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5th Link Added to Storz Radio Chain

KOMA Purchase Tabs Another Milestone On Indie Operators' Success March

By JUNE BUNDY

NEW YORK — The Storz Stations' recent purchase of radio station KOMA, Oklahoma City, for \$600,000 cash, (pending FCC approval) marks another expansion milestone for one of the fastest growing, most successful indie radio operations in the country.

Altho anti-rock and-roll and "Top 40" factions have been predicting the demise of stations which play same for more than a year, the facts are that today all four Storz stations (WDCY, Minneapolis-St. Paul; WHB, Kansas City, Mo.; WTIH, New Orleans; and WQAM, Miami) are the No. 1 rated outlets in their respective areas, and all four stations chalked up record gross sales figures for July this year.

In brief, Storz radio format spotlights news (with emphasis on the local angle and human interest items) high-powered promotion (give-aways, contest gimmicks, etc.) and "consistent" record programming built around current pop singles best-sellers.

Young Todd Storz, the man behind the Storz chain's success story believes in programming "for the masses." "If the majority of the people want to hear Chinese music," says Storz, "we'll play it for them. After all, we're licensed by the FCC to serve the public and we do our utmost to give them what they want most."

Altho Storz is not "an outright champion of rock and roll, he holds no brief for the conservative element which maintains that rock and roll is strictly a teen-age fad. After all," notes Storz, "when an artist gets a hot r.&r. record, where do they book him? At local soda emporiums? No, he's booked into clubs like the Copacabana, or places like the Americana in Miami Beach. . . . How many teenagers do you find in clubs of this caliber?"

"This entire argument" continues

Reins on DJ Preferences

NEW YORK — Todd Storz considers a deejay's personal record preferences a dangerous programming guide, because they "live with pop music" and, in his (Storz) opinion, their IQ and income is usually above that of the average listener.

In line with this, George W. Armstrong, vice-president and general manager of Storz' Kansas City, Mo., station, WHB, advises his deejay staffers: "About the time you don't like a record, mama's just beginning to hum it. About the time you can't stand it, mama's beginning to learn the words. About the time you're ready to shoot yourself if you hear it once more, it's hitting the top 10."

DON'T HITCH AN ORGAN TO BEN'S KITE FOR TONE

NEW YORK — The musical world would have been better off if Benjamin Franklin had never decided to fly a kite in an electrical thunderstorm.

So says organist E. Power Biggs, who has a new Columbia Records album this week titled "The Organ" and who is heard in his own weekly show on CBS Radio.

"When you hear the difference in sound between old organs and the modern ones," he opines, "you realize how much beauty, tonal presence and articulation was lost when Ben Franklin discovered electricity."

Biggs, who taped samples of some 125 pipe organs in cities all over Europe for the Columbia album, expresses his thoughts at some length in a 39-page book that accompanies the album package, and with musical samples on the platter.

"Organs," he says, "both structurally and tonally achieved near perfection in the organs that Bach and Handel played and — if one must choose examples — the ones Arp Schnitzler built in 18th Century Germany."

Currently, Biggs is supervising the installation in Harvard's Busch-Reisinger Museum of a huge custom-made organ, built in Holland to his specifications. It is strictly a non-electric, classical model and will be heard on his CBS Radio stanzas starting in November.

New Stereo Juke Unit Hypes Stereo Singles Futures

Victor, Indies, Set for Plunge, Other Majors Conservative

By REN GREVATT

NEW YORK — When and if there is a movement in the direction of stereo single records, RCA Victor, in company with various indies, will be on the vanguard. Other major diskeries contacted this week, have shown little inclination to issue the 45 r.p.m. stereo product, for the time being at least.

Interest in the future of stereo singles was highlighted last week by the announcement of a newly designed Wurlitzer stereo juke unit. The juke trade was seen as one obvious outlet for dual track single disks. On the other hand, some tradesters indicated a belief that stereo singles, if nothing else, could become the ideal way for dealers to demonstrate stereo to inquisitive customers, without unwrapping costly stereo LP packages.

Demo Tool

Bel Canto, a West Coast tape label which recently released its original tape product in the form of elaborately packaged stereo LP's, is the first known firm to release stereo singles, for the primary purpose, according to company spokesmen, of giving dealers a demo tool. Initial response to the four disks, taken from an album by Larry Fortine and his band, was

reportedly only mild. This week, however, the company's interest has been sparked again by the announcement from Wurlitzer.

A guarded announcement from RCA Victor indicates that the company "will release stereo singles in the not too distant future." This announcement comes in the light of preceding developments which taken together would indicate that the Victor company would be represented in this field. Victor has been repped in stereo via tape, LP disks and has announced plans for a four-track tape cartridge. The firm was one of the few to plan definite releases of stereo EP's. It's logical to expect that singles, the last untapped frontier for stereo, would also receive attention from Victor.

Some tradesters in fact, saw the release of stereo EP's as a possible testing point for 45 r.p.m. stereo in general. The EP's, it was reasoned, would fit the boxes. If there was some interest or response shown to juke box stereo EP's, singles could easily follow.

Indie Level Alert

Meanwhile, at the indie level, it would appear that just as in the earlier case of stereo LP's, it will be the smaller companies who will try stereo singles first, in an effort to get the jump on the majors and cash in on whatever attendant publicity results.

M-G-M Records this week announced its first stereo single—the waxing by Joni James of "There" (Continued on page 74)

NEWS OF THE WEEK

Capitol, Mercury, Roulette, Angel Announce Fall Programs . . .

New releases continued to dominate the LP disk scene this week. Mercury's initial half-dozen stereo sets highlight varied pop and classical units. Capitol unleashed another heavy program of varied fare while Angel announced a special fall release. Roulette unveiled its fall sales plan. . . . Pages 2 and 3

Indie Labels Outhit Majors

Three to One in Chart Recap . . . The indie labels have snagged 75 per cent of the hits against the major label's 25 per cent from January thru August, 1958, according to a recap of The Billboard Best Selling Pop Records chart. A total of 55 labels have shared in the hits, with Capitol leading the pack with 14. . . . Page 2

Senators Analyze Rights and Duties of Cleffers Re Juke Bill . . .

The minority report by the Senate Judiciary Committee on juke box legislation concerns the rights and duties of songwriters in relation to the bill itself. Report was written for minority Senators re the amended O'Mahoney juke box bill. . . . Page 4

Three Million Record Gate Eyed by Toronto's CNE . . .

Toronto's big Canadian National Exhibition last week set its sights on a 3,000,000 attend-

ance record that would be the first for an annual fair in North America. . . . Page 51

Minn. State Fair Tops Million Gate Mark for Third Year . . .

For the third straight year the big Minnesota State Fair topped the million attendance figure, luring 1,193,022 in 10 days and setting seven one-day attendance highs. . . . Page 58

Minority Report Blasts O'Mahoney Copyright Bill . . .

Antitrust aspects of the amended O'Mahoney bill to end juke performance royalty exemption, without providing statutory maximums, took the hardest blows in the minority report released by the Judiciary Committee last week (2) . . . Page 74

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55 Labels Share 175 Hits This Year; Capitol Leads All

Indies Increase Singles Lead Over Majors To 3-1 Ratio; 12 Artists Sure-Fire

By BOB ROLONTZ

NEW YORK — The indie diskeries have corraled 75 per cent of all the single record hits for the first eight months of 1958. A total of 175 records have landed on The Billboard's Best Selling Pop Single Record Charts in that period (January thru August), and of this total Capitol, Victor, Columbia and Decca have shared 43, with the other 132 hits shared by the indies, large and small. If the 35 hits shared by king-sized Mercury, Dot, ABC-Paramount and M-G-M are added to the majors total, then these eight firms grabbed off 45 per cent of the hits, with the other 55 per cent going to the rest of the field.

In totaling up the hits to date on all labels, Capitol Records leads the field with 14 chart-makers from January thru August. This is more than Capitol had all last year, and it puts Capitol in the lead both singles-wise and album-wise as far as chart-makers are concerned. Victor, Columbia, and Mercury tie for second slot with 11 hits each, ABC-Paramount had 10, Dot eight, Decca, Cadence and Roulette seven each, M-G-M six and End Records five. Atlantic, Sun, Imperial Swan and Coral each

had four hits. Specialty, Chancellor, Brunswick, Liberty and Atco had three each; Epic, Jubilee, Chess, Challenge, Argo, Cameo, Ace, Era, Josie, Arwin and Demon had two apiece.

Single-Hit Labels

Labels with one hit included Nasco, Ember, Vee Jay, Federal, Cabot, Checker, Lark, Gone, Old Town, Jamie, Back Beat, Keen, Phillips International, Felsted, London, King, Fargo, Carlton, Sunbeam, Apt, Laurie, United Artists and Falcon.

A total of 55 labels have shared

the hits on the chart from January to August. This is more than all of the labels that had hits in all of 1957, when the year's total came to 47 labels. It indicates that it is getting more and more difficult for any one label to grab a big share of the market, due to the many, many labels now competing for the single hits.

However, the number of hits does not necessarily indicate that a "hot" label is selling more records in toto than another label with a few less hits. Obviously one

(Continued on page 46)

Cap September Release Skeds 25 New Packages

HOLLYWOOD—Capitol's September release will consist of 25 new packages with 14 devoted to pop albums, six to its Capitol of the World international series and the remaining five to classical releases. The release also marks the Cap debut of three artists new to its fold, Georgie Auld, Hank Jones and Paul Martin. The September issue features albums by Frank Sinatra, Gordon Macrae, Dakota Staton, Jackie Davis, Gene Vincent and John Raitt.

"Frank Sinatra Sings for Only the Lonely" gets its title from a new song written by Sammy Cahn and Jim Van Heusen, with Nelson Riddle providing the ork setting. Gordon Jenkins' "Tropicana Holiday" consists of music and lyrics written by Jenkins for the recent production at Monte Proser's Las Vegas Tropicana spot and features the original Vegas cast. Other packages include "This Is Gordon Macrae"; a Dave Dexter jazz composite, "K. C. in the 30's"; two albums of church music, "Let's Go to Church" with Margaret Whiting and Jimmy Wakely in the title song (a reissue) with the album including Tennessee Ernie Ford, Gordon Macrae, Jane Froman and Faron Young in devotional offerings, plus an album by the Louvin Brothers, "The Family Who Prays."

Georgie Auld is heard in "Sax Goes Latin" with the Jud Conlon Rhythmaires; Paul Martin's first for Cap is "Banjo Mania" and pianist Hank Jones' offering is titled "The Talented Touch." John Raitt's package of ballads is tagged "Under Open Skies." The Dakota Staton album is called "Dynamic," with the remaining pop albums in-

cluding "A Gene Vincent Record Date," Jackie Davis' "Most Happy Hammond" and an album of marches featuring Felix Slatkin as conductor called "The Military Band." A special release in advance of the Capitol September issue was "This Is Dean Martin."

The six Capitol of the World albums include "Renato Carosone" featuring Italy's pianist-vocalist of the same name; England's Eve Boswell singing the hits of "The War Years"; "Lisbon's Great Celeste Rodriguez" recorded in Portugal; England's Frank Cordell and his strings make their Capitol debut in "The Melody Lingers"; German folk songs sung by the Bielefeld Children's Choir in "Bielefelder Kinderchor" and the music of Rio performed by Luiz Arruda Paes in a package titled "Brazil."

(Continued on page 46)

DISCOUNT LURE FOR JUKE OPS

CLEVELAND — In a move to win juke box operators back from the one-stops, Sandy Beck's Custom Distributing Corporation here is offering juke ops a 5 per cent discount on all 45 r.p.m. disks. This allows ops to purchase 45's at 57 cents each instead of the 65 cents they usually pay for their records at a one-stop. Reason for giving the discount, says Beck, is to control their business better. By getting the operator into the distributor's place of business says Beck, "we can sell him other disks besides hits."

HITS AVERAGE 175 IN 3,318— OR 5.2 PER CENT

NEW YORK — From time to time inquiries are made as to what is the percentage of hit records out of all the records that are released each year. From January 1, 1958, to the end of August, The Billboard received 3,318 single records for review. In this same period of time 175 singles made The Billboard's Best Selling Pop Singles charts. Thus the over-all average for hits comes out to 5.2 per cent of all records released.

However, a number of diskeries do better than the 5.2 average due to a stringent release policy rather than a shotgun approach. As The Billboard has noted previously, Cadence Records has less releases over-all than most of the other diskeries and yet has come thru with a higher percentage of hits. It is estimated that Cadence's hit average is three times better than the over-all industry figure.

Dick Clark Dance Album Has Tie-In

NEW YORK — Dick Clark, of ABC-TV "American Bandstand" fame, has signed a contract with ABC-Paramount Records. His first release will be an album tagged "Dance With Dick Clark," featuring instrumental versions by the Bandstanders of current best sellers.

The album will be offered as a prize, along with other merchandise, in a contest to find a name for "Nameless," the puppet which Clark uses on the Beech-Nut commercials for his Saturday night ABC-TV show.

The top 50 winners will be flown, together with a parent or guardian, to New York for Clark's birthday party November 29. The next 100 winners will receive portable phonos and copies of Jonah Jones' album "Jumpin' Jonah." The next 1,000 winners will receive copies of Clark's new ABC-Paramount album.

Dot Sales 110% in Month

HOLLYWOOD — Dot Records sales during September showed an increase of 110 per cent over the previous month's sales. According to Christine Hamilton, the continuing business upturn points to an unusually heavy sales period for the industry as a whole during the remainder of the year.

MERCURY STEREO ISSUE MIXES POP, CLASSICAL

NEW YORK — Mercury Records' first six stereo LP's spotlight a varied line-up of pop and classical packages. Standout entry for the latter market is a package by the Detroit Symphony Orchestra with Paul Paray conducting; while "Havana in Hi-Fi" by Richard Hayman and his ork and "Billy Eckstine and Sarah Vaughan Sing the Best of Berlin" are the most likely sales prospects in the pop category.

The Detroit Symphony Orchestra has re-recorded Ravel's "Bolero," in stereo. It formerly hit The Bill-

board's best-selling chart as a monaural package by the Detroit Symphony coupled with Rinsky Korsakov's "Capriccio Espanol." The newly recorded stereo version — a thrilling sound experience — is coupled with Ravel's "Ma Mere L'Oye" and Chabrier's "Bourree Fatasque," which were formerly released in another monaural package.

Since Latin-American rhythms and instrumental effects are particularly striking in stereo, the Hay-

(Continued on page 46)

Report Muzak Seeks Labels

NEW YORK — Tin Pan Alley was buzzing with reports last week that the Muzak Corporation had entered into negotiations with several disk companies with a view toward purchasing same. Labels mentioned included Mercury, Cadence, Imperial, Gone and End, and Atlantic. Mercury denied that it had entered into any negotiations. An exec of one of the aforementioned stated: "I think this is premature, but there is some basis of fact to the report." An exec of another of the labels said he knew of such negotiations, but denied interest in them.

The office of Jack Wrather, Muzak topper on the West Coast, gave the matter a different switch. He stated that several labels had approached Muzak but that no real interest or discussion had been engendered.

Years ago, Muzak had been involved in the record business via the Silvertone label, which was sold thru Sears stores.

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SALES CONTEST SET FOR 'LANGUAGE' DISKS

NEW YORK—The Living Language Courses wing of Young Peoples Records kicked off a special dual-pronged sales contest last week with numerous prizes for distributor salesmen and dealers. To spur sales interest in the four-LP set which includes 40 lessons, the company has slashed the list price from \$29.95 to \$9.95.

For dealers, the competition involves a window display contest. Dealers have but to set up a window displaying the Living Language sets, take a snapshot of it and send it to contest headquarters. The firm will pay the dealer \$1 for the snapshot, to cover his costs. He may submit up to three separate window designs between September 10 and December 24.

Displays need not occupy an entire window, but at least six courses (same or assorted) must be shown. Prizes will be awarded in two categories for most original ideas and most attractive displays. In all, 52 prizes will be awarded, headed by a choice of \$300 in U. S. Savings Bonds or a de luxe Westinghouse dishwasher. Other prizes include steak knife sets, Waterman pen and pencil sets and Timex shock-resistant watches.

Judges for the dealer window contest are Maxwell Sackheim, prexy of the top-tung ad agency which bears his name; Dr. Alfred Gross, sales consultant and professor of marketing at New York University; and Paul Ackerman, music editor of The Billboard.

For distributor salesmen to qualify for prizes, they must sell a minimum of 100 copies.

O'Mahoney Gets Thanks From Music Stars

WASHINGTON—Bing Crosby, Arthur Godfrey, Jimmy Durante, and Hoagy Carmichael were among the 185 entertainment and music industry people who wrote to thank Senator O'Mahoney for his efforts to increase songwriter royalty from juke-box play, during the closing weeks of the 85th Congress.

In a file in the Senator's office are grateful letters from a goodly number of ASCAP songwriter's widows and surviving relatives looking for better times ahead, royally wise. They fervently wished O'Mahoney success with his bill to end the juke performance royalty exemption, and at the same time raise to 4 cents a side the mechanical royalty limit on records for juke play.

Praise also came from a number of music publishers, including Joe Csida, president of Association of Independent Publishers; Fred Fisher Music Company; Harmony House; Galaxy Music Corporation; Edwin H. Morris & Company, and Sweet Music, Inc.

Many old-time songwriters like Andy Razaf ("Ain't Misbehavin") and Sterlin Sherwin ("Sunshine of Your Smile"), wrote encouragement. Blessings also came from Harry Tobias ("Sale Along Silvery Moon"); Paul Mertz ("I'm Glad There's You"), and many others.

Last but not least, came endorsement of the bill from ad agency Barten, Barton, Durstine and Osborn, and a "God bless you" from Rev. Geo. Bennard, writer of "The Old Rugged Cross."

NEWS REVIEW

Basie Band Just Great At Birdland

NEW YORK — Pandemonium reigned Thursday evening (4) as Count Basie came back to Birdland. In one of the most confusing scenes in memory, the public, a bevy of showbiz personalities, plus a flock of well-known cats, turned out en masse to welcome the great band back to the stand. The line wormed its way upstairs, out onto the pavement and down to the corner of 52d Street. For nights like this the club should set up speakers on the stairs and out front or plan on two opening nights.

The band itself was in beautiful form. Soloing was as usual inspired, but the standout feature must be the spectacular section ensemble work. Such drive, such precision, such absolute unanimity of feeling for a passage can be heard in few other outfits to compare with this. One particular number, "Brushes in Brass," achieved a near perfect blend of horn sounds.

Taking over the stand for a four-number group was the great Joe Williams. His opener, "I Won't

Be Satisfied," was a rather weak piece of material but the next three, all Williams classics now, made up for it. "Well All Right, Okay, You Win" was greeted with happy approval and with each successive number, "Goin' to Chicago Blues," and the wonderful Ray Charles tune, "Hallelujah, I Love Her So," the response got bigger and louder.

The Basie crew then wound up the set with a pyrotechnical display of blaring brass, with plenty of savvy showmanship by the sidemen thrown in, as tho such effects were even needed.

There's no doubt about it. This is a great outfit. And if the stampede of fans on opening night is an indication, the Basie boys will make it a happy two weeks at Birdland. Ren Gravatt.

SEE COIN DEPT. RE JUKE REPORT

NEW YORK—For details of the minority report on the O'Mahoney bill see the Coin Machine department of this issue.

GAC Expands Coast Office, Shifts Execs

HOLLYWOOD — Larry Kanaga, prexy of General Artists Corporation, and Art Weems, chief of GAC-TV, have arrived here to set in motion an expansion program for the firm's West Coast office.

Jay Michaels, now veepee in charge of creative planning in the New York office, will leave there in two weeks to assume command of the expanded office here. He'll become veepee in charge of the Coast operation. All new manpower to operate under Michaels will be selected from top echelon personnel in their various fields in this area.

Somerset Switches Distribs For Package Sales Hypo

NEW YORK — Altho indie distributors are generally credited with leading the way in merchandising pop singles, they are still lagging far behind company-owned distrib branches when it comes to package goods, according to Joe Martin, sales manager of Somerset Records.

In a move to line up indie distributors with LP-sales know-how, Martin said Somerset recently switched distributors in five different areas. New distributors include Tico, New York; Leonard Smith, Albany, N. Y.; Chips, Philadelphia; Eastern, Hartford, Conn.; and Astor, Pittsburgh. Still more distrib changes

4-Track Stereo No Factor in Tape Trade

HOLLYWOOD — Bel Canto, the all-tape firm which recently entered the record field via stereo-disks, last week blistered four-track tape in a statement to its distributors. Chuck Harper, BC's national sales manager, told distributors: "Four-track stereo is not here (except for one or two very expensive machines) and will not be a factor until this time next year."

Harper said Bel Canto surveyed all manufacturers of tape recorders and learned that 95 per cent of their combined total sales promotion and advertising will be devoted to two-track stereo, "at least for the next months, and more realistically until this time next year."

He told his distributors that Bel Canto has no intention to produce four-track stereo this year and probably not until a year from now. "And then," Harper added, "not until the confusion in the industry between reel-to-reel and magazine has been ironed out." Pre-recorded tape sales are swinging away from dealers to mail-order houses, Harper charged, because dealers have allowed confusion about four-track stereo to scare them off from stocking two-track tapes.

Consumers who already have two-track equipment and those who are daily buying the twin track stereo playbacks are eager to find outlets where tape can be purchased, Harper said. When their regular dealers no longer

Roulette Fall Plan: 21 LP's, 11 Tico, 6 Stereo

NEW YORK — Roulette Records' new fall sales plan (introduced to its distributors via three cross-country regional meets during the past two weeks) spotlights 21 new Roulette LP's, 11 Tico packages and the label's first six stereo releases.

The sales plan calls for a 10 per cent discount on their over-all total billing to Roulette distributors who exceed their quotas in any or all of the next three months. At the same time, if a distributor does go over quota, salesmen and promotion men at the distributorship will receive a \$500 bonus.

Quotas are based on the distributors' top billing month with Roulette for the past year and everything that will be sold on Roulette and its subsidiary labels, Tico, Rama Gee, Roost and Co-Star in the next three months.

Roulette's new jazz line, Roost (which was launched a couple of weeks ago via a special "Operation Jazz" package), will be made available for the next 90 days at a special \$3.98 price tag. The LP line is normally tagged at \$4.98.

The I.P. line is normally tagged at \$4.98.

Roulette's new package program is keyed by a "Jimmie Rodgers Sings Folk Songs" LP, and four Rodgers EP's (three from the folk song package, one from a previous Rodgers LP). A special EP counter browser box, which holds 24 EP's, will be shipped to distributors along with their initial Rodgers EP order. The Rodgers folk song LP will be the big plug item in Roulette's fall promotion push.

Roulette's first six stereo packages include Count Basie's "Basie," "Jimmie Rodgers Sings the Number One Ballads," Tito Rodriguez' "Latin Jewels," Johnny Richards' "The Rites of Diablo" and "Keona," and Joe Williams' "A Man Ain't Supposed to Cry."

(Continued on page 46)

Angel Lists 9 Sets: Opera, Lieder, Piano

HOLLYWOOD — Angel Records' September release features nine albums. Included are "Idomene," with John Pritchard conducting the Glydebourne Chorus and Orchestra; Brigit Nilsson makes her Angel debut in an album of operatic arias by Wagner and Verdi; Dietrich Fischer-Dieskau is heard in "Schubert Lieder"; A heretofore unreleased recording of the Beethoven Seventh Symphony as conducted by the late Guido Cantelli and the Philharmonia Orchestra.

Pianists featured in this month's release include Gyorgy Cziffro, scheduled to appear with the new Philharmonic this fall, who is heard in "Paraphrases, Transcriptions and Concerto, with Alceo Galliera conducting the Philharmonia Orchestra; Vladimir Ashkenazy, who will tour the U. S. under the S. Hurok banner, is heard doing the "Corelli Variations" by Rachmaninoff, the Prokofiev Seventh Sonata and two Liszt works; Igor Oistrakh, son of

(Continued on page 46)

'The Blop' Will Be Seeing You

NEW YORK — Columbia Records has an all-out promotion planned for its new recording of "The Blop" sung by the Blops and from the picture of the same name. The picture, by the way, is a horror-science fiction effort for the teen trade. The diskery has a tie-up with the Fred Astaire dance studios to help push a new dance called, of course, "The Blop," and the record firm will promote both the disk and the dance via streamers, window cards, etc., in dealer's stores. The singing group on the disk, the Blops, is reputed to be a well-known Columbia vocalist, five-tracked.

FIVE NEW LABELS JOIN THE FUN

NEW YORK — Five new labels made their debut this week, sending their new releases to The Billboard for review. New labels, with their addresses and cities, are: Tee Pee Records, 1650 Broadway, New York; Air Records, Box 402, Venice, Calif.; Radio Ridge Records, Radio Station WSLM, Salem, Ind.; Champ Records, 1674 Broadway, New York, and Debbie Records, 48 West 48th St., New York.

Cadence Cops Campus Cat

NEW YORK — Cadence Records has signed 20-year-old college senior Johnny Tillotson to a recording contract. The young warbler-composer's first Cadence disk, which he recorded with the label's prexy, Archie Bleyer, in Nashville last month, will be released next week. Tillotson penned both tunes—"Well I'm Your Man" and "Dreamy Eyes."

During his Nashville stay, Bleyer also cut an LP with the Everly Brothers — "Songs Our Daddy Taught Us," and an album with the Oakridge Gospel Quartet. The Everly Brothers' latest single, "Bird Dog," passed the million sales mark last week, giving the boys four million sellers out of a total of five releases.

stock the tapes, they must turn to the catalog and mail order firms. These, Harper said, are showing a 30 per cent increase in sales over this time a year ago.

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Indies Increase Singles Lead Over Majors To 3-1 Ratio; 12 Artists Sure-Fire

By BOB ROLONTZ

NEW YORK — The indie diskeries have corraled 75 per cent of all the single record hits for the first eight months of 1958. A total of 175 records have landed on The Billboard's Best Selling Pop Single Record Charts in that period (January thru August), and of this total Capitol, Victor, Columbia and Decca have shared 43, with the other 132 hits shared by the indies, large and small. If the 35 hits shared by king-sized Mercury, Dot, ABC-Paramount and M-G-M are added to the majors total, then these eight firms grabbed off 45 per cent of the hits, with the other 55 per cent going to the rest of the field.

In totaling up the hits to date on all labels, Capitol Records leads the field with 14 chart-makers from January thru August. This is more than Capitol had all last year, and it puts Capitol in the lead both singles-wise and album-wise as far as chart-makers are concerned. Victor, Columbia, and Mercury tie for second slot with 11 hits each, ABC-Paramount had 10, Dot eight, Decca, Cadence and Roulette seven each, M-G-M six and End Records five. Atlantic, Sun, Imperial Swan and Coral each

had four hits. Specialty, Chancellor, Brunswick, Liberty and Atco had three each; Epic, Jubilee, Chess, Challenge, Argo, Cameo, Ace, Era, Josie, Arwin and Demon had two apiece.

Single-Hit Labels

Labels with one hit included Nasco, Ember, Vee Jay, Federal, Cabot, Checker, Lark, Gone, Old Town, Jamie, Back Beat, Keen, Phillips International, Felsted, London, King, Fargo, Carlton, Sunbeam, Apt, Laurie, United Artists and Falcon.

A total of 55 labels have shared

the hits on the chart from January to August. This is more than all of the labels that had hits in all of 1957, when the year's total came to 47 labels. It indicates that it is getting more and more difficult for any one label to grab a big share of the market, due to the many, many labels now competing for the single hits.

However, the number of hits does not necessarily indicate that a "hot" label is selling more records in toto than another label with a few less hits. Obviously one

(Continued on page 46)

Cap September Release Skeds 25 New Packages

HOLLYWOOD—Capitol's September release will consist of 25 new packages with 14 devoted to pop albums, six to its Capitol of the World international series and the remaining five to classical releases. The release also marks the Cap debut of three artists new to its fold, Georgie Auld, Hank Jones and Paul Martin. The September issue features albums by Frank Sinatra, Gordon Macrae, Dakota Staton, Jackie Davis, Gene Vincent and John Raitt.

"Frank Sinatra Sings for Only the Lonely" gets its title from a new song written by Sammy Cahn and Jim Van Heusen, with Nelson Riddle providing the ork setting. Gordon Jenkins' "Tropicana Holiday" consists of music and lyrics written by Jenkins for the recent production at Monte Proser's Las Vegas Tropicana spot and features the original Vegas cast. Other packages include "This Is Gordon Macrae"; a Dave Dexter jazz composite, "K. C. in the 30's"; two albums of church music, "Let's Go to Church" with Margaret Whiting and Jimmy Wakely in the title song (a reissue) with the album including Tennessee Ernie Ford, Gordon Macrae, Jane Froman and Faron Young in devotional offerings, plus an album by the Louvin Brothers, "The Family Who Prays."

Georgie Auld is heard in "Sax Goes Latin" with the Jud Conlon Rhythmaires; Paul Martin's first for Cap is "Banjo Mania" and pianist Hank Jones' offering is titled "The Talented Touch." John Raitt's package of ballads is tagged "Under Open Skies." The Dakota Staton album is called "Dynamic," with the remaining pop albums in-

cluding "A Gene Vincent Record Date," Jackie Davis' "Most Happy Hammond" and an album of marches featuring Felix Slatkin as conductor called "The Military Band." A special release in advance of the Capitol September issue was "This Is Dean Martin."

The six Capitol of the World albums include "Renato Carosone" featuring Italy's pianist-vocalist of the same name; England's Eve Boswell singing the hits of "The War Years"; "Lisbon's Great Celeste Rodriguez" recorded in Portugal; England's Frank Cordell and his strings make their Capitol debut in "The Melody Lingers"; German folk songs sung by the Bielefeld Children's Choir in "Bielefelder Kinderchor" and the music of Rio performed by Luiz Arruda Paes in a package titled "Brazil."

(Continued on page 46)

DISCOUNT LURE FOR JUKE OPS

CLEVELAND — In a move to win juke box operators back from the one-stops, Sandy Beck's Custom Distributing Corporation here is offering juke ops a 5 per cent discount on all 45 r.p.m. disks. This allows ops to purchase 45's at 57 cents each instead of the 65 cents they usually pay for their records at a one-stop. Reason for giving the discount, says Beck, is to control their business better. By getting the operator into the distributor's place of business says Beck, "we can sell him other disks besides hits."

HITS AVERAGE 175 IN 3,318— OR 5.2 PER CENT

NEW YORK — From time to time inquiries are made as to what is the percentage of hit records out of all the records that are released each year. From January 1, 1958, to the end of August, The Billboard received 3,318 single records for review. In this same period of time 175 singles made The Billboard's Best Selling Pop Singles charts. Thus the over-all average for hits comes out to 5.2 per cent of all records released.

However, a number of diskeries do better than the 5.2 average due to a stringent release policy rather than a shotgun approach. As The Billboard has noted previously, Cadence Records has less releases over-all than most of the other diskeries and yet has come thru with a higher percentage of hits. It is estimated that Cadence's hit average is three times better than the over-all industry figure.

Dick Clark Dance Album Has Tie-In

NEW YORK — Dick Clark, of ABC-TV "American Bandstand" fame, has signed a contract with ABC-Paramount Records. His first release will be an album tagged "Dance With Dick Clark," featuring instrumental versions by the Bandstanders of current best sellers.

The album will be offered as a prize, along with other merchandise, in a contest to find a name for "Nameless," the puppet which Clark uses on the Beech-Nut commercials for his Saturday night ABC-TV show.

The top 50 winners will be flown, together with a parent or guardian, to New York for Clark's birthday party November 29. The next 100 winners will receive portable phonos and copies of Jonah Jones' album "Jumpin' Jonah." The next 1,000 winners will receive copies of Clark's new ABC-Paramount album.

Dot Sales 110% in Month

HOLLYWOOD — Dot Records sales during September showed an increase of 110 per cent over the previous month's sales. According to Christine Hamilton, the continuing business upturn points to an unusually heavy sales period for the industry as a whole during the remainder of the year.

Report Muzak Seeks Labels

NEW YORK — Tin Pan Alley was buzzing with reports last week that the Muzak Corporation had entered into negotiations with several disk companies with a view toward purchasing same. Labels mentioned included Mercury, Cadence, Imperial, Gone and End, and Atlantic. Mercury denied that it had entered into any negotiations. An exec of one of the aforementioned stated: "I think this is premature, but there is some basis of fact to the report." An exec of another of the labels said he knew of such negotiations, but denied interest in them.

The office of Jack Wrather, Muzak topper on the West Coast, gave the matter a different switch. He stated that several labels had approached Muzak but that no real interest or discussion had been engendered.

Years ago, Muzak had been involved in the record business via the Silvertone label, which was sold thru Sears stores.

Wondermans Get Col. Club For Ad Firm

NEW YORK — The advertising firm of Wonderman, Ricotta and Klein, Inc., was established here this week. The interesting aspect of the new firm with regard to the music scene is that Les and Irving Wonderman, part of the combine, are both recent alumni of Maxwell Sackheim, Inc.

Up until recently, Sackheim numbered the Columbia Record Club as one of its leading accounts. Now, the Columbia Club has moved over, along with the Wonderman boys, to the new agency.

"We've set up what we call a companion agency," said Les Wonderman. "We are out to get business for our clients thru mail order coupons. We just opened the doors this week and in addition to the Columbia Club we have the Alexander Hamilton Institute as a client." Asked the billing size of the Columbia account, Wonderman quipped, "It's more than a couple of bucks, I can tell you that!"

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MERCURY STEREO ISSUE MIXES POP, CLASSICAL

NEW YORK — Mercury Records' first six stereo LP's spotlight a varied line-up of pop and classical packages. Standout entry for the latter market is a package by the Detroit Symphony Orchestra with Paul Paray conducting; while "Havana in Hi-Fi" by Richard Hayman and his ork and "Billy Eckstine and Sarah Vaughan Sing the Best of Berlin" are the most likely sales prospects in the pop category. The Detroit Symphony Orchestra has re-recorded Ravel's "Bolero," in stereo. It formerly hit The Bill-

board's best-selling chart as a monaural package by the Detroit Symphony coupled with Rinsky Korsakov's "Capriccio Espanol." The newly recorded stereo version — a thrilling sound experience — is coupled with Ravel's "Ma Mere L'Oye" and Chabrier's "Bourree Fatasque," which were formerly released in another monaural package. Since Latin-American rhythms and instrumental effects are particularly striking in stereo, the Havana in Hi-Fi (Continued on page 46)

SALES CONTEST SET FOR 'LANGUAGE' DISKS

NEW YORK—The Living Language Courses wing of Young Peoples Records kicked off a special dual-pronged sales contest last week with numerous prizes for distributor salesmen and dealers. To spur sales interest in the four-LP set which includes 40 lessons, the company has slashed the list price from \$29.95 to \$9.95.

For dealers, the competition involves a window display contest. Dealers have but to set up a window displaying the Living Language sets, take a snapshot of it and send it to contest headquarters. The firm will pay the dealer \$1 for the snapshot, to cover his costs. He may submit up to three separate window designs between September 10 and December 24.

Displays need not occupy an entire window, but at least six courses (same or assorted) must be shown. Prizes will be awarded in two categories for most original ideas and most attractive displays. In all, 52 prizes will be awarded, headed by a choice of \$300 in U. S. Savings Bonds or a de luxe Westinghouse dishwasher. Other prizes include steak knife sets, Waterman pen and pencil sets and Timex shock-resistant watches.

Judges for the dealer window contest are Maxwell Sackheim, prexy of the top-rung ad agency which bears his name; Dr. Alfred Gross, sales consultant and professor of marketing at New York University; and Paul Ackerman, music editor of The Billboard.

For distributor salesmen to qualify for prizes, they must sell a minimum of 100 copies.

(Continued on page 46)

O'Mahoney Gets Thanks From Music Stars

WASHINGTON—Bing Crosby, Arthur Godfrey, Jimmy Durante, and Hoagy Carmichael were among the 185 entertainment and music industry people who wrote to thank Senator O'Mahoney for his efforts to increase songwriter royalty from juke-box play, during the closing weeks of the 85th Congress.

In a file in the Senator's office are grateful letters from a goodly number of ASCAP songwriter's widows and surviving relatives looking for better times ahead, royalty wise. They fervently wished O'Mahoney success with his bill to end the juke performance royalty exemption, and at the same time raise to 4 cents a side the mechanical royalty limit on records for juke play.

Praise also came from a number of music publishers, including Joe Csida, president of Association of Independent Publishers; Fred Fisher Music Company; Harmony House; Galaxy Music Corporation; Edwin H. Morris & Company, and Sweet Music, Inc.

Many old-time songwriters like Andy Razaf ("Ain't Misbehavin") and Sterlin Sherwin ("Sunshine of Your Smile"), wrote encouragement. Blessings also came from Harry Tobias ("Sale Along Silvery Moon"); Paul Mertz ("I'm Glad There's You"), and many others.

Last but not least, came endorsement of the bill from ad agency Barten, Barton, Durstine and Osborn, and a "God bless you" from Rev. Geo. Bennard, writer of "The Old Rugged Cross."

Hank Snow Firm Enters Booking Biz

NASHVILLE—The Hank Snow Music Center, which entered the music publishing business nine months ago with the acquisition of the Kandle Music Company, added a new branch to the business last week with the establishment of the Hank Snow Talent Agency, with James (Sleepy) McDaniel, a business associate of Snow's the last seven years, as manager.

Under an arrangement made with Walter (Dee) Kilpatrick, general manager of "Grand Ole Opry," and WSM officials, the Snow talent office will be permitted to handle bookings on "Opry" talent on a regular basis. The Show Music Center does a remote broadcast each Friday night direct from its location at 810 Church Street, at which time a portion of the time is devoted to giving a run-down on the various "Opry" acts and the dates they are playing the following week.

