

Al Levine of Ideal Record Distributors lists "It's Only Make Believe" by Conway Twitty on M-G-M as hit No. 1 platter. Business is good states Levine, and all of his lines have things moving. "There Goes My Heart" by Joni James on M-G-M is perking. "It's All in the Game" by Tommy Edwards is still selling strongly. Edwards' newest, "Love Is All We Need" is also going well. "Anna" by Sylvia Mangano on M-G-M is being requested heavily. Other promising M-G-M disks are "Let's Go Dancing" by Sam Taylor, "Sunday Kind of Love" by Fran Warren, "Cha Cha Funicula" by Alan Dale, "Black-Eyed Gypsy" by Mark Dinning and "My Lost Love" by the Webtones. "How High the Moon" by David Rose, "C'est Si Bon Cha Cha" by Johnny Desmond and "In a Persian Market" are also strong M-G-M sellers. "How the Time Flies" by Jerry Wallace on Challenge, which was slow in starting in New York, continues to sell well. "Diamond Ring" by Wallace is clicking too. "Rockin' Mary" b-w "Turnpike" by the Champs on Challenge is moving. "Whose Heart Are You Breaking Now?" by Johnny Love on T-P is a sleeper. "Santa and the Purple People Eater" by Sheb Wooley on M-G-M can be a big Christmas platter. Levine mentions that New York dealers are flipping over the cover on Toni Carrol's new M-G-M LP. Top albums are "Gigi," "Tommy Edwards" and the series by the Metropolitan Jazz Quartet on M-G-M and "Cannon Ball" on Riverside.

Sammy Weiss, of Superior Record Sales, names "Turvy" by Cozy Cole on Love as his fastest-moving new record. "Lovers Never Say Goodbye" by the Flamingos on End is also big. "So Much" by Little Anthony and the Imperials on End is jumping. "So Far Away" by the Pastels on Argo is happening. "Mule Train Rock" by Vinnie Lee on Old Town is getting strong action. "All I Ask Is Love" by Lee Andrews and the Hearts on United Artists has gotten strong initial reception. "If You But Knew" by Billy Barnes on United Artists is also selling well. Jimmy Clanton's Ace waxing of "Letter to an Angel" is strong. "Cannon Ball" by Duane Eddy on Jamie is moving nicely. "Don't You Know, Yockomo" by Huey (Piano) Smith on Ace looks good. "King of Fools" by Sam Hawkins on Gone is selling. "I See a Star" by the Roulettes on Champ is a sleeper. "Here I Stand" by Wade Flemings on Vee Jay looks like a winner. Strongest albums are the sound track and jazz version by Gerry Mulligan's Jazz Combo of "I Want to Live" on United Artists, the sound track of "The Vikings" on United Artists, "Max Roach" on Mercury and all of Ahmad Jamal's albums for Argo.

Al Hirsch of Malverne Distributors writes that business is hot. He predicts that this fall will be the biggest ever in the record industry and that Malverne is developing all plans according to the idea that this fall will see record sales soar to a new high. He promises that his firm will continue to operate on the principle of quality over quantity, handling only enough lines to insure maximum sales for manufacturers. The distributor recently copped first prize in ABC-Paramount's LP contest, winning out over all other distributors in the country. Harvey Maybrown, one of Malverne's salesmen, was the victor in the recent Kapp contest for salesmen. First prize was a mink stole for his wife. Contest centered around the label's "Fabulous Years" release.

NOTES IN THE MAIL: Bob Heller of Chips Distributing Company in Philadelphia writes that he and Harry Fink, with the co-operation of Roulette Records, hosted a party for Jimmie Rodgers for opening at the Latin Casino. Master of ceremonies for the event was Jack E. Leonard, who was later joined by Jack Carter. Guests included Dick Clark and his wife, Tony Mammarella, Stu Wayne, Tony DeLuca and Bill Weber from WFIL, Joe McCauley from WIP and Steve Wade from WAEB in Allentown, Pa. Sid and Joe Williams and Jerry Shulman represented their respective one-stops. Hugo and Luigi, Irv Jerome and Bud Katzel from Roulette also attended.

Dave Press, manager of the record department for D & H Distributing Company in Harrisburg writes that the record business is really jumping in Central Pennsylvania. Top items for his firm at present are "Billy Bayou" by Jim Reeves and "Pledging My Love" by Jesse Belvin on RCA Victor. Hottest albums are "Perry Como Sings Just for You" and "New Worlds" by Esquivel.

BRIEFS: Top five at Capitol Records Distributing Corporation in New York are "Mr. Success" by Frank Sinatra, "Tom Dooley" by the Kingston Trio, "Non Dimenticar" by Nat King Cole, "Light of Love" by Peggy Lee and "Once Upon a Time" by Dean Martin. Top five at Cosnat Distributing Corporation in New York are "Rock-In' Robin" by Bobby Day on Class, "Poor Boy" by the Royal Tones on Jubilee, "Play Some Music for Broken Hearts" by Don Cornell on Dot, "I'll Remember Tonight" by Pat Boone on Dot and "A Lover's Question" by Clyde McPhatter on Atlantic. Irv Jerome, vice-president in charge of sales at Roulette Records, lists "Bad Girl" by Valerie Carr, "Bimbombey" by Jimmie Rodgers and "Beep Beep" as the diskery's hottest singles. Joe Kolsky, exec vice-president for the label, reports strong dealer acceptance for Roulette's fall album line.

SAN FRANCISCO: Elma Greer of Chatton Distributing Company reports heavy action on "Mr. Grillon" by the Archibald Players on Arch. Imperial is cooking with "Lonesome Town" by Ricky Nelson, "Coquette" by Fats Domino and "After Hours Blues" by Ernie Freeman. Keen is hot with "Love You Most of All" by Sam Cooke, "Please Wait for Me" by the Valiants and "Honey" by Guitar Watson.

SELF-SERVICE

Teeners to
Add Extra
Precept

BOSTON—Following the phenomenal response to his reading of ABC-Paramount's "Teen Commandments," radio station WBZ's deejay Norm Prescott has launched a contest to find the 11th teen commandment.

The contest will run Mondays thru Sundays from 2 to 6 p.m. and will last beyond Thanksgiving. It is open to all teeners in New England with first prize a \$1,000 scholarship to the college of the winner's choice. Entries will be judged by a group of clergymen and nationally known personalities.

Prescott has received 19,000 requests from teen-agers, parents, teachers, clergymen and business organizations for copies of the commandments. Some 150,000 copies were printed and distributed to New England music stores. The supply was exhausted in two days. Results of the contest will be announced over WBZ in December.

Allies Join
FTC in Fake
Price Fight

WASHINGTON — Federal Trade Commission says its recently declared war on fake pricing now has allies in the National Association of Broadcasters, American Newspaper Publishers Association, Advertising Federation of America (a charter member in the battle), and Better Business Bureaus across the country.

Private business firms are reported flocking to join the war on fictitious pricing, which is designed to make the consumer think he is getting a bargain, when the price is actually standard. A new guide to FTC rules and procedures on price trickery was recently released (The Billboard, October 13). Thousands of copies of the guide are reportedly being circulated.

FTC says consumers have flooded their agency with over 14,000 letters and wires, since the guides were announced October 10.

Chi Distrib
Adds Outlet

CHICAGO — Lennie Carmisa, Chi distributor, is opening a Milwaukee outlet for a fleet of 28 labels, ABC-Paramount the flagship. General manager of the new enterprise is Johnny O'Brien, for nine years Mercury distrib in Wisconsin.



To market

to market

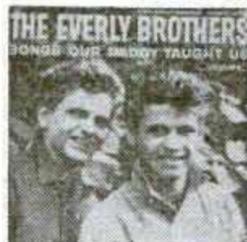
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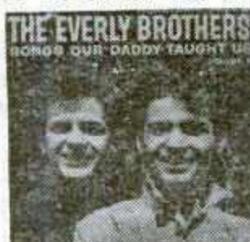
SONGS OUR DADDY TAUGHT US by THE EVERLY BROTHERS

HIGH FIDELITY RECORDING CADENCE CLP 3016

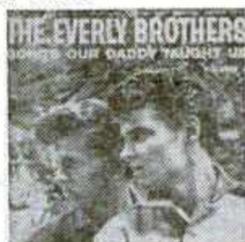
Soon to be released on three EP's



CEP 108



CEP 109



CEP 110



CLP 3003

LP's \$3.98 ea.—EP's \$1.29 ea.



CEP 104



CEP 105



CEP 107

CADENCE RECORDS INC. 119 West 57th St., New York 19, N. Y.

DISK MERCHANDISING

Dealer Organizations: Why Do They Fail? How Do They Fit In?

By RALPH FREAS

NEW YORK — It's a commonly held belief that when record dealers form an organization it's because they are against something. There's a lot to be said for accepting this belief. This, at any rate, has been this writer's observation during the last 10 years of reporting on the recorded music retailing scene.

It's easy to recall meetings of almost 10 years ago when the battlecry was "let's do something about discounters." Well, nothing was done, discounting is still prevalent, and the organization got nowhere.

Later, rack-jobbing and clubs provided the "enemy" that the dealers could organize against. This situation still exists. Organizations still spring up from time to time to do combat with the "enemy" unless, as they always have in the past, they fall flat on their aspirations before the battle is joined.

Scornful of Clubs

Why do these dealer organizations fail? One reason might be that a new group can always attract a crowd with the promise that they are going to inflict injury on the "enemy." This usually consists of holding up the record club or rack-jobber to dealer scorn. Harsh and bitter words are leveled at the "enemy" and the dealers leave the meeting with a full and sated feeling and a sense of accomplishment.

The trouble is not with the initial, organizational meetings. They're lively, full of debate and fury. And it's real fun to let off steam in front of one's fellows. No one gets hurt. Everyone feels better for it.

The real trouble starts at about the third meeting. By this time the steam has been let go. There's nothing to rail at any more. Anything that's said is usually a repeat of what's gone before. It begins to pall. Subsequent meetings are badly attended if they're held at all.

The Need to Be For Something

One way of sustaining interest is to begin a law-suit against the offending club, rack-jobber or what-have-you. This tack has definite drawbacks. Litigation just isn't as satisfying as loud talk. Besides it takes time. The only person who really has any fun is the lawyer. The people who have joined the organization lose interest. The organization loses its dues and the war-chest to continue the fight dwindles. Soon, the fight grinds to a halt.

So what's the point? What are we driving at? This, it seems, in the light of experience, that it isn't enough to be against something to keep a dealer organization going. The organization has to be for something. Let's qualify that further: it has to have a positive program and it has to take action on that program.

These thoughts on dealer associations are prompted by a visit paid The Billboard offices

in New York by the "Recording Secretary" of the Society of Record Dealers of America (SORD). This "Secretary" is Phyllis Barr, owner with her husband Charles, of Musicland, record dealership in Jessup, Ga. While here, Mrs. Barr got off some ideas about dealer associations that are strangely unlike any advanced heretofore. They are worth your attention if you have any interest in SORD or other dealer groups.

Mrs. Barr would encourage SORD to:

1. Sponsor merchandising clinics. The clinics would enable dealers to air their retailing problems before other dealers with an eye to their solution. The clinics would be set up on a regional basis and experts would be invited to discuss and answer dealer merchandising problems.

2. Sponsor a "gift wire service." For many years, the gift-buying public has been able to wire flowers to recipients in cities miles away. All the buyer has to do is go into a local florist and place the order. A co-operating florist in the receiver's city delivers the order. If it can be done with flowers, why not records? A dealer organization could sponsor and promote such a project.

3. Set up "problem committees." When dealers run into specific merchandising problems, committees could be set up to explore the problem and seek a solution. For example, dealer volunteers with good success in advertising should work on a committee devoted to "How to get the most from your ad dollar."

4. Encourage the industry to set up a disk sales clinic. This would be a model retailing operation, supported by record manufacturers, in which retailing practices could come under the industry's microscope. It would enable the manufacturer and dealer to learn first-hand how specific displays, sales practices, etc. work out before they are actually used.

5. Create sales aids. The organization would create and sell to dealer-members direct-mail pieces and other advertising gimmicks for the dealers to use with their customers. Conceivably these sales aids could show a profit and make some contribution to the operating expenses of the organization.

6. Create a newsletter. This would contain merchandising ideas and sales tips for dealers and call attention to promotion possibilities inherent in certain merchandise.

7. Form a co-op buying syndicate.

No Quarrel Here

One cannot quarrel with Mrs. Barr's intentions or ideas. Certainly, this column, devoted to the idea that merchandising can be exciting and stimulating, can find nothing wrong in solving retailing ills and broadcasting new ideas.

We even feel that a positive program like this could sustain and nourish an association of dealers for more than three meetings.

Muzak Bonnet Still in Label Ring

NEW YORK — Muzak is still in the market for a record label. About a fortnight ago it visited Al Silver, head of Herald and Ember

records. Silver and Muzak discussed a possible deal, tho no negotiations were entered into at that time. Silver and Muzak have another meeting scheduled in a couple of weeks. Muzak's last attempt at purchasing a diskery involved them in negotiations with Bernie Lowe's Cameo Records label. The deal was almost set but fell thru at the last moment, due to inability of both parties to agree on a price.

9 NEW LABELS JOIN PARADE

NEW YORK — Nine labels joined the label parade this week. Here are the names and addresses of the newcomers: Blue Bell Records, 6430 Old Washington Boulevard, Baltimore 27, Md.; Ford Records, care of Sherman Ford Jr., Room 501, 1619 Broadway, New York, N. Y.; Holland Records, Inc., 507 Fifth Avenue, New York 17, N. Y.; Jopz Records, 407 South Ottawa Street, Joliet, Ill.; Lexx Records, 333 Madison Place, Lexington, Ky.; Premier Records, care of Frank J. Hundshamer, 244 Wayland Road, Syracuse 8, N. Y.; Skyline Records, care of Harris, 160 West 73rd Street, New York 23, N. Y.; Stan Records, 539 West 25th Street, New York 1, N. Y.; Toppa Records, 729 Park Avenue, Covina, Calif.

Urania Skeds 3 Nov. Albums

NEW YORK — Urania Records will release three new albums by the end of this month, according to Sieg Bart, president. Sched-

Industry Foresees Thin Ice

• Continued from page 3

From the standpoint of pure economics, the low, low-pricers tread a narrow tightrope indeed between profit and loss. Average production costs as figured by various record men run approximately as follows on a per 12-inch disk basis, in lots of 100,000: pressing, 28 cents; label, 1 cent; polyethylene bag, 1 cent; excise tax, 9 cents; trust fund payment 1½ cents; royalties (at a 1-cent rate) 12 cents; four-color cover, 10 cents, and recording and material cost, 10 cents. The total is roughly 73 cents cost per record, not including artist royalties paid, if any. Yet the wholesale cost of the \$1.49 record would be in the neighborhood of 73 cents.

Obviously, deals have to be made if any profit at all is to be shown. In many cases, direct deals are consummated with dealers and chains. In more and more cases today, tunes in the public domain are being used to avoid royalty payments entirely. In other cases, there is a circumvention of royalty payments when they are actually due as was seen in a recent litigation.

But assuming a profit of 10 cents per record sold can be realized, it's still true that the 100 per cent exchange is a necessary part of the business. If 100,000 records

are shipped and 50,000 of them eventually are returned for exchange or credit, it will take a great many future sales (at 10 cents per record profit) to write off the deficit on just the one release.

Pressure from widely discounted \$3.98 disk lines, which are selling in many areas for as low as \$1.98 and \$2.19 is also seen as working to the disadvantage of the low-price outfit which cannot afford to lose for very long. Also, the low-price subsidiaries of the majors can serve a purpose for their owners even if they merely break even, by competing with indie low-pricers at their own level. Such outfits as Synthetic Plastics, for which record lines such as Parade, Promenade and Spinerama are merely sidelines to the main business, can compete. This is so because the firm has its own raw materials for pressings and its own pressing equipment. The plastic raw materials are by-products of the main venture of button manufacturing. Other labels, not affiliated in this way, figure to have a harder time.

It's no secret that many of the outfits in question have been forced to operate on a deficit basis. Money is owed in numerous quarters, such as pressing plants, liner manufacturers, etc., and the amounts owed in some instances is substantial. As long as business runs along a given plane regular part payments are made but in some cases, the firms are always behind. If things become at all rough, a firm can be put in a tottering condition quickly.

Another interesting aspect of the operation of some low-price lines is that of the factor. Much of the working capital, in a sense, comes from the factor who takes over accounts receivable. The factor advances operating capital against future collections but this, too, is an added cost of about 1½ per cent per month — or 18 per cent per year, which can also be hard on a low-margin operation.

With the exception of a few, which have turned out to be many consider moderately good stereo low-price disks, the situation is expected to take on the same aspects in the stereo field, particularly when the general public becomes better educated as to what stereo is all about.

Some tradesters even have suggested that the smartest thing regular price diskeries could do to compete with the low-pricers would be to drop monaural list prices to \$2.98 and stereo to \$3.98. The difference between these prices, and the low pricers, it's reasoned, would then be comparatively small. The lure of the low-price lines would thus be lessened. The move would have the effect of forcing low-price lines — in order to compete — below the generally accepted break-even point.

Freed Trial Off to Jan.

BOSTON — The long-heralded Alan Freed trial has been postponed till January 5. The trial of Freed on charges of inciting to riot during a rock and roll show here last spring, was originally slated to get under way before a jury today (17).

The Suffolk County district attorney's office chose a course of "nolle prosequere" with regard to another charge of violating the Massachusetts anti-anarchy law. Meanwhile the Freed forces ran ads in the Boston papers asking that people who were on the scene on the night of the alleged incidents, communicate their names and addresses to a Boston post office box number, so that their versions of the affair could be checked in court if necessary.

Victor Airline

• Continued from page 2

musical trips to cities serviced by Sabena, including London, Paris, Dublin, Vienna, Lisbon, and Rome.

Sabena is to offer consumers a 45 EP dealer traffic builder thru ads in Holiday, New Yorker and the New York Times Magazine, and thru 2,500 travel agencies. Album, in a four-color sleeve, has one complete section from each of the six "Holiday Abroad" LP's, plus a coupon good for a one dollar saving in the dealer's store against the nationally-advertised price of any of the albums.

The EP is also to be advertised by the airline in key newspapers from December 1958 thru June 1959. A radio spot campaign will back up the black and white campaign. Mats for distributors, point of sale and window material for disk shops and travel agencies are being made available. Topping it off, Victor will initiate a deejay promotion around the six albums with 18 overseas Sabena trips as prizes.

Friml Blazes

• Continued from page 2

is releasing 100 stereo albums between now and January 1, its largest number to date. Highlights include Beethoven's "Eroica" Symphony, Berlioz' Symphony Fantastique and Haydn's "Military" and "Farewell" Symphonies, all by the Vienna State Opera Ork; Brahms' Violin Concerto by Erica Morini and Rodzinski; Handel's "Israel in Egypt"; Stravinsky's "L'Histoire du Soldat"; and Gershwin's Piano Concerto in F by the Utah Symphony. Pop stereo releases include symphonic treatments of Rodgers and Hart ("With a Song in My Heart"), Porter ("Night and Day") and Berlin ("Blue Skies").

The Westminster "Foolish Heart" album, featuring "music from Station WPAT," is currently selling an average 150 copies per day via direct mail to the N. J. outlet, tho on-the-air announcements suggest trying dealers first.

uled are packages with Eugenia Zareska, European opera star; Barbara Cook, of the Broadway hit, "Music Man," and Tina Louise, stage and screen actress. Miss Zareska's album, "The Grand Duchess of Gerolstein," is in stereo and monaural versions. Miss Cook's material is a set of songs set to Dorothy Parker's poems.

Find the strength for your life...



WORSHIP TOGETHER THIS WEEK

Somewhere in your town a man you may have never seen waits hopefully for you.

He is a minister. A priest. A rabbi. A man used to speaking out... making decisions... taking action for himself, for his congregation and his community. But where you're concerned, he can only wait and hope you will come.

He holds something in trust for you—the powerful, crucial first introduction to Faith. And he is anxious to be able to pass it on.

The strength and confidence of Faith can mean many things to many men... and to the families who count on them. So together with your family start to find that Faith this week.

RELIGION IN AMERICAN LIFE, INC.

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Cousin Jody



Johnnie & Jack



Grandpa Jones



Jordanaires



Lonzo & Oscar



Benny Martin



Bill Monroe



Jimmy Newman



Minnie Pearl



Jean Shepard



Stringbean



Justin Tubb



Porter Wagoner Trio



The Wilburn Bros.



Ray Price



Marty Robbins



Hank Snow



Ernest Tubbs



Faron Young



Kitty Wells



Del Wood

The Pilgrimage To Nashville is on!

Two thousand strong they'll stampede the stronghold of Country Music . . . America's top Country Music disc jockeys, Country Music Stars and leaders in the recording, publishing and publication fields . . . all converging on the Capitol of Country Music for

WSM'S 7th Annual National Country Music Disc Jockey Festival

Friday and Saturday, November 21-22

Honoring the 33rd Anniversary of

the

GRAND OLE OPRY

The Oldest, Longest and Most Famous Show in the History of Radio

WSM 650 Clear Channel...Nashville
The Air Castle of the South

C.&W. DJ's Map Serious Event As 7th Annual WSM Festival

- Recording, Publishing and Performing Mahoffs Slated to Appear at DeeJay Get-Together in Nashville This Week
- No Sharp Trends Seen, But C.&W. Men Due to Hear Much That May Help Them to Improve Their 1959 Programming

By BILL SACHS

NASHVILLE — An ambitious program of activity, geared to a serious vein, has been mapped for the Seventh Annual National Country Music Disk Jockey Festival to be held here Friday and Saturday of this week (21-22) in celebration of the 33d anniversary of WSM's "Grand Ole Opry."

No particular key trend is apt to evolve from the various business sessions skedded, nor is any particular subject concerning the c.&w. music industry likely to bust out for special emphasis during the two-day conclave. An array of industry names is slated to go to the post in the speakers' stakes to expound upon multiple subjects concerning the country and western field. It is planned to make the various speakers' sessions and open discussions as informative as possible, according to Walter D. (Dee) Kilpatrick, "Grand Ole Opry" manager and committee head of the WSM exec masterminding this year's festival.

Inaugurated seven years ago by WSM as a good-will social gathering for c.&w. deejays, the Nashville country music festival has grown in status each year until today it ranks as one of the more important industry meetings, attracting not only c.&w. artists and deejays, but top-ranking execs from the recording, publishing and other facets of the music business.

Accent on Business

In commenting on the program outlined for this year's conclave, Kilpatrick stated: "We have made every effort to come up with a bang-up, informative and interesting program for the various business sessions. Many of those attending the convention this year want to be able to take something home with them, something in the way of information that will enable them to improve their own operations and further the interest of country and western music in

general. Our programs and business sessions this year are pointed toward that end."

Despite the added note of seriousness at this year's fest, there will be no stinting in the usual high-jinks, fun-making and social activity. Fun over the two days will be punctuated with the usual routine of breakfasts, luncheons, cocktail sessions and parties. Special recognition will be given to original members of "Grand Ole Opry" who are still a part of the show, Kilpatrick says. Roy Acuff, now on tour in Europe with his Smoky Mountain Boys, will be heard at one of the sessions via special radio transmission from Germany.

Principal Speakers

The two-day meetings get under way at War Memorial Auditorium

at 10 a.m., Friday (21), with Ott Devine, WSM program director, serving as toastmaster. Jack DeWitt, WSM prexy, will make the welcome address and in turn will introduce the session's principal speakers, Gov. Elect Buford Ellington of Tennessee and Matthew J. Culligan, executive vice-president of the National Broadcasting Company. Remainder of the morning will be given over to presentation of performer awards by the various trade publications and music orgs.

Speakers at the Festival Workshop, which gets under way Friday at 2 p.m., will be George Marek, vice-president and general manager, record division, RCA Victor, whose subject will be "Country Music and Its Future in the Record Industry"; Ray Morris, advertising manager of the Pet Milk Corporation, who will speak on "Country Music and Its Potential Ability to Move Merchandise";

(Continued on page 24)

TRENDS IN WINNERS

Key to DJ Choice Is 'Traditional'

- Jocks cite re-emergence of "true" c.&w. programming
- Also ask for more waxings in religious music vein

By REN GREVATT

"Let's get country music back to the soil and throw out the pop and rock and roll influences."

That's the consensus of an aroused disk jockey element making its feelings known in The Billboard's 11th Annual Country and Western Disk Jockey Poll. The jocks, as a body, further confirmed these feelings in their voting in numerous "favorite" categories of the year.

Another significant point brought out in the poll is the need for more religious and sacred material as a "shot in the arm for the deejay, his stations and country music in general."

In the voting for the favorite c.&w. disk of the year, the traditional sound emerged as a strong choice of the jocks. Newcomer Don Gibson, who still has the old-styled sound, placed two records in the top 10 favorites, including the No. 1 disk. On the other hand, Johnny Cash, who would be viewed as a traditional artist in anybody's poll, placed three records in the top 10 favorites of the deejays. Hank Locklin also accounted for two of the top disks. In other words, it can be said that the jocks are putting their money where their mouths are in terms of personal favorites and in

(Continued on page 22)

'OPRY' SALUTING C&W SPINNERS

NASHVILLE — A special salute to the c.&w. deejay bash in Nashville this week will be staged by NBC Radio on "Grand Ole Opry," oldest continuously sponsored program in network radio, next Saturday (22), originating at WSM.

The famed country music showcase will also be celebrating its 33d anniversary, having long since established itself as one of radio's hardest perennials. Last year, for example, 26 of the "Grand Ole Opry" performers sold the staggering combined total of 13,750,000 records and grossed an estimated \$8,000,000.

NBC Radio's Matthew J. Culligan, executive veepee, is due to be a principal speaker at the November 21-22 deejay convention here.

Schedule of Events

WSM's Seventh Annual National Country Music Disk Jockey Festival, Nashville, November 21-22

FRIDAY, November 21

- 8 a.m.RegistrationLobby of Andrew Jackson Hotel
- 8 a.m.BreakfastAndrew Jackson Hotel Ballroom
Sponsor: Cadence Records. Host: Archie Bleyer
- 10 a.m.Festival OpeningWar Memorial Auditorium
Toastmaster: Ott Devine, WSM program director
Principal of Welcome: Jack DeWitt, WSM president
Principal Speakers: Gov. Elect Buford Ellington of Tennessee
Matthew J. Culligan, Executive Vice-President, National Broadcasting Company
Presentation of Performer Awards.
Emcee: T. Tommy Cutrer
- 12 NoonLuncheonAndrew Jackson Hotel Ballroom
Sponsor: Dot Records. Host: Randy Wood
- 2 p.m.Festival WorkshopWar Memorial Auditorium
Principal Speakers: George Marek, RCA Victor; Ray Morris, Pet Milk Corporation; Connie B. Gay, Town & Country Network, and Col. Vernon Rice, U. S. Army
- Open Forum and Discussion Period. Dee Kilpatrick, moderator.
Speakers and Panel Members: Len Ellis, WJOB, Hammond, Ind.; Cal Young, WENO, Madison, Tenn.; Dan Davis, WFBF, Fernandina Beach, Fla.; Nat Nigberg, "Country America," Los Angeles; Cracker Jim Brooker, WMIE, Miami; Sid Goldberg, Decca Records; Jack Burgess, RCA Victor; Ken Nelson, Capitol Records, and Bob Burrell, Columbia Records.
- Skit: "The Country Music D.J.—Before and After," with following cast: T. Tommy Cutrer, Jack Dunn, Bob Cooper, Ott Devine, Louie Buck, A. O. Stinson, June Carter, Ferlin Husky, Ernest Tubbs, Hubert Long and Grant Turner.

- 5:30 p.m.Cocktail PartyAndrew Jackson Hotel Ballroom
Sponsor: RCA Victor. Hosts: George Marek, Jack Burgess, Steve Sholes
- 7 p.m.Friday Night FrolicsStudio C, WSM Studios
- 9 p.m.Mr. Dee Jay, U. S. A.Studio C, WSM Studios
Announcer: Grant Turner
- 9 p.m.DanceAndrew Jackson Hotel Ballroom
Sponsor: Country Music Association. Entertainment by Hank Thompson and His Brazos Valley Boys

SATURDAY, November 22

- 8:30 a.m.Breakfast at the OpryMaxwell House Hotel Ballroom
- 10 a.m.Country Music Association Meeting ..Commodore Room, Andrew Jackson Hotel
- 12 NoonLuncheonMaxwell House Hotel Ballroom
Sponsor: Columbia Records. Hosts: Don Law and Bob Burrell
- 2:30 p.m.Tape Room for DeejaysAndrew Jack Room, Andrew Jackson Hotel
- 4:30 p.m.Reception and Buffet DinnerMaxwell House Hotel Ballroom
Sponsor: WSM
- 7:30 p.m."Grand Ole Opry" 33d Anniversary Performance
Ryan Auditorium
- 10:30 p.m.DanceAndrew Jackson Hotel Ballroom
Sponsor: D Records. Host: Pappy Daily. Entertainment by Merl Lindsay and His Jubilee Band

SUNDAY, November 23

- 8 a.m.Kaffee KlatchAndrew Jackson Room, Andrew Jackson Hotel
Sponsor: Columbia Records. Hosts: Don Law and Bob Burrell

'D' Kilpatrick as C&W 'Man of Year'

By BERNIE ASBELL

The Country and Western Man of the Year, W. D. (D) Kilpatrick, is a man of power over the fate of hundreds of c.&w. performers. Yet he is as popular with them as he is with the deejays who named him in the 11th Annual poll.

Kilpatrick, general manager of WSM's "Grand Ole Opry" in Nashville, got the news last Wednesday. He had been holed up in a two-day meeting in his favorite hideaway, his 27-foot cruiser, Pelley II, afloat on Old Hickory Lake outside Nashville, when he came ashore to call his secretary. Bowled over by the message from The Billboard, "D" accounted for the honor simply: "Must be because I never conned a one of them, and I don't plan to."

While many music men fall into the business through a peculiar accident, "D" plunged into it with a peculiar form of resourcefulness. At the end of World War II, when "D" was 24, he was selling for an auto parts manufacturer in North Carolina. Business was so good he got fed up with the job: no challenge. He took note that outside of almost every ice cream

parlor, hash house and saloon in his territory there was a window sticker announcing the presence of a Wurlitzer juke box. Coming from a family of 10 children, every one of whom played a musical instrument except "D," he felt a special affinity for machines that produce artistry at the coaxing of nickels instead of at the coaxing of a music teacher.

Into Wax Field

Upon investigation, Kilpatrick learned that juke box owners are continuous buyers of two commodities: Fluorescent bulbs and phonograph records. Bulbs seemed as dull as auto parts but the idea of selling records fascinated him. He consulted a copy of The Billboard and wrote to a then new company, Capitol Records, asking for the North Carolina distributorship. The company, he learned, was already setting up an outlet in Charlotte but he was invited to apply there for a job. Spence Rackley, branch manager and Ray Marchbanks, Southern Regional Director, hired him.

After 16 months in Charlotte, "D" was given his own branch to manage in Atlanta. Still looking

(Continued on page 22)



DJ's— WE GET A BOOT...

out of welcoming you to the Country and Western Convention. RCA Victor's C & W artists hope you have a happy time in Nashville. To help make it fun, drop in for some RCA Victor southern hospitality. Our suite: rooms 936 and 940.



MGM Records

1540 BROADWAY, N. Y. C. JUdson 2-2000

sends greetings to the

WSM

7th

anniversary

DISK JOCKEY FESTIVAL

and

33rd

anniversary of

GRAND OLE OPRY



Conway Twitty
Shel Wooley
Marvin Rainwater
Jimmy Newman
Mark Dinning
Bob Gallion
Osborn Bros. and Red Allen
Don Vinson
Terry Redman

HANK WILLIAMS
 (in our hearts forever)

VISIT
 MGM RECORDS
 HOSPITALITY
 ROOM

THE BILLBOARD 11th ANNUAL DISK JOCKEY POLL

FAVORITE C&W RECORDS

Position	RECORDING	Label
1.....	OH LONESOME ME, Don Gibson	RCA Victor
2.....	CITY LIGHTS, Ray Price	Columbia
3.....	ALONE WITH YOU, Faron Young	Capitol
4.....	BALLAD OF A TEENAGE QUEEN, Johnny Cash	Sun
5.....	GUESS THINGS HAPPEN THAT WAY, Johnny Cash	Sun
6.....	I CAN'T STOP LOVING YOU, Don Gibson	RCA Victor
7.....	SEND ME THE PILLOW YOU DREAM ON, Hank Locklin	RCA Victor
8.....	BLUE BOY, Jim Reeves	RCA Victor
9.....	IT'S A LITTLE MORE LIKE HEAVEN, Hank Locklin	RCA Victor
10.....	WAYS OF A WOMAN IN LOVE, Johnny Cash	Sun
11.....	YOU'RE THE NEAREST THING TO HEAVEN, Johnny Cash	Sun
12.....	BLUE, BLUE DAY, Don Gibson	RCA Victor
13.....	SQUAWS ALONG THE YUKON, Hank Thompson	Capitol
14.....	INVITATION TO THE BLUES, Ray Price	Columbia
15.....	ALL GROWN UP, Johnny Horton	Columbia

FAVORITE MALE ARTISTS OF C&W JOCKEYS

Position	Artist	Label
1.....	JOHNNY CASH	Columbia
2.....	RAY PRICE	Columbia
3.....	DON GIBSON	RCA Victor
4.....	JIM REEVES	RCA Victor
5.....	MARTY ROBBINS	Columbia
6.....	HANK THOMPSON	Capitol
7.....	GEORGE JONES	Mercury
8.....	HANK SNOW	RCA Victor
9.....	FERLIN HUSKY	Capitol
10.....	ERNEST TUBB	Decca

FAVORITE FEMALE ARTISTS OF C&W JOCKEYS

Position	Artist	Label
1.....	KITTY WELLS	Decca
2.....	JEAN SHEPARD	Capitol
3.....	PATSY CLINE	Decca
4.....	WANDA JACKSON	Capitol
5.....	JUNE WEBB	Decca
6.....	WILMA LEE COOPER	Hickory
7.....	SKEETER DAVIS	RCA Victor
8.....	GOLDIE HILL	Decca
9.....	MARTHA CARSON	RCA Victor
10.....	ANITA CARTER	Cadence

MOST PROMISING MALE ARTISTS OF C&W JOCKEYS

Position	Artist	Label
1.....	DON GIBSON	RCA Victor
2.....	STONEWALL JACKSON	Columbia
3.....	JAMES O'GWYNN	Mercury
4.....	DAVE RICH	RCA Victor
5.....	MEL TILLIS	Columbia
6.....	JOHNNY CASH	Columbia-Sun
7.....	CHARLIE WALKER	Columbia
8.....	BOBBY HELMS	Decca
9.....	CARL BUTLER	Columbia
10.....	WAYNE WALKER	Columbia

(Continued on page 22)

HIT after HIT after HIT after HIT after HIT

Johnny Cash

current best seller

**ALL OVER
AGAIN**

and

**WHAT DO
I CARE**

Columbia 41251

JUST RELEASED

JOHNNY CASH



**THE FABULOUS
JOHNNY CASH**
Columbia CL1253

**THANKS TO
EVERYONE
FOR A GREAT
YEAR**

JOHNNY

Johnny Cash Enterprises, 1516 Crossroads of the World, Hollywood 28, Calif. HO 9-8355

Trends in C&W Winners

Continued from page 18

terms of what they feel can bring country music back on top.

In the category of favorite male c.&w. artist, Johnny Cash and Don Gibson again show up, with Ray Price between them, in the one-two-three slotting. In the favorite female artist group, it's once more the traditional sound which gets the nod. Kitty Wells and Jean Shepard take down the Nos. 1 and 2 spots. This finish prompted one observer to remark: "You can't get much more traditional than that, can you?"

In the "most-promising" artist category of voting, the traditional sound also showed up well in front. Among the men, Don Gibson emerged on top, with Stonewall Jackson in the runner-up position. And with the newer girl artists, it's the same story. June Webb emerged way out front as the winner, while Margie Bowes was a good second to Miss Webb. Miss Bowes scored her favorite runner-up spot largely on the strength of a recent record on Hickory, "Violets and Cheap Perfume," noted by another observer to be a title very much in the traditional country groove.

One survey respondent, Pat Boyd, of WMAX, Grand Rapids, Mich., underscores the interest in the old-line country act, with the comment: "Artists such as Ricky Nelson, Elvis Presley and Jerry Lee Lewis, who are not truly country singers, should be excluded from the charts. Any record which uses heavy drums as opposed to light brush work or includes bugles should not be in the country charts."

Reflecting the thought that much of what is associated with country music today is a popularized form, Ray Godwin, of WFVG, Angier, N. C., says: "Country music

is on its way back in the South Atlantic States. Releases of the old hits are the most popular here by far."

O. C. Hardin, of WGWD, Attalla, Ala., raises another interesting point, to wit: "Have you ever wondered what Hank Williams would do, if he were living, about playing rock and roll music and contributing to that craze?" (Edit. note: Bouleaux and Felice Bryant have done right well by themselves in this field.)

Commenting on the content of what constitutes a true country record, Mel Price, of WABW, Easton, Md., noted: "Keep as many country records country as possible. Leave out the choral backgrounds and drum beats." On the other hand, Famous Lashau, of WDSM, Duluth, Minn., says: "I don't like to see Bobby Darin's 'Splish Splash' and songs and artists of that style listed in country and western charts." Then, J. Allen Brimmer of WJIV, Savannah, Ga., points out a need to go back to real country music. "Too many performers are now getting too close to the pop field," says Brimmer.

Country Vs. Pop

Benny Jarrell, of WRXO, Roxboro, N. C., issues the call: "Let's go back to the good old-fashioned, home-spun country music without these choruses and rock and rollers." Jimmy Tugwell, of WSJC, Magee, Miss., attempts to set a line of delineation between musical forms. "Let's divide country from pop according to music used," says Tugwell. "If any wind instrument is used, other than accordion and harmonica, call it popular."

In a long statement, Estil Stewart, of WDOC, Prestonsburg, Ky., declared:

"I must criticize some of our

country artists for not sticking strictly to country music. We just don't think of country music with drums and brass horns. It's not just the artists alone tho, it's the recording companies as well. I think it (country music) will always be out on top if artists and record companies will just forget the high-brow and play it like it is supposed to be played."

Bright Outlook

Optimistic notes are sounded by others as well. Dave Bruce, of WEMB, Erwin, Tenn., comments: "The outlook at the end of '58 is much brighter for country music than a year ago, since many artists quit chorus backings." Then Earl Davis, of KTHS, Little Rock, Ark., adds the point that, "Good commercial country music is coming back fast and strong. We deejays need even more records without choral backgrounds and with country instrumentation, as in the 1948-1951 era."

Some jocks also couple the need for more gospel and sacred material with their interest in country music. For many, the forms are closely intertwined. Art Barrett, of WSIG, Mount Jackson, Va., advises: "Use a little more gospel and religious music. A recent survey in the Shenandoah Valley of Virginia showed a 'want' on the part of people for familiar hymns. Pick and choose the gospel records you use on your programs. Make sure they have a definite message and are not just a lot of words set to a good beat." Meanwhile, Marvin Lacy, of WIPC, Lake Wales, Fla., notes that, "Jocks should use songs that uplift." He advises that "r.&r. be kept apart from c.&w."

'D' Kilpatrick

Continued from page 18

for challenges, "D" began to bulletin Lee Gillette, then Capitol's country and western a.&r. chief, about regional artists without record contracts. Gillette turned "D" loose to record them. When "D" signed his first act, James and Martha Carson, and brought them into a session, it was the first time in his life he had ever seen a recording studio.

"D" went on to record the Carlises, Stanley Brothers, Carl Story, Johnny Horton and Jimmy Dean.

Mercury A&R.

Before long, Lee Gillette had Kilpatrick yanked out of sales and sent him to Nashville as a member of the a.&r. department. Frequently, "D" commuted to Chicago to record pop names such as Art Van Damme, Jan Garber, Ray Anthony and Woody Herman.

In 1952, Kilpatrick was lured to Mercury Records as head of its c.&w. department as well as regional director for the South and Southwest, supervising distributors in 20 States.

After four years, Kilpatrick was invited to take over perhaps the most enviable job in the entire c.&w. field. He became general manager of the WSM "Grand Ole Opry" and head of its artist service bureau.

"D" was born in Kannapolis, N. C., and grew up in Charlotte where he was a high school half-back. As a semi-pro baseball star, he was signed by the St. Louis Cardinals but an injury ended that career. He was an organizer and charter member of the Country Music Association.

THE BILLBOARD 11th ANNUAL DISK JOCKEY POLL

Continued from page 20

MOST PROMISING FEMALE ARTISTS OF C&W JOCKEYS

Position	Artist	Label
1.....	JUNE WEBB	Decca
2.....	MARGIE BOWES	Hickory
3.....	PATSY CLINE	Decca
4.....	WANDA JACKSON	Capitol
5.....	LINDA BRANNON	Royal
6.....	SKETER DAVIS	RCA Victor
7.....	CONNIE HALL	Mercury
8.....	TABBY WEST	Decca
9.....	MARGIE SINGLETON	Starday
10.....	WILMA LEE COOPER	Hickory

FAVORITE SMALL C&W VOCAL GROUPS

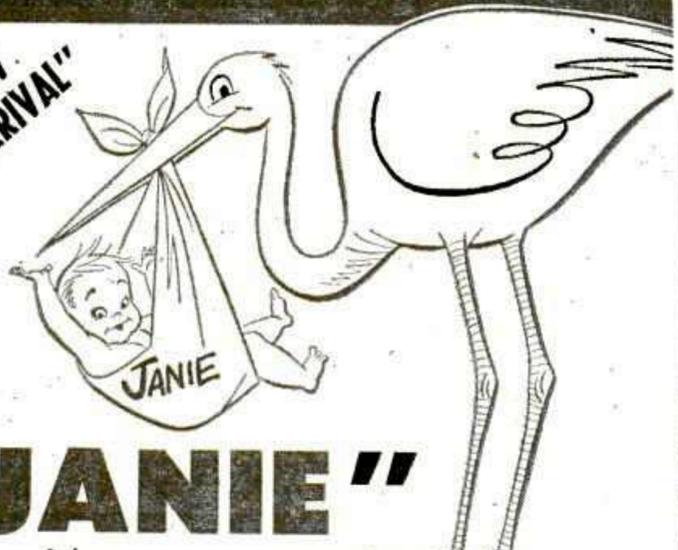
Position	Artists	Label
1.....	LOUVIN BROTHERS	Decca
2.....	JIM EDWARD, MAXINE AND BONNIE BROWN	RCA Victor
3.....	EVERLY BROTHERS	Cadence
4.....	WILBURN BROTHERS	Decca
5.....	LESTER FLATT AND EARL SCRUGGS	Columbia
6.....	RUSTY AND DOUG	Hickory
7.....	JOHNNIE AND JACK	RCA Victor
8.....	PORTER WAGONER	RCA Victor
9.....	WILMA LEE AND STONY COOPER	Hickory
10.....	OSBORNE BROTHERS AND RED ALLEN	Decca

FAVORITE C&W ALBUMS

Position	Album	Label
1.....	OH LONESOME ME, Don Gibson	RCA Victor
2.....	GIRLS I HAVE KNOWN, Jim Reeves	RCA Victor
3.....	TALK TO YOUR HEART, Ray Price	Columbia
4.....	JOHNNY CASH	Sun
5.....	SONGS OF THE ISLANDS, Marty Robbins	Columbia
6.....	JOHNNIE CASH SINGS HANK WILLIAMS	Sun
7.....	HANK, Hank Thompson	Capitol
8.....	LOUVIN BROTHERS	Capitol
9.....	LONELY STREET, Kitty Wells	Decca
10.....	DANCE RANCH, Hank Thompson	Capitol
10.....	DADDY OF THEM ALL, Ernest Tubb	Decca
12.....	SONG OF ROBBINS, Marty Robbins	Columbia
13.....	CHET ATKINS AT HOME, Chet Atkins	RCA Victor
14.....	LET'S LIVE A LITTLE, Carl Smith	Columbia
15.....	WANDA JACKSON SINGS	Capitol

PEE WEE KING'S Bandstand

NEW "ARRIVAL"



"JANIE"

b/w

"UNBREAKABLE HEART"

RCA VICTOR #47-7375

it's like, thanks, man

- ROBERT HOOKER, BEAUMONT, TEXAS
- DALE WOOD (RECORD HOP), OELWEIN, IOWA
- DICK PIKE, NEWPORT, KY.
- PAUL COWLEY, LOUISVILLE, KY.
- EASY GWYNN, INDIANAPOLIS, IND.

OERTEL'S BANDSTAND EACH THURSDAY W.A.V.E.

BOB RYAN AUTO SALES JAMBOREE EACH SATURDAY W.K.L.O.

A Great New Star!

Margie Bowes

"ONE TIME TOO MANY"

b/w

"VIOLETS AND CHEAP PERFUME"

Hickory #1087

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Citation of Achievement

1958

*Awarded to the writers and publishers of the great
Country and Western Song Hits of the year*

TO THESE WRITERS

Al Allen
Bill Anderson
J. W. Arnold
Jim Atkins
Wanda Ballman
Carl Belew
Otis Blackwell
Boudleaux Bryant
Felice Bryant
Dorsey Burnette
Johnny Burnette
Paul Campbell
Bert Carroll

Johnny Cash
Ray Charles
Jack Clement
Mark Dee
Barry DeVorzon
Dub Dickerson
Glenn Douglas
Roy Drusky
Jimmy Duncan
Don Gibson
Jack Hammer
Ron Hargrave
Erma Herrold

Hoyt Johnson
George Jones
Bill Justis
Jerry Leiber
Jerry Lee Lewis
Hank Locklin
Sidney Manker
Vic McAlpin
Roger Miller
Russell Moody
Joel Newman
Al Peshoff
Webb Pierce

Charlie Rich
Lee Ross
Marilyn Schack
Shari Sheeley
Jimmie Skinner
George Camden Smith
W. S. Stevenson
Mike Stoller
Mel Tillis
Lester Vanadore
Cindy Walker
Wayne Walker
Lawton Williams
Faron Young

TO THESE PUBLISHERS

Acuff-Rose Publications
Blue Grass Music
B. R. S. Music Corp.
Johnny Cash Music, Inc.
and Music Co.
Commodore Music Corp.
Cross Music Co.
DeVorzon Music Co.
E & M Publishing Co.

Eric Music, Inc.
Folkways Music Publishers, Inc.
Four Star Sales Co., Inc.
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Obie Music, Inc.

Open Road Music
Pamper Music Publisher
Penron Music Publishing Co.
Elvis Presley Music, Inc.
Progressive Music Publishing Co.
Rush Music Corp.
Starday Recording & Pub. Co.
T N T Publishing Co.
Ernest Tubb Music, Inc.

In recognition of the great national popularity attained by these Country and Western Song Hits

ALL I HAVE TO DO IS DREAM
ALONE WITH YOU
ANNA MARIE
BALLAD OF A TEENAGE QUEEN
BELIEVE WHAT YOU SAY
BIG RIVER
BIRD DOG
BLUE, BLUE DAY
BLUE BOY
BREATHLESS
CITY LIGHTS
COLOR OF THE BLUES
COME IN, STRANGER
CRYIN' OVER YOU
CURTAIN IN THE WINDOW

DON'T
GREAT BALLS OF FIRE
GUESS THINGS HAPPEN THAT WAY
HEY, MISTER BLUEBIRD
HIGH SCHOOL CONFIDENTIAL
HOLIDAY FOR LOVE
HOME OF THE BLUES
I CAN'T STOP LOVING YOU
I FOUND MY GIRL IN THE U.S.A.
INVITATION TO THE BLUES
IT'S A LITTLE MORE LIKE HEAVEN
WHERE YOU ARE
JAILHOUSE ROCK
JUST MARRIED
KISSES SWEETER THAN WINE

MY SPECIAL ANGEL
OH LONESOME ME
POOR LITTLE FOOL
RAUNCHY
SEND ME THE PILLOW YOU
DREAM ON
SHE'S NO ANGEL
SQUAWS ALONG THE YUKON
STOOD UP
STOP THE WORLD
THIS LITTLE GIRL OF MINE
WAKE UP LITTLE SUSIE
THE WAYS OF A WOMAN IN LOVE
WEAR MY RING AROUND YOUR
NECK
WHY, WHY

BROADCAST MUSIC, INC.

589 Fifth Avenue, New York 17, N. Y.
New York • Chicago • Hollywood • Toronto • Montreal

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	5
5	2	2	2	SQUAWS ALONG THE YUKON	Hank Thompson, Capitol 4017	5
2	3	3	3	ALONE WITH YOU	Faron Young, Capitol 3982	5
6	6	4	4	PICK ME UP ON YOUR WAY DOWN	Charlie Walker, Columbia 41211	5
15	5	5	5	YOU'RE THE NEAREST THING TO HEAVEN	Johnny Cash, Sun 302	5
4	7	6	6	BLUE BOY	Jim Reeves, RCA Victor 7266	5
8	4	7	7	ALL OVER AGAIN	Johnny Cash, Columbia 41251	5
10	13	9	8	HALF A MIND	Ernest Tubb, Decca 30685	5
12	15	15	9	WHAT DO I CARE!	Johnny Cash, Columbia 41251	5
14	16	13	10	THAT'S THE WAY I FEEL	Faron Young, Capitol 4050	5
—	9	8	11	COUNTRY MUSIC IS HERE TO STAY	Simon Crum, Capitol 4073	3
9	8	12	12	GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7330	5
—	—	21	13	BILLY BAYOU	Jim Reeves, RCA Victor 7380	2
25	21	18	14	MY BABY'S GONE	Louvin Brothers, Capitol 4055	5
17	—	19	15	TOUCH AND GO HEART	Kitty Wells, Decca 30736	4
3	11	10	16	THE WAYS OF A WOMAN IN LOVE	Johnny Cash, Sun 302	5
7	10	11	17	TUPELO COUNTY JAIL	Webb Pierce, Decca 30711	5
—	18	17	18	LIFE TO GO	Stonewall Jackson, Columbia 41257	3
21	17	22	19	LOOK WHO'S BLUE	Don Gibson, RCA Victor 7330	5
—	14	20	20	YOU'RE MAKING A FOOL OUT OF ME	Jimmy Newman, M-G-M 12707	3
20	12	14	21	FALLING BACK TO YOU	Webb Pierce, Decca 30711	5
—	20	16	22	A WOMAN CAPTURED ME	Hank Snow, RCA Victor 7325	3
—	24	25	23	SEND ME THE PILLOW YOU DREAM ON	Hank Locklin, RCA Victor 7127	4
—	—	—	24	I'D LIKE TO BE	Jim Reeves, RCA Victor 7380	1
22	25	26	25	I HATE MYSELF	Faron Young, Capitol 4050	4
27	—	28	26	BLUE BLUE DAY	Don Gibson, RCA Victor 7010	4
—	—	—	27	TREASURE OF LOVE	George Jones, Mercury 71373	1
16	19	23	28	INVITATION TO THE BLUES	Ray Price, Columbia 41191	5
—	—	30	29	THE VIOLET AND A ROSE	Mel Tillis, Columbia 41189	2
11	—	29	30	ALL GROWN UP	Johnny Horton, Columbia 41210	4

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Letters and postcards, commenting on The Billboard's new "Hot C&W Sides" chart, inaugurated four weeks ago, continue to hit the desk daily. Reaction from deejays, artists and music men in general have been most favorable. The idea of augmenting the c.&w. listings and keeping them "strictly c.&w.," which the trade had been clamoring for for some time, seems to have solved the problem of giving the trade a faster, truer and more accurate picture of the country and western music business. May we have your views on the new chart? A postcard will do.

Lefty Frizzell, currently on tour to plug his new Columbia release, "Smoking Cigarettes and Coffee Blues," is set for a November 29 guest shot on "Louisiana Hayride," Shreveport. Ray Price made a return guest appearance on "Hayride" Saturday (15), along with the McCoy's. On January 3, "Louisiana Hayride," with full cast, originates from San Angelo, Tex., with Joe Treadway, owner of Station KPEP, handling the show. . . . The Happy Rhythm Quartet, featured on Station WHAB, Baxley, Ga., has signed a two-year pact with Ridgecrest Records and Talent Management System, LaGrange, Ga.

Eddy Arnold visits NBC Radio's "Red Foley Show" this Saturday (22). On the same date Fran (Aunt Fanny) Allison will howdy with Red and the gang on "Jubilee U. S. A." over the ABC-TV net. . . . Don F. Pierce, Starday prexy, infoes that he's readying several c.&w. packages for release in both the regular and low-price fields. . . . Songwriter Bill Price has placed several new tunes with Vokes Music, New Kensington, Pa. One of them, an instrumental titled "Stephie Gal," is due for early release on the Blue Hen label.

Kenny Everett, former deejay at KWBU, Corpus Christi, Tex., recently inked a recording pact with Allstar Records label, Houston, and is currently sporting a new release coupling "Have You Learned?" and "What Is It? . . . Johnny Bush has as his second Allstar release "Your Kind of Love" b.w. "I Should Have Known." . . . "Jubilee U. S. A.'s" Bobby Lord, currently on a road trek to plug his new Columbia release, "When I've Learned," hops into Philadelphia Friday (21) to make a guest appearance on the Dick Clark show over the ABC-TV network.

Norma Jean, Red Foley show thrush, headlines Monday thru Thursday (17-20) at Casey Reid's Beacon Club, Casper, Wyo. . . . Red Foley and Uncle Cyp Brasfield were Sunday's (16) attraction at T. F. Cashman's Moonlight Gardens Ballroom, East Dubuque, Ill. Speedy Hayworth, guitarist with Slim Wilson's Jubilee Band, did the accompanying to Red's warbling. . . . Starday prexy Don Pierce reports strong initial response to his firm's new releases of "Old Country Baptizing," by Carl Story; "Blue Sunday," by Jim Eanes, and "Lost," by Buzz Busby. Pierce says that deejays who may have been missed in the original mailing on George Jones' new Mercury platter, "Grits Ain't Groceries" b.w. "Treasure of Love," may obtain a copy by writing to him at Box 115, Madison, Tenn.

Following an appearance Saturday (15) on "Town Hall Party," Los Angeles, Johnny Cash and a package including the Tennessee Two; the Collins Kids, Lorrie and Larry; Merle Travis and Joe Maphis are playing their way to the Nashville convention this week via dates arranged by Bob Neal and Stew Carnall, of Johnny Cash Enterprises. Unit plays Sweetwater, Tex., Monday (17); Corpus Christi, Tex., Tuesday (18); Shreveport, La., Wednesday (19), and Sheffield-Florence, Ala., Thursday (20), with

the contingent due to arrive in Nashville early Friday. On Sunday (23), the group plays a benefit for the late J. B. Perkins, of the Carl Perkins band, at Jackson, Tenn.

Jim Denny is negotiating for the purchase of a radio station in Clarksville, Miss., and spent several days there last week checking on details of the operation. . . . Carl Smith returned to Nashville last week after a round of personals and interviews on the West Coast. . . . Larry Moeller, son of W. E. (Lucky) Moeller, of the Jim Denny office, has been serving as show manager of various units working out of the Denny agency. He recently accompanied the Monterays to Evansville, Ind., where they appeared with the Glenn Miller band. . . . Bobby Helms appears on the Dick Clark show November 28 to plug his latest Decca release, "A Hundred Hearts" b/w "A Fool and an Angel."

The John Kelly office, Nashville, has set a c.&w. package, headlining Webb Pierce and featuring George Jones, Cowboy Copas, Stonewall Jackson, Judy Lynn, Pat Kelly and the Shamrocks, to entertain the Tinker employees and their families in a Christmas show at Municipal Auditorium, Oklahoma City, Sunday, November 30. The unit follows with dates in the Midwest to round out a 10-day tour. . . . Okie Jones, regular on KCUL's "Cowtown Hoedown," Fort Worth, has a new release on the Majestic label coupling "I Borrow From Peter," novelty tune, with "Kiss Away." The Sunset Starlighters back Okie on both sides.

More anent the J. B. Perkins Memorial Benefit Show to be presented at City Auditorium, Memphis, November 23. Bob Neal, of Johnny Cash Enterprises, 1516 Crossroads of the World, Hollywood 28, who is handling arrangements for the benefit, says there'll be a matinee and night performance in Memphis and urges all c.&w. artists to co-operate. Perkins was the older brother of Carl Perkins and played rhythm guitar with the latter's band. He suffered a malignant brain tumor and died late in October after a long illness, leaving his widow and children in dire circumstances. All proceeds from the Memphis show will go into a fund for Mrs. Perkins and the children. Those already committed to appear on the show are Johnny Cash and the Tennessee Two, Homer and Jethro, the Collins Kids, Merle Travis, Joe Maphis and Lefty Frizzell. Performers who will be in Nashville for the convention, November 21-22, and who can possibly be in Memphis on the 23d are asked to contact Neal at the above address.

Fred Stryker, of Fairway Music, typewrites that he has just sold two masters which are being given immediate release. One has Johnny Strickland doing "You've Got What It Takes" and "She's Mine" on Roulette, and the other, which went to Jerry Blaine, of Josie Records, has Rocky Storm cutting "Should I" and "My Baby Left Me Swinging." . . . Rocky Star pencils that his "All-Star Barn Dance Revue," which has been aired each Saturday over WCAZ, Carthage, Ill., has folded until after January 1. Rocky says he's keeping busy taping c.&w. deejay shows from his Carthage office and making personals in the area.

7th Annual WSM Festival

Continued from page 18

Connie B. Gay, chairman of the board, Town & Country Network, who will elucidate on "The Growth of Country Music and Its Place in Your Future," and Col. Vernon Rice, director of recruiting publicity, U. S. Army, who will talk on "Your Fullest Public Service Advantage Thru Country Music."

Following the speakers' session, Dee Kilpatrick will conduct an open-forum and discussion period. Participants will be Len Ellis, commercial manager, WJOB, Hammond, Ind.; Cal Young, owner of WENO, Madison, Tenn.; Dan Davis, general manager, WFBF, Fernandina Beach, Fla., and Cracker Jim Brooker, deejay and promoter of WMIE, Miami, all of whom will discuss "How Country Music Proved Profitable for Our Station," and Nat Nigberg, of "Country America," Los Angeles, who will outline "What 'Country America' Has Done for Country Music." Also on deck for this event will be Sid Goldberg, vice-president, Decca Records; Jack Burgess, sales and merchandise chief, RCA Victor; Ken Nelson, c.&w. a.&r. head of Capitol Records, and Bob Burrell, director of c.&w. promotion, Columbia Records. Deejays will be invited to fire questions relating to the c.&w. business to all of the above participants.

The Friday afternoon session winds up with a humorous skit titled "The Country Music D.J.—

Before and After," presented by a cast comprising T. Tommy Cutrer, Jack Dunn, Bob Cooper, Ott Devine, Louie Buck, A. O. Stinson, June Carter, Ferlin Husky, Ernest Tubb, Hubert Long and Grant Turner.

Record Crowd Expected

To stimulate attendance, WSM officials will conduct a drawing for valuable prizes at each of the business sessions Friday. All convention registrants will be eligible to participate, with the exception of WSM or "Grand Ole Opry" personnel, but lucky ticket holders must be present at the time of drawing.

With pre-convention registrations running about 10 per cent ahead of last year, a record attendance is expected. Station-manager registration are reported to be running especially heavy. All the major labels and music companies and affiliated industry groups will be well represented.

The newly formed Country Music Association, which at the moment boasts 85 members, will hold its initial meeting Thursday morning (20) in Studio C of WSM, following with its first business session and election of officers Thursday afternoon. The group will hold another session in the Commodore Room of the Andrew Jackson Hotel Saturday morning at 10. The Friday afternoon and Saturday morning sessions will be open to members only.

of the
top 20*
country

and western hits,
including No. 1,
are on
high fidelity
records by

1. City Lights — Ray Price 4-1191
4. All Over Again — Johnny Cash 4-1251
6. Pick Me Up On Your Way Down — Charles Walker 4-1211
15. What Do I Care — Johnny Cash 4-1251
18. Life To Go — Stonewall Jackson 4-1257
19. Invitation To The Blues — Ray Price 4-1191

THESE TOP C&W ARTISTS RECORD EXCLUSIVELY FOR COLUMBIA:

Ray Price	Maddox Bros. & Rose
Johnny Cash	Frankie Lowery
Charlie Walker	Carl Perkins
Stonewall Jackson	Ronnie Self
Carl Smith	Mary Klich Robinson
Johnny Horton	Three G's
Bobby Lord	Mel Tillis
Billy Brown	Billy Walker
Collins Kids	Marty Robbins
Jimmie Dickens	Jimmv Dean
Flatt & Scruggs	Chuck Wagon Gang
Lefty Frizzell	Freddie Hart
John D. Loudermilk	Bill Phillips
George Morgan	Lee Emerson
Joe & Rose Lee Mathis	Otis Blackwell

COLUMBIA 

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

*According to Billboard, Nov. 3

Tape Firms Comment on New ARF Cartridge Development

Attitudes Depend on Progress To Date, Type of Market Reached

CHICAGO — Midwest tape playback makers are showing a trend toward favoring the RCA-Victor cartridge playback method, a survey shortly after the important Armour Research Foundation disclosed.