In addition to its music publishing and booking activity, the Snow firm operates a general music store and record center and a music school of instruction. The music publishing business, headed by Ted Daffan, is known as Silver Star Music Publishing Company. Joseph Talbot is manager of the Music Center itself.

"Be Satisfied," was a rather weak piece of material but the next three, all Williams classics now, made up for it. "Well All Right, Okay, You Win" was greeted with happy approval and with each successive number, "Goin' to Chicago Blues," and the wonderful Ray Charles tune, "Hallelujah, I Love Her So," the response got bigger and louder.

The Basie crew then wound up the set with a pyrotechnical display of blaring brass, with plenty of savvy showmanship by the sidemen thrown in, as tho such effects were even needed.

There's no doubt about it. This is a great outfit. And if the stampede of fans on opening night is an indication, the Basie boys will make it a happy two weeks at Birdland.

Ren Gravatt.

SEE COIN DEPT. RE JUKE REPORT

NEW YORK—For details of the minority report on the O'Mahoney bill see the Coin Machine department of this issue.

GAC Expands Coast Office, Shifts Execs

HOLLYWOOD — Larry Kanaga, prexy of General Artists Corporation, and Art Weems, chief of GAC-TV, have arrived here to set in motion an expansion program for the firm's West Coast office.

Jay Michaels, now veepee in charge of creative planning in the New York office, will leave there in two weeks to assume command of the expanded office here. He'll become veepee in charge of the Coast operation. All new manpower to operate under Michaels will be selected from top echelon personnel in their various fields in this area.

Somerset Switches Distribs For Package Sales Hypo

NEW YORK — Altho indie distributors are generally credited with leading the way in merchandising pop singles, they are still lagging far behind company-owned distrib branches when it comes to package goods, according to Joe Martin, sales manager of Somerset Records.

In a move to line up indie distributors with LP-sales know-how, Martin said Somerset recently switched distributors in five different areas. New distributors include Tico, New York; Leonard Smith, Albany, N. Y.; Chips, Philadelphia; Eastern, Hartford, Conn.; and Astor, Pittsburgh. Still more distrib changes

will be made in the near future, said Martin.

Heretofore, opines Martin, indie distributors could afford to concentrate on singles and soft-pedal LP's, but competitive pressure, the advent of stereo and increased importance of low-priced album merchandise—all make it mandatory for indie distributors today to develop more effective LP merchandising techniques.

Indie distributors with LP sales savvy, said Martin, invariably handle LP's as they do singles. That is, they listen carefully to all new album releases, select the best ones for a special push via deejays, etc.

Indie distributors should also take a more active interest in contacting rack locations, opines Martin, who notes that many distributors completely ignore this sales area unless local rack jobbers and manufacturers take the lead.

Martin also pointed out the need for distributors to back up LP merchandise by setting up co-operative advertising programs with local retailers and department stores—citing this as another area heretofore by-passed by many indie distributors since it has little effect on pop singles merchandising.

4-Track Stereo No Factor in Tape Trade

HOLLYWOOD — Bel Canto, the all-tape firm which recently entered the record field via stereodisks, last week blistered four-track tape in a statement to its distributors. Chuck Harper, BC's national sales manager, told distributors: "Four-track stereo is not here (except for one or two very expensive machines) and will not be a factor until this time next year."

Harper said Bel Canto surveyed all manufacturers of tape recorders and learned that 95 per cent of their combined total sales promotion and advertising will be devoted to two-track stereo, "at least for the next months, and more realistically until this time next year."

He told his distributors that Bel Canto has no intention to produce four-track stereo this year and probably not until a year from now. "And then," Harper added, "not until the confusion in the industry between reel-to-reel and magazine has been ironed out." Pre-recorded tape sales are swinging away from dealers to mail-order houses, Harper charged, because dealers have allowed confusion about four-track stereo to scare them off from stocking two-track tapes.

Consumers who already have two-track equipment and those who are daily buying the twin track stereo playbacks are eager to find outlets where tape can be purchased, Harper said. When their regular dealers no longer

Roulette Fall Plan: 21 LP's, 11 Tico, 6 Stereo

NEW YORK — Roulette Records' new fall sales plan (introduced to its distributors via three cross-country regional meets during the past two weeks) spotlights 21 new Roulette LP's, 11 Tico packages and the label's first six stereo releases.

The sales plan calls for a 10 per cent discount on their over-all total billing to Roulette distributors who exceed their quotas in any or all of the next three months. At the same time, if a distributor does go over quota, salesmen and promotion men at the distributorship will receive a \$500 bonus.

Quotas are based on the distributors' top billing month with Roulette for the past year and everything that will be sold on Roulette and its subsidiary labels, Tico, Rama Gee, Roost and Co-Star in the next three months.

Roulette's new jazz line, Roost (which was launched a couple of weeks ago via a special "Operation Jazz" package), will be made available for the next 90 days at a special

price tag. The LP line is normally tagged at \$4.98.

Roulette's new package program is keynoted by a "Jimmie Rodgers Sings Folk Songs" LP, and four Rodgers EP's (three from the folk song package, one from a previous Rodgers LP). A special EP counter browser box, which holds 24 EP's, will be shipped to distributors along with their Initial Rodgers EP order. The Rodgers folk song LP will be the big plug item in Roulette's fall promotion push.

Roulette's first six stereo packages include Count Basie's "Basie," "Jimmie Rodgers Sings the Number One Ballads," Tito Rodriguez, "Latin Jewels," Johnny Richards, "The Rites of Diablo" and "Kenya," and Joe Williams' "A Man Ain't Supposed to Cry."

(Continued on page 46)

Angel Lists 9 Sets: Opera, Lieder, Piano

HOLLYWOOD — Angel Records' September release features nine albums. Included are "Idomene," with John Pritchard conducting the Glydebourne Chorus and Orchestra; Brigit Nilsson makes her Angel debut in an album of operatic arias by Wagner and Verdi; Dietrich Fischer-Dieskau is heard in "Schubert Lieder"; A heretofore unreleased recording of the Beethoven Seventh Symphony as conducted by the late Guido Cantelli and the Philharmonia Orchestra.

Pianists featured in this month's release include Gyorgy Cziffra, scheduled to appear with the new Philharmonic this fall, who is heard in "Paraphrases, Transcriptions and Concerto, with Alceo Galliera conducting the Philharmonia Orchestra; Vladimir Ashkenazy, who will tour the U. S. under the S. Hurok banner, is heard doing the "Corelli Variations" by Rachmaninoff, the Prokofiev Seventh Sonata and two Liszt works; Igor Oistrakh, son of

(Continued on page 46)

'The Blop' Will Be Seeing You

NEW YORK — Columbia Records has an all-out promotion planned for its new recording of "The Blop" sung by the Blops and from the picture of the same name. The picture, by the way, is a horror-science fiction effort for the teen trade. The diskery has a tie-up with the Fred Astaire dance studios to help push a new dance called, of course, "The Blop," and the record firm will promote both the disk and the dance via streamers, window cards, etc., in dealer's stores. The singing group on the disk, the Blops, is reputed to be a well-known Columbia vocalist, five-tracked.

Cadence Cops Campus Cat

NEW YORK — Cadence Records has signed 20-year-old college senior Johnny Tillotson to a recording contract. The young warbler-composer's first Cadence disk, which he recorded with the label's prexy, Archie Bleyer, in Nashville last month, will be released next week. Tillotson penned both tunes—"Well I'm Your Man" and "Dreamy Eyes."

During his Nashville stay, Bleyer also cut an LP with the Everly Brothers — "Songs Our Daddy Taught Us," and an album with the Oakridge Gospel Quartet. The Everly Brothers' latest single, "Bird Dog," passed the million sales mark last week, giving the boys four million sellers out of a total of five releases.

stock the tapes, they must turn to the catalog and mail order firms. These, Harper said, are showing a 30 per cent increase in sales over this time a year ago.

NEWS REVIEW

Basie Band Just Great At Birdland

NEW YORK — Pandemonium reigned Thursday evening (4) as Count Basie came back to Birdland. In one of the most confusing scenes in memory, the public, a bevy of showbiz personalities, plus a flock of well-known cats, turned out en masse to welcome the great band back to the stand. The line wormed its way upstairs, out onto the pavement and down to the corner of 52d Street. For nights like this the club should set up speakers on the stairs and out front or plan on two opening nights.

The band itself was in beautiful form. Soloing was as usual inspired, but the standout feature must be the spectacular section ensemble work. Such drive, such precision, such absolute unanimity of feeling for a passage can be heard in few other outfits to compare with this. One particular number, "Brushes in Brass," achieved a near perfect blend of horn sounds.

Taking over the stand for a four-number group was the great Joe Williams. His opener, "I Won't

FIVE NEW LABELS JOIN THE FUN

NEW YORK — Five new labels made their debut this week, sending their new releases to The Billboard for review. New labels, with their addresses and cities, are: Tee Pee Records, 1650 Broadway, New York; Air Records, Box 402, Venice, Calif.; Radio Ridge Records, Radio Station WSLM, Salem, Ind.; Champ Records, 1674 Broadway, New York, and Debbie Records, 48 West 48th St., New York.

Senators Analyze Rights, Duties Of Cleffers Re Juke Royalty Bill

By MILDRED HALL

WASHINGTON — The minority report by the Senate Judiciary Committee on juke box legislation released last week (2) points out the rights and risks of songwriters and composers, both domestic and foreign, in relation to the bill. The amended O'Mahoney (D., Wyo.) bill, which died this session but is expected to be revived in the 86th Congress, would end juke performance royalty exemption and raise mechanical maximum on records used in coin-operated machines.

The report, authored for five minority Senators by Wiley (R., Wis.) and Ervin (D., N. Car.), sympathizers with composer troubles with the high cost of living, which has risen so monumentally above the 1909 period when juke exemption was put into the copyright law.

However, the minority believes that a comparative study should be made of recording royalties going to composers now, as compared with the royalties of 1909, to get true perspective. In any event, the minority report feels that "a reason to increase royalty is not reason for saddling the juke box industry with the double burden" of performance and doubled mechanical royalty rates.

The minority goes along with the

originally - suggested Wiley proposal to allow the raised limits on mechanical royalty to substitute for performance royalty in juke play. It believes this "more sensible" course would benefit the song writer and composer more directly.

Where would the O'Mahoney bill leave the unaffiliated, independent writer, in relation to juke royalty? He would be compelled to join a licensing group, and having joined—how much would he actually get out of the lump sums collected? The report points out that such money would be redistributed not according to numbers of times a tune was played, but by some artificial distribution breakdown—such as the one which allegedly favors the higher echelon writers and publishers of ASCAP.

The minority opinion takes a sideswipe at ASCAP's dealings with its smaller writers and publishers. It criticizes the eight - member majority report which claims that ASCAP's internal workings are not germane to the policy question of composers' rights to performance royalty from juke play.

The majority report phrased the question: "Should juke boxes continue to be exempt from royalty payment because part of the money would be paid to certain prosperous writers and publishers?" Minority says this beclouds the issue. They feel the question should be: "Is there such an unfair distribution of royalties collected favoring the controlling members of the performance royalty society's board," that indie composers should not be put in a position of having to join in order to survive.

Technically, the unaffiliated writer who negotiates a license for juke play royalty, under the O'Mahoney bill, could lose his royalty income for failure to file the license with the Register of Copyrights, the report points out. Since the amended O'Mahoney bill requires filing of all juke performance royalty agreements, "it would bar recovery in a lawsuit on any license not filed with the Register of Copyrights."

On the other side of the writer—
(Continued on page 42)

AFM Charges MGA Film Pact 'Sellout'

By LEE ZHITO

HOLLYWOOD — Members of the Musicians Guild of America approved the MGA contract with the major studios by a vote of 98 to five. Supporters of the Cecil Reed Guild had to elbow their way past 200 placard - carrying pickets composed of American Federation of Musicians members. Some of the placards read: "Thanks for the Sellout," "Big TV Special: \$4.13 a Show," and "What Happened to Residuals." The contract went into effect Wednesday (3) and is for a period of three years and three months.

It gives musicians a 14 per cent increase in basic scale pay, but frees the studios from having to maintain permanent contract orchestras. Henceforth, studios will hire musicians as they are needed. Also, the major movie makers will no longer have to hire a specified number of musicians, but are free to use as few men as they wish. Further, once a theatrical movie is completed, the studio is not restricted by its musicians' contract from releasing the film to television. Where majors also are

in TV film production, the Guild contract eliminates all demands for residuals use payments.

Divulgence of some of the MGA terms stirred a storm of bitter charges from the AFM. AFM accused Reed of selling out the musicians to the major movie producers by eliminating guaranteed employment. Under the old AFM studio contract, the majors main-
(Continued on page 40)

MAY BE AN ALBUM, TOO

GM Readies Stage Musical To Hypo New Car Sales

By CHARLES SINCLAIR

NEW YORK — General Motors is going musical in an all-out attempt to boost auto sales this fall, having signed Maurice Evans to produce and June Taylor to choreograph the Seventh Annual Motorama stagemusical, due to premiere at the Waldorf-Astoria October 15.

A special music - and - lyrics score is being penned for the Motorama event by Glenn Moore and Buddy DuFaut, with Larry Rosenthal signed for cleffing chores on a film segment of the program.

There's also talk at the Campbell-Ewald ad agency (which is supervising the show for GM) recording the Motorama score, possibly in stereo, and issuing it as a special one-shot album available thru GM dealers. Such an operation would be similar to the current Benny Goodman souvenir album Westinghouse is selling for less than \$2 via the firm's appliance and radio-TV dealers.

Staging of the Motorama show will be fairly lavish with a budget set for it that's reportedly "at least half the price of a top Broadway musical today," according to agency execs. The production represents Maurice Evans' first entry into the field of "industrial" musicals, altho Miss Taylor staged the dances for last year's National Auto Show at the New York Coliseum and is a veteran of the recent Oldsmobile - sponsored "The Big Record" show on TV.

Cast will run to about 50 performers, including some two dozen dancers and six top-flight showgirls under Miss Taylor's direction.

BEAUTY AND THE BEAST . . .

NEW YORK — The Miss America Pageant at Atlantic City, which finished Saturday (6) had strong music business overtones this year. Mitch Miller, he of the famous beard, was a judge, a perfect bit of typecasting if ever there was one. Miss Oklahoma, actually Anita Bryant, is a pactee of Carlton Records, strictly because of the quality of her voice, by the way. And Bernie Wayne, writer of a number of hit tunes, penned the pageant's theme song, "Miss America."

Ward Singers Break Up; New Units Formed

NEWARK, N. J. — The famous Ward Singers spiritual group appears to have been nearly totally broken up, at least for disking purposes. A few weeks back, the Clara Ward group had recorded some material for Dot. Now splinter groups known as the Gay Charmers and the Stars of Faith, both composed of various members of the original outfit, have been signed for disking by Herman Lubinsky of Savoy.

Some weeks ago, Willa Ward formed the Gay Charmers, which has already had a release on Savoy. This week, Lubinsky signed Kitty Parham, Frances Steadman, Marion Williams and Henrietta Waddie to form the Stars of Faith group. Another new spiritual group signed is the Selah Singers.

At the same time Lubinsky announced the formation "thru our Records," of a new gospel label, to be known simply as Gospel Records. "We'll have an entirely new line-up of distributors for this label," he added.

Merc Kiddie Labels Now All Long-Play

CHICAGO — Mercury Records is converting its entire catalog of Childcraft and Playcraft recordings to 12-inch, 33 r.p.m., with the release September 15 of a dozen long-plays at \$1.98 each.

Range of the kiddie disk material runs from nursery rhymes to introduction to the classics thru records of kiddie material by Rust Draper and Patti Page! The Childcraft series is material made in co-operation with Marshall Fields Enterprises, of which the Childcraft children guidance books series is a subsidiary.

Playcraft material is material solely released by Mercury. The initial release has nine Childcraft and three Playcraft disks. A special browser box pre-pack of 33 records is available to retailers. Like all other Mercury long-play disks are exchangeable. All disks will be poly-bagged and will have four-color covers.

Putman Builds H'wood Plant

CHICAGO — Bill Putnam, former president of Universal Recording Studios, Chicago, announced this week he is building a new studio in Hollywood to be operated as the United Recording Corp. He has leased 18,000 square feet at 6052 Sunset Boulevard for an installation geared heavily for stereo. Operations will begin late in October.

Putnam retains the title of chairman of the board at Universal, which he founded more than a decade ago and built into the most important studio between the coasts. Succeeding him for president there is Bernie Clapper, also one of the founders.

Audio Pacts Wallenstein

NEW YORK — Audio Fidelity Records has signed conductor Alfred Wallenstein to a long-term pact. Wallenstein, who was signed by AF prexy Sid Frey, will introduce a new series of classical music for the label. This series will mark the label's entry into the classical music field.

Wallenstein and Frey will leave next week for London to wax some classical works with an 80-piece orchestra. Men were chosen from the London Philharmonic and the Royal Philharmonic.

Eli Oberstein Gets London Disk Plant

NEW YORK — Eli Oberstein, colorful disk exec, last week announced the purchase of a pressing plant in New Cross, London, which will press Obie's Rondo line there. He added that he has concluded distribution deals which will place Rondo albums in 330 Woolworth stores. These will be carrying LP's for the first time.

The Rondo factory has 30 presses. He anticipates pressing for American-based firms in the future.

Oberstein is also introducing albums to British variety stores which heretofore have carried singles. This activity parallels the exec's activity 10 years ago in the American market, where he pioneered album sales in non-record outlets via the Varsity and Royale labels. He predicts LP sales in England will more than double in one year.

Schuster Gets Trinity Post

NEW YORK — Irwin Schuster has been named professional manager of Trinity Music and Towne Music, and Mrs. June Noonan has been appointed assistant professional manager of the two firms.

Trinity currently has both sides of Betty Johnson's new Atlantic disk "Hoopa Hoola" and "One More Time" (The Billboard "Spotlight" this week). Trinity also has one side of Jim Lowe's new Dot platter "Ja, Ja, Ja"; while Towne has the flip, "Chapel Bells."

Fine Sound Opens New Hotel Studios

NEW YORK — Bob Fine opened new studios for his Fine Sound, Inc., this week in the great Northern Hotel here. Fine has taken over the hotel's entire Grand Ballroom, which is 60x60 feet with an 18 foot ceiling.

Fine and his frau Wilma Cozart (Mercury's classical chief) became the parents of a boy, Christopher Robert Fine, last Saturday (30).

Decca Plugs Travel Sets

NEW YORK — The all-new "Hi Fi Travel Guide" is the title of Decca's newest promotion gimmick. One of a series of the label's "Silent Salesmen on Parade," the leaflet is designed for dealer giveaway purposes. It's a two-sided color job with a full listing of the label's "Holiday" and "Midnight" album sets.

Three of the series of travel-based sets are depicted in color on the leaflet and it is designed for use as a mailing piece, centerpiece, package or letter enclosure.

Still on the foreign kick, Decca has also released an album of songs by Domenico Modugno, Italian singer who has the top hit version of "Volare." The set is titled "Nel Blu Dipinto Di Blu." The title "Volare," itself has already been used for album purposes by Kapp Records for its set by Umberto Marcato, who also had a single version of "Volare."

THESE ARE THE FACTS, IT SAYS

The Ira Ironstrings Hoax —How to Sell 25,000 Easy

CHICAGO — Anyone who has not heard of Ira Ironstrings by now has somehow remained untouched by one of the grandest promotion hoaxes in recent times. Here are the alleged facts as whispered to The Billboard exclusively by a happy but anonymous mahoff of Warner Bros. Records who recently breezed merrily thru this city:

Ira Ironstrings is the xylophone-playing star of an LP in Warner's maiden release titled "Music for People Who Have \$3.98 (plus tax, if any)." Such a title obviously deserved what is known in the Catskills as "tumult"; it deserved, in fact, more tumult than the newborn W.B. organization is yet able to provide. So the enterprising W.B. official went to a Hollywood Western Union office and dispatched a wild hype-type telegram about Ira Ironstrings to every Cap-

itol distributor in the country commanding, in essence: "Get on it." The wires were signed simply but compelling: "National Promotion Department." Then the resourceful official flew to New York and from a Times Square Western Union office proceeded to do likewise with every Columbia distributor in the country.

Then he mailed out 10,000 gimmicked streamers to stores. Capitol and Columbia salesmen, upon seeing these streamers, understandably figured they really had something, so they hyped all the harder.

In Los Angeles and New York, W.B. chartered helicopters to haul streamers worded "Watch for Ira Ironstrings" over ball parks and beaches, further galvanizing the Cap and Columbia men into activity. In The Wall Street Journal,
(Continued on page 42)

NETWORK RADIO

Marek Compares Cliburn and Horowitz

George Marek, RCA Victor veepee and music director, hosted on the 8:30-9:30 "Nightline" slot last Monday (25) on NBC-Radio. It was a refreshingly adult hour, during which he gave the public the opportunity of comparing the two most famous waxings of Tchaikovsky's First Piano Concerto. Disks spun were Van Cliburn's little hotcake and Vladimir

Horowitz' (Toscanini) rendition, which has sold over 400,000 since pressed some 20 years back.

Marek played most of the first and second movements of both versions, and a small part of the third movement as recorded by Cliburn only. Thesis stressed was that, of all the arts, music is most dependent on interpretation, and that where legitimate differences

of interpretation exist, audience benefits. Comparison between the young Texan's leisurely, relaxed style and the more rhythmic and nervous approach of the older master was fascinating, and listeners were left to draw their own conclusions.

Marek is to be commended for not having once mentioned that both recordings are on RCA label, and for offering a musical hour that made the hearer, and not the commentators, the chief critic. **Bernie Hodcs.**

NIGHT CLUB

Village Gate Swings Open Charmingly

Art D'Lugoff's Village Gate promises to become a haven for folk music enthusiasts. The new nitery has the rustic charm of a ratskellar. The attractive, comfortably informal room is decorated simply with a few modern paintings, college pennants and sections of beer kegs. Food is good, and prices are modest.

Currently featured are Elly Stone and the Gateway Singers. Miss Stone has a lovely lyric

soprano. Her repertoire is varied and interesting. She accompanies herself on guitar and proves a real charmer, especially on her ballads. Her numbers include "Oh, No, John," the original French version of "Autumn Leaves" and several spirituals and folk songs from other countries. She prefaces each selection with a brief history of the song.

The Gateway Singers, Decca artists, are a spirited group of en-

tertainers who obviously enjoy what they're doing. Their material ranges from witty, satirical selections to traditional numbers. They provide their support on guitars and a five-string banjo. Their New York debut is highly impressive on such fare as "The Rock Island Line," "The Fox," "The Ballad of Sigmund Freud" and "Ezekiel Saw the Wheel." D'Lugoff's future plans call for the presentation of folk programs and concerts. The room will also spotlight jazz and classical artists—both established and unknown. **Howard Cook.**

NETWORK RADIO

'Upbeat' Pattern Is Jazz Mugwump

CBS Radio is doing a nice job of musical fence - straddling with its weekly "Upbeat Saturday Night" series; there's enough of the jazz flavor in it to draw the Newport fans, but not so much that it will scare away Mom and Dad.

The show goes off smoothly enough so that the ambivalent nature of the musical approach sounds continuously interesting

in its 7:05-7:30 p.m. slot.

On the stanza caught (August 30) guest stars were bassist Chubby Jackson and jazz violinist Jackie Paris, a veteran of wax and nightclub circuits, with deejay Jim Lowe as host-emcee, and Eddie Collins fronting the house band.

Producer Dick Teela wisely keeps the talk to a minimum, allowing a maximum of showcase

for the guests. Jackie Paris thus was given an effective double featuring with "In the Still of the Night" and "Softly, as in a Morning Sunrise," bringing a fine swinging beat to the standards. Jackson scored equally well in a pair of his own jazz penning.

Elliot Lawrence, an extra guest, turned in a fine keyboard styling on the Lerner - Loewe "On the Street Where You Live," with Eddie Collins providing a neat upbeat job on "Guss' Blues." All things considered, the show is solid weekend musical fare.

Charles Sinclair.

NETWORK TV

Another Pleasant Sullivan G.I. Show

Ed Sullivan's annual U. S. Air Force Talent show last Sunday (CBS-TV, August 31) spotlighted 13 regional winners with veteran movie actor (turned producer) Dick Powell as a pleasant but somewhat weary emcee. Highspot of the show, oddly enough was a film-clip plug for Powell's new movie "The Hunters." Three jets roared thru a strikingly beautiful aerial ballet; while ex-air force man John Gabriel (now an actor

in the film) warbled the title tune (which he also penned) with virile effectiveness.

Standouts among the service talent were an operatic-styled baritone, a comedy magic act, an Irish tenor, and a vocal chorus (girl on lead and three men). The last named act shapes up as a good bet for today's rock and roll minded record market. The fem lead has a powerful voice, attractive face and sound showmanship.

Jack E. Leonard ran thru his usual insult-the-audience routine for a fair amount of laughs, but his hoofing bit isn't as funny now that he's thinner. Actually, the comic was out of place in a service show line-up, and the impact of his performance was lessened accordingly. Several Miss America contestants were on hand to provide visual stimulation, as did a leggy chorus line which opened the show in an "Off We Go Into the Wild Blue Yonder" production number reminiscent-style-wise of Dick Powell's old Warner movie musicals in the 1930's.

June Bundy.

REVIEWED IN BRIEF

Poni Tails Visit Clark

Dick Clark presented an unusually melodic bill on his Saturday (30), show over ABC-TV. Class act of the night was the Poni Tails. The three pretty teenagers, showcased effectively on a carousel, lip-synched gracefully their hit waxing of "Born Too Late." Also in a lyrical groove were Jim Reeves' gentle chanting of "Blue Boy" and Betty Madigan's vivid thrashing on "Dance, Everyone, Dance." Rock and roll excitement was provided by Bill Haley, while Eddie Cochran's sexy rockabilly style scored with the girls. Clark was, as usual, an ingratiating emcee and solid salesman for Beechnut.

Bundy.

New Shakespeare Score

The musical monopoly which Mendelssohn has enjoyed on incidental music for Shakespeare's "A Midsummer Night's Dream" is

being given a sharp jolt by Marc Blitzstein. He has penned an attractive new series of song backings, scene bridges and other tuneful moments for the handsomely mounted production at the Stratford (Conn.) Festival. It's headed for wax, coupled with "Winter's Tale" by the same team. Simple, melodic and sounding here and there like a Kurt Weill version of "Greensleeves," Blitzstein's score for chamber group and voices fits the light, airy mood and is a perfect setting for fine performances by June Havoc, Richard Waring, Inga Swenson and others in the cast.

Sinclair.

Opus Jazz, Edited

The CBS network radio series "The Best in Music" Sunday, 1:05 p.m., EDT, promised a premiere of Bob Prince's score for the new Jerome Robbins ballet, "New York Export, Opus Jazz."

In fact, the music was promised a number of times during the first three segments of the broadcast. When the time came, however, all that was performed was three minutes of the Prince music. It seems wrong somehow to promise something and deliver only a bit of it. It might have been better to forget it entirely. **Rolontz.**

Andy Williams

Andy Williams' Chevy Showroom, caught again last Thursday (4), has picked up steam from an already strong start in June. The singer has developed into a snappy, swinging, altogether polished showman who handles himself equally well in the singing and emcee chores. He's a real comer who doesn't suffer at all from the extremely slick production job by the supporting cast and behind-the-scenes crew. The gimmicks are clever in segueing from one bit to the next, and the pacing is tops. Williams and the staff deserve a regular network slotting this winter. **Grevatt.**

Roberta Sherwood a Hit Via Nostalgic Sincerity

By BERNIE HODCS

Roberta Sherwood packed the Latin Quarter, New York, at the opening of her four-week stand last Thursday (28). Laying aside her trade-mark sweater and glasses when she got onstage, she proceeded to hypnotize the audience with her weary voice and belt-'em-out style. Her very plainness, sincerity and nostalgic slow beat—all these qualities contrasted refreshingly with the rest of the big, glamorous, racy revue.

By this time, the "Cinderella of Song's" story is well known thru magazine articles, newspaper columns and TV shows such as "This is Your Life," and the table sitters want to help her bear her burden. They cheered her lustily as she sang such numbers as "Lazy River," and "If I Can Help Somebody" and clapped approvingly as she danced about and hit her old cymbal.

Miss Sherwood's records are not for teen-agers, since she is essentially an adult experience. Nor does her strong personality or the visual effect she has on audiences transfer easily to disks. But those who have seen her perform will buy her Decca album, latest of which is "Country Songs for City People." The singer's tall, blond, college-going son got a big hand for a rockaballad rendition of "Girl of My Dreams." Pianist Ernest Di Lorenzo, guitarist Red Newmark and Jo Lombardi's ork gave her fine support.

Comedian Corbett Monica demonstrated an easy delivery and amusingly novel patter. His impressions of movie stars have the bite of original satire. Judging by audience response, Monica is on his way up. The other singers, dancers and beautiful bodies in Donn Arden's lavish production are familiar elements making up the mixture as before.

Too Much of a Good Berle, But 500 Club Has a Hit

By HOWARD COOK

Milton Berle, who is back in the nitery groove after an absence of close to nine years, is suffering from the same malady that dethroned him from his reign as "Mr. Television." Too much Berle. His talents as a comedian are well known. He is a master of ad libs, audience insults and shady lines, but his continual presence onstage and his mania for cutting in on other acts becomes a bore.

In his current revue at the lovely 500 Club, Atlantic City, N. J., he is supported by Bobby Bryant, a tap dancer; Jackie Fontane, a very buxom chanteuse; the Dunhills, a male dancing trio; Stan Fisher, an excellent harmonica player and a sextet of opera singers. Fisher is great and equally adept at presenting classical and pop selections. After his scheduled numbers, he does a medley of audience requests and, of course, a duet with Berle. The Metropolitan Sextet presents excerpts from operas in comic style. Berle's appearance with this group in clown make-up and tattered box is one of the funniest bits on the program.

Miss Fontane does a so-so warbling stint on "Blues in the Night," but her major contribution to the program is her healthy torso. She also does a duet with Berle. Berle does a routine with the precise and rhythmic Dunhills. Bryant, a very agile and acrobatic tap dancer, was the only performer to escape interference from Uncle Miltie. Another amusing part of Berle's revue is his introduction of a lovely Japanese miss with whom he converses in something resembling Japanese.

'Houseboat' Floats on Sea Of Laughs, Loren and Music

By TOM NOONAN

Stars: Cary Grant, Sophia Loren. Producer, Jack Rose. Director, Melville Shavelson. Songs, Jay Livingston and Ray Evans. Music score, George Duning. Distributor, Paramount Pictures. Running time: 112 minutes. Reviewed at sneak preview, New York, August 29.

Cary Grant and Sophia Loren whirl thru this light comedy in high style and in so doing succeed in disproving the old showbiz adage "It's murder to work with children." Actually three kids, Mimi Gibson, Paul Petersen and Charles Herbert, add much to the proceedings. Other important additions are the performances of Harry Guardino, Martha Hyer and Eduardo Cianelli.

Action involves a Government employee, (Grant) separated from his later deceased wife, who goes against the grandparents and takes his three children to live with him. A small apartment, the children's dislike for him and the life they are leaving, plus his inability to understand them make for many problems. In the meantime the daughter (Sophia Loren) of an Italian symphonic conductor (Eduardo Cianelli) is dying to get out on her own to meet some American men. This she does, in the person of the youngest of the three children when both run away from their respective fathers.

More complications set in when the house Grant has bought is wrecked by a train. The family, with Miss Loren as maid, gets a broken-down houseboat which of course is turned into a palace on water by pic's end. Martha Hyer goes for Grant, but Miss Loren wins.

Sophia's Columbia disk of "Bing, Bang, Bong" and the title theme get good exposure, with the youngest child playing the latter on harmonica thruout the flick. "Bing" is getting good air play already and, when the film hits neighborhood houses, both tunes should be pushed even more strongly. Sam Cooke sings the theme song ("Almost in Your Arms") over the smart credits and on a Keen label single. The tune is also on wax via Joe Reisman Ork, RCA Victor; Don Costa, ABC-Paramount; Les Baxter, Capitol; and Ralph Marterie. It's a highly enjoyable film with good music, yocks and Loren to gaze upon. What more can a guy want?

FIFTH LINK

Storz Chain Buys Oklahoma Outlet

• Continued from page 1

made up into a combined list by Storz program director Bill Stewart, who headquarters with Storz in Omaha. Many of the "Pick Hits" and "Extras" are selected from this master list, as well as from the Billboard's "Coming Up Strong" and "Spotlight" selections. The number of dealers surveyed in each town ranges from 15 in New Orleans to 50 in Miami.

The Storz stations also play a few new releases, but Storz frankly admits that selection of these disks depends upon the stature of the artist and label since it's just not possible for our men to listen to 200 new releases each week.

Altho Storz has been called an enemy of the name disk jockey by some in the trade, the broadcaster opines that the disk jockey or per-

sonality is actually the heart of his stations, and it is a company boast that his disk jockeys earn more than the disk men on other stations in the market.

Aimless chatter is discouraged, but Storz (a one-time deejay himself) maintains: "We want our men to talk enough to become personalities to achieve individual identities. Otherwise the station's sound is apt to become only 'background,' and we want the listener to listen actively." Storz cites as typical personality deejays, Eddie Clark, WHB; Dan Dnaiels, WDGY; Larry Wilson, WTIK, and Jerry Wichner, WQAM.

The acquisition of the Oklahoma City station gives Storz five stations again. He sold KOWH, Omaha (for which he paid \$75,000 in 1949) last year (June, 1957) for \$822,500. He bought WTIK, New Orleans for \$25,000 in 1953 when the 250 watt outlet was low man in an 11-station rating fight. In six months the station was No. 1, and today (a 5,000 watt) is still No. 1 — both Pulse and Hooper.

The pattern from low-rated to No. 1 has been repeated by Storz outlets in Kansas City, Miami, and Minneapolis—all purchased since 1954, WHB in May, 1954 for \$400,000 (then fourth-rated outlet); and WDGY and WQAM in 1956.

Storz believes in hiring young execs who've come up from the ranks. For instance, George W. Armstrong, now veepee-general manager of WHB, (one of the country's top billing stations altho Kansas City only ranks 22d in the nation) was only 26 and a KOWH salesman when Storz made him general manager of WTIK in 1953.

Storz considers himself a champion of the disk jockey (he made deejay Jack Thayer general manager of his Minneapolis Station WDGY,) and is proud of the fact that he inaugurated the First Annual Pop Music Disk Jockey Convention and Seminar in Kansas City last March. The event (again under Storz sponsorship) will be held in Miami next year.

Victor Releases Kaye Film Track

NEW YORK—RCA Victor has released the original sound track recording of "Me and the Colonel" to coincide with the showing of the Columbia Pictures film starring Danny Kaye. Background music for the film was clefted by George Duning, who wrote such scores as "Picnic," "Pal Joey," "The Jolson Story," etc. Pic is based on the Broadway play, "Jacobowsky and the Colonel."

MUZZLE THAT TUBA AND MELLOW THAT OOMPAH

NEW ULM, Minn. — A unique recording session took place here recently which may help bring back the lost glories of oompah type music. The session was staged by Pleasant Peasant Records.

C. B. Brown, who calls himself the pleasant peasant, describes long-term plans which called for "oompah music of a de-clannished form—something with universal appeal." He said that as in all forms of pop music, the beat is what sells, thus "the logical approach was to save the beat but muzzle the orchestra-tuba duel, plus mellowing the harsh spots."

A hand-picked group of musi-

ART CENTER GETS IKE OKAY

WASHINGTON — President Eisenhower last week (2) signed a bill paving the way for construction of a center for the performing arts in the nation's Capital.

The concert hall and opera house, when completed, will boast facilities comparable to those in other major cities here and abroad.

The President now must approve 15 general trustees, who, along with 15 federal officials, will make up the board of trustees. Board will operate within the organization of the Smithsonian Institution. (The Billboard, September 1.)

Under the law, if money for construction of the center is not raised within five years, the project is to be abandoned and the money already raised will be used to buy works of art for the Smithsonian Art Gallery.

RONTY AGAIN

Russ Tapes Bring New Music Clash

NEW YORK—Another act in the parlous story of Bruno Ronty and his various recording labels, Russian tapes and dark hints of "irregular and unauthorized" releases of such tapes unfolded last week. It seems Ronty has started a new record label, titled, sensibly enough, Bruno Records. It has been issuing LP's for a while now, mainly of Russian orchestras and featuring big name Russian soloists.

Ronty used to have a label titled Colosseum Records up till about a year ago. At that time many in the trade claimed that he had an "irregular and unauthorized" source for his Russian and Eastern European Tapes. Russian tapes are handled in this country by Leeds Music, which leases them to diskeries such as Westminster, Vanguard and Monitor via an agreement with a Russian licensing agency. Early last year, according to Leeds, Ronty withdrew his Colosseum label from the market after he was enjoined from issuing various recordings of Czech symphonies and artists in a suit brought by Artia Records on behalf of the Czech firm Supraphon.

There has been much mumbling on the part of many of those labels that issue tapes leased from Leeds about the disks that Ronty has released on Bruno. There were rumors that his records were rather

(Continued on page 42)

DISTRIBUTOR NEWS

By HOWARD COOK

Jim Sanborn, of Sanborn Music Company, Cleveland, reports heavy action on "Where the Blue of the Night" by Tommy Mara on Felsted. Felsted is also cooking with "Oh, Johnny, Oh" by Kathy Linden. "Gotta Have Rain" by Max Bygraves on London is moving well. "Tulips in Amsterdam" by Mantovani on London is a big item. "Fried Onions" by Lord Rockingham's XI (London) looks promising. Hottest LP's are "Gems Forever" by Mantovani on London, "Hits I Missed" by Ted Heath on London, and "Al Hirt's Dixieland Group" on Audio Fidelity. "Great for Dancing" by George Evans on London is also a big album. Sanborn states that the London and Audio Fidelity packages have been selling well. Russ Milner, former Decca salesman in Cleveland, has replaced Bill Harding in Sanborn's Dayton, O., branch. Hardy has gone to Joe Clancy and Company, representatives for the Voice of Music in Ohio and Indiana.

Manny Goldberg, Mangold Distributors, Baltimore, lists several new platters that are showing hit signs. M-G-M is hot with "It's Only Make Believe" by Conway Twitty and "There Goes My Heart" by Joni James. "Little Starry Eyes" by Johnny Garner on Imperial is going strong. Little Richard's latest Specialty release, "Baby Face," is big. M-G-M's new albums are going well. The new sets include "Today" and "Yesterday" by Maurice Chevalier, "The Fanny Brice Story" by Kaye Ballard, "This Is Sheila Guyse" and "Jazz in Black Tie," by Morty Craft. Vanguard's new Paul Robeson LP has gotten a strong initial reaction. Mangold is planning a strong promotional drive on Disneyland Records to tie in with the heavy radio and TV plugs that the diskery will launch this fall.

Bob Desdecker, of Lyric Distributors, Buffalo, reports that "As Long as Life Goes On" by Milton Grayson on Keen is one of his strongest records. He feels it will become a big disk. Other fast-moving records include "We Have Loved" by Jackie Wilson on Brunswick, "The End" by Earl Grant on Decca, "Down the Aisle of Love" by the Quin-Tones on Hunt, "Firefly" by Tony Bennett on Columbia, "Your Cheatin' Heart" by George Hamilton IV on ABC-Paramount, and "Wild Child" by Ivan on Decca. "The Happiest Mandolin" by Peter DeAngelis on Challenge is selling well. ABC-Paramount also has good sellers with "Gotta Have Rain" by Eydie Gorme and "Truly Love" by Johnny Nash. Other strong disks are "Big Daddy" by Jill Corey on Columbia and "How the Time Flies" by Jerry Wallace on Challenge. Biggest albums are "King Creole" by Elvis Presley on RCA Victor, "Nel Blu Dipinto Di Blu" by Domenico Modugno on Decca and Johnny Nash on ABC-Paramount.

NEW YORK SCENE: Murray Ziscoso of Alpha Distributing Company reports strong sales on "The 10 Commandments of Love" by the Moonglows on Chess. "Love Me" by Jerry Butler and the Impressions on Abner is doing well. "I'm So Young" by the Students on Checker looks like a winner. "La-Do-Dada" by Dale Hawkins on Checker is stepping out. "Darling, Can't You Tell" by the Clusters on T-G is beginning to show. "No One Knows" by Dion and the Belmonts on Laurie is clicking. "In the Mood" by Hutch Davie on Atco is moving strongly. "Promise Me, Love" by Andy Williams on Cadence is big. Strongest LP's are "Pat Suzuki, Vol. 2" on Vik, "Johnny Cash" on Sun, "Ricky Nelson" on Imperial and "Jonah Jones at the Embers" on Vik. Johnny Cash has a tremendous EP in his "Johnny Cash Sings Hank Williams."

NOTES IN THE MAIL: Mike Lipton, of Cosnat Distributors, Cleveland, according to Roulette's newsletter, has been getting a strong reaction to the KYW show he has established with Co-Star Records. The show, which is 20 minutes nightly, features a listener acting a scene opposite one of the stars in the Co-Star series. Success of the show has sparked sales in the LP's. Pete Garris, of Tico Distributing Company, New York, advises that "The Day I Died" by the Playmates on Roulette looks like a smash follow-up to "Don't Go Home." Other strong Roulette disks are "One Day Next Year" by the Heartbeats, "Bad Girl" by Valerie Carr, "The Crawl" by the Fireflies and "My Promise to You" by Paul Anthony.

Mrs. Coral Lee Sawyer, of Scan Distributing, Buffalo, writes that Scan has strong records with "Congratulations" by the Chantels on End, "Baby, Wait," by Gerry Granahan and "Nothin' Shakin'" by Eddie Fontaine on Sunbeam, "Big Brown Eyes" by the Redjacks on Apt and "Bong Bong" by Vince Castro on Apt.

Max Cooper and Associates, publicity crew for Chicago distributor Lennie Camisa, scribes that one of the real hot items in the Chicago area at the moment is the "Living Language" series of instruction in Spanish, French, Italian and German.

DISTRIBUTOR DOINGS: Frank Conklin of Lin Records has set the following distrib: A & I, Cincinnati; Bill Lawrence, Inc., Pittsburgh; Records, Inc., Boston; Harmony Distributors, Buffalo; Southern Distributors, Louisville, and James H. Martin, Inc., Chicago. Conklin recently returned from an extensive promotion tour of the East.

Bob Heller, of Chips Distributing Company, Philadelphia, recently celebrated the firm's first six months as a record distributor. He hosted a party for the record trade which he writes was a "gala affair." Strongest disks at Chips presently are "Rock-In' Robin" by Bobby Day on Class, "Are You Really Mine?" by Jimmie Rodgers on Roulette and "Little Star" by the Elegants on Apt. Heller also recommends "Pretty Little Pearly" by the Click Clacks on Apt.

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LP Stereo Deb By Audiophile

SAUKVILLE, Wis.—Ed Nunn, president of Audiophile, this week released his first three 12-inch stereo disks, with predictions that the label's output of two channel disks would probably hit a dozen before January, 1959. Two waxings by Doc Evans' Dixielanders and another by King Arthur, pianist and his rhythm section, are included.

All stereo and monaural diskings, of which there are now about 35 packages on Audiophile, will be pressed by Sid J. Wakefield, Phoenix, Ariz., in whose operation Nunn is a co-partner.

Audiophile has the following distributors: Record Distributors, Chicago; Arc Distributing, Detroit; Coda Distributing, Minneapolis, and Circle, Denver.

**OLD
MACDONALD**
THE CHARGERS
47-7301

MUSETTO
DOMENICO MODUGNO
47-7321

**HEY,
STELLA**
THE CREW CUTS
JOE REISMAN'S
ORCHESTRA & CHORUS
47-7320

CERVEZA
BOOTS BROWN
47-7269

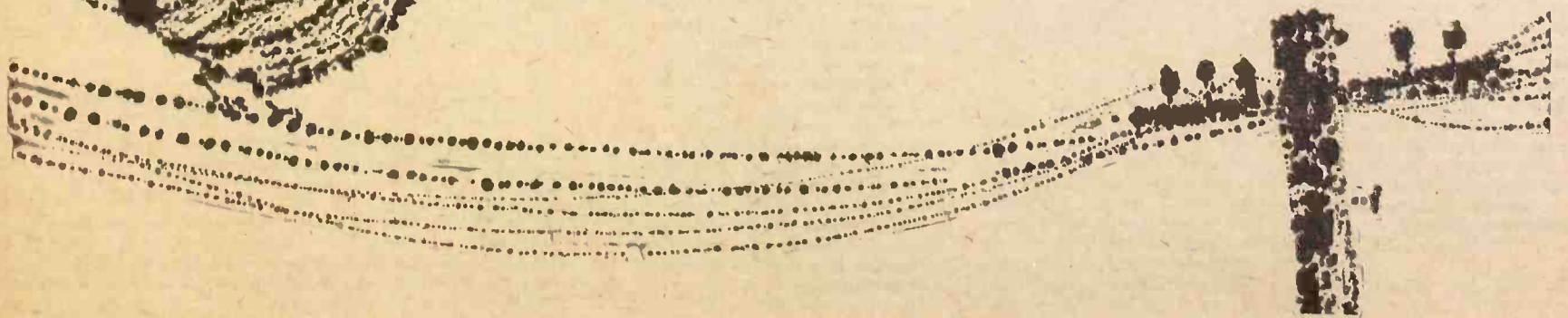
**I
HAVEN'T MET
THE RIGHT
ONE YET**
HUGO WINTERHALTER'S
ORCHESTRA & CHORUS
47-7329

RCA VICTOR



HIGHER
AND
AND HIGHER

CLIMBING HIGHER



VOX JOX

By JUNE BUNDY

PLUG STAMPS: In a move to concentrate deejay attention on the plug side of a record, Mercury's publicity director, Tommy Schlesinger, has come up with eight different "plug side" sticker-stamps for deejay platter labels. The eight stamps, each of which features a different drawing, include a plug-horse, champagne plug, bathtub plug, plug-nickel, radio plug, and fire plug.

GIMMIX: Paul Schaefer, KONO, San Antonio, and fellow jocks are conducting a "KONO Lucky Word Contest," whereby every hour throughout the day they announce a "Lucky Word" of the hour, with one letter of the alphabet given out during the following 60 minutes. Persons whose last names begin with that letter are invited to call and give the "Lucky Word." A \$5 prize is their award, and if their name has previ-

ously been circled in the KONO phone book, they receive a bonus of \$50.

Deejays at WRSA, Saratoga Springs, N. Y., have been serenading returning vacationers with "White Christmas," idea being to call the motorists' attention to the fact that if they don't drive carefully they won't be around to hear it in December. . . . Bob Bryar, Dick Smith, Milt Kray and Paul Larson, WROC, Worcester, Mass., acted as alternate emcees this summer for a series of weekend record hops at White City Amusement Park. Top r.&r. disk artists lip-synched to their records for the Friday night events, which have pulled an average attendance of 3,000 each week.

THIS 'N' THAT: Dave Holliday, KMAC, San Antonio, is also a professional hypnotist and an assistant instructor at the Southern

School of Hypnotism in San Antonio. . . . John Wolfe, WDOS, Oneonta, N. Y., is taping all of his interviews with disk artists and hopes to produce a package deal, which he will make available to other jocks. Meanwhile, he's anxious to hear about any "special gimmicks other jocks may be using across the country."

Jean Bardo, WDIX, Orangeburg, S. C., and his bride, Tippy, spent their honeymoon in New York City last month. . . . Deejays Ray Curtis, Dave Steere, Bill Johnson and Jim Topping, KPHO, Phoenix, Ariz., co-hosted a free back-to-school record hop (in co-operation with the local Montgomery Ward store) last week from 9 to 10:30 p.m., September 4, in Ward's downtown parking lot. . . . Don Graham, KOOO, Omaha, was emcee at a Coca-Cola Record Hop (Continued on page 40)

ON THE BEAT

By REN GREVATT

The inexorable o'clock moves on and as it must happen every year, the back to school movement is in full swing again. The singles wing of the disk industry, as has become customary, has again taken note of this great teen migration from vacation back to the classroom. The reference, of course, is to record product and song titles but one disk man, who preferred to remain anonymous, perhaps voiced the thoughts of many. "It's about time we got those delinquents off the streets and back into class. Don't use my name, however, because we sell them a lot of records. Besides, they buy a lot more disks when they're in school," he asserted.

Judd Phillips, brother of Sun Records' Sam Phillips, has started his own Judd label, down in Sheffield, Ala., and as part of the promotion for his initial disk, he finds himself right in the thick of the back to school movement.

The disk is Bobby Denton's "Back to School." Last Saturday (6) the plan was to have Denton appear on the Dick Clark evening show (ABC-TV) at which time an entire segment of the show was to be built around the so-called "return to learning" theme.

Another disk of the same tune, issued recently, was by Joe Fuller on the Hi label, out of Nashville. This too was a first, marking the initial release of the new label. Johnny Ferguson, making his debut on Decca, does so with a disk titled "Til School Starts Again," while Warner Mack, already known as a hot Decca property, has come thru with his newest, "Going Away to School." This discusses the situation of one who leaves town and the local chick for private school.

Last June, there was a barrage of "school's out" type records, with vacations, sum-

mer jobs, moonlight, etc., being key topics of song material. These records are all close to the basic things of life, the basic needs of teen-agers. They are, in the words of veteran Billboard music editor, Paul Ackerman, "protoplasmic, grass roots type records for protoplasmic kids." According to Ackerman: "If the record has a protoplasmic sound and beat, the kids will get the message."

It might also be noted that Judy and Joyce, a pair of sharp-looking new Decca thrushes, have cut a disk called "Nursery Rock." No, this doesn't have any direct contact with schools. More aptly, it could be called the pre-school scene. But it does point up the fact that there's a lot going on these days, even among the play pen set. This group itself, of course, will (Continued on page 49)

WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

Richard Strauss' "The Silent Woman" receives its American premiere October 7 when it opens the New York City Opera Company season. A waxing deal is in the works for the comic opera in its English translation by Herbert Bedford. Margaret Webster will direct. The troupe is bringing back Benjamin Britten's "Rape of Lucretia," first seen in 1948 as a Broadway offering, and Rossini's "Cenerentola."

B'DCAST BEEPS: Walt Disney's ABC-TV series will feature the life of Tchaikovsky this fall and the video debut of "The Whale Who Wanted to Sing at the Met." . . . Chubby Jackson, jazz bassist, received the Upbeat Award from CBS Radio's "Upbeat Saturday Night."

Jimmy Dean's new daytime strip debuts September 15, 2-2:30 p.m., on NBC-TV. Meanwhile, George Hamilton IV has taken over his old show Saturdays, 12-1 p.m. . . . "Kiss Me Kate" has been given a November 20 berth by NBC-TV, 9-10:30 p.m., EDT.

LONGHAIR: Ernst Krenek, noted atonal - jazz - classicist,

has begun an extensive European lecture - conducting - composing tour, winding up with the first performance of his opera "The Bell Tower." . . . The Julliard String Quartet is touring Iron Curtain countries. . . . Pablo Casals has been named director of Puerto Rico's new symphony ork. Opening concert is November 6. . . . Richard Hauser, 24, succeeds the late Ralph Edson as prop master for the Metopera. . . . The Wagner Opera Company starts a U. S.-Canada tour of three Italian works October 7 in Wilkes-Barre, Pa. . . . Alan Hovhaness' "Mysterious Mountain," commissioned by Leopold Stokowski, will get a N. Y. airing September 25 at Carnegie Hall. Fritz Reiner and the Chicago Symphony just waxed it for RCA Victor.

CINEMATTERS: Opera singer Victor Lundin makes his film debut in "The Miracle" for Warners. . . . The Mitchell Boys Choir will be featured in "Johnny Rocco" for Allied Artists. . . . Roger Edens and George Sidney, who teamed on "Showboat" and "Harvey Girls" for M-G-M, will produce and direct "Here Come the Brides," an original

musical for Columbia Pictures.

. . . Jacques Bergerac turns chanter with Paramount's "Thunder in the Sun," Cyril Mockridge penning the score.

NITERY BITS: Teddi King at the Cafe de Paris, Washington. . . . The Rover Boys at the Playboy, Chicago. . . . Buddy Bregman, pianist - arranger for Guy Lombardo for 12 years, has formed a 12-piece string group called "Bows and Beaux." He'll narrate the act from the piano, with the eight men and four girls supplying dance and pantomime as well as music. Nitery tour starts in November.

The September issue of Harper's Magazine carries a provocative article, "TV Ratings: What They Really Mean," by Bernie Asbell, Chicago staffer of The Billboard. . . . The American Academy of Dramatic Arts marks its 75th birthday this month. . . . William Urai, director of the Espenak School, N. Y., just completed a piano suite called "B. B." divided into six movements: March of the Censors, Brigitte Watching the Sunset, Her Cat, Her Music Box, Song With Gong and B. B.'s Dance. Dora Records will wax it.

MUSIC AS WRITTEN

By BOB ROLONTZ

JAZZ SCHOLARSHIPS FOR 1958

Scholarship awards were given out last week by the School of Jazz at Lenox, Mass. Here are the winners of the jazz scholarships set up by various festival boards and by corporations and individuals. The BMI Scholarship in Composition, totaling \$385, went to M. Arif Mardin of Istanbul, Turkey. The Louis Armstrong Scholarships, established by the Newport Jazz Festival and totaling \$1,025, went to Bobby Cairus of Edmonton, Alta., Can.; John Mason, Chicago; Jon Mayer, New York; Dan Stewart, Bloomington, Ind.; Dom Turkowski, Boston. The Herman Lubinsky scholarship of \$385 went to Dale Hillary of Edmonton. The Great South Bay Jazz Festival scholarship, totaling \$385, went to Robert Gordon of Long Island, New York. The School of Jazz benefit fund, totaling \$670, went to Bradley Jones of Jamestown, N. Y.; Albert Malacara of Amarillo, Tex.; Kent McGarity of Norwich, N. Y.; James Milard of Newburgh, N. Y., and Bernard Wilkinson of Brooklyn.

'STAR SPANGLED BANNER' DISPLAY

One of the eight known copies of the first edition of "The Star Spangled Banner," plus one of the two known library copies of "The Anacreontic Song" from which the melody of the national anthem was taken, are now on display at the New York offices of Broadcast Music Inc. "The Anacreontic Song," by the way, was used as the melody for many American songs long before Francis Scott Key wrote the words of "The Star Spangled Banner" to its melody. Another interesting fact about "The Star Spangled Banner" is that it was less than three decades ago, in 1931, that President Hoover signed a bill making the Francis Scott Key version our national anthem.

JAZZ CENTRAL BACK ON AIR

Jazz Central, the group of St. Louis jazzmen who have created a goodly following in the Midwest, will be back on the air this week on their regular show over the CBS radio net on Saturday afternoon from 5-5:30 p.m. EST starting this Saturday (13). The show will emanate from the Rose and Crown room of Medart's Restaurant in St. Louis.

VISITORS TO THE BILLBOARD

As we have mentioned many times (and this includes all of us at the paper) we are always pleased to see our friends when they drop in to say hello when they are visiting in New York, or any of our other offices in Los Angeles, Chicago, Cincinnati, Hollywood, etc. Last week in New York, Capitol boss Glenn Wallihs was in to visit on his way home to California. A little later Ray Rainwater, brother of singer Marvin, also came in to chat a bit. On Thursday the execs from Warner Bros. Records, Jim Conkling, Joel Friedman (ex-Billboard staffer) and Bill Hall all dropped in to tell us about the exciting new WB album line and to enthusiastically announce some of their fall plans. And on Friday Lew Krefitz, headman at Poplar Records also came up to pay us a visit. It was a pleasure to see all of them. Remember, when you have a moment to spare, we are never too busy to say hello.

DALE WRIGHT FOR CLARK'S BANDSTAND

Harry Carlson, Fraternity Records prexy, and Dale Wright, whose "Please Don't Do It" is catching fire on the Frat label, fly out of here Monday (8) for Philadelphia, where on Tuesday night (9) Wright plugs his tune on Dick Clark's "American Bandstand" over ABC-TV. The pair will spend Wednesday and Thursday (10-11) visiting deejays in the New York area, and Friday and Saturday (12-13) will cover the radio and TV stations in the Boston sector.

New York

Alan Hovhaness' "Mysterious Mountain" will be performed for the first time in New York at Carnegie Hall on September 25 by Leopold Stokowski and his symphony orchestra. The late Ralph Vaughan Williams' "Ninth Symphony" will be premiered in the United States by the same ork as well that evening. . . . Composer Ernest Krenek is now on an extended tour of Europe where he is lecturing and recording a number of his latest works.

Arwin Records has signed Bill Watkins for a Christmas album. . . . Kai Winding flew to London last week to join the "Jazz From Carnegie Hall" concert tour. . . . Dick Dibenedictus, has replaced Teddy Napoleon on piano with the Gene Krupa Quartet. . . . The Selah Singers, formerly with Truth Records, have signed with Herman Lubinsky's Savoy label. . . . Steve Gibson and the Redcoats open on September 11 in Reno's Riverside Hotel. . . . The Jolly Joyce Agency has signed singer Al Rex, formerly with the Bill Haley Comets, to head his own vocal-instrumental group.

Eddy Manson will compose and conduct the score for the CBS-TV spectacular, "Harvey." . . . Lin Records has signed Tommy Reiber, Johnny Keller, Al Marshall and Kathy Stone, all vocalists, the Paul Marshall Trio and the Skylighters. . . . Deejays Willis Conover, Jack Lazare and William B. Williams will emcee the benefit for the Bel Canto Foundation on September 20 at Carnegie Hall. Foundation is the brainchild of pianist Mary Lou Williams and is intended to be a rest home for musicians.

Max and the Duchess, eminent musicologists are vacationing at Fairhaven, Mass. . . . Westminster Records will issue a single from its album "Friml Plays Friml" featuring Rudolph Friml playing and conducting his "Indian Love Call" and "The Donkey Serenade." . . . Teddi King is set for a two-week stint at the Cafe De Patee in Washington starting today (8). . . . The Rover Boys are now at the Playboy in Chicago for two weeks. . . . Lee Stone's first record on Coral came out last week. Stone is managed by Kay Twomey, who publishes one of the songs he waxed, "Why I Fell for You." Miss Twomey also is managing Bobby Wall on Aladdin Records.

*THE NEW SMASH RECORD HIT
RIDING THE CREST OF THE NEW
CRAZE THAT'S SWEEPING THE
COUNTRY*

HOO PA

HOO LA

(WITH A HULA HOOP)

BETTY JOHNSON

ATLANTIC 2002

b/w JUST ONE MORE TIME

TRINITY MUSIC, INC.

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NEW YORK, N. Y.

Lawyers Nix 'Fair Use' in Copyrights

By DOLORES NEWCOMB
 WASHINGTON — Should a statutory provision concerning "fair use" be introduced into U. S. copyright law?
 The answer is "no" from a group of lawyers questioned by the Copyright Office. Question was raised in a study of "Fair Use of Copyrighted Works," by Alan Latman, special advisor to the Copyright Office. Study is No. 10 in a series of over-all copyright reform

studies being conducted by the Copyright Office.

Latman's report points out that the Copyright Act gives the proprietor of a copyright a number of exclusive rights. Unlike patents, however, the copyright owner does not enjoy the exclusive right to "use" his copyrighted work. Courts have attempted to resolve conflicts thru the introduction of a "rule of reason," he said, and have grappled with the problem without the aid of any specific statutory guide.

Study cites as an example a court finding that a television comedy may not copy substantially from a serious motion picture. (The Jack Benny—"Gaslight" case.) A different situation is presented, however, when excerpts from the lyrics of a copyrighted song are used in the course of a literary production. The courts, Latman said, have "been reluctant to impose liability in such a case."

John Schulman, counsel for the American Guild of Authors and Composers, feels that the fair use doctrine is "well developed in our jurisprudence" and that it would be better to "continue to rely upon these rules which have made a workable adjustment between the interests of the public and those of the copyright owners, than to upset that balance by a new statutory provision."

According to Schulman, fair use "depends upon so many factual circumstances that no adequate statutory language could be more definite and precise than the tests used by the courts, and no statute
 (Continued on page 42)

"DANCE EVERYONE DANCE"
 BETTY MADIGAN
 "A LITTLE BIRD TOLD ME"
 TINA ROBIN
 "MARJOLAINA"—GOGI GRANT
 "LADIES PLEASE REMOVE YOUR HATS"—LOU BUSCH
 BOURNE, INC.—ABC MUSIC
 136 West 52 St. New York 19

From the Caryl Productions, Inc. Picture
 "NEVER LOVE A STRANGER"
 An Allied Artists Release.

NEVER LOVE A STRANGER
 LEO FEIST, INC.

NEWS REVIEW

Freed Rocks B'klyn With 'Beat' Show

NEW YORK — Fabian's Fox Theater in Brooklyn, which has presented almost everything in the lines of movie and musical entertainment, is perhaps completing the cycle in hosting Alan Freed's "Big Beat Show," which started Labor Day weekend. The theater opened its doors a full hour ahead of schedule opening day (Friday, August 29) to admit the milling throngs of rock and roll fans, extended a block and a half around the Fox.

The audience was composed mostly of teen-agers, tho there was also a fair share of young and older adults. The proceedings thru-out were orderly. The girls flipped over Gino of the Gino and Gina duet, Bobby Hamilton and Jimmy Clanton. However, it was hard to tell whether it was the artists' singing or gyrations that was responsible in driving the young feds wild. The chicks were sent furthest by 18-year-old Frankie Avalon, as he went thru some of his present and past hits.

The more-restrained Jack Scott also received admirable sighs while warbling his current click, "My True Love."

Wild Acclaim

The boys showed a bit more self-control in viewing the Poni Tails and Gina (not Lollobrigida). They did, however, get into a frenzy, almost equaling that of the weaker sex when the lovely
 (Continued on page 42)

Spending Up On Disks, Off On Players

WASHINGTON — Americans spent more money on phonograph records, coin-operated gaming devices and bowling alleys during the fiscal year ended June 30, but spent less on radio and television sets and phonographs, musical instruments, cabaret admissions, theater and concert admissions and coin-operated amusement devices than they did in fiscal 1957.

According to a report on excise collections issued by Internal Revenue Service last week (5), phonograph records yielded \$18,282,000 to the federal coffer during fiscal 1958, a jump of \$1,832,000 from the previous year. Excise on coin-operated gaming devices yielded \$11,733,000, up \$2,759,000 from the previous fiscal year. Bowling alleys and pool tables contributed \$3,139,000 to Treasury, up \$17,000 from a year earlier.

On the other hand, excises on radio and television sets and phonographs dropped \$2,770,000 to a total for fiscal 1958 of \$146,422,000. Excises on musical instru-
 (Continued on page 50)

Elektra '200' Tag For Stereo Sets

NEW YORK — Elektra Records has announced a new package numbering system. The idea was developed to avoid confusion between stereo and monaural disks. Henceforth, all stereo sets will be in the "200 series" rather than in the "100 series" as heretofore. Numbers appear on the back of each jacket near the stereo trademark box.

Pierce Takes Over Crest 'Carburetors'

MEMPHIS — Don Pierce has taken over the sales, manufacturing and promotion of the Crest label waxing of "Three Carburetors" by Don Carson. Pierce, who runs the Starday and Hollywood label out of this city, has lined up distribution in the East and South for the waxing. Murray Frost, who has been assisting Pierce in Memphis, will become associated with the Crest office in Hollywood and will live on the Coast.

3 HITS

THE OLD MAN AND THE SEA
 DIMITRI TIOMKIN COLUMBIA

BAISEZ-MOI (KISS ME)
 TEDDY KING VICTOR

IT'S ALL IN THE GAME
 TOMMY EDWARDS MGM

MUSIC PUBLISHERS HOLDING CORPORATION

BOUNCING TO THE TOP AGAIN!

Exciting New Rendition of—

STRAIGHTEN UP AND FLY RIGHT

DeJohn Sisters
 — Sunbeam —

ALL MY LOVE

Caterina Valente
 — Decca —

MILLS MUSIC, INC.

GIVE TO DAMON RUNYON CANCER FUND

Hit-a-poppin

GUYDEN #2001

NEED-YOU

by

DONNIE OWENS

GUYDEN RECORDS

NATIONAL DISTRIBUTORS:

GONE RECORDING CORP.

1560 Broadway, New York, N.Y. • Judson 6-1060

Hit Follow-up to
 "Rebel Rouser"

RAMROD

by
 BILLBOARD BEST BUYS
 RAMROD — Duane Eddy
 (Grogmark, BMI) The Walker
 (Grogmark, BMI) Jamie 1109
 A previous Billboard Spotlight Pick.

BILLBOARD, SEPT. 1

DUANE EDDY



Jamie #1109

JAMIE RECORDS

MGM RECORDS DISTRIBUTORS EVERYWHERE ARE ACCLAIMING THIS NEW JONI JAMES RECORD

**AS A
SURE
SMASH!**



**THERE GOES
MY
HEART**

K12706

SUNG BY

Joni James



**WE, THE UNDERSIGNED
MGM RECORDS
DISTRIBUTORS
PREDICT THAT THIS NEW
JONI JAMES RECORD
WILL BE A
SMASH HIT!**

Jake Friedman
Dixie Distributing Co.
Atlanta, Georgia

Manny Goldberg
Marshall Enterprises, Inc.
Baltimore, Maryland

Harry Carter
Music Suppliers of New England, Inc.
Boston, Mass.

Fay Mirli
M & N Distributing, Inc.
Buffalo, New York

Herbert Weisman
Mangold Distributing Co.
Charlotte, North Carolina

James Martin
Music Distributors, Inc.
Chicago, Ill.

Mel Herman
Whirling Disc Record Dists.
Cincinnati, Ohio

Marv Browdy
Sterling Record Dist.
Cleveland, Ohio

Walter Riley
R & D Dist. Corp.
New Orleans, La.

Al Levine
Ideal Record Products
New York, N. Y.

Albert R. Bramy
Melody Sales Co.
San Francisco, Calif.

Sid Gitelman
Century Distributors, Inc.
Dallas, Texas

Merle Schneider
S & S Distributing Co.
Detroit, Michigan

William Binkley
Binkley Distributing Co.
Jacksonville, Florida

Alex Flemington
Flemington Dists., Inc.
Kansas City, Missouri

Gordon Wolf
Sunland Music Co.
Los Angeles, Calif.

E. W. Fitzgerald
Music Sales Co.
Memphis, Tenn.

Herbert Sandel
Sandel Co.
Minneapolis, Minn.

Irwin Fink
All-State Dist., Inc.
Newark, New Jersey

Edward Barsky
Edward S. Barsky, Inc.
Philadelphia, Pa.

Herb Cohen
Astor Records, Inc.
Pittsburgh, Pa.

Stanley Jaffe
C&C Dist. Corp.
Seattle, Wash.

MGM RECORDS

1540 BROADWAY, NEW YORK, JU 2-2000

DISK MERCHANDISING

'We Slanted Our Sales Pitch to The Young Crowd. It Paid Off.'

By GRIER LOWRY

COLUMBIA, Mo.—“Contrary to popular impression, aiming for the record and high-fidelity player business of people of high school and college age is profitable,” contends N. C. Ficklin, owner of the Cottage Record Shop here. “We’ve built our 14-year-old business almost entirely with customers under 21 years of age contributing a good 90 per cent of our record and hi-fi player and console sales.”

“We’ve managed to do it without the rock and roll clientele,” explained the Missouri retailer, “and by stocking only top-priced LP’s and 45’s. There isn’t an LP in our \$18,000 inventory priced under \$3.98. Tho we stock \$29.95 record players, we refuse to sell them to customers over 15 years of age, believing that others are perceptive enough to note the inferior reception of low-priced instruments.”

“We offer no discounts and refuse to go along on distributor and factory give-away deals and other gimmicks to make sales,” Mr. Ficklin declared. “We’ve confined our advertising to a single deejay radio program which is aired for 15 minutes daily and which is devoted completely to the newest stuff out. In making certain the show is up to date, the deejay and I pick the stuff a couple of hours before the show goes on the air and pull items from the newest shipments.”

High Goal

“Results of our slant-to-the-young market are encouraging to us,” he said. “We’re making headway on our goal of selling 100 hi-fi players and consoles a year, which isn’t a bad mark to shoot for in a community of 30,000 where the competition is keen. Record sales have been up an average of 12 per cent each year for the past five years until 1957, when we struck a slight recessionary snag.”

“We’re not selling cheap merchandise,” the dealer emphasizes. “Our average hi-fi player sale is close to the \$130 figure and is moving up. We’re making more multiple record sales than ever before, with the average young person buying an average of two records before leaving. Sales of four, five, six and seven records are commonplace.”

The dealer’s prime requisite in catering to the young market is to avoid any sign of departmentalization of the stock in his shop. All of the merchandise in the 1,800-square-foot display setting is mixed up with pop standards combined in-browser box and rack displays with jazz, classical and mood. He firmly believes that the average young record enthusiast prefers to browse thru a potpourri of all kinds of records to shopping neatly cataloged displays where vocals, instrumentals and all the other categories are carefully segregated. The potpourri display plan, says Ficklin, not only encourages browsing but add-on sales, where the customer who came in with the intention of selecting only one record sees others that interest him, have zoomed.

A Few Problems

All isn’t milk and honey in slanting to youngsters, Ficklin is the first to admit. One of this retailer’s growing problems lies in the percentage of shoppers who return merchandise contending it is inferior or defective—that the record “jumps,” etc. In dealing with these customer he always asks them regarding the condition of their equipment, their needle, etc.

“The trouble is that so many young record buyers are prone to take a disk that takes thousands of dollars to wax and play it on a machine that costs \$30,” Ficklin complains. “They don’t get the kind of sound they anticipated and they bring the merchandise back frequently used and unsalable. We always question them carefully about the length of time the needle has been in use. They often contend the needle is ‘practically new,’ but with a little more grilling we discover it has undergone constant use for a period of eight months or more.”

“In a smaller community you can’t afford the bad advertising even one dissatisfied customer can spread,” reminds Ficklin. “Youngsters have their own grapevine and if our shop

acquires a ‘tainted tag’ with many of them, we’re dead. So, when we can’t talk the customer out of the gripe with good-natured results, we make the exchange.”

The funny thing is that when people buy records from supermarkets or drugstores, they seldom return them even if they play terrible,” he said. “But if a record comes from a record shop, they’ll hot-foot it back at the slightest provocation and sometimes with no provocation at all.”

Building Goodwill

Tho he doesn’t believe in advertised giveaways, the retailer does cement good relations with many youngsters by throwing in a \$1 record cloth if they buy two or more records and also gives a free LP album to shoppers who buy five or more LP’s

Diamond needle sales are on the upswing at Cottage Record Shop. In stressing the advantages of diamond needles, Ficklin always inquires about the type of equipment the customer has. He doesn’t want to give the impression that a diamond needle is a cure-all. “If the cartridge isn’t first rate,” he points out, “then a diamond needle isn’t going to help much.” Young people are as receptive as older shoppers to product features, according to Ficklin, and he takes as much time discussing the fact that diamond needles last longer, provide better tone brilliance etc., as with more mature shoppers.

The player and console inventory has been pared to two lines (Capitol and Columbia) with a normal selection of 20 different models, priced from \$29.95 to \$495, displayed on the floor. Cutting to two lines, the dealer says, eliminates confusion incurred with a multiple-line inventory.

“There are other reasons that we stick to these two lines exclusively,” Ficklin reminds. “First, they have excellent dealer relation programs. Merchandise that doesn’t sell can be returned with full credit given promptly. Their point-of-sale visual merchandising material is tops in my book. One of these companies will foot the entire bill for a series of newspaper ads which will run during the fall in our local newspaper and will feature their line of stereophonic equipment.”

Upgrading the Customer

The dealer has enjoyed surprisingly good results selling consoles to young people in the 18 to 25-year-old range, a percentage of which are young newlyweds. By stressing that consoles consume only a few inches more space than portable players, that they double as pieces of furniture, and demonstrating that Beethoven sounds better on a console than on a player, Kicklin has upgraded many a young shopper.

Two major display areas are assigned to players and consoles: First, a permanent window display is alternated, with players featured one week and an all-console display arranged the following week. An in-store display of players and consoles is grouped at the back of the layout where personnel and customers are able to get together for semi-private discussions and demonstrations. The dealer feels that getting customers out of the heavy-traffic record areas is essential to building hi-fi volume.

A free repair service on hi-fi equipment has helped boost the dealer’s reputation higher than Pike’s Peak with the young crowd in Columbia. Whether a piece of equipment is purchased from his or not, Ficklin personally makes minor repairs including adjustments on turntables, tube replacements, soldering, etc. Tho he often charges for the parts used in making repairs, the dealer never charges for labor and often makes home calls at no expense to good customers.

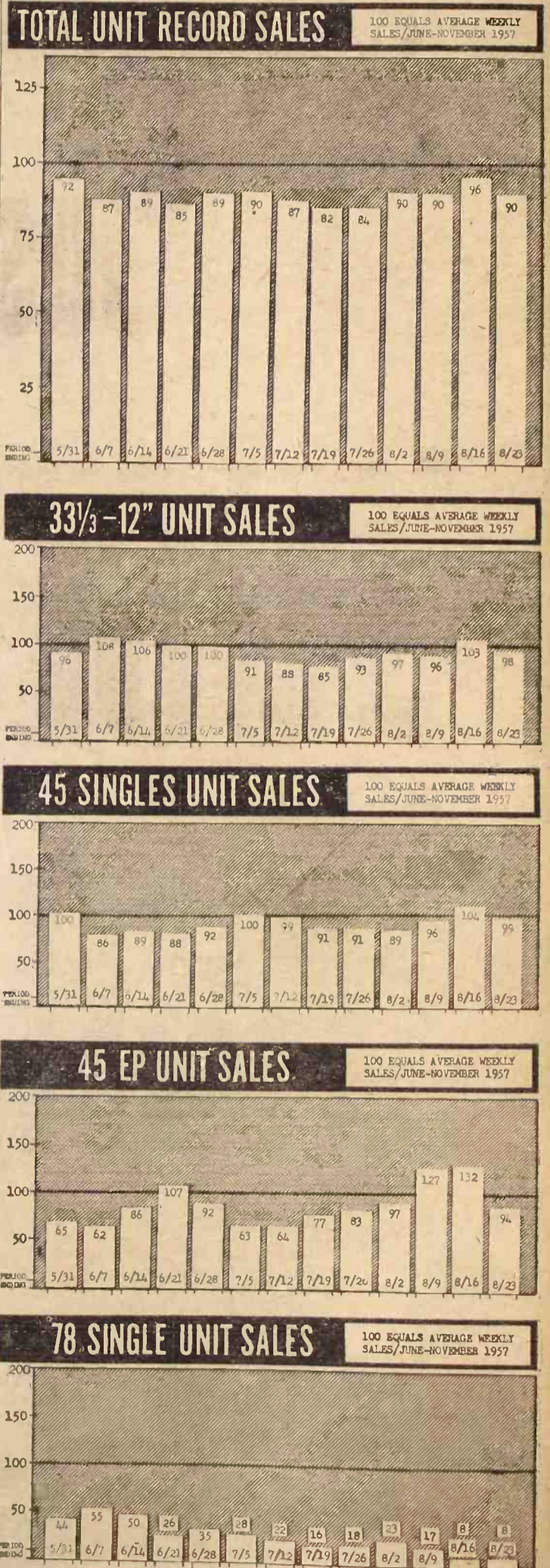
“The young person who invests in hi-fi equipment is often strapped for funds when repair problems occur and by correcting minor troubles at little or no expense to them we’ve made seeds of friends,” N. C. Ficklin advised. “It’s the kind of service that is necessary to keep record and hi-fi equipment turnover at a constantly high level in a smaller community.”