Only tape mahoff to reveal definite "join-the-Victor bandwagon" details was Irving Rossman, Pentron chief, who told The Billboard that his four channel 3-3-4 ips stereo cartridge playback, the Electra, will be in pre-production in December, with probable delivery by mid-January. Unit will probably be listed at \$275 and will be semi-automatic, with an automatic shutoff and a manual flip-over feature.

Industry Benefits

Ken Bishop, Bell Sound Systems' prexy, said that the Columbus, O.,

firm definitely favors the Victor cartridge playback method and will be announcing equipment in the future. Bishop said that he feels that the industry should acknowledge that tape will benefit from the effort and even the mistakes which Victor pioneering made.

Victor Miller, V-M Corporation

Round Table on Cartridges Is Set for N. Y.

NEW YORK — There's likely to be some verbal fireworks tomorrow—as well as some useful information for dealers, packaged phono manufacturers, and record execs—when the Audio Engineering society stages a round table at which three of the leading designers of phono pickups will argue the comparative merits of ceramic, moving coil, and variable reluctance pickups for stereo.

Session is slated to be held at CBS Studio 21 (40 East 52nd Street, New York) under the aegis of the AES' November New York Section Meeting. Time is set at 7:30 p.m., with the meeting open (Continued on page 29)

SALES UPBEAT

E-V Terms '58 Stereo As 'Very Successful'

By CHARLES SINCLAIR

BUCHANAN, Mich. — Electro-Voice's early entry into the stereo phono cartridge field has proved to be "a very successful operation" this year, according to E-V sales chief Larry LeKashman, who reports that assembly lines at the firm's plant are now running "16 to 18 hours a day, six days a week, to keep up with demand."

A particularly strong area for the sale of E-V stereo ceramics has

been to packaged phono producers, LeKashman points out, stating that the customer list now includes Zenith, Philco and Magnavox, among others, plus the "house brand" lines of Ward's and Sears. "Usually, manufacturer pressure on us for cartridges eases up in November. This year we're scheduled to produce phono cartridges clear up to Christmas," he told The Billboard in a phone interview.

Leonard to Promote on DeeJay Seg

NEW YORK — Leonard Radio, audio outlet on Gotham's "radio row" (69 Courtland Street), will soon begin sponsorship of a new deeJay show on good music station WBAI-FM. Show will be hosted by Gene Bruck and will be called "Musical Billboard."

Participation by several manufacturers with Leonard Radio is set. G-E, Thorens, Ampex and James B. Lansing are some of the more prominent names on the roster.

Show will be aired from 10 to 11 p.m., Monday, Wednesday and Thursday. Some selections of albums to be heard will be taken from The Billboard "Best Seller" charts.

Small Speakers Trend

As a parallel to the humming sales of E-V's cartridges, LeKashman also confirmed a "definite trend" in loudspeaker sales — primarily due to stereo — toward smaller speakers and smaller enclosures. "However," he added, "in the past 60 days there's been an up-beat of public interest in big systems—the real big ones, like our Georgian and Patrician models. In stereo installations, our Stereon unit is paired with them. In fact, we're getting lots of inquiries from consumers on the subject of how to achieve stereo with a big speaker system."

Groden Agency Shifts

NEW YORK — Because of "increased business," Sam Groden, Inc., advertising agency, has moved to expanded quarters at 10 East 52nd Street, New York City. The agency has been specializing in electronics, office equipment and hi-fi accounts. Former location was 235 East 58th Street, New York City.

Audio Feedback

By CHARLES SINCLAIR

STEREO MULTIPLEXING'S LATEST

Controversy between the station operators who make their living out of airing multiplexed FM music as a service to taverns, restaurants, etc. and stations who want multiplexing primarily to air stereocasts may ease up a bit. Latest development: the Court of Appeals has ruled that functional music is "broadcasting," in contrast to FCC ruling earlier that stations would have to drop the "simplex" technique and shift to multiplexing exclusively for their airings. It remains to be seen, however, whether this will springboard more stations into multiplexed FM stereo music, and a resultant small-scale boom in "adapters," such as those of Madison-Fielding and others.

HOFFMAN BROCHURE ON STEREO

Hoffman Electronics is to be commended for its new illustrated brochure on the subject of stereo. As examined in a story in The Billboard's front page last week, there is considerable public misinformation on the subject of stereo and a real need for booklets that not only plug products but explain the stereo concept in a minimum of words and a maximum of graphic word concepts. Hoffman's new packaged consoles, by the way, are a handsome-looking line in stereo and monaural editions.

STEREO NEEDLE WEAR CITED

Walco Products makes an interesting point in its latest dope sheets on the Walco Discleaner kit. According to Walco execs, "the critical dual action stereo grooves exert on a stylus" causes the .7 mil tip to wear "more than twice as fast as a 1 mil microgroove tip," calling thus for more attention to elements that cut down on needle and record wear. Latest packaged Walco kit, retailing for \$1.50, contains cleaning solution, applicator pad and dusting pad. Velvet pads are sheared to match groove depth on stereo records, and the whole thing's guaranteed not to damage records. Retailers can get more data from Walco Products, 60-B Franklin Street, East Orange, N. J.

STEREO AND TV COMBOS

Olympic is planning to put a strong push behind three new models which contain TV as well as stereo phonos. So says Morton Schwartz, v.-p. in charge of sales. Two models have 21-inch screens; the third has a 24-inch tube. All have AM radios and stereo phonos, with an AM-FM tuner optionally available, and what Olympic describes as "3-D" controls.

AND THE MOO THE MERRIER

James Logan, show manager for the San Francisco High Fidelity Show for 1959, advises us that the 1958 event (it was held last spring) pulled so hefty an attendance that the 1959 event will be held in the Cow Palace, the huge home of many an industrial show. Applications for space are being taken now from manufacturers, with a space drawing scheduled for December 8 in San Francisco. The Cow Palace-ites point out that the new home of the audio show in the Bay Area has larger rooms than before, lower cost per square foot of exhibit space, a 4,500 car parking lot, and free freight storage up to 10 days prior to set-up.

TANDBERG UNIT ANNOUNCED

Tandberg of America, Inc. has announced a new three-speed stereo tape recorder with "complete facilities for the playback and recording of four-track stereo and monaural recording and playback." Unit also plays back two-track stereo and half-track monaural tape, and quarter-track monaural tape—making about as versatile a recorder as any dealer could want. Unit is designated model 5-2, and includes matched built-in preamps and amplifiers. Price tag will be "under \$500," the firm reports.

AMPLIFIER "AGREEMENT" NEARING?

The Institute of High Fidelity Manufacturers, which met last week for a dinner of officers and directors, is reportedly making "substantial progress" on standards of measurement for high fidelity amplifiers thru its Standards Committee. About one-third of the proposed standards have been discussed by the group; "and only clarification of terminology and exact wording are required for final committee approval." If accepted, manufacturers whose products meet the standards will then be able to chase after the government to lean on manufacturers of so-called "high fidelity" units whose amplifiers don't measure up.

AUDIO SHORT TAKES

Jack Greenspan, formerly with the New York branch of Federated Purchaser and the Mineola branch of Arrow Electronics is now with Gilbert Miller Associates. He'll cover New Jersey and Brooklyn for the rep firm. . . . Two more distributors have been appointed by Sylvania. One is Boyd Distributing of Denver, Colo. The other is Southern Appliance of Charlotte, N. C. Both will handle the firm's electronic products for consumers, including TV, phonos and radios. . . . Lolyco Appliances of Jacksonville, Fla., has been appointed the Hoffman Electronic's distributor for that city and 22 surrounding counties. . . . Custom Electronics of Dayton, O., has announced publication of its 1959 catalog. It's a 192-page job listing audio and stereo gear, plus ham radio equipment.

Zenith Clock-Radio Works Off Batteries

CHICAGO — Zenith is introducing a clock-radio that is battery-operated and radically different in design. Called the "Golden Triangle," the unit is triangular in shape and finished in golden color. Raised letters and numerals are also gold color.

Swivel-mounted, the new clock radio revolves to present three different faces — the clock, the radio dial and the radio speaker grille. (Continued on page 30)

Winchell Bows on New Mutual Show For Symphonic

NEW YORK — Walter Winchell will return to network radio Sunday (16) under co-sponsorship (with Bon Ami) of Symphonic Radio and Phonographs. The 15-minute show will be broadcast every Sunday at 6 p.m. over the Mutual network.

Symphonic will promote its new line of stereo phonos on the show.

Electrical Industry Faces Challenge, Says Sylvania

NEW YORK — You have to spend money to make money. That's the essence of a talk made before the annual meeting of the National Association of Electrical Manufacturers by Don Mitchell, Sylvania president-chairman.

Mitchell told the manufacturers that they would have to plan record-breaking capital expenditures in the next five years in order to keep up with consumer demand and to combat rising costs. The growth, Mitchell said, challenges the industry in two general areas:

1. The development and application of new scientific information on the basis of which we can develop new and improved products and services.

2. The scientific approach to our operations as a whole, so that we

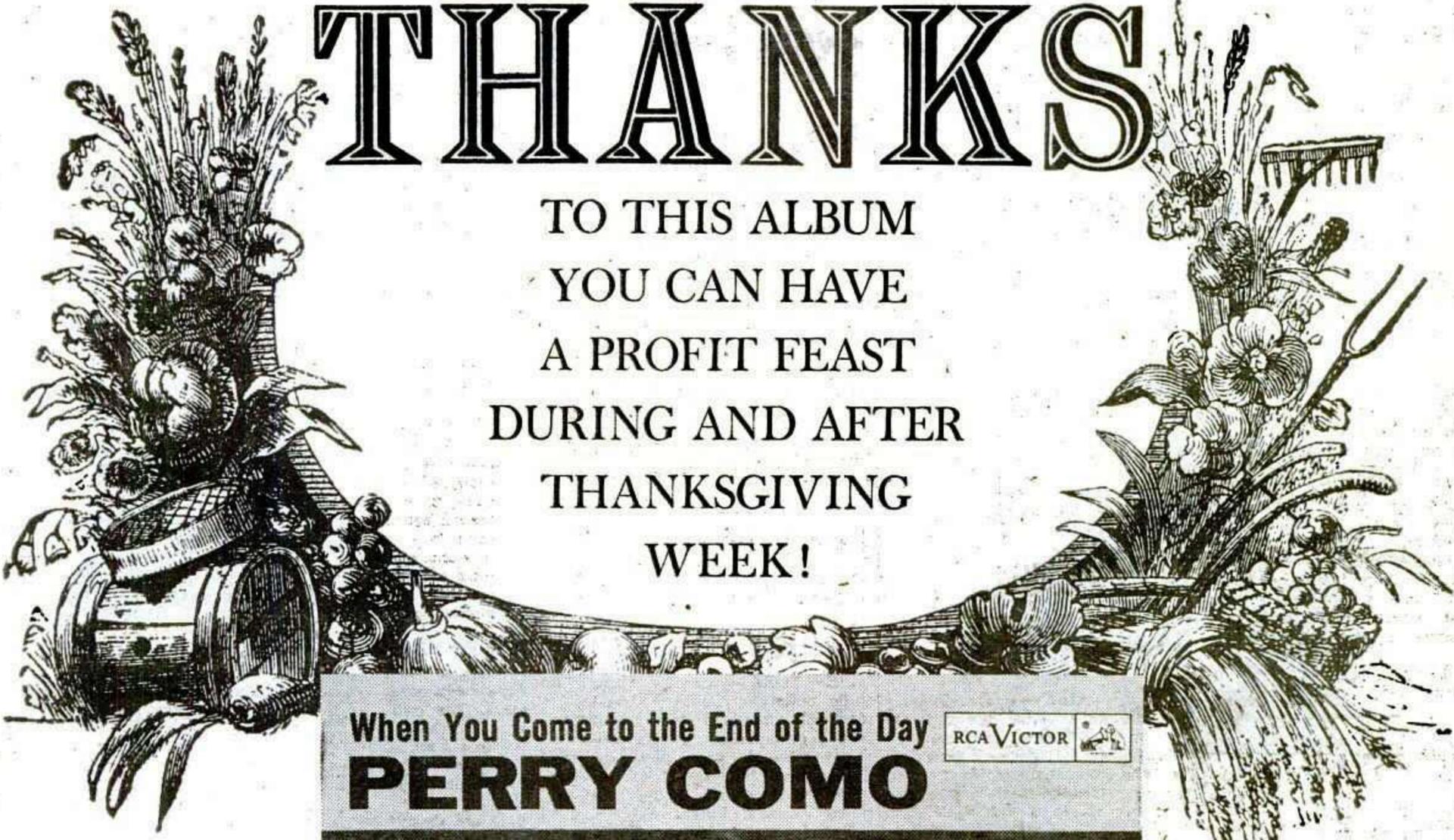
can more effectively take these developments from the laboratories and market them to the ultimate consumer.

Commenting on research and development, Mitchell said industry invests about \$8 billion annually this way. These expenditures during the past 25 years have paid off at the rate of between 100 and 200 per cent. But he pointed out that only about 10 per cent of the research projects ever go into production. The pay-off is in the few that do.

Mitchell wound up by saying that industry must make greater quantities of new products at lower cost. This, he said, isn't easy in view of the increased complexities of technology.

THANKS

TO THIS ALBUM
YOU CAN HAVE
A PROFIT FEAST
DURING AND AFTER
THANKSGIVING
WEEK!



When You Come to the End of the Day
PERRY COMO



He's Got the Whole World in His Hands
Whither Thou Goest
No Well on Earth
Only One
Scarlet Ribbons
I May Never Pass This Way Again
A Still Small Voice
In the Garden
May the Good Lord Bless and Keep You
Prayer for Peace
All Through the Night
When You Come to the End of the Day

LPM-1885 (regular L.P.)
LSP-1885 (Living Stereo)

Perry Como sings songs that give thanks. Here's how we're singing the praises of this great collection — • In pre-Thanksgiving ads: in *TV Guide*, the *New York Times Magazine*, *Time*, the *New Yorker*. • In all RCA Victor Christmas ads: in *Coronet*, *High Fidelity*, *Hi Fi Music at Home*, *Hi Fi & Music Review*, *Schwann* catalog, *Long Player*, *Harrison Catalog of Stereophonic Records*. • In religious publications in January: *The Christian Herald*, *The Columbian*, *Presbyterian Life*. (And in the January *Schwann* catalog.) • In local advertising: via ad mats in three sizes ... transcribed radio spots ... special disc jockey promotion record in three-color sleeve. • On television: via 60- and 90-second NETWORK commercials, on the Perry Como Show and on Northwest Passage. • At point-of-sale: 4-color window streamers ... statement stuffers ... mounted album covers ... featured position in Christmas displays ... featured in Christmas supplement. **THANKSGIVING'S ALMOST HERE! ORDER TODAY.**



Big Stereo Promotion Set by Electro-Voice

NEW YORK — Electro-Voice, Inc., speaker and cartridge manufacturer is launching a big stereo promotion thru their dealers. Theme of the promotion is "Step Up to Stereo." Complementing the program is a series of dealer aids, in addition to the firm's heavy advertising schedule in national media.

Aids to the dealer include point-of-purchase displays, counter charts and lapel buttons. The promotion-minded dealer is also provided with radio scripts, publicity releases for local newspapers and a choice of ad mats.

An important element in the campaign is a free long-play demonstration disk. In Electro-Voice's advertising, the consumer will be urged to go to his nearest dealer and pick up the disk. The record itself is unusual in that one side is recorded monophonically; the other, stereophonically.

On the monophonic side, the demo disk explains "the wonderful world of high fidelity" with particular reference to Electro-Voice's components. The listener is instructed to consult a brochure while listening to the recorded message. The disk, incidentally, con-

New Irish Tape Catalog Sheet Bows

NEW YORK — An attractive new catalog sheet on the Irish Tape line, featuring the colorful new packaging, is now available to distributors and dealers. Announcement was made by Nat Welch, veepee sales, ORRadio Industries.

The catalog sheet, in four colors, shows the entire line of Irish magnetic recording tape, with color illustrations of the new boxes and complete copy on each item.

It also lists all Irish accessory items and explains the advantages of the Irish's exclusive Ferro-Sheen process.

Copy describes the features of the four Irish acetate-baked tapes: No. 195 Brown Band, No. 211 Green Band, No. 300 Shamrock and No. 602 Long Play. It also describes the three Irish Tapes made on "Mylar" base: No. 220 Sound Plate, No. 601 Long Play and No. 274 "Super Strong" Double Play.

Distributors and dealers may obtain copies of the new catalog sheet by writing to Nat Welch, ORRadio Industries, Inc., Shamrock Circle, Opelika, Ala.

Trav-Ler May Enter Tape Field

CHICAGO — Possibility of another contender for tape playback unit business loomed large this week at Trav-Ler Radio here. Joe Friedman, president of the Chicago based firm which has been in disk hi fi players for several years, was present at the Armour Research Foundation's demonstration of their new automatic loading device and stereo cartridge. Friedman could not be reached for comment, but a spokesman admitted that the firm will go into tape playback units. Friedman was accompanied at the ARF meeting by Bill Brown, formerly an engineer with Bell & Howell. This would mark Trav-Ler's initial entry into tape playback.

New Manual on Transistors

INDIANAPOLIS — Howard W. Sams & Company, Inc., has announced publication of the second in its new transistor radio servicing series, "Servicing Transistor Radios, Volume 2."

New volume features two distinct sections. Section 1 consists of text material containing practical servicing information about transistor circuits in general. Features a troubleshooting chart giving the best methods for tracing the causes of various trouble sym-

ptoms. In addition there is a complete table of transistor types, applications, and base code information.

Second section provides complete "Photofact" coverage including full data on approximately 60 late models of current transistor receivers. Information includes schematics, alignment instructions, photo views of each chassis, complete parts list and replacement data.

An extremely valuable and practical volume for service technicians in every area, Volume 2 of this series is sold thru electronic parts distributors throught the country, or is available from Howard W. Sams & Company, 2201 East 46th Street, Indianapolis 6. It's priced at \$2.95.

Zenith Reports Gains for 3rd Month in Row

CHICAGO — Zenith Radio Corporation production and shipments during October were at a new record for the third consecutive month, according to Hugh Robertson, president.

Prior to these three months, previous record had been established in October 1957, he said. This record was topped in August 1958, which in turn was exceeded in September 1958 — and October 1958 has established another new high, 10 per cent higher than *(Continued on page 29)*

Console Stereo High-Fidelity! 4-speed—Automatic changer—two 6" speakers plus compensating tweeters—last record shutoff—separate bass, treble, loudness controls—cherry, limed oak, mahogany finishes—ready for Stereophonic Sound! MODEL 46AC1

Over-sized Speaker Grill, Split-Lid Cabinet! Manual—4-speed—dual sapphire needles—built-in 45 RPM record adapter—tone control! MODEL 40MP1

Portable Stereo Units For Use with Model 45AC1 or Model 46AC1! Two 6" speakers plus compensating tweeters match speakers in master units—separate loudness, bass, treble controls! Shown above, Model 47SE1 for use with 45AC1.

Portable Stereo High-Fidelity! 4-speed—Automatic intermix—two 6" speakers plus compensating tweeters—last record shutoff—separate bass, treble, loudness controls—ready for Stereophonic Sound! MODEL 45AC1

4-Speed Automatic! Automatic intermix—last record shutoff—dual sapphire needles—tone control! MODEL 43AC1

NEW WEST PHONOS! THE PRESTIGE

Round Table

• Continued from page 28

"to all interested in audio developments."

Panelists slated for the session, with John Beaumont of Vanguard Recording presiding as moderator, comprise: William S. Bachman,

director of engineering for Columbia Records, and designer of the CBS "constant displacement" stereo ceramic as well as the original General Electric monophonic magnetic cartridge that "launched high-fidelity"; Rein Narma, chief engineer of Fairchild Recording and designer of the firm's highly regarded moving coil stereo cartridge; and Walter O. Stanton, president of Pickering & Company, and the designer of the firm's Stereo Fluxvalve which is rapidly proving one of the most popular pickups in the magnetic stereo field.

Point of the whole thing is to "explore technical aspects of stereo cartridges that will benefit the audio, record and phono industry," according to an AES spokesman.

Zenith Gains

• Continued from page 28

September 1958 and 25 per cent higher than October 1957.

Robertson said that daily shipments in November will continue "at the same high rate as in October, but because of the smaller number of working days, we do not expect to match the October record." He estimates, however, that factory shipments in the final quarter ending in December "will establish an all-time high."

All divisions of the business, television, radio, phonographs, stereo and hearing aids are experiencing gains and he felt that the company would continue in a back-order position until the end of the year.

ARF Cartridge Development

• Continued from page 26

and it will complement the line of V-M reel-to-reel tape playbacks currently on the market.

Aim for Audiophiles

Both John McAllister, sales manager of Viking of Minneapolis, and Clarence Moore, International Radio and Electronics, Elkhart, Ind., admitted interest in the Victor tape technique, but both stated that they will remain with their present reel-to-reel tape playbacks. Their type machine appeals to the professional and audiophile and they are currently more interested in that market than the mass market which will be attracted by the

simpler loading Victor type playback.

Webster-Electric, Racine, Wis., tape player firm, is holding a meeting Monday (17) at which time two engineers who attended the ARF meeting will discuss the cartridge situation, Howard Stacey, sales manager of the firm stated.

Motorola Encouraged

A Motorola company spokesman was "very encouraged by the RCA announcement." The Chicago radio TV-hi fi manufacturer said the firm will continue with the engineering and development of the Motorola stereo-tape cartridge playback unit. Motorola, along with Pentron and Victor, showed Victor-type playback units at the summer National Association of Music Merchants' show. Zenith and Admiral, who have thus far confined their hi fi output to disk playback only, admitted they were following tape closely, but had nothing to say about this week's development.

Only dissenting voice, thus far, was Revere Camera and Wollensak Optical, Chicago, both of whom make tape recorders. Carl Claras, chief electronics engineer and head of electronics for both firms, said that "due to the engineering and economical advantages of the Armour Research Foundation cartridge and loading mechanism, plus its compatibility, we favor the ARF plan and feel the ARF cartridge will eventually be accepted by the public."

ARF Advantages

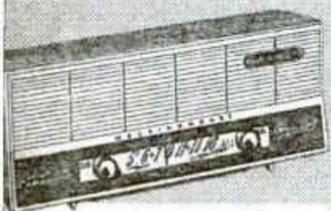
Claras claims that in a study "with a leading supplier of tape," the cost of an RCA stereo magazine plus labor cost of loading same, would amount to 62 cents in quantity, while the ARF cartridge cost and loading same ran about 10 cents. He also pointed out that the ARF cartridge would be compatible with existing reel-to-reel equipment, while the Victor cartridge demands brand new playback mechanism. A Victor cartridge is difficult to splice and repair, while an ARF cartridge, because it is reel-to-reel in reality, is simple to splice. He pointed out that a simple \$2 adaptor would equip most present machines to handle the self-feeding ARF magazine.

Claras said he felt that sound reproduction via the Victor cartridge would provide poorer reproduction because "the entire wound surface is sliding on the magazine, greatly increasing tape tension, a factor which isn't inherent in the circular ARF cartridge. He also said he feels that any warpage in the Victor magazine will tend to cause poor reproduction, another factor not as apparent in the circular cartridge. In the ARF tape pack, only one wrap of tape comes off at a time. He said he also feels that the ARF circular cartridge lends itself more to a future device which would automatically load a number of cartridges in the principle of the record changer.

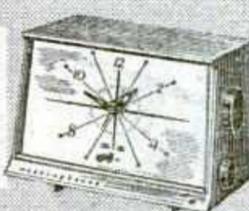
M-G-M Adds 9 Stereo Singles

NEW YORK — M-G-M Records has released nine new stereo singles, following up its initial stereo release of Joni James' "There Goes My Heart" last month. The disks have been selected with an eye to having special appeal to juke box operators. National sales chief, Charlie Hasin, is working out special arrangements and merchandising plans with distributors and operators. A number of the label's current hottest singles are being released in the stereo versions.

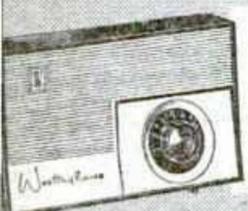
Use The Billboard classified pages for RESULTS!



Lifetime Transistors Can't Wear Out... Can't Burn Out...
Tiny all-transistor portable... shatter-proof case... ear-phone jack!
MODEL 636T5A



New All-Clock Radio! First time! Behind handsome clock face... a fine radio that wakes you to music or to an exclusive alarm tone!
MODEL 677T4



Stylish Space-saver! Full, rich tone... fully molded cabinet... 5 tubes including rectifier.
MODEL 681T5



36" Pop-Up Antenna! Rugged 3-way portable with 2 antennas for extra-long-range!
MODEL 662P4

• Low List prices! • 90-day factory warranty on parts and labor! • See your local Westinghouse Radio-Phonograph Distributor!

YOU CAN BE SURE... IF IT'S
Westinghouse

WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS"—CBS-TV, MONDAYS

WESTINGHOUSE RADIO LINE FOR CHRISTMAS SALES



WESTINGHOUSE, TELEVISION-RADIO DIV., METUCHEN, N. J.

EDITORIAL

Sell Stereo Benefits

NEW YORK—Been reading any phonograph ads lately? This corner has been reading them with special interest, sharpened by reports of consumer ignorance of stereo. If the ad guys aren't going to get the message across with strong impact, who is?

We've noticed one thing about the ads. Copy-writers are struggling to describe stereo, particularly in headlines where they have to catch attention in a few words. But even in body copy, they haven't been able to capture the excitement of stereo. They fall back on the same terms they've been using to describe "high fidelity" for the past four or five years.

Do any of these copy-writers own stereophonic phonographs?

Other ads seem to have given up the struggle before it started. They don't even attempt an explanation. They evidently feel the word "stereophonic" has a magic all its own that will just stampede buyers into phono-record stores. Honest, fellows, it won't happen.

Then there's another large group that goes too far. Before the public has an idea what stereo is, they go into a detailed explanation of why their stereo is better than X's or Y's. Until the customer knows what stereo is, he isn't going to be able to make any kind of comparison.

A couple of companies are guaranteeing the public that the instrument they buy now is "Stereo-convertible." It's a fence-straddling position and it gives the customer the idea that the unit he might pay \$300 or \$400 for is lacking something.

Now, we don't know anything about writing ad copy. But we do remember reading somewhere a long time ago that good ad copy told the reader how he would benefit by buying a particular product. That seemed like a good idea then. Still does — particularly with a product as full of benefits as a stereophonic phonograph.

There's one other thing that rubs us the wrong way about phono ads. This may sound like carping but in the ads that picture Mr. and Mrs. Swell listening to a new console—keep those records off the rug. You're selling quality sound. But the quality that Mr. and Mrs. Swell are going to get out of the machine you're selling is contingent on the care they take of their records. The last thing a high fidelity fan would do is put a record on a rug where it will pick up dust and lint. Dust is an abrasive. It destroys those delicate microgrooves. The Swells might as well buy a \$19.95 portable for all the quality they'll get from their magnificent console playing a disk that's been treated the way you picture it.

Vegas Bows as Big Band Mecca

LAS VEGAS — Nowhere has the oft-heralded return of the big bands been more pronounced than here in the show and gaming capital of the nation. Al Parvin's Flamingo Hotel has just been the scene of a record-breaking engagement for the Harry James Band.

So successful was the James date in the luxurious lounge of the swankery, that he has been booked back for December 4 and again for a stint in February of '59. After James winds up his December turn, the Glenn Miller band un-

Rondo Stereo LP Total Reaches 62

NEW YORK — Rondo Records will issue 12 more stereo LP's in December. This will bring the label's stereo sets up to the grand total of 62. Key stereo sets will feature Kurt Maier, the Berlin Symphony and Carlos Montoya.

der Ray McKinley moves in early in January for a stay. The Count Basie band has been pacted for a date starting March 26.

Meanwhile, Cuban band king and single record hitmaker, Perez Prado, is current at the Tropicana with his band. Ray Anthony follows Prado later this month. Xavier Cugat, moves into the Riviera early in 1959 for an extended stay.

Odds on Victor In Tape Derby

• Continued from page 1

February announcement of stereo cartridge playback units. Smiley suggested that they all support the previously-demonstrated ARF stereo cartridge in that "they (ARF) have introduced a specific reality and we should go along with it." The tape industry must do something daring. Give the public something to buy in tape." He called the stereo disk the "Brownie camera of stereo."

Russ Malloy, Bel Canto brass, backed Smiley's logic and asked that tape execs keep in mind that in three to five years, sight and sound would be available on magnetic tape. "It might cost \$3,000, but we'll have the finest home entertainment imaginable."

Membership Pitch

A hard-sell pitch for standardization thru a stronger, larger membership in MRIA was made by Joe Hards, Magnetronics, New York and original president of MRIA. Mark Mooney, newly-appointed executive secretary, of MRIA, told the assemblage that MRIA's treasury is down to \$80 from a "\$100,000,000 industry." He also urged tape manufacturers to send in reports of sales to a Washington source, so that MRIA can have at its availability sales reports and trends.

Both Rossman and Gundy stated that they were not impressed too greatly with the ARF automatic loading and stereo cartridge innovations. "This plaything is interesting," Gundy said, "but we worked on the same thing several years ago." Using a leader tape which was spliced on the currently used reel, the leader was fed thru the tape playback mechanism automatically to feed onto the second reel on currently used tape playbacks. Marvin Camras, ARF engineer credited with most of the magnetic tape patents held by the subsidiary of the Illinois Institute of Technology, also showed a circular (three, five and seven-inch diameter) stereo cartridge. He showed how the ARF cartridge principle might be semi-automatic and workable with most present day machines. They also showed a mockup of an automatic stereo cartridge playback unit into whose

slot the circular cartridge was merely dropped, setting off the playback unit and automatically rewinding at the point where the tape cartridge was halted. Arnold Hultgren of American Moulding, Chicago, said he had the three-inch circular cartridge in production already if it would be needed.

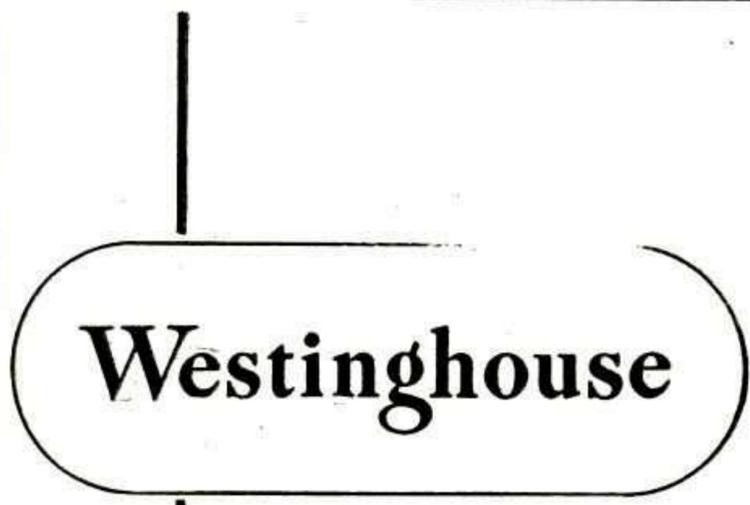
Tho there were minor dissenters, majority of opinion in cursory check after the meeting was behind the RCA-Victor cartridge "if they deliver a workable unit when they say they will."



TAPE RECORDERS

HI FI COMPONENTS
Tapes—Accessories
UNUSUAL VALUES
Send for Free 1959 Catalog.
DRESSNER
69-02 B-174 St.
Flushing 65, N. Y.

MERITAPE
Low Cost,
High Quality
Recording Tape—
in boxes or
cans.



Another important manufacturer joins the growing roster of successful phono makers now selling the big record-dealer sound equipment market through advertising in *The Billboard*, the dealer's "most useful" trade paper by 5 1/2 to 1 over the next publication in the field.*

MOTOROLA

Steelman

BIRCH

WEBCOR

RCA VICTOR

ZENITH

phonola

Voice of Music

COLUMBIA

PHILCO

Symphonic

SYLVANIA

Admiral

Capitol

DECCA

GRUNDIG-MAJESTIC

Zenith Clock

• Continued from page 26

Because both clock and radio are battery-operated, it can be moved about the home to serve in living-room or bedroom. The clock will operate for a year without changing its power source — a single, separate flashlight "D" battery.

The AM radio has transistorized chassis. It operates up to 400 hours, using four Mercury flashlight batteries. According to the firm, it is a "quality companion" to their Transoceanic and Royal 500 D transistorized radios.

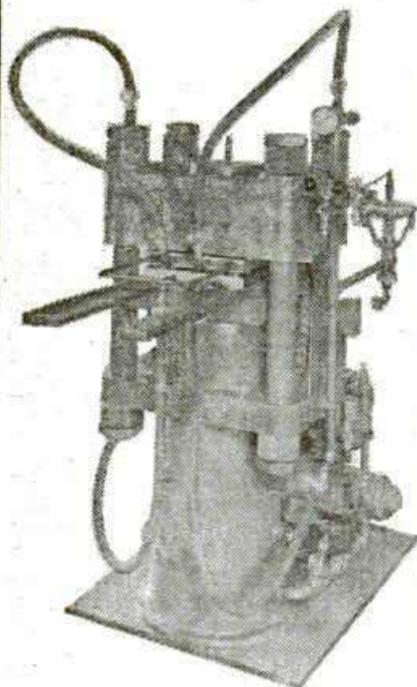
Zenith stresses the fact that the "Golden Triangle" is easy to operate. To pre-set the radio for wake-up requires just two steps. When it turns on, it continues to play for about 30 minutes and then automatically turns off.

Weight of the unit, complete with batteries is four pounds seven ounces. It is eight and three-quarter inches high and each side measures five and seven-eighths inches. Suggested retail price is \$150.

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

HYSCO

Leaders In Progress



For the past 10 years, the manufacturers of Hysco Presses have led the industry in advance design for phonograph record pressing equipment. Again, we offer you the ultimate in efficiency and safety in record presses. No other manufacturer can offer you the experience and service that have always been Hysco's bywords. Look to Hysco for the finest equipment "Truly Built For Service." Designed and manufactured by Fred Fine—The original designer of the Package Unit Phonograph record press.

HYDRAULIC SUPPLY COMPANY
9624 S. Atlantic Ave., South Gate, Calif.

*Independent July, 1958, survey conducted for a major manufacturer by Boris Parl, Member of the Dept. of Business Statistics, School of Business, Northwestern University. Copy available on request. Write The Billboard, Research Division, 1564 Broadway, New York 36, N. Y.

ANNOUNCING

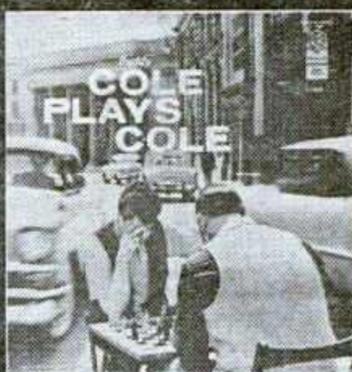
*a bold new concept in
record merchandising...*

KEYS A LA CARTE

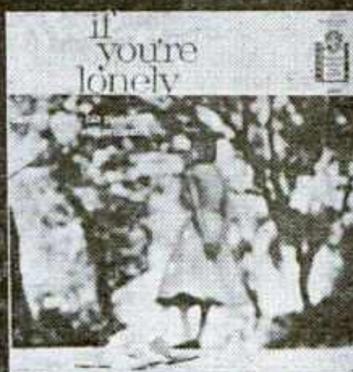
TEN NEW, EXCITINGLY DIFFERENT PIANO ALBUMS . . . EACH A DEFINITIVE INTERPRETATION OF VARIED, LUSTROUS MOODS. THERE ARE PLUSH SETTINGS OF STRINGS AND PIANO, RAGTIME, VIBRANT LATIN-AMERICAN TEMPOS, MUSIC FOR THE BUSINESSMAN, PIANO DYNAMICS, LOW DOWN NEW ORLEANS AND MORE! IT'S ALL THERE, TEN RECORDINGS FASHIONED TO SUIT THE TASTE OF THE GOURMET AS WELL AS THE UNINITIATED. IT'S CHARMING, IT'S DELIGHTFULLY REFRESHING, IT'S KEYS A LA CARTE!



THE FASTEST PIANO ALIVE
HENRI ROSE
W 1225 W5 1225



buddy COLE PLAYS COLE porter
BUDDY COLE
W 1226 (mon.) W5 1226 (stereo)



IF YOU'RE LONELY
BARCLAY ALLEN
W 1227 (mon.) W5 1227 (stereo)



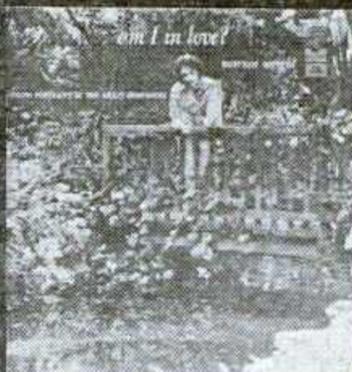
FUNKY PIANO—New Orleans Style
ALTON PURNELL
W 1228 (mon.)



COME CLOSER TO ME
GERI GALIAN
W 1229 (mon.) W5 1229 (stereo)



SCOTCH MIST
RAY SHERMAN
W 1230 (mon.)



AM I IN LOVE!
MARVIN WRIGHT
W 1232 (mon.)



**THE TINKLING PIANO
In the Next Apartment!**
HERM SAUNDERS
W 1234 (mon.)



THE RAGTIME KID
BROOKE PEMBERTON
W 1235 (mon.) W5 1235 (stereo)



BUSINESSMAN'S BOUNCE
EDDIE LE MAR
W 1236 (mon.) W5 1236 (stereo)

THE BIG PLUS:

Two twelve inch long play records,
a daily sampling of the entire volume;
a natural sale for all music fans
at only \$2.98 (suggested retail).

**ORDER FROM YOUR
NEAREST DISTRIBUTOR**



**WARNER BROS. RECORDS
Burbank, California**

The first name in sound

The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING NOVEMBER 8

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. South Pacific	7	34
Sound Track, RCA Victor LOC 1032		
2. The Kingston Trio	9	3
Capitol T 996		
3. Tchaikovsky: Piano Concerto No. 1	2	16
Van Cliburn, RCA Victor LM 2252		
4. My Fair Lady	4	137
Original Cast, Columbia OL 5090		
5. But Not for Me	5	9
Ahmad Jamal Trio, Argo LP 628		
6. Sing Along With Mitch	3	19
Mitch Miller, Columbia CL 1160		
7. Only the Lonely	1	8
Frank Sinatra, Capitol W 1053		
8. King Creole	6	10
Elvis Presley, RCA Victor LPM 1884		
9. Johnny's Greatest Hits	8	32
Johnny Mathis, Columbia CL 1133		
10. Gigi	11	22
Sound Track, M-G-M E 3641		
11. Film Encores	18	65
Mantovani, London LL 1700		
12. The Late, Late Show	10	36
Dakota Staton, Capitol T 876		
13. Victory at Sea	20	2
Vol. 2, RCA Victor Symphony Orch. (Bennett) RCA Victor, LSC 2226		
14. More Sing Along With Mitch	25	2
Mitch Miller, Columbia CL 1243		
15. Ahmad Jamal	—	1
Argo LP 636		
16. Swing Softly	14	9
Johnny Mathis, Columbia CL 1165		
17. Gems Forever	16	16
Mantovani, London LL 3032		
18. Stardust	17	17
Pat Boone, Dot DLP 3118		
19. South Pacific	19	242
Original Cast, Columbia OL 4180		
20. Concert in Rhythm	13	8
Ray Conniff, Columbia CL 1163		
21. Oklahoma!	15	160
Sound Track, Capitol SAO 595		
22. Till	24	19
Roger Williams, KAPP KI 1081		
23. The Music Man	12	38
Original Cast, Capitol WAO 990		
24. The King and I	21	117
Sound Track, Capitol W 740		
25. Hymns	—	91
Tennessee Ernie Ford, Capitol T 756		



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

HAVE BAND, WILL TRAVEL

Lester Lanin Ork—Epic LN 3520

Lester Lanin has one of his best albums ever here, and it should soon be selling at the same solid pace that all his albums have sold so far. As with his other sets, this LP features the band doing medley after medley, each set loaded with a fine group of tunes played once thru by the band. The band sound is excellent, the arrangements are happy and the beat is the lilting businessman's bounce that makes everyone tap their toes or get up and dance. The cover is very attractive.



ENCORE

Sam Cooke—Keen A 2003

Sam Cooke's last LP was a big seller and this set should also score. In this album, he reveals both sides of his song personality—a convincing ballad style and an up-beat brand which can lend itself to dancing. The material is all standards.



IT'S ALL IN THE GAME

Tommy Edwards With Leroy Holmes Ork—
M-G-M E 3732

Smooth ballad warbling here, led off by Edwards' hit, "It's All in the Game." Material includes "Mr. Music Man," "I'll Always Be With You" and the great Hank Williams tune, "You Win Again." Good sound and arrangements. Will sell well.



Jazz Albums

SHORTY ROGERS AND HIS GIANTS

Atlantic SD 1232

STEREO & MONAURAL

A tremendously satisfying set. The crackling, driving sound of the Rogers brass ensemble piles thru in an exciting demonstration of stereo. There are only six works here, all arranged by Rogers, but that's all the better because everybody gets a chance to solo in his own good time. Four different combinations are found on the set, each one a bit bigger than the last. It's great free-blowing jazz and great stereo. Whole broad range of fans can get their kicks from this.



Jazz Talent Albums

GREAT THEMES FROM AMERICAN MOVIES, GREAT THEMES FROM BROADWAY SHOWS, GREAT THEMES FROM TV SHOWS, GREAT THEMES FROM THE CLASSICS, GREAT THEMES FROM FOREIGN MOVIES

The Metropolitan Jazz Quartet—M-G-M E 3737,
E 3728, E 3729, E 3730, E 3731

The talented new jazz quartet presents five sets of jazz approaches on familiar themes from movies, TV and Broadway shows. Members are Lou Garisto, piano and vibes; Phil Bodner, sax; Pat Mesola, bass, and Frank Garisto on drums. They have an imaginative and well-executed style that brings a new and interesting sound to the selections. All could prove healthy items with plugging. Covers for each set are descriptive and have good display potential.



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

----- **Classical Albums** -----

STARLIGHT WALTZES

**The Hollywood Bowl Symphony Orch. (Slatkin)—
Capitol P 8456**

A very commercial package which will have a fine sale. Performances include a group of popular waltzes from "Der Rosenkavalier," "España Waltz," "Valse Triste," "Voices of Spring," etc. Engineering and sound are beautiful and full. Arrangements are tasteful.



RHAPSODIES

**The Philadelphia Orch. (Ormandy)—
Columbia ML 5299**

There are many other versions available of Liszt's First and Second "Hungarian Rhapsodies" and Enesco's First and Second "Roumanian Rhapsodies," but the name power of Ormandy and the Philadelphia Orchestra plus brilliance of performance make this package an exciting sales item.



THE STRING ORCHESTRA

Leopold Stokowski—Capitol P 8458

With works of vastly conflicting natures, the great conductor exemplifies his complete mastery of the string orchestra. In addition to the strong sales potential of the album, the package is an ideal set for educational purposes. Sound is also a feature. Excellent cover photo is an additional lure. Selections include Bach's "Aria for Strings" from his "Suite in D," "Tamburino" by Handel and the andante cantabile movement from Tchaikovsky's "Quartet in D."



BEETHOVEN: PIANO CONCERTO NO. 1; BACH: PIANO CONCERTO NO. 5

**Glenn Gould, Piano with the Columbia Symphony
Orch. (Golschmann)—Columbia MS 6017**

STEREO & MONAURAL

The brilliant, young Canadian virtuoso performs with great assurance and vigor on these two classic works. The artist and the orchestra have a splendid rapport thruout the performance. Orchestrally, the stereo quality is very good. The solo performance itself will sell this one. Excellent detailed liner by the artist should be a strong seller.



TCHAIKOVSKY: SYMPHONY NO. 5

**The Boston Symphony Orch. (Monteux)—
RCA Victor LM 2239**

The melodic, warm symphony is beautifully shaded by the ork under Monteux's ever-sure baton. Lovers of the romanticist's works will find this new recording an agreeable version. Sound is excellent. Despite the many other waxings of the work, this set should enjoy prosperous sales due to strength of the conductor's name. Fine cover photo of the conductor should also help spark buys.



**RIMSKY-KORSAKOV: SUITE FROM LE COQ D'OR;
PROKOFIEV: SUITE FROM THE LOVE FOR THREE
ORANGES**

**The Pittsburgh Symphony Orch. (Steinberg)—
Capitol P 8445**

Steinberg serves an exciting and colorful interpretation of the suites from the two operas. Rimsky-Korsakov's brilliant orchestral passages are effectively presented. The programmatic excerpts from the Prokofiev work are also skillfully played. General packaging is attractive by highlighted by a stunning cover photo of a golden cockerel. Strong potential.



BARTOK: VIOLIN CONCERTO

**Yehudi Menuhin, Violin with the Minneapolis
Symphony Orch. (Dorati)—Mercury SR 90003**

STEREO & MONAURAL

Menuhin's brilliant interpretation of Bartok's masterful work was a sales plus for Mercury in its monaural version and should be an even stronger item in stereo. Quality performances with skillful backing by Dorati and the Minneapolis Symphony.



(Continued on page 34)

ALBUM COVER OF THE WEEK

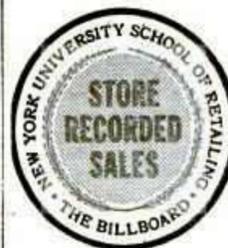


THE SONG YOU HEARD WHEN YOU FELL IN LOVE, Betty Johnson, Atlantic 8027. Highly attractive cover and good tie-in for display with her frequent appearances on the Jack Paar "Tonight" show on network TV.

• Most Played by Jockeys FOR SURVEY WEEK ENDING NOVEMBER 8

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

1. ONLY THE LONELY Frank Sinatra
Capitol W 1053
2. VOICES IN LOVE Four Freshmen
Capitol T 1074
3. HAVE BAND, WILL TRAVEL Lester Lanin
Epic LN 3520
4. POLITELY Keely Smith
Capitol T 1073
5. SING ALONG WITH MITCH Mitch Miller
Columbia 1160
6. SWING SOFTLY Johnny Mathis
Columbia CL 1165
7. CONCERT IN RHYTHM Ray Conniff Ork
Columbia CL 1163
8. MORE SING ALONG WITH MITCH Mitch Miller
Columbia CL 1243
9. HOT CARGO Ernestine Anderson
Mercury MG 20354
10. GIVE THE LADY WHAT SHE WANTS Lena Horn
RCA Victor LPM 1879



Best Selling Pop EP's

FOR SURVEY WEEK ENDING NOVEMBER 8

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

1. KING CREOLE, VOL. 1..Elvis Presley, RCA Victor EPA 4319
2. KING CREOLE, VOL. 2..Elvis Presley, RCA Victor EPA 4321
3. JOHNNY CASH SINGS HANK WILLIAMS.....Sun EPA 111
4. THE EVERLY BROTHERS.....Cadence CEP 107
5. SPIRITUALS.....Tennessee Ernie Ford, Capitol EAP 1-818
6. HYMNS.....Tennessee Ernie Ford, Capitol EAP 1-756
7. JAILHOUSE ROCK.....Elvis Presley, RCA Victor EPA 4114
8. THE LORD'S PRAYER.....Pat Boone, Dot DEP 1068
9. STARDUST.....Pat Boone, Dot DEP 1069
10. NEARER THE CROSS..Tennessee Ernie Ford, Capitol EAP 1-1005

Reviews and Ratings of New Popular Albums

Review Spotlight on Albums . . .

Continued from page 33

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 ★★★★★

GOLDFLOCKS
 Original Cast. Columbia OL 5340
 Altho the Broadway musical didn't garner rave reviews, the name pull of the Kerrs and stars Don Ameche and Elaine Stritch apparently is holding the show up at the box office. Consequently this LP should chalk up respectable sales from Broadway musical fans. Music by Leroy Anderson is melodic, and performances—particularly by the two leads and Russell Nype—are showmanly. Special material ditties score highest.

BLUE ANGELS
 Joe Bushkin. Capitol T 1094
 "Blue Room," "Beyond the Blue Horizon" and a Bushkin original, "Blue Angel Blues," are highlights of this "blue" ballad dozen. The pianist is in fine form, with strong support, in a swinging album.

THE EDDY DUCHIN STORY
 Sound Track. Decca DL 78289

STEREO & MONAURAL
 This sound-track package, featuring Carmen Cavallaro's polished piano work, is still a best-seller on monaural, and should stir up additional sales action in stereo. Pleasant, Duchin-styled selections include "You're My Every Thing," "Shine On, Harvest Moon" and "Brazil."

PICNIC
 Sound Track. Decca DL 78320

STEREO & MONAURAL
 The monaural of this came out over two years ago and was a solid seller and even spawned a top singles hit. Now, in stereo, it has a fine new feeling of presence just the way it's felt in the movie house. Cover, real rouser of Bill Holden, and Kim Novak, can still draw interest.

WHEN GOOD FELLOWS GET TOGETHER
 Hugo & Luigi with Their Family Singers. Roulette R 25044
 "For Me and My Gal," "Margie," "Peg O' My Heart" and other evergreens get warm masculine harmony, good for sing-alongs at home. Chanters include Roulette directors Hugo Peretti and Luigi Creatore. Delightful 'tinny piano.

HERMAN'S BEAT & PUENTE'S BEAT
 Woody Herman Band & Tito Puente Ork. Everest SDBR 1010

STEREO & MONAURAL
 The new Herman band swings in biting, driving fashion on this handsomely recorded stereo set. A number of originals plus "Woodchopper's Ball," "Lullaby of Birdland" and "Carrioca," get the blasting, enthused treatment. Half the number also feature the strong Afro-Cuban influence of Tito Puente's rhythm sections with a flock of interesting percussion sounds. Another top-notch stereo release by the label can appeal to sound fans as well as devotees of the traditional Herman sound.

HAVE YOU MET-DON RONDO?
 Jubilee JLP 1081

Don Rondo's following in the singles field should assure this package of sizable sales. The warbler sings with verve on a group of swingy arrangements of oldies with girl's names as titles—"Liza," "Ramona," "Margie," "Diane," etc. Stereo tag isn't important here. Jocks should play both versions. Cover is marred by unflattering photo of Rondo.

MITCHELL-RUFF DUO PLUS STRINGS AND BRASS
 Roulette R 52013

The pianist and bassist are featured on their listenable stylings with lush strings and warm brass support. The set is a nicely varied collection of tunes and tempos that can lure boys with exposure. It's also a fine programming item for both pop and jazz jocks. Included are a medley of Gershwin songs, "When I Fall in Love" and "The Thrill Is Gone." Good cover photo of artists.

POPULAR ★★★

BUDDY COLE PLAYS COLE PORTER
 With Pete King Ork. Warner Bros. WS 1226

Buddy Cole, supported by the big, lush string-accented ork by Pete King, performs smart cocktail styled mood piano on an instrument known as a Bosendorfer. It's a

Vienna-made job with four more bass notes than the average 88 and the tone is striking. Some of the smartest Porter songs are included, such as "Get Out of Town," "All Thru the Night," etc. Listenable and programmable all the way.

HAVE CONNS WILL TRAVEL!
 Don Jacoby, Trumpet & Cornet. Constellation C 38B-1058

Unfortunate cover mars this otherwise tasteful package of fine jazz-flavored trumpet and cornet solo work with fine backing. Standout sides include smart, lightly swinging version of "Seventy Six Trombones." Label is owned by Conn Band Instruments, Inc. Varied, listenable jockey wax. If exposed, this LP might be sleeper in semi-jazz field.

CRAZY PEOPLE
 Somethin' Smith & the Redheads. Epic LN 3517

Exuberant vocalizing with a bouncy, happy beat marks this collection of bright ditties by Somethin' Smith. Selections include such standards as "Don't Blame Me" and "My Blue Heaven," plus the title tune. Zestful wax for jocks.

MARVELOUS MARGULIS
 Charlie Margulis Ork. Carlton STLP 12-103

STEREO & MONAURAL
 Trumpet virtuoso Margulis' first solo LP is an eminently listenable package with a commercial gimmick. Margulis plays all-time trumpet solo hits—"The Angels Sing," "I Can't Get Started," "You Made Me Love You," etc. Excellent performance with fine stereo effect, and good chatter angle for jocks.

HONY TONK PIANO
 Lon Stein, Piano. Mercury MG 20364

A fine monaural sound release. Stein works out on the upright with the support of a sextet composed of trumpet, saxes, guitar or banjo, bass or tuba and drums. A swell rickety-tick item, for the one-steppers and it's neatly enough packaged for the current gift-giving trade. Tunes include "Heartaches," "Bye Bye Blackbird," "I Cried for You," etc.

SWING SOFTLY
 Jorgen Ingmann, Guitar. Mercury MG 20292

Several oldies like "Jeepers Creepers" and "Stardust," together with a sprinkling of exotic imports, are given the Les Paul treatment of superimposed tapes for a smooth and highly amiable cocktail effect. The soft sound and well-paced arrangements by the young Danish artist make for interesting listening and dancing.

THIS ONE IS THE TONI
 Toni Carroll. M-G-M E 3717

A fancy package indeed, with the cover a die cut affair thru which the gal peeks. Then it opens up to a wide angle phono which spreads across two indise cover widths. An obvious attempt to cash in on the glamour angle, a la earlier Julie London albums. The torchy thrushing is whispery and sexy and the Phil Moore backings for a small combo are smartly jazzy. Great Christmas gift material with the spotlight on the pin-up angle.

IF YOU'RE LONELY
 Barclay Allen, Piano & Ork. Warner Bros. W 1227

Warm, tender mood music is the feature of this new set featuring Barclay Allen on his first recording since his serious auto accident almost 10 years ago. Allen plays on this set and conducts the ork, and all of the arrangements, truly listenable, are his too. Tunes include "Two Sleepy People," "Candy," and "My Ideal," among other standards. A good mood set.

RUMBA FOR MODERNS
 Belmonte Ork. RCA Victor LPM 1663

Belmonte and his ork have been making a name for themselves of late, and this album, their second on the label, should increase their rep. Set features bright rumba tunes, and includes "rumba Rumbero," "Blen, Blen, Blen" and "Walter Winchell Rumba," among others. Good dance set here.

SWINGIN' ABROAD
 Frank Ortega Trio. Jubilee JLP 1080

A persuasive jazz beat flavors this ingratiating package of lightly swinging instrumentals. Ortega's pleasant piano work is strongly backed by drums, bongo and bass. Selections include such international-

(Continued on page 40)

HANDEL: ORGAN CONCERTOS 1-6

(2-12") E. Power Biggs, Organ with the London Philharmonic Orch. (Boult)—Angel K2L 258

STEREO & MONAURAL

Mr. Biggs brings his love and scholarship to what is sure to be the definitive version of these concertos, performed on the instrument on which Handel played. There's the usual impeccable Biggs taste and careful attention to detail. On the stereo version, the organ sound fills the room with wonderful spaciousness, while the small Handel orchestra comes off well. Fine packaging includes a 14-page illustrated booklet telling the story of the recording.



BRAHMS: PIANO CONCERTO NO. II

Vladimir Ashkenazy, Piano with Bernhard Gunther, Cello & the Berlin Opera Orch. (Ludwig)—Angel 35649

STEREO & MONAURAL

The latest whiz kid from behind the iron curtain has many things in his favor. Among them are his perception, his definite lyrical gifts that shine in the slower movements of the concerto and a clarity of line. There's excellent rapport between ork and pianist. Angel's usual fine packaging. Dealers can cash in on artist's current tour.



Classical Special Merit Albums

BACH: TOCCATA & FUGUE IN D MINOR, PASSACAGLIA, 2 PRELUDES & FUGUES

Carl Weinrich, Organ—Westminster WST 14043

STEREO & MONAURAL

Westminster has every right to take a bow for this stereo edition of part of its large-scale project of waxing the organ works of J. S. Bach. Altho admittedly of special appeal, stereo fans with a taste for superb renditions of the composer's best known organ compositions will flip in genteel fashion over Carl Weinrich's skillful, sensitive performance. The rich baroque sound of the Varfrukyrka (Sweden) organ is incredibly lifelike in stereo.



Semi-Classical Albums

THE CHOCOLATE SOLDIER

(2-12") Rise Stevens, Soprano; Robert Merrill, Baritone; Various Artists under the direction of Lehman Engel—RCA Victor LOP 6005

A sparkling recreation of Oscar Straus' melodious operetta, based on Shaw's "Arms and the Man." Merrill is a standout, in rich voice and style; Miss Stevens, Jo Sullivan and Peter Palmer warm and deft. Engel's baton keeps things spinning charmingly. Handsome package and name value make it a top buy.



Solo Instrumental Albums

CHOPIN: SONATA; LISZT: SONATA

Leonard Pennario, Piano—Capitol P 8457

Pennario presents fine interpretations of the melodic piano sonatas, evoking excellent contrasts. This set should move as well as his previous efforts for the label. Sound is excellent. Attractive cover.



International Special Merit Albums

FOR MY TRUE LOVE

Laurindo Almeida, Guitar with Salli Terri, Mezzo-Soprano—Capitol P 8461

An unusual group of Spanish, Italian, English and French pieces, beautifully played by the guitarist and Martin Ruderman on flute and sung excitingly by Miss Terri. Almeida adds a haunting lute solo. Charming cover drawing. The disk makes a satisfying chamber concert.



Opera Albums

VERDI: RIGOLETTO HIGHLIGHTS

Giuseppe Di Stefano, Tenor; Tito Gobbi, Baritone; Maria Callas, Soprano; Various Artists with the Orch. & Chorus of La Scala (Serafin)—Angel 35518

There's strong name power on this new release, including the opera itself, "Rigoletto," and the singers, specifically Maria Callas, Tito Gobbi and Giuseppe Di Stefano. They and the rest of the cast turn in an outstanding performance of this highlights version of the operatic war-horse with the orchestra and chorus of La Scala under the direction of Tullio Serafin. With exposure this abbreviated version of the opera could be a strong seller.