The Billboard Weekly Index RECORD SALES IN RETAIL STORES

As Measured Against Average Weekly Sales, June-November, 1957
Based on The Billboard-NYU School of Retailing Continuing National Study of Retail Record Sales



All speeds showed a slight decrease for the period ended August 23. The level of total unit sales, however, did not dip appreciably from the previous high week. EP sales, which had been climbing the past six weeks, returned to an average level after having reached their highest peak last week. As has been previously pointed out, the climb registered by EP sales was due in part to heavy sales on Presley’s “King Creole” EP’s. Sales for other speeds were only slightly under par, and the over-all outlook remains bright.



DWING! GROWING! GROWING! GROWING!

THE ORIGINAL!

"JUST YOUNG"

"JUST YOUNG"

"JUST YOUNG"



"JUST YOUNG"

BY

Andy Rose

B/W LOV-A LOV-A LOVE

#ALS 100

AAMCO RECORDS

(A DIVISION OF ALLISON ENTERPRISES)
204 West 49th Street, New York, N. Y.
Circle 5-3820

PUBLISHED AS A SERVICE TO RETAILERS AND CONSUMERS

Buyer's & Seller's Guide to 1959 Stereo Phonographs

Sound engineers agree: To reproduce stereophonic records **realistically and faithfully, exactly as recorded**, a phonograph must have **two complete and balanced sound channels**.

For perfect reproduction, those channels must be kept separate and equal from the pickup, through independent amplifiers, to identical speaker systems preferably placed at least six

feet apart. Only a **complete, balanced, quality stereo phonograph** can provide the utmost listening enjoyment unmarred by any of these six common problems:

Problem: Unbalanced sound and distortion resulting from the use of unmatched auxiliary speakers mounted in inferior cabinets.

Solution: Auxiliary speakers of identical size and type as those in the main phonograph cabinet, mounted in a rigid, non-resonant cabinet with the same sound-chamber dimensions as in the main unit. *

Problem: Unmatched or unstable amplifiers, causing the sound balance to "drift" in favor of one channel and then the other.

Solution: Dual amplifiers, perfectly matched for both frequency response and power output, and designed for unwavering performance. *

Problem: Correction of unbalanced sound when replacement of tubes or cartridge becomes necessary.

Solution: Externally accessible control for channel balancing during installation and after tube or cartridge replacement. *

Problem: Inconvenience, and the difficulty of keeping channels in balance, when it is necessary to operate two sets of controls to achieve adjustment of volume and tone.

Solution: Volume and tone controls which adjust both channels simultaneously, preserving balance and simplifying operation. *

Problem: Unlike monaural, stereo record cartridges must be sensitive to both lateral and vertical forces! Turntables having excessive vertical vibration cause "rumble." This sound can be masked by the low-frequency cutoff filter found on some instruments. But such a device noticeably impairs both stereo and monaural bass tones.

Solution: Quality turntable especially engineered to minimize vertical as well as lateral vibration.*

Problem: Distortion caused by unsatisfactory stereo cartridge. Many cartridges fail to reproduce both sides of the 45°/45° stereo record groove equally in both bass and treble ranges. Sound seems to "swim" from one speaker to the other. To approach proper tracking, some instruments place excessive pressure on the stylus. This added weight on the tone arm increases "rumble," causes excessive wear on the stylus and shortens the life of records.

Solution: Reliable stereo cartridge to insure equal, fully separated pickup from both sides of the record groove at all frequencies without excessive stylus pressure. *



The complete Capitol Stereo Phonographs for 1959 have *all* these quality features (Models 832, 833, 834, 836, 838). Each console model and the deluxe leather portable has its own *individually styled, matching* auxiliary speaker cabinet.

All are fully equipped for *complete, balanced* stereophonic reproduction.

Capitol Phonographs, developed by recording engineers, combine *high styling, higher fidelity*, and the *highest value* in the whole wide world of sound.



Gov't Orders 16 2/3 Players For the Blind

Contract Goes to
Stromberg for
1,385 Machines

ROCHESTER, N. Y. — A contract for 1,385 "talking book" players, to be distributed to blind persons throughout the United States, has been awarded to Stromberg-Carlson's Special Products Division by the Library of Congress' Division for the Blind.

The "talking book" player consists of a self-contained portable record player especially designed for operation by the blind. These players are distributed free of charge to blind persons throughout the country by the Library of Congress.

The player to be built by Stromberg-Carlson is a rugged cloth-covered wooden case containing a two-speed turntable, which makes possible the player's use for musical entertainment thru 33 1/3 r.p.m. records as well as for "talking books." It has a three-stage amplifier with 1 1/2 watt output, a crystal pick-up, and a speaker. Guides facilitate placing the record on the turntable, and placing the tone-arm on the record. The amplifier has volume and tone controls, as well as a jack for headphones.

The U. S. government lends "talking book" recordings to the blind without cost, thru the Division for the Blind of the Library of Congress. There are more than 350,000 blind persons in the country, of whom only about 10,000 can read Braille. Approximately 50,000 "talking-book" players are in use in every State in the union.

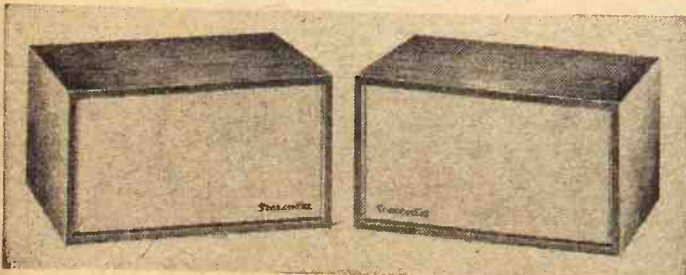
Audio Label Sues Roulette

NEW YORK — Audio Fidelity Records and Joe Asunto, leader of the Dukes of Dixieland, filed suit in New York Supreme Court last week (4) against Roulette Records. Suit alleged that Roulette Records was selling a recording titled "The Original Dukes of Dixieland" with the cover design of the Roulette LP being the same display and format as the Audio Fidelity record of the Dukes of Dixieland.

The AF suit asked for \$150,000 damages for both AF and Asunto, for unfair competition on the part of Roulette, and a full accounting. Suit also claims that Roulette is palming off its Dukes record as a new recording, when it was originally cut in 1951. The suit charges unfair competition, and copying of the AF cover.

New Product:

Speakers in Matched Pairs



Stereo Units: United Audio Products is among the first loudspeaker concerns to market a matched pair of systems as a stereo-track, one-price package. Called StereSet, the units each contain an eight-inch woofer mid-range and a four-inch tweeter plus a crossover. Enclosure is a combination resonator and ducted port with flaring opening. Pairs are matched within 2 db—an important consideration, incidentally.

Cover Stereo In Mercury's 5-for-1 Plan

CHICAGO—Mercury Records' Five-for-One Program, started August 1 and offering retailers a opportunity to trade in \$1 worth of record inventory from any label on every \$5 worth of Mercury LP merchandise, has been expanded, with retailers offered the opportunity to buy Mercury's catalog of 84 two-channel, reel-to-reel stereo tape on the same basis until the program's end, September 15.

Irwin Steinberg, firm treasurer, said that the Five-for-One Program is running ahead of 1957. He pointed out that trade-in merchandise is running much heavier in long-play records from labels which offer no exchange.

Expansion of program to include stereo tape, he said, was prompted by the fourth of six yearly distrib meets held here last week. Meeting was attended by company branch and indie distrib brass.

Sherwood Debuts 60-Watt Control Amp for \$149.50

CHICAGO — Whooped Sherwood Electronics last week:

"Never before has such a powerful amplifier been packed into such a small cabinet, and at such a low cost—the lowest on the market!"

The fast-rising components firm was flag-waving for its latest front-ended amplifier, the 60-watt model S-1060, due on the market this fall and priced at \$149.50.

Unit features a total of six 7189 output tubes in an arrangement of push-pull parallel powered by a silicon rectifier power supply. It will, claims Sherwood, "run cooler than many 20 watters," consuming only 110 watts. Other features of the S-1060 include a peak power of up to 160 watts at less than 1 per cent distortion, a B-plus time delay relay to act as a "tube saver," DC pre-amp filaments and output tube balance.

HORSE'S MOUTH DEPT.

AES to Hear 'Stereo Needs of Consumers'

NEW YORK — An international assemblage of top audio engineers will get the consumer reaction to stereo right from the source in a special symposium feature of the upcoming annual convention of the Audio Engineering Society.

The session, titled "The Needs of the Stereo Listener" with R. D.

BUDGET UPPED 80%

Blockbuster Stereo Drive Set for Steelman Phonos

By CHARLES SINCLAIR

MOUNT VERNON, N. Y.— With a dealership roster that's grown 36 per cent in the past year, and with sales up nearly 50 per cent this season as against the same period in 1957, Steelman Phonograph & Radio is about to kick off the heaviest advertising-promotion drive in its fast-moving history.

"Dealers are already re-ordering on packaged stereo units we shipped as recently as August, so there's no question that a stereo boom is on," says Steelman exec Roland Kolb. We're scheduling an

ad budget that's 80 per cent higher than last year's to promote our entire line in consumer and trade media. This increase is based primarily on our current sales outlook, which couldn't be better."

A prime gimmick in the stepped-up advertising drive, which is due to kick off in the latter part of September, will be a technique of visually demonstrating the stereo sound in print, evolved with the phono-radio firm's agency, Dunay, Hirsch & Lewis.

"Sound-Sational," a coined word, is a key theme, against a background illustration showing musi-

cians reflected over and over in mirrors extending from the two sides of the phono, and receding into the distance.

The technique, says Paul Featherstone, Steelman Sales Director, is "startlingly realistic in depicting visually the three-dimensional effect."

The first big consumer splash on new Steelman phono and combination stereo units will be a color page in the New York Times Magazine late this month, with the campaign extending thru January and February of next year. Page units, spreads and half-pages are set with such publications as Look, Esquire, New Yorker, Saturday Review and House Beautiful. In addition, extensive trade advertising schedules have been set, giving a build-up thruout the pre-holiday season, and a sizable "dealer help" campaign is slated.

This last will involve newspaper mat service, folders, window streamers, display cards, radio and TV commercials, electric signs, in-store banners, wall display sheets and stereo demonstration records. About half of the dealer-level advertising and promotion will be handled on a co-op basis.

Steelman execs have much faith in the immediate future of stereo, with no less than 12 different stereo phono models or combination—up to the level of the Steelman "Emperor" combo at \$499.95 plus \$119.95 for matching speaker-and-enclosure system—included in the current fall line.

The firm is also moving on the tape recorder market, with a forthcoming miniaturized, transistor-circuit portable unit, on which details are expected this month.

"We expect at least 70 per cent of our dollar volume next season to be in stereo merchandise," is the forecast of Steelman exec Kolb.

Stereo Heat Goes On in Brooklyn

Flatbush Dealer Sets, Not One, But
A Series of Stereo Demonstrations

BROOKLYN — The Jones boys are going to make stereo history in Flatbush. They're going to tell and sell stereo phonographs via a series of public demonstrations during September and October.

Joseph J. Jones and Sons, Inc., have been in business in Brooklyn for 40 years. The firm is well-known as the place to buy the latest in records and reproducing equipment. So it's logical that they should pick up the stereo ball and run with it.

Thruout the downtown Brooklyn area, where the store is located, posters are going up this week. In big letters, the posters announce "Stereophonic Sound Demonstra-

tion — What Is It? — How Does It Work?"

The demonstrations will be held every Wednesday night from September 17 to October 29. To handle the expected crowds, the Jones boys have rented a nearby American Legion hall. The demonstrations will start at 8 p.m.

"We don't intend to deliver any sales pitches at the demonstration," Joe Jones told The Billboard. "This is strictly an educational program. Of course, we do expect to pick up a good prospect list and we do feel we'll get people in our area excited about stereo."

To get the crowd in, the Joneses plan to offer free gifts. The gifts will be inexpensive accessories such as record cleaning cloths which they hope to get at a special price from their local distributors. An additional inducement to get the crowds in will be a drawing for a somewhat more expensive gift, like a diamond needle or a package of stereo demonstration records. To be eligible for the drawing, the people attending will have to fill out an entry blank with their name and address. This, the

(Continued on page 50)

NEW YORK—Ed Portnoy, who operates the Record Shack here and is proxy of Walnut Music, is doing a thriving business in selling his Ivy Records masters. His most recent sale was "Oh My Dear" by Lee and Eddie Bart to United Artists. The boys are 10 and 16.

Another Ivy master-sale was released this week on ABC-Paramount's subsidiary label Apt—Bobby Baron's "When I Found You"; while "Darling Can't You Tell" by the Clusters, was sold to George Goldner's Tee-Gee label

8 NEW SIDES HIT 'HOT 100'

NEW YORK — Eight hot new sides jumped onto The Billboard's new Hot 100 chart this week, making their appearance on this fastest of all charts for the first time. Titles of the new hot sides, plus artists and labels are: "Your Cheatin' Heart," George Hamilton IV, ABC-Paramount; "I'll Make It All Up to You," Jerry Lee Lewis, Sun; "Firefly," Tony Bennett, Columbia; "Invitation to the Blues," Ray Price, Columbia; "Guess I've Been Around Too Long," Carl Smith, Columbia; "Yes, I Want You," Ivory Joe Hunter, Atlantic; "Thunder Road," Robert Mitchum, Capitol; "My Lucky Love," Doug Franklin, Colonial.

Darrell, of High Fidelity Magazine, as chairman, is skedded for Tuesday, September 30 at the Hotel New Yorker. Entire focus of the symposium will be on "the music lover outside of engineering ranks"; i.e., the cat who has to buy what the engineers and manufacturers produce.

As in past years, the AES conclave will run at the same time as the annual New York Hi Fi Show across the street at the Trade Show Building.

Special Papers

According to D. J. Plunkett, chairman of the AES' Paper Committee, "about 70" engineering papers will be presented to the audiomens during the convention. This will call for three evening sessions in addition to those skedded for a.m. and p.m. slots.

Among reports to be heard will be those concerning a series of "recent revisions and improvements in the Westrex stereo disk recording head as well as "a full engineering description of the RCA stereophonic tape cartridge which is already, in advance of its commercial release, heavily influencing the

(Continued on page 50)

Learn how many dealers found
new avenues of profit by stocking and
selling classical records. It's coming in

THE BILLBOARD'S SPOTLIGHT ON

CLASSICAL RECORDS ISSUE

dated September 29.



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

Webcor Appoints G. R. Simkowski To Sales Post

NEW YORK — George R. Simkowski has been appointed sales promotion manager of Webcor, Inc. He was formerly assistant advertising manager of the company.

Prior to joining Webcor two years ago, Simkowski was in the promotion department of the Mishawaka Rubber Company. He graduated from the University of Wisconsin and, subsequently, served as an officer in the U. S. Marine Corps.

Name Five to New Posts at University Co.

WHITE PLAINS, N. Y. — In a move designed to "ensure improved services and still greater sales effectiveness," University Loudspeakers, Inc. has announced five appointments to key posts, according to Larry Epstein, sales and merchandising director for the speaker firm. Several of the posts have been newly created.

Michael Neglia, formerly traffic manager with David Bogen Company and British Industries, has joined University to take up a new created post which will make him responsible for production and shipping co-ordination.

A unique move was the elevation of Althea Fraioli, formerly Larry Epstein's private secretary, to the executive position of Sales Administrator. Mrs. Fraioli has had extensive administrative experience from previous positions as sales promotion manager of a New York lithographing firm, production manager of Cue magazine, and from wartime activities in Civil Defense and Red Cross.

A Technical Service section has been organized for the purpose of

(Continued on page 50)

Manufacturers and dealers
will provide information for
**THE BILLBOARD'S SPOTLIGHT ON
CLASSICAL RECORDS ISSUE**

It's coming in the
SEPTEMBER 29 ISSUE

EDITORIAL — STEREO

EV on 3-Prong Issues

Electro-Voice, which states that "over 500,000" of the firm's three-terminal stereo cartridges are now in use with "satisfied customers" (about 75 per cent, by EV's own estimate, are utilized in packaged phonos) took sharp issues with The Billboard's recent quoting of an editorial in the current Audiocraft on the 3-vs.-4-prong question.

Following is the portion of EV's reply dealing with the question of hum in triad-ended stereo pickups. Next week, EV's thoughts on the question of electrical hazards will be covered. Complete text of EV's reply is slated for the October issue of Audiocraft.

The EV statements were shown to several outstanding execs in the field of amplifier and pre-amp manufacture, who must—after all—live with all types of cartridges. The gist of their opinions will be found following the EV comments.

To the Editor:

A complete, whole and total exception is taken by Electro-Voice to the two unqualified points cited by you in September Audiocraft, echoed by your sister publication, The Billboard. You state that three-terminal stereo cartridges should cease to be manufactured (except for ready-to-play phono manufacturers' use) and give entirely unfounded reasons for this pronouncement.

Two points for 3 terminal rejection are made: 1. Hum and 2. Electrical shock. We ask you, in the interest of fairness to over 500,000 present users of Electro-Voice 3-Terminal Stereo Cartridges to acknowledge the exceptions taken to your statements as follows, with equal space devoted to this rebuttal as was given your original contentions.

Your statement:

1. HUM: "The only way you can avoid a ground loop with a three-terminal cartridge is to keep the left-channel amplifier, pre-amp and speaker system isolated from the corresponding units for the right channel. That pretty much rules out a ganged gain control, a balance control, or any of the channel switching that is so convenient in a stereo system."

Rebuttal—Your statement is not true except for magnetic Cartridges with their present fantastic degradation in efficiency. This efficiency, always low, averaging 20 millivolts in monaural use, is now averaging 3 to 4 millivolts for stereo because of design problems. It is difficult to use the 3-terminal wiring configuration for magnetic, reluctance, or moving coil stereo cartridges for the reason of this low level output and consequent hum. As a consequence, because of inherent design problems most manufacturers of magnetic cartridges chose 4-terminal as a production necessity and have raised as an issue the question of 4 versus 3-terminal design. They have adroitly attempted to capitalize a weakness into an advantage, claiming superiority for 4-terminal design. EV's design could be made either 3 or 4 terminal.

Regarding these incontrovertible points: The output of 4 millivolts is measured at 1,000 cps on a constant velocity test record. For RIAA equalized playing of the modern amplitude cut LP record, 36.5 db of equalization from 15 KC down to 30 cps is required. This places the actual output of a stereo magnetic cartridge at .7 of a millivolt after proper playback equalization! Moreover, hum bucking coils common to monaural higher level (20 mv) magnetic cartridges have been discarded of necessity for lack of space.

The efficient, modern, and superior Electro-Voice Ceramic (PZT) Stereo Cartridge is naturally flat to RIAA characteristic of present day LP records, requires no equalization, and consequently delivers 500 millivolts. This is nearly 1,000 times the output of a magnetic cartridge (57 db higher)! In other words it has 1/1000th the susceptibility to hum, amplifier noise, microphonics, etc. Moreover, because there is no inductance in the Ceramic (PZT) Cartridge—There is no 60 cps hum pickup whatever! Only a minuscule amount of 120 cps hum, almost wholly unmeasurable in its diminutive quantity, can possibly be picked up. This electrostatic hum is easily, completely, eliminated by the simple process of grounding a single shield.

The efficient, modern, and superior Electro-Voice Ceramic stereo Cartridge warrants the simplicity and consumer benefit of the 3-prong, easily shielded single ground. The Ceramic Stereo Cartridge challenges your statements declaiming the 3-prong configuration with over 500,000 satisfied Electro-Voice users without a hum problem. This is many times more than the total of all the 4-prong magnetic stereo cartridges combined.

Expert audio execs queried by The Billboard tended to agree with EV's basic points on stereo pickup hum—albeit with reservation.

While it's true that ceramics and crystal cartridges have a much better signal-to-noise outlook than do magnetics, particularly on the run from the pick-up into the amplifier or pre-amp, they said, there was still a case to be made for the four-prong jobs.

"If you do run into a hum problem on the route into the amplifier, or in the amplifier itself, or even after the amplifier, it's easier—because of the greater hook-up flexibility of the two isolated channels in a four-prong cartridge—to get rid of it," said the head of one of the leading amplifier concerns.

Added the chief engineer of a leading company in the stereo pre-amp field. "You can always wire a four-prong cartridge to behave exactly like a three by linking the grounds at the output terminals. But you certainly can't get a three-prong to behave like a four."

But the guest experts, however, questioned Audiocraft's allegation concerning three-prong jobs and ganged toned controls. Whether they would create hum with a three-pronged cartridge, they felt, depended strictly on whether the control function came before or after the initial pre-amp stage. If after, they felt, the signal would then be so strong (a volt or so) that it would probably over-ride ground loop hum generated at that point.



AT LEAST THEY AGREE ON FIDELITONE — Rock 'n Roll and Waltz-Time can create militant fans. But peace reigns when the subject shifts to phonograph needles. All record collectors agree on Fidelitone's superior record-saving quality. And with reason! Fidelitone takes a watchmaker's care in manufacturing the finest needles possible. Fidelitone's national advertising reminds your customers to ask for Fidelitone. Take advantage of Fidelitone's pre-sold quality. Stock, promote and sell Fidelitone. Call your distributor for details.

Fidelitone

"Best buy on records"

ALL-IN-ONE PORTABLE STEREO only Admiral has it!



Model 601

EXCLUSIVE WIDE ANGLE GOLDEN TWIN STEREO

New Profits for Record Dealers—Here's the world's first all-in-one portable dual channel stereophonic phonograph! It's complete! Nothing extra to buy! Nothing to take apart. Not only plays new stereo records but also makes hi-fi records sound better. No wonder it's the hottest phono on the market!

Top quality stereo reproduction! The secret is in the exclusive Wide Angle Golden Twin Stereo system...2 acoustically matched and balanced sound channels!

Priced for big volume with full markup for profit! Contact your Admiral distributor immediately!

\$129⁹⁵

Admiral designed and built stereo 4-speed record changer. Admiral changers have been built into more phonos than any other changers in the world!

Model 601. Portable Dual Channel Stereo Phono. 4-speed stereo record changer. Dual channel stereo cartridge. Changes 12-14 records. Intermixes those of same speed. Exclusive Wide Angle Golden Twin Sound Channels. 2 stereo speakers. Washable 2-tone pyroxylin cover. Blue-grey and white.



Model 329



Model 5RP42C


BIG FALL SALES WITH ONLY PHONOGRAPH LINE OFFERING THESE EXCLUSIVE MODELS

Model 329. Sensationally priced automatic portable phonograph! Made to move! Admiral built 4-speed changer. Intermixes different size records of same speed. Shuts off after last record. 2 jeweled needles. Tone control. Scuff-proof pyroxylin cover. Gray and blue. Get full markup at this \$49⁹⁵ sales inducing low price.

\$49⁹⁵

Model 5RP42C. World's Greatest Table-Radio Phonograph value! The famous best seller! Admiral 4-speed record changer. Long distance AM radio. Giant size speaker. Built-in antenna Admiral etched circuitry. Durable mahogany finish plastic cabinet. Offer at this record-breaking low price and make full profit!

\$69⁹⁵

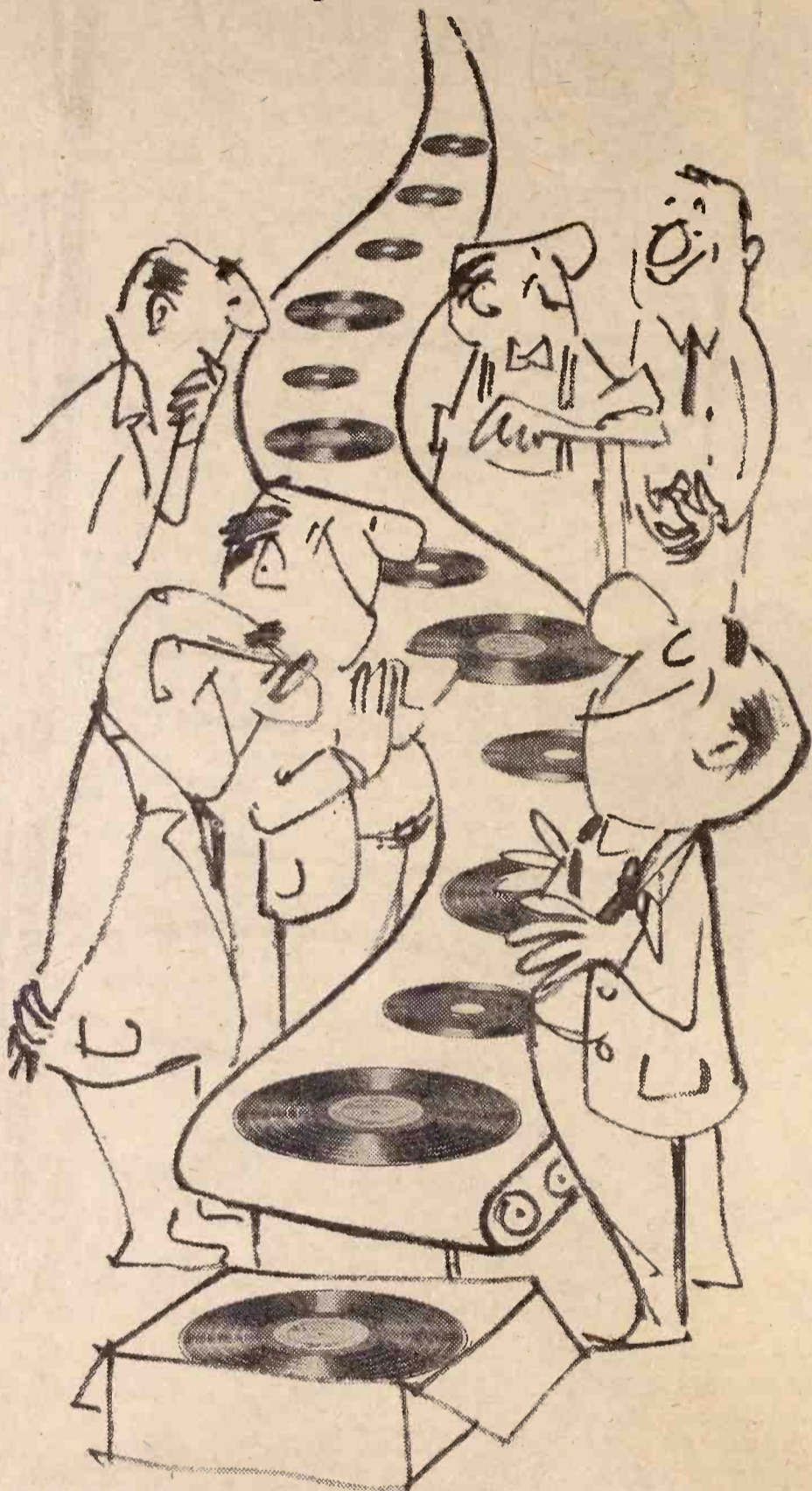
 MARK OF QUALITY THROUGHOUT THE WORLD

Admiral®

SOLD IN 90 COUNTRIES... MANUFACTURED IN THE U.S.A., AUSTRALIA, ARGENTINA, BRAZIL, CANADA, ITALY, MEXICO, PHILIPPINES, AND URUGUAY

Just what the doctor ordered!

RCA Custom's TLC*
for your records



Are all the headaches of getting your records pressed and distributed wearing you down? Try RCA Custom's TLC. Independents of the record industry are rushing to RCA Custom for it.

Why? Because RCA Custom's TLC means higher quality every step of the way: newer and better equipment...RCA's expert recording techniques...three-plant "Speed Record Service" shipping...the capacity to give you all the records you need, when you need 'em.

We call it TLC. Whatever you call it, call today, and inquire about RCA Custom's superior service. It's so good for you!

*Tender Loving Care

RCA Victor Custom record sales

"SERVICE ON A PLATTER"

405 East 24th St., New York 10, N. Y.—Murray Hill 9-7200; 445 N. Lake Shore Drive, Chicago 11, Ill.—Whitehall 4-3215; 4016 N. Sycamore Ave., Hollywood 38, Calif.—Oldfield 4-1660; 800 17th Ave. South, Nashville 3, Tenn.—Alphe 5-6691. In Canada, call Record Department, RCA Victor Company, Ltd., 225 Mutual Street, Toronto, Ontario. For other foreign offices, write or phone RCA International Division, 30 Rockefeller Plaza, New York 20, N. Y.—JUdson 6-3800.



Audio Feedback

By CHARLES SINCLAIR

ALEXANDER NEVSKY RIDES AGAIN!

"What d'ya mean — monaural only?" asked the voice on the phone last week. "Our master tapes of 'Alexander Nevsky' were, believe it or not, done in stereo 'way back in 1954.'" The voice belonged to Maynard Solomon, the astute Vanguard Recording exec, who had spotted the lead item in our column the previous week, in which we had quoted several audio dealers as bemoaning the fact that there was no stereo disk version available for audio demonstrations of the famed Prokofieff cantata written as movie music for the 1936 Eisenstein film.

"We've only released the monaural disk version of 'Nevsky' and practically nobody knows we have a stereo master," Solomon admitted. "We actually taped it in stereo because we just couldn't get that big sound of the 'Battle on the Ice' with a monaural set-up. We then mixed the channels of our stereo master in which Mario Rossi conducted the Vienna State Opera and Chorus, and it worked fine."

Vanguard's plans to have a stereo platter release from its stereo tape master have been accelerated, according to Solomon, from next spring to this fall—partially as the result of the broad hint to non-Vanguard a.&r. men in the August 25 "Audio Feedback" item that Nevsky was being overlooked in the stereo disk landslide. We herewith apologize to Solomon and Vanguard for lousing up their release schedule—an apology mitigated by the fact that we're perfectly delighted that there's going to be a stereo waxing of what we've long felt is one of the most dramatic monaural platters ever launched, and that it's now going to be on hand even earlier than it was supposed to be.

Watch for a continuing upbeat in the import of Japanese-made transistorized portable radios. Already they're making a sizable inroad in the U. S. market, since quality is high and prices are moderate. One leading importer in New York guesses that "as many as 1,500,000" transistor units from Japan will be sold in this country this year. U. S. manufacturers are likely to launch some heavy ad campaigns and promotions as the competitive pressure is felt.

HI-FI FOR THE COMMUTERS

Suburbanites who miss the 5:18 now have something besides the big Kodak sign to look at in Grand Central Station. Opening on the west balcony of the huge main concourse last week was a permanent exhibit, "Hi-Fi House," a showcase for audio components. The exhibit is featuring continuous demonstrations of stereo and monaural sound, and gives commuters a chance to look over the latest in component merchandise while waiting for the next train. "Hi-Fi House" is likely to be visited by a lot of people; it's estimated that some 20,000,000 train-catchers pass thru the station's upper level each year. The exhibit is the brainchild of Thomas A. Kelly and Milton B. Sleeper.

WEST COAST BUILT-INS

The idea of selling stereo and hi-fi installations as part of the package of a new house—a sales area explored recently by The Billboard's Ralph Freas in a "Phono Merchandising" feature—seems to be catching on fast. In the Los Angeles area, an audio specialty house called Western Sound is opening, on September 15, a special audio components showroom where "members of the construction industry will hear and see a wide variety of sound system installations and will get proper assistance in adapting the equipment to specific uses," according to Norman Kompaniez, audio engineer-designer who heads the firm. Sales for Western Sound during the past couple of years have been "primarily among builders of homes in all price ranges." Check-up by The Billboard shows that the new home market is likely to be a major factor, at the dealer level, for sale of built-in home music systems, especially stereo, this year.

TRI-PHI BULLETIN AVAILABLE


A two-page bulletin describing the Tri-Phi unit—a three-speed phono powered by four flashlight batteries—is now available from the manufacturer, Tri-Phi, of Albertson, L. I., N. Y. Phono is said to play "over 6,000 record sides" on a set of D-size batteries. Retail price is \$54.95. Unit uses printed circuitry and an all-transistor line-up.

AUDIO PRODUCTS BRIEFS

Murray Krieger has been named v.p. and general manager of Olympic of Chicago, a branch of Olympic Radio & TV, according to Mort Schwartz, v.p. in charge of consumer products. In the same sales realm, Tom Cutler has been promoted from sales manager to branch manager of Olympic of Missouri, replacing Krieger. . . . John M. Leslie Jr. has been named general manager of ORRadio Industries, manufacturer of Irish Brand recording tape. Leslie comes to ORRadio from Ampex Corporation. . . . Scott Instrument Labs of New York is now marketing a "tape Strobe" for \$22.50. It's a precision mounted wheel in an aluminum yoke with strobe markings for 60-cycle light to show correct speed at 7½, 15 and 30 ips. Accuracy of the diameter is—get this—plus or minus .0005 inches. You hold the wheel against the moving tape to check speed. . . . The annual New York High Fidelity Music Show will have a new touch this year. With an eye to fem buyers, a feature of the show will be a series of rooms designed by top interior decorators featuring music systems "integrated" with the surroundings. At last, component hi-fi is losing the "utilitarian," industrial-equipment air that surrounded it for so long.

COLUMBIA MEANS BUSINESS...

7
OUT OF THE
TOP 25
BEST SELLING
LP'S
ARE ON
COLUMBIA
 ...and more to come



BEST SELLING LP'S

FOR SURVEY WEEK ENDING AUGUST 23

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. Tchaikovsky: Piano Concerto No. 1 <small>RCA Victor LM 2202</small>	1	5
2. Johnny's Greatest Hits <small>Johnny Mathis, Columbia CL 1133</small>	4	21
3. Gigi <small>Sound Track, M-G-M E 3641 ST</small>	6	11
4. Stardust <small>Pat Boone, Dot DLP 3118</small>	2	6
5. The Music Man <small>Original Cast, Capitol WAO 990</small>	5	27
6. South Pacific <small>Sound Track, RCA Victor LOC 1032</small>	3	23
7. South Pacific <small>Original Cast, Columbia OL 4160</small>	7	231
8. Sing Along With Mitch <small>Mitch Miller, Columbia CL 1160</small>	9	8
9. My Fair Lady <small>Original Cast, Columbia OL 5090</small>	8	126
10. Sail Along Silvery Moon <small>Billy Vaughn, Dot DLP 3100</small>	15	18
11. The King and I <small>Sound Track, Capitol W 740</small>	11	108
12. 'S Awful Nice <small>Ray Coniff, Columbia CL 1137</small>	12	10
13. Swing <small>Jonah Jones, Capitol T-963</small>	11	14
14. Oklahoma! <small>Sound Track, Capitol SAO 593</small>	13	152
15. Elvis' Golden Records <small>Elvis Presley, RCA Victor LPM 1707</small>	19	18
16. The Late, Late Show <small>Dakota Staton, Capitol T 876</small>	24	25
17. Nearer the Cross <small>Tennessee Ernie Ford, Capitol T 1005</small>	10	13
18. Around the World in 80 Days <small>Sound Track, Decca DL 9046</small>	17	73
19. Songs of the Fabulous Fifties <small>Roger Williams, KAPP KXL 5000</small>	—	56
20. Film Favorites <small>London, L.L. 1700</small>	—	58
21. Warm <small>Columbia CL 1087</small>	18	37
22. Turkey <small>Imperial IMP 9050</small>	20	6
23. Taboo in Hi-Fi <small>Hi-Fi Recond 806</small>	—	9
24. Como's Golden Records <small>Como, RCA Victor LOP 100</small>	—	1
25. Goodnight, Dear Lord <small>Johnny Mathis, Columbia CL 1119</small>	—	11

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The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING AUGUST 30

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. Tchaikovsky: Piano Concerto No. 1	1	6
Van Cliburn, RCA Victor LM 2252		
2. Johnny's Greatest Hits	2	22
Johnny Mathis, Columbia CL 1133		
3. South Pacific	6	24
Sound Track, RCA Victor LOC 1032		
4. The Music Man	5	28
Original Cast, Capitol WAO 990		
5. Stardust	4	7
Pat Boone, Dot DLP 3118		
6. Sing Along With Mitch	8	9
Mitch Miller, Columbia CL 1160		
7. Gigi	3	12
Sound Track, M-G-M E 3641 ST		
8. South Pacific	7	232
Original Cast, Columbia OL 4180		
9. My Fair Lady	9	127
Original Cast, Columbia OL 5090		
10. Sail Along Silvery Moon	10	19
Billy Vaughn, Dot DLP 3100		
11. The King and I	11	109
Sound Track, Capitol W 740		
12. Elvis' Golden Records	15	19
Elvis Presley, RCA Victor LPM 1707		
13. Come Fly With Me	—	30
Frank Sinatra, Capitol W 920		
14. Jumpin' With Jonah	—	1
Jonah Jones, Capitol T 1039		
15. Oklahoma!	14	153
Sound Track, Capitol SAO 595		
16. The Late, Late Show	16	26
Dakota Staton, Capitol-T 876		
17. Warm	21	38
Johnny Mathis, Columbia CL 1078		
18. Around the World in 80 Days	18	74
Sound Track, Decca DL 9046		
19. Swing Softly	—	1
Johnny Mathis, Columbia CL 1165		
20. Swingin' on Broadway	13	15
Jonah Jones, Capitol T 963		
21. Hymns	—	86
Tennessee Ernie Ford, Capitol T 756		
22. 'S Awful Nice	12	11
Ray Conniff, Columbia CL 1137		
23. Songs of the Fabulous Fifties	19	57
Roger Williams, Kapp KXL 5000		
24. Como's Golden Records	24	2
Perry Como, RCA Victor LOP 1007		
25. Ricky Nelson	22	7
Imperial IMP 9050		

THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK



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.