(Continued on page 40)



PAT BOONE



GALE STORM



BILLY VAUGHN



STEVE ALLEN



BOB CROSBY



DON CORNELL



MARGARET WHITING



THE MILLS BROTHERS



EDDIE ALBERT



HELEN TRAUBEL



EDDIE PEABODY



MILTON DE LUGG



THE FONTANE SISTERS



JOHNNY MADDOX



CAROL HUGHES



BONNIE GUITAR



HANK EDWARDS



NICK TODD



BUDDY HACKETT



JACKIE COOPER



PAT WAYNE



THE VOGUES



LONNIE DONEGAN



EDDIE CONDON



DR. CHARLES KENDALL



AL BOLLINGTON



MAC WISEMAN



KEN NORDINE



SY OLIVER



TOMMY JACKSON



BEASLEY SMITH



BUDDY DE FRANCO



ELMER BERNSTEIN



PAUL HORN



BILL PAGE



THE CLARK SISTERS



MANNY ALBAM



JIM LOWE



THE MULCAYS



CLARA WARD



JOHN ASHLEY



LEON MCAULIFF



DON RENO-RED SMILEY



THE CAPRIS



THE HILLTOPPERS



ROBIN LUKE



RED NORVO



RICKY PAGE

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ARTIST	NEWEST RECORD OR ALBUM	DLP-#
MANNY ALBAM	Steve's Songs	DLP-9008
EDDIE ALBERT	The Nina, The Pinta And The Santa Maria	DLP-9009
STEVE ALLEN	Love Song From Houseboat	15831
JOHN ASHLEY	Hula Hoop Pickin' On The Wrong Chicken	15778
AL BOLLINGTON	Born To Rock	DLP-3110
PAT BOONE	Organ Hues In Hi-Fi I'll Remember Tonight	15840
ELMER BERNSTEIN	The Mardi Gras March	DLP-3107
THE CAPRI SISTERS	Bernstein: Backgrounds For Brando	15851
THE CLARK SISTERS	Run-A-Round	DLP-3104
EDDIE CONDON	Hawaiian Sway--Honolulu Sing Sing Sing!	DLP-3141
JACKIE COOPER	Dixieland Dance Party Last Night On The Back Porch	15834
COWBOY COPAS	A Doodlin' Song	15847
DON CORNELL	You're Looking For An Angel A World That's Real	15829
FRANCIS CRAIG	Play Some Music For Broken Hearts	15807
BOB CROSBY	Near You	DLP-3136
BUDDY DeFRANCO	South Pacific Blows Warm Cross Country Suite	DLP-9008
MILTON DeLUGG	You Can Be Lonely In Paris Philadelphia, U. S. A.	15868

ARTIST	NEWEST RECORD OR ALBUM	DLP-#
LONNIE DONEGAN	The Grand Coulee Dam	15792
HANK EDWARDS	Nobody Loves Like An Irishman	15830
THE FONTANE SISTERS	Young Trials, Great Tribulations	15853
BONNIE GUITAR	Warm Arms, Sweet Lips Jealous Heart	15862
THE HILLTOPPERS	Encore D'Amour Whispering Hope Rocky Mountain Moon Trying You're Nobody Tll Somebody Loves You	15857
PAUL HORN	Plenty Of Horn	DLP-9002
CAROL HUGHES	Don't Forget I Love You The Bass	15863
TOMMY JACKSON	Square Dance Tonight!	DLP-3085
DR. CHARLES KENDALL	Chimes Of Faith	DLP-3129
RAY LIBERTO	Calling Margie Wicked, Wicked Woman	15848
JIM LOWE	Wicked Women My Girl	DLP-3114
ROBIN LUKE	Chicka Chicka Honey Long Gone	15839
JOHNNY MADDOX	San Antonio Rose	15841
LEON MCAULIFF	Take Off	DLP-3139
THE MILLS BROTHERS	Yellow Bird	15858
THE MULCAYS	Baby Clementine	DLP-3133
KEN NORDINE	Happy Days!	DLP-3115
RED NORVO	Love Words Windjammer City Style	DLP-3126

ARTIST	NEWEST RECORD OR ALBUM	DLP-#
SY OLIVER	Sentimental Sy	DLP-3132
BILL PAGE	Page 14	DLP-3123
RICKY PAGE	It's No Sin I Cried A Million Tears	15850
EDDIE PEABODY	Me And My Banjo	DLP-3112
TONY ROMANO	A Moonlight Affair	DLP-3130
DON RENO-RED SMILEY	One Teardrop & One Step Away	15838
THE SHIELDS	Unforgivable You Nature Boy	15856
BEASLEY SMITH	I'm Sorry Now	DLP-3088
LARRY SONN	The Light Fantastic	DLP-9005
JEFF STEVENS	Jazz Band Having A Ball! Need You	15843
GALE STORM	Side Street	15861
NICK TODD	Happiness Left Yesterday Oh, Lonely Crowd	15890
HELEN TRAUBEL	My Little Girl	15890
BILLY VAUGHN	Does Your Heart Beat For Me?	DLP-3058
THE VOGUES	Helen Traubel Cimarron	15838
CLARA WARD	Try, Baby Try	15838
PAT WAYNE	Falling Star	DLP-3138
MARGARET WHITING	Gospel Concert	15800
MAC WISEMAN	That's Why Big Love	15828
	I Love You Because 'Tis Sweet To Be Remembered	DLP-3064

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Our work with 'Audition' as a new aid has been fantastic.

Two articles about our firm, and our published letters have meant added prestige for us and have brought us an increase in business. We are thankful to Billboard for it.

That's not all!

Daughter Pat, a senior at Bishop McDevitt High in Harrisburg, along with Junior Cecilia, Sophomore Joe and Freshman Rita, convinced the old man that we needed Billboard at home. In the recent high school magazine drive, the old man sprung again, so that along with four subscriptions at our Harrisburg and Johnstown branches, we have now become a Billboard family! (Four of the gang can't read yet, but Billboard will be there when they learn!)

Yes, now we're a Billboard family!"



Reviews and Ratings of New Popular Albums

Continued from page 34

styled items as "The Swedish Rhapsody," "Summertime in Venice," "Anna" and "Sabre Dance." Stereo is okay, but performances are more important than stereo tag.

MOLTO ITALIANO
Johnny Puleo & His Harmonica Gang. Audio Fidelity AFLP 1883
Puleo offers easy-swinging, pleasant harmonical instrumental treatments of Neapolitan-theme tunes—"Roman Guitar," "Carnival of Venice," "O Sole Mio," etc. Fine wax for harmonica music fans and specialized mood music segs.

KEYS A LA CARTE
Various Artists. Warner Bros. 1101
A \$3.98 two-disk sampler of 10 Warner piano albums. Of the 20 sides, Henri Rose scores well with "Mad About the Boy" and "Gypsy in My Soul," while Alton Purnell makes something special out of "Yancey Special." Others include Buddy Cole, Herman Saunders, Barclay Allen, Marvin Wright, Geri Gallan. Ideal for keyboard collectors.

POPULAR ★★
PASSION
Walter Scharf Ork. Jubilee JLP 1079
STEREO & MONAURAL

Composer, conductor, arranger Scharf bats a shimmering stereo performance of woodwinds and strings. Framework is Latin, heady and romantic, as the title might imply. Rhythm are tango, conga, samba, etc., and the tunes are all Scharf's own. A rather bold cover will cause some chatter. The sound and performance are excellent.

THE FASTEST PIANO ALIVE
Henri Rose, Piano with Various Artists. Warner Bros. WS 1225
Henri Rose surely has lightning fingers and in this essentially pop framework with jazz overtones he shows this talent, with selections like "Gypsy in My Soul," "I Get a Kick Out of You," etc. He's backed by rhythm accompaniment. There are also tasteful, slower readings of standards for change of pace. Good wake-up background stuff with a happy sound of the smart lounge piano.

IN THE HEART OF THE DARK
Lester Crosley. Jubilee JLP 1082
Pleasant pianistics by Crosley on a group of nostalgic standards—"Laura," "Sometimes I'm Happy," "Tenderly," "Heat Wave," etc. Listenable wax for romantic mood music segs.

LOW-PRICE POPULAR ★★★★★
HIGH BUTTON SHOES
Original Cast. RCA Camden CAL 457
A reissue of the tuneful, nostalgic music-comedy hit, with the original cast still strong. "Papa, Won't You Dance With Me," "I Still Get Jealous" and "You're My Girl" are highlights. Colorful cover.

LOW-PRICE POPULAR ★★

ROBERTA
Al Goodman Ork with Ray Charles, Eve Young, Jimmy Carroll, Marlon Bell & The Guild Choristers. RCA Camden CAL 464
A low-priced version of the lovely Jerome Kern score that has seemed to improve each year since its initial performance 25 years ago. For quality, this disk can't compete with Decca's Carlisle-Drake waxing, but tunes get able handling here. Recent exposure on a TV spectacular will boost sales.

AL JOLSON
Norman Brooks with Al Goodman Ork. Promenade 2107
Brooks is virtually indistinguishable from Jolson, tho the arrangements are modern on these great old songs. Jockeys and novelty buyers could go for this, as well as Jolson fans. Good rack item.

LOW-PRICE CHILDREN'S ★★

HUMPTY DUMPTY'S ALBUM FOR LITTLE CHILDREN
Bud Collyer with Marty Gold Ork. RCA Victor LBY 1015
TV personality Bud Collyer displays a pleasant voice in this disk of songs and stories taken from "Humpty Dumpty's Magazine for Little Children." Marty Gold supplies a bouncing background for the sing-along and game songs. Album contains certificate tie-in for magazine subscription. For the under-10 set.

EXPERIMENTS IN SOUND
Johnny Richards Ork. Capitol T 981
This is a most interesting and intriguing album by the Johnny Richards Ork that will interest both hi-fi and jazz fans. The Richards Ork. Some of the tunes are stand-leader himself, has been responsible for a lot of excitement with his band and this new album should keep up that excitement. It features attractive sounds, rhythms and fine blowing by the swinging Richards ork. Some of the tunes are standards, others originals, like "Theme From the Concerts to End All Concerts," penned by Richards himself. A stimulating set.

CHRISTMAS ★★★★★

CHRISTMAS HYMNS AND CAROLS
The Robert Shaw Chorale. RCA Victor LSC 2139
STEREO & MONAURAL

Practically every one of the favorite standard carols are presented in this a capella performance by the Robert Shaw group. The usual rich harmonic strains are there with a considerable element of mood and nostalgia. Stereo is not a standout by any means but the dynamics, expressiveness and discipline of the group make it a pleasure to hear. A splendid cover of a group of cold but devoted carolers will help sell it.

(Continued on page 42)

Review Spotlight on Albums . . .

Continued from page 34

Opera Special Merit Albums

OPERATIC ARIAS
Leonie Rysanek, Soprano, with Orch. under the direction of Arturo Basile—RCA Victor LM 2262

The Austrian dramatic soprano, who has hit the front pages as Maria Callas' replacement at the Metopera this season, reveals a voice of fine timbre, sure pitch and wide range. "Vissi D'Arte," "O Patria Mia" and "Salce Salce" are especially exciting. Handsome cover photo. She'll be famous after her January Met debut.



ROSSINI: THE BARBER OF SEVILLE (3-12") Maria Callas, Soprano; Tito Gobbi, Bass; Luigi Alva, Baritone; Various Artists and the Philharmonia Orch. (Galliera)—Angel S 3559 C/L
STEREO & MONAURAL

This handsomely packaged LP—a Billboard spotlight in its monaural version—should rack up considerable sales action on stereo. Powerful name appeal, plus excellent stereo effects make this a solid sales item.



Sound Albums

PROKOFIEV: SUITE FROM THE LOVE FOR THREE ORANGES, SCYTHIAN SUITE
The London Symphony Orch. (Dorati)—Mercury SR 90006
STEREO & MONAURAL

This stereo version of Mercury's previous monaural release of two of Prokofiev's showiest orchestral works will delight all-out stereophiles. Dorati's big, brisk reading has plenty of emphasis on dynamics and violent tonal colors, and Mercury's excellent stereo disk work provides amplifiers with the sonic equivalent of a Grand Prix auto course. A fine "demonstration" platter for dealers who want to show off the very best in stereo phonos or components. Striking, colorful artwork cover commands attention.



Christmas Albums

CHRISTMAS LOW-PRICE SPOTLITE
JOY TO THE WORLD
The Robert Shaw Chorale—RCA Camden CAL 448

The Shaw name, the low price and the attractive cover will commend this album of 25 popular carols to Christmas buyers. It's hard to beat a choir like this anywhere, not only for the quality of the individual soloists, but for the vocal level of the group as a whole.



CHRISTMAS MAGIC
Hugo Winterhalter Ork & Chorus—RCA Camden CAL 449

This is sure-fire merchandise that has already won the hearts in the higher priced bracket. Winterhalter casts his particular brand of magic over yuletide favorites for a lush, easy-paced product. The accent here is on the smooth sound with muted trumpets and strings and a soft-voiced chorus. Thrush Judy Valentine pipes several ballad solos in a pleasing Bonnie Baker style.



HI-FI CHRISTMAS PARTY
Domenico Savino Ork & Chorus—RCA Camden CAS 392
STEREO & MONAURAL

Veteran maestro Domenico Savino has a bright, straightforward style that sounds well in this varied collection of Christmas favorites, effectively recorded in stereo by RCA. One side deals with pop tunes ("White Christmas," "Jingle Bells," etc.), while the other is filled with ork-and-chorus treatments of religious evergreens and carols. Low price tag and stereo sound will aid this platter.



Folk Albums

JESSE FULLER
Good Time Jazz L-12031

There's an honest, earthy quality in the voice and manner of Jesse Fuller which captivates the ear. His selections are a cross section of the songs of the land—old railroad work songs, the melodies of the prisoner, blues, spirituals—sung to his own refreshing instrumental accompaniment. He introduces his tunes with a word of background which helps set the mood and whet interest.



(Continued on page 44)

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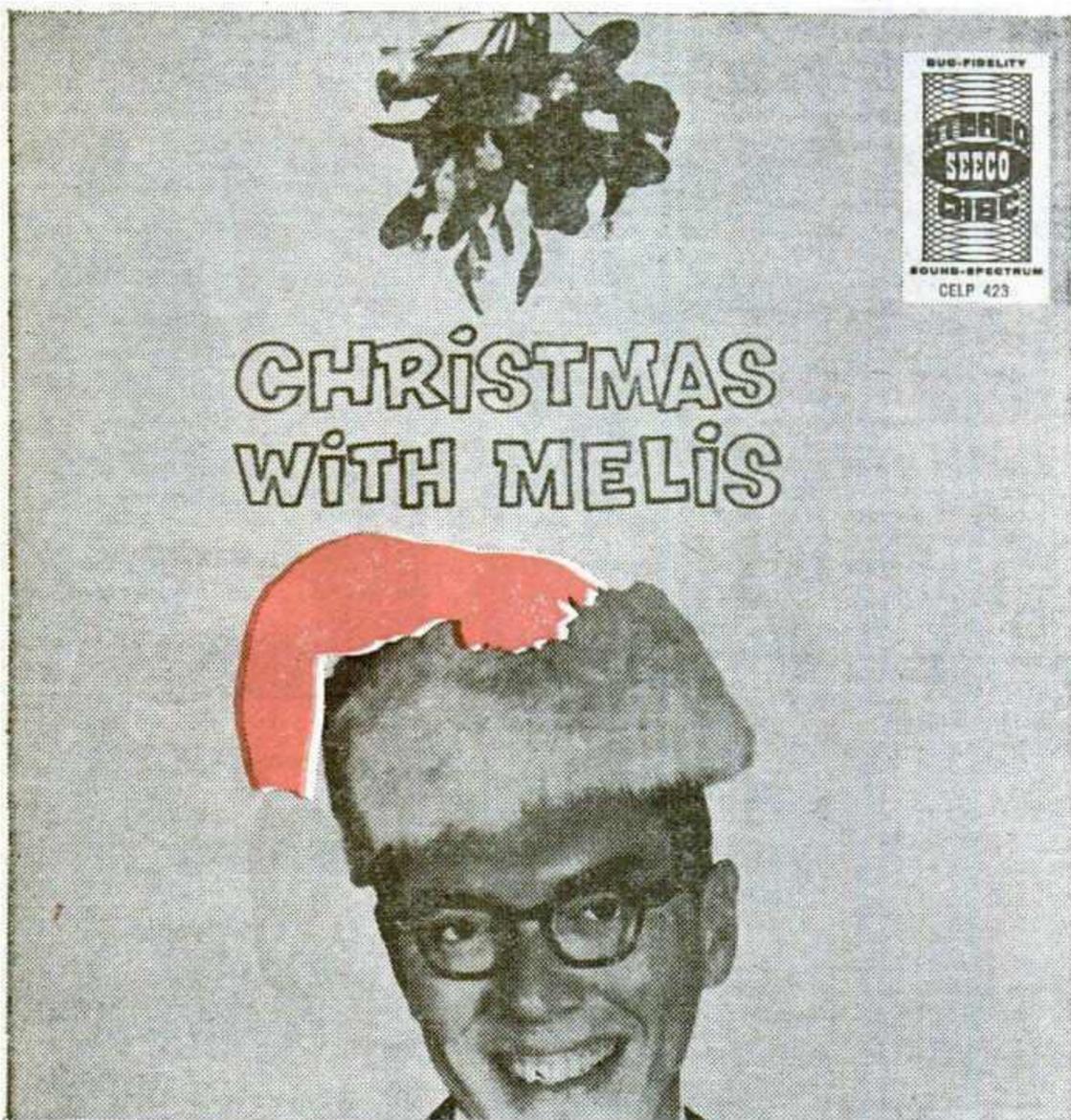
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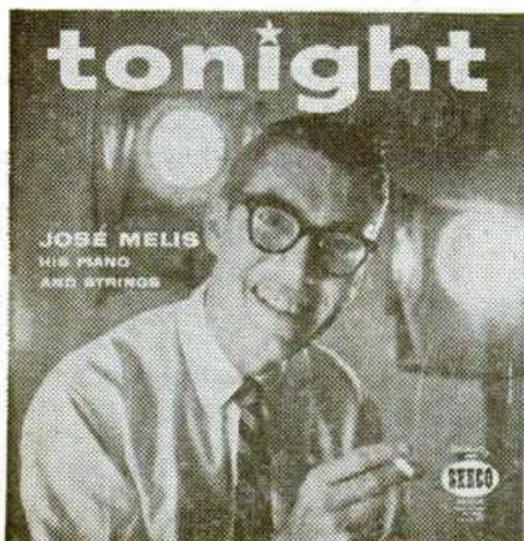


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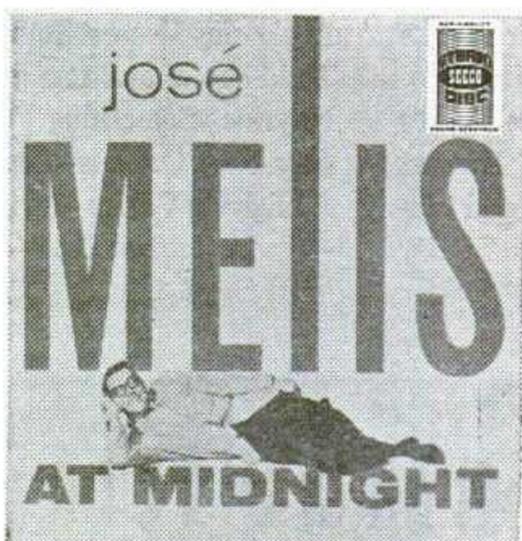
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Reviews and Ratings of New Popular Albums

Continued from page 40

WON'T YOU SPEND CHRISTMAS WITH ME

Dorothy Collins with Nathan Van Cleave Ork & Chorus, Everest LPBR 5013
Miss Collins provides a package of Christmas songs, both traditional and popular that can prove a winner. Fine arrangements by Nathan Van Cleave offer listenable support. The thrush's exposure on the "Hit Parade" program should help stimulate interest, as will the charming cover photo.

CHRISTMAS ★★★

A MERRY WURLITZER CHRISTMAS
Dick Leibert, Organ, Westminster WST 15020

STEREO & MONAURAL

Radio City Music Hall organist Leibert plays the Wurlitzer Pipe Organ of Richmond's Byrd Theater for an effective sound experience, particularly so in stereo. Selections include such happy holiday wax as "Jingle Bells," "White Christmas" and "Santa Claus Is Coming to Town." A solid entry for the market.

XMAS SPECTACULAR

Spike Jones & His City Slickers with Various Artists, Verve MGV 2021
Thirty-five selections are contained in the medleys of Christmas sacred and popular songs, presented with warmth and appeal by the City Slickers, the Jud Conlon Singers and the City Slicker Juniors. It's a fine programming item, and one that can attract a good share of coin.

CHRISTMAS ★★

HOLIDAY MUSIC FOR HAPPY PEOPLE
Bobby Roberts Ork, Decca DL 8818
Philadelphian Bobby Roberts gets on the holiday kick here, much as he might at a swank Christmas cotillion. Christmas songs like "Jingle Bells," "Rudolph," are medleyed with "Just in Time," "Are You Havin' Any Fun," etc. There are Latin numbers too, plus even a salute to New Year's Eve with "Auld Lang Syne." Good, happy, holiday stuff.

CHRISTMAS EP ★★★

TRINITY'S CHRISTMAS SAMPLER
Various Artists, Trinity LR 114
Four artists present Christmas selections that should have appeal, especially to children. Two are narrative, and two have vocals. The material is new, and with exposure the set can sell. Good programming and gift item.

LOW-PRICE CHRISTMAS ★★★

CHRISTMAS IS FOR CHILDREN
Various Artists, Lion L 70079
This should prove a strong Christmas package. It's in the low price range, and it contains a flock of name performers, including Lionel Barrymore doing "Twas the Night Before Christmas"; Jimmy Durante singing "Christmas Comes but Once a Year" and performances by Bret Morrison, Leslie Uggams, Rita Faye and Mary Maho.

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INTERNATIONAL ★★★

A TOUCH OF PORTUGAL
The Coimbra Quintet, Epic LN 3511
Offbeat, rhythmic material for multi-guitar excitement. Luis Goes adds romantic vocals. Lovely cover shot of beach.

INTERNATIONAL ★★

COME CLOSER TO ME
Gerl Gallan, Piano with the Caballeros, Warner Bros. W 1229
Listenable collection of Latin stylings by the Gerl Gallan Orchestra on a familiar group of tunes, ranging from the title song thru "Oye Negra," and "The Breeze and I." They are danceable instrumental sides and will appeal to the Latin terp set.

SMORGASBORD FOR STRINGS

Helmut Sacharias & His Magic Violins, Decca DL 8753
Scandinavian tunes ranging from Grieg to Frank Loesser make an odd but pleasant instrumental disc. Zacharias is a fine "hot fiddler" in the Florian ZaBach tradition.

LATIN AMERICAN ★★★

SENIOR TITO RODRIGUEZ
Tito Rodriguez Ork, Tico LP 1051
Here is an album that should please Tito Rodriguez' large following. It features the orkster-singer in a group of true Cuban rhythms, with all of the tunes favorites down in Cuba. And Rodriguez sings them all in Spanish. Titles of the Cuban songs are "Nada Mas," "Cha Cha Chando," and "Ya Lo Vi," among others. The music is exciting and it has an attractive Latin beat. Good wax for the market.

TANGO TIME

Oaquito Roca Ork, Mercury MG 20263
Eleven hypnotic tangos are played with a rich full sound by Roca's popular ork. Sound is a feature. Cover shot displayable.

RELIGIOUS ★★★★★

AND GOD SAID
Dana Andrews with the Frank Raye Singers, Epic 6BN 511

STEREO & MONAURAL

A most unique and imaginative production which would make a fine radio program just as it is. Dana Andrews' effective narrating is abetted by original songs and musical bridges of the Frank Raye Singers. The entire production, which relates the Old Testament, Parts 1 and 2 on the first side and the New Testament story on side 2, was written by country and folk singer-writer Dickson Hall. Can also serve as a splendid educational and entertainment item for children.

MY FAITH LOOKS UP TO THEE

The Merrill Staton Choir, Epic LN 3510
This group has scored well before with songs of the Army and Navy and in the fine minstrel production "Gentlemen, Be Seated." Now in a vastly different mood than either, the Choir proves every bit as effective. There is much current and worthy competition with hymns, anthems and sacred songs, but these readings by the all-male group are beautifully handled and can be pushed as high quality merchandise. Selections include "A Mighty Fortress Is Our God," "Jesus, Saviour, Pilot Me."

SPIRITUAL ★★★★★

AMEN!
Della Reese Presents Her Meditation Singers with Ernestine Herdubess, Jubilee JLP 1083

This is another and much less familiar side of Della Reese and in some ways her most effective self. With her original gospel group, she ties into nine fine and spirited gospel readings with a wonderful rippling piano and dynamic organ support in the true gospel manner. Recording is tops in stereo with a sound quality that gives a sense of presence right at the meeting. Fans of good gospel material will want this one.

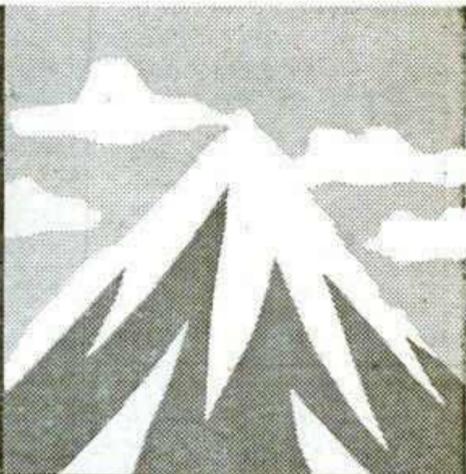
Reviews and Ratings of New Stereo Albums

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POPULAR ★★★

HIGH NOON CHA CHA CHA
Si Zentner & His Dance Band, Bel Canto SR 1011
Cashing in on the current cha-cha trend, Zentner provides amusing, musically sound cha-cha tempo versions of such seemingly incongruous (for the cha cha) items as "Mr. Sandman," "High Noon," "Sonny Boy" and "Softly As in a Morning Sunrise." Idea is more important here than stereo.

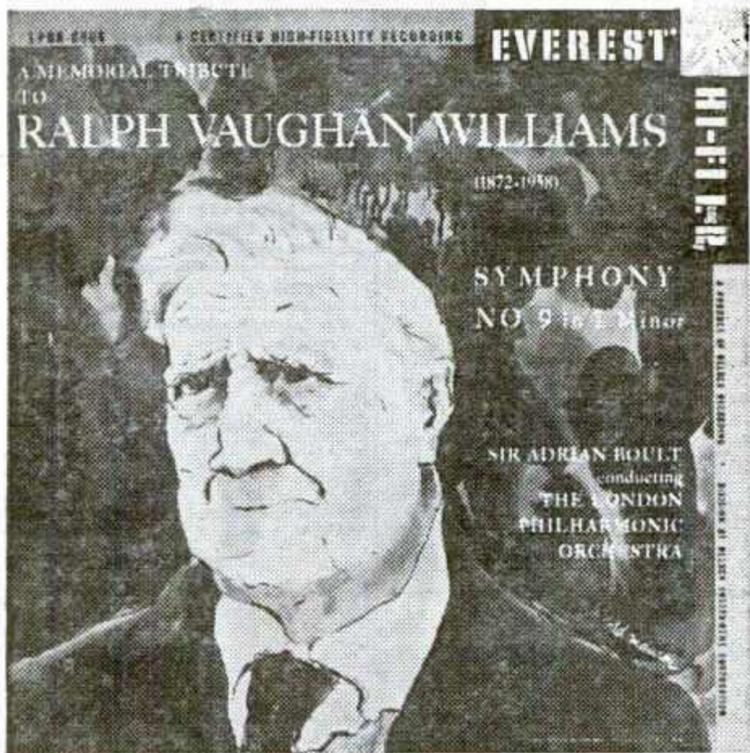
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RALPH VAUGHAN WILLIAMS
Symphony No. 9 in E Minor
Sir Adrian Boult
The London Philharmonic Orchestra
LPBR-6006, SDBR-3006†

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Sir Eugene Goossens
The London Symphony Orchestra
LPBR-6004, SDBR-3004†

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• **Reviews and Ratings of New Classical Albums**

CLASSICAL ★★★★★
RACHMANINOFF: SYMPHONY NO. 2
Detroit Symphony Orch. (Paray). Mercury SR 90019

STEREO & MONAURAL

There are seven monaural editions of the romantic "Second" of Rachmaninoff (including the superb Philadelphia ork reading under Ormandy), but a really first-rate job of stereo recording—plus the fact that it has no two-track competitors at the moment—makes this well-performed reading of the luxurious symphony a welcome stereo arrival. The sound is gorgeous, and the Mercury entry should rank high with Rachmaninoff fans for a long time.

BEETHOVEN: SYMPHONY NO. 9; INCIDENTAL MUSIC TO GOETHE'S EG-MONT
Birgit Nilsson, Soprano; Various Artists with The Philharmonia Orch (Klemperer). (2-12") Angel 3577 B

Angel has come thru with an outstanding recording of the Beethoven Ninth under the direction of Otto Klemperer and the Philharmonia Orchestra and chorus. The singers are Aase Nordmo-Loveberg, Christa Ludwig, Waldemar Kmentt and Hans Hotter, and altho only Hotter is well-known here, the performances are uniformly good. Klemperer's interpretation of the great symphony is robust and exciting. In spite of the tremendous competition on this work, this version, handsomely packaged, is certain to gain many sales over the next few months. Fourth side features a first rate recording of the "Egmont" with Birgit Nilsson.

CLASSICAL ★★★
RACHMANINOFF: CONCERTO NO. 2
Alexander Brailowsky, Piano with The San Francisco Symphony Orch. (Jorda). RCA Victor LM 2259

The familiar Rachmaninoff concerto, played in warm fashion by Alexander Brailowsky is sure to have a strong appeal to classical collectors, especially the newer classical fans. The performances of both the pianist and the San Francisco Symphony Orchestra under Enrique Jorda are fine, and the sound is excellent. A strong item for the buying season coming up.

RAFFAELLO DE BANFIELD: LORD BYRON'S LOVE LETTER
With Astrid Varnay, Soprano; Various Artists and The Academy Symphony Orch.

of Rome (Rescigno). RCA Victor LM 2258
Tennessee Williams' short play has been made into a strong, dramatic work. Banfield's score is passionate, melodic, surging and finer than the text. Astrid Varnay and Gertrude Ribla are superb in the central roles. Opera lovers should be won by this.

BRAHMS: SYMPHONY NO. 1
The Philadelphia Orch. (Klemperer). Angel S 35481

STEREO & MONAURAL

This set will be up against the stoutest kind of monaural competition. However, since it's one of the first out in stereo, and since the performance is fundamentally a sound and true one, there is bound to be some extra interest focussed on the set, despite the fact that the stereo quality itself is not of standout character.

RICHARD STRAUSS: SONGS
Dietrich Fischer - Dieskau, Baritone with Gerlad Moore, Pianist. Angel 35600

The sonorous baritone presents 16 lieder, mostly popular Strauss items, with taste, style and beautiful tone. His growing legion of fans will adore it.

LOVE DUETS
Rosanna Carteri, Soprano; Giuseppe Di Stefano, Tenor with The Sinfonica De Milano (Tonini). Angel 35601

Fine performances of duets from "Othello," "Faust," "Carmen," "The Pearl Fishers" and "Iris," by Rosanna Carteri and Giuseppe Di Stefano on this new release on Angel. The orchestra is the Milan Symphony and the conductor is Antonio Tonini. A set that is sure to interest opera fans.

TCHAIKOVSKY: NUTCRACKER SUITE; PROKOFIEV: LOVE FOR THREE ORANGES SUITE; LIADOV: EIGHT RUSSIAN FOLK SONGS.
The Philharmonia Orch. (Mallo). Angel 35594

While not strictly a Xmas album, the "Nutcracker" is traditional fare for this time of year. Coupling with the Prokofiev and Liadov make it a fine gift item. Performances here lack energy and are a bit stilted and competition is stiff. However, charming watercolor cover by Alexandre Benois will stimulate sales.

WAGNER: EXCERPTS FROM DIE WALKURE & THE FLYING DUTCHMAN
Birgit Nilsson, Soprano; Hans Hotter, Baritone with The Philharmonia Orch. (Ludwig). Angel 35585

This new release should appeal to Wagnerian followers. It features soprano Birgit Nilsson and baritone Hans Hotter singing excerpts from "Die Walkure," and "The Flying Dutchman." The performances are first rate and the Philharmonia Orchestra, under Leopold Ludwig supports the singers satisfactorily. The cover is attractive.

CLASSICAL ★★
AN ANTHOLOGY OF GUITAR MUSIC—THE SIXTEENTH CENTURY
Charles Byrd, Guitar. Washington WR 411

Guitarist Byrd, better known as "Charlie" to jazz aficionados, offers an interesting package from the classical repertory. In his playing of the works of Milan, Pisador and others, he strikes a strong, open tone with

excellent finger work. But while the technical level leaves little to be desired, the interpretations are cold and dry. Disk will appeal primarily to Byrd fans rather than classic guitar enthusiasts, who will prefer renditions by Segovia, De La Torre et al.

THE DEVIL IN HI-FI
The Vienna State Opera Orch. & The London Symphony Orch. (Scherchen). Westminster XWN 18894

The latest in Westminster's "thematic" wax series of excerpts with a common musical denominator. This time, the four selections deal with the subject of Satan in music ("Mephisto Waltz," "Danse Macabre," etc.); as previous cullings of the Westminster catalog have dealt with "Storms," "Spain," "Ballet," and the like. Good performances (mostly by the Vienna State Opera Orch) and good sound.

FRENCH OVERTURES IN HI-FI
Orcheyre du Theatre National de L'Opera de Paris (Scherchen). WST 14027

• **Reviews and Ratings of New Jazz Albums**

JAZZ ★★★★★
MAX ROACH PLUS 4: NEWPORT
Max Roach with George Coleman, Booker Little, Ray Draper & Arthur Davis. Mercury MG 36140

This is one of the best albums to come out of last summer's Newport Jazz Festival. Along with Max Roach are the new members of his unit, G. Coleman, B. Little, R. Draper and A. Davis, and they show off to excellent advantage on this hard-driving, listenable jazz set. Along with Roach's fine work on drums, the trumpet of Little and the tenor work of Coleman is worth noting. Tunes are both originals and standards, with "Night in Tunisia," and "Vile," both handed first rate interpretations.

COLORS IN SOUND
Sal Salvador Ork. Decca DL 79210

STEREO & MONAURAL

One of the brightest, most swinging and best recorded stereo sets from the label. Guitarist Salvador leads essentially a big band but without reeds. The trumpets and trombones blow wild and free with extra hues inspired by the use of French horn, tuba, meliophone, etc. Rhythm has guitar, drums and bass. A gratifying combo plays the George Roumanis arrangements with a fine sense of style and showmanship. Set has pop appeal as well.

JAZZ ★★★
BIG 'T'S DIXIELAND BAND
The Jack Teagarden Band. Capitol T 1095

Anyone who goes for Dixieland, or who has a traditional jazz background, will dig this new set. It features Big T., also known as Jackson Teagarden, singing and playing a group of Dixieland favorites in his own inimitable style. Tunes include "Wolverine Blues," "Weary River," "Casanova's Lament," and "Mobile Blues," among others. It's mighty listenable, attractive Dixieland jazz.

NEWPORT '58
Dinah Washington, Terry Gibbs, Max Roach, Don Elliott & Urbie Green. Mercury MG 3641

This waxing was cut at the Newport Jazz Festival last summer. One side of the record features Dinah Washington in four

STEREO & MONAURAL

A collection of six light, bubbling overtures by Adam, Thomas, Auber and others, played in a light, breezy manner. Good color cover and first-rate stereo recording work makes this a package that large dealers may find worth pushing.

LOW-PRICE CLASSICAL ★★★★★

BEETHOVEN: MOONLIGHT & PATHETIQUE SONATAS
Ania Dorfmann, Pianist. RCA Camden CAL 458

This is a record in the grand tradition. It is a majestic interpretation of two war-horses, and the power and dignity of the readings prevail over the imperfections in technique. Sound loses little in transfer from old masters, and low price, together with esteem of artist's name should insure sales.

JAZZ ROLLS ROYCE
Howard Rumsey's Lighthouse All-Star Big Band. Lighthouse CS 300

Here's a set that should prove an easy item to push, especially among West Coast fans. The tunes are Bob Cooper originals, except for "Strike Up the Band," and the fine arrangements were also penned by Cooper. The artists include several of the top West Coast names. Sound is a feature. It's an excellent set and worthy of exposure.

CROSS SECTION-SAXES
Hal McKusick with Various Artists. Decca DL 79209

STEREO & MONAURAL

The emphasis on this set of the writings of George Russell, Jimmy Guiffre, Ernie Wilkins and George Handy is on arranged, subdued and rather introverted expression. There is a good bit of tonal experimentation present. Some of the groupings swing while others have a chamber jazz quality which demands close attention. An interesting set with excitement focussed on the musical ideas expressed rather than the moderate stereo effect.

THE CHEERLEADERS SING DIXIELAND JAZZ
With Sid Robin & The Post Paraders. Carlton STLP 12-105

STEREO & MONAURAL

The bright, bouncy sound achieved by the Cheerleaders in this platter is more in the mood of the old Pied Pipers and Modernaires groups than anything that came out of New Orleans. About half of the songs are "semi-Dixie" treatments of oldies like "Copenhagen," and the rest, like "Woodchoppers' Ball," are almost straight swing vocals. Nice stereo work, with singers "centered" before Sid Robin's ork, rather than confined to one channel. Group's fans should like it.

(Continued on page 46)

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• **Review Spotlight on Albums...**

Continued from page 40

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

OVER 40 OF THE WORLD'S GREATEST CHILDREN'S SONGS
Bob Hastings—RCA Victor LBY 1017

A varied, clear and charming reading of all the favorite moppet songs by Hastings in neat, attractive arrangements. Kids as young as two will enjoy. Eye-catching cover is worth displaying. Set also contains a booklet with lyrics.

----- **Spiritual Albums** -----



GOSPEL CONCERT
Clara Ward—Dot DLP 3138

The rafter-rocking brand of revival singing is at its wild and frenzied best in the hands of Clara Ward and her singers. The rhythms drive to a feverish pitch, as Miss Ward lifts her lusty voice in such favorite spirituals as "Didn't It Rain," "Joshua Fit the Battle of Jericho" and "Down By the River Side" among others. The album cover will stimulate interest, but one listen will cinch the sale.



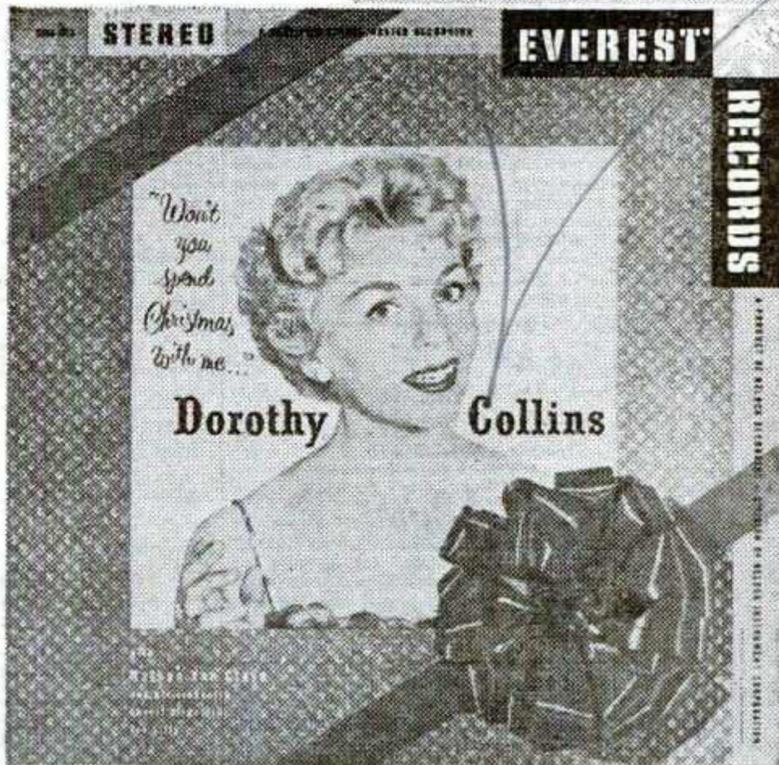
BRIGHT STARS

EVEREST*

RECORDS

GLOW

IN EVEREST SOUND



DOROTHY COLLINS—
"Won't You Spend Christmas With Me . . ."
 With Nathan Van Cleve and his Orchestra. Choral direction by Joe Lilly.
 LPBR-5013, SDBR-1013†

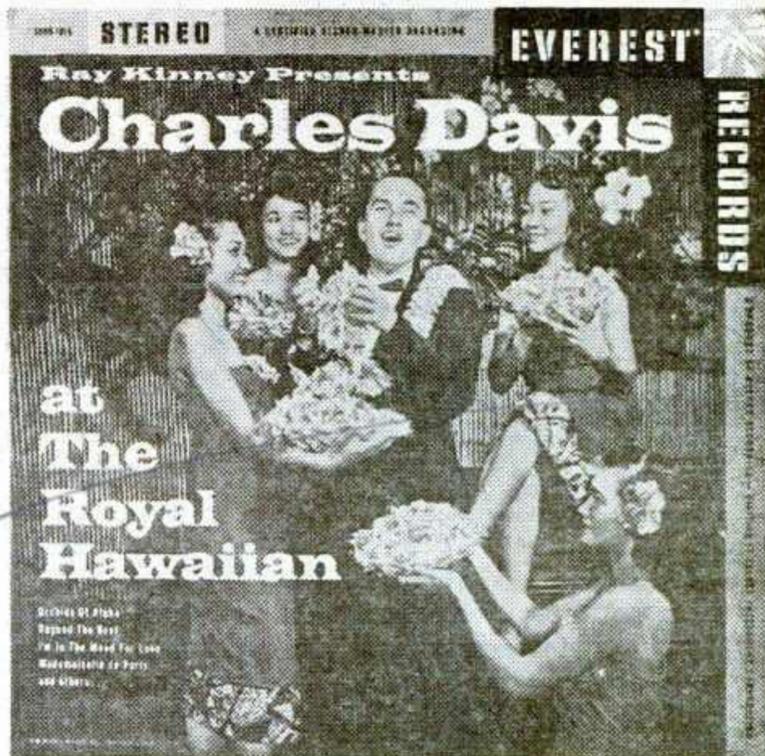
Timeless songs . . . a radiant voice . . . glorious Everest sound—the perfect holiday package! The bright star of the Hit Parade presents her interpretations of Christmas in song. Includes: Deck the Halls—Good King Wenceslas—White Christmas—I'll Be Home For Christmas—Noel—Silent Night—and a host of others.

Ray Kinney presents
CHARLES DAVIS at the Royal Hawaiian
 Orchestra and Chorus directed by Raoul Poliakin.

LPBR-5015, SDBR-1015†

A new star, rising on the wings of song, winner of the Metropolitan Auditions of the Air for 1958, Mr. Davis sings a shining group of Hawaiian songs—plus an unforgettable group of romantic standards.

In The Royal Hawaiian Hotel—Beyond the Reef—Kuu Iini—Orchids of Aloha—Torna a Surriento—In The Still of the Night—I'm in the Mood For Love—and many others.



†Stereo Recording *T.M.

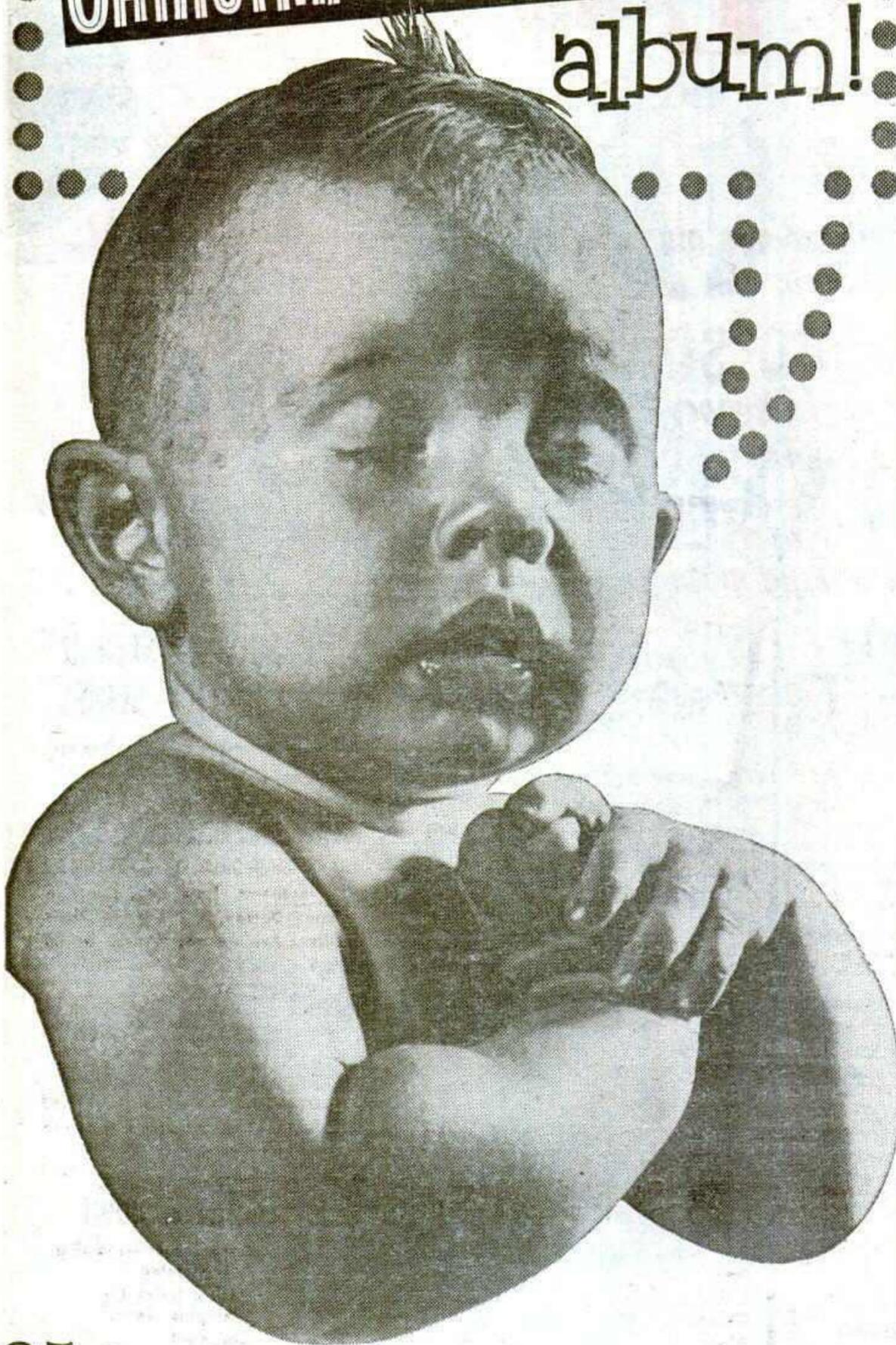
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"SPIKE JONES PRESENTS A CHRISTMAS SPECTACULAR"

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for the entire family



See Tax Cut

• Continued from page 14

shon, of AFM's Twenty Per Cent Tax Relief Committee, has written Rep. Thompson that he believes it will be "very helpful" to present a bill to Congress that "softens the nasty word 'cabaret' by association with fine arts programs."

Big stumbling block, of course, will be Treasury Department, reluctant to lose any revenues. Proponents of the bill will argue that the loss to Treasury will be made up from the additional income tax paid by musicians, singers, actors and dancers who will find more work.

Bill has the backing of the administration's Committee of the Arts and Sciences for Eisenhower.

S-F Winds Up

• Continued from page 4

include two albums in a new series called "Composer's Concept." First of these is a complete "Messiah" on four LP's with the London Philharmonic Choir and Orchestra. The four LP set will list at \$11.98. There will also be a complete Beethoven Ninth Symphony on Stereo Fidelity, with the North German Symphony Orchestra. There will be two albums with the 101 Strings, one called "Gypsy Campfires" and the other "Grand Canyon Suite." And there is a new album with the N. German Symphony of "Pictures at an Exhibition."

• Reviews and Ratings of New Jazz Albums

• Continued from page 44

COOL DIXIELAND JAZZ

Sammy Duncan & His Dixieland Jazz Band. NCR LPA 1

The title of this album is a misnomer, for if anything this set isn't cool, it's hot. It features some of the brightest and wildest Dixieland work since Dixieland was the rage years ago. The leader of this band is a young trumpeter of 27 named Sammy Duncan, and he and his combo inject much enthusiasm into performances of a fine group of favorites, like "Muscat Ramble," "Tin Roof Blues," "South Rampart Street Parade," "Beale Street Mama," etc. If exposed this album has a chance for some real sales.

JAZZ ★★

THE BOSS OF THE BLUES

Joe Turner, Atlantic 1234

STEREO & MONAURAL

The great Joe Turner turned this fine collection out monaurally a year or so back. Stereo interpretations of such classics as "I Want a Little Girl," "Cherry Road," and "How Long Blues," are effective but not absolutely necessary. The down to earth message has a basic appeal which doesn't require the engineering magic of 3-D to get across.

MA! THEY'RE COMIN' DOWN THE STREET

The River Boat Five, Mercury MG 20379

This is a bright-sounding and colorful set that can appeal to lovers of Dixieland fare. The River Boat Five is a youngish crew that has a cheerful sound on the standards. Numbers include "Tiger Rag," "That's A Plenty," and "Alabama Jubilee." Strictly for traditionalists, but choice in its field.

JAZZ AT THE SHOWBOAT

Charlie Byrd, Guitar, Offbeat OJ 3001

The Showboat is a Washington, D. C. jazz niter that features Byrd and his group. The guitarist has an attractive and capable mainstream style that can attract. The strongest potential will probably be in his home ground, the package can be moved elsewhere. Selections include originals and standards.

SWINGIN' IN SWEDEN

Jimmy Raney Quintet & George Wallington & His Swedish All Stars, Mercury MG 36121

The two groups have a listenable set that can attract coin from mainstream buyers. The Wallington crew is featured on one side in two lengthy tracks, "Round Midnight" and "Blue Bird," a moderate swinger. Guitarist Raney and his group of Swedish all-stars also provide a fine outing on their four band side. Good cover shot of pianist Wallington and Raney.

Unique Label

• Continued from page 4

inactive. No plans are currently on the road setting up a group of manufacturer's representatives to handle the Unique line in what promises to be a substantial departure from orthodox distribution methods. The feeling is that these reps, who handle various product lines in non-competing fields, can do a better job in selling chain and variety houses than regular distributors. In this way, it's planned to sell the chains direct thru the reps for about \$1.10 per record, which allows for a bigger markup than the traditional 38 per cent. Also, according to a spokesman: "We don't have to wait for our money from a distributor who may be hard pressed. The chains normally pay their bills on the 10th of each month. We can thus get our money quickly and pay the reps their commissions on a regular basis."

Seeburg Stereo

• Continued from page 4

ago when TV manufacturers practically gave sets away to tavern owners to get the public TV-conscious. "It worked then for television, and we believe the juke box can have much the same effect or, developing the market for stereo records and phonographs," Herrick told the assemblage of diskery brass.

J. C. (Jack) Gordon, Eastern division manager of Seeburg, also spoke, outlining the tremendous response at the grass roots already experienced by the company. A demonstration of various stereo records was then carried out on the equipment especially set up for the demonstration. Observers agreed that the sound quality was impressive.

TV Musicals

• Continued from page 14

34; and Tennessee Ernie isn't strictly a musical personality.

Absent from the list were Lawrence Welk, Pat Boone, Eddie Fisher, "The Hit Parade," Patti Page, "Voice of Firestone," Sammy Kaye, Dick Clark, Jimmy Dean, and some highly touted one-shots—Fred Astaire's NBC-TV show which received rave reviews; Ginger Rogers' CBS-TV telecast and CBS-TV's the musical version of "Little Women." Even ABC-TV's "Ozzie and Harriet," which spotlights best selling r.&r. warbler Ricky Nelson, didn't make the list.

On the other hand, Westerns which some tradesters thought were on the wane ratingwise dominated the list, with 80 per cent (four programs) in the first five, six in the first 10, and nine in the first 15 in the boots-and-saddle category. "Gunsmoke" and "Wagon Train" were No. 1 and 2.

B'way Original

• Continued from page 4

way musical made provision in its pact for the movie sound track as well in the future. It is also understood that when the movie track is released the diskery will also release new albums and singles to plug the score again. Probabilities are that diskeries will cover TV performances of Broadway musicals, too, sometime soon so that signing an original cast will also mean signing future TV and movie tracks as well.

Today, when a diskery commits itself to a Broadway musical, it lays on the line \$50,000 to \$100,000 to cover the original cast waxing, two or three pop and jazz sets, five or six singles, and its top talent. Is it worth it? Well, when the payoffs come, as in the case of "My Fair Lady," the answer is resounding yes.

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- CST 106 OKLAHOMA!—Comp. cast Hans Hagan Orch. & Chorus
- CST 107 MY FAIR LADY—Hans Hagan Orch. & Chorus
- CST 108 PARIS NITE LIFE—Pierre Legendre Cond. Paris Intl. Orch.
- CST 109 GAY '90'S—Johnny O'Toole & His Naughty Naughty Band
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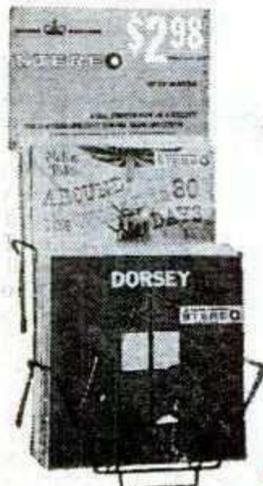
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• Best Selling Sheet Music in U. S.

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

This Week		Last Week	Weeks on Chart
1.	IT'S ALL IN THE GAME (Remick)	1	9
2.	NON DIMENTICAR (Hollis)	5	5
3.	THE DAY THE RAINS CAME (Garland)	3	6
4.	THE END (Criterion)	4	5
5.	NEAR YOU (Supreme)	2	10
6.	TOM DOOLEY (Beechwood)	7	3
7.	TO KNOW HIM IS TO LOVE HIM (Warman)	6	3
8.	LONESOME TOWN (Eric)	—	1
9.	TEARS ON MY PILLOW (Vanderbuilt-Bonnie)	8	6
10.	CALL ME (Meridian)	—	2
11.	TEA FOR TWO CHA CHA (Harms)	10	3
12.	FIREFLY (Morris)	9	6
13.	LOVE MAKES THE WORLD GO ROUND (Winneton)	14	2
14.	CHANTILLY LACE (Glad)	—	1
15.	I GOT A FEELING (Eric)	—	1

• Best Selling Sheet Music in Britain

(For week ending November 8)

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)	Tulips From Amsterdam—Cinephonic (Skorski)
Volare—Robbins (Robbins)	Mad Passionate Love—Duchess (Burgess)
Trudie—Henderson (Kassner)	Poor Little Fool — Commodore-Imperial (Eric)
A Certain Smile—Robbins (Robbins)	On the Street Where You Live—Chappell (Chappell)
Carolina Moon—Lawrence Wright (Cromwell)	Return to Me—Southern (Southern)
It's All in the Game—Blossom (Remick)	If Dreams Came True—Dominion (Korwin)
Born Too Late—Anglo-Pic (Mansion)	Mary's Boy Child—Bourne (Schumann)
When—Southern (Sounds)	Move It—B. F. Wood (B. F. Wood)
Bird Dog—Acuff-Rose (Acuff-Rose)	Moon Talk—Leeds (Roncom)
You Need Hands—Lakeview (Leeds)	
Stupid Cupid—Aldon (Aldon)	

• Best Selling Pop Records in Britain

(For week ending November 8)

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

This Week		Last Week
1.	IT'S ALL IN THE GAME—Tommy Edwards (MGM)	1
2.	A CERTAIN SMILE—Johnny Mathis (Fontana)	5
3.	HOOTS MON—Lord Rockingham's XI (Decca)	6
4.	BIRD DOG—Everly Brothers (London)	3
5.	COME PRIMA—Marino Marini (Durium)	2
6.	STUPID CUPID/CAROLINA MOON—Connie Francis (MGM)	4
7.	MOVE IT—Cliff Richard (Columbia)	6
8.	MY TRUE LOVE—Jack Scott (London)	11
9.	MORE THAN EVER—Malcolm Vaughan (HMV)	9
10.	KING CREOLE—Elvis Presley (RCA)	10
11.	TEA FOR TWO CHA CHA—Tommy Dorsey Orchestra (Brunswick)	12
12.	BORN TOO LATE—Poni Tails (HMV)	8
13.	VOLARE—Dean Martin (Capitol)	13
14.	POOR LITTLE FOOL—Ricky Nelson (London)	16
15.	LOVE MAKES THE WORLD GO 'ROUND—Perry Como (RCA)	—
16.	WESTERN MOVIES—Olympics (HMV)	14
17.	SOMEDAY—Jodie Sands (HMV)	20
18.	MOON TALK—Perry Como (RCA)	17
19.	VOLARE—Marino Marini (Durium)	—
20.	SUMMERTIME BLUES—Eddie Cochran (London)	—

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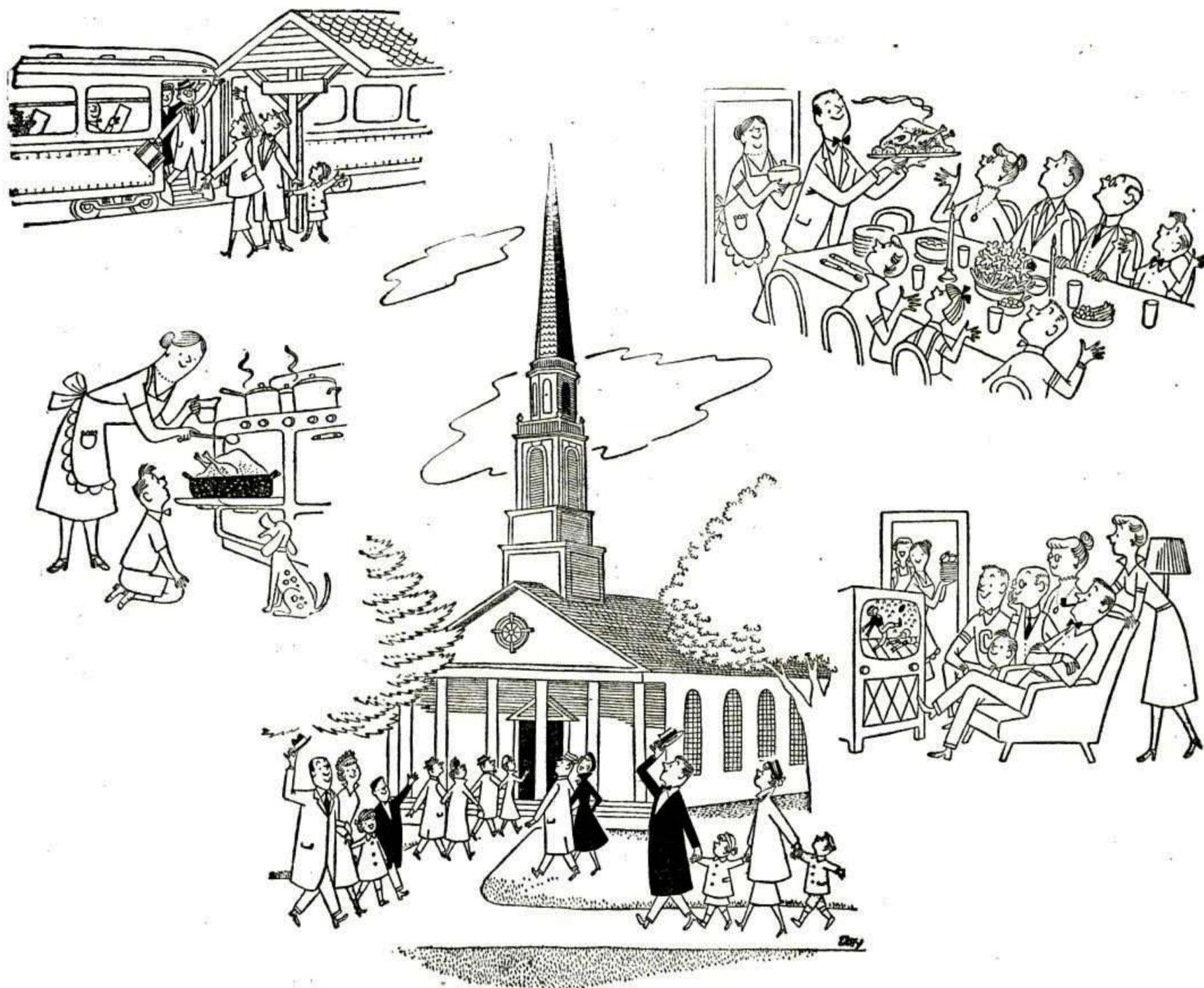
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There's "food for thought" in a Thanksgiving Day visit to your house of worship

TODAY far too many of us think of Thanksgiving in terms of food and football—overlooking the fact that there is so much more food offered than that which is placed on the family table. For there is much "food for thought" as well.

Thanksgiving is a time to take stock of life's blessings . . . to take a bright-eyed child on your knee and talk to him quietly of things that really matter . . . of his great American heritage and the promise it holds for him. It's a time to take your whole family to your church or

synagogue for an hour of prayer and thanks that will make your holiday mean so much more.

True, our lives are far removed from those of the Pilgrim Fathers. We live in the uncertainty of the Atomic Age. But we also live in the abundance of 20th Century America. Has any one of us so much or so little that he cannot find room or time in his heart for thanks?

This Thanksgiving, why not take your family to your church or synagogue? Wherever you are . . . whatever your beliefs may be . . . take time to offer your word of thanks.

FIND THE STRENGTH FOR YOUR LIFE...

Worship together



this week!

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending November 8

This Week	Last Week	Weeks on Chart
1. Tom Dooley By Dave Guard—Published by Beechwood (BMI) BEST SELLING RECORD: Kingston Trio, Cap 4049.	3	6
2. It's Only Make Believe By Conway Twitty & Nance—Published by Marjelle (BMI) BEST SELLING RECORD: Conway Twitty, MGM 12677. RECORD AVAILABLE: Jimmy Starr, Debbis 101.	2	6
3. It's All in the Game By Dawes and Sigman—Published by Remick (ASCAP) BEST SELLING RECORD: Tommy Edwards, MGM 12688.	1	12
4. Topsy II By Battle-Durham—Published by Cosmopolitan (ASCAP) BEST SELLING RECORD: Cozy Cole, Love 50034.	4	7
5. To Know Him Is to Love Him By Phillip Spector—Published by Warman (BMI) BEST SELLING RECORD: Teddy Bears, Dore 503. RECORDS AVAILABLE: Cathy Carr, Roulette 4107; Evelyn and Towers Kingsley, Cap 4069.	5	5

This Week	Last Week	Weeks on Chart
6. The End By Jimmy Kronides-Sid Jacobson—Published by Criterion (ASCAP) BEST SELLING RECORD: Earl Grant, Decca 30719.	6	8
7. Chantilly Lace By J. P. Richardson—Published by Glad (BMI) BEST SELLING RECORD: Big Bopper, Mer 71343.	8	8
8. Lonesome Town By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545.	12	4
9. Beep Beep By Donny-Morey-Chic—Published by H.&L. (BMI) BEST SELLING RECORD: Playmates, Roulette 4115.	21	2
10. Tea for Two Cha Cha By Vincent Youmans-Irving Caesar—Published by Harm (ASCAP) BEST SELLING RECORD: Tommy Dorsey Ork-Warren Covington, Decca 30704.	7	9

Second Ten

11. I Got Stung By Aaron-Schroeder-David Hill—Published by Gladys Music (ASCAP) BEST SELLING RECORD: Elvis Presley, RCA Victor 7410.	19	2
12. I Got a Feeling By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545.	13	5
13. Queen of the Hop By Woody Harris & Bobby Darin—Published by Walden-Tweed (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6127.	17	3
14. One Night By Dave Bartholemew-Pearl King—Published by Travis-Presley (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7210.	-	1
15. The Day the Rains Came By Sigmund-Becaud—Published by Garland (ASCAP) BEST SELLING RECORDS: Raymond Le Fevre, Kapp 251; Jane Morgan, Kapp 255. RECORD AVAILABLE: Dalida, Verve 10152.	10	6

16. Rock-In' Robin By J. Thomas—Published by Recordo (BMI) BEST SELLING RECORD: Bobby Day, Class 229.	9	13
17. Call Me By Otis-Hendricks—Published by Meridian (BMI) BEST SELLING RECORD: Johnny Mathis, Columbia 41253.	22	7
18. Forget Me Not By Larry Martin-Larry Kolber—Published by Aldon Music (BMI) BEST SELLING RECORD: Kalin Twins, Decca 30745.	27	4
19. Tears on My Pillow By Sylvester Bradford & Al Lewis—Published by Vanderbilt-Bonnie (ASCAP) BEST SELLING RECORD: Little Anthony & the Imperials, End 1027.	11	14
20. Mexican Hat Rock By John Sheldon—Published by Maryland (BMI) BEST SELLING RECORD: Applejacks, Cameo 149.	20	6

Third Ten

21. Pussy Cat By Sunny Skylar & Tom Glazer—Published by Paxton (ASCAP) RECORD AVAILABLE: Ames Brothers, Vio 7315.	24	6
22. There Goes My Heart By Silver-Davis—Published by Leo Feist (ASCAP) RECORDS AVAILABLE: Joni James, MGM 12706; Joe & Johnnie, J&S 1659; Dean Jones, MGM 12580; Smith Brothers, Decca 30360.	25	3
23. Non Dimentiar By Redi-Galdieri-Dobbins—Published by Hollis (BMI) RECORDS AVAILABLE: Robert Ashley, MGM 12463; Nat King Cole, Cap 4056; Don Cornell, Coral 61905; Percy Faith, Col 40155; Joni James, MGM 12639.	28	2
24. Topsy I By Battle-Durham—Published by Cosmopolitan (ASCAP) RECORD AVAILABLE: Cozy Cole, Love 50034.	18	2
25. Hideaway By Bob Goodman—Published by Jack Gold (ASCAP) RECORD AVAILABLE: Esquires, Paris 520.	28	2

26. A Lover's Question By Brook Benton-Jimmy Williams—Published by Eden-Progressive (BMI) RECORD AVAILABLE: Clyde McPhatter, Atlantic 1199.	23	2
27. I'll Wait for You By Marcucci-DeAngeles—Published by Rambed (BMI) RECORD AVAILABLE: Frankie Avalon, Chancellor 1026.	-	1
27. Cannon Ball By L. Hazlewood-Duane Eddy—Published by Gregmark (BMI) RECORD AVAILABLE: Duane Eddy, Jamie 1111.	-	1
29. Near You By Craig Goell—Published by Supreme (ASCAP) RECORDS AVAILABLE: Francis Craig, Dot 15159; Roger Williams, Kapp 233.	15	11
30. Poor Boy By G. Sanderson—Published by Meridian-Parkwood (BMI) RECORDS AVAILABLE: Cardigans, Mer 71367; Royal Tones, Jubilee 5338.	-	1

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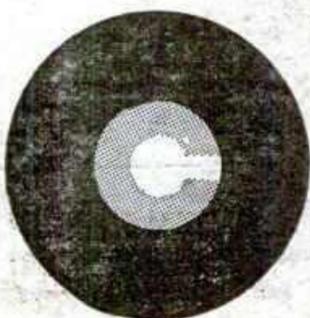
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The Billboard **HOT 100** FOR THE WEEK ENDING NOVEMBER 23

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
3	4	2	1		TOM DOOLEY	Kingston Trio, Capitol 4049	8
2	2	1	2		IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	10
4	3	4	3		TOPSY II	Cozy Cole, Love 50034	13
1	1	3	4		IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	13
15	11	5	5		TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 503	9
—	54	19	6	★	BEEP BEEP	Playmates, Roulette 4143	3
10	6	6	7		CHANTILLY LACE	Big Bopper, Mercury 71343	16
18	14	11	8		LONESOME TOWN	Ricky Nelson, Imperial 5545	5
31	15	13	9		QUEEN OF THE HOP	Bobby Darin, Atco 6127	7
23	13	10	10		I GOT A FEELING	Ricky Nelson, Imperial 5545	6
—	65	18	11		I GOT STUNG	Elvis Presley, RCA Victor 7210	3
11	8	8	12		THE END	Earl Grant, Decca 30719	10
8	7	7	13		TEA FOR TWO CHA CHA	Tommy Dorsey Ork-Warren Covington, Decca 30784	12
—	—	30	14	★	ONE NIGHT	Elvis Presley, RCA Victor 7210	2
5	5	9	15		ROCK-IN' ROBIN	Bobby Day, Class 229	16
12	19	17	16		FORGET ME NOT	Kalin Twins, Decca 30745	8
19	17	23	17		PUSSY CAT	Ames Brothers, RCA Victor 7315	8
21	16	16	18		MEXICAN HAT ROCK	Applejacks, Cameo 149	10
36	25	25	19		THERE GOES MY HEART	Joni James, M-G-M 12706	10
69	41	47	20	★	I'LL WAIT FOR YOU	Frankie Avalon, Chancellor 1026	4
47	26	26	21		HIDEAWAY	Four Esquires, Paris 520	9
38	32	20	22		A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	5
33	22	21	23		CALL ME	Johnny Mathis, Columbia 41253	8
50	43	31	24		POOR BOY	Royal Jones, Jubilee 5338	5
—	88	71	25	★	CANNON BALL	Duane Eddy, Jamie 1111	3
6	9	14	26		TEARS ON MY PILLOW	Little Anthony & the Imperials, End 1027	15
9	12	12	27		SUSIE DARLIN'	Robin Luke, Dot 15781	15
43	35	29	28		NEED YOU	Donnie Owens, Guyden 2001	7
68	47	41	29	★	LETTER TO AN ANGEL	Jimmy Clanton, Ace 551	5
70	44	44	30	★	FALLIN'	Connie Francis, M-G-M 13715	6

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
26	24	22	31		THE DAY THE RAINS CAME	Jane Morgan, Kapp 235	9
16	20	24	32		NEAR YOU	Roger Williams, Kapp 233	14
60	49	49	33	★	LOVE MAKES THE WORLD GO 'ROUND	Perry Como, RCA Victor 7353	6
7	10	15	34		BIRD DOG	Everly Brothers, Cadence 1350	16
72	50	48	35	★	I'LL REMEMBER TONIGHT	Pat Boone, Dot 15840	4
—	—	81	36	★	THE WORLD OUTSIDE	Four Coins, Epic 9295	2
88	63	43	37		LOVE IS ALL WE NEED	Tommy Edwards, M-G-M 12723	4
27	37	77	38	★	TOPSY I	Cozy Cole, Love 50034	10
82	75	53	39	★	WALKING ALONG	Diamonds, Mercury 71366	4
67	30	37	40		THE DAY THE RAINS CAME	Raymond Le Fèvre, Kapp 231	4
—	86	76	41	★	THE MOCKING BIRD	Four Lads, Columbia 41266	3
—	—	51	42		PROBLEMS	Everly Brothers, Cadence 1355	2
30	28	34	43		FIREFLY	Tony Bennett, Columbia 41237	11
89	76	50	44		MR SUCCESS	Frank Sinatra, Capitol 4070	4
35	40	45	45		NO ONE KNOWS	Dion & the Belmonts, Laurie 3015	13
34	36	28	46		WITH YOUR LOVE	Jack Scott, Carlton 483	8
94	60	62	47	★	MANDOLINS IN THE MOONLIGHT	Perry Como, RCA Victor 7353	4
17	23	27	48		YOU CHEATED	Shields, Dot 15805	13
45	42	38	49		ALL OVER AGAIN	Johnny Cash, Columbia 41251	7
49	33	35	50		THE BLOB	Five Blobs, Columbia 41250	8
—	—	67	51	★	BIMBOMBAY	Jimmie Rodgers, Roulette 4116	2
57	52	46	52		NON DIMENTICAR	Nat King Cole, Capitol 4056	6
83	70	69	53	★	WHAT DO I CARE	Johnny Cash, Columbia 41251	5
20	34	36	54		SUMMERTIME BLUES	Eddie Cochran, Liberty 55144	16
71	71	66	55	★	NO ONE BUT YOU	Ames Brothers, RCA Victor 7315	8
56	58	72	56	★	COME ON, LET'S GO	Ritchie Valens, Del Fi 4106	9
97	67	65	57		TUNNEL OF LOVE	Doris Day, Columbia 41252	4
66	66	61	58		LOOK WHO'S BLUE	Don Gibson, RCA Victor 7330	8
63	53	55	59		GUAGLIONE	Perez Prado, RCA Victor 7337	6
—	98	64	60		A PART OF ME	Jimmy Clanton, Ace 551	3

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

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

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

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
28	31	42	61		FOR MY GOOD FORTUNE	Pat Boone, Dot 15825	9
—	100	83	62	★	THAT OLD BLACK MAGIC	Keely Smith & Louis Prima, Capitol 4063	3
—	77	73	63		LIGHT OF LOVE	Peggy Lee, Capitol 4017	3
22	29	32	64		THE TEN COMMANDMENTS OF LOVE	Harvey & the Moon Glows, Chess 1705	10
86	83	70	65		CIMARRON	Billy Vaughn, Dot 15836	5
—	—	79	66		I WANT TO BE HAPPY CHA CHA	Enoch Light & the Light Brigade, Grand Award 1020	2
—	—	80	67		SWEET LITTLE ROCK AND ROLL	Chuck Berry, Chess 1709	2
90	87	75	68		JEALOUS HEART	Tab Hunter, Warner Bros. 5008	5
32	39	33	69		THE SECRET	Gordon MacRae, Capitol 4033	10
53	46	56	70		TREASURE OF YOUR LOVE	Eileen Rodgers, Columbia 41214	13
—	—	—	71	★	PLEDGING MY LOVE	Roy Hamilton, Epic 9294	1
44	45	52	72		LEAVE ME ALONE	Dickey Doo & the Don'ts, Swan 4014	8
48	64	74	73		FIBBIN'	Patti Page, Mercury 71355	9
—	—	—	74		LOVE YOU MOST OF ALL	Sam Cooke, Keen 2008	1
37	57	63	75		PROMISE ME, LOVE	Andy Williams, Cadence 1351	12
85	72	60	76		GO CHASE A MOONBEAM	Jerry Vale, Columbia 41238	6
46	56	54	77		GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7330	8
—	—	99	78	★	ALMOST IN YOUR ARMS	Johnny Nash, ABC-Paramount 9960	4
—	—	—	79	★	PHILADELPHIA, U.S.A.	Nu Tornos, Carlton 492	1
40	79	89	80		WIN YOUR LOVE FOR ME	Sam Cooke, Keen 2006	16
—	—	—	81	★	WHOLE LOTTA LOVING	Fats Domino, Imperial 5553	1
13	21	40	82		LITTLE STAR	Elegants, Apt 25005	16
25	27	39	83		HOW THE TIME FLIES	Jerry Wallace, Challenge 59013	14
24	55	58	84		THIS LITTLE GIRL'S GONE ROCKIN'	Ruth Brown, Atlantic 1197	10
80	78	82	85		I WISH	Platters, Mercury 71353	10
—	—	—	86	★	SMOKE GETS IN YOUR EYES	Platters, Mercury 71383	1
—	—	93	87		CRAZY COUNTRY HOP	Johnny Otis, Capitol 4060	2
14	18	57	88		VOLARE (Nel Blu Dipinto Di Blu)	Domenico Modugno, Decca 30677	16
—	—	—	89	★	JOE JOE GUN	Chuck Berry, Chess 1709	1
—	—	100	90		WHITE BUCKS AND SADDLE SHOES	Bobby Pedrick Jr., Big Top 3004	2

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

SMOKE GETS IN YOUR EYES **The Platters**
(Harms, ASCAP) No Matter What You Are (A.M.C., ASCAP) Mercury 71383

WHOLE LOTTA LOVING
COQUETTE **Fats Domino**
(Marquis, BMI) (Feist, ASCAP) Imperial 5553

The above are previous Billboard Spotlight picks

PHILADELPHIA, U. S. A. **Nu Tornos**
(Southern, ASCAP) Magic Record (Music Maestro, BMI) Carlton 492

LOVE YOU MOST OF ALL **Sam Cooke**
(Hermosa, BMI) Blue Moon (Robbins, ASCAP) Keen 2008

PLEDGING MY LOVE
MY ONE AND ONLY LOVE **Roy Hamilton**
(Lion-Weber, BMI) (Sherwin, ASCAP) Epic 9294

C&W

WHAT AM I LIVING FOR **Ernest Tubb**
(Progressive, BMI) Goodbye Sunshine (Tubb, BMI) Decca 30759

A previous Billboard Spotlight pick

R&B

ROCKHOUSE (PARTS I & II) **Ray Charles Ork**
(Progressive, BMI) Atlantic 2006

A previous Billboard Spotlight pick

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	—	91		CINDERELLA	Four Preps, Capitol 4078	1
—	—	—	92		COQUETTE	Fats Domino, Imperial 5553	1
65	62	84	93		NINE MORE MILES	George Young, Cameo 150	9
41	51	78	94		BABY FACE	Little Richard, Specialty 645	10
74	80	88	95		THUNDER ROAD	Robert Mitchum, Capitol 3986	10
—	—	—	96		EVERYONE WAS THERE	Bob Kayll	1
81	69	91	97		JUST YOUNG	Andy Rose, Aamco 100	7
39	48	87	98		LA-DO-DADA	Dale Hawkins, Checker 900	12
—	—	97	99		A HOUSE, A CAR AND A WEDDING RING	Dale Hawkins, Checker 906	3
59	61	59	100		GEE, BUT IT'S LONELY	Pat Boone, Dot 15825	9

"DO YOU REMEMBER?"

L. C. COOKE

checker 903

"GIMME A LITTLE LOVE"

BILLY EMERSON

chess 1711

"A HOUSE, A CAR AND A WEDDING RING"

DALE HAWKINS

checker 906

"JO JO GUNNE"

b/w **"SWEET LITTLE ROCK 'N' ROLLER"**

chess 1709

"I'M LEAVING YOU"

HOWLING WOLF

chess 1712

chess producing corp., 2120 S. Michigan, Chicago 16, Ill. (CA-3-2770)

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	1	1	1	TOPSY II	Cozy Cole, Love 50034	5
2	2	2	2	IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	5
5	8	3	3	ROCK-IN' ROBIN	Bobby Day, Class 229	5
8	7	5	4	A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	5
7	6	6	5	I'M GONNA GET MY BABY	Jimmy Reed, Vee Jay 298	5
17	11	11	6	KEY TO THE HIGHWAY	Little Walter, Checker 904	5
6	3	7	7	HOLD IT	Bill Doggett, King 5149	5
28	10	9	8	JUST A DREAM	Jimmy Clanton, Ace 546	5
—	20	12	9	QUEEN OF THE HOP	Bobby Darin, Atco 6127	3
3	5	4	10	TEARS ON MY PILLOW	Little Anthony and the Imperials, End 1027	5
—	—	16	11	PLEASE ACCEPT MY LOVE	B. B. King, Kent 315	2
20	27	17	12	CHANTILLY LACE	Big Bopper, Mercury 71343	5
4	4	8	13	WIN YOUR LOVE FOR ME	Sam Cooke, Keen 32006	5
11	9	10	14	CLOSE TO YOU	Muddy Waters, Chess 1704	5
14	26	20	15	LITTLE BOY BLUE	Bobby (Blue) Bland, Duke 196	5
—	—	—	16	NOBODY BUT YOU	Dee Clark, Abner 1019	1
—	29	—	17	WHY ME!	Ruth Brown, Atlantic 1197	2
—	—	13	18	TRY ME	James Brown, Federal 12337	2
19	24	21	19	TELL IT LIKE IT IS	Little Willie John, King 5147	5
—	—	—	20	LONELY TEARDROPS	Jackie Wilson, Brunswick 55105	1
16	12	14	21	BABY FACE	Little Richard, Specialty 645	5
9	14	23	22	IT DON'T HURT NO MORE	Nappy Brown, Savoy 1551	5
—	30	15	23	IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	3
25	30	—	24	IT'S SO FINE	LaVern Baker, Atlantic 2001	3
—	—	—	25	TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 503	1
27	23	—	26	YOU CHEATED	Shields, Dot 15805	3
—	25	—	27	ONE NIGHT	Elvis Presley, RCA Victor 7410	1
—	—	—	28	LITTLE STAR	Elegants, Apt 25005	5
22	18	19	29	BIRD DOG	Everly Brothers, Cadence 1350	2
10	15	18	30	TEN COMMANDMENTS OF LOVE	Harvey and the Monnglows, Chess 1705	5

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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

★★★★

JODY REYNOLDS

★★★★ Clozin' In

DEMON 1511—Love is "clozin' in" on Jody Reynolds on this melancholy love ballad, which he handles with feeling. Another with hit potential for the lad. (Elizabeth-Johnstone-Montel, BMI)

★★★★ Elope With Me

Title of this one tells the story. On the ballad Reynolds is backed by a strident girl's group. Another good side, too, and either could do it. (Elizabeth-Johnstone-Montel, BMI)

BOOTS BROWN

★★★★ Trollin'

RCA-VICTOR 7399—The Boots Brown combo (really Shorty Rogers) comes thru with a driving hand-clapper that could build into a strong seller. (Michelle, BMI)

★★★★ Jim Twangy

A solid swinger by the Boots Brown gang that goes from its twangy guitar opening. This one really rocks, and it could break out. (Michelle, BMI)

TOMMY MARA

★★★★ Marie

FELSTED 8547—Mara, who had some success with "When the Gold of the Day," turns to another oldie identified with a famous chanter. This time it's the tune made very big by T. Dorsey and Sinatra. Mara with fem group offers it like the latter. Should get spins. (Berlin, ASCAP)

★★★ You Don't Know

A slow rocker ballad gets a nice reading by Mara with fem chorus support giving an ethereal rock sound. A good side, which should compete well with the flip. (Sudbury, BMI)

BILL HALEY AND HIS COMETS

★★★★ Corrine, Corrina

DECCA 30781—The great blues standard gets a solid Haley vocal. The group blows up a good storm in the backing. Watch this one. It can go. (Gotham, ASCAP)

★★★ B. B. Betty

Billy Williamson handles the vocal on this good blues effort by the group. It's not in the Haley tradition, but it's got a solid sound. (Valley Brook, ASCAP)

ART AND DOTTY TODD

★★★★ Don't You Worry My Little Pet

ERA 1087—Swingy rocker is sold neatly by Art and Dotty Todd, backed solidly by the rhythm combo. Side moves, and it could get some action. (Poplar, BMI)

★★ Pray

Pretty flick tune is sold pleasantly by the boy-pal duo. Backing is simple and side makes good programming. (Music Productions, ASCAP)

THE NORMAN LUBOFF CHOIR

★★★★ Yellow Bird

COLUMBIA 41294 — The fine, slow calypso number gets a handsome reading by the group. This can compete strongly with other versions already out. Watch this. (Frank, ascap)

★★ Click Go the Shears

This is from the pic, "South Seas Adventure," and it's a bouncy folkish tune of Australian derivation. Attractive wax. (Ross Jungnickel, ASCAP)

THE MILLS BROTHERS

★★★★ Yellow Bird

DOT 15858 — Pretty tune is handled stylishly by the Mills Brothers over bright backing. Tune is strong enough to help this get a lot of play and build into a good seller. (Frank, ASCAP)

★★ Baby Clementine

Jazzy effort is sung with spirit by the Mills Brothers with the ork supporting them neatly. (Tempo, ASCAP)

★★★

THE COZY COLE SEPTET

★★★ Caravan (Parts I & II)

FELSTED 8546—This side is a recently cut outing by Cole which has the general flavor of "Sing, Sing, Sing." It's a swinger with a lot to compete with a version of exactly the same coupling on Grand Award Records. Either version and probably both will get good play and action. (American Academy of Music, ASCAP)

TONY BENNETT

★★★ Love Look Away

COLUMBIA 41298 — Key ballad from the new Rodgers and Hammerstein musical "Flower Drum Song" is sung with passion and feeling by Tony Bennett, backed by a large ork and chorus. Lovely song could build into a solid seller. (Williamson, ASCAP)

★★★ Blue Moon

The evergreen is handled deftly by Bennett over strong jazz support. Side is from his album "Long Ago and Far Away." (Robbins, ASCAP)

COBY DIJON

★★★ Locked in the Arms of Love

EPIC 9297—Western-flavored ballad is handed an expressive reading. Spinable side. (Monument, BMI)

★★★ I Go (Maracangalha)

Brazilian chanter displays considerable charm on bright, Latin-styled theme with choral backing. Nice jukebox wax. (Ludlow, BMI)

DEL VIKINGS

★★★ Flat Tire

MERCURY 71390—Story song about a car that gets a flat tire is performed neatly by the Del Vikings, as the boys tell about their troubles with their gal and their car. Good side here. (Brenda, BMI)

★★★ How Could You?

Attractive rockballad is sung pleasantly by the lads over nice support. Both sides will get plays. (GH, BMI)

CAROL HUGHES

★★★ Don't Forget I Love You

DOT 15863—Pretty beguine is given a soft warble by the thrush. Tasty ork backing helps. It's a warm reading that can attract loot and spins. (Royalty, BMI)

★★★ The Bass

Peppy rhythm side is well-handled by the chick. Bass voice is prominent in chorus backing. This can also move. (Portrait, BMI)

RUSTY DRAPER

★★★ Shoppin' Around

MERCURY 71388—A smart rocker, belted out in style. Lyric is country-tinged and tells a bright Hank Williams-type story. Merits exposure. (Alamo, ASCAP)



Pop Records

JACK SCOTT

SAVE MY SOUL (Starfire, BMI)

GOODBYE BABY (Starfire, BMI)

"Save My Soul" is a rhythmic, gospel-type rocker that is handed a rapid shout by Scott. It's as powerful as his previous releases, and it should prove a strong side. Flip, "Goodbye Baby," has the lad on a deep-voiced chant of a spirited rockabilly tune. Both can make it.



COZY COLE

TURVY (Parts I & II) (Love, ASCAP)

Cole has the natural follow-up to his current, two-sided smash. Either (or most likely both) side will score despite other platters in release on other labels by the drummer. They're contagious, swing-styled approaches that should catch on. Love 5014



LITTLE RICHARD

EARLY ONE MORNING (Venice, BMI)

SHE KNOWS HOW TO ROCK (Venice, BMI)

The shoutin' cat is at his best on these sides. "Early One Morning," the great blues standard, is given a wild reading against driving ork support. "She knows," the flip, is a fast, blues swinger that is also solidly belted. Both sides are safe bets to score heavily in both pop and r.&b. marts. Specialty 652



THE OLYMPICS

DANCE WITH THE TEACHER (Elizabeth-Arise, BMI)

The "Western Movies" crew has another likely smash with their strong reading of this rocker, which deals with stompin' the floor with their school teacher. The side is loaded with teen bait. Ork backing is good, and the side can easily score heavily for pop and r.&b. loot. Flip is "Everybody Needs Love" (Elizabeth-Aries, BMI). Demon 1512



RITCHIE VALENS

DONNA (Kemo, BMI)

LA BAMBA (Kemo, BMI)

The cat, who is still scoring with "Come On, Let's Dance," could have a two-sided click with his latest effort. Top side is a ballad with beat that is warbled to good effect over listenable ork support. Flip is a Latin-tinged rocker that can also come in for a fair share of coin. Del Fi 4110



THE SLADES

YOU GAMBLER (Balcones, BMI)

NO TIME (Balcones, BMI)

The group had the original of "You Cheated," and they follow their mild success with what could be a real winner. The tune has a similar feeling, and they present the rockballad with a hit sound. Flip, "No Time," is a driving rocker about high school days. This could also make it. Domino 800



DAVID SEVILLE: THE CHIPMUNKS

ALMOST GOOD (Monarch, ASCAP)

THE CHIPMUNK SONG (Monarch, ASCAP)

"Almost Good" is an Afro-Cuban rocker instrumental that really swings. Voices chime in periodically thruout the side. It's a danceable side that should please the kids. Flip, "The Chipmunk Song," is the strongest Christmas lick so far this year. Gimmick voices (a la chipmunks) present the cute melody. It's a clever and well-produced side that should coast in. Liberty 55168



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

DEE CLARK

NOBODY BUT YOU (Gladstone, ASCAP)
WHEN I CALL ON YOU (Tollie, BMI)

"Nobody But You" has already gained enough strength to make The Billboard's Hot R&B Sides Chart, and it looms a strong bet to score in pop marts also. The tune is a bright, rhythm number on which Clark is helped by a chorus and fine combo support. Flip, "When I Call on You," is a pretty ballad that is sold with heart against warm ork support. **Abner 1019**



Pop Talent

THE VOGUES

FALLING STAR (Karin, ASCAP)
TRY, BABY, TRY (Kavelin, ASCAP)

The talented, new group has a nice, un-gimmicked sound. They handle both sides in highly pleasant style. "Falling Star" is a pretty rockaballad. "Try" is a novelty cha cha. Both sides merit exposure, and they could have a hit with their first attempt. **Dot 15859**



NEIL SEDAKA

THE DIARY (Aldon, BMI)
NO VACANCY (Aldon, BMI)

Sedaka has a fresh, new sound that could catch on. "Diary" is a cute topical theme about a lad who wonders how he rates in his chick's diary. The tune is a rockaballad. Flip is a clever rocker that tells of the lad's problem in finding a new pad. Impressive first try. **RCA Victor 7408**



Christmas Records

HARRY BELAFONTE

I HEARD THE BELLS ON CHRISTMAS DAY (St. Nicholas, ASCAP)
MARY, MARY (Julie, BMI)

Belafonte has two strong seasonal efforts. "I Heard" is a lovely setting of the Longfellow poem with a charming melody by John Marks. Backing is simple and unaffected. Flip, "Mary, Mary," is an effective reading of the Christmas story. Both should prove strong holiday items. **RCA Victor 7425**



Pop Disk Jockey Programming

THE JAZZ COMBO

BLACK NIGHTGOWN (United Artists, ASCAP)
THEME FROM 'I WANT TO LIVE' (United Artists, ASCAP)

Gerry Mulligan's Jazz Combo dishes up two choice sides for jocks from Johnny Mandel's excellent jazz score for the forthcoming flick, "I Want to Live." "Black Nightgown" is a haunting, blues-like side that is given a fine jazz approach on the pic's main theme. **United Artists 152**



C & W Records

CARL SMITH

THE BEST YEARS OF MY LIFE (Cedarwood, BMI)
MR. MOON (Peers-Intl., BMI)

Smith is a good bet to score again with these great sides. "The Best Years" is a country ballad with good lyrics. Smith handles it with his usual warmth and sincerity. Flip "Mr. Moon," is also a ballad that is read with similar appeal. Strong stuff for this market. **Columbia 41290**



R & B Records

LITTLE JR. PARKER

SWEET HOME CHICAGO (Venice, BMI)
SOMETIMES (Lion, BMI)

The fine r.&b. artist has two potent sides. "Sweet Home Chicago" is a deep southern blues tune, and Parker hands it a solid performance. "Sometimes," the flip, is a blues that is shouted effectively. Both should score. **Duke 301**



THE MIDNIGHTERS

OW-WOW-OO-WEE (R-T, BMI)

The crew has a nicely-swingin' item in this novelty-type ditty. The lead is in powerful voice, and the group backing is helpful. With exposure this can move strongly. Flip is "Baby, Please" (Armo, BMI). **Federal 12339**



With This Ring

Tender, inspirational message. This is a sharp contrast to the flip, and shows the versatility of the vocalist. Nice wax, produced with a chorus behind the chanter, giving a stately quality. (Eden, BMI)

LITTLE JOE THE THRILLER

It's Too Bad We Had to Say Goodbye

OKEH 7107—Little Joe gives a meaningful reading of this ballad tune which is backed by a Yancey bass figure in the band. Good performance. (Spler, ASCAP)

Mine

Joe handles this well, but the side has a rather dated quality. Girl vocal group works well in the backing. Side has a gospel, hand-clapping sound. (Roosevelt, BMI)

BILLY EMERSON

Woodchuck

CHESS 1711—An adaptation of the old rhyme, "How much wood can a woodchuck chuck." Side is a rocker with a wild sound and a fine vocal by Emerson. Watch it. (Arc, BMI)

Give Me a Little Love

A relaxed ballad with the chanter giving a virtuoso performance. Very stylish chanting with organ in the background. Watch it. (Arc, BMI)

LINDA AND ROBERTA

Grown Up

SHAD 5001—Personable chirping by youthful duo on teen-appeal ditty. Should pull play. This is Bob Shad's new label. (Kempto, BMI)

I'm in Love With You

Verveful piping on zestful r.&r. item. (Kempto, BMI)

LEE ROSS

Never the Twain Shall Meet

RAY 300 — A cute folk-tinged tune which moves from key to key up the scale. Has the quality of various folkish sides by Jimmy Rodgers. Ross is a good performer and he puts this over. It could move with plugging. (Spartan, ASCAP)

The Mummy's Bracelet

A bouncy novelty about a mummy in a museum, whose bracelet was stolen. The thief gave it to his sweetheart and the hex falls on everybody. A real horror tale in folkish vein. (Loring-Elizabeth, BMI)

PAT O'DAY

Heartbreak of Love

CHESS 1707—Gal dual tracks this one. It's a story literally of heartbreak with a male voice coming in for a spoken word bit with each phrase repeated by a chorus. This one pounds with feeling. Has quite a punch line at the end. (Arc, BMI)

Have You Ever Been Lonely

The gal gives a lot of feeling to this rocking but slow version of the standard. Triplets back it and the gal bleeds a lot of feeling out of it. (Shapiro-Bernstein, ASCAP)

MICKEY & SYLVIA

Oh Yeah! Uh Huh

RCA VICTOR 7403—Appealing duet-work on bouncy item with fine New Orleans beat. Dual market side has sales potential. (Ben-Ghazi, BMI)

To the Valley

Wistful, folk-flavored tune with churchy quality is accorded attractive vocal stint. (Ben-Ghazi, BMI)

NICK TODD

My Little Girl

DOT 15860—Rockaballad is nicely warbled by Todd with mild rock accompaniment. It can create interest. (Broadway, ASCAP)

Does Your Heart Beat for Me?

Peppy styling of the oldie by the artist. Cheerful ork support accompanies. Some coin possible. (Mills, ASCAP)

MANTOVANI ORK

Come Prima

LONDON 1840—The oft-recorded tune by Buck Ram and colleagues gets an attractive instrumental reading by the

Mantovani shimmering strings. This can catch plenty of the deejay action. (AMC, ASCAP)

The Canary

The "hot" canary gets a bright, concertized rendition by the Mantovani fiddles, and it's worth interest in itself, despite the fact that the flip would be the attention side. (Paragon, BMI)

MARION COLBY

A Man Could be a Wonderful Thing CAPITOL 4083—The amusing piece of special material gets a literate lyric reading from the chick. Should have jockey appeal and much live performance. (Barton, ASCAP)

He Like It! She Like It!

Another amusing cha cha is done with calypso accent by the pleasant thrush. (Ritchie, ASCAP)

BILLY WATKINS

Convince Me

ARWIN 117—Rockaballad with chick chorus and a triplet arrangement. Watkins belts this one with a lot of heart. (Daywin, BMI)

This Is Me Loving You

Pretty ballad with female voices behind the chanter. (Artists, ASCAP)

THE CAPERS

Early One Morning

VEE JAY 953—A fetching item with a rollicking gospel beat and something of the flavor and beat of a nursery rhyme. A real toe-tickler, with a good vocal. (Tollie, BMI)

Miss You My Dear

Rockaballad, with answering male and female voices, and a relaxed beat. Well-made wax. (Gladstone, ASCAP)

DON COVAY

Believe It or Not

SUE 709—A rocker with a sharp, staccato quality and a lyric mentioning a flock of hit titles. Smartly-produced. Watch it. (Sue, BMI)

Betty Jean

In contrast to flip, this has more of a rockaballad tempo. Covay, however, belts it out with terrific intensity. (Sue, BMI)

THE FOUR MINTS

Wolf

NRC 011—Fervent vocalizing by lead singer and group on amusing tune with catchy tempo. Has potential. (Lowery, BMI)

You Belong to My Heart

Feelingful vocal version of the oldie in r.&r. tempo. Merits spins. (Peer, BMI)

HENRY ALSTON

Once in a Beautiful Lifetime

SKYLINE 500—Alston impresses with this soulful reading of a good ballad. It's simply arranged with choral backing for effective results. Can catch spins. (Starling, BMI)

I Dare You Baby

A blues done with a good bit of feeling by Alston and a group. A good performance. (Starling, BMI)

BETSY JONES

My Number One Love

KAPP 249—Singing countrystyled item receives a spirited vocal from the thrush over solid backing by the combo and a male chorus. (Peer Intl., BMI)

It's No Sin

Betsy Jones handles the fine standard with warmth, helped by a male chorus and a rock and roll beat. (Algonquin, BMI)

LITTLE RALPHIE MOLINA

Rock 'n' Roll the Vowels

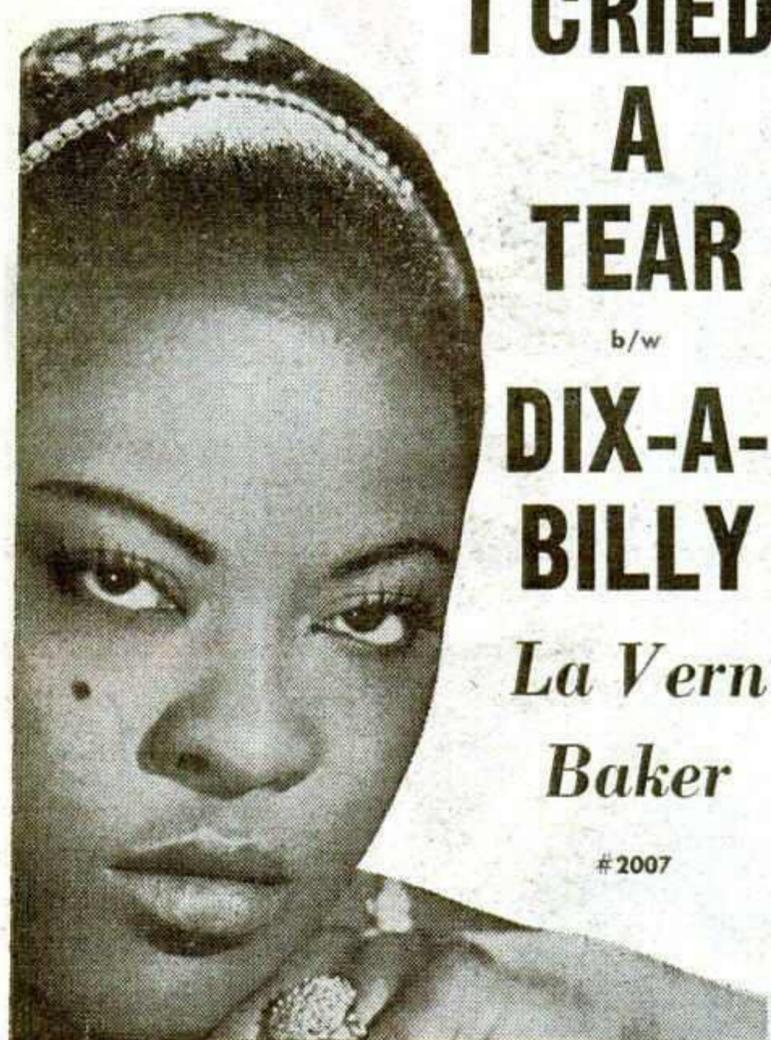
CLEFF-TONE 1004—Young-sounding warbler chants exuberantly on okay rocker with unusual title. (Kellam, ASCAP)

Home Work

Another interesting teen-appeal lyric idea. Flip tho is better side. (Wildcat, BMI)

(Continued on page 58)

La Vern hits again!



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La Vern
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2007

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Reviews of New Pop Records

Continued from page 57

- ★ ★ **ERSEL HICKEY**
★ ★ You Never Can Tell
EPIC 9298—Country hand-clapper is sung nautically by the rockabilly singer from Buffalo, Nics. Side. (Vanderbilt, ASCAP)
- ★ ★ Wedding Day
Hickey sings of the happiness of a wedding day on this attractive side. (Emcee, BMI)
- ★ ★ **THE FOREVERS**
★ ★ Baby
APT 25022—The boys sell this rock-ballad with warmth and feeling while a chick does a demscant in the backing. A record with a sound and one that has a chance for some coin. (Walnut, BMI)
- ★ ★ Slow Down
Uptempo effort is handed a bright vocal by the Forevers over nifty backing. (Walnut, BMI)
- ★ ★ **DICK HYMAN TRIO**
★ ★ Gimmie a Little Kiss
M-G-M 12730—The Dick Hyman trio features a harpsichord-piano on this soft shoe version of the oldie. Good box side. (ABC-Cromwell, ASCAP)
- ★ ★ John and Mary Sittin' in a Tree
The Pepper Sisters are starred along with the Trio on this nursery type ditty. Cute side could get some spins. (Cromwell-Eastlake, ASCAP)
- ★ ★ **MUVVA (GUITAR) HUBBARD**
★ ★ Whirlpool
ABC-PARAMOUNT 9982 — A wild, swing instrumental effort by Muvva Hubbard that could grab some coin on the boxes. It's in the Duane Eddy style. (Roxbury, ASCAP)
- ★ ★ Ponytail
This side is a walkin'-tempo blues with piano and guitar featured. It could get some lopt. (Pamco, BMI)
- ★ ★ **MARK MURPHY**
★ ★ Belong to Me
CAPITOL 4088—An interesting piece of ballad material, sung in meaningful tones by Murphy. Side has a minor flavor with chorus, which works nicely in harmony with Murphy. (Chappell, ASCAP)
- ★ ★ Don't Cry My Love
A slow ballad by Murphy gets a treatment that builds with swelling chorus and rolling drums, then retreats to a diminuendo. A big production. (Paxton, ASCAP)
- ★ ★ **COZY COLE**
★ ★ St. Louis Blues
MERCURY 71385 — Currently a hot singles artist, Cole will have good sales and big exposure with this one. It's a spirited jazz reading of the great blues with much ingenuity in the arrangement. (Handy Bros., ASCAP)
- ★ ★ Father Co-Operates
Another bright jazz instrumental with pretty piano and horn in addition to Cole's drumming. (Capitol, ASCAP)
- ★ ★ **JOHNSON BROTHERS**
★ ★ Love Ain't Got a Thing
IMPERIAL 5550—Bright rocker with country flavor is well handled by the boys. (Marlow-Marquis, BMI)
- ★ ★ Find Another Heart
Rockachacha is given a bouncy whirl with good choir support. (Marlow-Marquis, BMI)
- ★ ★ **JERRY BYRNE**
★ ★ You Know I Love You So
SPECIALTY 651—A good, upbeat r.&b. styled opus with a fine performance by Byrne, assisted by a fem group. Cat could stand better material. (Venice, BMI)
- ★ ★ Why Did I Ever Say Goodbye
A slow plaint by Byrne in the old-style r.&b. tradition. Group backs. (Venice, BMI)
- ★ ★ **L. C. COOK**
★ ★ Blue Tears
CHECKER 903—Rocker is built into some excitement by the chanter and supporting group. (Rose & Arc, BMI)
- ★ ★ Do You Remember?
Rockaballad gets bluesy reading from Cook with good choir backing. (Rose & Arc, BMI)
- ★ ★ **DOROTHY SQUIRES**
★ ★ Torremolinos
LONDON 1828—This is a Spanish opus about a little town in that land. Has a slow, Latinish rhythm which backs Miss Squires' okay thrashing. (Chappell, ASCAP)
- ★ ★ I'll Close My Eyes
The appealing standard gets a nice, creamy vocal by the British thrush. Good for mood jock segs. (Maurice, ASCAP)
- ★ ★ **JOHNNIE PATE**
★ ★ Skippy Doo
FEDERAL 12338—A flute and wailing tenor answer each other on this rocking blues with hand-clapping rhythm. Organ plus chorus enter into the festivities. Good rhythm side for dancers. (Armo, BMI)
- ★ ★ Cannon Ball Rock
This is a rock version of the oldie, "Wabash Cannon Ball." Has a new Orleans marching flavor, and it makes for a swinging party. Good bit of excitement on this side. (Lola, BMI)
- ★ ★ **TONY AND PAUL**
★ ★ Piccolo Love
BRUNSWICK 55106—Country-flavored vocalizing by boys on a catchy novelty with amusing instrumental effects. (Trans-World & Singing River, BMI)
- ★ ★ Lolita
Boys serenade teen-aged charmer with pleasant warbling int on okay ditty. (Wemar, BMI)
- ★ ★ **BUD JOHNSON**
★ ★ Over the Rainbow
DE LUXE 6177—Bud Johnson sells the great Arlen-Harburg standard with a strong vocal supported nicely by the chanters. Listenable wax. (Felt, ASCAP)
- ★ ★ No, No, No
In the swiny style of a year or two ago Bud Johnson and the Chanter sell this old-fashioned rock and roller pleasantly. (Constant, BMI)
- ★ ★ **SI ZENTNER ORK.**
★ ★ Como No
BEL CANTO 726—This side, too, is from Zentner's album "High Noon Cha Cha Cha Cha." It's a cha cha version of a swiny Latinish-ditty featuring the band. (Showcase, BMI)
- ★ ★ High Noon Cha Cha Cha
Here's an interesting cha cha version of the hit of a few years ago, played stylishly by the Zentner ork. It's a pop-jazz mixture that may make interesting programming. (Felt, ASCAP)
- ★ ★ **RICKI PAL**
★ ★ Just Outside of Love
ARWIN 115—Ricki Pal bows on the label with a tender reading of a sad tale of a lad outside of love. The boy is in the current mode and the disk could get spins. (Daywin, BMI)
- ★ ★ No Need for Crying
Same comment. (Daywin, BMI)
- ★ ★ **MEL TORME**
★ ★ Keeping Myself for You
METHLEHEM 11008—Slow ballad gets sweet reading. It's from Torme's album. (Youmans, ASCAP)
- ★ ★ Lulu's Back in Town
Another oddie from the album is nicely handled with jazz flavor by the chanter. (Witmark, ASCAP)
- ★ ★ **THE WILSON SISTERS**
★ ★ That's Me Without You
FREEDOM 44003—Fresh-country harmony by the chicks, to a sensitive, pretty lyric. (Midway, ASCAP)
- ★ ★ Each Time You Leave
Another non-rocker—a pretty song with a relaxed beat prettily done by the sisters. (Studio, BMI)
- ★ ★ **POLA**
★ ★ Guaglione
OMEGA 101—Another version of the frequently recorded Italian folk song. Good sound with this version distinctive because of a faster tempo. Some jocks may like this performance. (Raphael, ASCAP)
- ★ ★ Ciurri Ciurri
A bright Spanish rhythm tune, handled nicely by the artist with fine guitar support by the guitar virtuoso, Laurinda Almeida. A fine record, also good for jocks. (Samson House, ASCAP)

(Continued on page 60)

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The nation's disk jockeys prefer and read The Billboard. The proof is that The Billboard is read by

more disk jockey subscribers than the next two music trade publications combined. Of all the issues published by The Billboard during the year, perhaps their favorite is the year-end Disk Jockey one written especially for, to and about them. Here are some of the particulars about which many in the industry consider the year's most important single music issue.



- WHERE:** The Billboard's Annual Disk Jockey Issue and Year-end wrapup of the Music-Record business.
- THE PLACE:** To sell your new releases, your artists, your company and the people behind it and, a tip to the wise, some programming ideas that will have these Disk Jockeys talking about your products and playing your records.
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• **Reviews of New Pop Records**

• Continued from page 58

BILL LAWRENCE
 ★★ **Hey Baby!**
 FREEDOM 44004 — A rocker with strings providing a train rhythm. Lyric bears little resemblance to the train idea, but nevertheless good country blues sound. (Congressional, ASCAP)

★★ **Caribbean**
 Rhythmic ditty with a fetching melody line, and a lyric extolling the geographical and pulchritudinous charms down Cuba way. (American, BMI)

THE CLASS-NOTES
 ★★ **Take It Back**
 HAMILTON 50011—A rocker, wherein the chanter pleads that his baby come back. A couple of voices introduce several vocal gimmicks; but essentially it is good rocking blues. (Moonbeam, BMI)

★★ **Bessie's House**
 A wild bash with bullets flying, takes place at Bessie's house. It's a rocking blues. (Moonbeam, BMI)

CHEROKEE RHYTHMAIRES
 ★★ **My Everything**
 CHEROKEE 780—Side has a strong country-folk flavor. It's a rhythmic ditty about a cat's eternal devotion. Possible pop and c.&w. loot. (Lunsford)

★★ **What I Get for Lovin' You**
 Billy Parsons handles this countryish weeper in listenable style against fine c.&w. type support. Potential appears similar to flip. (Lunsford)

EARL REED
 ★★ **Flat Foot Sam**
 CHEROKEE 779 — Reed sings this rocker-blues against finger-snappin' and plucked string support. Fair prospects. (Lunsford)

★★ **Playing With My Heart**
 Rockaballad is given a fair belt by the artist. Moderate appeal. (Lunsford)

THE NIGHTHAWKS
 ★★ **All's Your Love**
 HAMILTON 50006—Moderate rocker is given an attractive reading by the group. (Nor-Va-Jack, BMI)

★★ **When Sin Stops**
 Same comment. (Nor-Va-Jak, BMI)

RAY LOURDE
 ★★ **Per Sempre**
 CLEFF-TONE 1006—A slow and sultry Latin rhythm backs the part English, part Italian lyric by Lourde. Attractive wax with Continental sound of mandolin and accordion. (Saxon, BMI)

★★ **La Sposalizia**
 This is translated "The Wedding," and Lourde gives it an enthusiastic, all-stops out "funiculi-funicula" type vocal. Has the true Adriatic sound. (Tag, BMI)

THE TINKERBELLS
 ★★ **La La La Lovable**
 HAMILTON 50007—Mild rocker gets nice reading from mixed group with glee club sound. Some coin possible. (Alamo, ASCAP)

★★ **Hazel Eyes**
 Charleston has nostalgic appeal. (Southern, ASCAP)

ANN WARREN
 ★★ **For Sentimental Reasons**
 SCOT 502—Ann Warren sells the standard with some feeling over a routine rock and roll triplet backing. (Duchess, BMI)

★★ **Take Me in Your Arms**
 On this side the lass comes thru with a good reading of the evergreen backed with a Latin beat. Thrush has a good pair of pipes. (Mills, ASCAP)

DEANE HAWLEY
 ★★ **The Mummy's Bracelet**
 VALOR 2003—Unusual novelty in the "horror" tradition about a mummy that comes to life is sung neatly here by Hawley helped by weird sounds, riffs etc. Could get plays. (Elizabeth-Loring, BMI)

★★ **Don't Keep Me Guessin'**
 Deane Hawley sells this bright rhythm tune in spritely fashion aided by a vocal group and the combo. (Aries-Lanelle, BMI)

THE CHANSONAIRES
 ★★ **If You Were Here Tonight**
 HAMILTON 50012 — Cha cha instrumental with occasional choir makes a pleasant dance side. (Winston, ASCAP)

★ **Love Always Finds the Way**
 Moderate rocker based on Offenbach's "Can-Can" is danceable. Choir humming warmly. (Rik Page, BMI)

DIANE MAXWELL
 ★★ **I Always Will Remember**
 CHALLENGE 59029—A ballad of the great pledge. She's dedicated to the guy completely. Fair material only, but Miss Maxwell handles it well. (Lorrain-Jat, BMI)

★ **I Know I Shouldn't (But I Do)**
 Miss Maxwell sings this thought with great emotion. It's set in a slow rock framework for fair results. (Sherman-De Vorzan, BMI)

FERN DEE
 ★★ **A Boy Meets a Girl**
 JUBILEE 5344—Rockaballad gets a vibrant performance by thrush. (Ragtime, ASCAP)

★ **Grown Up**
 Mild rocker gets so-so reading. (Ragtime, ASCAP)

AL GREEN
 ★★ **The Girl I Love**
 FARGO 1004—Ballad in slow tempo is chanted by a resonant, low-pitched voice. Out of the common groove. (Instant & Miller Songcraft, BMI)

★ **I Never Had a Chance**
 The Irving Berlin oldie with a slow, heavy rhythm. Flip offers more. (Berlin, ASCAP)

BOB STRAUSS
 ★★ **Nameless**
 CURTIS 750—Bob Strauss bows on the new label with an okay reading of a blues item sparked by some wild piano and tenor work. Record has a sound and it could get spins. (Curtis, ASCAP)

★ **Where Were You Last Night (When I Needed You)**
 On this side Strauss sells a routine novelty nicely, with a chick doing a descant in the background. (Curtis, ASCAP)

THE UPBEATS
 ★★ **Oh! What It Seemed to Be**
 JOY 223—The standard gets a pleasant revival by the group on their first disk for this label. Jocks on a nostalgia kick will like this one. (Joy, ASCAP)

★ **The Night We Both Said Goodbye**
 A pleasant harmony reading by the group on a nice, easy-going ballad. (Hawthorne, ASCAP)

FRED ANISFIELD
 ★★ **Pretty Little Big Brown Eyes**
 DECANIER 2—This one has a rhythm and generally brighter sound than the flip. Tune is country-tinged. (Instant, BMI)

★ **An Old Idea**
 Ballad of a type which verges onto c.&w. material. Good try, but misses commercially. (Instant, BMI)

SUSAN CAPONE
 ★★ **Until the End of Time**
 EVENT 4288 — Sweet piping, multi-track style, on Latin-styled rockaballad. (Darleen, BMI)

★ **I Understand**
 Rock and roll-styled version of the lovely oldie with so-so vocal job. Canary is more effective on flip. (Feist, ASCAP)

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

DAVE BELL TRIO: Rock 'n' Roll Plus/Moneyback Guarantee—Window 1117
HUGH BRADSHAW: Hold Me Tight/Love Me as Though There Was No Tomorrow—Faro 584

RICK HARRINGTON: What a Fool I've Been/The Dream Lingers On—Hitt 179
CHARLES V. MOORES ATOMIC BAND: The Tango Spree/Let's Do the Things—Fine Art 207

THE PIXIES: Santa's Too Fat for the Hula Hoop/Kitty Kats on Parade—Balboa 007
EARL REED: Drink Wine/Mama—Cherokee 778

THE ROMANCERS: You Don't Understand/Baby I Love You So—Bay-Tone 101
ROCKY STORM & THE TWINKLE-TONES: My Baby Left Me Swingin'/Should I—Josie 847

THE VELVETS: I/At Last—Event 4285
SIPPIE WALLACE: Junior, My Little Parakeet/Mother Nature Is the Cause of It All—Fine Arts 201

Christmas

★ ★ ★

STAN FREBERG
 ★★ **Green Christmas**
 CAPITOL 4097—On this side Freberg tries a happy parody on Christmas but it hardly comes off unless you are a Madison Avenue ad exec. He paraphrases the lyrics of several carols and Christmas songs in the telling. (Freberg, ASCAP)

BRENDA LEE
 ★★ **Rockin' Around the Christmas Tree**
 DECCA 30776—The youngster has a good, easy reading of a new Johnny Marks Christmas tune. This can get spins in country and pop areas. (St. Nicholas, ASCAP)

★★★ **Papa Noel**
 The jingling bells accompany this bouncy cajun type Christmas tune. Has some of the "Jimbahaya" sound. Another good effort by the gal and it can attract spins. (Champion, BMI)

★ ★

GENE STRIDER
 ★★ **On Christmas Day**
 FORD 100—Pretty Christmas melody is warmly rendered by the artist. It's a good programming side that can step out with exposure. (Goday, BMI)

★ **Happy New Year**
 New waltz melody that tells of devotion thru the years. Flip is stronger effort. (Goday, BMI)

Polka

★ ★ ★ ★

L'L' WALLY
 ★★ **Jingle Bells Polka**
 JAY JAY 150 — The old Christmas favorite is given a happy vocal by the crew with bright polka band support. Strong seasonal fare. (BMI)

★★★ **Sleigh Bells Waltz**
 Oom-pah-pah approach is applied to a sprightly Christmas waltz. It should move as well as the flip. (BMI)

Spiritual

★ ★ ★ ★

THE MC FADDEN SINGERS
 ★★ **Sermon on the Mount**
 GOSPEL 1005—The McFadden Singers, a mixed vocal group, come thru with a

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fervid rendition of a driving gospel effort, supported solidly by drums and organ. Side has a commercial sound. (Volunteer, BMI)

★★★★ **I'm Only on a Visit Down Here**
 Strong voiced fem lead sells this meaningful material with emotion and passion, helped by the mixed group in the backing. An exciting gospel side. (Planemar, BMI)

THE GOSPEL PROPHETS
 ★★★ **Humble**
 GOSPEL 1006—Up-tempo gospel effort receives a strong reading from the Gospel Prophets who show off some fine technique on this new disk. A potent side. (Planemar, BMI)

★★★ **My Lord What a Time**
 Gospel tune based somewhat on a familiar spiritual is sung very well by the male vocal group, over simple guitar support. A strong side by the boys. (Planemar, BMI)

★★★ **THE CARAVANS**
 ★★★ **You Can't Beat God Giving** (Parts I & II)
 GOSPEL 1007—An impassioned reading by The Caravans of a sincere gospel effort, sparked by a vibrant fem lead who sells the tune with conviction. Disk should get attention in the market. (Manna, BMI)

Jazz

★★★ **JONAH JONES**
 ★★★ **Wrap Your Troubles in Dreams**
 BETHLEHEM 11010—Uptempo version of the oldie features warm muted trumpet and Jones vocal. It's a swinging side that can delight jazz buffs and jockeys. (Shapiro-Bernstein, ASCAP)

★★★ **Stars Fell on Alabama**
 A slow, ad lib reading of the evergreen will please all fans. (Mills, ASCAP)

★★★ **DUKE ELLINGTON ORK**
 ★★ **The Jeep Is Jumpin'**
 BETHLEHEM 11007—Uptempo riffs are built by brass choir into an attractive side. (American Academy, ASCAP)

★★ **Indian Summer**
 Mellow version of the evergreen will please Ellington fans and many jockeys. (Harms, ASCAP)

Country & Western

★★★ **JOHNNIE & JACK**
 ★★★ **Poison Love**
 RCA VICTOR 7402—Duo warbles with ingratiating drive on okay weeper. (Hill & Range, BMI)

★★★★ **That's the Way the Cookie Crumbles**
 Boys lament lost love, via catchy ditty with good lyrics. Spinnable wax. (Work, BMI)

★★★ **BILL ANDERSON**
 ★★★ **That's What It's Like to Be Lonesome**
 DECCA 30773—Traditional ballad gets

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 this issue

warm reading from Anderson for strong results. (Tree & Champion, BMI)

★★★ **The Thrill of My Life**
 Chanter gives his own bright ballad a fine reading with traditional fiddles in good support. (Tree & Champion, BMI)

BUCK OWENS
 ★★★ **I'll Take a Chance on Loving You**
 CAPITOL 4090—Spirited reading of cheerful ditty with nice lyrics. Spinnable wax for traditional c.&w. jocks. (Central Songs, BMI)

★★★ **Walk the Floor**
 Owens packs plenty of sincerity and feeling into a moving weeper. Merits spins. (Central Songs, BMI)

SLIM WHITMAN
 ★★ **When It's Springtime in the Rockies**
 IMPERIAL 8318—Flavorsome rendition of the pretty oldie. Spinnable wax for jocks with traditional c.&w. shows. (Villa Moret, ASCAP)

★★★ **Put Your Trust in Me**
 Haunting theme is wrapped up in fine vocal by Whitman. Another spinnable side with dual market appeal. (Post, ASCAP)

RAY SMITH
 ★★ **Why, Why, Why**
 SUN 308—A deeply-felt ballad effort by Smith. It's a soulful delivery in a slow tempo. Worth spins. (Hi Lo, BMI)

★★ **You Made a Hit**
 A good rockabilly blues effort by the artist. He has a hiccuppy sound reminiscent of others in this category. A good c.&w. (Buna, BMI)

KEN COOK
 ★★ **Crazy Baby**
 PHILLIPS 3534—Cook essays some of the style of the Jerry Lee Lewis sound with crazy "oo-wee" shouts in this minor flavored blues. This could get some action. (Knox, BMI)

★★ **I Was a Fool**
 There's a real echoey, fa-off, melancholy quality to this side as Cook sings the sad message. (Hi Lo, BMI)

RAY JACKSON
 ★★ **Echo Mountain**
 D 1025—Pleasant warbling stint on routine country ballad. (Starrite, BMI)

★★ **Tears of Tomorrow**
 Plaintive vocal interpretation of pretty weeper. (Starrite, BMI)

BOBBY GROVE
 ★★ **Be Still, My Love**
 LUCKY 0003—A poignant ballad about unrequited love is sung with passion by Grove in traditional country style. (Gateway, BMI)

★★ **Jenious Dreams**
 Same Comment. (Countryfield, BMI)

EDDIE SKELTON
 ★★ **Without You**
 DIXIE 2011—A weeper. Skelton gets a lot of heart in his vocal. Arrangement has a triplet figure, and is quite tasteful. Pop appeal as well as country. (Starday, BMI)

★ **Keep It Swinging**
 A rocker. Adequately done with funky strings and pounding piano. (Starday, BMI)

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

HARRY CHOATES: Draggin' the Fiddle/ Allons a Lafayette—D 1023
HARRY CHOATES: Jole Blon/Corpus Christi Waltz—D 1024

Rhythm & Blues

LONESOME SUNDOWN
 ★★ **I Stood By**
 EXCELLO 2145—Feelingful reading of strong, primitive blues with insistent beat. Good regional side. (Excellorec, BMI)

★★★ **Don't Go**
 Same comment. (Excellorec, BMI)

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

MORNING ECHO GOSPEL SINGERS: Heaven Bound Train/God Knows the Reason Why—Fine Art 205
CHARLES V. MOORE'S ATOMIC BAND: I'm Afraid to Love Again/The Woman With the Poison Tongue—Fine Art 206

Dot to Boost Stereo Output

NEW YORK — Dot Records, which already has 12 stereo records on the market, will have another 38 out by January 15, making a total of 50. All of these sets were previously issued monaurally. After January 15 the firm will issue most product both monaurally and in stereo. Only material that isn't important stereo-wise will be issued in the monaural only version.