-----Classical Albums

TCHAIKOVSKY: PATHETIQUE SYMPHONY
Chicago Symphony Orch. (Reiner)—
RCA Victor LM 2216

Tchaikovsky's romantic symphony is given a rich, warm treatment by the orchestra. Reiner evokes an attractively sensitive sound. Despite the many versions available, this should prove a healthy item due to the powerful sales strength of the orchestra. Sound is excellent. Lovely cover photo should also spark buys.



DEBUSSY: IBERIA; RAVEL: VALSES NOBLES ET SENTIMENTALES, ALBORADA DEL GRACIOSO
Chicago Symphony Ork. (Reiner)—
RCA Victor LM 2222

The Debussy tone poem is given a shimmering, exotic reading which ranks with the best of the many previous waxings, while the Ravel pieces, of less import, make pleasant companions. For relaxed listening, it's a fine album in the Reiner imprint of graceful vigor. Colorful cover.



-----Folk Albums

AMERICAN FAVORITE BALLADS
Pete Seeger—Folkways FA 2321

The great artist offers a wonderful program of folk material and spirituals. Effective support is given in his attractive banjo and 12 string stylings. Packaging includes a folder with the lyrics of all of the songs contained in the album. His fans will flock to this. Selections include "Yankee Doodle," "Black Is the Color" and "Go Tell Aunt Rhody." Attractive cover.



• Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise—Top Demand	★★★—Good Potential—Will Sell
★★★★—Very Strong Sales Potential—Essential Inventory	★★—Moderate Potential—Saleable Qualities
	★—For dealers who stock all merchandise.

POPULAR ★★★★★

WICKED WOMAN
Jim Lowe, Dot DLP 3114
A well-conceived and produced package. Jim Lowe does a dozen tunes dealing with wicked ladies. Material includes pop, show and folk-based songs, and the performances all add up to a gentle spoof. Buyers looking for something unusual for parties, and deejays seeking a program gimmick, have it

here. "The Lady Is a Tramp," "Lizzie Borden," "Jezebel," "Put the Blame on Marie" are examples of the material.

POPULAR ★★★

PICNIC — DOROTHY COLLINS SINGS STEVE ALLEN
Coral 57150
The thrush sings a dozen tunes clefted by Steve Allen with arrangements

by Jack Kane, Canadian arranger. The sides are relaxed in performance, and the tunes have a poetic, lyric quality. Cover with the names of Collins and Allen prominently displayed provides good flash.

THERE I SING—SWING IT AGAIN
Vaughan Monroe Ork. RCA Victor LPM 1799
Monroe's big hits are on this disk, newly recorded with fresh arrangements. Included are "There, I've Said It Again," "Ballerina," "Riders in the Sky," and "Racing With the Moon." In addition, this disk has a number of swinging instrumentals, including "Cape Cod Clambake."

FOR WHOM THE BELL TOLLS
Sound Track, Warner Bros. 1201
The late Victor Young's exciting score for the old Gary Cooper-Ingrid Bergman movie is presented with lush dramatic effectiveness by Ray Heindorf (Warners musical director) and his ork. "Maria" is a particularly colorful mood music side for jocks. A moving close-up of Miss Bergman gives cover solid display value. Also available on mereo.

WE LIKE GUYS
Various Artists, Coral 57228
A lot for the money here. Package includes Don Cornell's "Hold My

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

Specialty Albums

IRA IRONSTRINGS PLAYS:
"MUSIC FOR PEOPLE WITH \$3.98"
 Warner Bros. 1204

Here's one of those rare albums which may wind up selling strongly—and at list price, yet—on the basis of cover and title, rather than content. Outside, the Warner package is a real eye-stopper with its tongue-in-cheek handle and a hilarious cover shot of silent cinema queen Mabel Normand (whose name is misspelled twice in the liner notes). Inside, it's a bouncy, banjo-flavored recap of tunes from the 1920's and 1930's like "San," "Linger Awhile" and "Stomping At the Savoy." Sound work is really first-rate. Who is Ira Ironstrings? The album ain't saying.



Low-Price Albums

THE SOUL OF SPAIN
 101 Strings—Somerset P 6600

Tried and true selections such as "Malaguena" are given the big sound treatment here. While the music is far from authentically Spanish, it fits popular misconceptions, and the interpretations are romantic to the nth degree. Vocal backgrounds and soloists add glamor to the lush effects of the strings. It's good value for the money, and textured red and yellow cover will attract.



EP Albums

JOHNNY CASH SINGS HANK WILLIAMS
 (1-EP)—Sun EPA 111

A powerful EP. Includes four of the late great Hank Williams' hits, "You Win Again," "I Could Never Be Ashamed of You," "Hey, Good Lookin'" and "I Can't Help It." Cash has recorded them with pop-styled arrangements, including choruses. Dual market appeal.



International Albums

NEL BLU DIPINTO DI BLU
 Domenico Modugno—Decca DL 8808

This tuneful platter may prove one of the hottest Italian imports since pizza. With his single of "Nel Blu" (contained in this album) having skyrocketed on the charts, and with a round of well-promoted guest shots on TV upcoming, Modugno shapes up in this entry as strong album fare for deejay circuits and dealers alike. Along with "Nel Blu," the Continental chanter is showcased in a roster of his own cleffings, of which several show up as tuneful possibilities.



Hand," Alan Dale's "Sweet and Gentle," Mel Torme's "Mountain Greenery" and others by Herb Jeffries, Art Lund, Ames Brothers, Johnny Desmond, etc. Many of the performances are notable ones, and many pop buyers will find it hard to pass up such an array of talent.

THE SMART SET

Warner Bros. 1203
 Here's a group of nostalgic standards served with a modern vocal sound and tasteful simplicity by a new mixed vocal group, headed by Jimmy Joyce. Selections include "Bye Bye Blackbird," "Cheek to Cheek" and "I Only Have Eyes for You." Smart programming for hip jock shows.

LAWRENCE WELK PRESENTS THE LENNON SISTERS

Brunswick BL 84039
 Sweet, wholesome sounds from the quartet, with Dianne, the oldest, singing strong lead. Sides include "Hi-Lili Hi-Lo," "I Remember Mama" and a pleasing "Greensleeves" with new lyrics. TV fans should account for sales.

POPULAR ★★

THE FOUR KNIGHTS
 Coral 87221

(Continued on page 22)

Reviews and Ratings of New Jazz Albums

JAZZ ★★★

THE DIXIELAND STORY
 Matty Matlock & His Paducah Patrol (2-12") Warner Bros. 1202

This spanking new two-LP set should have a strong appeal to Dixieland fans. It features Matty Matlock and His Paducah Patrol, with such Dixieland stars as Eddie Miller, Nick Fatool and George Van Eps in the band. The selections include all of the Dixieland favorites, from "Wolverine Blues" to "When the Saints Go Marching In." There are 23 tunes in all and they are played brightly and with spirit by the Matlock crew. The sound is first-rate and the liner notes and packaging are attractive.

JAZZ ★★

MANTECA
 The Red Garland Trio with Ray Barreto, Conga. Prestige 7139
 The Red Garland Trio turns in some

mighty attractive jazz on this new release, with Red Garland again showing off some of the most listenable piano around today. On this set drummer Ray Barreto adds his conga work to the drumming of Art Taylor and Paul Chambers' fine bass work. The tunes include the title number, and "Mort's Report," plus three standards, "S Wonderful," "Lady Be Good," and "Exactly Like You."

THE EDDIE (LOCKJAW) DAVIS COOKBOOK

With Shirley Scott, Organ & Jerome Richardson, Flute. Prestige 7141
 Eddie Davis turns in some driving, pounding work on tenor on this new release, ably assisted by Shirley Scott on organ and Jerry Richardson on flute. His wildest sides are "Have Horn, Will Blow," and "Three Deuces," and he turns in some softer work on "But Beautiful" and a pretty blues, "The Chef." Davis fans will enjoy his cooking on this new release and especially the performance of Miss Sweet.

ALBUM COVER OF THE WEEK



FOR WHOM THE BELL TOLLS. Warner Brothers Records 1201. Lovely facial detail of actress Ingrid Bergman provides an excellent color cover. It's one of the few copy-free covers. Displays will surely create interest.

Most Played by Jockeys

FOR SURVEY WEEK ENDING AUGUST 30

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

1. STARDUST Pat Boone
Dot DLP 3118
2. 'S AWFUL NICE Ray Conniff
Columbia CL 1137
3. BILLY VAUGHN PLAYS THE MILLION SELLERS
Billy Vaughn
Dot DLP 3119
4. JOHNNY'S GREATEST HITS Johnny Mathis
Columbia CL 1133
5. LESTER LANIN GOES TO COLLEGE Lester Lanin
Epic LN 3474
6. SOUNDS OF THE GREAT BANDS
Glenn Gray and the Casa Loma Orchestra
Capitol W 1022
7. SING ALONG WITH MITCH Mitch Miller
Columbia CL 1160
8. COME FLY WITH ME Frank Sinatra
Capitol W 920
9. BAUBLES, BANGLES AND BEADS Kirby Stone Four
Columbia CL 1211
10. COMO'S GOLDEN RECORDS Perry Como
Victor LOP 1007

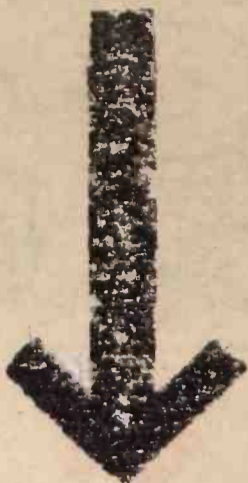


Best Selling Pop EP's

FOR SURVEY WEEK ENDING AUGUST 30

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. UNCHAINED MELODY Ricky Nelson, Imperial EP 158
4. LOVING LOVE Elvis Presley, RCA Victor EPA 1-1515
5. SPIRITUALS Tennessee Ernie Ford, Capitol EPA 1-818
6. MUTED JAZZ Jonah Jones, Capitol EAP 1-839
7. JAILHOUSE ROCK Elvis Presley, RCA Victor EPA 4114
8. EVERLY BROTHERS Cadence CEP 105
9. HYMNS Tennessee Ernie Ford, Capitol EAP 1-756
10. ELVIS PRESLEY RCA Victor EPA 747



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Reviews and Ratings of New 16 2/3 RPM Albums

JAZZ ★★★

MODERN JAZZ SURVEY 2 - BARITONES AND FRENCH HORNS
Cecil Payne & Pepper Adams with John Coltrane & Various Artists. Prestige 6
Here's a set that can move well with hard bop fans. Payne and Adams on baritone saxes are given driving support by Mal Ealdron, piano; Doug Watkins, bass and Art Taylor on drums. Other tracks feature Julius Watkins and Dave Amran on French horns in equally listenable bands. This crew includes Curtis Fuller, trombone; Hampton Hawes or Teddy Charles, piano; Sahib Shihab, alto sax and Jerry Segal, drums. Reproduction is good. Increased playing time should also prove a buy incentive.

JAZZ ★★

MODERN JAZZ SURVEY 1 - NEW YORK JAZZ
George Wallington Quintet, Phil Woods Quintet & Various Artists. Prestige 5
A listenable excursion into the hard bop

field is provided by the two fine groups. The Wallington crew swings nicely thru a set of tunes including "Indian Summer" and "Graduation Day." The Woods Quintet scores on such fare as "Sagan" and "Last Fling." Reproduction is somewhat disappointing. Piano solos are especially twangy. Poor sound hampers chances, tho some may be attracted by the double amount of playing time.

Reviews and Ratings of New Popular Albums

Continued from page 21

Swinging ballads and rhythm numbers by a solid quartet. Package is well-recorded, with bright sound. Material includes "When Your Lover Has Gone," "My Buddy," "The One Rose."

DANCING ON PARK AVENUE
Tony Cabot Ork. RCA Victor LPM 1723
Excellent dance music by a slick, Society band with attractive medleys and some nostalgic oldies like "Button Up Your Overcoat" and "Varsity Drag." The instrumentals tend to sound alike, but those over 25 will go for the nitery beat and style.

IN SONG
St. Martin's College Glee Club. Celestial CRLP 3301
Thanks to TV appearances, concerts and national magazine publicity, the all-male Glee Club of St. Martin's College, near Mt. Rainier, Wash., has acquired a growing following, particularly on the Pacific Coast. Album presents the versatile group in a recital that includes selections from "My Fair Lady," "The Student Prince," and several religious selections. They are a topnotch collegiate group.

Reviews and Ratings of New Classical Albums

CLASSICAL ★★★

RACHMANINOFF: SYMPHONY NO. 3; RIMSKY - KORSAKOFF: RUSSIAN EASTER OVERTURE - London Philharmonic Orch. (Boult). RCA Victor LM 2185
Here is a solid commercial entry with strong name power and excellent performances. There are several other fine versions available of the Rimsky-Korsakoff work, but this one stacks up well with the best. The fact that this package is one of the few available on Rachmaninoff's "Symphony No. 3" makes LP of particular interest to collectors.

R. B. Marks Named Mgr.

NEW YORK — Robert B. Marks, nephew of the late E. B. Marks and cousin of Herbert Marks, president of Marks Music., has become general manager of the firm. He succeeds Lawrence Fishbein, who leaves mid-September for an extended leave of absence. Bob Marks has been chief of the firm's Hollywood office for the past six years, prior to which he had had considerable experience in the firm's New York office. Arnold Shaw continues as general professional manager of Marks and its new subsidiary, Mansion Music Corporation.

Imperial Inks Ron Deauville

HOLLYWOOD — Singer Ronnie Deauville was signed this week to an exclusive recording contract by Lew Ohudd, Imperial Records prexy. The balladist, formerly with Era, will make his Imperial debut next month via a single record, to be followed up by an album of standards.

Also in the Chudd hopper is Frances Fay's first album, to be tagged, "Frances Faye Sings Fats Domino" featuring the muscle-voiced mezzo's version of 12 of Domino's million sellers with a full oik backing arranged by Ernie Freeman.

Concurrent with her initial Imperial album release next month will be a single taken from the album backing "Blueberry Hill" with "I'm Walkin'." This single will also be Imperial's first stereo 45 r.p.m. disk.

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1198

Clyde McPhatter
A LOVER'S QUESTION I CAN'T STAND UP ALONE
1199

The Jaye Sisters
STOP! YOU'RE KNOCKING ME OUT LITTLE DADDY
2000

LaVern Baker
IT'S SO FINE WHY BABY WHY
2001

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THIS JAZZ SELLS!



JUMPIN' WITH JONAH
Jonah Jones
T-1039



THE LATE, LATE SHOW
Dakota Staton
T-876



SWINGIN' ON BROADWAY
Jonah Jones
T-963



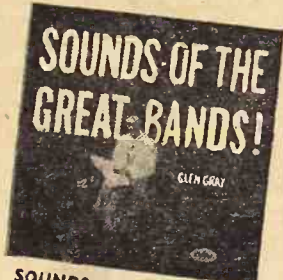
IN THE NIGHT
George Shearing and
Dakota Staton T-1003



LAS VEGAS PRIMA STYLE
Louis Prima and Keely Smith
T1010



RIFF JAZZ
Jackie Gleason
W-1020



SOUNDS OF THE GREAT
BANDS
Glen Gray W-1022



MUTED JAZZ
Jonah Jones
T-839



BURNISHED BRASS
George Shearing
T-1038



RENDEZVOUS WITH
KENTON
Stan Kenton T-932



HI FI DRUMS
Various Artists
T-926



JAZZ ULTIMATE
Bobby Hackett and
Jack Teagarden T-933



THE WILDEST
SHOW AT TAHOE
Louis Prima
and Keely Smith
T-908

Now—

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NEW! DYNAMIC!
Dakota Staton
T-1054



NEW! THE TALENTED TOUCH
Hank Jones
T-1044



NEW! SAX GONE LATIN
Georgie Auld
T-1045



NEW! MOST HAPPY HAMMOND
Jackie Davis
T-1046



NEW! K.C. IN THE '30s
Various Artists
T-1057

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THE NATION'S TOP TUNES

 For survey week ending August 30

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Volare (Nel Blu Dipinto Di Blu)		1	6		
By Domenico Modugno, F. Migliacci and M. Parrish—Published by Robbins (ASCAP) BEST SELLING RECORDS: Dean Martin, Cap 4028; Domenico Modugno, Dec 30677 RECORDS AVAILABLE: Jesse Belvin, Vic 7310; Dalida, Verve 10146; Alan Dale, M-G-M 12699; Aurelio Fierro, Col 41223; Marty Gold, Kapp 232; J. J. Jones, Morocco 1002; Rosa Linda, Challenge 59016; Charles Magnante, Grand Award 1019; Umberto Marcato, Kapp 228; McGuire Sisters, Coral 62021; Nilla Pizzi, Vic 7361; Nelson Riddle, Cap 4024.					
2. Little Star		2	7		
By Venosa-Picone—Published by Keej (BMI) BEST SELLING RECORD: Elegants, Apt 25003.					
3. Bird Dog		6	4		
By Boudleaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1350. RECORD AVAILABLE: Don Woody, Dec 30277.					
4. Just a Dream		5	6		
By Jimmy Clanton-C. Matassa—Published by Ace (BMI) BEST SELLING RECORD: Jimmy Clanton, Ace 546.					
5. Patricia		3	11		
By Perez Prado—Published by Peer (BMI) BEST SELLING RECORD: Perez Prado, Vic 7245. RECORDS AVAILABLE: Morty Craft Ork, M-G-M 12672; Jerry Martin, Check 106; Ray Peterson, Vic 7303.					
6. Poor Little Fool				4	10
By S. Sheeley—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5528. RECORD AVAILABLE: Johnny Angel & the Dodgers, Sky 119.					
7. My True Love				7	8
By Jack Scott—Published by Starfire-Peer Intl. (BMI) BEST SELLING RECORD: Jack Scott, Carlton 462.					
8. Born Too Late				9	6
By F. Tobias & C. Strouse—Published by Mansion (ASCAP) BEST SELLING RECORD: Poni Tails, ABC-Paramount 9934. RECORD AVAILABLE: Judy Harriet, Surf 5027.					
9. It's All in the Game				23	2
By Dawes and Sirman—Published by Remick (ASCAP) BEST SELLING RECORD: Tommy Edwards, M-G-M 12688.					
10. Devoted to You				16	4
By Boudleaux & Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1350. RECORD AVAILABLE: Cliff Butler, Nasco 6010.					
Second Ten					
11. Everybody Loves a Lover		8	7		
By Richard Adler & Robert Allen—Published by Korwin, Inc. (ASCAP) BEST SELLING RECORD: Doris Day, Col 41195.					
12. Rock-In' Robin		21	3		
By J. Thomas—Published by Recordo (BMI) BEST SELLING RECORD: Bobby Day, Class 229. RECORD AVAILABLE: Thurston Harris, Aladdin 3430.					
13. Western Movies		12	5		
By Fred Smith-Cliff Goldsmith—Published by Elizabeth-Artee (BMI) BEST SELLING RECORD: Olympics, Demon 1508. RECORD AVAILABLE: Marlene Gwynn, Ensign 34021.					
14. Fever		13	8		
By Davenport-Cooley—Published by Lois (BMI) BEST SELLING RECORD: Peggy Lee, Cap 3998.					
15. Ginger Bread		14	6		
By C. Ballard-H. Hunter—Published by Jimskip & Rambled (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 1021.					
16. Are You Really Mine?				17	4
By Hoffman-Manning-Markwell—Published by Planetary (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4090.					
17. If Dreams Came True				19	8
By R. Allen & A. Stillman—Published by Korwin (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15785.					
18. Willie and the Hand Jive				15	9
By Johnny Otis—Published by El Dorado (BMI) BEST SELLING RECORD: Johnny Otis Show, Cap 3996.					
19. Stupid Cupid				27	4
By Sedaka & Greenfield—Published by Alden (BMI) BEST SELLING RECORD: Connie Francis, M-G-M 12683.					
20. Tears on My Pillow				29	4
By Sylvester Bradford & Al Lewis—Published by Vanderbilt-Boonie (ASCAP) BEST SELLING RECORD: Little Anthony and the Imperials, End 1027.					
Third Ten					
21. Rebel-Rouser		11	10		
By Duane Eddy-Lee Hazelwood—Published by Gregmark (EMI) RECORD AVAILABLE: Duane Eddy, Jamle 1104.					
22. When		10	10		
By Jack Reardon-Paul Evans—Published by Sounds & Michele (ASCAP) RECORD AVAILABLE: Kalin Twins, Decca 30642.					
23. Early in the Morning		20	5		
By Harris-Bobby Darin—Published by Royalty (ASCAP) RECORDS AVAILABLE: Bobby Darin and the Rinky Dinks, Atco 6121; Buddy Holly, Coral 62006.					
24. A Certain Smile		24	9		
By Paul Francis Webster and Sammy Fain—Published by Miller (ASCAP) RECORDS AVAILABLE: Leni Barteri, Big B-1012; Jerry Fuller, Lin 5015; Sunny Gale, Dec 30670; Bud Herman, 20th Fox 107; Johnny Mathis, Col 41193; Montenegro Ork and Chorus, 20th Fox 107; Ray Rivers, Patio 100; Andy Russell, Vic 7299; Milton Sparks, Hunt 320; Sandy Stewart, Atco 6118.					
25. Splish Splash		18	11		
By Darin-Murray—Published by Portrait (BMI) RECORD AVAILABLE: Bobby Darin, Atco 6117.					
26. Near You					1
By Craig Goell—Published by Supreme (ASCAP) RECORD AVAILABLE: Roger Williams, Kapp 233.					
27. Hard Headed Woman				22	11
By Claude De Metzuis—Published by Gladys (ASCAP) RECORD AVAILABLE: Elvis Presley, Vic 7280.					
28. Down the Aisle of Love					1
By Quin-Tones—Published by Myra (BMI) RECORD AVAILABLE: Quin-Tones, Hunt 321.					
29. Enchanted Island				30	9
By Robert Allen and Al Stillman—Published by Korwin (ASCAP) RECORDS AVAILABLE: Four Lads, Col 41194; Jane Morgan, Kapp 221.					
30. La Paloma					1
In Public Domain—Published by Randy-Smith (ASCAP) RECORD AVAILABLE: Billy Vaughn, Dot 15795.					

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

**LOOK WHO'S HERE
WITH TWO MORE *
BACK TO BACK—**

Don Gibson



**"GIVE MYSELF
A PARTY"**

c/w
**"LOOK
WHO'S BLUE"**

RCA VICTOR-47-

*You saw what happened to "OH, LONESOME ME" and "BLUE BLUE DAY" Watch these!

PAUL ANKA

Who
skyrocketed
"Diana",
"You Are My Destiny"
and
"Let the Bells Keep Ringing"
to chartdom
tops 'em with

JUST YOUNG

'cause this
big-beat ballad is
just great!

WITH DON COSTA'S CHORUS & ORCHESTRA

b/w So It's Goodbye ABC-9956



A product of AM-PAR RECORD CORP.
Distributed in Canada by Sparton of Canada, Ltd.



**THE GROUPS ARE
GOIN' GREAT... AND
ABC-PARAMOUNT'S
GOT THREE OF THE
GREATEST
ON BRAND-NEW
SOCK-SIDES!**

CRAZY CAVE

b/w **A THIEF**

ABC 9953

**DANNY AND
THE JUNIORS**

SNEAKY ALLIGATOR

ABC 9954

**THE ELLIS
BROTHERS**

OPEN THE DOOR

ABC 9955

**THE ROYAL
TEENS**



The Billboard

HOT 100

FOR THE WEEK
ENDING
SEPTEMBER 14

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
1	2	1	1		VOLARE (Nel Blu Dipinto Di Blu)	Domenico Modugno, Decca 30677	6
2	1	2	2		LITTLE STAR	Elegants, Apt 25005	6
17	3	3	3		BIRD DOG	Everly Brothers, Cadence 1350	6
5	4	4	4		JUST A DREAM	Jimmy Clinton, Ace 546	6
5	7	6	5		PATRICIA	Perez Prado, RCA Victor 7245	6
4	6	5	6		POOR LITTLE FOOL	Ricky Nelson, Imperial 5528	6
3	5	7	7		MY TRUE LOVE	Jack Scott, Carlton 462	6
38	25	17	8	★	ROCK-IN' ROBIN	Robby Day, Class 229	6
11	17	9	9		GINGER BREAD	Frankie Avalon, Chancellor 1021	6
19	13	14	10		WESTERN MOVIES	Olympics, Demon 1508	6
—	40	22	11	★	IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	3
9	8	12	12		FEVER	Peggy Lee, Capitol 3998	6
63	26	24	13	★	TEARS ON MY PILLOW	Little Anthony and the Imperials, End 1027	5
16	8	11	14		BORN TOO LATE	Paul Talle, ABC-Paramount 9934	6
20	19	15	15		VOLARE (Nel Blu Dipinto Di Blu)	Dean Martin, Capitol 4028	6
24	20	10	16		ARE YOU REALLY MINE!	Jimmie Rodgers, Roulette 4090	6
12	12	16	17		WILLIE AND THE HAND JIVE	Johnny Otis Show, Capitol 3966	6
14	14	19	18		EVERYBODY LOVES A LOVER	Doris Day, Columbia 41195	6
8	11	13	19		REBEL-'ROUSER	Duane Eddy, Jamie 1104	6
31	22	25	20		STUPID CUPID	Connie Francis, M-G-M 12683	6
7	10	8	21		WHEN	Kelvin Twins, Decca 30642	6
25	15	21	22		DEVOTED TO YOU	Everly Brothers, Cadence 1350	5
91	87	43	23	★	DOWN THE AISLE OF LOVE	The Quim-Tones, Hunt 321	4
15	18	23	24		IF DREAMS CAME TRUE	Pat Boone, Dot 15785	6
67	88	55	25	★	NEAR YOU	Roger Williams, Rapp 233	4
47	39	31	26		LA PALOMA	Billy Vaughn, Dot 15795	5
71	44	38	27		LAZY SUMMER NIGHT	Four Preps, Capitol 4623	4
27	23	29	28		SUSIE DARLIN'	Robbie Luke, Dot 15781	5
34	36	30	29		MOON TALK	Perry Como, RCA Victor 7274	6
—	62	58	30	★	THE WAYS OF A WOMAN IN LOVE	Johnny Cash, Sun 302	3

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
44	24	20	31		SUMMERTIME BLUES	Eddie Cochran, Liberty 55144	6
21	27	35	32		ONE SUMMER NIGHT	Danleers, Mercury 71322	6
22	28	28	33		SOMEBODY TOUCHED ME	Buddy Knox, Roulette 4082	6
29	30	40	34		CHANTILLY LACE	Big Bopper, Mercury 71343	6
54	45	41	35		WIN YOUR LOVE FOR ME	Sam Cooke, Keen 2006	6
41	42	32	36		ITCHY TWITCHY FEELING	Bobby Hendricks, Sue 706	6
30	34	34	37		A CERTAIN SMILE	Johnny Mathis, Columbia 41193	6
26	29	33	38		EARLY IN THE MORNING	Bobby Darin and the Risky Dinks, Atco 6121	6
51	38	39	39		SHE WAS ONLY SEVENTEEN	Marty Robbins, Columbia 41208	6
95	59	49	40		PUT A RING ON MY FINGER	Les Paul & Mary Ford, Columbia 41222	4
48	56	46	41		COME CLOSER TO ME	Nat King Cole, Capitol 4004	6
88	68	62	42	★	DANCE, EVERYONE, DANCE	Betty Madigan, Coral 62007	4
—	95	84	43	★	NO ONE KNOWS	Dion and the Belmonts, Laurie 3015	3
—	—	74	44	★	TEA FOR TWO CHA CHA	Tommy Dorsey Ork, Decca 30704	2
10	16	18	45		SPLISH SPLASH	Bobby Darin, Atco 6117	6
—	94	69	46	★	YOU CHEATED	The Shields, Dot 15805	3
37	32	36	47		EARLY IN THE MORNING	Buddy Holly, Coral 62006	6
74	61	57	48	★	SUMMERTIME, SUMMERTIME	James, Epic 9281	4
35	43	52	49		BLUE, BLUE DAY	Don Gibson, RCA Victor 7010	6
46	37	44	50		BETTY LOU GOT A NEW PAIR OF SHOES	Bobby Freeman, Josie 841	6
—	91	53	51		RAMROD	Duane Eddy, Jamie 1109	3
—	57	56	52		CAROL	Chuck Berry, Chess 1700	3
57	41	47	53		OVER AND OVER	Robby Day, Class 229	6
64	51	45	54		WIZARD	Jimmie Rodgers, Roulette 4090	5
23	33	27	55		LEFT RIGHT OUT OF YOUR HEART	Patli Page, Mercury 71331	6
13	21	26	56		HARD HEADED WOMAN	Elvis Presley, RCA Victor 7280	6
39	55	54	57		GUESS THINGS HAPPEN THAT WAY	Johnny Cash, Sun 295	6
52	49	50	58		HOW THE TIME FLIES	Jerry Wallace, Challenge 59013	4
—	78	60	59		THE GREEN MOSQUITO	Tune-Rockers, United Artists 139	3
28	31	42	60		THINK IT OVER	Crickets, Brunswick 85072	6

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

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

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

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
90	89	65	61		MY LIFE	Chuck Willis, Atlantic 1192	4
83	67	63	62		CERVEZA	Boote Brown, RCA Victor 7269	5
87	66	64	63		GOTTA HAVE RAIN	Eydie Gorme, ABC-Paramount 9944	6
36	48	71	64		ENCHANTED ISLAND	Four Lads, Columbia 41194	6
58	52	59	65		BY THE LIGHT OF THE SILVERY MOON	Jimmy Bowen, Roulette 4083	3
—	82	81	66	★	TOPSY II	Cozy Cole, Love 50034	3
78	69	67	67		CHARIOT ROCK	Champs, Challenge 59018	5
—	—	79	68		PROMISE ME LOVE	Andy Williams, Cadence 1351	2
—	100	86	69	★	TREASURE OF YOUR LOVE	Eileen Rodgers, Columbia 41214	3
—	—	98	70	★	LA-DO-DADA	Dale Hawkins, Checker 900	2
—	72	72	71		CITY LIGHTS	Ray Price, Columbia 41191	3
—	—	—	72	★	YOUR CHEATIN' HEART	George Hamilton IV, ABC-Paramount 9946	1
42	50	51	73		WHAT AM I LIVING FOR?	Chuck Willis, Atlantic 1179	6
18	35	37	74	★	YAKETY YAK	Coasters, Atco 6116	6
—	65	68	75		WHEN WILL I KNOW	George Hamilton IV, ABC-Paramount 9946	3
—	—	77	76		WHERE THE BLUE OF THE NIGHT	Tommy Mars, Felsted 8532	2
—	—	85	77		PLEASE DON'T DO IT	Dale Wright, Fraternity 818	2
65	75	—	78		BLUE BOY	Jim Reeves, RCA Victor 7266	5
68	70	—	79		ALONE WITH YOU	Faron Young, Capitol 3982	4
56	53	61	80	★	KATHY-O	Diamonds, Mercury 71330	6
—	—	97	81	★	UP UNTIL NOW	Johanna Ray, Columbia 41213	2
—	74	73	82		COUNT EVERY STAR	The Rivelas, Coed 503	3
—	80	83	83		STRANGE ARE THE WAYS OF LOVE	Gogi Grant, RCA Victor 7294	3
—	—	96	84		WEEK END	Kingsmen, East West 118	2
—	—	—	85		I'LL MAKE IT ALL UP TO YOU	Jerry Lee Lewis, Sun 303	1
45	64	87	86		THAT'S HOW MUCH I LOVE YOU	Pat Boone, Dot 15785	6
—	—	93	87		OVER THE WEEKEND	Playboys, Cameo 142	2
—	—	—	88	★	FIREFLY	Tony Bonetti, Columbia 41237	1
—	—	94	89		BLUE-RIBBON BABY	Tommy Sands, Capitol 4036	2
61	76	91	90		HEY-BOY, HEY-GIRL	Opie McClutte & Jeanette, Class 228	5

From The Hot 100:

THE BILLBOARD'S BEST BUYS

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

CHANTILLY LACE Big Booper
(Glad, BMI) Purple People Eater 'Meets the Witch Doctor
(Ken-Rick, BMI) Mercury 71343

YOU CHEATED The Shields
(Balcones, BMI) That's the Way It's Gonna Be (House of Fortune, BMI) Dot 15805

NO ONE KNOWS Dion & The Belmonts
(Schwarz, ASCAP) I Can't Go On (Rosalie) (Commodore, BMI) Laurie 3015

A previous Billboard Spotlight Pick

THE GREEN MOSQUITO The Tune Rockers
(Dimas, BMI) Warm Up (Dimas, BMI) United Artists 139

TOPSY II Cozy Cole
(Cosmopolitan, BMI) Topsy I (Cosmopolitan, BMI) Love 50034

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
66	98	—	91		YOU'RE A SWEETHEART	Little Willie John, King 5142	4
—	—	—	92		INVITATION TO THE BLUES	Ray Price, Columbia 41191	1
—	—	—	93		GUESS I'VE BEEN AROUND TOO LONG	Carl Smith, Columbia 41170	1
—	—	—	94		YES, I WANT YOU	Ivory Joe Hunter, Atlantic 1191	1
—	—	—	95		THUNDER ROAD	Robert Mitchum, Capitol 3986	1
—	—	—	96		MY LUCKY LOVE	Doug Franklin, Colonial 7777	1
32	71	92	97		ENDLESS SLEEP	Jody Reynolds, Demon 1807	6
—	83	89	98	★	LEROY	Jack Scott, Carlton 462	5
40	60	88	99		ANGEL BABY	Dean Martin, Capitol 3985	6
50	58	76	100	★	THE FREEZE	Tony and Joe, Era 1075	6



Carlton Records Proudly Presents:

JACK SCOTT'S

stand-out record of

WITH YOUR LOVE

c/w

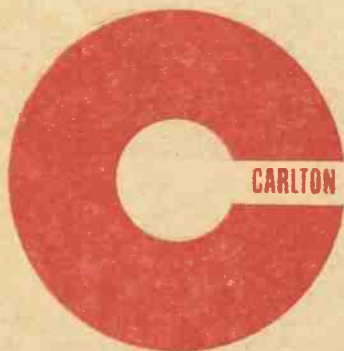
Published by Starfire Peer Music
Murray Deutch, Genl. Prof. Mgr.

GERALDINE

Published by Peer International
Murray Deutch, Genl. Prof. Mgr.

Carlton #483

packaged in four-color envelope
sleeve . . . over 200,000 advance
sale for another great Scott two-sider
featured Saturday, September 6th, on
the Dick Clark American Band Stand Show.



CARLTON RECORD CORP.