BMI Dilemma

Continued from page 2

cents or 6 cents. It is these payments, it is reported, that are "eating up" the receipts. With more new firms joining BMI, and with more and more record labels on the market, it is understandable, say many BMI publishers, that BMI is becoming concerned about what may happen in the future. It has been reliably stated that a BMI exec has said: "All that is hurting us is too much success," a reference to the fact that so many of the current hits are from BMI-affiliated publishers.

What can BMI do about the situation? It is known that various talks have been held over the past few weeks about the performance payment situation. It is also known that many types of solutions have been proffered altho nothing concrete has evolved. Some have concerned the weighting, or valuation of performances, depending upon the importance of the station on which the tune is performed. The idea of this would be that the payoff for a tune that was performed on a 50,000-watt Chicago station would be more than the performance payoff for a tune played on a 2,500-watt station in a rural community. Another possible solution advanced would be to reduce the performance payoff on tunes.

Payoff Unrealistic
 As one very hip BMI music publisher put it "The current 4-cent and 6-cent performance payoff rate at BMI is unrealistic. I don't know how it was evolved, but it bears no relationship to the current situation at all. BMI should total up all performances it receives in one year, divide it into the number of dollars received by BMI and pay off that way. In other words, we should make our payoff more like the ASCAP payoff."

If BMI does delve into the idea of valuing tune performances according to the importance of the station on which they are performed, it would be a radical change in BMI's philosophy. Many music publishers have said that as time goes by "ASCAP must become more like BMI and BMI more like ASCAP." If BMI actually re-examines its performance payment system in the light of income and outgo as many BMI publishers feel it soon must do, it will be interesting to see whether this prediction is borne out.

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Kansas Free Fair Adopts Pay Gate

Sets 50-Cent Charge for 1959; Re-Titled to Mid-America Fair

TOPEKA, Kan. — Long one of the outstanding free gate fairs in the nation, the Kansas Free Fair next year will switch to a paid gate, with admission set at 50 cents.

In line with this change, the fair also will change its name to the Mid-America Fair.

Announcement of the two changes was made by Maurice Fager, manager.

Higher operating costs together with a need to generate capital for plant improvements were cited by Fager as the reasons for the shift to a paid gate.

Fager indicated that the first major addition to the plant will be the erection of new facilities for 4-H Club youngsters. A combination exhibit building and dormitory is tentatively planned, Fager said, but such an addition is not planned until after the '59 run.

The change by the fair here to a paid gate will leave the Ionia (Mich.) Free Fair as the only sizable fair in the country still operating with a free gate.

Rename Bailey As Ind. State Fair Manager

INDIANAPOLIS—Earl J. Bailey was re-appointed secretary-manager of the Indiana State Fair at its annual reorganization meeting here last week.

Estel L. Callahan, New Augusta, was named president; Chester H. Hackleman, Connersville, vice-president, and Harold J. Bledsoe, Rensselaer, treasurer. These, along with Crawford Parker, Lt. Governor and commissioner of agriculture, and John A. Craft and Clarence Howell, make up the fair's executive committee.

New board members are Mrs. Ida Wright, Greenwood, and Robert Moore, Rochester. They succeed Mrs. Margretta R. Cassel, Brazil, and Robert D. Harris, Kokomo. Chosen for another term was Robert H. Weedon, Indianapolis.

Dates for the 1959 fair are September 2-10.

Music Tent Show For ESE Grounds

SPRINGFIELD, Mass.—A musical theater tent show will operate thruout next summer at Storowton Village, Eastern States Exposition's days-of-yore attraction. In most of its aspects the Storowton Musical Theater will be typical of tent shows, but several promotional and physical innovations, as yet undetailed, are promised.

Opening will be the third week of June, and the theater will operate all season, including the run of the big annual exposition.

Managing director is Wally Beach, circus and stage show publicist. Dan Maloney consulted as

In recent years two State fairs—Louisiana State Fair and Mississippi State Fair—abandoned free gates. The changeover enabled them to erect much-needed facilities and present a better program to their patrons, and as a result attendance this year in both instances paved the way for record-breaking runs.

ARIZ. STATE FAIR DRAWS 256,479 GATE

Tops 1957 Figures By Close to 30,000 People

PHOENIX—The Arizona State Fair pulled a total unofficial attendance of 256,479 during the 12-day run which ended here Tuesday.

(Continued on page 65)

J. Charles Yule Dies in Calgary

Associated With Stampede 29 Years; Internationally Known Stock Judge

CALGARY—J. Charles Yule, 70, veteran former manager, president and director of the Calgary Exhibition and Stampede, and an internationally known livestock judge, died here Wednesday (12)

had been paid back except \$380,000.

Improvements during that period included construction of the Stampede Corral, new rodeo set-up and a portable stage. He was also an exponent of the tight outside gate.

A native of Sunderland, Ont., Yule was born to a father who was a prominent breeder of cattle. After a childhood on the farm, he attended agricultural colleges in Winnipeg and Guelph, Ont. At about that time he started judging

(Continued on page 65)



J. CHARLES YULE

following a stroke. He retired from active fair participation in 1961.

Yule was manager and secretary-treasurer of the fair from 1940 thru 1951. He had been an associate director for six years, a director for eight and president for four years. During his tenure as fair manager, attendance grew from 250,000 to 400,000. When Yule took over, the fair board was in debt to the city to the extent of \$46,500. Under his reign \$2,500,000 was spent on improvements and upon his retirement, all money

Foley, Jubilee Shows Award Ex to GAC-H

NEW YORK — The ABC-TV "Jubilee USA" and NBC radio's "Red Foley Show" will be making fairs this summer under exclusive GAC - Hamid representation, according to an agreement between Frank Taylor of the agency and Jim McConnell, general manager of Top Talent, Springfield, Mo.

Top Talent units have played Toronto and the Dallas, Des Moines, Tulsa, Oklahoma City, St. Paul and Sedalia State fairs. This marks its first exclusive deal, which applies only to outdoor dates. The packages will be plugged heavily at conventions starting in Chicago this month.

The 25-plus acts include Red Foley, Marvin Rainwater, Bobby Ward, Billy Walker, Wanda Jackson, Jubilee Promenaders and others. A rotating cast set-up has been worked out with the two network shows.

Swenson Inks Major Fairs

ST. LOUIS — Aut Swenson, owner-manager of the auto thrill show bearing his name, last week announced signing to appear at two major fairs in 1959.

The stunt troupe will play night performances on August 15 and 16 at the Ozark Empire Fair, Springfield, Mo., and is scheduled to play two shows at the Interstate Fair, York, Pa., on September 19.

DEarborn 2-0750

Jot down that number. It's important.

It's the telephone number of The Billboard's Servicenter at the outdoor convention which starts at the Hotel Sherman, Chicago, the weekend following Thanksgiving Day.

Offered in co-operation with the Showmen's League of America, The Billboard's Servicenter will provide many free services to make your stay at the convention more pleasant.

Located in the Hotel Sherman Lobby, The Billboard's Servicenter will offer a free paging service.

That is why the number above is important.

Anyone calling you at that number will be able to have you paged over a special public-address system.

Anyone leaving a message at that number will know that the message will be held until you pick it up.

Otherwise, The Billboard's Servicenter will serve to make your convention stay as enjoyable as possible.

A battery of house phones will be set up in it to enable you to locate people in the hotel.

Phones also will be provided for free outside local calls.

Another service will be The Billboard's convention directory, listing room numbers of carnivals, booking agencies, etc. Showmen's League of America members will register at the booth.

The Servicenter will be open daily, Sunday, November 30, thru Wednesday, December 3, on the following schedules:

Sunday (30)..... 1 p.m. to 8 p.m.
Monday (1) 10 a.m. to 8 p.m.
Tuesday (2) 10 a.m. to 8 p.m.
Wednesday (3) 10 a.m. to 6 p.m.

GROSS 'DOUBLED'

3 Years Up, Hamid Renews With GAC

NEW YORK — George A. Hamid Sr. was re-elected president of GAC-Hamid at last week's board meeting. Considerable speculation had arisen over whether the veteran booker would choose to remain an active member of the association, which passed the three-year mark. It was not announced how long a time the renewed agreement is for.

Hamid and Larry Kanaga, General Artists Corporation president, reviewed the three years of activity together prior to the election. Kanaga reported to the board that gross business of GAC-Hamid had "almost doubled" during the period of combined operation.

Kanaga brought out that the adjustment from regional to national scope had been satisfactorily accomplished, that the office is now operating "nationwide and in Canada, and has developed operations in Mexico and upper South America."

Hamid will supervise the agency's operations. Joe Higgins and George A. Hamid Jr. were re-named vice-presidents, with Doro-

thy Packman continuing as talent co-ordinator and director of park bookings.

Other staff personnel are as follows:

Regional sales directors, Ernie Young in the Midwest, Henry Hamid and August (Babe) Raab Jr., East and Southeast, and Al Alweil, Far West; Ronnie Beckman, operations manager; Hal Sands, director of productions. Frank Taylor is director of sales.

Hamid said there have been many inquiries regarding the scope of his future activities in fair business. He explained that while it is necessary for him to curtail certain activities and travel, he will still devote his energy to supervision and direction and will "be active on the sales level where required."

George A. Hamid and Son amalgamated with GAC three years ago, and the combination marked the end of an understanding which divided the country into Eastern and Western spheres of operation under certain major agencies.

Pool, Beach Ops Sked Special Chi Huddle

CHICAGO—A special program for operators of swimming pools and beaches has been included in program of the 40th annual convention of the National Association of Amusement Parks, Pools and Beaches here November 30-December 3.

According to Vernon D. (Bud) Platt of Sommerton Springs Swim Club, Feasterville, Pa., general chairman of this section, current problems of operating commercial pools and beaches will be thoroughly studied at sessions scheduled for Monday (1) thru Wednesday (3).

The program will open at 9:30 a.m. Monday with registration and a get-acquainted coffee klatch. William B. Schmidt, president of NAAPPB and general manager of Riverview Park, Chicago, and James H. Dixon Sr., chairman emeritus of the Pools and Beaches

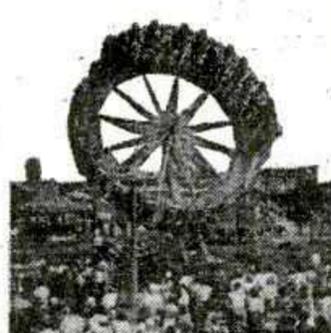
section, from Birmingham, Ala., will extend greetings.

Daily round-table forum discussions will give big play to audience participation. Members will be given every opportunity to air their problems and get direct answers to the know-how and know-why of successful operations.

Also serving with Platt and Dixon on the committee are O. B. Jenkinson, Point Pleasant, N. J.; John E. Phillips, Dayton, O.; Joseph Malec, Omaha; Tom Spackman, Monticello, Ind.; Merle E. Harris, Napa, Calif.; Charles Flatt, Cincinnati, O.; Robert E. Freed, Salt Lake City, and Robert A. Guenther, Maplewood, N. J.

Added incentive for members attending the Pools and Beaches sessions will be prizes given for best questions and answers from the floor. Prizes for best ideas from

(Continued on page 65)



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U. S. & USSR Close Deal For Exhibits

WASHINGTON — The United States and the Soviet Union have signed an agreement in Moscow for an American National exhibition to be held in Sokolniki Park, Moscow, next summer.

Announcement was made by Harold C. McClellan, general manager of the American exhibit, on his return from three weeks in Moscow as head of a team which negotiated the site and construction details.

The USSR will exhibit in New York City at about the same time next summer, under terms of a reciprocal arrangement. The USSR has leased two floors of the New York Coliseum. Distinct from trade fairs, the national exhibition will be devoted to scientific, cultural and technological development in each country.

The U. S. exhibit hall will be built in a 300,000 square foot section of Sokolniki Park, which will be landscaped by the City of Moscow for the purpose. Park is one of the most popular recreation spots in the Soviet capital.

Originally, Gorki Park was to be the site of the U. S. exhibit in Moscow. McClellan's team decided, however, that Sokolniki was much more suitable. The USSR has agreed to purchase the American exhibit hall, at the conclusion of the exhibition, as a permanent building for the park.

ARENAS & AUDITORIUMS

Pensacola Teen Dances Succeed, Avoid Pitfalls

By TOM PARKINSON

AN AUDITORIUM-ARENA promotion that has proved successful despite the earlier apprehension of the building manager is that of WNVY's record hops at Municipal Auditorium in Pensacola, Fla.

Manager Walter Wicke acknowledges that he thought there would be opposition to the Sunday dances. But none has developed. Here is how it works:

From 3 to 5 p.m. on Sundays teenagers come to the Auditorium to dance to the music of Disk Jockey Ron Touton's records. Marion Jones is associated with him in the deal.

AT THE OUTSET these factors helped it toward success: Parents were invited to come, too, and watch from the balcony seats. This is being continued but they now have decided against still letting all the sub-teen brothers and sisters into the seats free as well. The music includes rock-and-roll along with other pop tunes. Only disciplinary measure has been the presence of a uniformed American Legionnaire; his being there is enough and he has had no policing to do.

Attendance at these dances has ranged from 400 to 1,000 in the first four times. Advance tickets are scaled at 50 cents for one or 90 cents for two people, while gate tickets were 50 cents and 75 cents. Trial set of four dances succeeded so well that a new series is under way.

Dallas Fair Coliseum Wins R.C.A. Finals Rodeo

DALLAS—The new State Fair Livestock Coliseum here will be the scene of the first "world series of rodeo" in December of 1959.

The National Finals Rodeo Commission of the Rodeo Cowboys Association awarded the event to Dallas at a meeting in San Francisco. Also in the running were Pecos, Tex., and Louisville, Ky.

James H. Stewart, executive vice-president and general manager of the State Fair of Texas, made the Dallas bid before the commission.

The new 7,000-seat coliseum is now under construction at State Fair Park here and is due to be completed before the opening of the 1959 State Fair in October.

The National Finals Rodeo will have no connection with the State Fair, but will be presented December 26-30 of 1959 as a giant attraction preceding the Cotton Bowl football classic January 1, 1960.

The new State Fair Coliseum is adjacent to the Cotton Bowl stadium.

Contenders in the rodeo will be the top 15 contestants in each of rodeo's championship events, based on points won in the Rodeo Cowboys Association's championship events in the year preceding the series.

The series will have a purse of \$50,000 plus entry fees.

The National Finals Rodeo Commission voted to permit each world series host to keep the show a second successive year if it desires, but no longer.

Rodeo events will be bareback, saddle bronc and Brahma bull riding, bulldogging and calf roping.

Hurok Effort Recognized

NEW YORK — The eighth Annual Capezio Dance Award has been awarded to impresario Sol Hurok by a committee of dance artists and critics. Hurok's activities, the citation said, were instrumental in building for America "a vast and increasingly knowledgeable dance public."

In four decades, his list of attractions ran the gamut of schools of expression in the dance, as well as other theatrical arts. The Beryozka Russian Folk Ballet, Hurok's latest attraction, opened November 4 in New York as part of his "International Festival" that offers seven major attractions in the dance and the theater.



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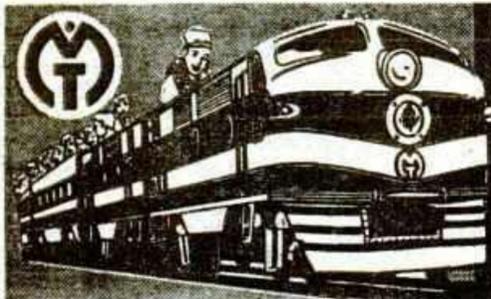
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Stunter Big Step From W. U. Runner

From Western Union messenger boy to auto thrill show producer is a long stride, and it took Buddy Wagner about 18 years to cover the distance. In that period the fast-talking Philadelphia native took flyers in wrestling, auto racing, carnival agenting and stunt unit management.

As can be deduced, Wagner had more than learned his way about when he took out his own show in 1948. He had worked his way up from peddling around Philly at the age of 16. One of his frequent stops was the office of old-time promoter Ray Fabiani.

"One day," Buddy recalls, "he says to me, 'Why not work here, you're too bright for that racket.' And that was the kickoff, 12 bucks a week as office boy."

The groundwork for a successful promotion career was laid with Fabiani, Jack Kochma, Joie Chitwood, Ward Beam and Sam Prell's carnival, plus incidental excursions of Wagner's own.

Wagner recalls vividly working with Fabiani, who with Jim Londos bought the old Philadelphia ball park and converted it into National Speedway. He spent 11 years with Fabiani on all sorts of deals. In 1939 he met Jack Kochman, at that time a race promoter, and the late Lucky Teter.

"I went with Jack for three years until July 10, 1942, when the government declared its wartime ban on gasoline and tires. From 1943-45 Jack had his Cavalcade of Thrills and I went out as announcer, unit manager, and jack of all trades."

In the final year he switched to Ward Beam, for whom he managed stunt units until 1947.

Ran 3 Chitwood Units

Bringing it up to date in quick order, Buddy, the "boy promoter" of Philadelphia, took out his own show in 1948, '49 and '50, went



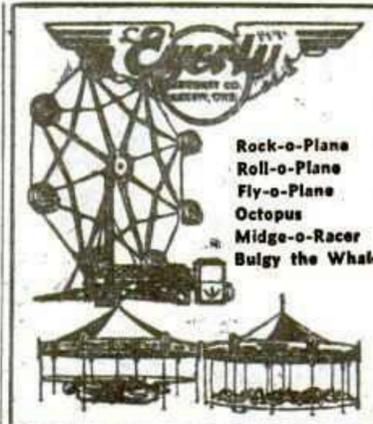
BUDDY WAGNER

with Joie Chitwood as unit manager in 1951-52, and the following season took out three Chitwood units on a franchise deal.

In 1954, the Buddy Wagner's Auto Capades title emerged, playing the East Coast for three seasons under that label and as the Tournament of Thrills. Both used Fords. In 1957 and last year two Chitwood units, again on the franchise, took out Chevrolets.

The Buddy Wagner Auto Capades next season will again be represented by Wagner and at Northern fair meetings by Al Martin of Boston, who has booked the shows for seven years. Wagner's philosophy, for which he claims no exclusive rights, is to present something startling with the unit both as a clincher in booking negotiations and as a show climax. Last year he featured Holger Rasini's Rocket Car thrill act. Next

(Continued on page 71)



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Roll-o-Plane
Fly-o-Plane
Octopus
Midge-o-Racer
Bulgy the Whale



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Endy, David B.: Miami, Fla.
Hottle, Buff, No. 2: Baton Rouge, La. (Season ends.)
Leeright Midway: Winkleman, Ariz., 18-22; Mammoth 25-29.
Louisiana Expo.: White Castle, La.
Moore's Modern: Laredo, Tex. (Season ends.)
Scott, Turner, Rides: (College Park) Orlando, Fla., 17-Dec. 27.
Stephens, C. A.: Claxton, Ga.
Tidwell, T. J. Aspermont, Tex.; Rotan 24-29.

Circus Routes

Davenport, Orrin: Kansas City, Mo., 17-23.
Hagen Bros.: Thibodaux, La., 17; Jeanerette 18; Abbeville 19.
Polack Bros.: Charleston, W. Va., 20-23; Springfield, Ill., 27-30.
Ringling Bros. and Barnum & Bailey: San Luis Potisi, Mex., 18-19; Guadalajara 21-23; Pueblo, Mex., 28-30.

Ice Shows

Holiday on Ice of 1959: Huntington, W. Va., 17-18; Canton, O., 19-23; Grand Rapids, Mich., 24-29; Toledo, O., 30-Dec. 7.
Ice Capades, 18th Edition: Albuquerque, N. M., 17-23; Amarillo, Tex., 25-30; San Angelo, Dec. 3-7.
Ice Capades, 19th Edition: Syracuse, N. Y., 18-23; Rochester 24-30; Springfield, Mass., Dec. 2-7.
Shipstads & Johnson's Ice Follies of 1959: Detroit, Mich., 17-23; Hershey, Pa., 25-Dec. 6.

Miscellaneous

Burke's Wild Cargo: (Fair) Jacksonville, Fla., 17-22.
Grenadier Guards Band, Scots Guards, Pipers & Dancers: Columbia, S. C., 17; Atlanta, Ga., 18; Birmingham, Ala., 19; Montgomery 20; New Orleans, La., 21; Chattanooga, Tenn., 24; Knoxville 25; Winston-Salem, N. C., 26; New Haven, Conn., 29; New York City, 30.
Matchstick City: (Fair) Jacksonville, Fla., 17-22.

Legitimate Shows

Auntie Mame, with Sylvia Sidney: (Aud.) Lincoln, Neb., 17; (High School Aud.) Topeka, Kan., 18; (Orpheum) Sioux City, Ia., 19; (Paramount) Omaha, Neb., 20-22.
Beryozka Russian Folk Ballet: (Broadway) New York City, 17-Dec. 6; (Erlanger) Philadelphia, Pa., 8-13; (Leow's Capitol)

Humboldt, Sask., Inks Fair Show

HUMBOLDT, Sask. — Grandstand attractions at the 1959 exhibition of the Humboldt Agricultural Society will again be supplied by Bob di Paolo's KBD Enterprises, Edmonton, Alta. There will be four performances, two each night. Dates are July 6 and 7.

Ariz. State Fair

• Continued from page 62
day (11). Last year, when the fair ran 10 days, attendance was 226,688.
While the figure for this year's run was claimed as a record, figures comparing the 10 days of 1957 with those of this year were not yet available.

The fair featured two kids' days, one on the opener Friday (31) and the closing day, November 11. Throughout the run, a free show was given three times daily Friday (31) thru Sunday (2) on the Plaza stage. It was produced by Siebrand Bros. Circus & Carnival. Starting Monday (3), the evening show was eliminated because of the Miss Arizona contest. It ran four nights under the direction of Emerald and Phil Arden.

Another free feature, this one in front of the grandstand, was the Art Linkletter "Houseparty" radio and television shows over 123 TV and 187 radio stations of the CBS network. The performance was given five mornings starting Monday (3). Altho it was a forenoon event, a fair representative said that it pulled a large audience, mostly women.

A closing day feature was the Big Car Auto Races in front of the grandstand with the 5th annual Bobby Ball Memorial Race 100 Mile National Championship race the highlight.

Siebrand Bros. Shows played the midway for the third straight year.

Washington, D. C., 15-16; (Masonic Aud.) Detroit, Mich., 17-20.

Diary of Anne Frank, with Francis Lederer: (Alumni Memorial Aud.) Knoxville, Tenn., 18; (Tennessee) Nashville 19; (Aud.) Memphis 20-22.

Li'l Abner: (Aud.) Buffalo, N. Y., 17; (Leow's) Canton, O., 18; (Jaffa Mosque) Altoona, Pa., 19; (Palace) Youngstown, O., 20-22.
Gazebo: (Locust) Philadelphia, Pa., 17-22; (Warren) Atlantic City, N. J., 24.

Cold Wind and the Warm: (Colonial) Boston, Mass., 17-19.
The Disenchanted: (Walnut) Philadelphia, Pa., 17-29.

The Warm Peninsula, with Julie Harris: (Hanna) Cleveland, O., 17-29.

The Flower Drum Song: (Shubert) Boston, Mass., 17-26.

Cue for Passion: (Forest) Philadelphia, Pa., 17-22.
Sunrise at Campobello, with Lief Erickson: (American) St. Louis, Mo., 17-30.

Crazy October, with Tallulah Bankhead: (Huntington Hartford) Los Angeles, Calif., 20-Dec. 13.

Auntie Mame, with Constance Bennett: (Erlanger) Chicago, Ill.

Tunnel of Love, with Eddie Bracken: Baltimore, Md., 17; Richmond, Va., 18; Pittsburgh, Pa., 19; Norfolk, Va., 20; Atlanta, Ga., 21.

Romanoff and Juliet, with Peter Ustinov: (Indiana) Indianapolis, Ind., 17-19; (Hartman) Columbus, 20-22.

Look Back in Anger: (WRVA) Richmond, Va., 17-18; (Playhouse) Wilmington, Del., 19-22.
Music Man: (Curran) San Francisco, Calif., 17-Dec. 27.

Two for the Seesaw: (Shubert) Detroit, Mich., 17-29.

The Third Best Sport, with Celeste Holms: (Nixon) Pittsburgh, Pa., 17-22.

THE FINAL CURTAIN

ADDISON—Lorenzo C., 69, veteran of amusement parks and associated with Marshall Hall (Md.) Park, died recently. (Details in Parks Section.)

BAKER—Norman, 76, founder of the Tangley Caliope Company, one-time vaude performer and later prominent for his radio stations at Muscatine, Ia., and in Mexico over which were broadcast health programs, at Miami recently. Since 1945 he had lived in retirement aboard a boat at Miami. Surviving are a sister and two brothers.

CAVILLA—Don, reputed to have been 109 years old, at the Bethany Home, Miller, Ga., recently. He was a clown and side show performer in recent years and an acrobat and leaper with early circuses.

GIBNEY—William, 86, who traveled for many years with Howard Thurston, the magician, Dante, Barnett Bros. Circus and for Samuel Cummins, died in New York City on October 27. He is survived by a daughter.

JORDAN—George A. (Pop), 65, a director of Prince Albert Agricultural Society for many years and former radio announcer, in Prince Albert, Sask.,

MARRIAGES

SCHILLY—McGRATH—George W. Schilly, veteran businessman of New York State Fair, Syracuse, and Mrs. Madeline M. McGrath, October 28 in Syracuse.

Pool, Beach Ops

• Continued from page 62

the audience will also be given as part of the feature called "Ideas Trading Post," presenting the best promotions of the year. Also of marked interest, James Bateman of Oklahoma City will assist chairman Platt in showing films and slides from the NAAPPB European trip of special value to this segment of the convention.

Better water care with new chemicals, pool engineering, claims prevention through safety programs, trends toward swim clubs and how to keep ahead will be highlights of forum discussions.

Executive secretary John S. Bowman has announced that members are urged to send in requests for hotel reservations and banquet tickets at once. More than 250 reservations for the December 2 banquet have already been received.

Banquet Chairman William Muar of Roseland Park, Canandaigua, N. Y., reveals that the door prize to be awarded the night of the banquet is a week's luxury vacation for two at the fabulous Eden Roc Hotel, Miami Beach.

J. Charles Yule

• Continued from page 62

all types of livestock and later moved into the judging picture at major exhibitions. Among the fairs and expos where he served as a judge are the Chicago International, Kansas City, Iowa State Fair, Canadian National Exhibition, Illinois and Ohio State fairs as well as shows at Denver, Portland, Spokane, Sacramento, San Francisco and Great Falls. One of the highlights of his career came when he took part in the world-famous shorthorn show and sales at Perth, Scotland.

Survivors include his wife, Helen, two sons, William and David, and a daughter.

November 4. He had been an announcer with CKBI, Prince Albert and a sports broadcaster with CFQC, Saskatoon, Sask. He was also a director of the Prince Albert Artificial Ice Company. Survived by his widow, a son, two daughters, three brothers and a sister. Burial in Prince Albert.

KELLER—Herman, veteran med pitchman known professionally as Chief White Eagle, November 8 in Florence, S. C., following a heart attack. He had been in the business more than 30 years. Burial in Florence.

LEWIS—Harry, 68, veteran show canvassman, died November 5 in French Hospital, New York City. He was boss canvassman on the Barnum & Bailey Circus, 1915-19; and on the Ringling-Barnum show from 1919-21. He had the horse tent on the Ringling show 1921-25. During winter seasons he was labor foreman at the old Madison Square Garden from 1921 - 24. Lewis was a charter member of Local 829, IATSE of the Exhibition Employees Union.

OLSEN—Mike, 58, born Elmer W. Olsen, general superintendent on the James E. Strates Shows, big Western rail unit, died in Jacksonville, Fla., on November 7. (Details in Carnival section.)

YULE—J. Charles, 70, former manager of the Calgary Exhibition & Stampede, November 12 in Calgary. (Details in Outdoor section.)

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AGNES BEROFSKY
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Husband
HARRY BEROFSKY

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NAAPPB Names Principal Speakers For 40th Chicago Convention

CHICAGO—Plans are complete for the 40th annual convention of the National Association of Amusement Parks, Pools and Beaches, which will be at the Sherman Hotel here November 30-December 3.

According to William B. Schmidt, president of NAAPPB and general manager of Riverview Park, Chicago, and John S. Bowman, executive secretary of NAAPPB, record attendance is expected.

In sharp contrast to 1957, marked optimism will prevail this year as keynote of the meeting. Next year will be a good year for the outdoor amusement industry, according to Mr. Bowman.

NAAPPB Program Chairman Jack Singhiser and his committee have planned the four-day meeting.

Reveal Statistics

Featured speaker is to be Thomas Lea Davidson, assistant professor of marketing at the University of Connecticut. He will reveal for the first time the extensive tabulations of the outdoor industry to determine latest figures of buyers' potentials. This deep-probing survey was only completed in the last 60 days in co-operation with NAAPPB and other related organizations.

An analysis of what percentage of the consumer's dollar is forthcoming for various outdoor enterprises will be a first-time revelation of great interest and importance to all industry members.

Richard L. Geist, vice-president and manager of Rockaways' Playland, Rockaway Beach, N. Y., will

discuss "Automation for Our Industry." Newest cost-cutting ideas, improved accounting procedures and time-saving devices will be brought to members' attention. Geist will speak at the Wednesday, December 3, session at 2:05 p.m.

Paul Jones, public information director of the National Safety Council, will speak at 4 p.m. on Tuesday, December 2, on "Your Public Relations Are Showing."

A. J. Claxton, public relations director of Beatrice Foods Meadowgold Corporation, Pinehurst, N. C., will present his perspective on "You Got to Make a Profit."

O. C. Holland, director of advertising, Interchemical Corporation, New York, will define the "Magic of Color," the power and pull and new meaning of color as relates to outdoor entertainment and its packaging appeal.

Ray on Design

John C. Ray, park designer and operator of Belmont Park, Mission Beach, San Diego, Calif., will discuss "Modern Design in the Amusement Parks Today." Both Holland and Ray are scheduled for Monday, December 1, afternoon meetings, along with Harry J. Batt Jr., president and managing director of Pontchartrain Beach, New Orleans, whose presentation via slides and films will cover outstanding fronts, box offices and landscaping.

Of special interest will be the Wednesday, December 3, showing of color movies and slides taken on the NAAPPB tour of Europe. In addition to extensive coverage of the Brussels Fair, this visual panorama of European creative genius will cover innovations in lighting, decoration, crowd-pulling gimmicks as presented in Tivoli Park, Copenhagen; Clacton-on-the-Sea, South End, Margate, and the seven-mile Blackpool Illumination Festival, all of England, and the famous Oktober-Fest in Munich, Germany.

Committee Named

Working with Program Chairman Singhiser in organizing this roster of features have been Robert R. Freed, Lagoona Resort, Salt Lake City, Utah; Jack Ray, Bel-

mont Park, Mission Beach, San Diego, Calif.; Robert Guenther, Olympic Park, Maplewood, N. J.; William J. Tarr, Conneaut Lake, Pa.; Marvin Staton, Spring Lake Park, Oklahoma City; C. K. (Jack) Macdonald, Idlewild Park, Ligonier, Pa.; Arthur Fritz, Melrose Park Kiddieland, Chicago, who is also chairman of the Kiddieland section of the program, and Vernon D. (Bud) Platt, Feasterville, Pa., also chairman of the Pools and Beaches section.

All program sessions will be held in the Louis XVI Room on the first floor of the Sherman Hotel. Social highlight will be the annual banquet in the Grand Ballroom on Tuesday, December 2. Cocktail conferences and ladies' teas are also planned.

Hub of the four-day convention will, as always, be the great Exhibition Hall of the Sherman. Exhibits of manufacturers of the newest and latest amusement devices and equipment, trends, gimmicks and eye-catching displays for owner and concessionaires interested in the development of their enterprises make up this focal point of the amusement industry.

The 40th annual convention of NAAPPB marks a significant milestone in the history of the organization. The National Association of Amusement Parks was organized in 1918 and the American Association of Pools and Beaches in 1927. They combined into National Association of Amusement Parks, Pools and Beaches in November, 1934.

Its membership of owners, operators and concessionaires, designers, manufacturers and sales representatives has grown from a mere handful to almost 500. It has outlived the old Auditorium Hotel where early conventions were held, and outgrown the facilities of the La Salle and Drake hotels, to its present expanding floor space of the Sherman's exhibition hall.

Influences of the space age in moon rockets and sputniks are expected to be noted as trends in next year's thrill rides being developed for the coming summer season.

ROLLER RUMBLINGS

URO Skeds Meeting, Election in Chicago

MUSKEGON, Mich.—The annual meeting of the United Rink Operators is scheduled to be held at the Conrad Hilton Hotel, Chicago, December 8 and 9 at 1 p.m., it was announced last week by Mrs. Mary Giles, association secretary. Members of the executive board are to convene at 10 a.m., the first day, preliminary to the general meeting.

The association has also scheduled its election of officers during the meeting, and since it is an unwritten association law to hold officers over for a second term, the present officers are due for retirement.

In a bulletin released with announcement of the meeting, the association commented on the growing trend of school and club sponsorship of roller skating in their own gyms, community halls, etc., and urged that member operators begin studies of ways to work with such groups, wherever possible.

Interest High

"We had the opportunity recently to spend several days attending a convention and trade show of the National Recreation Association in Atlantic City," the bulletin commented, "and were surprised at the great interest shown by recreation directors of schools, service centers, rehabilitation hospitals and communities in roller skating. A large majority of those to whom we talked either at present hold skating sessions as a part of their recreation program, or are seriously considering adding them. At present the main problem of many is the skating surface—the fear of damaging the finish of a gym floor or the adapting of a community hall floor for skating."

"Since either floor is readily adaptable, many recreation directors are already trying to convince their managing authorities on the desirability of the skating program, and this, in fact, may well prove to be the greater problem, since anyone knows that school boards and similar bodies move slowly while the different members carefully weigh and argue the pros and cons of the matter.

"This slow unwinding of official red tape may even allow an alert rink operator to save himself their competition. Some fast sales talk may convince the board that it would be much less trouble to arrange for the use of an already existing roller rink than to convert and equip their own facilities.

Opinions Differ

"As to the effects of this competition, opinions vary. First, it must be remembered that these are in most instances non-profit ventures. In the school project, for instance, most of the general overhead is absorbed by the school budget, and the charge for admission is based on the actual added cost of equipment and any working crew that is not voluntary and unpaid. Therefore, the low admission charge is usually a matter of great concern to the competing rink.

"On the other hand, it has been found in many communities that this type of competition actually builds skaters for the local rink. The low cost per person enables children from small income-large family homes to participate, and the fact that it is school-sponsored puts it on the approved list for many smaller children who are not allowed to go to a public rink. This may seem like proof that the competition is harming the rinks; on the contrary, it has been proved that the school is in fact instilling a love of skating in many children whom the rinks would not have reached, and when they grow a little older they are not satisfied with the limited programs usually offered in a non-professional type of operation. They begin visiting the local rinks and usually find more fun there.

"Anyhow, look at the picture as you will. We predict that the coming 12 months will see a tremendous increase in school and community skating programs, and strongly urge that the operator work toward making use of this fact to his own eventual benefit."

New Fun Zone Has Indoor Golf, Rinks

PROVIDENCE, R. I.—A novel indoor amusement center is taking shape in a former shipyard which turned out liberty ships during World War II. Covering 135 acres, the development already includes considerable industrial operation and is acquiring a rounded amusement complex as well.

Set to open is an ice skating operation in former machine shop building. Renovated and fitted with \$7,000 acoustical ceiling and electric organ, the building has two rinks, one for public skating and a smaller one, 100 feet by 25, for instruction. Some 600 seats were added from U. S. Seating Company.

Nearby is a huge factory building to be fitted out with probably the first indoor golf driving range in the country.

The development is called Harborside Industrial Park, owned by Melvin Berry and sublet for various purposes. The fun zone is named Shipyard Sports Center, of which Leonard Holland is president. Also holding an interest are Berry, Sam Lowe and Julian Rifkin. The last-named pair have a nearby drive-in theater as part of the overall development.

There are discussions about add-

(Continued on page 71)

AT PARK 20 YEARS

Death Takes Addison, Mgr. at Marshall Hall

MARSHALL HALL, Md. — Lorenzo C. Addison, veteran park figure who was manager of Marshall Hall Park since 1938, died recently at the age of 69. He made his home on the park property for the last 25 years. There was no immediate statement by the Wilson Lines, owner of the park, about an appointment to fill the vacancy.

Born in Rayne, La., on July 28, 1889, Addison's life included activities at several parks as manager and as designer and builder of amusement units. His early exposure to the amusement business was as projectionist for Josiah Pierce and Son during early movie days when tents were used as theaters.

Following this association he joined the Southern Amusement Company as stage manager in a stock company traveling thru the South. Addison became associated with Fred W. Pierce, son of Josiah and owner of Fred Pierce Amusement Enterprises in Detroit. He was a production foreman and

later a designer and builder of Roller Coasters, Funhouses and park structures.

Addison worked his way thru various positions and eventually became manager of Excelsior Amusement Park on Lake Minnetonka at Minneapolis. He later operated Walled Lake Amusement Park at Detroit and in 1930 was made general manager of Jefferson Beach Amusement Park, Detroit, which position preceded his appointment at Marshall Hall.

In 1938 he married Margaret Hennings. He was active in Charles County church, school and civic activities and in the Democratic organization. Survivors include his wife, Margaret; two daughters, Elizabeth and Margaret, both of Marshall Hall, Md.; two brothers, Henry Addison of New Orleans and George Addison of Marshall Hall, and six sisters, Mrs. Nitter McLain, Mrs. Augustine Irwin and Linda, Vivian and Maude Addison, all of Rayne, La., and Mrs. Heloise Pou of North, S. C.

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Allan Herschell Merry-Go-Round, 3 abreast, factory rebuilt completely, good as new; 36 Jumping Horses, 2 Double Chariots.
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7 Car Tilt-a-Whirl, good running condition. Beautifully illuminated.
Price\$3,000.00
Both rides can be seen in Amusement Park by appointment only.
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1528 Clearview Street, Philadelphia, Pa.

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• **GOLF DRIVING RANGES** •
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MINIATURE GOLF COURSES ARE DESIGNED AND BUILT BY THE
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MAKE MORE MONEY DRAW BIGGER CROWDS WITH BEAUTY, GLAMOUR, SHOWMANSHIP
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HOLLYWOOD SPOTS-LITE
BETTER'N A CRYSTAL BALL
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WASH OR POLISH
GLAMOROUS NEW IDEA IN BEAUTY, MODERN SHOWMANSHIP, LIGHTING EFFECTS AND LOUDSPEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING RINKS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.
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Dept. B 3612 No. 16th St. Omaha 10, Nebraska

SKATING RINK TENTS
42 x 102 IN STOCK
53 x 122 AT ALL TIMES
NEW SHOW TENTS MADE TO ORDER
CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.

NAME EXPANDED

Collins Announces Beatty-Cole Title

SARASOTA, Fla. — Announcement that the Beatty show next season will be billed as the Clyde Beatty & Cole Bros. Combined Circus was made here last week. The move had been anticipated since two partners in the Beatty operation purchased the Cole title several weeks ago.

Jerry Collins, president of the

show company, made the announcement. The Cole name had been purchased by Frank McClosky and Walter Kernan, who own shares in the circus and manage it. Clyde Beatty is to continue as the principal attraction of the show.

The new title recalls the 1935-1937 Cole Bros. & Clyde Beatty Combined Circus, under different management. Beatty left that show and subsequently started his own outfit as Clyde Beatty Circus. Management shifted in 1956. Meanwhile, Cole Bros. continued until 1950 as a road show. The title later was used in conjunction with the King Bros. Circus name but reverted to the control of Arthur Wirtz. A. Wirtz company sold the title to the present users.

CHANGES

Wash. Shrine Circus Open, H-M Declines

WASHINGTON — The Almas Temple Shrine Circus will not be played by Hamid-Morton Circus next spring, a decision stemming from new chairman J. Benton Webb's efforts to cut the run to two or three days and move it outdoors.

Webb cited rising union requirements which were making an arena date prohibitive in cost. George Hamid Sr. declined to show outdoors and also cited the risk of duplication with the annual Night of Stars circus at Griffith Stadium, which his office has been handling.

Hamid also rejected a suggestion to bring the combined Clyde Beatty and Hamid-Morton under-canvas show which will be offered at Palisades (N. J.) Amusement Park, as being unsuitable for Shrine sponsorship. He said the relationship was dissolved cordially and will be renewed if conditions permit a 1960 engagement.

HORSE CAVE, Ky. — Byron Gosh's All-American Circus played here as a free show under auspices of the Fall Tobacco Festival. The Horse Cave Chamber of Commerce and Festival managers, John Smith and L. A. Davenport, handled the arrangements. Event drew 11,500.

MACK BROS. CIRCUS AND CARNIVAL
Want for all winter Shopping Centers, Army Paydays, etc., in California and Arizona. Carrying a complete 3-Ring Circus, free Lion Acts, Elephant High Act, etc. Can use Hanky Panky, Galteries, Straight Sales and Pitches. Low winter percentage. Shows of all kinds including Girl Show, low percentage. Want Kid or Major Rides not conflicting. Will book, lease or buy No. 5 Ferris Wheel. Need Agents for Slum and Alibi Stores. Roughies and general useful Carnival Help. Want A-1 Contracting Agent and Phone Crew. Address: MANAGER, c/o South Tucson Police Dept., Tucson, Ariz. Playing Consumers Shopping Center this week.

YOU CAN WRITE 200 AND UP HERE
Tickets, book and banners. This deal goes thru December. I have 6 other strong deals waiting for the right man. This company is backed by money and power, don't waste my time if you are a room operator. Limbsters, lishes, stay away from my door. I can keep you busy 12 months out of the year. This company is not connected with Consolidated in any way. Phil C. (from Detroit), George H. (from Indianapolis), get in touch; you can get it here. Call Atlantic 7240, Omaha, Nebraska.

CIRCUS EQUIPMENT
Wanted—Especially Big Top, Rigging, Sidewall, Sideshow Outfit, Semi Trailers, Light Plant and Animals for Menagerie; also Grand Stand, Chairs, Blues, etc. Describe fully; state lowest cash price. Address: HARRY MARTIN 318 BROADWAY, MACON, GEORGIA

PHONEMEN
New one-year deal. Top comm.
FRANCIS X. MCCARTHY
OR 3-2414, San Francisco, Calif.
Attn: Tom Huffle & Mrs.

PHONEMEN
Need two sober Men through December. 30% daily. Book & Tickets. Deal running one week; good for \$10,000.
R. A. MALLORY, Nashville, Tenn.
Day: VE 2-0630—Nite: AL 6-4318
No collect or advance. Bennett, you have mail money coming. This is last notice.

PHONEMEN
One for Cleveland. One for Youngstown.
HERB LEHMAN
10024 Carnegie Ave., Cleveland 6, Ohio
SWetbriar 1-9317

PHONEMEN
UPC's, Banners, County Auxiliary Police, sponsor. Opening Painesville and dates around Cleveland now. Pay daily. Can use good Office Manager who can handle towns.
MERL N. JOHNSON
Ashtabula, Ohio. Wyman 75162. Care Civil Defense Headquarters, 4426 Post Office Alley.

HUNT BROS.' CIRCUS
Want for 1959 Season
MUSICIANS, ALL INSTRUMENTS; FEATURE ACTS & CLOWN. Can use good Cookhouse to join at once in quarters as well as on the road.
Phone: HYacinth 9-9825
Burlington, N. J.

PHONEMEN
Phones in; everything carded. Need top men for Buffalo to Dec. 31. Big city metropolitan police circus to follow. New office opens Jan. 5, 1959. This is not a suburb calling to big city phones, will be in city proper of 3/4 million. No advances, no collects; positively no drunks. U.P.C. program. Ralph Owens, come in. Call EARL GRAHAM, Mohawk 5796, Buffalo, N. Y.

County Quits R-B Tax Deal

SARASOTA, Fla.—The county commission here voted to cancel a contract with the Ringling-Barnum circus under which the county paid taxes on Ringling's winter quarters. The vote means the circus will be expected to pay the \$6,290 in taxes.

The agreement dated back to the time the circus moved to Sarasota. The county broke the contract, it was said, because of its feeling that the circus had not carried out its half of the bargain. The circus was to publish in its program a quarter-page ad about Sarasota. This year's program carried no ad in its first edition and the county declared the ad in subsequent editions was not large enough.

UNDER THE MARQUEE

Chuck Burnes writes from the Ringling show that a trust fund is being set up for two-year-old Michael Murphy, son of Ruth Murphy, ballet girl recently killed while making the jump from San Francisco to Sacramento. Over \$500 has been collected so far. . . . Galla Shawn, single trap, and Miguel Santos, wire, were married recently in Sacramento. . . . Clowns Felix and Amelia Adler, Chuck Burnes and Harry Davies, press, caught Rudy Bros.' Circus in Chula Vista, Calif., and visited with friends there including Mingo, Walter and Sylvia Long, Johnny Cline and Mark Anthony.

Bill Woodcock is wintering at Norco, Calif. . . . CFA Herbert Clement caught the Ringling, Hunt and Beatty shows when they played Boston this season. . . . Charles
(Continued on page 71)

PHONEMAN
Top Producer needed. Phone open, year-round deal. Reload protection. Write
ROY BELL
2847 W. 8th St. Los Angeles, California
DUnkirk 8-6085 (No collect calls)

WANTED TO BUY
Two Gibbon Apes, male or female; also up to twenty-five Wooley Monkeys.
B & I ZOO
8012 South Tacoma Way, Tacoma, Wash.

Eagles Takes Over Ringling Advance

Dube Stays With Circus Staff After Pioneering Indoor Route

NEW YORK—Paul Eagles has taken over as general agent of the Ringling Bros. and Barnum & Bailey Circus, succeeding Harry Dube.

Eagles said that he would attend the outdoor conventions in Chicago on behalf of Ringling. He also explained that he would operate out of the same offices that Dube has.

Dube will continue with the circus corporation in another capacity. For years he has had the Ringling program book and its advertising accounts. When the circus suddenly switched to indoor operation and was short-handed, Dube stepped in to book buildings for it.

He continued as the show's general agent to contract its first indoor tour with the Arena Managers Association, the Canadian National Exhibition, the Los Angeles County Fair, Field Bros., Super Attractions and other organizations that took the show on its coast-to-coast route.

This season, Dube pioneered such locations as baseball parks across the South, the Hollywood Bowl and interior cities of Mexico. Many of the original year's locations also were repeated.

It has been known that Dube desired to retire from the booking end of the business for some time.

Eagles returns to the show as agent after a lapse of a few years. He was last with the show in 1956, when it was under canvas, and he resigned a few weeks before the show's failure at Pittsburgh that year.

Earlier, he had been with the Clyde Beatty Circus as agent, the Barnes-Sells Floto Circus as manager, and in various other circus staff roles. He also operates his own business in Los Angeles.

The Wallenda Troupe, making Houston and Kansas City Shrine shows, is booked into Dallas with the Gil Gray Circus and then to the Tom Packs Circus.

CLYDE BEATTY & COLE BROS.' COMBINED CIRCUS WANTS FOR SIDE SHOW—SEASON OF 1959

Working Acts, Freaks, Novelities, Giant, Midgets, Fat Girl, Armless Girl, Pinheads, Strong Man, Impalement Act, Gun Spinner, Glass Blower, Scotch Bagpipers, Hawaiian Troupe, Colored Rock and Roll Combo or Cuban Rhumba Combo. Will consider outstanding Annex Attraction. Ticket Sellers who can and will make strong second openings. Show opens at Palisades Park, N. J., for six weeks, March 28-May 10; followed by road tour into November—longest season of any circus. Contracting for full season, but can place one or two extra features for Palisades Park engagement only. Sleeping accommodations and excellent meals furnished. Tell all, enclose photo and state lowest salary in first letter.
BILL ENGLISH, Side Show Manager, Clyde Beatty-Cole Bros.' Circus.
Address: c/o Rogers Trailer Park, 3120 Myrtle Street, Sarasota, Florida.

ARE YOU A . . . TELEPHONE SALESMAN

Don't call unless qualified! Pleasant working conditions, air conditioned offices. Immediate draw can be arranged if you are producing.
NEED 3 SALESMEN
Exclusive franchise—first time offered in St. Louis. If you are a producer you can make \$119.50 to \$208.75 per week.
Apply B. J. McGUIRE
SUITE 401, 705 OLIVE ST. ST. LOUIS, MO
(Phones: CHestnut 1-4456, CHestnut 1-4454 or BRIDGE 1-0644)

PHONEMEN

Are you birds all flying south for the winter? Connecticut is good with the right sponsors for the right town. I have them. Have phones open in Bridgeport, Danbury and Hartford. Only alikes wanted; no serious or sober men wanted. Pay thirty per cent daily. Adv. and Tix. Min. 5 and max. 150. This is W!
Call Hartford, Chapel 9-8258, collect. Ask for LUKE LARSON.
P.S.: Windy and Harry Bender, how is Jan?

PROMOTIONAL DIRECTORS

Man and wife teams preferred. Steady year-round work, top sponsors, if you can work and act like ladies and gentlemen. Phones in, town ready. Also can use two sober Phonemen. No collects, please. Our towns are not beat to death. Herman Philbet, Hoppy Chapman, have good deal for you. Contact
CHARLIE BROWNFIELD
LAS CRUCES, NEW MEXICO PHONE: JACKSON 6-6605—EXTENSION #26

ATTENTION CIRCUSES—CARNIVALS—MOTION PICTURE FIRMS

For Lease, Season of 1959
Featured African Animals of Motion Picture
Complete Circus Equipment for Lease
MOGAMBO
(Starring Clark Gable, Grace Kelly & Ava Gardner)
Clark's elephant "BAHATI," Ava's rhino "SHEILA," halter broke giraffe "Grace Kelly."
Also cheetahs, leopards, ostriches, hyena, Grant and Grevy zebras,
FEATURING THE ONLY ADULT MALE ELEPHANT TOURING AMERICA.
Also wild animals featured in

THE SNOWS OF KILAMANJARO

All animals direct from our Big Game Range in Rumuruti, Kenya, Africa.
DIAMOND "O" RANCH, INC.
Wild Animal Zoo Breeders and Importers Canton, Ohio, U. S. A.
TONY DIANO, Agent

Texas State Hikes Gate Charge to \$1

Boost Children Rates to 40 Cents; Estimate '58 Profit at \$340,000

DALLAS—Admission prices to the 1959 State Fair of Texas will be upped and a profit of \$340,000 is expected to be derived from 1958 operations. These were the two major developments to come out of last week's annual meeting of the board of directors.

Admission prices next year will be \$1 for adults and 50 cents for children. This year the rates were 75 cents and 40 cents.

R. L. Thornton, fair president and mayor of Dallas, said the general rising cost of living has raised the admission price for next year.

In making the preliminary financial report, Thornton emphasized it was merely an estimate, based on earnings thru November 1 and estimated income for November and December. The fair's fiscal year ends December 31 and the exact amount of net income will not be known until after that date.

The \$340,000 net income means that 1958 will be one of the fair's better years in terms of net earnings. Net for the year 1957 totaled approximately \$280,000.

Since the fair resumed operations after World War II in 1946, net income has totaled approximately \$4,700,000.

The State Fair of Texas is a self-supporting, non-profit institution and all net income goes back into permanent improvements on the fairgrounds, payments on capital debts, operating costs and the like.

Out of net income for 1958, the

fair will make payments of principal and interest totaling \$177,881 on indebtedness outstanding on the Cotton Bowl, Women's Building, the auxiliary parking lot and the air-conditioning of the Electric Building.

The fair had its biggest attendance at the 1958 exposition in October, a total of 2,757,734 for the 16 days.

Fair officials conjectured that the fair's gross possibly would be its biggest also, but costs have increased as well, it was pointed out.

Paul Mannen, Del Mar Mgr., To Resign

DEL MAR, Calif.—Paul T. Mannen, manager of the Southern California Exposition and San Diego County Fair since 1949, announced here last week that he plans to resign at the conclusion of the 1959 event. He is leaving to devote full time to Seacoast Savings & Loan Association, a local organization, of which he is president.

Mannen was appointed to the 22d District Agricultural Association, operators of the Del Mar fair, in 1941. He served three terms as president from 1946 thru 1948. He was appointed manager to succeed E. O. Hulick, who resigned to enter private industry.

The exposition is now the third largest in California and claims 41st place among fairs and expositions thruout the nation. Mannen was instrumental in a million dollar grandstand improvement program co-sponsored with the Del Mar Turf Club. It was completed three years ago. Other projects he directed include the construction of ample barns for a record number of livestock entries featured at the Exposition.

Three major improvements—construction of a \$500,000 horse show arena seating 4,500, a floriculture building and further expansion of the grandstand — are now under way. Mannen said the Department of Finance is expected to grant \$300,000 toward the floral building when it meets this month. Mannen also advocated the one-pay gate and several California fairs have adopted this and other successful ideas fostered by him.

Art Linkletter To Address WFA Conclave

LOS ANGELES—Rufus Von KleinSmid, chancellor of the University of Southern California, and Art Linkletter, TV emcee of "People Are Funny," will be speakers at the 36th annual meeting of Western Fairs' Association to be held at the Biltmore Hotel here for three days starting December 2. A. A. (Abe) Jensen, WFA president and secretary-manager of the Lassen County Fair, Susanville, said.

Von KleinSmid will also receive a 25-year certificate of service as a director of the Sixth District Agricultural Association, which operates the California Museum of Science and Industry here. He will talk on "Educational Horizons for Fairs."

Linkletter, in addition to his radio and television work, is a partner in the firm of Vandeburg-Linkletter Associates, which assisted in the early planning for the new California State Fair & Exposition

HAPPY CUSTOMERS

Kentucky State Fair Patrons OK '58 Run

LOUISVILLE—Patrons of the Kentucky State Fair generally are pretty well pleased with the event, according to a survey conducted at the '58 edition.

Southern Surveys, Inc., which conducted the survey, said less

than one-fifth of the fairgoers disliked anything at the fair and only a minority of this one-fifth disliked with any vehemence.

The fair "is operating with almost an irreducible amount of discourtesy to the public," said the report. "And it is operating in a physical plant and in surroundings which together are high on the list of things visitors say they will remember when they return home."

Some 517 persons were asked nine questions ranging from "What were the main reasons you came to the fair this year?" to "Is there anything you especially dislike about this fair?"

To the latter question, 81 per cent gave such replies as: "No—I like it all," "Nothing is wrong," and "It's wonderful."

Slightly more than 18 per cent did have some dislikes, mostly prices. But in answer to a question about what could be done to make the fair appeal to more people, lower prices were in fourth place.

Second place among these dislikes was, "Too much walking to do." Nearly 50 per cent could make no suggestion toward improvement.

Of those who had suggestions, the greatest number thought more advertising was needed with specific information about the fair.

Other improvement suggestions were to bring more big name performers and shows and to add more directional signs and information on the grounds and on roads to the grounds.

More than 86 per cent of the people surveyed said the 1958 fair was better or about the same as the 1957 fair.

The one feature of greatest interest again this year was the livestock exhibits. Far back in second place was the horse show.

FAIR MEETINGS

Oregon Fairs Association, Gearhart Hotel, Gearhart, November 13-14. Hallie Huntington, Route 2, Box 277, Eugene, secretary.

Canadian Association of Fairs and Expositions, Royal York Hotel, Toronto, November 25-26. Emery Boucher, the Coliseum, Exhibition Park, Quebec 2, Que., secretary.

Western Canada Association of Exhibitions, Sherman Hotel, Chicago, November 29-December 3. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, December 1-3. Frank H. Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

Western Fairs Association, Biltmore Hotel, Los Angeles, December 2-4. Louis S. Merrill, 2500 Stockton Blvd., Sacramento, general manager.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 8-10. Eugene R. Moore, Tipton, secretary.

West Virginia Association of Fairs, Waldo Hotel, Clarksburg, January 3-4. Mabel Hetzer, P. O. Box 589, 307 First National Bank Arcade, Huntington, 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.

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, 315½ East Mill Street, Plymouth, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 14. Tom Moore Craig, Spartanburg, 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.

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, Taylorville, secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 26. Mr. William C. Lynn, 1 West State Street, Trenton, secretary.

New York State Association of Agricultural Fair Societies, SHERA-

PNE Elects New Director

VANCOUVER—Dorwin Baird has been elected a director of the Pacific National Exhibition. He is a noted radio news commentator and has been active at the fair's circus and in its publicity.

Re-elected to the board were Joseph F. Brown, M. Lyle Barr, Dr. J. C. Berry, William J. Borrie, Thomas R. Fyfe and H. W. Mulholland.

WANTED
Circus and Comedy Acts for 1959. Fairs and Celebrations. Also complete Novelty Package Show.
HAL GARVEN PRODUCTIONS
1325 Natchez Ave., South Minneapolis 16, Minn.

I WANNA SEE THE SWENSON THRILLCADE
JUNIOR OF ALL THRILL SHOWS
P.O. BOX 1593 SOUTH SIDE STATION
SPRINGFIELD, MISSOURI

Wherever You Are . . . You'll Find Many of Your Needs in the CLASSIFIED SECTION this issue

New Lexington Annual Makes Bow in July, 1959

LEXINGTON, Ky. — A new fair to operate under the title of the Blue Grass Fair will make its initial run here next year, Bill King, general manager, announced last week. King, who has been special events director for the Kentucky State Fair the past three years, will continue with that position in addition to his association with the new event.

The new fair will be held July 2-5 at the Lexington Trotting Track which has a 420-acre plant.

King, who promotes all Kentucky fights for the International Boxing Club, has closed to bring a Gillette "Cavalcade of Sports" boxing program to the fair on the night of July 3. This will be telecast on the network.

The new fair will be a regional event and will draw its patronage from 22 counties.

Thus far the fight is the only attraction set for the four-day run, King said.

Luray, Va., Nets \$3,606 for 1958

LURAY, Va.—The Page Valley Agricultural and Industrial Fair netted \$3,606 from 1958 operations, doubling last year's \$1,490.

New officers include Buddy Burner, president; John Crist, vice-president; Mrs. Cletus Waters, secretary, and W. Sedwick, treasurer.

ton-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. Byrd, Box 907, Little Rock, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 22-23. L. (Doc) Cassidy, Bo 73, Shelby Station, Louisville 17, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 12. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Coleman Business Up, to Add Rides

MIDDLETOWN, Conn. — Re-painting and fixing up for 1959 are under way at the Coleman Bros. Shows' winter quarters, following the Columbus Day date which closed the season. Manager Dick Coleman reported business as satisfactory by almost every yardstick. Plans were outlined for next season, which do not call for changes in the fair route. At the Ocean Park operation in New London, Conn., Coleman will be adding a new Helicopter and Scrambler.

Phoenix Fair Midway Area Sidelights

PHOENIX — Alex Freedman was the senior concessionaire on the Arizona State Fairgrounds with novelties. He has a record of 12 consecutive years. . . . Henry L. Hilbers, who is in charge of the grounds, has been with the State Fair since 1933. . . . John Hicks visited the midway. . . . Dick and Mary Ragan Kanthe had their jewelry store on the promenade for the first time this year. . . . Rae and Bob Banard took advantage of the date to visit friends in Phoenix. . . . Warren and Flora McMenus had two restaurants and two candy stores on the grounds. At the restaurants were Irene McSweyn, who was cashier for Hap Young for years; Walter Anderson, and Bill McMenus, who has been with the operation since the passing of his father, William P. McMenus, last June. Bob and Ruth Nichols were in charge of the candy stores. Ted LeFors joined the McMenus organization for the date.

M. M. (Buck) Buckley, who is recuperating from a recent illness, visited many friends on the grounds. . . . A number of the show people visited Ralph (Doc Tuffy) Lavonini, who is a patient in a local hospital. . . . Margaret and Hunter Farmer had three pitches on the Siebrand midway. Two were operated by Leona Cook and the other by the Farmers, who recently handled a stand in Fresno for M. M. Buckley. . . . Joe Blash and Lloyd Hilligross had 11 games

(Continued on page 71)

HOT SPRINGS CLUB SKEDS BUSY WEEK

HOT SPRINGS—The Hot Springs Showmen's Association will climax a busy week of events here with its annual banquet and ball Wednesday night (19) in the Arlington Hotel.

On Saturday night (15) the club held a benefit amateur show with the proceeds earmarked for the organization's annual Christmas charity work. At the same time they honored Pat Ford, outgoing president, who is being succeeded by Norman Schlossberg.