BEST SELLING POP SINGLES IN STORES

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

FOR
SURVEY WEEK
ENDING
AUGUST 30, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Domenico Modugno	1	6	19. SPLISH SPLASH (BMI)—Bobby Darin	8	12	36. EARLY IN THE MORNING (ASCAP)—Bobby Darin and the Rinky-Dinks	25	5
2. BIRD DOG (BMI)—Everly Brothers	3	5	Judy, Don't Be Moody (BMI)—Atco 6117			Now We're One (BMI)—Atco 6121		
DEVOTED TO YOU (BMI)—Cadence 1350			20. STUPID CUPID (BMI)—Connie Francis	22	7	37. LEFT RIGHT OUT OF YOUR HEART (ASCAP)—Patti Page	27	10
3. LITTLE STAR (BMI)—Elegants	2	7	Carolina Moon (ASCAP)—M-G-M 12683			Longing to Hold You Again (ASCAP)—Mercury 71331		
Getting Dizzy (BMI)—Apt 25005			21. HARD HEADED WOMAN (ASCAP)—Elvis Presley	18	11	38. ITCHY TWITCHY FEELING (BMI)—Bobby Hendricks	35	2
4. JUST A DREAM (BMI)—Jimmy Clanton	4	9	DON'T ASK ME WHY (ASCAP)—Vic 7280			A Thousand Dreams (BMI)—Sue 706		
You Aim to Please (BMI)—Ace 546			22. EVERYBODY LOVES A LOVER (ASCAP)—Doris Day	28	7	39. SUSIE DARLIN' (ASCAP)—Robin Luke	48	4
5. PATRICIA (ASCAP)—Perez Prado	6	12	Instant Love (ASCAP)—Col 41193			Living's Loving You (ASCAP)—Dot 15781		
Why Wait? (BMI)—Vic 7245			23. WHEN (ASCAP)—Kalin Twins	9	11	40. SUMMERTIME BLUES (BMI)—Eddie Cochran	30	3
6. POOR LITTLE FOOL (BMI)—Ricky Nelson	5	10	Three o'Clock Thrill (BMI)—Dec 30642			Love Again (BMI)—Liberty 55144		
Don't Leave Me This Way (BMI)—Imperial 5528			24. IF DREAMS CAME TRUE (ASCAP)—Pat Boone	24	9	41. RAMROD (BMI)—Duane Eddy	47	2
7. MY TRUE LOVE (BMI)—Jack Scott	7	13	THAT'S HOW MUCH I LOVE YOU (BMI)—Dot 15785			The Walker (BMI)—Jamie 1109		
LEROY (BMI)—Carlton 462			25. DOWN THE AISLE OF LOVE (BMI)—Quin-Tones	—	1	42. CERVEZA (BMI)—Boots Brown	43	2
8. ROCK-IN' ROBIN (BMI)—Bobby Day	17	5	Please, Dear (BMI)—Hunt 321			Juicy (BMI)—Vic 7269		
OVER AND OVER (BMI)—Class 229			26. NEAR YOU (ASCAP)—Roger Williams	—	1	43. BETTY LOU GOT A NEW PAIR OF SHOES (BMI)—Bobby Freeman	—	3
9. IT'S ALL IN THE GAME (ASCAP)—Tommy Edwards	23	3	Merry Widow Waltz (ASCAP)—Kapp 233			Starlight (BMI)—Josie 841		
Please Love Me Forever (BMI)—M-G-M 12688			27. LA PALOMA (ASCAP)—Billy Vaughn	33	4	44. COME CLOSER TO ME (BMI)—Nat King Cole	38	4
10. TEARS ON MY PILLOW (ASCAP)—Little Anthony and the Imperials	21	4	Here Is My Love (ASCAP)—Dot 15795			Nothing in the World (BMI)—Cap 4004		
Two People in the World (BMI)—End 1027			28. MOON TALK (ASCAP)—Perry Como	29	6	45. SOMEBODY TOUCHED ME (BMI)—Buddy Knox	40	3
11. GINGER BREAD (BMI)—Frankie Avalon	11	8	Beats There a Heart So True (BMI)—Vic 7242			C'mon Baby (BMI)—Roulette 4082		
Blue Betty (ASCAP)—Chancellor 1021			29. YAKETY YAK (BMI)—Coasters	20	14	46. BLUE BLUE DAY (BMI)—Don Gibson	36	9
12. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Dean Martin	16	5	Zing! Went the Strings of My Heart (ASCAP)—Atco 6116			Too Soon to Know (BMI)—Vic 7010		
Outta My Mind (ASCAP)—Cap 4028			30. A CERTAIN SMILE (ASCAP)—Johnny Mathis	26	10	47. SUMMERTIME, SUMMERTIME (ASCAP)—Jamies	—	1
13. WESTERN MOVIES (BMI)—Olympics	15	7	Let It Rain (ASCAP)—Col 41193			Searching for You (ASCAP)—Epic 9281		
Well! (BMI)—Demon 1508			31. THE WAYS OF A WOMAN IN LOVE (BMI)—Johnny Cash	39	2	48. EARLY IN THE MORNING (ASCAP)—Buddy Holly	45	4
14. FEVER (BMI)—Peggy Lee	13	8	YOU'RE THE NEAREST THING TO HEAVEN (BMI)—Sun 302			Now We're One (BMI)—Coral 62066		
You Don't Know (BMI)—Cap 3998			32. ONE SUMMER NIGHT (BMI)—Danleers	34	10	49. FOR YOUR PRECIOUS LOVE (ASCAP)—Jerry Butler and Impressions	—	12
15. BORN TOO LATE (ASCAP)—Poni Tails	14	7	Wheelin' and A-Dealin' (BMI)—Mercury 71322			Sweet Was the Wine (ASCAP)—Abner 1013		
Come on, Joey, Dance With Me (BMI)—ABC-Paramount 9934			33. DANCE, EVERYONE, DANCE (ASCAP)—Betty Madigan	—	1	50. NO ONE KNOWS (ASCAP)—Dion and the Belmonts	—	1
16. ARE YOU REALLY MINE? (ASCAP)—Jimmie Rodgers	10	5	My Symphony of Love (ASCAP)—Coral 62007			I Can't Go On (Rosalie) (BMI)—Laurie 3015		
THE WIZARD (ASCAP)—Roulette 4090			34. LAZY SUMMER NIGHT (ASCAP)—Four Preps	43	2	50. WHAT AM I LIVING FOR? (BMI)—Chuck Willis	32	18
17. REBEL-ROUSER (BMI)—Duane Eddy	12	10	SUMMERTIME LIES (ASCAP)—Cap 4023			Hang Up My Rock and Roll Shoes (BMI)—Atlantic 1179		
Stalkin' (BMI)—Jamie 1104			35. WIN YOUR LOVE FOR ME (BMI)—Sam Cooke	—	1			
18. WILLIE AND THE HAND JIVE (BMI)—Johnny Otis Show	19	11	Love Song From "Houseboat" (ASCAP)—Keen 32006					
Ring-a-Ling (BMI)—Cap 3966								

artists' biographies

Eddie Cochran Has Another Big Hit

"Summertime Blues," Eddie Cochran's current chart record, must be certainly providing just



the opposite feeling for the young chanter. Actually, hits are nothing new for Cochran. His debut disk, "Sittin' in the Balcony," was also a best-seller.

Cochran was born October 3, 1938. He is the youngest of five children. He began his career by playing guitar in a country and western band. He met his manager, Jerry Capehart, at a record session. Soon afterward he began to sing and was signed to an exclusive recording contract by Liberty Records.

He has appeared in several motion pictures and on television. His future plans include a serious dramatic career as well as singing.

artists' biographies



'Devotion' Rings Bell For Janice Harper

Petite, pretty Janice Harper, a favorite of the jockeys, is a graduate of Newton High School in Flushing, N. Y. Her first ambition as a child was to become

an interior decorator. But, at 15, at the encouragement of friends, she entered an amateur contest as a vocalist and won, winding up with a singing coach.

The coach grew so enthusiastic over her that he sent a dub to a diskery which immediately signed Janice. On the heels of the successful "Bon Voyage," she was signed by Capitol.

Her present hit, "Devotion," climbing steadily on The Billboard's charts, was made with Arnold Goland directing the orchestra and chorus. Via Dick Clark's show, Janice was voted the "Best New Female Vocalist" this past year.

**TURN TO PAGE
for the BIG PAYOFF!***



**PATTI'S
NEW HIT
IS CLIMBING
FAST...
SURE TO
ORBIT!*

FIBBIN'

PATTI PAGE

MERCURY 71355



RIPE HITS from M-G-M Records

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



Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 30

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Born Too Late, Poni Tails, ABC-Para.
 Devoted to You/Bird Dog
 Everly Brothers, Cdc.
 It's All in the Game
 Tommy Edwards, M-G-M
 La Paloma, Billy Vaughn, Dot
 Little Star, Elegants, Apt.
 Patricia, Perez Prado, Vic.
 Rock-In' Robin, Bobby Day, Cls.
 Volare (Nel Blu Dipinto Di Blu)
 Domenico Modugno, Dec.
 You Cheated, Shields, Dot

Just a Dream, Jimmy Clanton, Ace
 Little Star, Elegants, Apt
 Patricia, Perez Prado, Vic.
 Volare (Nel Blu Dipinto Di Blu)
 Dean Martin, Cap.
 Volare (Nel Blu Dipinto Di Blu)
 Domenico Modugno, Dec.

NORTHERN OHIO

Are You Really Mine/Wizard
 Jimmie Rodgers, Rli.
 Bird Dog/Devoted to You
 Everly Brothers, Cdc.
 Just a Dream, Jimmy Clanton, Ace
 Little Star, Elegants, Apt
 Patricia, Perez Prado, Vic.
 Poor Little Fool, Ricky Nelson, Imp.
 Volare (Nel Blu Dipinto Di Blu)
 Domenico Modugno, Dec.
 Western Movies, Olympics, Dem.

NORTHWEST

Bird Dog/Devoted to You
 Everly Brothers, Cdc.
 Blue Blue Day, Don Gibson, Vic.
 Fever, Peggy Lee, Cap.
 Just a Dream, Jimmy Clanton, Ace
 Left Right Out of Your Heart
 Patti Page, Mer.
 Little Star, Elegants, Apt.
 My True Love/Leroy, Jack Scott, Car.
 Willie and the Hand Jive
 Johnny Otis Show, Cap.

PHILADELPHIA

Bird Dog/Devoted to You
 Everly Brothers, Cdc.
 Fever, Peggy Lee, Cap.
 It's All in the Game
 Tommy Edwards, M-G-M
 Just a Dream, Jimmy Clanton, Ace
 Little Star, Elegants, Apt
 Patricia, Perez Prado, Vic.
 Volare (Nel Blu Dipinto Di Blu)
 Dean Martin, Cap.
 Volare (Nel Blu Dipinto Di Blu)
 Domenico Modugno, Dec.

CHICAGO

Devoted to You/ Bird Dog
 Everly Brothers, Cdc.
 Just a Dream, Jimmy Clanton, Ace
 Little Star, Elegants, Apt.
 My True Love/Leroy, Jack Scott, Car.
 Patricia, Perez Prado, Vic.
 Poor Little Fool, Ricky Nelson, Imp.
 Volare (Nel Blu Dipinto Di Blu)
 Domenico Modugno, Dec.
 When, Kalin Twins, Dec.

DETROIT

Devoted to You/ Bird Dog
 Everly Brothers, Cdc.
 Just a Dream, Jimmy Clanton, Ace
 Little Star, Elegants, Apt.
 Patricia, Perez Prado, Vic.
 Poor Little Fool, Ricky Nelson, Imp.
 Rock-In' Robin, Bobby Day, Cls.
 Volare (Nel Blu Dipinto Di Blu)
 Domenico Modugno, Dec.
 Willie and the Hand Jive
 Johnny Otis Show, Cap.

EAST TEXAS

Chantilly Lace, Big Bopper, Mer.
 Devoted to You/ Bird Dog
 Everly Brothers, Cdc.
 Hootchy Koo, Larry Williams, Spe.
 How Times Flies, Jerry Wallace, Chal.
 Just a Dream, Jimmy Clanton, Ace

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

Little Star, Elegants, Apt.
 Patricia, Perez Prado, Vic.
 Rock-In' Robin, Bobby Day, Cls.

FLORIDA

Devoted to You/ Bird Dog
 Everly Brothers, Cdc.
 Little Star, Elegants, Apt.
 My True Love, Jack Scott, Car.
 Patricia, Perez Prado, Vic.
 Poor Little Fool, Ricky Nelson, Imp.
 Splish Splash, Bobby Darin, Ateo
 Volare (Nel Blu Dipinto Di Blu)
 Domenico Modugno, Dec.
 When, Kalin Twins, Dec.

LOS ANGELES

Are You Really Mine? Jimmie Rodgers, Rli.
 Betty Lou Got a New Pair of Shoes
 Bobby Freeman, Jos.
 Bird Dog, Everly Brothers, Cdc.
 Everybody Loves a Lover, Doris Day, Cqj.
 Just a Dream, Jimmy Clanton, Ace
 Little Star, Elegants, Apt.
 My True Love, Jack Scott, Car.
 Poor Little Fool, Ricky Nelson, Imp.
 Rock-In' Robin, Bobby Day, Cls.

NEW YORK AND NEWARK

Bird Dog/Devoted to You
 Everly Brothers, Cdc.
 Ginger Bread, Frankie Avalon, Clr.
 Little Star, Elegants, Apt
 Patricia, Perez Prado, Vic.
 Poor Little Fool, Ricky Nelson, Imp.
 Tears on My Pillow
 Little Anthony and the Imperials, End
 Volare (Nel Blu Dipinto Di Blu)
 Dean Martin, Cap.
 Volare (Nel Blu Dipinto Di Blu)
 Domenico Modugno, Dec.

NORTHERN NEW YORK STATE

Bird Dog/Devoted to You
 Everly Brothers, Cdc.
 Ginger Bread, Frankie Avalon, Clr.
 It's All in the Game
 Tommy Edwards, M-G-M

ST. LOUIS AND KANSAS CITY

Bird Dog, Everly Brothers, Cdc.
 Born Too Late, Poni Tails, ABC-Para.
 It's All in the Game
 Tommy Edwards, M-G-M
 Just a Dream, Jimmy Clanton, Ace
 Little Star, Elegants, Apt
 Patricia, Perez Prado, Vic.
 Volare (Nel Blu Dipinto Di Blu)
 Domenico Modugno, Dec.
 Willie and the Hand Jive
 Johnny Otis Show, Cap.

SAN FRANCISCO AND OAKLAND

It's All in the Game
 Tommy Edwards, M-G-M
 Just a Dream, Jimmy Clanton, Ace
 Little Star, Elegants, Apt
 My True Love, Jack Scott, Car.
 Rock-In' Robin, Bobby Day, Cls.
 Splish Splash, Bobby Darin, Ateo
 Susie Darlin', Robin Luke, Dot
 Volare (Nel Blu Dipinto Di Blu)
 Domenico Modugno, Dec.

SOUTHERN OHIO

Bird Dog/Devoted to You
 Everly Brothers, Cdc.
 Just a Dream, Jimmy Clanton, Ace
 Little Star, Elegants, Apt
 My True Love, Jack Scott, Car.
 Poor Little Fool, Ricky Nelson, Imp.
 Rebel-Rouser, Duane Eddy, Jam.
 Rock-In' Robin, Bobby Day, Cls.
 Volare (Nel Blu Dipinto Di Blu)
 Domenico Modugno, Dec.

WASHINGTON AND BALTIMORE

Bird Dog/Devoted to You
 Everly Brothers, Cdc.
 Just a Dream, Jimmy Clanton, Ace
 Little Star, Elegants, Apt
 Patricia, Perez Prado, Vic.
 Rock-In' Robin, Bobby Day, Cls.
 Volare (Nel Blu Dipinto Di Blu)
 Domenico Modugno, Dec.
 Western Movies, Olympics, Dem.
 You're a Sweetheart, Little Willie John, King

TOMMY EDWARDS
IT'S ALL IN THE GAME
 K12688

MARVIN RAINWATER
NOTHIN' NEEDS NOTHIN'
 (LIKE I NEED YOU)
 K12701 on 45 & 78 RPM

JOHNNY DESMOND
THE HOT CHA CHA
 K12695

ROSEMARY CLOONEY
THE LOUDENBOOMER BIRD
 K12605

CONWAY TWITTY
IT'S ONLY MAKE BELIEVE
 K12677 on 45 & 78 RPM

INTRODUCING MAYMIE AND ROBERT
HA HA HEE HEE HO HO HUM HUM
 K12702





ON ALL CHARTS!
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"SUMMERTIME, SUMMERTIME"
Epic 5-9281



THEIR FASTEST BREAKING YET!
THE FOUR COINS
"WENDY, WENDY"
Epic 5-9286



SETTING THE CHARTS ON FIRE!
SOMETHIN' SMITH AND THE REDHEADS
"I DON'T WANT TO SET THE WORLD ON FIRE"
Epic 5-9280



THE REACTION'S GREAT TO HER FIRST ON EPIC!
ANNE SHELTON
"DO YOU LOVE ME LIKE YOU KISS ME?"
Epic 5-9285



OKEH HAS THE HIT VERSION!
SCOTT GARRETT
"THE DAY I DIED"
Okeh 4-7104

LOOK FOR **SAL MINEO'S** LATEST AND BEST
"SOUVENIRS OF SUMMERTIME"
c/w
"BABY FACE"
Epic 5-9287

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ITCHY TWITCHY FEELING

by

Bobby Hendricks

SUE 706



Best Selling Pop Singles in Retail Stores

ITCHY TWITCHY FEELING (BMD) Bobby Hendricks

Billboard Sept. 1, 1958

Thanks to all our wonderful distributors, and you Disk Jockeys for helping us launch our first big hit . . . and a special thanks to:

1. Ike Klayman, A & I dist., Cincinnati
2. Bob & Norman Hausfater, Roberts Distrib., St. Louis
3. "Big Mac" and Phil Skaff, M. S. Distrib., Chicago
4. Bob Fields, Pacific Distrib., L. A.
5. Dick Fields, Fields Music, San Francisco
6. Chips Distrib., Philadelphia
7. Century Distrib., Dallas and Houston

SUE RECORDS
271 West 125th St.
New York, N.Y.

Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. VOLARE (NEL BLU DIPINTO DI BLU) (Robbins) . . .	1	6
2. IF DREAMS CAME TRUE (Korwin)	3	8
3. PATRICIA (Southern)	2	7
4. EVERYBODY LOVES A LOVER (Korwin)	4	5
5. ENCHANTED ISLAND (Korwin)	5	8
6. POOR LITTLE FOOL (Eric)	7	3
7. BORN TOO LATE (Mansion)	9	5
8. A CERTAIN SMILE (Miller)	6	11
9. DEVOTED TO YOU (Acuff-Rose)	10	2
10. COME CLOSER TO ME (Peer)	8	5
11. BIRD DOG (Acuff-Rose)	-	1
12. ARE YOU REALLY MINE? (Planetary)	11	3
13. MY TRUE LOVE (Starfire-Peer)	14	2
14. FEVER (Lois)	-	1
15. LEFT RIGHT OUT OF YOUR HEART (Shapiro-Bernstein)	12	10

Best Selling Sheet Music in Britain

(For week ending August 30)

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.

Tulips From Amsterdam—Cinephonic (St. Korski)	Big Man—Grosvenor (Beechwood)
Trudie—Henderson (Kassner)	I May Never Pass This Way Again—Chappell (Oval)
All I Have to Do Is Dream—Acuff-Rose (Acuff-Rose)	Who's Sorry Now—Feldman (Mills)
Return to Me—Southern (Southern)	Patricia—Southern (Peer)
On the Street Where You Live—Chappell (Chappell)	Volare—Robbins (Robbins)
You Need Hands—Lakeylew (Leeds)	Stairway of Love—Leeds (Planetary)
When—Southern (Sounds)	A Very Precious Love—Blossom (Witmark)
Only Man on the Island—Bron (Shapiro-Bernstein)	Endless Sleep—Hill & Range (Johnston-Montel-Elizabeth)
I Could Have Danced all Night—Chappell (Chappell)	Twilight Time—Victoria (Porgie)
	Sugar Moon—Frank (Frank)
	Little Bernadette—Berry (Burlington)

Best Selling Pop Records in Britain

(For week ending August 30)

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

This Week	Last Week
1. WHEN—Kalin Twins (Brunswick)	1
2. RETURN TO ME—Dean Martin (Capitol)	3
3. ALL I HAVE TO DO IS DREAM/CLAUDETTE—Eversly Brothers (London)	2
4. STUPID CUPID/CAROLINA MOON—Connie Francis (M-G-M)	7
5. FEVER—Peggy Lee (Capitol)	9
6. ENDLESS SLEEP—Marty Wilde (Phillips)	4
7. VOLARE—Dean Martin (Capitol)	16
8. PATRICIA—Perez Prado (RCA)	10
9. POOR LITTLE FOOL—Ricky Nelson (London)	13
10. RAVE ON—Buddy Holly (Coral)	8
11. SPLISH SPLASH—Charlie Drake (Parlophone)	12
12. TULIPS FROM AMSTERDAM/YOU NEED HANDS—Max Bygraves (Decca)	5
12. HARD HEADED WOMAN—Elvis Presley (RCA)	6
14. YAKETY YAK—Coasters (London)	14
15. LITTLE BERNADETTE—Harry Belafonte (RCA)	16
16. VOLARE—Domenico Modugno (Oriole)	-
17. BIG MAN—Four Preps (Capitol)	10
18. EARLY IN THE MORNING—Buddy Holly (Coral)	-
19. TRUDIE—Joe Henderson (Pye-Nixa)	-
20. SUGAR MOON—Pat Boone (London)	18

"COME BACK MY LOVE"

b/w **"LOVE ME"**

by

Jerry Butler and The Impressions

Abner 1017

"STORMY WEATHER"

by **The Spaniels**

VeeJay 290

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LITTLE WILLIE JOHN

YOU'RE A SWEETHEART

King 5142

THE SWALLOWS

ITCHY, TWITCHY FEELING

Federal 12333

BILL DOGGETT

BLIP BLOP

King 5138

KENNY MARTIN

I'M SORRY

Federal 12330

BILL DOGGETT

HOLD IT

b/w

BIRDIE

King 5149

LITTLE WILLIE JOHN

TELL IT LIKE IT IS

b/w

DON'T BE ASHAMED TO CALL MY NAME

King 5147

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b/w

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Deluxe 6174

DONNIE ELBERT **JUST A LITTLE BIT OF LOVIN'**

b/w

WHEN YOU'RE NEAR ME

Deluxe 6175

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JERRY LEE LEWIS

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I'LL MAKE IT ALL UP TO YOU

SUN 303

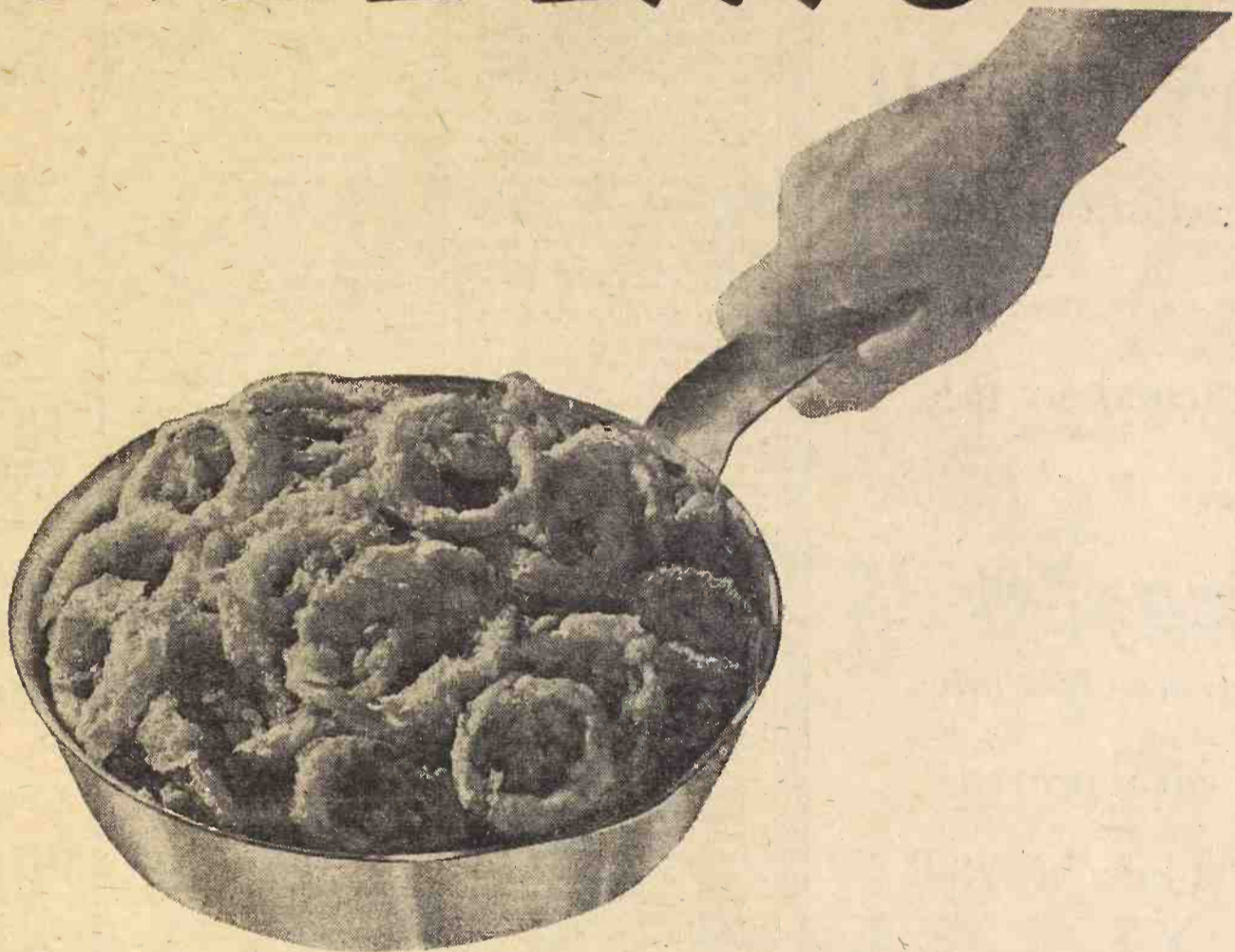
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FRIED ONIONS

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1810

LONDON
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Many thanks
ALAN FREED
 for setting a new
 Brooklyn record of over
\$200,000 in the
 Brooklyn Fox Theatre
 with your 4th
 Anniversary Show.
 It also proved
 that Rock 'n' Roll
 can go in
 theatres without
 unpleasant incidents.

Ed Fabian

FABIAN THEATRES CORP.

P.S.: Thanks, Jack Hooke, for the
 way you handled everything
 and kept the shows rolling.
 And thanks to the great cast
 for a tremendous show.

VOX JOX

• Continued from page 8

at the Berkley Theater last Sunday (1) night.

Larry Kane, KXYZ, Houston, was in Manhattan last week to visit the labels and do a bit of plugging for a new disk released by Cue ("Ain't Cha Ever Comin' Home" and "Honky Tonk Baby" by the Saints). . . . Deejays at KDKA, Pittsburgh, recently challenged their video outlet co-workers at KDKA-TV to a unique race, wherein KDKA-TV jocks (representing Alaska) utilized a dog sled and KDKA - radio (representing Texas) made the trek in a pony cart. The TV canine-powered entry won.

CHANGE OF THEME: Ken Collins promoted to program director status at KXYZ, Houston. . . . Gene Crockett, formerly with KTSA, San Antonio, has joined WOAI, San Antonio. . . . Gary Owens has left KTSA, San Antonio, to become a spinner at WIL, St. Louis. . . . New morning jock at KWK, St. Louis, is Mort Crowley, who recently piloted a morning stanza over WRIT, Milwaukee.

SHOCK THEATER SHOOK: Singing deejay - ghoul, John Zacherle, heretofore operating out of Philadelphia as emcee for a local TV horror film series, will launch a similar movie series over WABC-TV, New York, September 22. The nightly show, will beam Zacherle - piloted horror films every Monday and Tuesday at 11:15 p.m. Zacherle, who hit the charts with his waxing "Dinner With Drac," will do some fright - warbling and reciting on the show, in addition to commenting on the macabre

content of the program's film product. Zacherle chalked up some sizable box office ratings this summer as emcee of rock and roll horror shows at movie theaters in the Philadelphia area.

Bernice Thompson celebrated her sixth anniversary as deejay-hostess on WDAS, Philadelphia, last month, with more than 3,500 fans helping her celebrate the event, via a moonlight gospel cruise down the Delaware. . . . Chuck Brinkman, formerly with WIW, Cleveland, has moved to WCUE, Akron, in the 7-11 a.m. time period. . . . San Antonio Station KITE will adopt a daytime programming format of "better music" and news when the outlet begins full-time programming October 1.

YESTERYEAR'S TOPS—

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

SEPTEMBER 4, 1948

1. You Call Everybody Darlin'
2. My Happiness
3. It's Magic
4. A Tree in the Meadow
5. Love Somebody
6. Twelfth Street Rag
7. You Can't Be True, Dear
8. Woody Woodpecker
9. Maybe You'll Be There
10. Underneath the Arches

SEPTEMBER 5, 1953

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

Film Pact Sellout, Says AFM

• Continued from page 4

tained contract orchestras assuring year-round employment to more than 300 musicians. An orchestra of 50 men was kept on each studio's payroll.

Old Provisions

Under the AFM studio pact, movies produced for theatrical exhibition could not be released to TV unless further payment was made for use of the music in the new medium. Also, theatrical contracts did not include TV film production. Residual runs of TV films called for additional payments for repeated usage of the telepix.

MGA's scale for theatrical films follows a sliding scale depending upon the number of musicians hired, rather than demanding the producer to use a specified number of men. It is as follows: \$55 per man if 35 or more men are used for a three-hour session; \$57.75 for 30 to 24 men called; \$60.50 for 24 to 29 men and for less than 23 men, \$63.25 per man per three-hour session. Sideline musicians formerly receiving \$27.13 under the AFM will get \$30.93 under MGA's terms.

As to TV film production by the majors (a field in which nearly all the majors are active today), MGA's agreement required \$55 per man for a three-hour session covering 39 with a minimum of nine hours of recording. For 39 hour - long shows, a minimum of 18 hours recording time is required.

TV Wage Scales

As to TV, AFM charges Reed with selling the musicians' services for peanuts. The musician getting \$55 per three-hour session for 39 half-hour shows for a required minimum of nine hours of recording ends up with exactly \$4.27 per

half hour episode. Furthermore, the producer is able to keep selling the film for an unlimited number of repeated runs without the musician getting any additional revenue.

A spokesman for MGA answered these charges by contending that AFM's studio strike forced producers to have their films recorded abroad, thus showing the studios they can get along without contract orchestras. As to TV, MGA feels that the cheaper rate will bring live music within the easy reach of all TV film producers, thus completely eliminating the use of canned and foreign tracks and bringing more employment to Hollywood musicians. He agreed that the TV film rate was quite low (actually cheaper than canned tracks), but said that at least MGA has its foot in the TV door.

The MGA contract creates considerable confusion on the Hollywood film music front. The wide divergence between the MGA and AFM rates, coupled with the bitter desire on the part of AFM to scuttle MGA's efforts, is sowing the seeds of a hot jurisdictional battle between both camps. At week's end, AFM legal eagle informed AFM members here they are free to seek employment in the motion picture field without joining MGA. Under article 883 of the Taft-Hartley act, one has to be employed for 30 days before having to seek membership in a closed shop union.

Inasmuch as studio work as a rule lasts only several days at a time, AFM members can, according to this interpretation of T-H law, openly compete with Reed's men in seeking studio jobs.

MOVING UP ON

The
Billboard
"HOT 100"

"CAROL"

Chuck Berry

Chess 1700

and

"LA-DO-DADA"

Dale Hawkins

Checker 900

Billboard Picks

"I'M SO YOUNG" 

b/w

"EVERY DAY OF THE WEEK"
 The Students

Checker 902

Great 88

"CARMEN"

Ramsey Lewis

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Argo 5503

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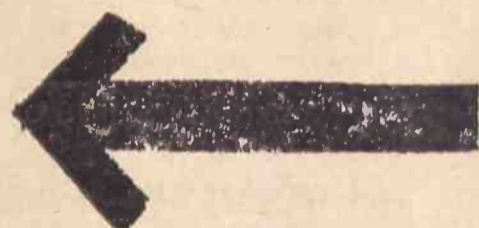


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"THE HULA HOOP SONG"*

R-4106



ROULETTE

* Will Sweep the Country
like the "Hoop" Craze!

Lawyers Nix 'Fair Use'

• Continued from page 10

can cover every conceivable situation." Difficulties stem from "ignorance of the jurisprudence," and not from absence of a statutory rule, he believes. Greater knowledge of the doctrine and its application would "allay many misconceptions and make a change of law unnecessary," he said.

On the same side of the aisle, Walter J. Derenberg, New York University professor and president of the Copyright Society of the U. S. feels that no general definition of fair use should be written into law. Derenberg believes that the "general applicability of the doctrine" and its scope should be left to the courts. He thinks the term "fair use" defies definition.

Derenberg would like to see a proposed statute make provision with regard to certain specific troublesome situations, without, however, going into as much detail as the new British Act, and partic-

ularly without having a set of separate provisions for literary works on the one hand and works of art and design on the other." He would also be in favor of a specific provision "authorizing broadcasters to make so-called 'ephemeral' recordings."

Harry G. Henn, an associate law professor at Cornell and author of an earlier study on compulsory licensing, definitely does not favor introducing a statutory provision concerning fair use into U. S. law.

Ralph S. Brown, Yale law school, regards "a liberal concept" of fair use as "essential" to the American idea of copyright. Brown said there would be "great difficulties in specifying the scope" of fair use for particular situations, however. Even a detailed statute, he believes, "would be certain to fall behind at times."

Edward A. Sargoy, chairman of the American Bar Association's

committee on copyright revision, believes that except in certain specific situations, the statute should neither "define nor specify general criteria for fair use." Sargoy is sympathetic to covering special situations, such as the performance of a copyrighted musical composition for bona fide charitable, religious or educational purposes.

On the other hand, Melville B. Nimmer, an attorney who is also affiliated with the Writer's Guild on the West Coast, favors express legislative recognition of the "judicially developed" doctrine of fair use. He feels, however, that such recognition should be in general terms and should not attempt any "specific enumeration of particular instances of fair use."

Alan Freed

• Continued from page 10

and equally sexy Jo Ann Campbell threw off her skirt, revealing skin tight shorts, picked up her guitar and tore thru Presley classics like "Jailhouse Rock" and "Hound Dog."

The crowd, tho dismayed at Freed's late arrival and in not having the Everly Brothers appear as scheduled, seemed very pleased with the over-all revue. The kids stepped out of control at only one point, but Freed made a few brief remarks which restored order. One of his comments had to do with the future of rock and roll. Freed stated that "my critics once said four years ago that rock and roll would not last for six months. That was four years ago, while I was appearing at the Brooklyn Paramount. Here I am today, and we'll still be here in another four years."

Chuck Berry and Bill Haley and His Comets were the acts who received the greatest applause. The Elegants, the Danleers and Bobby Freeman received standing ovations.

Seymour Steinbigle.

Ruth Lyons

• Continued from page 6

aiding the sales was a powerhouse promotion put on by the Albers Supermarkets, one of the show's sponsors, which carried a special display in all its stores covered by the four-city network. The new album is expected to get the same treatment from Albers, with the WLW stations throwing in an extra promotional punch.

Publishing rights to eight of the tunes in the upcoming Christmas album have been extended to Carlson's Buckey Music, Inc., with headquarters here. Among the artists who will participate in the

Senators Analyze Rights, Duties

• Continued from page 4

juke relationship, the juke operator would also be in "constant danger" for damages on copyrighted songs owned by non-affiliated writers—with the probable result that he would use only music in the big licensors' catalog, the report says.

The minority group questions the majority conclusion that our law needs amendment to put foreign composers on the same royalty footing with ours, in juke play, by removing performance royalty exemption. Minority feels that its proposal to raise mechanical rates in lieu of performance royalty would benefit the foreign composer as well as the domestic.

More for U. S.P.

Also the minority wonders "if the amount of recording royalties which foreign composers already earn from U. S. recordings may not often exceed the amounts they earn under the copyright laws of their own countries."

Ira Ironstrings

• Continued from page 4

ads were placed reading "Invest in Ira Ironstrings," lending prestige to the over-all effort. To hotels and restaurants, 1,500 phone calls were placed to page Ira Ironstrings.

The campaign lasted for two-and-a-half weeks without a single expression of wonderment by a dealer as to how "come two opposing labels were pushing an LP released by still a third. The music business grapevine, widely reputed as the most effective in the world, proved to be a big bust.

Where the campaign finally foundered was in a most unlikely corner, the comptroller's office of one of the aforementioned major diskeries. An expense account came in from the field with an item marked "For Ira Ironstrings Promotion."

Quoth the comptroller: "Wha-a-a-a!"

The remaining details are obvious, except for one: The Warner Bros. majoff, still anonymous, smugly reports an advance sale of 25,000 albums for Ira Ironstrings. He now thinks highly of his competitors' publicity prowess when they make up their minds to get out and work.

10-tune album, besides Miss Lyons, are vocalists Bonnie Lou, Ruby Wright, Marion Spelman and Bob Braun and ork leader Cliff Lash, all of whom are featured on "50-50 Club."

Russ Tapes Bring Music Clash

• Continued from page 6

similar to recordings issued by other firms. The mumble grew into a roar about a week ago.

Last week, Leeds Music's foreign department issued a tersley worded memorandum. It was sent to all licensed and authorized recording firms. It said, in part: "Certain recording companies, such as Westminster, Vanguard and Monitor, have inquired whether Bruno Recording Company and its affiliate Colosseum, have been licensed by us to issue records from our master tapes of Russian performances. The inquiring companies, as well as other recording companies, are licensed and authorized by us to record music from master tapes imported by Leeds from Russia under an exclusive franchise agreement covering the United States and Canada. Our agreement with the recording companies gives them an exclusive license to manufacture and sell LP records containing the specific performance recorded originally on the master tapes."

"Accordingly, this is to advise you that we did not at any time license or authorize Bruno Record-

ing Company or Colosseum to record, manufacture or sell music originally contained on our tapes, and that the recordings of Russian performances issued by them have been obtained thru irregular and unauthorized channels. Further, Leeds recognizes the obvious pernicious effects, particularly from a financial and quality aspect of the unauthorized and unlicensed musical recording originally contained in our master tapes, competing in the open market with the authorized original recordings."

"Leeds, in co-operation with its Russian licensor, and together with its licensed and authorized record companies, will, therefore, assert its legal remedies against the persons responsible for the usurpation of its property rights."

A spokesman for Leeds Music said that this memorandum was a preliminary notice and that "we are ready to fight." He stated that there is protection of the Russian tapes via the Fair Trade law. To date, nothing has been heard from Ronty, from his office in the Connecticut hills.

The report, released last week (2) in a single document with the majority report (The Billboard, August 18), sympathizes with the plight of the small songwriter, but indicates that the small-business creator of music would not benefit in the long run by burdening the small-business user of music in the juke field via performance royalty. It claims that the Wiley proposal to double the statutory mechanical limit to 4 cents on juke record play was specifically designed to give direct and foolproof aid to the smaller members of "an alleged giant monopoly," in the music licensing area.

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cadence RECORDS

3 Big Ones!!! MY MISTAKE #444 Paul Monday

SHIVERS AND SHAKES #441 The Fascinators

BABY PLAY BALL #442 Ronnie Knox

DOOTO RECORDS 9512 South Central Ave. Los Angeles 2, Calif.

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Teresa Brewer

singing

THE

HULA

HOOP

SONG



CORAL 9-62033



Reviews of New Pop Records

Continued from page 45

THE DREAMTONES
Love in the Afternoon...72
KLIK 8505—Pretty rockaballad is given a pleasant workout by the crew.

tense feeling right from the start. (Eccellorec, BMI)
I Heard of a City...74
Wavering harmonics and a measured marching beat accented by the piano mark this effort.

CLYDIE KING
I'm Invited to Your Heart...71
SPECIALTY 642—Rockaballad with a dainty, refined sound by the chick vocalist.

SONS OF JEHOVAH
The Holy Bible...76
NASHBORO 626—The Sons deliver an exhortation. There's a bouncing rhythm and a lead singer who lends a dramatic quality.

tense spirk of the flip. (Eccellorec, BMI)
MORGAN BABB
I'll Follow Jesus...75
NASHBORO 627—Babb's lead is outstanding. This side is a slow-paced, stately spiritual.

Latin American

MARIO ROJAS
Malaguena...76
KEY 801 — Expressive reading in Spanish on lovely theme.

Mercury Stereo

Continued from page 2

man package - formerly released on monaural - takes on added appeal in stereo. Album features lush, danceable arrangements of several colorful Latin themes.

Gershwin's "Concerto in F" and "Rhapsody in Blue" are a natural for stereo, and pianist Eugene List's waxing of the two selections with the Eastman-Rochester Symphony is a brilliant stereo sound treat.

Ravel: "Bolero" - Detroit Symphony Orch. (Paray) 90005. "Sarah Vaughan and Billy Eckstine Sing the Best of Irving Berlin," 60002.

June Bundy

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

FLOYD BRYANT: A Little Less Talk/You Taught Me How To Remember—Laitini 1003
GLEN CAMPBELL: I Wonder/You You You—Ceneco 1356
BETTY COLE WITH EDDIE COLE: Cling to Me/You and I—Lark 458
TROY CORY: Down on the Beach/Just One More Chance—Specialty 646

Sales Contest

Continued from page 3

imum of 135 Living Language Courses over the 11-week period which started September 2. The more they sell, the bigger the prize for which they can qualify.

Salesmen can also win additional prizes by getting at least five dealers to submit window display entries. For the first five dealers thus entered a salesman gets a \$20 gold-filled Zippo cigarette lighter.

Angel's 9 Sets

Continued from page 3

The Russian violinist, performs the Tchaikovsky Concerto and the Saint-Saens "Introduction and Rond Capriccioso," with Wilhelm Schuechter conducting the Pro Arte orchestra.

Full-color die-cut window and counter displays are being shipped to dealers spotlighting the Cziffo and Ashkenazy albums.

55 Labels Share 175 Hits

Continued from page 2

Presley hit that sells about 1,500,000 copies is worth more than 10 records that sell 100,000 each.

3 Labels Gain

In addition to the surge made by Capitol's single records during 1958 it is interesting to note that ABC-Paramount, Cadence and M-G-M have made great strides this year.

One of the most interesting facts brought out by the chart recap is that there are one dozen consistent artists who have been able to rack up a hit with every record

Roulette Fall Plan

Continued from page 3

Roulette will release its new fall LP line-up (including the stereo LP's, Tico and Birdland packages) at the rate of four a week every other week.

Also featured are "Greece" by Peter Manakos, "On My Way to Heaven" by Lee Russell and the Wayfarers, "Mitchell-Ruff Duo Plus Strings and Brass," Dee Lawson's "Round Midnight," "Monday Night at Birdland," by the Jazz All-Stars.

New Tico LP releases include "Havana Bound" by the Rosendo Ruiz ork, Marco Rizo's "Morning Melody," "Senor Tito Rodriguez," Rolando Valdez-Blaine's "La Guitarra," Volumes One and Two of "Music and Dance From Cuba" and five re-packaged items—three by Joe Loco.

All three distributor meets (one in Los Angeles, one in Chicago and the last here in New York on Saturday, September 6) were attended by Roulette's top brass—prexy Morris Levy, executive veepee Joe Kolsky, national promotion director Mel Turoff, publicity chief Bud Katzel, and a.&r. heads Peretti and Creatore.

Capitol Release

Continued from page 2

For the classical shelf, Capitol's September offering includes Laurinda Almeida in "Contemporary Creations for the Spanish Guitar"; the Beethoven Quartet No. 14 in C Sharp Minor performed by the Hollywood String Quartet (being reissued as a single LP from the "Late Beethoven Quartets" package issued last fall); Erich Leinsdorf conducts the Concert Arts Orchestra for "Portraits in Sound"; William Steinberg conducts the Pittsburgh Symphony Orchestra in "Concert Russe" and Felix Slatkin conducting the strings of the Hollywood Bowl Symphony Orchestra in "Strings By Starlight."

released this year. Each one of these hit acts has come up with three hits since January. RCA Victor has two of these artists, Perry Como and Elvis Presley; Capitol has two, Nat Cole and Dean Martin. The rest are spread among eight diskeries. They are: Frankie Avalon (Chancellor); Pat Boone (Dot); Everly Brothers (Cadence); Johnny Mathis (Columbia); Connie Francis (M-G-M); Chantels (End); Diamonds (Mercury); and Jimmie Rodgers (Roulette).

Repeater Acts

Next to these chart-makers there are 25 additional acts who have been able to come up with two hits during the 1958 January thru August period. ABC-Paramount has three: Danny and the Juniors, Paul Anka and George Hamilton IV; Mercury has two: Patti Page and the Platters; Sun has two: Jerry Lee Lewis and Johnny Cash (alho the latter has now signed with Columbia); and Imperial has two: Fats Domino and Ricky Nelson.

The others are: Little Richard (Specialty); McGuire Sisters (Coral); Playmates (Roulette); Four Preps (Capitol); Chuck Berry (Chess); Champs (Challenge); the Crickets (Brunswick); Chuck Willis (Atlantic); Don Gibson (RCA Victor); Chordettes (Cadence); Billy Vaughn (Dot); David Seville (Liberty); Four Lads (Columbia); Bobby Darin (Atco); Bobby Freeman (Josie); and Dickie Doo and the Don'ts (Swan).

As has been pointed out many times before, male singers continue to dominate the pop singles field. Only Connie Francis and Patti Page have scored any consistent success this year as single fem thrushes, and only the Chantels, the McGuire Sisters, and the Chordettes have been able to come thru with two or more hits during 1958 among girl groups.

In spite of the rapid turnover of singers in the pop singles field, a goodly number of veterans have been able to stay up there with the hits during 1958. Perry Como, Nat Cole and Patti Page are three most notable for their longevity, and Dean Martin, the Chordettes and possibly the McGuire Sisters can all be termed veterans in today's fast-moving record business.

Jubilee has DOMENICO MODUGNO LE PETIT REVEIL

(The Little Clock)

CAVADDUZZO

(My Little Burro)

Jubilee 45-5339

JUBILEE RECORDS

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ON ALL CHARTS WIN YOUR LOVE FOR ME SAM COOKE KEEN 2006

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BROADWAY RECORD CO., INC. 226 WEST 42ND STREET New York 36, N. Y. (45 R.P.M.) #109 "THERE'S NO TELLIN' " "HERE COMES THE SHOW BOAT" #101 "SWEET SUBURBAN SUE" "I'M DISILLUSIONED" #103 "SUGAR" "THEM THERE EYES" #105 "HARLEM'S POPPIN' " "THERE'S A BIT O' VIRGINIA IN YA' " #107 "YOU'VE GOT ME 'REAL GONE,' BABY, 'BOUT YOU" "YOU'RE SWELL" EDNA B. PINKARD WISCONSIN 7-8783

LP'S \$2.47—\$3.10—\$3.70 1812 WEST CHICAGO AVE., CHICAGO 22, ILLINOIS (Humboldt 6-5204) 6920 S. HALSTED, CHICAGO 21, ILLINOIS (Radcliffe 3-3144) SINGER ONE STOP 45's — 65¢ 78's — 76¢ Free Strips

Thanks, Ed Fabian, for making it possible for me to break our all time Brooklyn record with a gross of

\$207,000.00

for our
4TH ANNIVERSARY SHOW
 at your Brooklyn Fox Theatre

Alan Freed

P.S.: Thank you, too, Lou Levy and your wonderful staff . . .
 And thanks, too, to our great cast!

I'm also grateful to Ben Hoberman of WABC Radio
 and Dave Yarnell of Channel 5.

This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

C&W RECORDS

KITTY WELLS

He's Lost His Love for Me (Cedarwood, BMI)
Touch and Go Heart (Acuff-Rose, BMI)—Decca 30736
Miss Wells, who is always great, outdoes herself on her rendition of "He's Lost His Love for Me." The tune is a weeper, and she reads it with sincerity against traditional backing. Flip is also in the weeper groove, but a slightly faster tempo. Good lyrics. A natural.

FARON YOUNG

That's the Way I Feel (Starrite, BMI)
I Hate Myself (Lu-Tal, BMI)—Capitol 4050
Young has possible hit successors to his current "Alone With You" in his readings of these two fine c.&w. songs. "That's the Way" is a cheerful bouncer about a guy who's laying his cards on the table to a chick. Flip is a dual-track, medium-tempo effort that is also a strong entry.

CARL SMITH

A Love Was Born (Cedarwood, BMI)
Walking the Slow Walk (Cedarwood, BMI)—Columbia 41243
"A Love Was Born" is a pretty c.&w. tune that Smith renders with a male chorus assist. Flip "Walking," is a haunting weeper that is warmly read. It's a strong coupling. He never seems to miss, and this should keep him in the hit class.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Marijohn Wilkin, who recently moved with her family to Nashville from Springfield, Mo., has accepted a position as musical representative with Jim Denny's Cedarwood Publishing Company in the Tennessee city. A graduate of Hardin-Simmons College, Abilene, Tex., Marijohn formerly taught music in Tulsa, Okla., public schools, later moving to Springfield, where she began her career in songwriting and music publishing. She also made appearances with the Red Foley ABC network show during her stay there. In addition to her songwriting and duties with Cedarwood, Miss Wilkin will continue to work persons in the Nashville area.

Red Foley and his "Jubilee U. S. A." crew appear this week in Duluth and Brainard, Minn.; Grand Forks and Fargo, N. D., and Mason City, Ia. On Friday (12) Red hops to the West Coast to make his farewell appearance in the role of a proud father, giving away his daughter in marriage. During his absence Carl Smith will head up the "Jubilee" cast. Starring at the wedding will be Jenny Foley, 18, only unmarried member of Red's all-feminine foursome of children. The event will take place at Shirley and Pat Boone's 25-room manse in the Bel Air section of Los Angeles. On Saturday (13) Foley swings out on another big week of personals, opening in St. Paul.

Next Saturday night (13) the "Lincoln Jamboree" celebrates its fourth anniversary at the Cardinal Theater, Hodgenville, Ky., with a special show featuring a boys-will-be-girls style show. Every radio station in South Central Kentucky is expected to be represented at the event. Deejays who have registered to participate include Glenn Nichols, WBRT, Bardstown; Emerson Lay, WLBN, Lebanon; Oris Gowen, WAIN, Columbia, and Bill Mardis, WLOC, Mumfordsville. The shindig is also expected to attract performers from all over the area. "Lincoln Jamboree," featuring eight regulars, gives two performances each Saturday night from the stage of the Cardinal Theater, spon-

sored by Chappell's Dairy, Campbellsville, Ky. Show is produced and emceed by Joel Ray Sprowls, who spins two and a half hours of c. & w. music, Monday thru Friday, over WLOC, Mumfordsville, Ky.

Tex Williams and Merle Travis joined "Country America" regulars on KABC-TV, Los Angeles, Saturday (6). For next Saturday's (13) opus, a Latin American stanza, producer Nat Nigberg has set Tony Martinez; Peppino, of the Real McCoys, and Jack Costanzo, well-known bongo artist. "Country America" regulars include emcee Joe Allison, Debby Kay, Betsy Gay, Lefty Frizzell, Freddy Hart and Ginny Jackson. . . Joe Poovey, 17-year-old entertainer recently signed with Dixie Records, has just had his first release for the label, "Move Around" b.w. "Careful Baby." Joe appeared for three years as a regular on "Big D Jamboree," Dallas, and is currently alternating between "Cowtown Hoedown," KCUL, Fort Worth; "Big D," KRLD, Dallas, and "Red River Jamboree," KFTV, Paris, Tex., with occasional guest shots on "Top Ten Dance Party," WFAA-TV, and "Teenage Downbeat," WBAP-TV.

Lanie Walker, following a deejay trek to promote his latest Blue Hen release, "Eenie, Meenie, Miney, Mo" b.w. "No Use Knockin' on My Door," appeared Saturday (6) on the Don Owens show over WTB-TV, Washington. Walker says that deejays or artists desiring a copy of a folio containing the two aforementioned numbers may obtain one by writing to Hugh Lee Stevenson Music, 136 West Main Street, Elkton, Md. A request to the same address will also fetch a deejay sample of the platter. . . Songwriter Cindy Walker was last Saturday's (6) guest on "Jubilee U. S. A.," Springfield, Mo., with a goodly portion of the show devoted to a hit parade of her big songs. Texas Miss Cindy also introduced her newest tune, a tribute to the bigger-than-Texas State of Alaska.

Singer Jimmy Ward has returned to KEAP, Fresno, Calif., after a vacation in his home State of Arkansas. Ward is heard daily

(Continued on page 81)

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 30

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Bird Dog, Everly Brothers, Cdc.
2. Poor Little Fool, Ricky Nelson, Imp.
3. She Was Only Seventeen, Marty Robbins, Col.
4. City Lights, Ray Price, Col.

Dallas-Fort Worth

1. Blue Blue Day, Don Gibson, Vic.
2. The Ways of a Woman in Love, Johnny Cash, Sun
3. Guess Things Happen That Way, Johnny Cash, Sun
4. Bird Dog, Everly Brothers, Cdc.
5. I Can't Stop Loving You, Don Gibson, Vic.
6. She Was Only Seventeen, Marty Robbins, Col.
7. Blue Boy, Jim Reeves, Vic.
8. Come In, Stranger, Johnny Cash, Sun
9. It's a Little More Like Heaven, Hank Locklin, Vic.
10. Alone With You, Faron Young, Cap.

Houston

1. Bird Dog, Everly Brothers, Cdc.
2. Blue Boy, Jim Reeves, Vic.
3. Blue Blue Day, Don Gibson, Vic.
4. Poor Little Fool, Ricky Nelson, Imp.
5. Squaws Along the Yukon, Hank Thompson, Cap.

Memphis

1. You're the Nearest Thing to Heaven, Johnny Cash, Sun
2. Bird Dog, Everly Brothers, Cdc.
3. Blue Blue Day, Don Gibson, Vic.
4. It's a Little More Like Heaven, Hank Locklin, Vic.
5. Blue Boy, Jim Reeves, Vic.
6. Invitation to the Blues, Ray Price, Col.

Nashville

1. Blue Blue Day, Don Gibson, Vic.
2. The Ways of a Woman in Love, Johnny Cash, Sun
3. City Lights, Ray Price, Col.
4. She Was Only Seventeen, Marty Robbins, Col.
5. Bird Dog, Everly Brothers, Cdc.
6. Blue Boy, Jim Reeves, Vic.
7. Devoted to You, Everly Brothers, Cdc.
8. Invitation to the Blues, Ray Price, Col.

New Orleans

1. Blue Blue Day, Don Gibson, Vic.
2. Blue Boy, Jim Reeves, Vic.
3. Bird Dog, Everly Brothers, Cdc.
4. Poor Little Fool, Ricky Nelson, Imp.
5. Guess Things Happen That Way, Johnny Cash, Sun
6. Jealousy, Kitty Wells, Dec.
7. The Ways of a Woman in Love, Johnny Cash, Sun
8. City Lights, Ray Price, Col.

St. Louis

1. Are You Really Mine?, Jimmie Rodgers, Rit.
2. Send Me the Pillow You Dream On, Hank Locklin, Vic.
3. City Lights, Ray Price, Col.
4. The Ways of a Woman in Love, Johnny Cash, Sun
5. Bird Dog, Everly Brothers, Cdc.
6. She Was Only Seventeen, Marty Robbins, Col.
7. Blue Boy, Jim Reeves, Vic.

Reviews of New C&W Records

GEORGE MORGAN
Rockabilly Bungalow . . . 78
COLUMBIA 41246 — Catchy rocker was cuffed by the Bryants. Morgan gives it a pleasant outing with backing from a chorus. Cute effort can go well. (Acuff-Rose, BMI)

Candy Kisses . . . 77
Morgan revives his old hit in poppin' style. It's a nice reading that should pull coin. (Hill & Range, BMI)

MAC WISEMAN
Thinkin' About You . . . 75
DOT 15796—Bouncy honky tonker is handled with spirit by Wiseman. Side can move in this market. (American, BMI)

A Promise of Things to Come . . . 73
Folkish up-tempo number is rendered in traditional style by the artist.

C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING AUGUST 30

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side Weeks on Last Week Chart

This Week	Last Week	Chart
1. BIRD DOG (BMI)—Everly Brothers	2	4
DEVOTED TO YOU (BMI)—Cadence 1350		
2. BLUE BLUE DAY (BMI)—Don Gibson	1	14
Too Soon to Know (BMI)—Vic 7010		
3. THE WAYS OF A WOMAN IN LOVE (BMI)—		
Johnny Cash	7	3
YOU'RE THE NEAREST THING TO HEAVEN		
(BMI)—Sun 302		
4. GUESS THINGS HAPPEN THAT WAY (BMI)—		
Johnny Cash	3	16
COME IN, STRANGER (BMI)—Sun 293		
5. BLUE BOY (BMI)—Jim Reeves	5	9
Theme of Love (ASCAP)—Vic 7266		
6. CITY LIGHTS (BMI)—Ray Price	8	9
INVITATION TO THE BLUES (BMI)—Col 41191		
7. POOR LITTLE FOOL (BMI)—Ricky Nelson	4	10
Don't Leave Me This Way (BMI)—Imperial 5328		
8. SHE WAS ONLY SEVENTEEN (BMI)—		
Marty Robbins	10	4
Sittin' in a Tree House (ASCAP)—Col 41208		
9. ALONE WITH YOU (BMI)—Faron Young	9	11
Every Time I'm Kissing You (BMI)—Cap 3982		
10. SEND ME THE PILLOW YOU DREAM ON		
(BMI)—Hank Locklin	13	22
Why Don't You Haul Off and Love Me? (BMI)—Vic 7127		
11. OH, LONESOME ME (BMI)—Don Gibson	11	29
I CAN'T STOP LOVING YOU (BMI)—Vic 7133		
12. HARD HEADED WOMAN (ASCAP)—Elvis Presley	6	11
Don't Ask Me Why (ASCAP)—Vic 7280		
13. JUST MARRIED (BMI)—Marty Robbins	13	23
STAIRWAY OF LOVE (ASCAP)—Col 41143		
14. ARE YOU REALLY MINE? (ASCAP)—		
Jimmie Rodgers	14	3
The Wizard (ASCAP)—Roulette 4090		
15. IT'S A LITTLE MORE LIKE HEAVEN (BMI)—		
Hank Locklin	17	19
Blue Grass Skirt (BMI)—Vic 7203		
16. SQUAWS ALONG THE YUKON (BMI)—		
Hank Thompson	20	2
Gathering Flowers—Cap 4017		
17. JEALOUSY (BMI)—Kitty Wells	13	8
I Can't Help Wondering (BMI)—Dec 30662		
18. SECRETLY (ASCAP)—Jimmie Rodgers	16	17
Make Me a Miracle (ASCAP)—Roulette 4070		
19. ALL I HAVE TO DO IS DREAM (BMI)—		
Everly Brothers	—	19
Claudette (BMI)—Cadence 1348		
20. BIG WHEELS (BMI)—Hank Snow	—	3
I'm Hurting All Over (BMI)—Vic 7233		

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING AUGUST 30

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Chart
1. ALONE WITH YOU—Faron Young	1	12
Cap 3982—BMI		
2. BLUE BOY—Jim Reeves	2	8
Vic 7266—BMI		
3. INVITATION TO THE BLUES—Ray Price	8	8
Col 41191—BMI		
4. BLUE BLUE DAY—Don Gibson	5	10
Vic 7010—BMI		
5. CITY LIGHTS—Ray Price	4	9
Col 41191—BMI		
6. YOU'RE THE NEAREST THING TO HEAVEN—		
Johnny Cash	11	2
Sun 302—BMI		
7. SQUAWS ALONG THE YUKON—Hank Thompson	12	4
Cap 4017—BMI		
8. GUESS THINGS HAPPEN THAT WAY—		
Johnny Cash	3	16
Sun 295—BMI		
9. DEVOTED TO YOU—Everly Brothers	10	2
Cadence 1350—BMI		
10. IT'S A LITTLE MORE LIKE HEAVEN—		
Hank Locklin	14	18
Vic 7203—BMI		
11. THE WAYS OF A WOMAN IN LOVE—		
Johnny Cash	—	2
Sun 302—BMI		
12. COME IN, STRANGER—Johnny Cash	—	12
Sun 295—BMI		
13. JEALOUSY—Kitty Wells	—	6
Dec 30662—BMI		
14. HEY, MR. BLUEBIRD—		
Ernest Tubbs and Wilburn Brothers	—	7
Dec 30610—BMI		
15. BIRD DOG—Everly Brothers	6	3
Cadence 1350—BMI		
15. HARD HEADED WOMAN—Elvis Presley	13	5
Vic 7280—ASCAP		

Honky tonk piano is prominent in the backing. Moderate potential. (Ros Jungnickel, ASCAP)

RAY BURDEN
Teenage Serenade 71
CULLMAN 6403 — Rockballad is sung pleasantly by Burden as he sings of a teen-age love. (Gaylord, BMI)

That Kind of Carrying On . . . 71
Up-tempo effort receives a fair reading from the lad over backing with

a beat. Routine dinking. (Gaylord, BMI)

BILLIE LEE
Stepping Stone . . . 71
LEE 100—Soft c.&w.-type ballad is sincerely presented by the artist. Lad appears better than the material here. (J. R. Ranch, BMI)

Second Fiddle . . . 70
Shuffle-beat medium-beater is nicely handled by the artist. Fair chances. (J. R. Ranch, BMI)

R & B Best Sellers in Stores

FOR SURVEY WEEK ENDING AUGUST 30

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side last on top.

This Week	Last Week	Weeks on Chart	Title	Label
1	7	1	LITTLE STAR (BMI)-Elegants	Apt 25005
2	7	2	JUST A DREAM (BMI)-Jimmy Clanton	Ace 546
3	4	3	BIRD DOG (BMI)-Everly Brothers	Cadence 1350
4	7	4	DEVOTED TO YOU (BMI)-Cadence 1350	Cadence 1350
5	11	2	PATRICIA (ASCAP)-Perez Prado	Vic 7245
6	15	2	ROCK-IN ROBIN (BMI)-Bobby Day	Class 229
7	7	5	VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)-Domenico Modugno	Marti in Citta (BMI)-Dec 30677
8	9	3	WESTERN MOVIES (BMI)-Olympics	Well (BMI)-Demon 1508
9	6	9	WIN YOUR LOVE FOR ME (BMI)-Sam Cooke	Keen 32006
10	5	10	MY TRUE LOVE (BMI)-Jack Scott	Leroy (BMI)-Carlton 462
11	-	1	POOR LITTLE FOOL (BMI)-Ricky Nelson	Imperial 5528
12	10	11	TEARS ON MY PILLOW (ASCAP)-Little Anthony and the Imperials	Two People in the World (BMI)-End 1027
13	8	8	WILLIE AND THE HAND JIVE (BMI)-Johnny Otis Show	Cap 3966
14	12	7	SPLISH SPLASH (BMI)-Bobby Darin	Judy, Don't Be Moody (BMI)-Atco 6117
15	14	5	REBEL-ROUSER (BMI)-Duane Eddy	Stakin' (BMI)-Jamie 1104
16	18	5	GINGER BREAD (BMI)-Frankie Avalon	Blue Betty (ASCAP)-Chancellor 1021
17	13	14	FEVER (BMI)-Peggy Lee	You Don't Know (BMI)-Cap 3998
18	19	3	EARLY IN THE MORNING (ASCAP)-Bobby Darin & the Rinky-Dinks	Now We're One (BMI)-Atco 5121
19	13	14	YAKETY YAK (BMI)-Coasters	Zing! Went the Strings of My Heart (ASCAP)-Atco 6116
20	-	1	YOU'RE A SWEETHEART (ASCAP)-Little Willie John	Let's Rock While the Rockin's Good (BMI)-King 5142
21	-	1	MY LIFE (BMI)-Chuck Willis	Thunder and Lightning (BMI)-Atlantic 1192

Lee Lewis and his band. The report severely criticized Lewis for the conduct backstage of himself and his men and their poor drawing power. In direct contrast is a report from promoters Bill Allen and Jim Whittington of Charlotte, N. C., received this week. Saturday August 23 the Charlotte Coliseum was jammed by more than 10,000 rock fans ranging from "teen-agers to elderly women in wheel chairs," for the biggest crowd for any August night since the opening of the building three years ago. Gross was \$23,000. The headliner: Jerry Lee Lewis. Other acts on the bill were Bill Haley and the Comets, Lavern Baker, Bobby Freeman, Baby Cortez, the Pastels, Lee Allen and his band, the Loafers, the Gladiolas and emcee Zeke Manners. Whittington and Allen are already dickering to get Lewis back for an early return date.

Woody Herman and his band, currently on a South American safari, played Santiago, Chile, August 28 to 31. . . Malcolm Newkirk of Central Records tells us of "the most fabulous rhythm and blues revue and breakfast dance ever presented," set for Manhattan's Rockland Palace Ballroom, Friday (19). Newkirk claims "an impressive roster of over 50 top acts," and adds that "the affair will be aired over most of the radio stations in the metropolitan area." . . . Joe Poovey, 17-year-old star of numerous Texas country airers, has signed with Dixie Records.

Tommy Mara, whose current disk is "Where the Blue of the Night Meets the Gold of the Day," on Felsted, has been signed by GAC. He's managed by Sid Ascher. . . Decca has re-issued "Silly Willy" and "Dealer in Dreams," by Bobby Darin and the Jaybirds. The disk was originally cut several years ago.

Lee Magid, just returned from England, reports he cut an album there with Monty Babson, drummer and singer resident at the Stork Club in London. The set is all modern jazz. Magid also set Trudy Richards for the Astor Club, London, for two weeks, starting Monday (22). She'll also do ATV's "Saturday Spectacular." . . . Della Reese's "I Wish," has been released in England on Decca. The gal is set for the El Cino Club, Detroit, for two weeks with her own "Idlewild Revue." She then moves to Honolulu's Mayfair Club and has been inked for later appearances at the Fontainebleau, Miami Beach, and Mr. Kelley's, Chicago.

Vee Jay has purchased a master by Mickey Tillman, 15-year-old Chicago newcomer, from Bill Sheppard, local writer who brought the Belairs to Decca six months ago. First disk will be out in two weeks. . . Wade Flamons and the Newcomers of Battle Creek, Mich., have been inked by Vee Jay, along with the Capers, New York family of teen-agers, who were uncovered by Frank Sands of Circle Artists, New York. . . Abner Ewart, general manager of VeeJay-Abner, and his wife, are expecting their second child within the next fortnight. . . Vito Price, whose first LP on Argo has just been released, takes his tenor horn and quintet into the Preview Lounge, Chicago, for their first booking by the Willard Alexander Agency. . . Ellington will make his first European hop in five years in October, with the entire bank making the junket.

Most Played R & B by Jockeys

FOR SURVEY WEEK ENDING AUGUST 30

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Title	Label
1	2	5	LITTLE STAR-Elegants	Apt 25005-BMI
2	7	2	DEVOTED TO YOU-Everly Brothers	Cadence 1350-BMI
3	11	2	BIRD DOG-Everly Brothers	Cadence 1350-BMI
4	13	6	ONE SUMMER NIGHT-Danleers	Mercury 71322-BMI
5	-	1	ROCK-IN ROBIN-Bobby Day	Class 229-BMI
6	5	3	FEVER-Peggy Lee	Cap 3998-BMI
7	1	5	WHEN-Kalin Twins	Dec 30642-ASCAP
8	6	11	POOR LITTLE FOOL-Ricky Nelson	Imperial 5528-BMI
9	-	4	JUST A DREAM-Jimmy Clanton	Ace 546-BMI
10	3	5	PATRICIA-Perez Prado	Vic 7245-ASCAP
11	9	7	SPLISH SPLASH-Bobby Darin	Atco 6117-BMI
12	10	2	GINGER BREAD-Frankie Avalon	Chancellor 1021-BMI
13	4	10	WILLIE AND THE HAND JIVE-Johnny Otis Show	Cap 3966-BMI
14	12	2	YOU CHEATED-Shields	Dot 15805-BMI
15	-	6	FOR YOUR PRECIOUS LOVE-Jerry Butler and Impressions	Abner 1013-ASCAP

ON THE BEAT

Continued from page 8

Sal Mineo on Epic, reflects on a summer past, with its associations of romance, etc., on "Souvenirs of Summertime." Obviously, the cat is casting aside the happy memories to put his shoulder to the wheel on a new go-around of classroom activity. The Rays on the XYZ label also have done the tune. Ann Cole, of Baton Records, is on a related kick with "Summer Nights." Popular Records' newest is by the Orientals, and it's titled, "Get Yourself to School."

Ray Rainwater has started his own label, Debbie Records. Initial release will be Jimmie Starr's "It's Only Make Believe," and "Oooh Crazy," the latter not to be confused with a recent disk titled, "Oooh Olazy," a hunk of Chinese wax. Rainwater, formerly associated with his singing brother, Marvin, has set up his own office on West 48th Street here and will handle all a.&r. work for the label.

Only a week or so ago, reports came thru from promoter Pat Mason in Portland, Ore., of the poor showing made in his territory by Jerry

This Week's R & B Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

R & B RECORDS

NAPPY BROWN

It Don't Hurt No More (Planemar-Miller-Songcraft, BMI)
My Baby (Planemar, BMI)-Savoy 1551
These are Brown's two strongest sides in a while. Top side is a bluesy rockaballad that the artist sings with good oink and chorus backing. Flip, "My Baby," is a rhythm tune that reminds of Little Willie John's version of "Fever." Both are potent efforts and also good belts to grab plenty of pop coin.

R & B Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 30

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

- ### Atlanta
- Rock-In Robin, Bobby Day, Cls.
 - Just a Dream, Jimmy Clanton, Ace
 - Win Your Love for Me, Sam Cooke, Keen
 - Little Star, Elegants, Apt
 - Bird Dog, Everly Brothers, Cdc.
 - Western Movies, Olympics, Dem.
 - Early in the Morning, Bobby Darin and the Rinky-Dinks, Atco
 - My True Love, Jack Scott, Car.
- ### Charlotte
- Little Star, Elegants, Apt
 - Western Movies, Olympics, Dem.
 - Bird Dog, Everly Brothers, Cdc.
 - Just a Dream, Jimmy Clanton, Ace
 - Rock-In Robin, Bobby Day, Cls.
 - Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.
 - Rebel-Rouser, Duane Eddy, Jam.
 - Yakety Yak, Coasters, Atco

- ### St. Louis
- Just a Dream, Jimmy Clanton, Ace
 - Rock-In Robin, Bobby Day, Cls.
 - Little Star, Elegants, Apt
 - Bird Dog, Everly Brothers, Cdc.
 - My True Love, Jack Scott, Car.
 - Rebel-Rouser, Duane Eddy, Jam.
- ### Washington, D. C.
- Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.
 - Rock-In Robin, Bobby Day, Cls.
 - Just a Dream, Jimmy Clanton, Ace
 - Win Your Love for Me, Sam Cooke, Keen
 - Bird Dog, Everly Brothers, Cdc.
 - Patricia, Perez Prado, Vic.
 - Tears on My Pillow, Little Anthony and the Imperials, End
 - My True Love, Jack Scott, Car.
 - Little Star, Elegants, Apt
 - Carol, Chuck Berry, Chs.

- ### Chicago
- Little Star, Elegants, Apt
 - Just a Dream, Jimmy Clanton, Ace
 - Devoted to You, Everly Brothers, Cdc.
 - Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.
 - Western Movies, Olympics, Dem.
 - Patricia, Perez Prado, Vic.
 - It's All in the Game, Tommy Edwards, M-G-M
 - Fever, Peggy Lee, Cap.
 - Chancellor 1021, Frankie Avalon, Clr.
 - Over and Over, Bobby Day, Cls.

- ### Cincinnati
- You're a Sweetheart, Little Willie John, King
 - Win Your Love for Me, Sam Cooke, Keen
 - Hold It, Bill Doggett, King
 - Rock-In Robin, Bobby Day, Cls.
 - For Your Precious Love, Jerry Butler and the Impressions, Abn.

- ### Detroit
- Little Star, Elegants, Apt
 - Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.
 - Rock-In Robin, Bobby Day, Cls.
 - Patricia, Perez Prado, Vic.
 - Devoted to You, Everly Brothers, Cdc.
 - Just a Dream, Jimmy Clanton, Ace
 - It's All in the Game, Tommy Edwards, M-G-M
 - Win Your Love for Me, Sam Cooke, Keen
 - Willie and the Hand Jive, Johnny Otis Show, Cap.
 - Bird Dog, Everly Brothers, Cdc.

- ### Los Angeles
- Little Star, Elegants, Apt
 - Patricia, Perez Prado, Vic.
 - Just a Dream, Jimmy Clanton, Ace
 - Bird Dog, Everly Brothers, Cdc.
 - It's All in the Game, Tommy Edwards, M-G-M
 - My True Love, Jack Scott, Car.
 - Tears on My Pillow, Little Anthony and the Imperials, End
 - One Summer Night, Danleers, Mer.
 - The Wizard, Jimmie Rodgers, Rit.
 - You Cheated, Shields, Dot

- ### New Orleans
- Little Star, Elegants, Apt
 - Patricia, Perez Prado, Vic.
 - Win Your Love for Me, Sam Cooke, Keen
 - Western Movies, Olympics, Dem.
 - Fever, Peggy Lee, Cap.
 - Tears on My Pillow, Little Anthony and the Imperials, End
 - Bird Dog, Everly Brothers, Cdc.

- ### New York
- Bird Dog, Everly Brothers, Cdc.
 - Little Star, Elegants, Apt
 - Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.
 - Patricia, Perez Prado, Vic.
 - Devoted to You, Everly Brothers, Cdc.
 - Fever, Peggy Lee, Cap.
 - Poor Little Fool, Ricky Nelson, Imp.

- ### Philadelphia
- Little Star, Elegants, Apt
 - Patricia, Perez Prado, Vic.
 - Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.
 - Willie and the Hand Jive, Johnny Otis Show, Cap.
 - Just a Dream, Jimmy Clanton, Ace
 - Rock-In Robin, Bobby Day, Cls.
 - Down the Aisle of Love, Quin-Tones, Hunt
 - It's All in the Game, Tommy Edwards, M-G-M

Number of Releases This Week

Label	Pop	R & B	CAW
ABC-PARAMOUNT	1		
ARCADE	2		
BRUNSWICK	1		
CAPITOL	1		
CARLTON	1		
CENECO	1		
CORAL	1		
CORVETTE	1		
CULLMAN	1		1
DOT	1		
FABLE	1		
FABULOUS	1		
GNP	2		
GOLD-RAIN	2		
HANOVER	1		
HIDE-A-WAY	1		
INDEX	1		
JAN	1		
KCM	1		
KLIK	1		
LATTINI	2		
LARK	1		
LEE			1
LIN	1		
LONDON	1		
MANHATTAN	1		
NASHBORO	1		
NEWPORT	1		
NOW	1		
R & M	1		
RCA VICTOR	2		
REGAL	1		
RIC	1		
SPECIALTY	3		
WONDER	1		
TOTALS	41		1

Double Smash!
PEPPERMINT HARRIS
and the
DAVID DEAN COMBO
"THE DOUBLE FREEZE"
b/w
"THE FREEZE"
Duke 190
DUKE RECORDS
2809 Erastus St., Houston 26, Tex.

BREAKING OUT!
SEÑOR BLUES
b/w
TIPPIN'
Bill Henderson
sings with the
Horace Silver Quintet
Blue Note 45-1710
BLUE NOTE
47 West 63rd St.
New York 23, N. Y.

Spending Up On Disks, Off On TV Sets

• Continued from page 10

ments dropped \$147,000 to a 1958 total of \$14,635,000.

Cabaret excises for fiscal 1958 totaled \$42,910,000, a drop of \$322,000 from fiscal 1957. Admissions to theaters and concerts yielded \$54,683,000 to the excise coffers in fiscal 1958, a drop of \$21,164,000 from a year earlier.

Excises on coin-operated amusement devices during fiscal 1958 totaled \$5,780,000, down \$290,000 from the previous year.

For the last quarter ended June 30, however, collections took an upturn on theater and concert admissions. Other categories remained in the positions they occupied for the fiscal year.

PHONO MERCHANDISING

Dealer Shows How to Get Started In a Hi-Fi Component Business

By J. FORMBY

RALEIGH, N. C.—Components can be profitable if the record retailer goes about his market entry in the right way, reports Moffitt Fuller, owner of Stephenson Music Company here.