Also on the program is a silver tea on Monday (17) at the home of Mr. and Mrs. Dwight Bazinet, and club-room open house Tuesday night (18).

A recent trip to the Allan Herschell plant was made in conjunction with the purchase of a kiddie auto ride and the Helicopter.

Coleman said the kid ride will be on his show next year. Also touring will be Johnny Lemoyne with a Scrambler. Fay and Butch Rossitto, cookhouse ops, have a lowboy trailer being fitted out at the Freuhoff works in Wallingford, to replace the well-known converted bus which served as a kitchen for their sitdown grab.

Coleman will be going to Florida shortly, partly for vacationing and partly on business. He has scheduled a stop at the Greater Jacksonville Fair where a new Herschell thrill ride is expected to be unveiled on the Cetlin and Wilson midway.

Season's opening next year will probably be the final Thursday in April on Coleman's Middletown lot.

NSA Names 7 Nominators; Study Slate

NEW YORK—Selection of a nominating committee was a chief order of business for the board of governors at the Wednesday (12) meeting of the National Showmen's Association. They will present an entire ticket to be posted by December 3, and elections will probably be held Monday, December 29.

The seven-man committee consists of Joe McKee from the board of trustees, Dave Brown, Morris Brown and Frank Rappaport from the governors, and Harry Alexander, Frank Schillizzi and Joe Rinaldi from the general membership. There is a 15-day period during which any independent ticket can be presented with a 15-name petition.

Max Tubis reported his impressions of the recent European park tour and referred to the attending, with his wife Jane, of one of the final audiences of the late Pope Pius XII. Al McKee, first vice-president, presided.

Arizona Club Banquet Set For Dec. 16

PHOENIX, Ariz. — The Arizona Showmen's Association will hold its annual banquet and ball on December 16 at Highway House, President Earl Salter announced. Dinner will be served at 7 p.m., followed by entertainment and dancing.

Art Fraser is chairman of the event and will be assisted by Hiko Siebrand. Memorial services will be held the week before the banquet and ball.

The annual home-coming party was held at Pulaski Hall. Over 200 showed up for the event. Mrs. Dolores Gordon was chairman, assisted by Mrs. Freeman.

Harry L. Gordon is recuperating at the Patrick Hotel.

Show Murals Offered for MSA's Walls

127 Applications Processed; Set Memorial Service

MIAMI—Jerry O'Moore, a club member, has offered his services free of charge to paint murals of carnival atmosphere on the walls of the Miami Showmen's Association auditorium. The information was presented at last week's meeting by Alton Pierson, building management chairman, and will be acted on shortly.

Dates set include the memorial services slated for Sunday, December 14 at 1 p.m. To be reported are the dates of the annual banquet and ball to be held at the Eden Rock Hotel, Max Sharp, co-chairman, and the big picnic, Joe Ross, chairman.

There were 127 membership applications passed on by the board of directors. Dues for 1959 were reported coming in rapidly. Mel Dodson, third vice-president, presided in the absence of Ben Weiss, president. Marty Weiss, executive secretary who had just returned from recuperating in Levi Hospital, Hot Springs, was also present.

Va. Greater in Barn Early Rather Than Buck Cold

SUFFOLK, Va. — A sudden spell of cold weather brought Virginia Greater Shows in from the road last week rather than extending the season for another week or two. Final date was Maxton, N. C., where weather was against the show.

Rocco Masucci and wife return to their New Jersey home once the show is stored away at the Tide-

Lads, Dot Collins, Williams, Dagmar And More for NSA

Leo Carillo, Kirby Stone Four Set For Banquet; Pat Boone Probable

NEW YORK — Entertainment for the annual Thanksgiving Eve banquet was finally sprung at the National Showmen's Association on Wednesday (12) and the effect was overwhelming, even for showmen accustomed to having a passel of big names perform.

George A. Hamid Sr. ran off these names as only a partial list of who will perform: Dorothy Collins, Katherine Grayson, Andy Williams, Leo Carillo, the Four Lads, the Blackburn Twins and Colleen, the Kirby Stone Four, Betty Johnson, Dagmar, and the Nick Francis and Joe Basile bands. A probability is Pat Boone, whose acceptance was tendered subject to unforeseen bookings. Hamid said other names are due, making this the most outstanding array of performers yet to appear.

The big affair is set for Wednesday (26) in the Hotel Commodore with dinner at 8 p.m. From 7 to 8 o'clock the guest of honor room will be functioning off the main

ballroom. Due to an error, ticket prices were quoted wrongly a week ago. Single tickets are \$11 and tables of 10 are \$110, including tips and gratuity. For the Monday (24) presidents' testimonial in the Park Sheraton Hotel's Tropical Room, tickets are \$8.50 and dinner is set for 7:30 p.m., followed by music, entertainment and presentations. Open house, memorial services at the clubrooms and annual awards will be on Tuesday (25).

Thru the Wednesday (12) meeting there had been about 500 places reserved for the big banquet and dance, and 150 for the testimonial, with two weeks to go. Outlook was for a seam-busting and festive crowd in the Commodore.

Mike Olsen, Strates Aid, Dies in Fla.

ORLANDO, Fla.—A heart attack on Friday (7) took the life of Elmer W. (Mike) Olsen, veteran general superintendent and tireless worker on the James E. Strates Shows. He was 58 years old and had been with the Strates for 38 years, beginning at the age of 20 as ticket seller with Strates' athletic show. Death struck during the show's engagement in Jacksonville, at 2:30 a.m.

When Strates launched his carnival, the Southern Tier Shows, Olsen took on more functions and became general superintendent when the unit went on rails. One of the most valuable men on the staff, he was known to truck, lumber, tractor, diesel, ride, tire, steel and other business firms as a shrewd buyer of merchandise.

Top mechanic and builder of show equipment, he figured prominently in the show's growth. On the personal side, Olsen's good deeds to fellow workers in distress were many, and he was very close to the Strates family.

Strates was in New York State on business when Olsen, a World War I veteran, died. Surviving is a sister in Syracuse, N. Y. Services were held in Hawthorne Funeral Home and interment in Greenwood Cemetery here, Thursday (13).

New England Showmen Name 10 Governors

BOSTON — With president-elect John Venditto presiding for the first time, the New England Showmen's Association elected a 10-man board of governors at its regular meeting Wednesday (5).

Named were William Pearson, Morris Stertz, Mack Clayton, Jeff Harris, Daniel Flanagan, Ernie Allen, Ralph Penney, Kid Hope, Elwood McClashing and Ted Goloskie.

Following the election Venditto received the gavel from president Jack Ableman and delivered an inspiring speech, outlining plans for the club's future. More than 50 members attended the meeting, at which regular business was suspended to provide for the election. John Moses, chaplain, delivered the invocation.

Installation will be sometime in December at the annual banquet. Details were to be worked out at a meeting Wednesday (12).

H. A. (Big Six) Bouck is expecting early discharge from the Veterans' Hospital, Albany, N. Y., after a 10-week confinement. He will head for Miami.

water Negro Fairgrounds in Suffolk, their annual winter quarters town. Southern fair business averaged out passable, it is reported, depending on breaks in the weather.

A skeleton crew stays here to oversee things until Masucci returns after New Year's to start preparations for 1959. Quarters will be in charge of William C. Murray, general agent and assistant manager.

Other personnel dispersed after Maxton. Professor Vidalia was to make other Southern dates with his Minstrel Show.

Masucci laid out plans for a new front gate marquee top and addition of two rides for next year. Show routed thru nine Southern fairs, after still dates up the Eastern Virginia shore, Delaware, Maryland and New Jersey.

Vandike, Heth Tie Up Odessa

SAN ANTONIO — Victory Exposition and Great Western shows will play three dates during the next two seasons in Odessa, Tex. Alvin Vandike, owner of Victory, and Bob Heth, owner of Great Western, announced they will provide rides, shows and concessions at the stock shows there in '59 and '60 in addition to playing the 1960 oil show in that Texas city.

C&W Bag 1959 Macon Return

MACON—R.M. Wade, general manager of the Georgia State Fair, reported this week that the 1959 104th annual fair will be played by Cetlin and Wilson Shows.



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check the
CLASSIFIED SECTION
this issue

Club Activities

DUFOUR ENTERPRISES CAN PLACE FOR THE 1959 SEASON

TALKERS - LECTURERS
TICKET SELLERS
SIDE SHOW ACTS
FREAK and ODDITY ACTS
At the Following Locations

"WOMAN"

WILL BE INTRODUCED
FOR THE FIRST TIME
ON THE
ROYAL AMERICAN SHOWS
Opening Feb. 2, 1959
Tampa, Fla.

"STRANGE AS IT IS"

and
"LIVE CARGO"
PALISADES AMUSEMENT PARK
PALISADES, N. J.
Opening March 27, 1959

"SHOW OF WONDERS"

AT
BELMONT PARK
MONTREAL, CANADA
Opening April 18, 1959

"AN UNUSUAL SHOW"

AT
RIVERVIEW PARK
CHICAGO, ILL.
Opening May 15, 1959
WRITE: EARL TAUBER

"LIFE"

ON THE BOARDWALK
AT
ATLANTIC CITY, N. J.
Opening May 23, 1959

"PALACE OF WONDERS"

AT
NEW PIKE, LONG BEACH, CALIF.
OPERATING 52 WEEKS
NOVELTY AND WORKING ACTS.
WRITE: TONY MORENO.

TALKERS AND LECTURERS
FOR NEW SENSATIONAL
SHOWS AT THE
CANADIAN NATIONAL
EXHIBITION
TORONTO, CANADA, 1959

"I WANT A BABY"

A MOTION PICTURE.
WILL ENGAGE AT ONCE,
LECTURER ON SEX HYGIENE FOR
DRIVE-IN AND CONVENTION
HOUSES. WORK ON PERCENTAGE
BASIS OF BOOK SALES.

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LOU DUFOUR

18564 Hart St., Reseda, Calif.

\$250 CASH REWARD

for location of

JERROLD McHUGH

Formerly with Canadian Shows in summer. No questions asked. All information strictly confidential.

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Want to buy one more Tilt, one Short-Arm Octopus, Rock-o-Plane, also want Roundup or Scrambler, with or without transportation. Must be A-1 shape. Will pay cash. Have eight Kid Rides. All A-1; will sell one or all (with or without transportation). See me at the convention in Chicago, also Indianapolis, Ind., and Springfield, Ill., or write or call me in Kokomo, Ind., 1711 E. Markland Ave. Phone: 9-4907

Showmen's League of America

CHICAGO—Vice-President Ed Sopenar opened the regular Thursday (13) meeting. Also on the platform were Jack Duffield, president; Bernie Mendelson, treasurer, and Hank Shelby, secretary. Invited to the platform were William T. Collins, president of the Midwest Showmen's Association and three League past presidents, Sam J. Levy Sr., Ned Torti and Lefty Ohren.

Foxy Goldfen and Morry Mossman were reported still in the Veteran Administration hospital here.

New additions to the building fund plaque are William Saunders and Nate Miller, the latter name put on by Lusse Bros.

Harold Johnson is a new member. Ohren, Petey Pivor and Andy Kasin arrived in from out of town. Bob Beaudry was in from Milwaukee along with Torti.

Collins turned over \$500 to the club, the profits from a jamboree held on the midway at the Nebraska State Fair, Lincoln.

Louis J. Berger Esq. reported the banquet and ball program had grossed over \$5,880.

Ladies' Auxillary

Dorothy Kennedy was in the chair at the regular meeting. Also present were Ethel Wadoz, second vice-president; Elsie Miller, secretary; Evelyn Hock, treasurer, and Carmelita Horan, chaplain.

Letters read from Hank Shelby, Bess Hamid, Jeannette Martindale, Minnie Simmonds, Lillian Freeman, Katherine Doolan, Lillian Schofield, Myrtle Hutt, Ann Filipini, Edith Streibich, Frances Keller, Mary R. Lohmar and Audrey Davies.

Open house will be held November 30 thru December 2 in the Emerald Room of the Hotel Sherman. Installation dinner will be held Sunday night (30) in the downtown clubrooms with tickets at \$5.50 each. Cancer book giveaways will be held on Tuesday night of the convention week. Regular meeting will be held November 28 in the Emerald Room.

Elsie Miller is handling reservations for the dinner. The past-president's dinner will be held in the Hotel Sherman's Jade Room on December 2.

Mae Taylor reported on the mend following an illness. Margaret Hock and Grace Weiman reported ailing.

Carmelita Horan will serve as fensee at the installation with Lillian Glick as installing officer.

National Showmen's Association

Ladies' Auxillary

NEW YORK — The special meeting held the first week of November was very well attended, with many members attending for the first time after having come off the road. Mildred Peterson, president, extended greetings.

It was announced that velvet drapes, wall to wall and ceiling to floor, have been ordered and ought to be installed for open house the night of November 25. Ann Peterson was named chairman of the president's cocktail party on Thanksgiving Eve, coinciding with the annual banquet and ball in the Commodore Hotel.

A Christmas supper party is planned for December 17, with many gifts having been promised.

New members include Lillian Matocha and Fay Tishman. The sons of Evelyn Batafsky and Eileen Weisman are serving in the armed forces.

Dixie Hass, who was stricken this summer, is convalescing at

Elmhurst General Hospital on Long Island. Esther Hecht, new member, lost her mother recently and herself was stricken and died the following day. Mr. Hecht owns the Hadley Drugstore at 46th Street and Sixth Avenue. Madge Block, living in Dania, Fla., is seriously ill as is Ida Harris in Miami Beach. Mildred Ford's mother is ailing.

The chenille rug made and donated by Irene Gillis was won by Dorothy P. Goldberg.

Miami Showmen's Association

MIAMI—With Mel G. Dodson, third vice-president, presiding, the 237th meeting brought out a nice turnout on Monday (10). Also on the dais were Dutch Whiteside, secretary; Alton Pierson, treasurer; William J. Tucker, assistant treasurer; Marty Weiss, executive secretary.

Invited to the rostrum were past presidents Sam Prell, William Cowan, Dave Endy and Leo Bistany; Louis A. Rice, newly elected third vice-president of the Hot Springs Showmen's Association, Sam Solomon, Jack Weiss, Wallace N. Maer, Art Lewis and Warren Weiner.

William Tara, chairman of the blood bank committee, gave his report and members responded by coming up with an additional \$475 toward the blood bank.

Greater Tampa Showmen's Association

TAMPA — President C. C. (Specks) Groscurth was in the chair for the regular meeting. Also on hand were Earl Maddox, first vice-president; Dick Gilsdorf, second vice-president; Paul Sprague, third vice-president; Vernon Korhn, secretary, and Harry Julius, treasurer.

A total of 170 members were present for the meeting and 73 new members were accepted into the membership.

A number of representatives from various shows reported on the season as follows: Al Kunz, Heth Shows; C. J. Sedlmayr Sr., Royal American Shows; Roland Page, Page Bros. Shows; Jimmy Cyrs, James H. Drew Shows; Groscurth, Blue Grass Shows; George Reinhardt, World of Mirth Shows; Robert Van Jeter, Wallace Bros. Shows, and Paul Sprague, Happyland Shows.

Reported on the sick list were William Hasson, Joe Pearl, Homer Simon, Ray Seeley, Bob Crawford, Harry Hauck, Frenchy Frenzel, Jack Wright Jr., Steve McNitt and Pat Finerty.

Harry Julius reported that a total of \$9,111.30 had been paid out on club hospitalization claims during the summer.

A total of \$3,000 was spent refurbishing the clubhouse. All rooms have been redecorated and much landscaping has been completed. Mae Halstead is the new manager of the lunchroom.

Ladies' Auxillary

First regular meeting of the fall season was called to order by President Olive Sprague. On the dais with her were First Vice-President Mickey Wenzik, Third Vice-President Bertie Perrott, Treasurer Elsie Owens and Secretary Grace Fillingham.

Invocation was offered by Chaplain Ella Stophel, followed by salute to the flag. Minutes of the last spring meeting were read by Grace Fillingham.

A letter of thanks was read from the Hillsborough County Society for Crippled Children for the help given them on the Easter lily drive by the auxiliary. Treasurer's report was read by Elsie Owens, fol-

lowed by a visit by C. C. (Specks) Groscurth, president of the men's club. He thanked the ladies for a plaque received last summer. Thanks were received from other show owners for plaques presented them for monies raised on their shows. Included were Floyd Gooding, Oscar Buck, John F. Reed, C. J. Sedlmayr Sr., Frank Bergen and Paul Olson.

Membership committee reported seven new members. Attention was called to a clock donated by Mr. and Mrs. Percy to the auxiliary.

Announcement was made of the annual Fun Festival, to be held December 13 and 14. Dorothy Crawford reported 106 members present. The dark horse donated by Grace Fillingham was won by Margaret Netterfield.

Michigan Showmen's Association

DETROIT — President Cameron D. Murray was in the chair at the Monday (10) meeting. Also present were C. L. Lovejoy, first vice-president; Max Kahn, treasurer; Irving Rubin, executive secretary, and Paul Greely, recording secretary.

Rex Allen received an award for raising the most money for the club during the season. It was presented by Robert Morrison and William H. Green.

A moment of silence was observed for the late Stephan Dunkirk who was buried in the club's cemetery plot.

Charles Sherman is chairman of the annual Christmas party for underprivileged children. Assisting him are Max Nahoun, Sam Ginsberg, Dave Karp and Irving Rubin.

Ladies' Auxillary

The fall rummage sale, with Francis Moran as chairman, will be held November 16 and 17.

The dinner party with the men's club was highly successful and well attended. Proceeds will go toward the purchase of new card tables and draperies for the ladies' club room.

Membership was saddened by the death of Inez Wright, who passed away during the summer.

Pacific Coast Showmen's Association

LOS ANGELES — First Vice-President Arthur Andersen conducted the regular weekly meeting of the Pacific Coast Showmen's Association in the absence of Matthew (Jimmy) Lantz. Lantz will conduct the next meeting, having returned to the city from the Arizona State Fair in Phoenix.

On the rostrum with Andersen were Matt Herman, third vice-president, and H. D. (Bob) Matthews, secretary.

The clubroom lights were dimmed in a moment of silent prayer in tribute to a departed brother, Eli Weber. He died in Jacksonville, Fla.

Two new members, Charles Ross and Thomas A. Wolfe, were voted into the organization.

Sam Dolman, co-chairman of the homecoming, reported that arrangements were being finalized for the event. Sam Steffin, also a co-chairman, is returning from Detroit in time for the event.

John Backman, who is 91 years old, was reported at home from a stay in the hospital with a broken hip. Harry Gordon, Dolman reported, is doing well in a Phoenix hospital.

Andersen introduced the following members: Harry Baron, Si Otis, Bill Dedrick, Harry Ross, George James, Shorty Berretini, Ross Davis, Mike Herman, E. W. Coe and Barry Kahn.

O. Mattley Nominated By Show Folks

SAN FRANCISCO — Oscar Mattley was nominated for the presidency of the local chapter of Show Folks of America. Also picked on the regular ticket are Earl Leonard, first vice-president; Al Rodin, second vice-president; Ewell (Slim) Harrison, third vice-president; Lola Cox, corresponding secretary; Bonnie Townsend, recording secretary; Charlotte Porter, treasurer, and Mary Richards, financial secretary.

Nathan Cohn, Dwight Kane and Dr. Malcolm Jones have been named to serve as counsellor, auditor and physician respectively. They are not running for office, however.

Named as directors are Sam Dolman, Al (Moxie) Miller, Marilyn Rodin, Louis Leos, Bobby Cohn, Jesse Gomez, Sam Lasky, Matthew (Jimmy) Lantz, O. N. Crafts, Steve Vaughn, Bob Dignan, Harry Myers, Arthur Andersen, William Myers, Lola Krekos, Barbara Hellwig, Hael Christensen, Flossie Fitzgerald, Isabel Myers, John Provenzale, Barney Stevens, Leona Stevens, Sam Landesman, James Redder, Ray Cox, Harry Baker, William Coles, Ernest Santanni, Arthur Unger and Joe Barrell.

The nominating committee included Harry Marti, chairman; Jack Christensen, Eddie Hellwig, Babe Miller, Teddy Texeira, Joe Richards and Dave Long.

Earl Leonard, third vice-president, conducted the regular meeting Monday (10) in the absence of Alex Freedman, president, who was in Phoenix at the Arizona State Fair.

Mrs. Fitzgerald reported that plans for the bazaar on November 22 had been completed. Mattley said that a representative group would attend the transfer of the remains of deceased members who have been cremated to the new monument, which has been changed to accommodate them.

Ed Hellwig, chairman of the banquet and ball to be held January 11 in the Gold Room of the Sheraton-Palace Hotel, said that plans were being finalized regarding the entertainment features. Tickets for the event are now obtainable at the clubrooms and early reservations are requested.

Motor State Plays Shop Centers

GREENVILLE, Miss. — Motor State Exposition Shows has closed its fair season and is currently playing shopping centers in this area, M. T. Moore reports.

Show played Michigan, Ohio, Indiana, Tennessee, Alabama and Mississippi during the regular season and is heading for Texas and Louisiana. Many of the fairs played this season will be repeated in '59.

Booked on for Southern fairs this year were Jack Lindley's Roller Coaster, Bob Edward's Turnpike, Newman's ponies, Youngblood's Funhouse, Thor's Roundup and Thomas' Illusions and Negro units.

Owner J. J. Frederick has placed an order for two new trailers for '59 use.

FOR SALE

8-Car Kiddie Ride \$1,000.00
16-Passenger Kiddie Ferris
Wheel with equipped trailer, 1,500.00
(Both rides have motors)
1 Portable Gallery, 7 ft., 1 moving
duck, with equipped trailer, 1,500.00
1 Portable Gallery, 12 ft.,
2 moving ducks 1,500.00
1948 International Truck to
carry rides 1,000.00
Write C. L. PHILLIPS
3704 York, Wichita Falls, Texas

UNDER THE MARQUEE

• Continued from page 67

Blaum became assistant director of the Georgia Commission on Education after closing with Cristiani.

CFA James McKenna visited Mills Bros.' Circus when it played Southbridge, Mass., and with CFA's Anthony Olbri, Russell Curtis, Frederick Calutt and the Ernest Burnetts caught the Cristiani show at Hempstead, L. I., where they met Harry Dann, John Bassett, Ben Davenport and the Cristiani family.

Visitors at Jorgen and Edna Curtis Christiansen's new home at Idaho Springs, Colo., have included Izzy Cervone, the Freddie Freemans, the Charlie Morowskis, and the Yong brothers and their sister, all of the Ringling show. Leo Hamilton also has been a frequent visitor there.

Leo Johnson, Ray Gagnon and Joseph Campbell are teaming up to frame a new three-man flying act in Windsor, Ont. . . . Harry Hunt's new cabin cruiser won first prize as the best looking fishing cruiser at the Atlantic City regatta this season and will be used for entertaining visitors during the winter at Miami.

Bill and Jackie Wilcox closed the Famous Cole advance department in Atoka, Okla., and have returned to their home in Hot Springs. They were to catch the Gil Gray show in Little Rock and then spend a few days with the Paul Van Pools.

A surprise 75th birthday party was tossed November 6 at Old Storrowton's Stagecoach Barn, Springfield, Mass., for Joe Beach. CFA members and performers attending included Albert Roach, Mr. and Mrs. James Hoyle, Francis Lacouline, Roy Arnold, Elmer Litch, Tom Hurd, Betty Green, Aloise Eddy, Mickey Sullivan, Wally Beach and Mickey Sullivan's band. Joe Beach's experience dates back to 1903 when he ran off with an "Uncle Tom's Cabin" railroad show. He was with Wasburns Minstrels and the big circuses.

Eddie Billetti's Animaland shopping center show was in Sarasota, Fla., recently. . . . Among those catching the Beatty show in and near Sarasota were the Earl Shipleys, Forrest Freeland, Bess and Doug Brown, Richard Iannone, Herbert M. Knight, Si and Dorothy Rubens, Pascal Guilano, Bill Wilson, Irma Ward, Mabel Mix, Eddie Jackson, Mrs. L. D. Hall, Lucio Cristiani, George Cable of the old Collmar show, Stella and Roland Butler, and Bottles Vernoski.

Macon, Ga., Moose Circus on Halloween had Red Dingler, Walton and Sina, Beatrice Dante, Cycling Sydneys, Miss Conny, Chin-Chan Canestrelli Duo, Johnny Welde and chairman A. Mack Dodd. . . . Macon Shrine Circus will be produced by Wilson F. Storey. . . . Arnold F. Maley was a recent Macon visitor. . . . W. J. Bailey, of the Macon Shrine show and formerly a King show backer, is steadily recovering from a stroke and expects to be released late this year.

J. M. Dalziel, CHS, caught Cristiani and Mills in Columbia, S. C. . . . An Italian circus owner, D. A. Togni, was convicted of manslaughter recently in a case arising out of the death of a French acrobat following a fall while she was working for the Togni show in 1955. Italian law requires a safety net and she was working without one when she fell.

Jethro Almond, pioneer movie tent showman and circus owner, celebrated his 90th birthday November 4 at Albemarle, N. C. More than 100 people congratulated him in the event, and news-

papers in the area carried four articles and features about him.

Dr. H. H. Conley will describe his visit to European circuses when the Chicago area CFA members meet Saturday (22) at the home of Dick Carpenter. . . . John C. Brott and Tom (Smokey) Rouse, West Coast circus fans, caught Kelly-Miller, Carson-Barnes, Polack and Ringling. They gave circus programs for a couple of luncheon clubs.

Don Rey, Jimmy Goff and Kenny Richards played the American Royal Horse Show, Kansas City, and plan to open in the spring with the Atlas Circus, to be operated by Rey and Jack Poster. . . . Dr. Dwight C. Broga, Elmira, N. Y., CFA, was the subject of a feature article in The Elmira Telegram recently.

Walter Nealand writes that Macon, Ga., is winter quarters for Jack and Beth Arnott, Charles T. Underwood, Elmer Kaufman, Charles Roark, Herb Knight, Red and Ann Dingler, Hugh Hart, Tom Kennedy and Tom Kennedy Jr. and Nealand. Many are at Edward Legue's Central Hotel.

Jim Conley reports that the Original Conley Family, jugglers, will be with Hunt Bros.' Circus again for 1959, while the Riding Fredericks, headed by Freddy Conley, will be with Hamid-Morton.

Johnny Fulghum, home in Richmond, Va., after a season on the Beatty bill car, caught the World of Mirth and Marks carnivals.

Phoenix Midway

• Continued from page 69

and two shows on the Siebrand midway. Loren Tower was upped to manager for the Blash & Hilligoss organization here. . . . Bill (Peanut Bill) Carter will go to his home after the fair, at which he has worked his roasted peanuts for five years. . . . Margaret Wolfson joined her husband, Bill, here to operate the cotton candy and candy apple store.

Harrald and Betty Harper will take off for Chicago and the convention at the close of the fair. They will go by way of New Orleans. . . . Ruth and Bill Davis had two stands on the Siebrand midway. . . . Art Frazier, Siebrand Bros.' general representative, and his wife, Dolly, will make the Chicago convention. Art, however, will pass up the Sugar Bowl football game this year. They will winter in Scottsdale, Ariz. . . . Peggy Steinberg came down from Los Angeles to be with her husband, Joe. While here she drummed up funds for the Pacific Coast Showmen's Ladies' Auxiliary. . . . Frank Pipitone's eating stand was the rendezvous for many of the show people. Pipitone has his son-in-law, Charles Conger, associated with him. . . . Matthew (Jimmy) Lantz, PCSA president, getting in the final pitches for the club's events. . . . Steve Vaughn confined his activities to one stand this year. . . . Orville N. Crafts and Larry Ferris, of the Crafts Shows, visited the Siebrand midway over the fair's first weekend.

New Fun Zone

• Continued from page 66

ing amusement rides. Indoor golf driving will be made possible thru conversion of a big building, 800 by 400, Holland said. Also housed in it will be bowling and tennis. This building and the rink structure also will have the standard food and drink concessions.

Close-Up of Buddy Wagner

• Continued from page 64

year he will revive the old cannon car feature with some new embellishments such as featuring it in the T-bone crash, in which one car flies into the air off the broad jump ramp and collides with another parked on the straightaway.

In the years he has been around promotions and promoters Wagner has absorbed many of the finer points concerned with obtaining publicity space in newspapers and on the air.

"I remember the old days when advertising for the old Teter and Lynch outfits was real circusy," he recalls. "They would plaster a town from one end to the other. It's different now, except for one thing.

Still Have to Spend

"To get space, you've got to spend dough. I've always made a habit of making the rounds of newspapers all down the line. In Philadelphia, for instance, I'm convinced I have it made. The boys all know me and we get along great. In fact we treat each other great."

Advertising now is heaviest in newspapers, radio and television. Short film strips are terrific, Wagner says, for visual attractiveness.

In early promotions Wagner did such things as Budge-Patty tennis matches, Robinson-Villemain and other boxing features. The carnival agenting for Sam Prell is fondly

recalled. "He's quite a guy," Buddy says.

Grosses in the thrill show business are altogether different than in former years. Teter, he states, would hardly be able to contain himself if he were exposed to the modern earnings potential. "Imagine working for 50 and 85 cents back then. Still dates go for \$1.50 and up in most cases these days.

"Another difference is that there are more trucks available and energetic promoters to help in the advance publicity. Also a big help is the double-header promotion, where a thrill show is teamed on the same promotion with stock or midget racing."

With the stunt program generally limited to established routines, Wagner feels the successful show stresses one phase of the program, the crashing. "I'll take the crash work over precision driving any time when it comes to emphasizing a point to the public. A proper balance is necessary, but if you short-change them on crashing and smashing, you can't win."

In addition to the thrill climaxes as ramp jumps, cannon cars and sensation acts, an advantage has been girl drivers. Wagner had a couple in 1958 and will carry at least one next year.

Other highlights in the Wagner career include managing Fabiani promotions at the age of 20, when he won the "boy promoter" tag, three years of WCAM (Camden, N. J.) wrestling commentary, and night journalism studies at Temple University. ("I learned some things and was told some others that I already knew were correct.")

A constant companion on the route since World War II has been brother Ray Wagner, three years younger than Buddy and a close right-hand man.

An accomplished salesman by now, Wagner is convinced that in a good part of contracting it's the case of a track of fair buying the showman, not just the show. "But of course the show has to stand up to what you claim for it. I think I'm providing both — a good showman and a worthy show. What else can a guy offer?" Only 44 years old, he has still been around long enough to convince a listener it's as simple as that.

Page Signs Alexandria Fair for '59

ATHENS, Ala. — Page Bros. Shows will play the fair at Alexandria, Tenn., in 1959, W. E. (Shotgun) Page, owner-manager, announced here in winter quarters. Page and Norman Littlefield are back here after a booking trip thru Tennessee, Kentucky, Ohio and Indiana.

Both will attend the Chicago outdoor meetings as well as State meetings in Kentucky, Tennessee and Alabama.

MIDWAY CONFAB

Claude (Bud) Decker is in Navy Hospital, Corpus Christi, Tex. . . . Torchy Lee and Lynn Holland have a new tractor and trailer to haul their Girl Show over the road. . . . Bill Meyers, photo op, closed his season at the Louisiana State Fair and is back home in Divernon, Ill. Meyers played Michigan, Ohio and Indiana during the forefront of the season. . . . Lou Pease and family are wintering in Los Angeles after closing the season at Eunice, La., with Tivoli Exposition Shows. The Pease back-end units are stored at Phoenix, Ariz.

New members approved for the National Showmen's Association include Murray Cohen, Frederick Schork, Herbert Weaver and Barnett Sugarman, all brought in by Leo Willens, and Oscar Rogers, Mike Dembrosky, Harold Greenberg, Peter Demetry, George W. Gordon and Bill Howard, all sponsored by Irving Berk.

With Virginia Greater Shows in the barn and the Rocco Masuccis home in New Jersey, personnel dispersed as follows: Buddy and Betty Monroe (Roller Coaster, popcorn and apples) to Florida; Dean Potter (Side Show) to Pennsylvania; Calvin Nelson (electrician) with wife Betty Nelson and daughter, to Tampa; Mr. and Mrs. Hap Arnold (mail and The Billboard), in-laws of the Nelsons, also to Tampa. Agent Bill Murray is in charge of quarters in Suffolk, Va.

\$100.00 REWARD

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Formerly Griggs Bros.' Shows. This season with Empire State, then Green-three Shows, then with Johnny Denton. For reward call collect **GEO. F. TURNER** Victor 2-9888, Oklahoma City, Okla.

WANTED A-1 Truck Mechanic

(Gas Engines) Must have plenty of tools, willing to work and take orders. All winter's work in shop with road work next season. Answer in first letter your qualifications and recommendations. Also send late photo. Drinkers, loafers and triflers—please don't answer. Save your time and mine. **BOX A-218, c/o The Billboard** 1520 N. Gower St., Hollywood 28, Calif.

URGENT ROCKY CALL SYOSSET, L. I. WA 1-4596

NELSON CHATFIELD Call Detroit, Michigan, IMMEDIATELY. DEATH IN FAMILY.

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WRITE FOR 1958 DATE BOOK **CENTRAL Show Printing Co., Inc.** MASON CITY, IOWA

REWARD

For information as to the whereabouts of a purchasable **BUBBLE BOUNCE**. Condition unimportant. Write: **BOX 1117, c/o The Billboard**, 390 Arcade Bldg., St. Louis 1, Mo.

Thank You C. LEHMAN MOOR

Lot Man, Morris Hammum Shows for your Ford Tractor Trailer purchase. "Save Money With Johnny" **JOHNNY CANOLE** Phones: WI 3-0003 or WI 4-9347 Altoona, Pa.

VICTORY EXPOSITION SHOWS

Sun Carnival, El Paso, Texas, Dec. 19 thru Jan. 1. 14 Days—on the Streets—Downtown. To be followed by Sand Hills Stock Show, Odessa, Texas, Jan. 3 thru 11.

CONCESSIONS: Can place legitimate Merchandise Concessions, Bear Pitch, Glass Pitch, Cigarette Block, Photo and Straight Sales of all kinds. RIDES: Can place Round-Up, Rock-a-Plane, Dark Ride and others not conflicting. SHOWS: Place Fun House, Glass House, Shows not conflicting. Contact: **ALVIN VANDIKE**, Iowa Park, Texas.

CARNIVAL MANAGERS, ATTENTION!

Would like to book my Concessions for 1959 season with organized carnival that has a route of fairs. Have Grind Stores, Hanky Panks, Alibis, P.C., one Wheel. All well flashed with plenty of merchandise. Obey orders at all times. Equipment is in first-class shape, can go anywhere. Can furnish best of references and can put up substantial deposit to complete my agreement. Reply via wire or letter to **A. R. (DUTCH) WHITESIDE** 2035 WASHINGTON AVENUE MIAMI BEACH, FLA. Or phone from 6-8 p.m., Jefferson 8-8379.

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In downtown Tampa. Well established for 10 years. Operating now. Fully equipped, stainless steel. Catering to Show People. Original cost, \$8,000. Price, \$2,500. Am selling due to other business interests. Contact **PHIL LEMAY**, corner of Cass & Tampa Sts., Tampa, Florida.

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Need sober, experienced Phone Salesmen for oldest and best established specialized publications in Southern California. (Negro, Jewish, Nat. Guard, Italian, etc.) Permanent. Plenty repeat calls. Xmas edition now working. **LEE SOBLE** 8126 W. THIRD ST., LOS ANGELES 48 OLIVE 3-3661

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

NEW Sensation
Packed with "SELL" Priced for PROFIT!

CEL-MAX Ensemble



\$7.95 Set

- EXPANSION BAND
- BILLFOLD
- 7 JEWEL WATCH
- PEN & PENCIL SET
- LIGHTER
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- TIE CLASP

Min. order 12 sets

- NINE—YES! 9 handsome pieces, smartly matched, beautifully designed!
- A complete Jewelry Wardrobe in a satin-lined gift box!
- Less than 12 sets, \$8.95 set, shipped assorted.

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It's the season's BIG sensation! High styled, low priced and terrific! Luxuriously packed for eye-appeal. EVERYTHING including a dependable jeweled watch with fine expansion band! 35% cash with order, balance C.O.D. Shipped F.O.B. Memphis. NEW CATALOG INCLUDED FREE.

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Ladies' 6-Pc. Rhinestone Watch Set
Sparkling Jeweled Watch • Sleek Band • Smart Necklace • Matching Earrings and stunning Bracelet, beautifully boxed.

\$7.95 Set

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TARPAULINS

10 Oz. Water Proofed,
6 x 8 (48 Sq. Ft.). Ea... \$ 3.10
10 x 12 (120 Sq. Ft.). Ea... 7.80
12 x 16 (192 Sq. Ft.). Ea... 12.50

Individually Poly Bagged.
25% Dep. With Order, Bal. C.O.D., F.O.B. Chicago. Same Day Delivery With Cashier's Check or Money Order.

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SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

\$2.50 Doz. **\$27.00** gr.
Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax.

Free catalog

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Ideal for Engravers. State Your Business.

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- TIP CARDS
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at very reasonable prices.
Phone: Wheeling—Cedar 34282.
COLUMBIA SALES CO.
302 Main St. Wheeling, W. Va.

NEW FACES

Clocks Hold Own In Current Market

By IRWIN KIRBY

Clocks, seemingly an item which has been exploited every whichway, continue to be presented in new and alluring faces to attract patronage to retail establishments. A display of clocks is usually a crowd stopper, more so if it features something novel. One such development is the big, 12-inch electric replica of the old pocket watch, complete with Roman numerals. One model features a long, gold, linked chain reminiscent of that which once led to the watch fob. Wholesales for \$11.90 on individual orders.

Other clocks include an eight-pointed modernistic Satellite model with little planet balls instead of numbers. The sunburst models are always standbys as are the four-horse coaches and other gold plated figure models. An interesting timepiece this season is the Spartus King, which is round and features elevated discs bearing the numerals. Comes in simulated mahogany or limed oak, for \$4.37.

Three-piece figurine sets are attractive. Center piece, containing the clock, is square or tilted rectangular, and when hung on the wall is flanked by matching plaques. Center clock is in 12 or 15-inch size and there is a choice of two decorator finishes. Retails from \$39.95. Another three-piecer had musical decor plaques flanking a blonde and walnut clock plaque. Retails from \$34.95.

Clocks are made to resemble kitchen dishes, toilet seats, five-pointed stars and teapots, and even come available with the order of numerals reversed, for gag use. One hanging clock, a date minder, has apertures below the dial which change to show the day, month and date.

Toys, which always get their major play during the holiday season, have several new numbers added to their collection this year. The Tom Thumb kid typewriter has been improved and presented with a better finish this year. Wholesaling at around \$13.25 including carrying case, it operates like a full-size machine, having standard keyboard, shift keys, spacer and all. It is 11 inches square and more than four inches tall. Another neat toy item is Buddy "L's" warehouse loading set which should captivate the youngsters. It features a working roller conveyor down which can be slid various truck loads. There are a delivery truck, Coke truck with eight Coke cases, two beer kegs, hand trucks and forklift, all for \$8.25 in colorful carton.

Larry Nunn of TAP Incorporated, Los Angeles, is handling merchandising for the Crusader Rabbit kiddie TV show. Recent licensees include Saalfeld Publications, coloring books; Wonder Books, story books; Alberhill Corporation, plastic hats; Elmira Greeting Card Corporation, personalized stationery, and Halgru Corporation, plastic pull and pool toys, musical animals and animated wood toys. The list also includes Crusader Rabbit balloons with rotating ball, ball and paddle sets, decals, color viewers and other low-priced items.

News from abroad: A continuing list of low and moderate priced items from foreign countries pours into The Billboard. Legitimate business people will be provided the names of exporters or importers of these items. Domestic firms making or distributing items of interest to readers of The Billboard and wishing them to be described in these columns should send descriptive or illustrated material to the Merchandise Department; wholesale or retail prices will be appreciated.

From abroad:
Locking Auto Antenna—West German. A retractable, key-locking antenna. The ornamental knob at the tip of the telescoping rod is shaped so it can be completely retracted into the antenna head and locked. This means vandals cannot break off or damage the antenna when car is parked.

All-Wood Clock—Swiss. A 15-inch clock with seven-inch dial, weighing less than two and a half pounds and made of 80 wooden parts. Invented some 600 years ago, it is made completely of wood. Wholesales at around \$19.95.

Illuminated Fishing Float—Japanese. Red and white plastic float that contains a dry cell. Built-in light flashes the instant the fish snags the hook. Excellent for night or foggy-day fishing.

COMING EVENTS

- Arizona**
Phoenix—Home and Garden Show, Nov. 19.
Phoenix—Intl. Auto Show, Nov. 19-24.
 - California**
Los Angeles—Los Angeles Auto Show, Nov. 14-20.
Los Angeles—Stockyards Rodeo, Nov. 29-30.
San Diego—Southern Calif. Marine Assn. Boat Show (Electric Bldg., Balboa Park), Jan. 23-Feb. 1.
San Jose—Santa Clara Valley Boat, Travel & Sport Show (Fairgrounds), Jan. 2-4.
Bob Barkhimer.
 - Turlock**—Far West Turkey Show, Dec. 8-4.
 - M. S. Johnson**, Chamber of Commerce, 207 Crane Ave.
 - Colorado**
Denver—Denver Auto Show, April 8-11, 1959.
Denver—Denver Rodeo, Jan. 16-24.
 - Florida**
Hollywood—Home Show (Armory), Jan. 24-28. Al Stern, 2007 N. Ocean Blvd.
Miami—Intl. Foreign and Sports Car Show, Jan. 23-Feb. 1, 1959.
Miami Beach—1959 World-Wide Auto Show, Feb. 27-March 8, 1959.
- (Continued on page 75)

FREE!

Weinman's Bonus Offer
Rhinestone
RING WATCH FREE



With any order of \$49.00 or more. Limited time only—while supply lasts.

WATCH VALUES



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BENRUS! GRUEN! WALTHAM!

NEW STYLES

Choice Lot 6 for \$49

Men's and Ladies' All famous makes! Complete with expansion band! Reconditioned—Guaranteed like NEW!

10 for \$69

Men's new style Elgins, Walthams. Expansion Band. Guaranteed like (Sample, \$8.95) new!

25% Cash With Order, Bal. C.O.D.

WEINMAN'S
182 S. MAIN ST. MEMPHIS, TENN.

BUBBLE ACTION TOYS

Operate with 2 flashlight batteries

BUBBLE BLOWING MONKEY—No. 19202—\$36.00 dz. Sample \$4.00 postpaid.
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SCREAMING GORILLA—No. 19203—\$28.80 dz. Sample 4.00 postpaid.
Above Battery Operated "STINKY" SQUIRTING SKUNK! Bend Tail down—"Stinky" Atomizes. All Plush size, 13 inches long. No. 4602—\$21.60 doz. Sample \$3.00 postpaid.
SPECIAL PRICES ON PLYUSH BEARS, POODLES AND TIGERS—F.O.B. K. C. AND EAST.

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Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

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2201 Washington Ave., St. Louis 3, Mo.

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

NOVEMBER 17, 1958

THE BILLBOARD

MERCHANDISE

73

CLOSEOUTS

22" SANTA CLAUS. Taf-feta. Bagged dz. \$9.60
40" GIRL DOLL. Taf-feta. Bagged. dz. \$10.80
42" COMICAL BOZO CLOWN. Bagged. dz. \$13.50
NO EXTRA CHARGE FOR SAMPLES
1 dozen Santas plus 4 each Girl and Clown PLUS FREE GROSS TOYS and NOVELTIES.
168 PIECES \$21.75
ONLY..... FOB

REPRESENTATION WANTED

1/3 dep., bal. C.O.D. If not rated. FREE 3-Color Catalog of 400 items. Full line of plush Low End and Slim.

ACE TOY 536-B Broadway N. Y. C. WA 5-3234

PIPES FOR PITCHMEN

CLIFFORD E. HORTON... in Washington to promote a couple of spots for Christmas business, writes: "Thanks to the Pipes column I was able to contact W. A. (Eggie) Boland, of Falls Church, Va., for information on this location. Eggie and I are now together. When pitchers are in doubt about a spot it's nice to be able to contact a fellow worker in

that territory thru The Billboard. Twice within the past nine months I have been able to get the low-down on locations thru the Pipes column."

WORD... has been received from Joe Nichols of the recent death of Whitie Thompsett, of Omaha, a sheet-writer for more than 40 years who was well known to many of the old-timers in the trade. He was 78 years old.

"I RECEIVED... word recently that Herman Keller (Chief White Eagle) died November 8 in Florence, S. C., following a heart attack," writes Madaline E. Ragan from Dublin, Ga. "He will be sadly missed by all of the old-time med pitchers. He had been pitching medicine for more than 30 years." Burial took place in Florence.

BOBBY ROAN... is requested to contact his mother at 3128 College, Indianapolis.

RUBBER REINDEER INFLATES

Well constructed, air tight double seam, rubber plug. First quality, fresh stock.

dz.	gr.
13"	\$ 1.80 \$21.00
19"	4.50 51.00
24"	6.25 72.00
36"	12.75 140.00

WIND UP MECHANICAL ACTION TOYS

Fur Jump Dogs... \$ 3.00 dz. \$35.00 gr.
Roll Over Cats... \$ 3.50 dz. \$39.00 gr.
Crawling Baby... \$6.00 dz. \$69.00 gr.
Plush Collie Dog... 6.25 dz. 72.00 gr.
Plush Begging Cat... 6.25 dz. 72.00 gr.
Plush Walking Dog... 6.25 dz. 72.00 gr.
Plush Walking Cat... 6.25 dz. 72.00 gr.

Special—Plastic fur-trimmed Santa with elastic and bell, \$1.75 doz. \$18.60 gr. Prices F.O.B. N.Y.
1/3 deposit with order, balance C.O.O.
SCHATTUR NOVELTY CO.
144 Park Row New York 7, N. Y.



Egyptian Cubits

The GAME With A BRAIN T.M.

CLEOPATRA KNEW

"THE SECRET OF CHARM"

Prognosticate—Foretell the Future

OUT OF ANTIQUITY. Up from the dim, dusty, quiescent past, down the infinite space-ways of the endless centuries, to our time, came EGYPTIAN CUBITS. Used by the "ANCIENT ONES" in the SECRET TEMPLES to PREDICT what's your FORTUNE. TELLING 373,248 intelligent answers to Charm, Love Courtship, Marriage, Happiness, Health, Family, Children, Security, Friends, Travel, Vacations, Faith, Power, Fame Career, Savings, Promotions, Investments, Inheritance, Luck, Money, Wealth, Success. KNOW YOUR DESTINY. For a complete set of EGYPTIAN wood CUBITS (prepaid) send 2 Dollars to

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Are You Looking for HOT XMAS ITEMS!!

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Now! Enjoy a NEW FALSE PLATE Made from Your Old, Loose Plate! ONE-DAY SERVICE

No Impression Needed! At last! Take advantage NOW of our new, revolutionary False Plate Duplication System. SAVE MONEY! Enjoy the blessed comfort of a perfect-fitting plate! Your old loose, uncomfortable, cracked or slipped plate transformed into a new, comfort-fitting, natural-pink light-weight plate—made expertly of fine, top-quality Dupont Plastic. We use same teeth, or new, natural-shaped matched teeth. Broken, cracked plates repaired; missing, broken teeth replaced. ACT TODAY to enjoy comfort in wearing full or partial dentures!

BEND NO MONEY! Write today for FREE DETAILS, lowest prices on this new, wonderful plate service. Highest prices paid for dental gold!
FREE! 4 months' supply False Plate Cleaner to all who write for money-saving offer!
ALL-STATE DENTAL LABORATORIES
82 N. State St. (Dept. 338), Chicago 2, Ill.

ATTENTION—STORE WORKERS and DEMONSTRATORS

Have Merchandise—Will Sell!

- Expansion & Photo Idents
- Heart & Disc Pendants
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- Rings • Pins • Pearls
- Closeouts, Etc.

Write for FREE Catalog Please state your business.

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CHRISTMAS AND COLORFUL FEATHER \$1 Earrings. Hundreds handmade styles. Closeout Special, 144 pairs, \$36 prepaid; one lot, 144 pairs, \$18 prepaid. Lastufka Products, Box 10248, Tampa, Fla. no17

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Earrings, gang carded, asst. \$ 3.00 dz. Chinaware, assortment, takes in \$30.00 15.00 Metal Friction Toys, asst. 95¢ retail 6.00 dz. Clown Liquor Set, retails \$1.98 9.00 dz. Santa Cigarette Lighter Set, retails \$2.19 14.00 dz. Send for jobbers price list. 20% deposit with order, balance C.O.D.

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FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz. Stoned & Tailored Earrings 1.75 dz. Pierced Earrings on Display 1.25 dz. Charm Bracelets, asst. 1.50 dz. Eng. Lord's Prayer Neck, boxed 3.00 dz. Stoned Cameo Sets, boxed 6.00 dz. Stoned Heart Mirrors, boxed 4.50 dz. Children's Jewelry, boxed, asst. 2.95 dz. Asst. Tie Slide, carded 1.00 dz. Tie & Cufflinks Set, asst. 3.75 dz. Pearl Necklaces (domestics) 1.45 dz. Neck & Earrings, asst., boxed 7.20 & 9.00 dz. Cufflinks, carded, asst. 1.95 dz. Necklaces, asst. 1.50 dz. Engraving Charm Bracelets 2.00 dz. Asst. Earrings, carded 6.50 gr. Ropes & Poppits 2.25 dz. 3-Pc Pearl Sets, boxed 6.00 dz. Cultured Pearl Tie Tack/Display 5.00 dz. Broken Jewelry—Min. 5 lbs. 1.00 lb. Ident. Bracelets, domestics 2.00 dz. Send for descriptive literature on other ter- rific values on jewelry of all descriptions. 80% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I.

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HOSEY—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 Hosey Co. (AM 5-1741), 1258 Market St., Chatta- nooga, Tenn. no24

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REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4. CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more. RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

MORE BUYERS

Will Stop and Read

YOUR AD

If you use a

DISPLAY

CLASSIFIED AD

RATE ONLY \$14 per inch

RETRACTABLE BALL POINT PENS, \$10.08 gross (7¢ each); assorted colors; guar- anteed firsts; prepaid. Coastal Supply, Tap- pan St., Manchester, Mass. no24

SELL COMIC COMBINATION 7x11-INCH Signs or Jumbo Post Cards. Sample 10¢. Koehler Novelty Signs, 12 Caldwell, Cincin- nati 18, Ohio. no24

SIGN LETTERS—FLUORESCENT FOR Store Windows. Send \$1. Samples worth \$3. Credit \$1 on 1st order of \$10. Postpaid. Richardson Signs, 745 Heywood Ave., Louis- ville 8, Ky.

Animals, Birds, Snakes

FOR SALE—HOG WITH EIGHT FEET, SIX- teen toes, in healthy condition, seven months old. Write P. O. Box 31, Smithton, Missouri.

MIDGET BLACK ANGUS COW, GIANT ANT Eater, Rhesus young Monkeys, all healthy and good condition. Frederick, 2263 Newton, Detroit 11, Mich. no17

Business Opportunities

ABSOLUTELY FREE BOOKLET—"MONEY With Astrology." Profitable career. Home study. Bachelor's, Master's, Doctor's Degree. R. Ford, Box 193, Williamsport, Pa. del

BUY WHOLESALE! 25,000 NATIONALLY advertised products. Get amazing dealer catalogs. Complete details free. American Wholesalers, 1841 DX. Levee, Dallas 7, Tex. ch-tn

FOR RENT

The largest Ballroom in San Diego with capacity of 2,000, completely equipped and remodeled with a 65-foot beer bar. Parking available. For information write

J. LAMON

319 West E St. San Diego, Calif.

MAIL ORDER BUSINESS AT ITS BEST. Write Maupin & Maupin, 327 S. 28th, Lafay- ette 8, Indiana. no24

INTERNATIONAL MAILORDER BUSINESS made easy. Complete individual setup service, not just instructions. Everything furnished. Hermes, 152-A West 42, New York City 35, del

REX ROLLER RINK TO LET—300X60, IN operation 20 years. Population 200,000; red hot skating town. Apply Charles Dau- cause, Rex Centre, Lowell, Mass. no17

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per sitting

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARA- mel Corn equipment, Floss Machines, re- placement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. de8

For Sale—Secondhand Show Property

ALLAN HERSHELL 10-CAR AUTO RIDE. Hobby Horse Ride, SnoCone Machine and Dispensers, Arcade Equipment. Frederick, 2263 Newton, Detroit 11, Mich. no17

FOR SALE—FIFTY-FOOT TWO-ABREAST Parker Merry-Go-Round, gasoline powered, all gears and sweeps perfect; good top, needs 12 horses; \$1,150 cash. Ned McGill, 309 North Ransom, Gastonia, N. C.

FOR SALE—MECHANICAL EXHIBIT COM- plete with transportation. Also truck- mounted Grind Show with forty-foot all- panel front. O. M. York, St. Marks, Fla.

FOR SALE—SECOND HAND SHOW PROP- erty secrets of the deep with live Piranah Fish, Sea Horses and Marine Oddities on 34-foot Graham Semi Chevrolet Tractor. Beautiful 50-foot front, used 14 weeks, com- plete; priced to sell. John Till, Box 532, Cortez, Fla.

FOR SALE—1 MANGELS ROTO WHIP, 24', like new, and 1 High-Striker, loaded on GMC 16' van cab over trailer, good shape, \$2,000. S. P. Dauberman, Pottsgrove, Pa.

FOR SALE—10X12 HEART PITCH TILL U Win, complete joint, new top, ready to go. Thomas M. Barry, Paradise Park, Ruskin, Florida.

FOR SALE—40X100 PORTABLE RINK, complete; 50x120 new floor, 300 pr. shoe ice skates, 300 pr. new and used roller skates. Lloyd R. Brodie, 548 Lombard, Galesburg, Ill.

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. no17

NO. 12 ELI WHEEL, LATE MODEL, METAL seats, 3-phase 10-horse electric motor. Located in park, Chicago area. This machine refinished and in like-new condition. Box C-415, c/o The Billboard, Cincinnati 22, Ohio. no24

OCTOPUS RIDE COMPLETE WITH SPECI- ally built semi-trailer, Long Range Shooting Gallery built on semi-trailer, Eli Ferris Wheel with new seats, several rebuilt Kiddie Rides. Write for list. King Amuse- ment Co., Mt. Clemens, Mich. no24

PARK EQUIPMENT FOR SALE—ALLAN Hershell Boat Ride with aluminum tank and all accessories, \$2,750; Mangels Roto- Whip, \$1,850. Both rides have new \$300 tops. Manley 48 Popcorn Popper, \$250. All equip- ment in excellent condition and appearance. Up and operating now. James Hickman, 685 Regent, Memphis, Tenn.

SMALL EVANS MONKEY SPEEDWAY, complete; 3 autos, powerful motors, painted, reconditioned, ready to go, \$345. Have Monkey Circus, almost new top, combo front, blowups, props (no monks), 42-inch Ventriloquist Figure (wood), excel- lent, \$29. Used Magic. Carroll Miller, 700 Flomich Ave., Holly Hill, Fla.

G-12 MINIATURE TRAIN JUST REBUILT and in perfect shape with new factory motor. P. O. Box 45, Massillon, Ohio.

Formulas and Plans

MODERN MANUFACTURING FORMULAS and Processes, all kinds. Cleaners, Cos- metics, Foods, etc. Write for free list. Moon Chemical, Martville 2, N. Y.

Help Wanted

ATTRACTIVE WOMAN ACCORDIONIST Wanted for two-week engagement at leading Central Louisiana restaurant and lounge. Option for longer engagement. Must be sober, under 35, energetic and talented. Write, don't phone.

BEN C. PRATHER PRATHER'S RESTAURANT AND LOUNGE 2005 MacArthur Drive, Alexandria, La.

CONTACT REPRESENTATIVE THOR- oughly experienced concession equipment supplies line. Internationally known jobber-distributor has immediate position available for energetic man with proven ability; has potential future. Submit resume. Box C-417, c/o The Billboard, Cincinnati 22, Ohio.

GIRL TAP DANCER WANTED FOR NIGHT club. Age 21-24, single, unattached. No traveling. Steady year-round work; extra good pay. Send photo, details. Box C-410, c/o The Billboard, Cincinnati 22, Ohio. no17

LEAD ALTO—COMMERCIAL EXPERIENCE. Others write. Top work. Box C-411, c/o The Billboard, Cincinnati 22, Ohio. no17

TENOR CLARINET, IMMEDIATELY FOR traveling commercial band; must read, no luses. Sammy Stevens, 1611 City Natl. Bank Bldg., Omaha, Neb. no17

Instructions & Schools

LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Reisch Auction School, Mason City 18, Iowa. no24

Magical Supplies

BE A MAGICIAN! FOR FUN AND PROFIT. Large professional catalog of latest tricks, 35¢. Ireland, B-109, North Dearborn, Chi- cago 2.

NEW 152-PAGE ILLUSTRATED CATALOG— Mindreading, Mentalism, Spooks, Hypno- tism, Horoscopes, Crystals, Handwriting, Sub-miniature transistorized Radiophones for mentalists. Brochure, prices on request. Catalog 50¢. Nelson Company, 335 South High, Columbus, O. del

VENTRILLOQUAL FIGURES, NEW AND used. Complete instruction, scripts and novelties. Stamp for catalog. Brown Enter- prises, 1711 S.W. 18th St., Miami 45, Fla. de15

Miscellaneous

FOR SALE—PORTABLE 35MM DE VRY Sound Projector, good condition, \$75. Jack Sellers, Box 407, Overlook Rd., San Antonio 9, Texas.

GROW HAIR ON BALD HEADS—STAR- tling discovery guarantees hair growth even if you have been slick bald for years! \$1 brings source of newly discovered "guar- anteed" hair-growing formula. Small, 3150 State, New Orleans 25, La.

THE GREATEST OPPORTUNITY IN SLEEP training for striking it rich revealed for only \$2. Russell Lane, Randleman, N. C.

12# RAILROAD TRACK, 20 GAUGE, AP- proximately 1000', oval shaped run, cross ties welded to track, never used, \$600. Elyria Belting & Machinery Co., P. O. Box 8, Elyria, Ohio.

M P, Films & Access

16MM. SOUND FEATURE FILMS FOR SALE and rent. Massillon Film Rental, P. O. Box 45, Massillon, Ohio.

Musical Instruments and Accessories

BASSOON Heckel brand only, new or used. Give particulars including price, etc. BOX C-416, c/o The Billboard, Cincinnati 22, Ohio.

Personals

MR. HOPE — \$115. EVERYONE FINE, children inseparable; weather terrible; singing part time. Hope life is happy for you. Always, Faye.

100-AUTHENTIC NAMES AND ADDRESSES of Radio Stations, Recording Companies and Theatrical Agents. Get started immedi- ately as a disk jockey, recording artist or night club entertainer. Send \$1 to Natonwide, 519 Welsh, Chester, Pa.

Photo Supplies and Developing

OWN A VICTOR PORTABLE DIRECT POSI- tive Camera. The best of its kind. Send for catalog. Benson Camera, 165 Bowery, New York 17, N. Y. no17

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

Ponies

30 PONIES, ALL FOR \$2,100; 2 MEXICAN Burros, \$100; 1 Midget Cow, \$100. Truck available for delivering. No time for letter writing. Phone, day or night, 9317. P. L. Cobb, Amite, La.

Printing

EMBOSSED PRINTING AT LOWEST prices. Choice of type, ink and set-up. Samples free. Rayborg Enterprises, 810 W. 18th, Erie, Pa.

FAST SERVICE! 100 8 1/2 X 11 LETTERHEADS, \$2 postpaid. Samples better printing dime. Refunged. R. Cook (BB), 818 West Gift, Peoria, Ill. del

TWO-COLOR BUSINESS CARDS—\$6.75 PER 1,000. Sample 100 \$1.50 postpaid, guaran- teed. Hunter Printing, 413 Elwood, Irving, Texas.

5,000 COLORED CIRCULARS, \$39 COM- plete. Art, copy, layout, printing. Office printing your copy, 8 1/2 x 11, 1M, \$5.50; 5M, \$19. Promotion-87, 385 Broadway, New York City 13. ch-de8

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSI- ness without investment! Sell for world's largest direct selling manufacturer of ad- vertising matchbooks. Big spot cash com- mission. 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-209, Chicago 32. no24

IF YOU LIKE TO SELL TO FARMERS GET details of big money making opportunity selling subscriptions to America's leading poultry magazines. Liberal commissions, ex- pense allowances, bonus. Sales help fur- nished. Write Poultry Tribune, Box C-88, Mount Morris, Ill. np

SALESMEN — BIG MONEY EVERY DAY showing nationally known drain cleaner. No chemicals. Nothing like it. Minute demon- stration. Commissions paid daily. Sample furnished. Campbell Co. (Est. 1928), Ro- chelle 603, Illinois. ch-np

SELL "BAT-RE-LIFE" CAR, TRUCK, Tractor. Boat Owners buy on demon- stration. Restore voltage to weakened, inactive, dead batteries. Cuts fleet replacements 70%. Doubles life span, new or old batteries. Results guaranteed. Distributorships avail- able now! Prepaid sample \$1; retails \$2. Order today! Nanco Industries, Box 1596, Little Rock 1, Ark.

Tattooing Supplies

TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Zels, 728-A-Leslie, Rockford, Ill. np

Trucks, Trailers, Accessories

ATTENTION, CONCESSIONAIRES Do You Need a Trailer? We build all types of Concession Trailers for Hanky Panks, Grind Stores, Snow Cones and Candy Floss. We also have a complete line of Cargo, Office and Pony Trailers.

TRAILVAN TRAILERS

Box 1042, Commercial Sta., Springfield, Mo.

Wanted to Buy

GAMING EQUIPMENT—EVANS PAR MU- tual Wheels, Beat-the-Dealer Tables, Crap Tables or what have you? Advise condition and price. 810 Broadway, Toledo, O.

RIDES, SHOWS, STATE LOWEST PRICES. Also booking Concessions, Rides, Shows, 1959 best route. Northwest Robinson's West- ern Shows, Box 20, Everett, Wash. no24

ROLLER SKATING RINK UNDER CANVAS for cash. Also skates. State size, etc. Gene Beachy, 439 E. Prince Rd., Tucson, Arizona.

SCHIFF HIGH ROAD MODEL ROLLER Coaster, good condition and priced right for cash. Dutch Schrader, 239 N. Park Ave., Cape Girardeau, Mo. no24

STEAM TRAIN, USED. MAIL COMPLETE details, photo if available. Charles Allen, 1025 West St., Walpole, Mass.

TEAR GAS CAPSULES OR PENS, SAMPLE and quantity lots and prices. Rhodes Coin, 108 W. Peter St., Uniontown, Pa. del

WANT CHAIR SWING OR AIRPLANE Swing. Both rides and train. Reasonable. Contact Lloyd's Roller Rink, 121 E. 31st St. Covington, Ky. no24

WANTED

Used Portable Basketball Floor and Floor Erected Baskets. Call or write at once. A. CARLSON ISLAND GARDENS West Hempstead, L. I., N. Y. Ivanhoe 3-3000

COIN MACHINES

Used Equipment

STAMP MACHINES — DUPLEX, \$12.50; Shipman Triplex, \$34.50, folders, like new; Northwestern Rolltype, \$69; used, \$55. USP Co., 100 Grand, Waterbury 2, Conn. del

USED MADAM X NAPKIN HOLDERS. Give bottom price and quantity in first letter. Replies to: Box C-396, c/o The Bill- board, Cincinnati 22, O.

WANTED IMMEDIATELY TO BUY USED Penny Weighing Scales. Mr. Smith McCoy, Roderfield, W. Va. del

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

Wanted to Buy

MUSIC-RECORDS ACCESSORIES

Used Records

10 NON-COIN OPERATED POOL TABLES, strongly built, plywood top, all accessories, new; not \$550, just \$125 ea. takes all. 7 ft. by 44 in. wide. 16 numbered balls, 2 & 3/4 size. Wms. Jet Fighter Gun, shopped; 3 Exhibit Shooting Gallery, good; United Derby Roll, shopped; all 3 for \$350. 6 Q-Ball Pool Tables, \$200. ABC Coin Co., 2509 S. Presa St., San Antonio, Tex.

WANTED TO BUY—USED RECORDS, 45 r.p.m. State price and condition. Write Dixon's Novelty, 3348 State St., Marion, Ohio.

TALENT AVAILABILITIES

RATE: 5c a word, minimum \$1. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Agents and Managers

Miscellaneous

AT LIBERTY—CONTRACTING AGENT. Wants to hear from organized unit; start now. Have good car and mobile home. State your proposition in first letter or wire. If you want me to finance your advance, save your time and mine. Ray C. Herbers, Gen. Del., Moultrie, Ga.

AT LIBERTY—TUBA, TRUMPET, CLARINET. A-1 musicians. Sober. Frank Robyns, Apt. 217, 4625 Second, Detroit 1, Mich. no24

AT LIBERTY—FEMALE COUNTRY, WESTERN Singer, some popular, plays own guitar. Prefers south; consider all offers. Address: Musician, 1022 Ohio, Kansas City 2, Kansas.

Bands and Orchestras

FOR CIRCUS, FAIRS, CLUBS, ETC. Organist and Musical Clown available. Own equipment. Wilson's, 220 E. 5th, Bloomsburg, Pa.

4 TO 6 PIECE ORCHESTRA, SINGS, PLAYS rock & roll and jazz. Jump Jackson, 8727 LaSalle, Chicago, Ill. Normal 7-4151 del

HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- Acts, Songs, Gags
Advertising Specialties
Agents, Distributors Items
Animals, Birds, Snakes
Business Opportunities
Calliopes and Band Organs
Collectors Items
Costumes, Uniforms, Wardrobes
Food & Drink Concession Supplies
Formulas and Plans
For Sale—Secondhand Goods
For Sale—Secondhand Show
Property
Help Wanted
Instructions and Schools
Locations Wanted
Magical Supplies
Miscellaneous
Mobile Homes, Accessories
M. P. Films—Accessories
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies & Developing
Ponies
Printing
Rigging and Props
Salesmen Wanted
Scenery, Banners
Talent Wanted
Tattooing Supplies
Trucks, Trailers, Accessories
Wanted to Book
Wanted to Buy

Music, Records, Accessories

- Business for Sale
Record Pressing
Situations Wanted
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

Coin Machine Headings

- Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

Talent Availabilities Headings

- Agents and Managers
Bands and Orchestras
Dramatic Artists
Hypnotists
Miscellaneous
M. P. Operators
Musicians
Outdoor Acts and Attractions
Vaudeville Artists
Vocalists

3. Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—20c a word. Minimum \$4
DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)

TALENT AVAILABILITIES AD—5c a word. Minimum \$1 Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in...

NAME I enclose

ADDRESS remittance of

CITY STATE \$

GIVE TO DAMON RUNYON CANCER FUND

HILLBILLY JAMBOREE, RADIO AND Decca Record stars booking for road tour or Shows or Band available for night club bookings. Reasonable rates. Dick Carson, 2608 Vega, Cleveland 13, O.

MAGIC SHOW—FAMILY TYPE, 12 TO 30 minutes. Available Pennsylvania area. Contact Mr. Love, 2110 Seventh Ave., Altoona, Pa.

NATIONALLY KNOWN RECORDING ARTIST (male, singer- pianist), seeks new recording contract. I've had several substantial hits. Company must be willing and able to finance and promote. Can do pop, jazz, rock, ballads. Contact Baker, 10128 S. Prairie Ave., Chicago, Ill. no17

Musicians

A-1 RHYTHM DRUMMER—20 YEARS' COMPLETE and thorough experience. Play all styles. Strictly sober. Available immediately. Location preferred. Ellis Lee, Omar Hotel, Louisville, Ky.

BASS MAN FOR COMBO, READS WELL, cuts shows, 12 years' experience, age 33. Open date Dec. 1, 1958. Apply to Rod Schairer, Gen. Del., Lake Charles, La.

LEAD TRUMPET MAN. GOOD JAZZ. VAST Dixie experience. Read and Fake anything. Young, sober, reliable. Novelty Vocals. Musician, Rt. 2, Box 370, Augusta, Ga. no17

NITE CLUB ACT—COLORED, SINGER, male; formerly with name band. Personality, class, experience, dependable. Available for lounges, clubs, organizations in Miami, Ft. Lauderdale area. Own pianist or work with your band. Mr. B. G., 705 North-west 14th Terrace, Suite Three, Ft. Lauderdale, Fla. no17

PIANIST, JAZZ—EXPERIENCED, SHOWS and club work, small groups. Available immediately. Travel. 4029 Blow St., Louis, Mo. FLanders 2-4196. np

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. no17

COMING EVENTS

Continued from page 72

Tampa—Tampa Auto Show, Jan. 22-27, 1959.

Illinois

Chicago—Chicago Auto Show, Jan. 17-25, 1959. Chicago—International Livestock Expo., Nov. 25-Dec. 6. W. E. Oglivie.

Louisiana

Cameron—La. Fur & Wildlife Festival, Jan. 16-17. Jerry Wise. Lafayette—S. La. Mid-Winter Fair, Jan. 15-18. Dr. T. J. Arceneaux.

Maryland

Timonium—Eastern Natl. Livestock Show, Nov. 15-22. Joseph M. Vial.

Michigan

Bay City—Poultry Show, Jan. 15-18. Ben W. Mau. Detroit—Detroit Auto Show, Nov. 22-30. Detroit—Junior Livestock Show (Stockyards), Dec. 9-11. G. P. Ridley, 6750 Dix Ave.

Minnesota

Minneapolis—Midwest Auto Show, Jan. 8-18, 1959. St. Paul—Land-O-Lakes Boat, Vacation & Travel Show (Auditorium), Jan. 16-24. Noel Van Tilburg.

Missouri

Kansas City—Kansas City Boat, Sports & Travel Show (Auditorium), Jan. 30-Feb. 8. F. W. Kahler. St. Louis—St. Louis Auto Show, Nov. 21-30.

Nebraska

Lincoln—Hobby Show (Fershing Aud.), Nov. 22-23. Bill Morton.

New Mexico

Albuquerque—Albuquerque Auto Show, Feb. 19-23, 1959.

New York

New York—Florida Preview of 1959 (Coliseum), Nov. 15-23. New York—Intl. Festival of Pets (Coliseum), Nov. 26-30. New York—National Motor Boat Show (Coliseum), Jan. 16-25. Joseph E. Choates.

Ohio

Cleveland—Mid-America Boat Show (Auditorium), Jan. 3-11. Cleveland Press & Marine Trades Assn. Columbus—Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), Jan. 18-25. Toledo—Toledo Home & Travel Show (Auditorium), Jan. 31-Feb. 8. Mill H. Tarloff.

Pennsylvania

Harrisburg—Pa. Farm Show, Jan. 12-16. J. B. McCool. Harrisburg—Standardbred Horse Sale (Farm Show Bldg.), Nov. 25. Harrisburg—Feeder Pig Sale (Farm Show Bldg.), Nov. 25. Harrisburg—4-H Club Tractor Clinic (Farm Show Bldg.), Dec. 8-10. Nazareth—Nazareth Farm Product Show, Nov. 20-22. P. R. Seifert. Philadelphia—Philadelphia Auto Show, Nov. 22-29. Pittsburgh—Pittsburgh Auto Show, Jan. 10-17, 1959.

Tennessee

Pleasant View—Tobacco Festival, Dec. 12. Lewis H. Hunt.

Texas

El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1. Fort Worth—Fort Worth Rodeo, Jan. 30-Feb. 8. Houston—Houston Auto Show, Nov. 29-Dec. 7.

Utah

Ogden—Golden Spike Livestock Show, Nov. 14-19.

Washington

Seattle—National Boat Show (Natl. Guard Armory), Nov. 28-Dec. 7. Hal Hamper.

CANADA

Ontario

Toronto—Royal Agrl. Winter Fair, Nov. 14-22. C. S. McKee.

Saskatchewan

Saskatoon—Dressed Meat & Poultry Show and Sale, Dec. 10-11.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Ackley, Jimmie Hoover, David & Lois Adams, W. J. & Mrs. Hos, Leland Adie, Chester Hudson, Smith Allen, Cory Dick Inman, Maurice Hyman, Harry J. Jack, Mrs. B. E. Jackson, Kelly Jackson, W. S. Jacobsen Chas. James, Al Johnson, Don Johnson, Pete B. Johnson, Mrs. Johnson (Wild Life) Jordan, Jess Joseph, Herman Kaiser, Kay Kaibaug, William Kannon, Jackie Kapuni, Ernest Keesling, Jerry Lunn Kelly Jr., Harry Kelly, John King, Pearl Kiser, Eugene Kiser, G. B. & Mrs. Kieban, Harry Kuns, Francis Eugene LaMass, Barbara LaVasser, Mrs. Vicki Lane, Cynthia Lane, Mike Lantz Jr., Harry Laren, Frank Lashby, William Lawson, Ernest A. Lee, Leona Lebeck, Orla Leib, Rodrick H. Lines, Rev. W. & Mrs. Linsky, John Linville, Mrs. Lula B. Love, Lester Ronald Lowery, Mrs. John MacDonald, M. McClure, Charlie (Beers & Circus) McCormick, Buttons McGrath, John P. McIntyre, Ernest M. McNeil, & Virginia McPherson, E. M. McShay, Kelly McSpadden, Mrs. Myrtle Maki, Edwin J. Malmborg, John E. Mason, Marie Mason, Tony Meredith, Walter J. Meroney, Sam E. Metcalf, Billy Mideke, John Midkiff, Mrs. Stephen Mikolich, Joseph Miles, Danny Miller, Bill Miller, Mrs. Lorene Mitchell, Tony Mitchell, William Moore, Jimmie (Not of Reno, Nev.) Moore, Pete (Small Man Show) Moran, Ed (Wolcott's Minstrels) Morgan, James Morgan, Lloyd Norris, Bill Mortan, Janet R. Mourhesa, Charles D. Nichols, Bob & Marge (Grl Show Ops) Norris, Avery O'Hara, Frederick O'Hara, Mickey O'Hara, Swede Owens, J. S. Oyer, Benny Page, Paula Pannebaker, Mrs. G. D. Paradise, Tony Parker, John L. Parsons, H. E. Pates, Mickey Pease, Earl E. Petty, Bill Pike, W. D. Ponchette, H. J. Poole, Bill Porter, Florence Porter, Roland Pruitt, Lee Prusick, Chester J. Puckett, George Pufflian, Charley Rabbit Foot Minstrels (Mgr.) Randi, Bob Ray, Richard Regan, Lou Reever, Frank Revent, Mrs. Joyce R. Renton, C. Ester Renzulli, Esther Winchester Reynolds, Larry & Burry Anderson Richby, Maurice & Mrs. Richmond Barbara Dean Riley, Tex Robertson Paul T. Rockman, Albert Rooney, Jimmy Ross, Emile Rucker, E. H. Ruff, Max Ruscitto, Emil B. Ruscitto, N. Russell, Leonard Saller, Mrs. Mildred Salyina, John Savoy, Hal & Mrs. Glickfield, Bobbie Schreiber, Harry Schuch, Pete (Gypsy) Schuller, James J. Seags, Jimmy Settle, Thelma Inez Setzer, Thelma Shaffer, Jimmie Sharp, Max Sharp, Sonny (Rock & Roll) Sheldon, H. R. Shepard, John Shockey, H. Silver Star Shows Silver, William Simmons, John & Mrs. Simpson, Mrs. Ethel Smith, Bert Smith, Ella Smith, Lawrence N. Smitt, Bill Sorensen, Robert Souders, C. H. (Chubby) Stearns, Bruce Stephens, Bill Sterlan, Kenneth (Faye) Hook, Robert

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.

Stotler, Harry Richard Weisberg, Morris Strickland, Myrtle West, Gene (West Sutton, Margaret Coast Shows) Tanson, Al (Circle West, George White, Bob T Ranch) White, William Thomas, J. L. Wilbur Thompson, Mrs. Whiteside, A. R. Tirza Wick, Bob Tobin, Lester Williams, Bernard Tolley, Virgil Wilder Dan Tucker, W. R. Williams, G. Turbin, Mrs. Toby Williams, Lawrence Turner, Wild Bill Winters, Jerry Turner, Jack Winters, Lester John Valentine, H. M. & Mrs. Woods, Earl E. Vogt, Robert Woods, Harold Volin, Bill Woody, Jim Wain, Cal Worth, Frank Wallace, Lester Wright, H. F. Walton, Harry Yoder, George (Basket Concession) Ward, Barbara (West Coast Shows) Young, Max B. Weidman, Lloyd Young, Roger

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Andy Bros. Kelley, Kitty Burns, Joe Kelly, Frances Carson, Sol Landi, Alida Cohen, Joseph Scott, Lewis Evans, E. W. Maurice Farber, Tom Steele John Fournier, Frances Steinman, Jerry Frey, Irving Tucker, Harold Jefferson, Marie

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Adams, Kenneth G. Lane, Frank Adams, Louis Lee, J. Angelus, Amusement Co. Lee, Robert J. Lee, Roberta Lovelady, A. J. Lue, Ava March, Ed Matura, Lawrence Messetti, Vivian Nicholas, Philip O'Belecky, Mr. & Mrs. John Dickenson, Dick Petrie, Robert Petrie, Mrs. Robert Richards, Franco Schafman, Ray Schult, Roberta Slusky, Kenneth Steele, John Ware, C. B. Wilson, Darrell A. Franklyn Wilson, Lois E.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

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MULTIPLE SALES

Vender Batteries Snap Up Pennies in 110 Supers

By FRANK SHIRAS

PORTLAND, Ore. — Special multiple installations in 110 supermarkets are an integral part of the 1,000 machine route owned by Robert Caplan, ABCO Corporation of America, headquartered here.

Machines are mounted four in a row on two custom-built, enclosed stands. The stands are sometimes placed together (see picture, elsewhere this section), but are often set outside the supermarkets, flanking the entrance. Servicing of machines requires only 10 minutes every three weeks, said Caplan. Normal gross sales per month are from \$30 to \$40.

These supermarket locations are composed both of independent stores and small chains. The first chain he landed consisted of 10 individual stores. Proven success of bulk vending in the initial chain was of considerable aid in securing other supermarkets, reports Caplan. A typical agreement allows Caplan to test eight bulk venders

in a supermarket for 30 days before final decision is made.

Personal Contact

Personal contact is the only way to do business with supermarkets, Caplan has found. Briefly, he presents bulk vending as an effective way of occupying children who either come alone or with their parents to supermarkets. Generally, the multiple installations are put outside the store, and thus the super gives up no space. In occupying children, the bulk venders perform two functions, Caplan points out in his sales presentation.

They tend to give parents more time for shopping, since their children are busy at the machines. Also, children that gather around supermarkets alone are often diverted by the multiple installations and don't wander in the aisles. Caplan also points out that bulk vending products appeal to children, and that little else can be purchased for a penny. Also explaining as well that a bulk vending program will add to a store's revenue, Caplan slants his sales presentation to the service that is performed for the store.

Speedy servicing of machines is important in supermarkets, finds Caplan. These large stores depend upon high volume for profits. An operator who spent time dressing machines on location could easily be considered a liability by the super. Distraction of customers should be kept to a minimum, and the less equipment required for servicing the better, reports Caplan. He has been able to cut servicing time to 10 minutes for two basic reasons. First, top loading is used, and edible merchandise dispensed stays fresh longer than it takes machines to empty. Thus a serviceman need only add enough to refill individual globes. Second, a special coin box is put in the base of each machine. It is easily lifted out and coins dumped into sacks. Caplan estimates that these coin boxes cut servicing time two minutes per machine.

Biggest Seller

Century ball gum is the biggest seller in Caplan's installations. He loads four of the eight machines with century gum, and two or three of them are empty when ma-

chines are serviced every three weeks. Jaw breakers and pan candies are used in two machines, and nickel capsules and "rocket" ring charms account for the remaining two. This standard is sometimes modified in order to conform to variations in different supermarkets. Pan candies are the slowest sellers, finds Caplan, but are used to round out the available selections. They also sell better than an addition of one of the other fills would.

The enclosed stands used in his multiple installations are weighted in the bottom with sand, and rigid casters are mounted at one end of the stands placed outside stores. A store employee need only lift one

(Continued on page 78)

Leary, Rollins Spark NVA's Member Drive

CHICAGO — "We will make every effort thru every avenue to increase membership in National Vendors' Association," said Leo Leary, newly appointed co-chairman of NVA's membership committee, last week.

Leary, sales representative of Leaf Brands, Inc., and Richard Rollins, vice-president of Cramer Gum Company, were appointed co-chairman by NVA President Leonard Quinn during the recent board of directors meeting in St. Louis.

Both men travel extensively and are in position to carry out a co-ordinated campaign that will hit all parts of the country. Leary said a good deal of his work will be directed thru distributors, who are in close contact with operators in their areas.

Final planning of the campaign has not yet been made, but briefly the aim will be to show operators the beginnings, progress and accomplishments of NVA, said Leary. It will be presented as a growing national association that offers operators vital services.

Slate Vending Problems for CAVA Confab

LOS ANGELES—Problems confronting vending machine operators will be discussed during the luncheon-conference of the California Automatic Vendors' Association held here as a feature of the two-day show starting Saturday (22) in the Sunset Room and Ballroom of the Ambassador Hotel here. B. J. (Bob) Grenier, CAVA president, said.

Grenier will act as moderator of the session, with Ivan Wheaton Jr., of W. W. Vendors, Long Beach, giving the keynote address and acting as the roving moderator.

The luncheon-conference is set for 1 p.m. Saturday, with the exhibits of the vending machine show in the Sunset Room to be closed during this time. Following the conference, the exhibits will reopen but close from 7 to 9 p.m. during the banquet and stage show featuring the Golden Horseshoe Revue

(Continued on page 78)

KEY NAMA TALK:

Crucial Net Profit Concept Is Tricky

CHICAGO—The importance of a correct understanding of net profit in a vending operation was emphasized by Dr. Philip Bradley, economic consultant, in a key speech during the recent National Automatic Merchandising Association convention in St. Louis. Title of his speech: "You Are Losing Money and Don't Know It." Also addressing himself primarily to operators of major equipment, the central points covered have a direct bearing on bulk vending operators.

The failure to correctly understand net profit can easily lead to a variety of unpleasant consequences, explained Bradley. Funds may not be available when it is time to purchase new equipment. Inflated net profit invites inequitable taxation of the vending industry. A business may be losing money even tho an apparently profitable operation is being run. An operator has no reliable way of determining how much better or worse off he would be by investing his capital outlay in another business.

Primarily Responsible

Failure to allow for depreciation for various overhead costs, and for an estimate of one's own salary are primarily responsible for inflated net profit and its undesirable consequences, said Bradley. Using an operating firm grossing \$200,000 annually, he showed how an apparent \$60,000 net profit was in reality only \$7,000. This inflated net profit arose because only ingredient costs, commissions and direct service costs were deducted from gross sales. In reality, the three factors enumerated above plus repair parts and labor as well as taxes and miscellaneous costs should have been included in a computation of net profit, said Bradley.

LAD HUSTLES ROUTE ON FOOT

BOSTON — Stuart Bornstein, 16, used to watch an operator come into his father's delicatessen and service the ball-gum machine in it. One day he decided he might make money that way himself. Five months ago Stuart bought two bulk venders with money he had saved and put the machines on location in front of a gymnasium near his home.

He added machines to his routes with profits, building the route up to eight machines. Two are stamp machines and the rest bulk venders. Chief problem for Stuart was the stamp machines, because of the time it takes to make up the folders.

Stuart is still attending Dorchester High School and hopes to spend two years in business school when he graduates. He had looked forward to his birthday late last month, since it meant that he could get a driver's license. Up till then he had been forced to restrict his route to locations within walking distance from one another.

The persistence of his son in saving money and servicing the route persuaded his father to back Stuart with capital. For his part, Stuart has plans to add 36 machines to his original nucleus of eight machines.

Most of these factors discussed by Bradley have their counterparts in bulk vending. To be realistic, a bulk vending operator should include all costs of doing business in his calculation of net profit. The cost of fills and commissions is just the beginning. Depreciation of machines and equipment—such as an automobile used for servicing—should also be deducted, according to Bradley.

Comparable Deduction

If the operator works out of his home, overhead costs and depreciation based upon the portion of his residence involved in the business is a deduction comparable to that of depreciation on a plant or factory in a larger business. Re-

(Continued on page 77)

Ups Sales: Keeps Stamp Units Full

DENVER — Finding the emptying rate for every roll of stamps placed in machines is the method by which Newton Baughman, Denver stamp route operator, has insured a slow but steady increase in business.

Baughman operates stamp venders in a variety of locations thru-out the Denver area, including bus and railroad stations, the airport terminal, hotel and apartment house-lobbies, drugstores, department stores and even restaurants. In every installation he prides himself on the fact that it has never been necessary for a location owner to telephone in that a machine was out of stamps.

Only seldom will a location owner take the trouble to notify Baughman when a column or two on a machine has run out of stamps, and so he "takes care of the problem in advance." As soon as he has obtained a new installation, he keeps an eye on it for the first month, making regular stops. He determines the "turnover rate" which he may expect from that location.

In an apartment house, for example, located two blocks from the nearest drugstore, Baughman found that the vender could be counted upon to sell completely out of stamps in three days. In another apartment house, more convenient

(Continued on page 77)

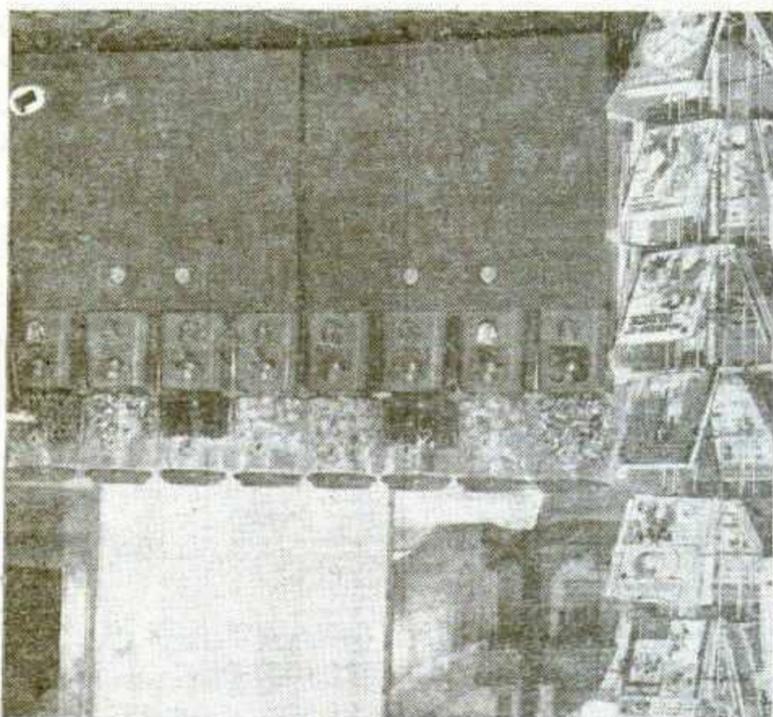
Locations Favor Post Cards for Fast Servicing

ST. LOUIS, Mo.—While many location owners will not take the trouble to make a telephone call when a bulk vender is out of commission, most will send a post card, finds Elliot Levy, head of S. P. Distributing Company.

Levy, with a string of 900 stops in St. Louis and suburbs, has asked location owners to telephone him in the event of machine malfunction. "It's the call which is the rub, however," the youthful St. Louis operator said. "In a lot of locations the only telephone available is a pay phone, which means that the location owner must drop in a dime to make the call.

Even if he is willing to spend the dime, which we reimburse,

(Continued on page 78)



TYPICAL OF MULTIPLE installations in 110 supermarkets operated in by Robert Caplan, ABCO Corporation of America, Portland, Ore., is the one pictured above. Four machines are set on two separate stands and are often placed outside supers.

WIGGLE WORMS



Looks like the real thing! It wiggles, it crawls, it squirms like a worm! Stretch ends of worm, then let go. WATCH IT WIGGLE! Terrific play action. Vends perfectly.

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Stamp Units

Continued from page 76

to a drugstore which sells stamps as a convenience, the same number of stamps will move in a week's time.

In bus and railroad stations, where passengers write letters to kill time while awaiting a transfer to another train or bus, it requires daily service in order to insure against running out.

With 75 stops in the Colorado capital, Baughman thus has timed his service calls on every location so well that he usually arrives shortly before the stock of stamps in the machine concerned would have been sold out. "Service means a lot where stamps are concerned," Baughman said, "because often it is a serious disappointment to the customer who finds no stamps in the machine and that a trip to the post office will be required. Making sure that the stamps are always there insures good will and repeat traffic."

Crucial Net Profits Concept

Continued from page 76

pair parts involved in the business—for machines, vehicles, home—are other deductions. Light, heat, property tax, insurance—all such costs that are involved in a vending operation comes out of gross sales, said Bradley.

A salary allowance for the owner of a vending operation is included in realistic net profit calculation. How much should be allowed? Said Bradley on this point: "First, how much could you get in salary if you did the same job for someone else? Secondly, how much would you have to pay to get someone to do your job as well as you do it? Your salary... should at least equal the larger of these two amounts."

Only by allowing for all costs involved in a business can an operator obtain a true picture of net profit. An operator may discover that he is actually losing money, and take steps to revamp his business before it is too late. Local and other governmental bodies are also constantly looking for added revenue. Inflated net profits only present them with added temptation. An operator who allows for depreciation annually is in the best position to set the proper extra funds aside from net profits for purchase of new equipment. Improvements in machine design and the inflationary cycle often cause a gradual rise in prices not covered by depreciation allowances.

This was brought out by Bradley in an example taken from the textile industry. In a study conducted, it was found that the industry didn't have the funds to purchase needed new equipment, altho there appeared to be a healthy profit. The main reason was that depreciation allowances were not enough to cover the cost of new, more expensive machinery needed.

Profits in relation to capital investment is also a useful gauge, explained Bradley. Here, the operator determines what percentage net profit is of capital investment in his business. In the example Bradley used of the firm grossing \$200,000 with a net profit of \$7,000, the capital investment was \$150,000. Thus net profit was approximately 4½ per cent of capital

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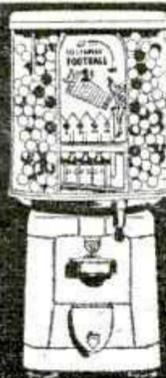
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Cashew Butts	.58
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Spanish	.32
Mixed Nuts	.37
Baby Chicks	.50
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.38
Leaflets, 650 ct.	.40
M & M, 550 Ct.	.55
Hershey-ets	.47
Rain-Bio Gum, 60 ct.	.30
Malt-ets, 100 ct., per 100	.32
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bio Ball Gum, 100 ct.	.32
200 lb minimum, prepaid on all Rain Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
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Minimum Order, 25 Boxes Assorted.	

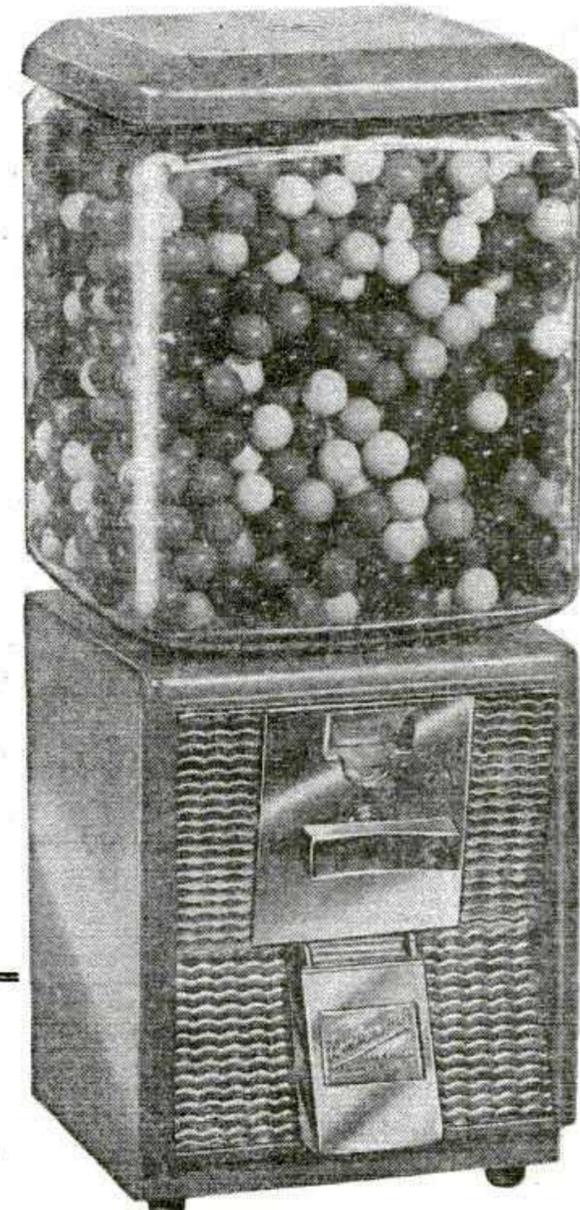
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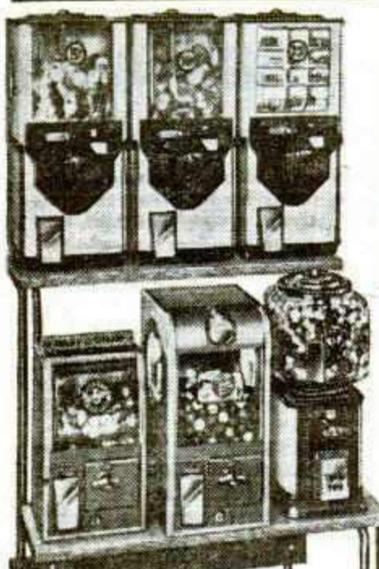
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5701-13 W. Grand Ave., Chicago 39, Ill.

Vender Batteries Snap Up

Continued from page 76

end of the stands and roll the installations indoors when the store closes in the evening. The stands and coin boxes are custom-made by Standard Specialty Company, Oakland. The bulk venders are Acorns that carry 9½-pound globes. Caplan's operating company has been in business since 1946. He employs two servicemen on the

route that work within a 50-mile radius of Portland. The English Ford Freightliner has proved very effective in servicing the route, reports Caplan. It is a side-loading van and is capable of carrying six multiple installations, with room left over.

Peculiar Problem

When Caplan went into bulk vending after the war, he found that the Northwest presented a peculiar problem. The relatively small major cities and scattered communities spread over a vast area made it impractical to attempt a single profitable operating firm. Still, in terms of total numbers of locations, Caplan was sure that the Northwest had considerable potential. To solve the problem, he started a special kind of distributorship, which now accounts for the major portion of his bulk vending business.

Briefly, ABCO develops routes in selected communities and sells them to local citizens. An experienced employee finds 40 to 50 locations and operates the route until it is sold. This has proven the best way to develop an area that includes Oregon, Idaho, Washington, Montana and Western Colorado. Caplan will not set up one of these small routes unless certain that the locations are good ones.

This gives him maximum assurance that people who buy his routes will stay in business and remain customers of his distributorship. Thus far, Caplan estimates that he has set up at least 150 of these small routes, many of which have grown in size as operators became experienced. Spare parts for machines are supplied indefinitely to his customers free of charge.



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BULK BANTER

By FRANK SHIRAS

Basic assumptions are often good to examine. The reasons for them are generally sound, but sometimes they rule out possibilities before
(Continued on page 88)

Locations

Continued from page 76

there may be no dimes handy in the cash register. As a result, the machine stands idle until my next visit. To solve the problem, Levy uses pre-addressed stamped post cards, printed with a large rubber stamp, which almost covers the post card in one motion.

The lettering reads, "My gum-ball machine is . . . empty . . . out of order," with a box preceding each condition described, so that the location owner only has to make a check mark to indicate the nature of the trouble. Below is the space for the name and address of the location owner. Three final lines provide space to enter any remarks regarding a broken globe, water damage to a machine and so forth.

Thru stamping up a supply of post cards which cover his route around twice per year and constantly reminding location owners to keep the cards convenient, Levy finds that he gets around a 95 per cent return. Even now that post cards have gone to 3 cents, he feels that they are the best possible investment.

CAVA Confab

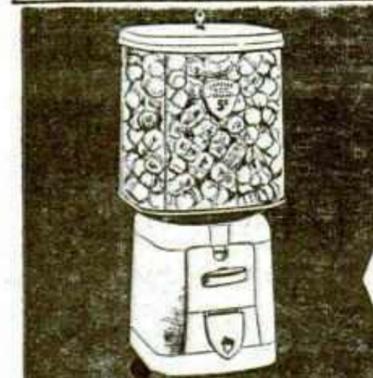
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from Disneyland and Charles LeVere's orchestra for dancing. Exhibits will be open from 10 a.m. on Sunday. Both registration and admission to the exhibits are free, Grenier said.

"There are many questions confronting operators today that have to be discussed in the hope of finding a solution," Grenier said. The questions will be discussed at tables seating eight operators, with a spokesman selected to report on the findings.

"Among the questions to be brought up is the one about shifting equipment. In California 96 per cent of the plants employ fewer than 50 people. This brings up the question as to the type of equipment that should be used in these places," Grenier explained.

He added that other subjects to be discussed concern the merits of the various types of vended coffee, price increases and, of course, the perennial subject, commissions.



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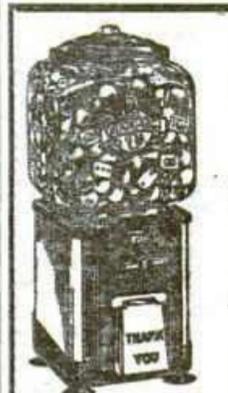
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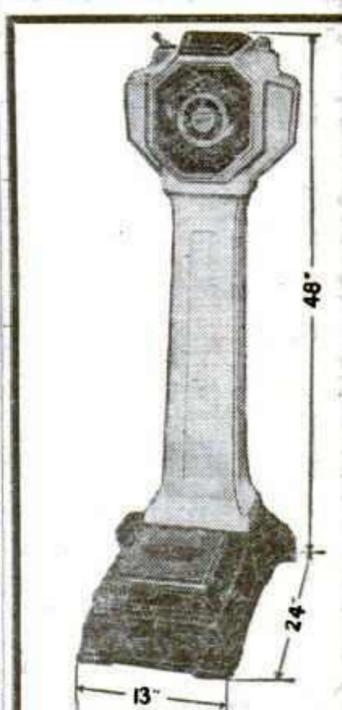


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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of November 10, 1958)

Main table with columns for High, Low, Mean Avg. and rows for MUSIC MACHINES, PINBALL GAMES, SHUFFLE GAMES, and ARCADE EQUIPMENT.



HARRY SNODGRASS

MARTIN BRITZ

HOWARD ELLIS

CLINT PIERCE

JOHN WALLACE

JIM TOLISANO

MOA Bd. Okays New Member Dues, PR Push, Tax Service

Map Copyright Strategy With Mfrs. For '59; Map Convention Plans

By BOB DIETMEIER

CHICAGO — A package accounting, depreciation and tax service, a public relations program and a new membership program are all in the works for Music Operators of America.

These are the three major planks of the 1959 program outlined at the three-day MOA board of directors meeting held in Chicago at the Morrison Hotel last week.

Preliminary plans and the ap-

pointment of committees for the 1959 convention to be held in April (6 thru 8) at the Morrison were also made during the planning session.

In addition, representatives of MOA and each juke box manufacturer, and the respective counsels for each of their associations met last week to outline strategy to

the job ahead in fighting ASCAP by all concerned, we can win our fight in that key area, too."

Copyright battle plans were sketched in for the 1959 legislative session which opens in January.

Miller, together with Clint Pierce, of Brodhead, Wis., and John Wallace, Oak Hill, W. Va., of MOA's board; Nicholas E. Allen, of the Washington law firm of Armour, Herrick, Kneipple & Allen, met with C. T. McKelvy, vice-president of Seeburg; Ed Ratajack, vice-president of AMI, Inc.; R. Roling and Morris Bristol, president and vice-president and legal counsel, respectively, of Wurlitzer; David Rockola, president of Rock-Ola; Herb Oettinger, vice-president of United, and legal counsel of the manufacturers' association, Perry Patterson and Hammond Chafetz, both of the law firm of Kirkland, Ellis, Hodson, Chafetz & Masters.

Tax Service

Leo Kaner, C.P.A., and head of his own tax and accounting firm headquartered in Chicago, was named by the association to head MOA's new tax service at an annual retainer. Under the arrangement, any member of MOA whose dues is paid may write Kaner thru MOA's Oakland, Calif., headquarters on any question concerning an accounting problem, any question in depreciation or any matter relating to business taxes. Kaner will fully answer all queries asked of him by operators who are MOA members. Only letters directed to Kaner that are mailed thru MOA will be answered. This is to insure that only paid-up MOA members will be able to avail themselves of the service.

MOA will shortly send letters to their membership informing them (Continued on page 92)



GEORGE A. MILLER

defeat plans to remove the juke box exemption from the Copyright Act of 1909 providing for performance fees.

'Best Session'

Declared George A. Miller, MOA's president, of the session: "It is without question the most worthwhile board of directors planning meeting we have ever held. More was accomplished during the three days of our meetings last week than in any three days of MOA's existence. I have only the most optimistic opinion of MOA's growth and success during 1959 in the new service areas we are entering; I believe that with the utmost co-operation and awareness of

Record Industry Leaders Attend Demonstration of Seeburg Stereo

Herrick Tells Disk Execs Juke Boxes Are Best Method of Selling Stereo to Public

NEW YORK — More than 100 leaders from all sections of the record industry — manufacturers, distributors and one-stops — gathered at Carl Fischer Hall here Wednesday (12) to hear Seeburg executives Tom Herrick and Jack Gordon outline the company's plans for stereo juke boxes and suggest a pattern of co-operation between the juke box and record industries.

Herrick summed up his talk to the record men with the assertion that "only juke boxes can sell stereo to the public." He explained that while the role of the disk jockey in promoting new record types and tunes has always been paramount, the AM radio receiver can not

bring stereo to the public — but automatic phonographs can.

Gordon said that "stereo is the hottest thing to hit the juke box and record industry in 40 years — and that includes such things as the changeover from 78's to 45's, the introduction of multi-selection 200-play machines, and the introduction of hi fi in juke boxes. We have had a fantastic response for the units which we have had on location already for six weeks."

Describes Industry

Herrick told the record executives of the size and scope of the juke box industry — 10,000 operators with 500,000 locations buying 50-, 000,000 records a year.

EDITORIAL

MOA's 1959 Program

The board of directors of Music Operators of America made plans in Chicago last week which directly affect every juke box operator.

We think the plans are excellent. But whether they bear fruit is pretty much up to you as an operator.

MOA wants to supply you with additional services which will directly benefit you in your business. In order to do this, it needs money. The new membership program and dues schedule is a good one in our opinion and should supply the funds necessary to provide you with valuable services you cannot buy by yourself.

No juke box operator can afford to ignore these plans. We urge you to support MOA's new program for your own good.

LULL BEFORE STORM

Rival NY Coin Groups Await Senate Hearings

NEW YORK — The local coin machine union - association battle royal involving two rival unions and three associations and manifesting itself in strikes, injunctions, charges and counter - charges, has petered out.

Parties to the intra-industry dispute — Local 266 of the International Brotherhood of Teamsters, Local 1690 of the Retail Clerks International Association, AFL - CIO; the Associated Amusement Machine Operators of New York, the Game Operators of New York, and the Music Operators of New York — have declared an unofficial truce in anticipation of the McClellan Committee hearings, scheduled to begin in Washington on December 2.

Investigators for the Senate Rackets Committee are winding up a two-year probe of the industry.

A source close to the Commission predicted that the testimony at Washington hearings would be "explosive."

Meanwhile, the New York State Commission of Investigation launched an inquiry of its own alleged racketeering in the machine industry.

Commission Chairman James (Continued on page 87)

Hirsch-Bernoff Dispute to Be Heard Nov. 24

NEW YORK — The case Regal Music against Manhattan Vending, which was to have been heard in New York Supreme Court this week, has been postponed until November 24.

Charles Bernoff of Regal charged that Joseph Hirsch of Manhattan induced a location breach a contract and seeks an injunction to prohibit Hirsch from operating on the location. He seeks to recover the revenue, commissions and operating expenses, for the time that Hirsch has been operating there.

The suit hinges primarily on a contract which Bernoff says signed with the location. Court had handed down an injunction against Hirsch, but (Continued on page 87)

Bagozzi Named Tonmaster Distributor

NEW YORK — Arnold Cortell, president of the Ameropa Trading and Shipping Corporation, U. S. distributor for the Tonmaster 60-selection German wall juke box, announced that Frank Bagozzi of Bell Games, has been named Tonmaster distributor for the Syracuse area. Bagozzi is a veteran Syracuse operator and an officer of the Syracuse Amusement Machine Operator's Association.

Cortell said that some 50 Tonmasters have already been shipped to the United States, with another 60 en route. Bagozzi said that will test the machines on his operation.

Meanwhile, Cortell announced that he has been named exclusive agent for the Choice-Venture beverage machine. Cortell will be at the annual convention of the American Bottlers of Carbonated Beverages in Atlantic City this week.

Name Kaner Head of New MOA Service

Will Advise Assn. Members on Taxes, Accounting Methods

CHICAGO — Leo Kaner, head of a Chicago accounting firm which bears his name, will head up an accounting and tax service for MOA members. He will be paid an annual retainer by MOA.

Kaner was named by the group's board of directors last week in Chicago. George A. Miller, MOA president, in announcing the appointment, said that he believes "the greatest single improvement that can be made by music operating companies lies in better keeping of accounts and figuring of taxes."

Miller said that Kaner was selected for his knowledge both of his field of accounting work and of music operating companies.

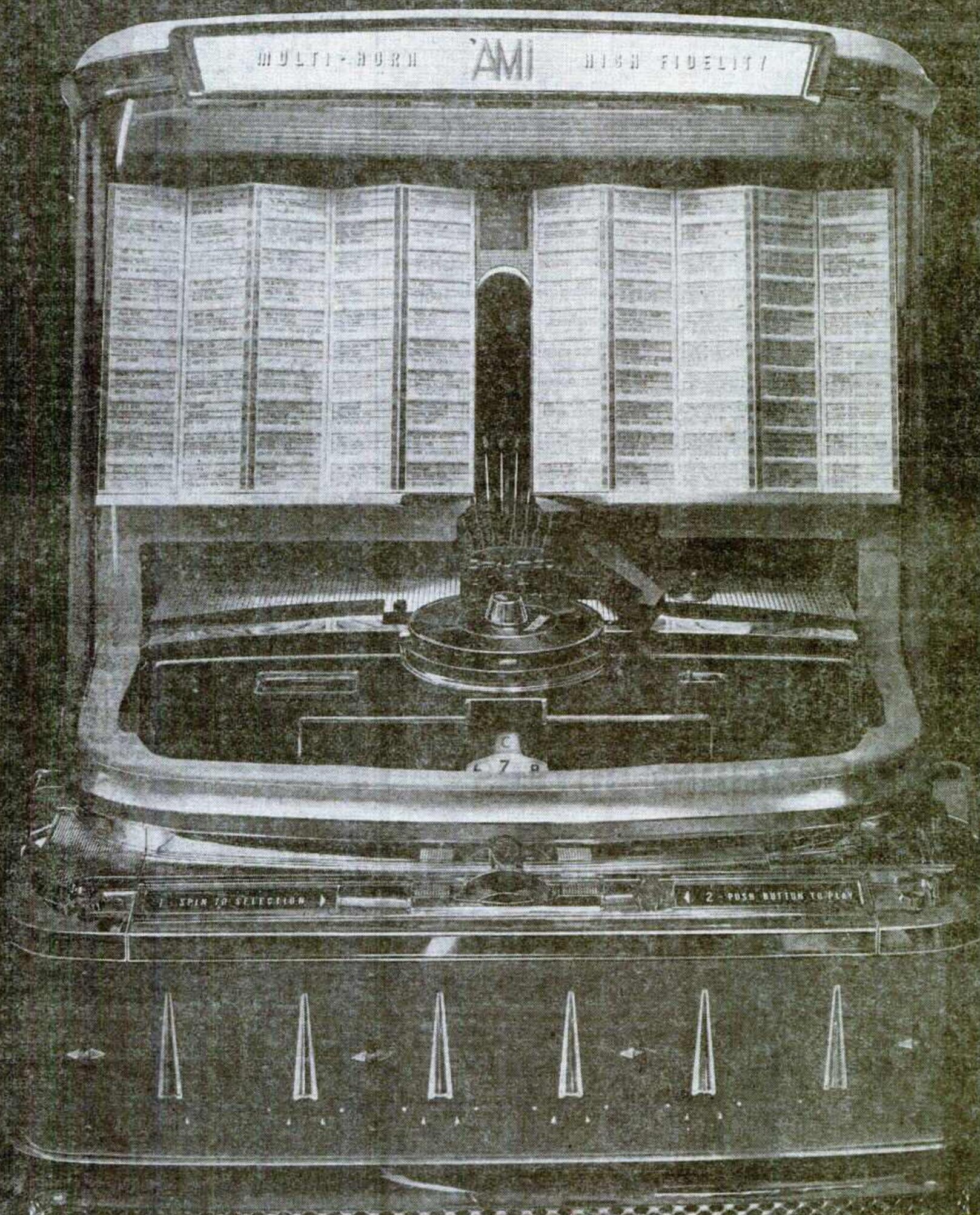
Kaner is well known both to MOA convention-goers and to readers of The Billboard. He has appeared on the convention program (Continued on page 90)

Tower Hosts Open House

CHICAGO — Tower Distributing Company, newly named Wurlitzer distributor here, opened new offices and showrooms to the public with an open house held Saturday thru Monday (15-17) here.

The quarters, completely remodeled by the firm, give them approximately 10,000 feet of floor space. The showroom itself is perhaps the largest single area, covering some 3,000 feet, and is completely enclosed by glass, fronting on two sides at 1725 Division.

The firm also has a complete parts set-up and is in the process (Continued on page 90)



THIS YEAR'S MODEL AT 1953 PRICES . . . the AMI I-200M juke box. That's holding prices at 1953 levels! And you get *more* for your money—a 200-selection juke box for the same price as the 120-selection machine of 5 years ago. *Plus* sleeker styling . . . superb sound . . . less servicing.

What are you waiting for? Call your AMI Distributor *now* . . . and start figuring up your profits.

AMI Incorporated 1500 Union Avenue, S. E., Grand Rapids 2, Michigan • Chicago • Geneva

Launch Crash Drive To Fatten MOA Kitty

CHICAGO — MOA will launch a new membership program with a dues schedule that will increase dues for all except one-man operations.

The program, designed to raise much-needed funds, is slated to get under way December 1.

The program calls for annual dues of \$10 for each male employee of an operating company member, non-participating memberships of \$2.50 annually for juke box location owners, and a team of association representatives to sign up additional operator memberships.

MOA's board of directors last week in Chicago voted to amend the association's bylaws to provide for the \$10 annual fee for each male employee of an operating company. No change was made in the \$25 annual dues for the head of the operating firm. Under the change, an operator with two male employees (regardless of their job classification) would pay annual dues of \$45, of which \$25 is for himself and \$10 each on his two male employees. No dues will be

collected on female employees. Life members will not pay the \$25 dues, but will pay the \$10 dues on each male employee.

In changing membership dues, the board follows a pattern set by other national associations. All except two board members enthusiastically supported the plan as being a fair and equitable way of increasing MOA revenue. The two who did not believe it would be better to simply raise the dues for all operators.

The board felt that operators would understand the necessity of increasing revenue to enable MOA to carry out its fight against a change in the Copyright Act and to provide for additional association services. The board was unanimous in agreeing that more revenue was needed.

"Booster" memberships for location owners at \$2.50 annually is the second part of the program. Location owners will receive a membership card and a certificate, and will be classified as non-participating members. As such, they will have no voice in MOA, but they receive regular bulletins from MOA on the status of copyright legislation. Thinking behind the move: Location owners have a definite stake in the outcome of the copyright legislation and will feel the economic pinch, along with the operator if the juke box exemption from paying performance fees is removed. They should therefore contribute—if only a token amount of \$2.50—toward defeating it, reasoned the board.

George A. Miller, MOA president, explained that under the plan operators are to tell their location owners of the whole MOA

WURLITZER SKEDS DISTRIB MEET IN MIAMI

MIAMI — Wurlitzer distributors will gather in Miami this week for a two-day sales meeting to be held Friday and Saturday (21-22) at the Carrillon Hotel.

Altho there is no confirmation from Wurlitzer officials, such meetings are usually held to acquaint distributors with new equipment to be introduced.

revenue program and are to sign up each location owner on an individual basis, sending their names and addresses to MOA headquarters, along with their first year's dues. In practice, location owner and operator would probably decide to take the membership dues off the top of juke box collections.

In addition to these moves, MOA will also name three men initially to secure additional memberships. Miller said he would name these men within the next few weeks. The board also approved Miller naming as many more men as necessary—up to 10—to sign up new members.

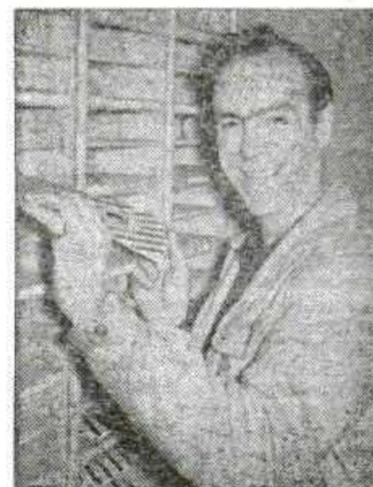
Miller said that he already has three men in mind for the jobs and that they are already active in juke box operator association work on either a State or local basis. One each will be named to handle Texas, Louisiana and the "Eastern States."

The membership representatives are to be given a drawing account and to be paid on a commission basis.

Miller explained that the need for increased revenue is great and that "a total effort to raise money was essential in order to provide for the copyright battle and for extra services MOA will provide in the coming year."

Tune Talk . . .

Marino Pieroni, route-man for Chicago's B & B Novelty Company, tells what records he is putting out this week.



the picks

World Outside, Four Coins (Epic)

"A large percentage of my stops are taverns and lounges that cater to a younger crowd—fellows and gals in their 20's. Here's a song that should appeal to them. It's a nice danceable tune—taken from the Warsaw Concerto, as a matter of fact. The background and words are excellent. A song the Four Coins needed to be on top. I heard the tune several weeks ago—started getting some requests—and finally bought it last week."

Lonesome Town, Ricky Nelson (Imperial)

"I bought the artist on this one. When I first heard it, I liked the tune, but it was Nelson's name that sold me. He's going very strong with the younger people now, and with my type of 'youth locations,' this means a lot. It's a good, slow sentimental tune, danceable and mellow. It might even go with the older people, but nowhere near as much as with the young romantics."

the buyer

Short, slim Marino Pieroni is a small bundle of dynamite at Bert and Vic Bondioli's B & B Novelty Company in Chicago. Working five days a week and coming in on the sixth to "look things over," Marino's eyes light up and his face breaks into a wide grin whenever the subject of music comes up. He's been with the Bondioli organization since 1947, when he originally came because of being bored and "hemmed in at the sheet metal plant where he worked. "I wanted to work outside," he says, "and since I've always been interested in music, this job seemed a natural. When I heard of the opening I applied, and have been here ever since." Learning the business from the ground up, Marino today has complete charge of B & B's large 10,000 record library, in addition to buying disks for his own route. A graduate of Lane High School, Marino is an avid sportsman in his free time—bowling twice a week and rooting for his favorites, the Chicago Bears.

"Tune Talk" is a special feature for juke box operators. Each week The Billboard interviews a different juke box operator or route recorder to find out what records they are putting out on their route this week, and why.

WURLITZER MOVE

Sandy Moore Takes Over Philly Territory

NEW YORK — The Billboard has learned from unimpeachable sources that Sandy Moore Distributors, Wurlitzer outlet for the New York metropolitan area and Long Island, has been granted the Wurlitzer franchise for Eastern Pennsylvania and South Jersey, replacing Jo Ash of Active Amusement, Philadelphia.

The addition of the Philadelphia franchise makes Moore one of the largest distributors in the nation and gives him the country's largest territory in terms of population.

Moore's rise in the industry has been meteoric. A couple of years ago he bought an interest in the New York Wurlitzer distributorship, operated at that time by Joe Young. Last year he bought out Young's interest. His Suffolk-Nassau Amusement operation of some 2,000 pieces is also one of the largest music and game operations in the country.

Ash, a veteran Philadelphia coin machine distributor, has the Gottlieb game franchise for the area and is expected to continue as a

major force in the distribution and jobbing of amusement games. At presstime, none of the principals could be quoted, but it is expected that complete statement from all will appear in the next issue of The Billboard.

The announcement of the Moore office set-up and personnel for the Philadelphia distributorship is expected to be made in the next week or two.

Al Bloom, Veteran NY Operator, Dies

NEW YORK — Al Bloom, 65, an operator in the New York area for 25 years, died here last week after a brief illness. He leaves a widow, son and daughter.

Bloom was a charter member of the Music Operators of New York and served as secretary of that organization. Until a year ago, he operated under the name of Speedway Products. He sold his operation to Sam Morrison and Steve Tarzanin.

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BUY
WURLITZER**



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with

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The World's Leading
COIN MACHINE BUYERS**

The Billboard International



SPANISH



GERMAN



FRENCH

Sell the men your salesmen are seldom, if ever, able to see. When you advertise in The Billboard International you talk directly to 7,500 of the world's most influential manufacturers, distributors, buyers, sellers, importers, exporters, and users of coin-operated juke boxes, amusement games, vending machines and phonograph records.

The Billboard International, printed in German, French, Spanish, and English, is published every other month and is circulated in more than 120 countries throughout the world.

The Billboard International advertising salesmen will be glad to help you or your advertising agency prepare advertising. He will, also, be glad to furnish whatever information you need.

Advertising deadline for January, 1959, issue is December 12. Get your copy in early.

THE BILLBOARD INTERNATIONAL

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Rock-Ola Distributors Unveil New Line to Ops

St. Louis Ops See Rock-Ola

ST. LOUIS—The J. Rosenfeld Company here displayed the new line of Rock-Ola phonograph machines at a special showing for operators and servicemen November 8 and 10 in the showroom at the company's headquarters in the west central section of St. Louis. The show continued thru the following Saturday when open house was held by the company.

About 200 operators, servicemen and their wives viewed the display during the special showing, which was open from 9 a.m. to 6 p.m. both days. They were served a buffet meal and refreshments.

Hosts

On hand to greet the group of visitors were members of the firm's staff, including Jack Rosenfeld, Jack Gorelick, Milton Schraier, Carol Myrek and Joe Gude, of the service department, along with

Rock-Ola representative Kurt Kluever.

The display included machines in the Tempo 120 series, Model 1468 ST Stereophonic Fidelity and Model 1468 Monaural Hi-Fidelity phonographs with 120 selections each, and the Tempo 200 group, Model 1475 ST Stereophonic Fidelity and Model 1475 Monaural Hi-Fidelity phonographs with 200 selections each.

Oakland Ops See Rock-Ola

OAKLAND — Overland Music, Inc., newly named Rock-Ola distributor here, started business off with showings of the new stereo and monaural Tempo lines last week (2-8).

Special printed invitations were sent out to the surrounding area trade, with approximately 30 operators plus guests and employees attending the unveilings, and par-

taking of cocktails and a buffet dinner.

Jack Barabash, Rock-Ola factory representative was on hand to explain details of the line.

On hand from the Overland organization were: Ben Murillo, president and sales manager; Fritz Althaus, secretary - treasurer; Don Martinelli, director; Alex Ferrero, director; Jerry Wilson, business manager and Don Howry and Wally Nielsen of the service department.

Laymon Hosts Coast Trade

LOS ANGELES — Operators in and around the Los Angeles territory saw the new Rock-Ola stereo and monaural lines during a week-long showing (3-9) held by Paul A. Laymon, Inc., distributors here.

The affair had all the earmarks of a festive celebration with the showrooms filled with flowers, pennants and other display material emphasizing the new stereo concept. Refreshments were served throughout the affair.

Hosting the event were Edward S. Wilkes, James R. Wilkins, Charles B. Daniels, Noel (Red) Creswell, Don Peters, Russell Early Eugene Hix, William Fritz and Mr. and Mrs. Paul A. Laymon.

The Rock-Ola factory was represented by Jack Barabash.

Branson Show In Louisville

LOUISVILLE, Ky. — H. M. Branson Distributing Company hosted approximately 100 operators and guests during week long showings held on the new Rock-Ola stereo and monaural lines November 2-8.

Hosting the event were Hy Bran-

(Continued on page 88)

United Ships New UPB-100 to Distribs

Firm in Limited Production, Increasing Slowly; Will Name More Distribs: Mitnick

By NICK BIRO

CHICAGO — United Music Corporation last week began making sample shipments of their new UPB-100 phonograph to distributors. The first rolled into limited production of the new model two weeks ago, and plans to be increasing their output steadily, according to UM head Jack Mitnick.

Mitnick also said a number of new distributors were to be added, with the announcement coming shortly.

United also launched a mailing describing their new line to operators. The literature, an attractive four color, six-page folder describes the phonograph plus accessory parts available.

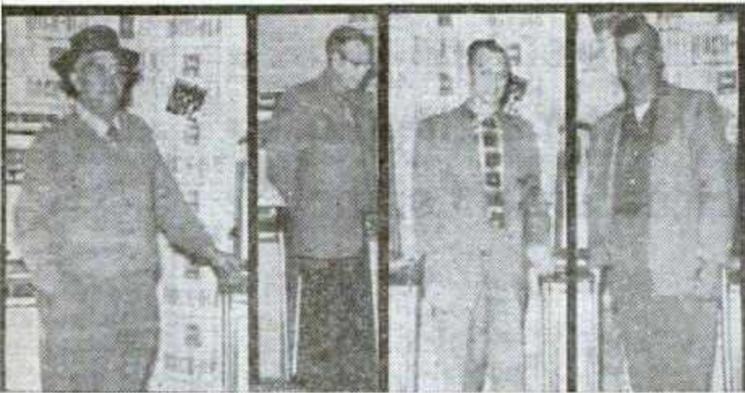
The UPB-100, first introduced at the recent Music Operators of America Convention last spring, was the second yearly model since

United entered the phonograph business. It features a completely redesigned cabinet plus mechanical refinements (The Billboard, May 12, 1958). The unit comes in five colors—ebony, aqua, coral, platinum and gold.

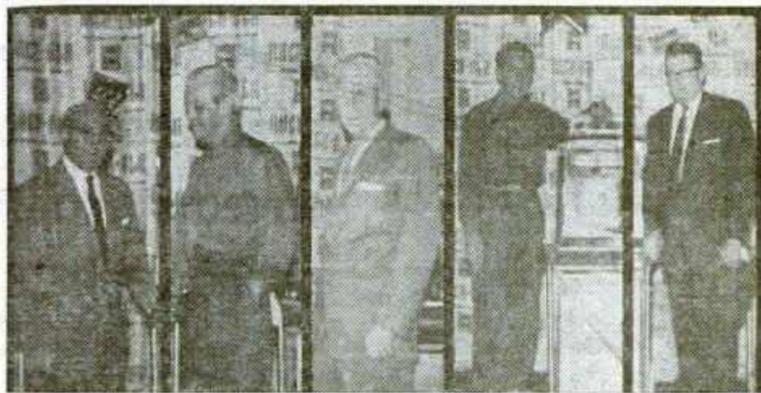
United has also added a wall-box with the same two-knob dial selection as on the phonograph. Wall box signals are sent direct with no stepper or adapter.

Also shown are a hide-away unit; wall, ceiling and corner speakers; a clamp bar adaption for the wall boxes, and United's new play stimulator which can be set to automatically play a record in 20, 40 or 60-minute intervals.

Phonograph dimensions are 53 inches high, 35½ inches wide and 27½ inches deep. Net weight is 310 pounds. The hide-away measures 38 inches high, 36 wide and 27 deep.



OPERATORS AT THE SHOWING of the new Rock-Ola line held by H. M. Branson Distributing Company last week: (l. to r.) Carl Schmid, C & C Amusement Company; Joe Snyder, Active Novelty Company; Earl Abrams and L. E. Trayner.



AT BRANSON DISTRIBUTING COMPANY showrooms operators view the new Rock-Ola line: (l. to r.) H. M. Branson; Tom Boyd, Boyd Music Company; E. V. Bryant, Bryant Music Company; G. K. Brawner and Sam Catlett.

TOGETHER ... they provide beautiful music!

a United operator

a United phonograph

a busy location

Write for details about the world's finest coin-operated musical instrument dramatically styled by **RAYMOND LOEWY** world famous designer

UNITED PHONOGRAPH MODEL UPB-100

UNITED MUSIC CORPORATION
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CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP

THE BEAUTIFUL NEW

ROCK-OLA

Presents the Only Completely Flexible "All-Location" Stereophonic Sound System

- 

1 Only with **ROCK-OLA STEREO** can the stereophonic speakers be placed in the best position for authentic stereo within the location completely independent of the phonograph.
- 

2 Only with **ROCK-OLA STEREO** can the phonograph be placed in the best position within the location to attract customer play. Thus assuring top earnings.
- 

3 Only **ROCK-OLA STEREO** gives full range, hi-fidelity, stereophonic sound through the use of 12" woofers, plus heavy duty hi-frequency compression driver horns in acoustically advance-designed enclosures.
- 

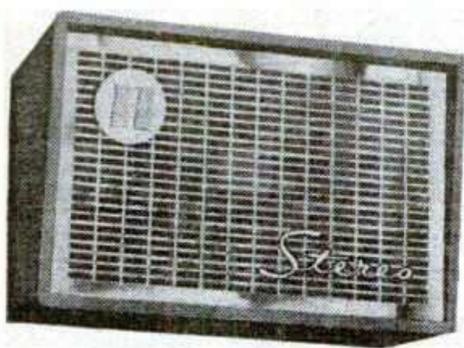
4 Only with **ROCK-OLA STEREO** can you have authentic stereophonic sound in more than one room within a location completely independent of the phonograph.
- 

5 The **ROCK-OLA STEREO SYSTEM** is completely compatible for use for both stereo and monaural hi-fidelity records.

See and Hear the New Rock-Ola

Tempo at your

Rock-Ola Distributor today



ROCK-OLA
SETS THE
STEREO
tempo



The ROCK-OLA StereoTwins
... Acoustically Balanced

The ROCK-OLA StereoTwins
offer complete flexibility of
location installation

Model 1475ST ...200 Selections

Model 1468ST ...120 Selections



ROCK-OLA also provides the Model 1475 and
the Model 1468 in the finest Monaural Hi-Fidelity

ROCK-OLA MFG. CORP.
800 No. Kedzie Avenue
Chicago 51, Illinois

All Types of Pins On Michigan Routes

Most Areas OK Free-Plays; Five-Balls Heavy in South Areas, In-Lines Up-State

By HAL REVES

This is the first in a series of articles on pinball operations thruout areas of individual States.

MICHIGAN — The pinball situation in this territory ranges from zero to confusion, basically because of different regulations between the various municipalities and local units of government.

In Detroit pinballs are strictly out, as they have been for a dozen years or more, and Detroiters have generally forgotten what this kind of machine looks like. A few games are allowed, but they are carefully

scrutinized and controlled, and the situation in Detroit is not considered typical. In surrounding suburbs the general tendency is to ban the pinballs also, but there are exceptions, and as the area widens across the State, the confusion between local regulations increases so that only an exhaustive analysis of each community could give a clear picture. Moreover, it is apparent that regulations change from time to time, as new ordinances are passed, or different interpretations placed on the existing law by various authorities. Significantly no recent court cases affecting pinballs are reported.

In the Southern part of the State generally, where they are allowed at all, the five-ball (novelty) game seems to be the admitted type, but this is not entirely true, and the one-ball, as it is generally called here (in-line or bingo type), is found considerably further up-State. Free play, it is reported, is allowed generally in the State, but not in some towns and areas, and sometimes with in-line and sometimes with five-ball types.

(Continued on page 87)

Chi Coin Names Art Weinand to Top Sales Post

CHICAGO — Chicago Coin Machine last week named Art Weinand director of sales. Weinand now heads the firm's sales staff, and with Mort Secore will handle coin machine sales for the company. Both Weinand and Secore are slated to travel extensively.



ART WEINAND

Weinand has been active in the coin machine field for over 22 years. His most recent sales post was at Williams Manufacturing Company, where he served as sales manager from March, 1955, until May of this year.

Before his tenure with Williams, Weinand was general sales manager and later vice-president of Exhibit Supply, where he spent three years. Earlier, he was vice-president in charge of sales for Rock-Ola Manufacturing Corporation.

CHI COIN GAME:

Rebound Shuffleboard Play on Compact Table

CHICAGO — Rebound Shuffle, Chicago Coin Machine game shipped this week, features a compact shuffleboard table with play from one end only.

Two or four players compete on the game, rebounding shuffle puck shots off arched cushions at far end to score in numbered areas at shooting end.

Game is set for twin dime play, with each player or team getting eight shots per frame. Operator can make simple jack adjustment under playfield to set game for four, five, six, seven or eight frames per 20 cents.

One team or player shoots red pucks, the other, yellow.

Players shoot four pucks from one side (the playfield is split at players' end by a dividing strip), then four from the other. Scores are made as in regulation shuffleboard, with player getting puck nearest the end of board netting all points in each four-shot set. Scores are racked up manually by moving red and yellow buttons over scoreboard.

Anti-Cheat Feature

At end of allotted frames, a bell rings and metal pins automatically pop up in front of cushions, preventing players from rebounding pucks, and making further play virtually impossible until coins are added for another round of play. Bell rings again if players try to

force blocking pins down or pull out plug.

Rebound Shuffle cabinet is six feet long, four and one-half feet wide, providing 12-foot rebound shots (six feet each way). Table lamp is set on rod extending from playfield dividing strip. A T-square is standard equipment with game used in measuring close shots. Table top opens to provide access to simple electrical mechanism within. Playfield is Formica, with screened numbers and instructions.

According to Chicago Coin, Rebound Shuffle, as a "low price" game, complements the firm's new line, teamed with the higher-priced Twin Bowler game.

Indy Senate Switch May Affect Pins

INDIANAPOLIS — An eight-year movement against pinball machines may have been brought to an end with the defeat of State Senator Thomas C. Hasbrook, Republican of Indianapolis, in the Democratic avalanche of November 4. At the same time, the election of Mayor Phillip Bayt, Democrat of Indianapolis, as Prosecuting Attorney of Marion County (Indianapolis) may have given the movement a leader no less dedicated and resourceful.

Yet analysts attuned to legislative and political sentiment predict that for the first time in a decade payoff pins will cease to be a major legislative issue in the 61-day session of the Indiana General Assembly and that pending final adjudication of the laws passed in 1955 and 1957, which are still under challenge in a score of Indiana courts, the character of enforcement will remain unchanged. With the Democrats enjoying an overwhelming majority in the House of Representatives and only a scant few votes behind in the Senate, the legislature convenes on January 9.

Hasbrook, a blinded veteran of World War II, entered the Assembly in 1951 as a member of the House. With promptness, he succeeded in raising pinball machines as a target of destruction.

At about the time that Hasbrook sought election to the Legislature, Bayt, then city controller, became mayor by succession when the city's chief executive died in office. He was defeated in 1951 when he

(Continued on page 87)

Sandy Moore Bows Shuffle

NEW YORK — Sandy Moore, local Wurlitzer distributor, operator and game jobber, has gone into the manufacturing field with a new shuffle alley, already in production.

The unit, which sells for about \$600, is called the Sandy Moore Deluxe Jumbo Shuffle Alley. Feature of the game is the speed control unit which gives the player extra points if he slides the puck at the proper speed—not too fast nor too slow.

Gabe Forman, company executive, said that the machine is cur-

Games in Shipment Boast Big Variety

CHICAGO—More than 30 new coin amusement games are currently in shipment by manufacturers, representing what may well be the biggest number and greatest variety of models yet marketed in any one period.

The 30 games include at least 15 distinct varieties of standard and novelty machines—an average of two models per type. The current new game market, in this respect, shows a reverse trend from other periods.

Usually manufacturers have concentrated on a few strong types of games, making many models of each type. This year, however, manufacturers have shown a tendency to make many different types of games but generally fewer models of any one type. Manufacturers have also been inclined this year to keep a model on the market for a longer period of time before introducing a new model of the same type.

The turnover in new models of pool games, ball bowlers, shuffle bowlers, five-ball pins and gun games, for instance, does not approach the turnover these types incurred in most previous years. Gun game, shuffle bowler and in-line pin models are slightly ahead of last year's output, but are far below their introductions of earlier years. Other standard type games all show dips from last year's level in terms of new models introduced.

But the number of different types of amusement games now in shipment beats out any period of last year, and possibly any period

currently being sold mainly in the New York area but that distributors thruout the nation are in the process of being selected and that national distribution is expected within a month.

Forman left this week for Europe where he will spend a week drumming up business for the firm's export division.

of any year in game industry history.

Currently in shipment are the following types of games: Ball bowler, shuffle bowler, rocket-type shuffle, in-line pinball, five-ball pinball, gun, shuffleboard, bumper table pool, six-pocket pool, roll-down, golf putter, counter game, racing game, hockey, rebound shuffle, pool-shuffle.

Amusement game models now in shipment by manufacturers:

American Shuffleboard—Bumpo (pool-shuffle); shuffleboard models.

Bally Manufacturing—Beach Time (in-line pin); Lucky Alley (ball bowler with lucky strike feature); Lucky Shuffle (shuffle bowler with lucky strike feature); Star Shuffle (match play model); Spook Gun (kiddie gun); Golf Champ (golf putter).

Chicago Coin—Rebound Shuffle (rebound puck game); Players Choice (ball bowler); Twin Bowler (double alley ball bowler); Criss-Cross Hockey (hockey).

Fischer Sales & Manufacturing—Party Pool (6-way six-pocket pool).

D. Gottlieb—Contest (5-ball pin).

J. H. Keeney—Scramball (counter game).

Irving Kaye—Deuces Wild (roll-down); Ball Viewer (six-pocket pool); Super Jumbo Hockey and Super Hockey (hockey games).

Mike Munves—Bike Race (racing game).

National Shuffleboard—Satellite (shuffleboard).

Sandy Moore—Deluxe Jumbo (shuffle bowler).

Valley Manufacturing—Bumper Pool (pool); Deluxe and Special Six-Pocket (pool games).

United Manufacturing—Playtime (ball bowler); Sky Raider (gun); Niagara (shuffle bowler with speed control); Cyclone (shuffle bowler with traveling lights); Jupiter (rocket-type shuffle); Atlas (shuffle bowler).

Williams Manufacturing—Vanguard (gun); 3-D (5-ball pinball).

CUTS COSTS

Glass Dept. Speeds Up Repairs

DENVER — American Amusement Company in suburban Aurora here maintains its own complete glass department, saving considerably in glass replacement costs on games and juke boxes.

The special department also makes it possible for the firm to reuse glass from one machine in another.

Instead of ordering glass cut to size, as is the usual case, owner Jack Arnold has simply bought a lumber-yard type of glass bin which maintains six basic sizes of single and double weight glass, answering almost all needs.

Bought in large quantities and at low cost, the glass is simply cut to size for replacement, changes or repairs, right in the shop. A gadget devised by shopman Mert Lindsey is used to do the cutting. Even glass sections with sharply curved edges, such as were used in many phonograph models, can be quickly and economically produced.

Williams Ships 3-D, Number Knockout Pin

CHICAGO — Williams Manufacturing Company last week shipped 3-D, a new single-player five-ball pin game featuring the number-knockout play system.

The game has easy-to-understand play action, with player shooting to knock out all lighted bumpers to make top scores.

Knocking out bumpers numbered 1 to 7 lights up the left lane on playfield for special scores. Knocking out 8 to 14 lights right lane. All bumpers knocked out lights both lanes as well as center hole and all bumpers for special.

Backglass is designed along the 3-D theme, depicting a stageman curtain and lights. Playfield has show business decor. Game is available with twin coin chutes.

Rumor Nipped: Mondial Sole Williams Mfr.

CHICAGO—There will be no change in Williams Manufacturing Company's overseas manufacturing arrangements, Sam Lewis, director of sales, said last week. Lewis said that he is setting the record straight following a rumor that a change might be made.

Said Lewis, "Mondial (Ireland), Ltd., manufactures Williams games under an exclusive license. A rumor has reached our ears to the effect that we are contemplating a change, and that some new firm will be doing the manufacturing. We contemplate no change, now or in the future."

Pins OK in Utah Unless Gambled On

SALT LAKE CITY — Amusement pinball games were given a vote of confidence in Utah.

Atty. Gen. E. R. Callister gave an opinion that a city may prohibit operation of pinballs only if the games are used as gambling devices. The opinion was given to John O. Christiansen, Beaver County attorney.

The opinion, written by Gary L.

Theurer, assistant attorney general, points out that a 1957 opinion of the State Supreme Court held a Salt Lake City ordinance illegal because it outlawed pinballs as a general group.

Theurer pointed out that the Supreme Court held in that case that pinballs can be prohibited only if they are used as gambling devices or games of chance.

Record Trade Leaders Hear Seeburg's Stereo

Continued from page 80

list for \$100 or more is monaural.

Herrick cited a remark made by record manufacturer to the effect that "the juke box market consists of hamburger joints, and who wants to hear stereo in a hamburger joint?"

Herrick assured the record people that juke box locations consist of more than hamburger joints, and he pointed out that in some sections of the country, coin-operated music is the sole means of entertainment in restaurants and night spots.

Sustained Increase

He predicted that stereo will not merely be a shot in the arm for the juke box operator, but that it will bring a sustained increase.

Gordon pointed out that the birth of multi-selection juke boxes took place in 1948 when the public demonstrated that it would play 12-inch classical records in taverns.

He then traced the introduction of the 100-selection machine, the switch to 45's, the debut of juke box hi fi, dime play with the use of EP selections to soften the low, dual pricing, and finally stereo.

Missing Market

According to Gordon, only 20 per cent of the public plays juke boxes and added that stereo is an excellent way to reach the other 80 per cent.

He explained that in 1948 television was introduced to the general public in taverns, with the stars promoting TV to pull patrons in. This situation could repeat with stereo, he added.

He warned manufacturers to pick the cream of their records for stereo.

Sound Separation

Herrick said that sound separation is a "must" when introducing stereo to the public, explaining that most people don't have "musical ears" and that a good separation makes it apparent that what is being played is really stereo.

But Herrick said that stereo can't sustain itself artificially and that new releases must be forthcoming. He advised the record manufacturers to record all new releases in stereo, and if the release goes over a monaural, to press it in stereo.

He also advised them to make stereos of their best albums, standards, new jazz sounds and—most important of all—hillbilly, which is unavailable in stereo.

Herrick promised the manufacturers that if they inform him what stereo releases are available, he will send lists to distributors who, in turn, will inform the operators.

45 Purchase

He said that juke box operators are currently buying from 50 to 60 per cent of all 45 disks made, and their purchases of stereos could be a major factor in the record industry. He added that conversion kits

for making existing automatic equipment stereo are already on the market.

Herrick then explained the principle of the Seeburg stereo unit and played several selections which seemed to impress the record people deeply.

Representing Atlantic-New York, the local Seeburg distributor, at the showing were Meyer Parkoff, Oscar Parkoff and Murray Kaye. From the Philadelphia Seeburg outlet were Nat Solow, Bill Adair and Marvin Stein. John Superitz, Seeburg field engineer, assisted with the demonstrations.

Show Seeburg to Little Rock Ops

LITTLE ROCK—George Sammons, president of Sammons-Pennington Company of Memphis, Seeburg distributor in Arkansas, Tennessee and Mississippi, staged a showing of the new stereophonic phonographs here last week (5-6).

Sammons had with him at the two-day display in Hotel Marion an engineer from the Seeburg Corporation in Chicago, Norman Haase, and one of his own electronic engineers from the Memphis company, Don Sprouse.

Eats Provided

Sammons provided liquid refreshments and bought lunch or dinner in the hotel dining room for any of the operators who were at the showing during mealtime.

Attending were the following: Robert Kirspel, president of Kirspel-Hollenberg Music Company; Harold Dunaway, Twin City Amusement Company; Cecil Hill, Hill Amusement Company; C. W. Holmes, Western Sales Company; Andrew Cassinelli, Little Rock Amusement Company; H. G. (Dutch) Yancey, Arkansas Music Company.

J. D. Ashley, Globe Amusement Company; Pete Gurley, Ace Music Company; J. P. Willis, Ace Music Company; Buehl Wortham, Wortham Amusement Company; Robert Franklin, Southern Amusement Company; Virgil Bryan, Deluxe Novelty Company.

Indy Senate

Continued from page 86

ran to succeed himself. Democrats and Republicans regarded him as a "reform" mayor.

Then in 1955, in a sharp reversal at the polls, the people of Indianapolis elected Bayt as mayor of this city of 500,000.

As prosecuting attorney, an office equivalent to that of the district attorney in New York and to the State's attorney in Illinois, he will have vast powers to give force to his hatred of gambling on pinball machines. Moreover, again by succession, he will leave behind him in the Indianapolis city hall a mayor who shares his sympathies and antipathies.

Senate Quiz To Spotlight Windy City

CHICAGO—The spotlight will be on the Windy City when the Senate rackets committee hearings begin again.

Committee Counsel Robert Kennedy conferred for over an hour last week with U. S. Marshal William W. Kipp here in Chicago. Altho Kennedy refused to discuss the conference, he indicated it had to do with subpoenas for Chicago witnesses. Also figuring prominently in the hearings will be the New York industry (see separate story).

The committee hearings were tentatively scheduled to begin in Washington, November 20, but now appear to be pushed up to December.

Altho not officially confirmed, it was reliably learned that keen investigation interest centers around Joseph P. (Joey) Glimco, president of the Chicago Taxi Drivers Union, Local 777 and formerly a factor on the local juke box scene.

Michigan Pins

Continued from page 86

Analysis of the recent election shows little probability of change in regulations as a result of it, tho some changes of local administration in small towns may mean a switch. At the State level, Michigan has had the same governor, G. Mennen Williams, for 10 years, and he was just re-elected for another two. The Legislature is at a stalemate with a House evenly divided 55-55. With these conditions, there is no reason to expect change at the State level.

The growth of the metropolitan area—and in a smaller degree satellite areas around smaller towns—has created a whole new series of problems. In general, it appears to mean new locations and opportunities—and at the same time new schools and churches, and other factors restricting expansion. The best analysis of net results available indicates that there has been no gain over the past several years in total pinball locations despite the suburban and general population growth—in fact, a slight decline is indicated, surprisingly.

Looking at the pinball situation from the general business standpoint, it appears that operators themselves are just about holding their own in placement of machines, rather than cutting down. This is generally true, it appears, of semi-rural and small town areas alike—it is to be noted that there are no really big cities outside of Detroit and its suburban area.

Recession Effect

The recession has hit fairly hard on pinballs, just as on about every type of amusement or non-essential business. The estimated drop from a year ago is 30-40 per cent, roughly corresponding to declines in other areas of amusement spending. Operator opinion is that this will be regained when the recession is over, but it has spread outward from Detroit, which is in serious doldrums, across the State generally. Small towns and country-type locations alike are endangered by the present decline.

The best locations for pinballs today are the hamburger stands, according to Dale Sauve, of A. P. Sauve & Son, pioneer amusement machine firm. "The better type hamburger stands are the most lucrative," he cautions—not just any old type of stand. Customers are evidently becoming quite selective in the type of place they patronize and the time and money they want to spend on entertainment while in the location.

An adequate summing up of the

650 Attend MOAM 3d Annual Banquet

BOSTON—Some 650 music operators, distributors and friends from all of the six New England States gathered at the Sheraton Plaza Hotel here last week (10) for the third annual banquet of the Music Operators Association of Massachusetts.

As well as those in the music industry there were recording artists, with the record industry being heavily represented. Many in the vending and amusement games fields also attended to swell the group which was a tribute to the success of the once-small groups of music operators who started the organization which has made tremendous strides toward establishing the prestige of the industry and promoting the best interests of the operators.

President David J. Baker in opening the affair cited the achievements of the group and declared that the "presence of so many here tonight served to illustrate the strength which results from unity."

Honor Baker

In recognition of his service for MOAM Baker was presented with a Polaroid Land camera, complete with flash and attachments. Also on the receiving end for good work were Dave Gropman and Ralph Lackey. Gropman served for three years as ticket chairman and Lackey was in charge of the advertising and program book. Both received defense bonds.

Guests at the head table were: Lt. Comdr., Dr. and Mrs. H. H. Hayes. Dr. Hayes gave the invocation. Attorney and Mrs. Hirsh Freed, Mr. and Mrs. Paul Saul Robinson, Deputy Commissioner of Insurance Mrs. Barnes and husband, Registrar of Motor Vehicles and Mrs. Clement Riley, Honorable and Mrs. James F. Mahan, Attorney and Mrs. Arthur Sherman, Honorable and Mrs. John E. Powers, Mr. and Mrs. Ben Ross, Mr. and Mrs. Israel Spector, Honorable and Mrs. Frank Foster, Mr. and Mrs. Ralph Lackey and Mr. and Mrs. Dave Gropman.

All of the juke box distributors were represented and were accompanied by members of their office and sales forces. Anthony Grazio headed the group from Atlas Distributors, which included Mr. and Mrs. Walter Barber, Mr. and Mrs. Paul O'Brien, Mr. and Mrs. William Ranalli. David Shuman, Gerald Vadeboncoeur from AMI and Lee Jenkins from Continental.

Guests

Associated Amusements, Inc., was represented by Edward Ravreby and Mrs. Ravreby and Mr. and Mrs. Richard Mandell. From Trimount Automatic Sales Corporation were Mr. and Mrs. Irwin Margold, Mr. and Mrs. Marshall Caras, Mr. and Mrs. Dan Brown and Mr. and Mrs. Dave Riskin. From Redd Distributors were Earl Schultz, Ralph Fenner and Chick Morrow.

Also attending were operators of the one-stops, Mr. and Mrs. Jerry Flatto, Mr. and Mrs. Dick Mitchell and Mr. and Mrs. Jack Sager.

Among record distributors were: Columbia, Ed Masterson, Bob Messenger and Arnold Fuld; Decca, Allan Ross, Mel Robrish; Mercury, Chet Woods, Paul Maggid; Dumont, Don Dumont, Bob Levenson; Moe Shulman of Roulette; Charlie Schick of Epic; Music Suppliers, Harry Carter, Harry Weiss and Gordon Dinersten; Mutual, Frank Holland and Gordon Dickey.

Stageshow

Serving for the third year for the gala stageshow was Jerry Flatto of

present pinball situation as it looks to the intelligent and informed operator was voiced by Dale Sauve: "Every year operation is becoming more difficult because of increasing restrictions. The operator must become more enterprising and merchandising-minded, and diversify his operation."

Boston Record Distributors. The big stageshow featured the Lanes, Lee Stone, Beverly Ross, Tommy Edwards, Ray Riggs, Jimmie Clanton, Joanne Campbell, Lou Monte, Della Reese, the Cadillacs, Coby Dijon, the Barons, Roy Hamilton, Kathy Linden, the Kalin Twins, Jimmy Bowen, the Kanes, Steve Karman, Nick Noble and Eddie Tullock.

Door prizes consisting of a hi-fi set, record cabinet and albums were won by lucky ticket holders.

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Branson Showing

Continued from page 83

son, Gil Brawner and Howard Miller—all of the Branson organization. The showrooms were decorated for the event with special stereo styled posters. Refreshments were served thruout.

See Rock-Ola At Calderon

INDIANAPOLIS — Some 200 operators and guests attended the showing of the new Rock-Ola line at Calderon Distributing Company here, November 2-3. Showing was held in the Calderon display room, with the premises gaily decorated symbolizing the stereo principle.

Refreshments were served thruout the two-day affair. Hosting the event were Calderon personnel: Albert Calderon, John Reynolds, Robert Reynolds, Howard Henrix and Mary Wrennick.

World Wide Shows in Chi

CHICAGO—About 250 operators from in and around the Windy City filled World Wide Distributors, Inc.'s showrooms last week (3-8) to see the new Rock-Ola stereo and monaural Tempo line.

The week-long open house, with refreshments served thruout, was hosted by World Wide personnel: Allen J. Stern, Joel Stern, Leonard Micon, Fred Skor and Sam Diepiro, service manager.

Name Planners

Continued from page 80

charge of over-all planning. Here are the names of the committees, their chairmen and members:

General convention: George A. Miller, MOA president, chairman; John Wallace, Oak Hill, W. Va., and Norman Gefke, Sioux Falls, S. D., assistant chairmen. Members: Martin Britz, Great Falls, Mont.; Harry Snodgrass, Albuquerque, N. M.; James Tolisano, Hartford, Conn.; Clint Pierce, Brodhead, Wis.; Harlan Wingrave, Emporia, Kan.; Larry Marvin, Sacramento, Calif.; Howard Ellis, Omaha, and Ted Nichols, Fremont, Neb.

Reception: Lou Casola, Rockford, Ill., chairman (members yet to be named).

Publicity: Miller, chairman; Wingrave, vice-chairman. Members: Gordon Stout, Pierre, S. D., and Jake Friedman, Atlanta.

Exhibits: Marvin, chairman; Ralph Ridgeway, Springfield, Mass., vice-chairman. Members: Pete Weyh, Havre, Mont., and Casola.

Program: Tolisano, chairman; Britz, vice-chairman. Members: Joseph Lederman, Newark, N. J.; William Blatt, Miami; Carl Pavesi, White Plains, N. Y., and Ralph McMichaels, Denver.

Registration: Pierce, chairman; Les Montooth, Peoria, Ill., vice-chairman, and K. A. Cormney, Richmond, Ky.

Banquet tickets: Ellis, chairman; Jim Hutzler, Martinsburg, W. Va., vice-chairman, and Al Denver, New York.

Entertainment: Snodgrass, chairman; Gefke, vice-chairman, and Bill Hullinger, Delphos, O.

Membership: Nichols, chairman; David Baker, Arlington, Mass., vice-chairman. Members: Joe Silla, Oakland, Calif.; Frank Fabiano, Buchanan, Mich.; Lloyd Cramer, Ottumwa, Iowa; Max Hurvich, Birmingham, Ala., and Vic Osterger, Gary.

Finance: Britz, chairman; Lew Ptacek, Manhattan, Kan., vice-chairman, and Wingrave.

Chairmen are scheduled to meet with Miller two weeks before the convention opens to finalize plans.

BULK BANTER

Continued from page 78

they are even considered. A basic assumption of bulk vending is that the best location should be a permanent one. It takes time to find a location, and it takes time to move machines from one place to another. Also, bulk vending products tend to be staple merchandise, which means that there is no inherent need for relocating machines.

But does an ideal location always have to be permanent? Aspects of the current trend in bulk vending toward multiple installations and high-traffic locations suggest possibilities that should be considered before drawing hasty conclusions. Special displays of merchandise in supermarkets account for a considerable percentage of store income. Promotions of canned goods, for example, do remarkably well for short periods of time. This type of merchandising is so important that considerable time and effort is devoted to promotions of different kinds of merchandise in a supermarket.

Can there be any relation here to bulk vending? One thing that immediately comes to mind is the physical layout of these promotional displays. Very often canned or boxed goods, for example, are arranged in a cylindrical form. This "stack" of goods is typically placed in the aisles where customers can't help but notice them. The lower promotion price is not the sole reason these goods sell—the massed effect of a special display is also important.

A number of years ago, a bulk vending manufacturer brought out a multiple installation of four machines that formed a rectangle

which rotated on a base. Machines could just as easily be stacked three-high in such rectangular or similar form and put on a permanent base. A wide variety of merchandise could be offered. This would also produce a massed effect, which has proved time and again a potent sales puller. Set in an aisle, the installation could be a special promotion in itself. It would also present a unified appearance from whatever angle viewed, an element important in this type of display in supermarkets.

If sales were high enough, would not have to be on location permanently to realize enough earnings to compensate for the time and trouble of getting the location. As a matter of fact, arrangements might be made to shift this battery of machines to another supermarket in the chain. In its place, an operator might install a more modest small battery of machines. Such a plan could work very well in a small chain—the battery could be consecutively shifted from store to store.

Would it be worth a supermarket's while to give up the necessary space for a specific period of time? Only inquiry can answer this question. However, commissions from bulk vending are far higher than net profit from almost any products a supermarket sells in its stores. If this positive factor is combined with high enough sales, the supermarket could be very interested in such a program. It's quite possible that a supermarket would realize more net profit from a special promotion of bulk vending than a special display of grocery products in the same amount of space.

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COINMEN YOU KNOW

New York

Members of the coin machine industry offered their condolences to Irv Holzman, United Manufacturing Company distributor, on the recent death of his father, Morris Holzman. A large delegation of local operators attended the funeral Wednesday (5).

George Holtzman, popular game operator, is home recuperating from an appendicitis operation. The former DeLores Brown, now Mrs. Al Tripo, and her husband, will be guests at a belated wedding party at the home of Mrs. Tripo's relatives in Trenton, N. J. The secretary at the Music Operators of New York and her husband had a small wedding, but the big celebration is set for Trenton, Thanksgiving Eve.

Gabe Forman, Sandy Moore Distributors, left Saturday (15) on a Sabena Airlines flight to Brussels. He will spend a week in Europe on behalf of the firm's export division.

Frank Bagozzi, Joe Bell Games, Syracuse operator, was on 10th Avenue this week. Dave Stern, Seacoast Distributors, is recuperating from minor surgery at Alexian Brothers Hospital, Elizabeth, N. J. Also recuperating from minor surgery, at Newark's Beth Israel Hospital, is Barney Sugarman, Runyon Sales.

Abe Witsen, International Scott-Crosse, Philadelphia, has just purchased two local game and music routes - 110 pieces from Mike Barnoe and another 60 pieces from Atlas Amusement. About 60 per cent of the pieces are games and the rest music.

Al Ferber, president of the game operators of New York, returned from a cruise this week. Irv Kempner, Runyon Sales, returned from the NAMA convention this week and left immediately for a sales trip to up-State New York.

Murray Kaye, Atlantic - New York, reports that some 45 operators and servicemen attended last Monday's (10) Seeburg service school. The sessions will be held for the next 10 Mondays.

Memphis

By ELTON WISEHUNT

Edward H. Newell, owner of Ormatt Amusement Company, has been elected leader of the Young People's Department of St. John's Episcopal Church for 1959. He also served in that office in 1950, 1956 and 1958. Benton Morris, Morris Music Company, at Somerville, Tenn., was in Memphis recently, saw several Memphis operators and distributors. He reported the business outlook for operators in West Tennessee was much better than earlier this year.

Drew Canale, owner of Canale Amusement Company and other enterprises, hosted a chartered bus trip for friends recently to Oxford, Miss., to see Ole Miss and the University of Houston play. Lunch and refreshments were served. A Memphis restaurant catered the affair, with Drew picking up the tab.

(Continued on page 93)

SLATE TOPS

REG. PRICE \$69.50 **NOW** BUMPER POOL, 32" x 48" \$44.50 4 or more \$42.50
 REG. PRICE \$90.00 **NOW** 6 POCKET 35" x 67 1/4" 69.50 2 or more 65.00

Bumper pool tops are covered with Imperial Rubberback billiard cloth and with Jumbo Bumpers. 6 Pocket Tops covered with Imperial Rubberback billiard cloth.

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CC Classic Bowler	550.00	VALLEY 6-POCKET POOL	
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Un. Vogue	195.00		
Bally All Star	195.00		
CC Super Frame	95.00		
CC Hollywood Bowler	225.00		
CC Tournament Ski Ball	115.00		
Bally Tournament Bowler	575.00		
		MUSIC	
		AMI H-200	\$795.00
		AMI G-200	595.00
		AMI F-120	475.00
		AMI E-80	295.00
		AMI E-120	345.00
		AMI B-45 RPM	125.00
		AMI C-45 RPM	125.00
		GUNS	
		Genco Gun Club (slightly used)	\$395.00
		Genco Circus Gun	350.00
		Genco State Fair	245.00
		Genco Super Big Top	\$295.00
		Genco Big Top	195.00
		Genco Rifle Gallery	150.00
		Seeburg V-200	\$575.00
		Seeburg M100C	410.00
		Seeburg M100BL	350.00
		Seeburg 200 Selection Wallboxes	110.00
		AMI 200 Selection Wallboxes (slightly used)	Write
		Genco Davy Crockett	\$245.00
		Un. Bonus Gun	195.00
		Un. Carnival Gun	150.00

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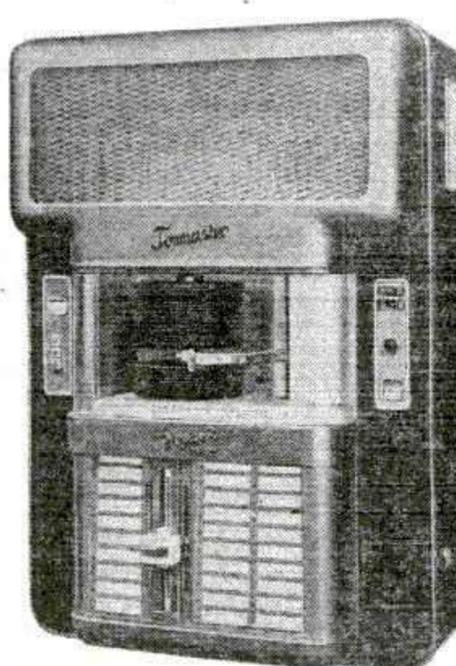
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Genco MOTORAMA \$245
Bally ALL-STAR BOWLER 175
Games' HOLE-IN-ONE 95
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Wms. JOLLY JOKER 75
Bally TARGET ROLL 195
United MIDGET ALLEY 275

BASEBALLS

Wms. SHORTSTOP \$410
C.C. BATTER-UP 375
Wms. 1957 BASEBALL 325
Bally BIG INNING 395
Wms. 4-BAGGER 225
Keeney LEAGUE LEADER 225
United SUPER SLUGGER 175

GOTTLIEB 5-BALLS

ROCKFT SHIP \$275	AUTO RACES \$165
CRISS CROSS 245	RAINBOW 155
SILVER 210	CLASSY BOWLER 145
STRAIGHT FLUSH 225	DERBY DAY 125
WORLD CHAMP 195	HARBOR LITES 125
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SAVE MORE MONEY
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Name Kaner

Continued from page 80

the last two years. This year he wrote a series of articles for The Billboard on accounting, depreciation and tax procedures for music operating companies, which was reprinted in booklet form under the title, "Money Management Tips for Juke Box Operators." This booklet will be mailed to all paid-up MOA members (see separate story).

He has spent 19 years specializing in accounting, depreciation and taxes for music operators. His accounts include the Recorded Music Service Association, the Chicago music operator association, and a number of large music operations in the city.

A certified public accountant, he is a member of the Illinois Society of Certified Public Accountants and the American Institute of Accountants. He is a graduate of Northwestern University's School of Commerce.

Contents of the booklet include a discussion of accounting systems, with examples and charts; depreciation methods, and the figuring of taxes.

Under the arrangement with MOA, Kaner will answer any question sent to him thru MOA on any matter relating to accounting, depreciation or taxes. Members should send their questions to George A. Miller at MOA's headquarters in Oakland, Calif. The questions will be forwarded to Kaner in Chicago for reply. The only purpose in having them come thru MOA headquarters is to make sure the person writing is a qualified, paid-up member entitled to the Kaner service. A member can therefore send his questions to Kaner in a sealed envelope enclosed in the mailing envelope to MOA. All questions put to Kaner for advice on individual operations will be strictly confidential between the operator and Kaner.

The accounting and tax service is effective immediately. Miller told The Billboard in Chicago last week that his office would send out a letter explaining the service in detail to all members.

Tower Hosts

Continued from page 80

of installing full shop facilities.

Carl Greene is president of the new firm, with his brother, Robert, sales manager. Harry Salat, veteran Chicago coinman, is a salesman for the firm, and Leonard Petencin, formerly with Coven Music Company, is shop supervisor.

Representing Wurlitzer at the open house was Bert Davidson, regional sales manager, and Reid Whipple, service representative.

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250 GOTTLIEB	100 WILLIAMS	150 ASSORTED
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- 2 Gottlieb World Champ
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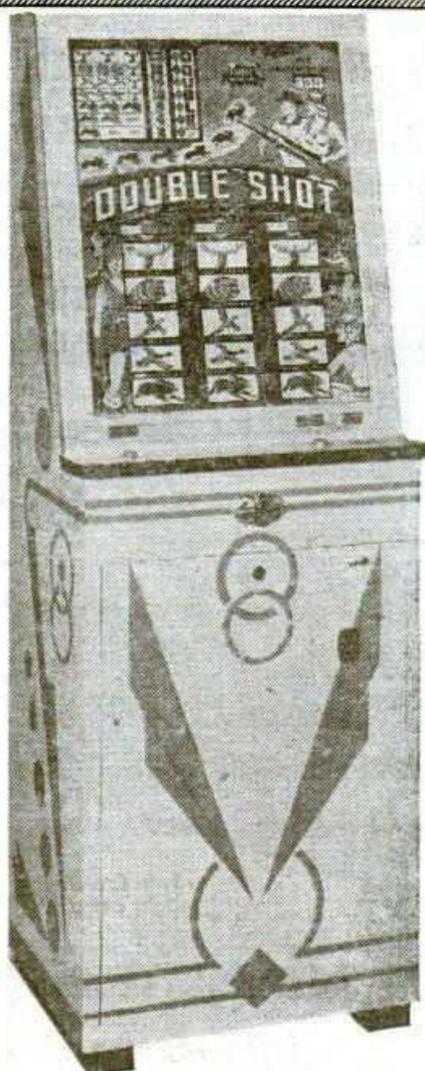
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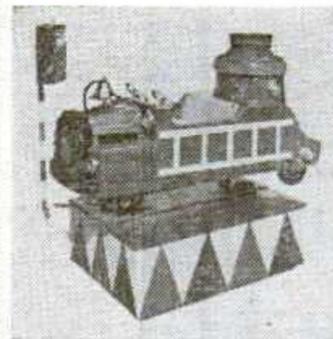
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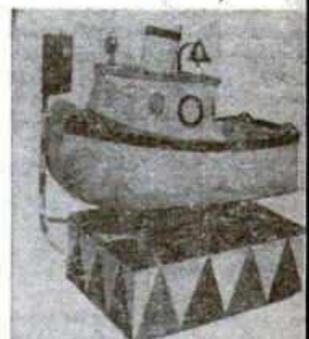


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MOA Board Takes Action

• Continued from page 80

of the tax service. Kaner's booklet entitled "Money Management Tips for Juke Box Operators," a compilation of reprints of articles on accounting, taxes and depreciation originally published in and ex-

pressly written for The Billboard, will be mailed to each paid-up MOA member. A total of 3,000 MOA mailings will be made explaining the service, of which approximately 1,200 will include

copies of the reprinted booklet. (See also separate story on Kaner elsewhere in this section.)

An all-out membership drive which will include location owners as non-participating members and which will be spearheaded by full-time representatives of MOA was also agreed upon by the board. (See separate story elsewhere in this section.)

P-R Program

A public relations program was

outlined to the board by Miller and the proposal was unanimously adopted by the board. Of course, final action on the proposal will await additional funds from adjustments made in membership dues and from location owner dues.

A public relations program was discussed by Miller and a New York firm earlier this year. It would call for both nationwide and local publicity favorable to the juke box business. Articles on both the juke box business in general and on individual firms in it would be included. Releases would be made to newspapers and magazines of both news and feature articles. Altho Miller declined to name the firm making the proposal or the amount such an initial program would cost, it is believed that the minimum annual retainer for a very modest beginning would be \$10,000. The details of a program costing this amount have not yet been worked out.

Convention Exhibits

Miller said that approximately half of the 108 exhibit booths for the 1959 convention have already been reserved by firms exhibiting last year. Convention committees were named. (See list this section.) Committee members will begin immediately to make plans for the convention. Two weeks before the convention, committee chairmen will meet with Miller in Chicago to iron out final details. However, planning of the business sessions, naming of speakers and exhibit sales will continue from now on thru March, according to Miller. Tickets for the MOA banquet are scheduled to go on sale January 1.

Miller, accompanied by his wife, left Chicago last Tuesday for Oakland, Calif. He expects to return to Chicago early in December to meet with juke box manufacturers and to work on convention plans.

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ALLEYS**

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**BALLY
BINGOS**

NEW CHICAGO COIN PROFIT-MAKERS!

**TWIN
BOWLER**
14'-18'

**PLAYER'S CHOICE
BOWLER**
13'-16'-20'

**CRISS CROSS
HOCKEY**

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NEW Games, Inc.
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Write for
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Genco CIRCUS GUN	\$350
"3-D" ARTS PARADE	295
Genco STATE FAIR	240
Genco DAVY CROCKETT	225
Genco SKY ROCKET	195
Keeney RANGER	195
Un. CARNIVAL GUN	160
Wms. JET FIGHTER	150
Keeney SPORTSMAN	145
Genco RIFLE	145
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NEW GAMES

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- Bally LUCKY SHUFFLE
- Williams GUSHER
- United ATLAS
- Bally BEACH TIME
- VALLEY 6-POCKET POOL
- Kaye COMPETITOR 6-POCKET
- Auto Bell CIRCUS DAYS
- Keeney DELUXE BIG TENT

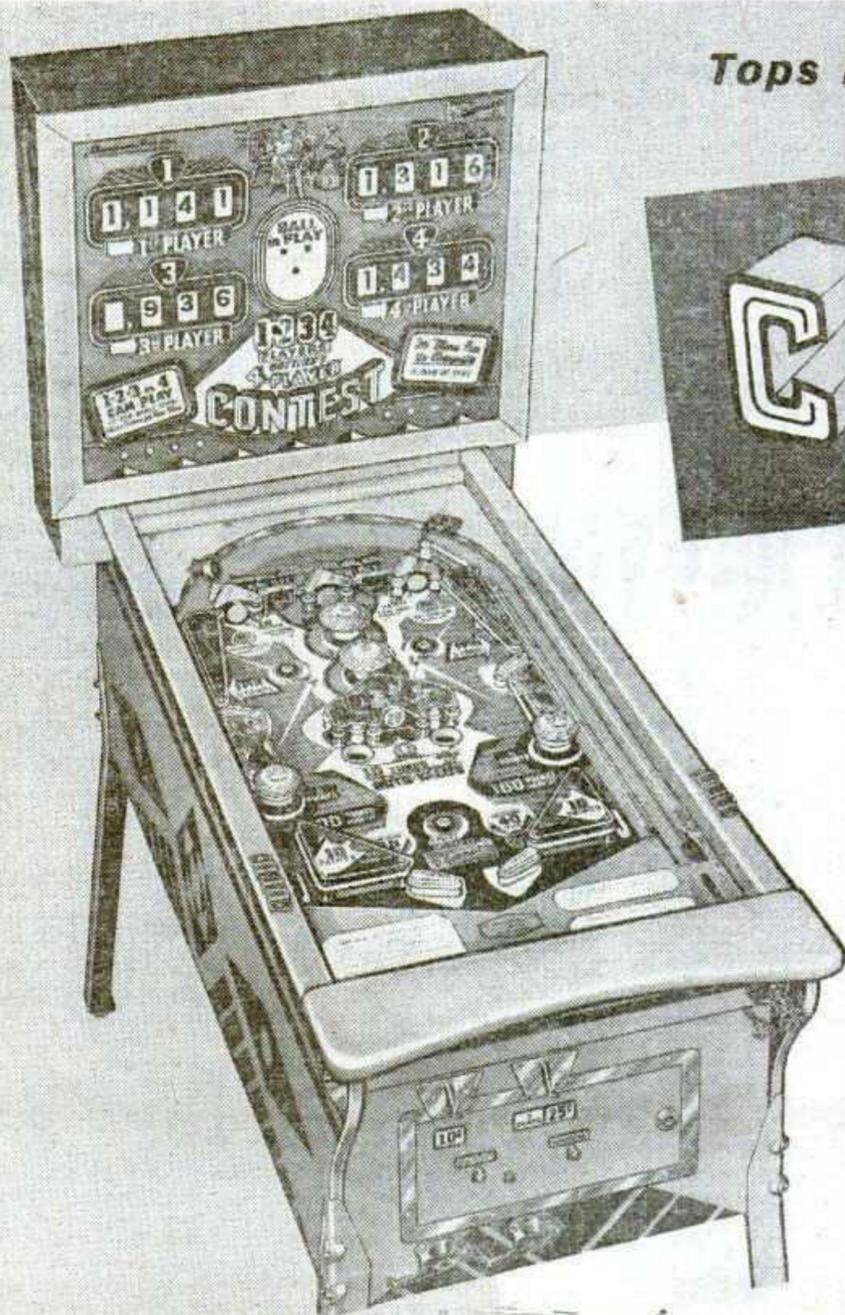
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A 4 Player Game with 4 Flippers!

Here it is Mr. Operator... another 4 player game designed to repeat the same success you enjoyed with Super Jumbo, Jubilee, Majestic and Falstaff. Attracts players year after year in all your locations. Enjoy long term profits and giant resale value... see your distributor and get CONTEST on location today!

- Popular Roto-Targets score up to 500 points
- 2 top targets score Roto-Target value when lit
- 4 contacts spin Roto-Targets
- Top center target scores 100 points
- Alternating lite rollunders turn pop bumpers on and off
- 3 or 5 ball play • Cross-board cyclonic kickers
- Two way double match feature • Available with twin chutes
- Adjustable 3-4 or 5 plays for 25c

D. Gottlieb & Co.

1140-50 North Kostner Avenue • Chicago 51, Ill.

Amusement Pinballs
as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

WANTED

Position by experienced Pin and Juke Man - 20 years on one route. Have car, tools and test equipment. Will go anywhere.

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c/o The Billboard
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ATTENTION OPERATORS!

We're Changing Our Route Equipment

Call or write for wholesale prices to the operator on 1700's, 1800's, 1900's, 2000's, 2104's, 2100's.

Unbelievable Prices!
Shopped & Ready for Location

BINGOS

Starlet \$ 85.00
Pixie 60.00
Caravan 90.00

ARCADE

C.C. Croquet Pool, New ... \$145.00
C.C. 11-Ft. Bowler 325.00
C.C. 14-Ft. Bowler 335.00
Seeburg Coon Hunt 75.00
Dale Gun 25.00
14-Ft. Bally Bowler 345.00
2-Pl. Rocket Shuffle 425.00
C. C. Classic 395.00

1/4 down, balance C.O.D.

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 North Capitol Avenue
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SEEBURG

200 H . . . \$795.00

Like New

200 (VL Receiver) .. \$595.00
(Reconditioned—Refinished)

100R \$575.00
100G 475.00
100C 395.00

WURLITZER

150 (200 Sel.) \$649.50

CIGARETTE VENDORS

**Eastern Mark 11, 22 Col.,
Reconditioned \$245.00**

**Natl. 9-Col. 25/30c
Lo Boy 97.50**
Eastern 8 Col. 49.50

See the
Seeburg 2-Channel
Stereo Phono
Now on Display

SHAFER MUSIC COMPANY

Write for Illustrated Catalog

849 N. High Street
Columbus 8, Ohio
Phone AX 4-4614

COINMEN YOU KNOW

• Continued from page 89

Allen Dixon, general manager of S & M Sales Company; Parker Henderson, general manager of Southern Amusement Company, and Edward H. Newell, owner of Ormatt Amusement Company, were seen doing a fine civic duty recently—selling tickets and taking contributions for the E. H. Crump Blind Football Game to be played November 27. All proceeds go to local blind persons. The project has been sponsored annually here for many years.

George Sammons, president of Sammons-Pennington Company, reports brisk orders on the new Seeburg stereophonic phonographs. Sammons and his partner, Cotton Pennington, staged a showing at their showroom November 19 and 20, which was widely attended.

WANTED

Experienced Manager for Music Route. References requested and other information in first letter.

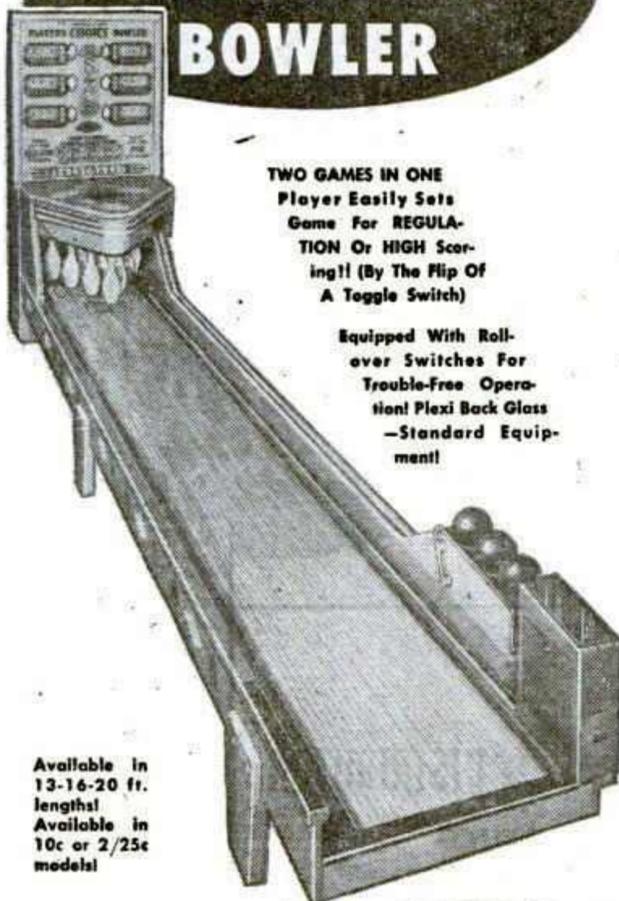
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The Billboard, 188 W. Randolph, Chicago, Ill.

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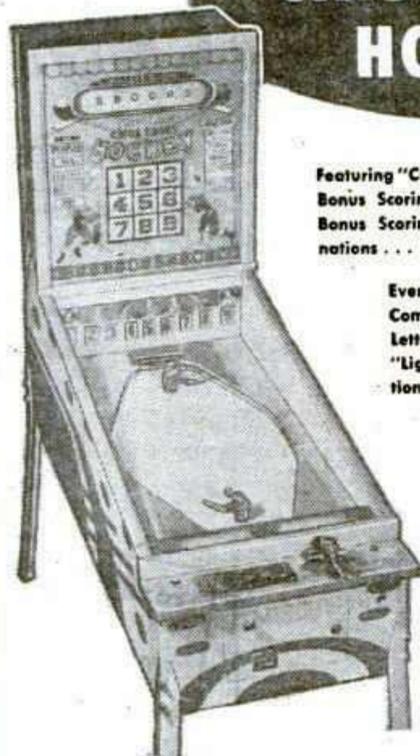


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Equipped With Roll-
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Available in
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Available in
10c or 2/25c
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Featuring "Criss Cross"
Bonus Scoring with 9
Bonus Scoring Combi-
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Every Time A Player
Completes A Card A
Letter In H-O-C-K-E-Y
"Lights-Up" For Addi-
tional Scoring!

Available in Replay or
Novelty Models! Fits
Any Type Locations ...
Size 5 ft. x 2 ft.

8 ft. Shuffle Bowler

Featuring Regulation and Flash-o-Matic
High Scoring All in One Game!

TWIN BOWLER



Now! **DOUBLE** Profits
with **DOUBLE** Play!!!

2 Players Can Bowl At The Same Time!
As Many As 8 Players Can Participate!

TWIN BOWLER is ONLY
48 inches wide and 14
ft. long! Each Lane Oper-
ates Independently Of
The Other! Game De-
signed in 3 Sections For
Easy Set-up! Available
in 10c or 2/25c model!

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REBOUND SHUFFLE

It's New!

It's Exciting!

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MAGIC SQUARES
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MAGIC LINES

"STOP AND SHOP" FOR HIGHER SCORES BEFORE 3RD, 4TH OR 5TH BALL

Get your share of the big BEACH TIME money. Get new Bally BEACH TIME at your Bally distributor today.

Bally LUCKY ALLEY

WITH NEW **LUCKY STRIKE** FEATURE
Biggest thrill in bowling!

4" RUBBER BALL or 4" HARD BALL

- Official bowling scores
- 1 to 6 can play
- Streamlined cabinet
- Quiet-roll alley
- Extra husky pins
- Protective foul-light

3 Popular Sizes
11 ft., 14 ft., 18 ft.

2 COIN STYLES
DIME-A-GAME or 2-FOR-QUARTER

SEE YOUR *Bally* DISTRIBUTOR FOR OTHER TOP MONEY-MAKERS

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MODEL T

- SPOOK GUN
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NOW.... famous **LUCKY STRIKE** feature in popular 8½ ft. SHUFFLE BOWLER

Bally LUCKY SHUFFLE

Get LUCKY SHUFFLE for your shuffle spots—and get lucky!

OFFICIAL BOWLING 1 TO 6 CAN PLAY
New streamlined cabinet
New flashy backglass
Extra tough pins
Popular jumbo puck
Speedy pin-setter
Speedy totalizers
8½ ft. by 2 ft.

For Match Model order **STAR SHUFFLE**

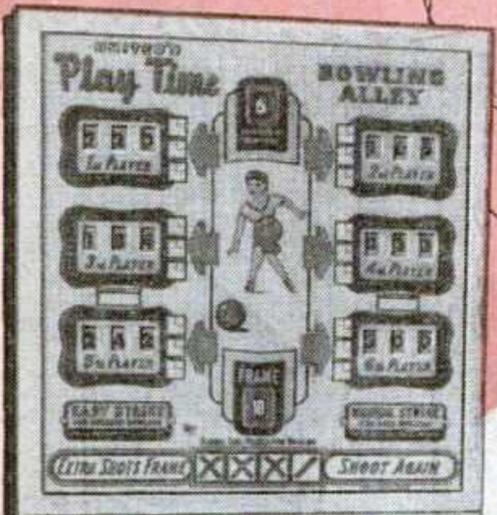
CHOICE OF TWO COIN STYLES
(1) SINGLE CHUTE—POPULAR DIME PLAY
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Playtime

BOWLING ALLEY



**new
player appeal
feature**

PLAYER'S CHOICE OF
easy strike OR
normal strike

SIMPLY PRESS BUTTONS FOR CHOICE

new look
REGULATION BOWLING
**1 to 6
can play**

**new drum units
on backglass**

INDICATE } NUMBER OF PLAYERS
AT A GLANCE } FRAME BEING PLAYED

Bonus 5th frame ADJUSTABLE FEATURE

Big 4½ inch composition ball

DROP CHUTE COIN MECHANISM WITH
NATIONAL REJECTOR ON PULL-OUT DRAWER
FOR EASY SERVICE

4 SIZES

- 13 FT. LONG
- 16 FT. LONG
- 17 FT. LONG
- 20 FT. LONG

Expandable with 4-ft. Sections

2 FOR 25¢ PLAY

Special CREDIT UNIT accepts up to
100 quarters at one time for future play



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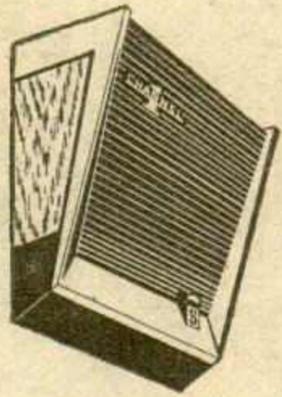
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Easily convertible to 10¢ play

Extremely Quiet Play

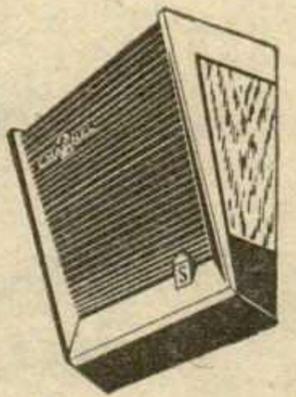


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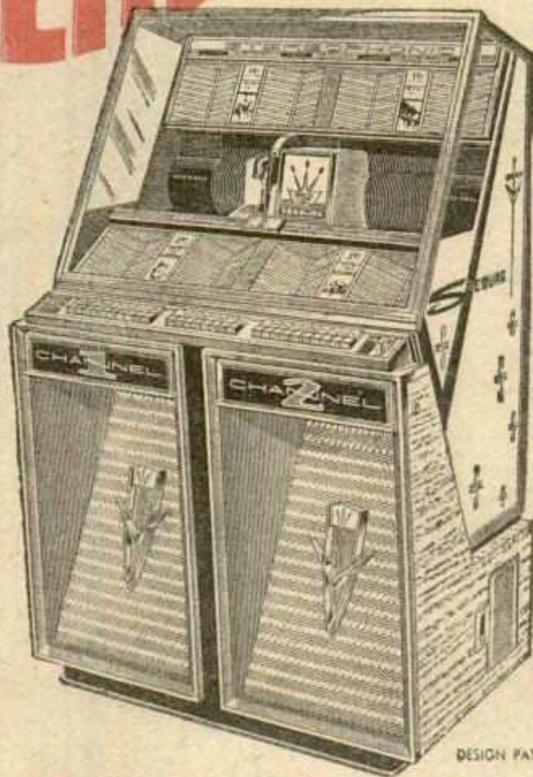
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