The long-established North Carolina music store made no attempt to sell high fidelity components until the change of the year, previously retailing hi-fi cabinet sets, record players, combinations, and tape recorders. During this time, Fuller was well aware that many record dealers had experienced nothing but headaches in attempting to sell components and that the service load, making good on guarantees, repairing mistakes made by customers, and other problems were too great for the profit involved.

Wide Open Market

At the same time, he realized the Stephenson Music Company had a well-equipped service department capable of handling almost any electronic sound reproduction problem, a staff of experienced personnel who could be depended upon to find the trouble and correct it. Even more important, Fuller found that nobody in the North Carolina city was stocking a full line of components and that, in fact, interested high fidelity fans had to order by mail, or from electronic wholesalers, in order to get the parts at all. When Fuller found that there was pronounced interest in high fidelity, and that a large percentage of his record customers were asking questions about it, he decided to "take the plunge."

Instead of simply buying the stocks of high fidelity components, and setting up a display, however, Fuller primed the market with a surprise High Fidelity Show, which was held at North Carolina State College nearby. In the hall which was used for the purpose, explanatory posters giving details of high fidelity sound reproduction were used to give a display of parts from 20 different manufacturers, coupled up with tape recorders, record players, and similar equipment, for an impressive display. Invitations went to every member of the High-Fi Club, made up of interested college students, who put up the displays and who otherwise transformed it into a special event as well.

Students Employed

The net results of this stunt was immediate introduction of the component department to upward of 5,000 persons, including not only college students but parents, relatives, campus visitors, with more than a passing interest in high fidelity. The display was given extra selling impact by having knowledgeable college students stationed at various displays to explain the purpose of pick-ups, preamplifiers, tuners, speakers, and the like.

Grateful at the results of the show, Fuller arranged to turn the service department with extra tables over to college students to assemble their own high fidelity sets, and was overwhelmed with responses. In each case students who successfully hook together a set of components and produced pleasant fidelity could be counted on to be an enthusiastic booster for the store.

"We didn't quit while we were building," Fuller said. "When the college held an Engineer's Fair over a two-day period on the campus, we put up another display, first letting the students themselves work out most of the details. Here the emphasis was on stereophonic sound reproduction, including tape and records, and, once again, we got far better response than we had expected."

Steady Expansion

On the basis of the high sales return which was produced, Stephenson Music Company went ahead with plans to remodel former "waste space" into an elaborate high fidelity display. This is a room with a waist-high bench running all the way around on which smaller components are shown, and with stereophonic speakers side by side and all hooked up ready for immediate operation from any pick-up below. By the end of six months, component sales had increased by more than 300 per cent and have continued to climb. The new showroom, of course, equipped for a clear, readily understandable installation of high fidelity at any time, has been a big help. Equal in value is the service department which can readily service any of the high fidelity equipment which the store sells and which also takes care of design and installation of high fidelity sets in homes, all the way from simple closet-door set-ups to elaborate central systems with music piped to every room in home or building.

As Fuller expected, the average high fidelity fan wants to assemble his own equipment from parts, once he has his own equipment to test them, and thus the test facilities in the service department are always open. The saving produced runs to a healthy 30 per cent or so when the customer does his own build-up work, enough that music lovers who rebel at the high price of cabinet sets are encouraged to take a soldering iron, wire cutters, and materials to hook up their own equipment.

Gets Full Price

Now, the North Carolina store is making regular use of both musical presentations and spot radio announcements to bring in high-fi fans, while direct mail to all interested people is continuing. A daily listing of music to be presented by the two FM stations in the area is handed out by the hundreds at the store daily, and always includes a plug for the store's high fidelity department, of course. With more than 500 square feet of sales space open to display high fidelity equipment and making good use of the wall space, almost any type of stereo high fidelity can be reproduced.

Most unusual fact in connection with Stephenson Music Company's successful entry into the high fidelity field is the fact that all sales are being made at manufacturer's recommended list price. Fuller doesn't believe that this situation will continue, of course, particularly with every possibility of cut-price competition coming into his market. However, as matters stand now, he has the confidence of Raleigh's high fidelity fans, is willing to spend extra hours in design of high fidelity equipment, and has produced a highly profitable components turnover where cabinet sets sold "at an average rate."

University Names 5

• Continued from page 16

"more properly dealing with growing consumer and distribution need for product application and installation assistance." This is headed by Robert Miller, who has had considerable field experience in high fidelity, public address and sound reinforcement work, and in motion pictures and theaters with such firms as DeVry, Paromel Corporation and Life Magazine.

Zeller Named

Frederick Zeller, recently appointed manager of advertising and promotion, held a similar position in the British branch of Philips Electrical (Norelco) for five years. He also worked as copywriter, and later account executive at various London advertising agencies. His last position was with Young & Rubicam (London) as marketing executive on their Hedley (British Procter & Gamble) and Hotpoint accounts. He is an Arts graduate of London University and holds a diploma of Electrical Engineering.

Zeller has also just added to his staff Paul Samuel as general advertising assistant. Samuel, who studied business administration at Pace College and editing and publishing at Columbia University, was for 11 years in charge of correspondence and direct mail advertising at Liberty Music Shops in New York City. Before joining University he worked as Music Editor with Record and Sound Retailing magazine.

Stereo Heat

• Continued from page 15

Joneses feel, will make an excellent prospect list for a follow-up the week after the demonstration.

The demonstration itself will make extensive use of visual aids, according to Joe Jones. They will have two microphones on the platforms and two large boxes labeled "amplifier" and two tape recorders. These will illustrate how a stereo record is made. To illustrate the playback, they will use a large mock-up of a needle moving thru a monaural record groove and a stereo groove.

In addition, they will use other aids provided by their local distributor. Their Zenith distributor, for example, will show a 10-minute film describing stereo sound.

After the explanation, stereo records and stereo tapes will be played. This will be followed by a question-and-answer period. Assisting in fielding question from the public will be distributor salesman. A different distributor will assist at each of the successive Wednesday night demonstrations. The Joneses handle seven phono lines—Capitol, Decca, Columbia, RCA Victor, V-M, Zenith and Sylvania.

In addition to free gifts, those attending will receive literature from various record and phono companies describing the benefits of stereo sound. Copies of The Billboard's monthly color supplement, Audition, will also be distributed. The September issue of Audition is thought to be particularly helpful because it contains a 16-page section on stereo sound, published as a "public service message" from RCA Victor.

Bell Sound Names New Ad Director

COLUMBUS, O. — Andrew Lorant, an alumnus of National Cash Register Company and various advertising agencies in the Columbus area, has been named advertising manager and public relations director for Bell Sound Systems.

No stranger to the Bell operation, he handled their agency operations as an account exec. He'll handle creative direction of the firm's advertising, and will administer the ad program.

Announcement of Lorant's appointment was made by K. L. Bishop, president of the firm.

Horse's Mouth

• Continued from page 15

tape industry." Both papers are expected to score high marks for interest among membership at the AES sessions, which will be held daily from September 29 thru October 3.

Other Reports

Other papers on the roster include: a method for checking the axes of operation of stereo recording heads, presented by H. C. Redlich, of Toledo, developers of the leading European stereo recorder; a description of the Ortofon stereo recorder, by H. Arentzen, of Ortofon Industries, Denmark; a paper on the new Ampex Master Equalization method which improves the subjective signal to noise ratio of magnetic tape; a method for determining the absolute recording sensitivity of magnetic tape, presented by E. D. Daniel and I. Levine, of the National Bureau of Standards; a description of a new device, a

magnetic groove disk, for broadcast station use; an evening session of several papers on electronics and music, led by Professor Vladimir Ussachevsky of Columbia University.

The Annual Banquet, with presentation of fellowships and awards by the Society, will be held at 6:00 p.m. on Thursday night, October 2, in the Terrace Room of the Hotel New Yorker.

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Syracuse Apace With '57; Hope Packs Coliseum

Sunday Rain Hampers Record Effort; Weather Hurts Rodeo With Madison

SYRACUSE — A neck-and-neck pace with last year's record attendance was being recorded for the New York State Fair as it hit the home stretch of its nine-day engagement last week. The daily totals fell behind on only two days, but one was Sunday (31) when rain at night lopped 18,000 off the Sunday of a year ago. Labor Day was also off, about 2,000.

The first six days saw a total of 359,401 persons attending, 5,395 or nearly 2 per cent behind the former year. In 1957 the fair soared to 502,639, its first time over a half-million.

Rain fell thruout Thursday (4) morning, Governor's Day. In the Coliseum, the Bob Hope presenta-

tion drew capacity audiences for the first four of the six scheduled shows. Gate totals were as follows:

	1958	1957
Friday	33,824	27,115
Saturday	76,771	74,605
Sunday	68,545	86,414
Monday	88,412	90,337
Tuesday	48,510	44,836
Wednesday	43,339	41,689

Rodeo Trails

The grandstand featured the Cremer Rodeo with Guy Madison, combined with Tommy Bartlett's Water Ski Circus, altered on the lagoon this year to incorporate outboard racing as a change from the 1957 format. In addition to Sunday's rain the rodeo had to buck cold weather at night, and at midweek was trailing the gross rolled up last year by Gene Autry. Prices ranged from 75 cents for kids to \$2.50 tops on reserves, jacked up from the 1957 scale, of 50 cents to \$2. Jack Kochman's thrill show was to take over for three shows starting Thursday night, by which time the rodeo's two-a-day schedule would have ended.

Hope's stage presentation compelled eliminating about 650 seats in the Coliseum, producing a seating capacity of 4,150 and potential gross of \$10,000 per performance. He was in for two shows daily, Tuesday thru Thursday (2-4), reportedly at about \$15,000 a day. (Continued on page 55)

South Dakota State Fair Up 10 Per Cent

HURON, S. D. — The South Dakota State Fair Friday morning (5), with five days behind it and two to go, was up 10 per cent in attendance over last year and had registered sharp gains in midway and grandstand business over 1957. Attendance at the end of the first five days was 106,000, an increase of about 10,000 over 1957. Midway receipts of the Art B. Thomas Shows to the same point were a scant \$2,000 behind those for the full run last year.

Rex Allen's Variety Show, featuring Allen and contracted thru the Barnes-Carruthers Theatrical Enterprises, Chicago, played to sell-out grandstands Labor Day night and also Wednesday night and to near-capacity Tuesday night. A locally promoted RCA-approved rodeo, in for the final three nights, opened its stand to a sell-out grandstand.

Turnout for Labor Day afternoon modified stock car races, staged by Frank Winkley, was the biggest in the fair's history. The fair's outside gate on that day was the largest for a single day in the fair's history, totaling 28,300, up 1,800 over the previous record day. (Continued on page 55)

Mich. State Fair Moves 30% Ahead

Tennessee Ernie Racks Up \$46,192; 75,168 Turn Out for Record Kids' Day

DETROIT — The Michigan State Fair charged ahead at the gate here in its first five days ending Wednesday (3), chalking up 289,594 compared with 221,000 last year for a 30 per cent increase. Some of the increase was attributed to the new gate policy of a dime admission for children aged 6 to 14.

Youngsters were free on Tuesday and a total of 36,160 took

CNE SEES CHANCE TO TOP 3,000,000 ATTENDANCE

Danny Kay Show Trails '57 Pace; Mull Plans for Huge Movable Stage

TORONTO — Despite off-weather during much of the first 13 days of its 16-day run, the Canadian National Exhibition Thursday morning (4) entered its three-day wind-up stretch with a chance of topping the 3,000,000 attendance mark.

At the end of the first 13 days, the gate tally stood at 2,416,000, with 205,500 of this accounted for by the turnouts on the first two days, added days this year which lengthened the run from 14 days in the past to 16 days. Last year the CNE in 14 days pulled 2,804,000. Peak attendance for a

14-day run was 2,832,500, set in 1956.

Few sunny days and cool nights marred most of the early run. The cool weather took a big cut into attendance at the CNE's night grandstand production, again under the direction of Jack Arthur, with Danny Kaye in the top spot. The Kaye-headed show held close to the business pulled by the Bob Hope-headlined show of last year up until Labor Day, then dipped.

Aut Swenson's Thrillcade, the matinee grandstand attraction for 10 afternoons, crossed more than \$55,000 and broke even for the

CNE, with exhibition officials expressing satisfaction over the business. Crowds roared their approval each day as the show played to half to two-third grandstands.

Plan Huge Stage

Half-way thru the CNE's run Hiram McCallum, CNE general manager, disclosed that next year the CNE may feature pro football and soccer games in the afternoon.

"Our afternoon shows are not being attended the way we would like to see them—particularly after Labor Day, when children are back in school," McCallum explained.

To make such games possible, McCallum disclosed, the exhibition is planning to build a huge portable stage—the biggest of its kind in the world—for the night show.

The stage—160 by 60 feet with a back wall of 30 feet and a 50-foot partial roof—would replace the present stage which is built and torn down for each exhibition. (Continued on page 55)

Calif. State Fair Gate Off Slightly

Seven-Day Count Down Only 2,571; GAC-Hamid Name Bills Top 1957

SACRAMENTO — Altho the California State Fair & Exposition tightened its gate and reported paid attendance, the count thru Tuesday (2), seventh of the 12-day event, was down only 2,571 under the same period in 1957.

Attendance during the period was 532,694 as compared with 535,265 a year ago. This year, however, all badge wearers were not counted, Dudley T. Fortin, fair manager, said.

While the weather cooled after Labor Day, the fair had passed the crowd-getting period of its run at the peak of the heat wave. Also against the turnstiles in the final stanza was the opening on Wednesday (3) of the Sacramento County schools for the first time during the fair.

Last year the fair was attended by 818,202. The record was set in 1956 when the fair increased its run from 11 to 12 days and was attended by 823,887.

Grounds' admissions, however, were below '57 for the first seven days. Turnstiles paid \$149,652.50 this year and \$155,159.50 in 1957. During the first six days of racing (no racing meets are held on Sunday), the pari-mutuel handle was \$2,870,710, which is short of the \$2,911,827 wagered during this time in 1957. Afternoon grandstand racing attendance was down to \$59,468.36 as compared with \$64,446.60 last year. Hot weather was blamed for the decreases in both wagering and attendance.

The night grandstand show was produced by GAC-Hamid on a percentage basis for the first time in the fair's 104-year history. The fair gets 60 per cent and the booking office, 40 per cent. The total for the first seven days was \$39,211.40 compared with \$27,439.61 last year when the Moulin Rouge show of Hollywood was featured. Johnnie Ray opened with the fair August 27 for four nights with the gross for his run being \$14,340. Nat King Cole head- (Continued on page 53)

Quebec Draws 101,084 for First 3 Days

QUEBEC CITY, Que. — A 10-day run for the Provincial Exposition got off running on Friday (29), but alternate cool and wet weather set in to disturb the attendance flow thru Tuesday (2). Nevertheless, Director Emery Boucher notes, a total of 101,084 patrons was recorded as of Tuesday morning.

The total does not include advance combination tickets, the returns on which boost the figure substantially.

Friday was big. Saturday drew rain until noon time with clearing weather and good attendance after then. Sunday opened very strong, but a downpour set in at 2 p.m. and weather was spotty from then on. Monday was overcast and windy, with rain at 1:30 p.m. Military concerts and other demonstrations were canceled on Sunday, but not the grandstand performances.

At the grandstand, 14,472 persons had attended six of the 12 scheduled shows. In the Colisee, 31,364 had seen six of the 14 scheduled performances of "Fantasia '58," a combined vaudeville-water-ice revue.

The new \$160,000 cattle pavilion was inaugurated and blessed by the clergy on Wednesday (27).

Nebraska State Fair Threatens Record

Figures to Top 1957 305,000 High; Roy Rogers Show Grosses \$93,000

LINCOLN, Neb.—The record-shattering Nebraska State Fair Friday morning (5) entered the final day of its seven-day run needing only an attendance count of 11,000 to top its previous all-time high gate of 305,000, set in '57.

A torrential rain late Wednesday night (10), which flooded large sections of the grounds and mired the race track, served to cut attendance sharply Thursday (11)

but even with this the fair romped to new attendance highs.

The biggest single day's attendance in the fair's history was registered Sunday (7), when the event pulled 124,000 people to eclipse the previous one-day high of 85,000 set in '57, and set up the big attendance lead.

Roy Rogers and his company and excellent conditions in Nebras- (Continued on page 53)

advantage of the cuffo gate, helping to set a new one-day mark of 76,168 for that particular day. Total admissions, including 198,878 passes, amounted to 488,472 for the five days as compared with 471,300 to that point last year.

Rain and cold weather hurt Sunday and Labor Day but despite this inclemency, daily figures topped those on the same days in '57. The holiday, with 71,559, was bigger than the first Sunday, normally one of the biggest days of the run. As of the middle of last week, some fair officials hoped to top the all-time high mark of 821,656 provided good weather was provided.

Saturday's paid attendance of 38,885 set a new record, according to Donald L. Swanson, fair manager. Auto parking at 50 cents was up 25 per cent, grossing \$25,625 compared with \$20,175 last year for the five-day period.

The grandstand, free this year for the first time, did good business and it was estimated that crowds in the neighborhood of 6,500 showed up for the first five days. Talent, booked thru Val Campbell, included Captain Jolly, Ann Mars-ton, Fabulous Kelly, Amandis, Johnny Dash, Earl Lidey and Company, Grits and Gravey, Mel (Continued on page 55)

IND. STATE FAIR CROWDS TOP '57

Hope-Ford Coliseum Shows Get 118G; Grandstand Attractions Do Fair Biz

INDIANAPOLIS — The big Indiana State Fair drew to a close here Thursday (4) with a slight increase in attendance over '57 and a gross on the Coliseum name show that also topped that of last year.

The fair this year reverted to a policy of reporting only paid attendance. Total for the nine days

was 319,013 against 315,008 a year ago.

Total gross from the big weekend shows in the building was \$118,698.15 before taxes compared with \$91,093.06 after taxes last year. This year Tennessee Ernie Ford and Molly Bee headed up (Continued on page 55)

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Dayton, O., Fair Misses Record Gate By 1,441

DAYTON, O. — The sturdy Montgomery County Fair wrapped up its five-day run Wednesday (3) after pulling a total paid attendance of 87,397, missing its record '56 figure of 88,838 by a mere 1,441. Attendance went well past last year's figure of 80,397 topping it by an even 7,000 people. Total paid and free was estimated at 135,000.

Receipts were also up, Goldie Scheible, veteran secretary-manager, reported. Total revenue from the 50-cent gate, the grand-

stand (scaled at \$1 and \$1.50) and the quarter parking lots, totaled \$59,919.75.

Featured grandstand show of the week was on Sunday night (31) when Jimmy Dean and the Everly Brothers headed up a CAC-Hamid variety program. Dean also appeared that afternoon with a program of marching high school bands. Joe Chitwood thrill show did well in two shows on opening day and on kids' day, Tuesday (2) Rin Tin Tin, Lt. Rip Masters and Rusty proved popular in both matinee and evening shows. Monday afternoon's harness race program saw 84 horses go to the post. On Wednesday 49 raced.

Gooding Amusement Company, which brought in a total of 15 rides and shows, did well on the midway. The Johnny Mack Brown back-end show scored big grosses.

Flemington's Fair Week Big Success

FLEMINGTON, N. J.—More than 80,000 persons paid their way into the 102d annual Flemington Fair, which closed a seven-day run on Labor Day (1). The results were an increase not only for the fair's revenue but also for midway grosses scored there by the I. T. Shows.

Norman Marshall, manager, attributed the success to a combination of fine weather, freshly painted and refurbished properties, good automobile competition, and an improved harness racing situation derived from the fair aligning itself with the New York-Penn Colt Stake Circuit (The Billboard, July 21).

An animal kindergarten was set up under canvas to house farm animals and their offspring. Governor's day on Thursday (28) brought out Governor Meyner and 600 members of the State Chamber of Commerce for a chicken barbecue. In the way of improvements, the fair dedicated a Willard H. Allen Memorial Walk in honor of the late State Secretary of Agriculture, and planted a row of pin oaks on a main fairground walkway.

An overabundance of exhibits was provided for all departments, including livestock, and more horses were on the grounds for racing than in the past 25 years. Marshall said fronts had to be erected in the paddock, enabling that building to be used for stalls. Automobile racing was exceptionally good, he said, and on Sunday and Monday there were 38 sprint cars on the grounds, a big increase over last year.

Hendricks' Movieland Animal Stars performed on Tuesday (26), midget cars on Saturday, Joie Chitwood thrill show on Sunday, and Jack Kochman's on Monday.

Marshall said evidence of the fair's success was the great increase in space reservations for next year. Admission price was \$1, with parking at 50 cents.

Central Wis. Sets Records

MARSHFIELD, Wis.—The six day Central Wisconsin State Fair, which closed Labor Day (1), had a record-shattering run. Attendance hit an all-time high of 104,000, with gate receipts \$9,000 higher than last year and \$4,000 over the previous high set in '51.

All segments shared in the record business. Rides and shows of the Don Franklin Shows turned in a thumping 24 per cent increase in receipts over last year. At the fair's end, the fair awarded Franklin a two-year midway contract. William (Tiny) Uthmeier, fair secretary, announced.

Grandstand patronage topped the record '51 year, with 27,000 paying to see the various attractions, an increase of 4,000 over '51, when the fair featured an ice show.

The fair offered a varied grandstand program. Stock car races presented by Frank Winkley under lights were sold out opening night. Gene Autry played to a half grandstand the following matinee and a near capacity stand at night. Earl Newberry's thrill show performed to a light stand Friday night, with a Rock and Roll show, staged by Ted Skarming, Minneapolis, and featuring Gene Vincent and Sonny James, played to 3,000 teenagers at night.

Midget racing, presented by the Badger State Racing Association, drew well Saturday afternoon and the WLS Barn Dance in two shows that night registered good business in the face of drizzles. Motorcycle races Sunday afternoon exerted a strong pull and Hal Marsh of \$64,000 TV quiz fame and his show pulled extremely well that night despite cold weather. Gene Holter's animal show, in afternoon and night Labor Day, played to two big crowds.

Bethany, Mo., Gate, Receipts Up Sharply

BETHANY, Mo.—The Northwest Missouri State Fair went into its final day here Friday (5) with an increase of 15 per cent at the gate and a sharp hike in grandstand revenue due to upped admission prices.

Fair this year put a top of \$1.50 on its stand, a half dollar more than last year and figured receipts would be up about 50 per cent. This happened as attendance in the stand matched that of '57.

On Sunday Shep Fields' orchestra and the Andrew Sisters played to a strong crowd. Monday thru Wednesday the Manhattan Rockets plus CAC-Hamid acts were featured and the Labor Day evening crowd was the biggest on record. Tuesday was kids' day and also set a record. Aut Swenson Thrillcades did good business on Thursday.

Ken Garman's Sunset Amusement Company, the midway attraction, was reported up 15 per cent.

H. L. Henry, secretary, reported livestock entries up 25 per cent with commercial exhibits and machinery topping last year substantially.



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Houston Show Inks Arness

HOUSTON—Jim Arness, TV's Matt Dillon in "Gunsmoke," will be the featured performer at the Houston Fat Stock Show Rodeo to be held here February 25-March 8.

President Douglas B. Marshall, of the Fat Stock Show, said that "We believe Arness will prove one of the greatest attractions in the history of our show."

General Manager Herman Engel, of the Fat Stock Show, said season box holders already have bought \$70,000 worth of tickets for next year.



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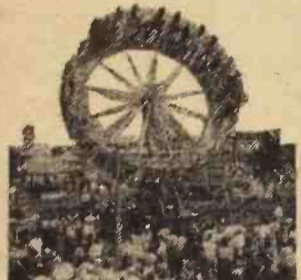
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1. Ches. Miller, Wis., rain, 9 pm \$1,510.50
2. J. Portemon, Ind., fair-warm 1,115.80
3. Lettie Harris, Ohio, fair-warm 978.50
4. James L. Reed, Iowa, rain-mud 779.50
5. Wm. Collins, N.D., rain 779.70
6. M. Lucas, Mich., rainy 642.70

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ARENAS & AUDITORIUMS

Billings Building Manager Provides New Public Service

By TOM PARKINSON

ONE OF THE more unique community services to be developed by an auditorium-arena manager recently was the brainchild and handiwork of Harold Weston, manager of the Shrine Auditorium at Billings, Mont., during basketball season.

As a parent, he was readily aware of the automobile hazards that came along with some 27,000 people, most of them high school and college youths. His building housed a four-day high school Class B tournament, then a three-day college tourney and finally a three-day Class A high school meet.

The building has a 600-car parking lot and it was full all the time, with considerable turnout involved as well. In the previous year Montana had suffered its highest death toll on highways.

So Weston arranged with the city, county and State traffic authorities for full co-operation during the tournaments.

It was routine for Weston to notify the police of the building's traffic-pullers in the usual sense. But this time they went this step further:

AS THE TOURNAMENT progressed, some teams were defeated. Weston immediately notified the State police and they concentrated patrol cars and radar units on the highways home-bound losers would follow.

Similarly, police were concentrated on the key highways involved when contestants and their fans headed for Billings in a competitive mood.

One, two and three tournaments clicked by and their thousands of drivers and passengers—even all the fenders—got home unscathed by traffic accidents. A good number of the cars were stopped and their drivers reprimanded, but none warranted issuance of a ticket.

Apparently, the sight of numerous police patrol cars, augmented by the safety warnings heard at their individual homes and schools, was enough to bring about the more careful driving despite high spirits.

Weston's program had been carried out without public announcement. There was no previous word that extra measures were to be taken. There were no announcements made at the site of the tournaments.

BUT SOME TIME LATER mention of the system was made in a newspaper. And the perfect record was cited. That's when the auditorium manager began to receive the telephone calls and letters from the grateful parents.

Neb. State Fair Near Record

Continued from page 51

ka were credited for the record-smashing Sunday turnout. Rogers, in for an evening performance that day, played to about 20,000 persons, by far the biggest night grandstand crowd in the fair's history.

The 14,000-capacity grandstand was jammed and about 6,000 others stood or sat on canvas spread on the race track in front of the grandstand. Many were turned away.

The Sunday throng was so big that for the first time in the fair's history parking was permitted on fairgrounds streets. Outside gates, moreover, were closed to parking at 2 p.m.

Auto Races Up

Afternoon auto races, staged by Al Sweeney, accounted for an overflow crowd Sunday afternoon and another bumper turnout the following day, Labor Day, with the combined two-day pull for auto races 15 per cent greater than last year.

Rogers and his troupe were in for a total of six shows and set new records not only for grandstand business but for the full run of the fair. More than 75,000 paid close to \$93,000 to see the Rogers show. This compared to the previous high, established four years ago, when the fair for the first time presented an ice show, "Holiday on Ice," which grossed \$79,000 in seven shows, one more than Rogers gave.

All reserved seats and paddock seats were sold out at each of the four night and two afternoon shows given by Rogers. Children's tickets for the matinee were priced at 50 cents. The scale otherwise was \$1, \$1.50 and \$2.

A show booked in by GAC-Hamid followed Rogers in Wednesday night for two scheduled performances and at the first of these the bill, which was well received, played to 4,800 people, rated good for that night. Headliners were the

ADDS NAMES

Texas Prison Rodeo Pacts TV Cowboys

HUNTSVILLE, Tex.—There's always something new at the Texas Prison Rodeo, and the 27th annual event will feature personal appearances by four of the nation's best known Western television stars.

H. H. Coffield, of Rockdale, chairman of the Texas Board of Corrections, has announced that Richard Boone, star of "Have Gun, Will Travel"; Dale Robertson, of "Tales of Wells Fargo"; Ward Bond, of "Wagon Train," and Robert Culp, star of "Trackdown," will make personal benefit appearances on successive Sundays in the prison's huge stadium here.

Primarily, these TV personalities were engaged to boost ticket sales for this unusual entertainment feature which, in turn, will swell the prisoners' welfare fund to aid 10,500 inmates of the Texas Department of Corrections.

Hornbeck Hurt In Pole Fall

ST. PAUL—Darrell Hornbeck, performer in the Atterbury-Hornbeck helicopter sway-pole act, was seriously injured here Friday (29) while performing at the Minnesota State Fair.

After transferring from the copter to the sway-pole, the latter bent to an acute angle and snapped off. Hornbeck maintained his grip on the pole but was hurled to the track infield. He suffered two smashed heels, multiple fractures of both legs, three cracked vertebrae and a broken wrist.

Just two days previously Hornbeck escaped injury when the helicopter in which he was riding fell some 80 feet due to mechanical failure. He and the pilot were thrown thru the blister but were uninjured.



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Alamo Expo.: Duncan, Okla.
A-1 Am.: Malden, Mo.; New Madrid 15-20.
American Beauty: Paragould, Ark.
Amusements of America: Fredericksburg, Va.; Statesville, N. C., 15-20.
B. & D. Am. Co.: Chariton, Ia., 10-11; Villisca 12-14; Keosauqua 15-16; New London 17-18; Russell 19-20.
Bee's Old Reliable: (Fair) Campton, Ky.; (Fair) Booneville 15-20.
Belle City: Milwaukee, Wis. (Cahoun & W. Grenfield) 11-14; Reedsburg 18-20.
Bernard & Barry: Welland, Ont.
Big Four Amusements: (Shopping Center) Rockford, Ill.; (Shopping Center) Loves Park 16-20.
Big State: Seguin, Tex.; Bryan 15-20.
Blue Grass (Fair) Cape Girardeau, Mo.; (Fair) Columbus, Miss., 15-20.
Blue Valley: Drexel, Mo., 11-13.
Brown, Al: (Fair) Willmar, Minn., 10-12.
Buck, O. C.: (Fair) Rutherfordton, N. C.; (Fair) Carthage 15-20.
Buckeye State: (Fair) Greenup, Ky., 10-13; (Fair) Vanceburg 17-20.
Burke, Harry (Fair) Plaquemine, La.
Burkhart: (Fair) Pitkin, La.; Villa Platte 14-22.
Byers Bros.: (Fair) Camden, Ark.; (Fair) Conshatta, La., 15-20.
Capell Bros.: (Fair) Hotchkiss, Colo.
Capital City: (Fair) Dalton, Ga.; (Fair) Murphy, N. C., 15-20.
Central States: (Fair) Guymon, Okla., 9-12.
Cetlin & Wilson: (Fair) Reading, Pa.; (Fair) Richmond, Va., 18-27.
Chanos: (Fair) Batesville, Ind.; Anderson 15-20.

Cherokee Am. Co.: (Fair) Wewoka, Okla., 8-10; (Fair) Chandler 11-13; (Fair) Shawnee 15-18.
Collins, Wm. T.: Bartlesville, Okla.; (Fair) Muskogee 14-21.
Conklin: (Fair) Renfrew, Ont., 10-13; (Fair) Lindsay 15-20.
Crafts Expo: (Fair) Lodi, Calif., 11-14; Tracy 18-21.
Crafts 20 Big: (Fair) Hanford, Calif., 11-14.
Donovan Bros.: (Fair) Pryor, Okla.; (Fair) Grange, Tex., 17-20.
Drago No. 1: (Fair) Bourbon, Ind.; Shirley 15-20.
Drew, James H.: (Fair) Winder, Ga.; (Fair) Monroe 15-20.
Dudley, D. S.: (Fair) Lamesa, Tex.; (Fair) Clovis, N. M., 15-20.
Dyer's Greater: Tiptonville, Tenn.; Savannah 15-20.
Eddie's Expo.: (Fair) Spartansburg, Pa., 10-13.
Cumberland Valley No. 1: (Fair) McMinnville, Tenn.; Manchester 15-20.
Cumberland Valley No. 2: (Fair) Sparta, Tenn.; Manchester 15-20.
Davidson United: Rippey, Ia., 8-9.
Davis Am. Co.: Burns, Ore., 10-14; John Day 17-20.
DeLuxe Rides: LaGrange, Ind.
Dickson United: (Eight Mile & Gratiot) Detroit 8-15; (10 Mile & Kelly) Detroit 16-21.
Dixie Am.: (Fair) Sallisaw, Okla., 9-12; (Fair) Ozark, Ark., 15-20.

Circus Routes

Beatty Clyde: Las Cruces, N. M., 8; El Paso, Tex., 9; Almagordo, N. M., 10; Roswell 11; Clovis 12; Artesia 13; Hobbs 14; Odessa, Tex., 15; Midland 16; Sweetwater 17; Snyder 18; San Angelo 19; Brownswood 20; Temple 21.
Benbro Bros.: Frederick, Okla., 9; Cape Girardeau, Mo., 11; Bentonville, Ark., 24-25.
Carson & Barnes: Woodward, Okla., 10-11.
Cristiani Bros.: Columbia, S. C., 8; Sumter 9; Charleston 10; Aikens 11.
Hagen Bros.: Coatesville, Pa., 8; Oxford 9; Newark, Del., 10; Wilmington Manor 11; Aberdeen, Md., 12; Fort Belvoir, Va., 13; Falls Church 15; Louisa 16; Alta Vista 18; Chatham 19; Rocky Mount 20.
Kelly-Miller: Nampa, Idaho, 8; Caldwell 9; Ontario, Ore., 10; Burns 11; Lakeview 12; Alturas, Calif., 13.
Mills Bros.: Elkridge, Md., 8; Odenton 9; Seat Pleasant 10; Oxon Hill 11; College Park 12; Wheaton 13; Bethesda 15; Alexandria, Va., 16; Mount Vernon 17; Fairfax 18; Warrenton 19; Winchester 20.
Polack Bros.: Seattle, Wash., 11-14; Eugene, Ore., 16-17; Camp Pendleton, Calif., 20-21; Odessa, Tex., 26-28.
Ringling Bros. and Barnum & Bailey: (Fair) Pomona, Calif., 12-28; San Francisco 30-Oct. 5.
Strong, John A.: Lodi, Calif., 12-14; Hayward 18-20; (Fair) Bakersfield 23-28.

Emshoff: Richland Center, Wis., 12-14.
Endy, David B.: (Fair) Alexandria, Va., 10-20.
Franklin, Don: Tyler, Tex., 13-20.
Gala Expo.: (Fair) Star City, Ark.
Gem City: (Fair) Columbia, Tenn.
Gentsch: (Fair) Waynesboro, Miss.
Georgia Am. Co.: (Fair) Cumming, Ga.; (Fair) Fayetteville 15-20.
Geren, W. R.: Austin, Ind.; Brandenburg, Ky., 15-20.
Glades Am. Co.: (Fair) Chesterfield Court House, Va.; Stanley 15-20.
Gladstone Expo.: Prairie du Chien, Wis.; Fayetteville, Ark., 15-20.
Gooding Am. Co., No. 1: (Fair) Cincinnati, O.
Gooding Am. Co., No. 2: (Fair) Saginaw, Mich.
Gooding Am. Co., No. 3: (Fair) Knoxville, Tenn.
Gooding Am. Co., No. 4: (Fair) Bellville, O.
Gooding Am. Co., No. 5: (Fair) Norwalk, O.
Gooding Am. Co., No. 7: (Fair) Elkhart, Ind.
Gooding Am. Co., No. 8: (Fair) Cadiz, O.
Gooding Am. Co. No. 9: Nelsonville, O.
Gooding Am. Co., No. 10: (Fair) Circleville, O.
Grand American: (Fair) Monroe City, Mo.
Great Western: Kernan, Calif.; Sanger 15-21.
Green Tree: (Fair) Dungannon, Va.; (Fair) Stanton, Ky., 15-20.
Hales Shows of Tomorrow: Humboldt, Neb., 9-12.
Hames, Bill: Marshall, Tex., 8-10; (Fair) Abilene 13-20.
Hammond, Bob: Norman, Okla.; Stillwater 15-20.
Hannah Amusement Co.: Salina, Pa.
Happyland: (Fair) Allegan, Mich.
Hartssock Bros.: Green City, Mo., 10-13.
Hartssock, Roy: Moravia, Ia., 11-13.
Heart of America: (Fair) Holdenville, Okla.; (Fair) Bristow 15-20.
Heth: (Fair) Jackson, Tenn.; (Fair) Carrollton, Ga., 15-20.
Hoard & Mullis: Crawfordville, Ga.; (Fair) Lavonia 15-20.
Holiday Am. Co.: Sweet Spring, Mo.; Cole Camp 16-20.
Hottle, Buff, No. 1: Newport, Ark.; Warren 15-20.
Hottle, Buff, No. 2: Bloomfield, Mo.; Kennett 15-20.
Hugo's Novelty Expo.: (Fair)

Miscellaneous

Brunk's Comedians: Alamosa, Colo.
Fraker's Wild Life: Fayetteville, Tenn., 8-13; Florence, Ala., 15-20.
Greene, Dr. Morton, Hypnotist: Burlington, Wash., 8; Ephrata 10; Auburn 11; Quincy 12; Forest Grove, Ore., 13.
Matchstick City: Reading, Pa., 8-14; Richmond, Va., 17-27.
Popo Circus Productions: Oakland, Calif., 8-10; Salt Lake City, Utah, 12-21.
Scott, Tommy, Country Show: Oswego, N. Y., 8; Syracuse 9; West Auburn 10; Geneva 11; Canandaigua 12; Penn Yan 13; Rome 15; Utica 16; Norwich 17; Little Falls 18; Gloversville 19; Amsterdam 20; Schenectady 22.
Sun Players: Odessa, Mo., 8-14; Higginsville, 15-21.
Toby and Susie Show: Macon, Mo., 8-14; Green City 15-21.

Ice Shows

Ice Capades: New York 8-16.
Shipstads & Johnson's Ice Follies of 1959: Los Angeles, Calif., 8-21; Denver, Colo., 24-28.

Attention C. R. Gruar

CINCINNATI—It is requested that Charles Rosie Gruar contact his sister, Mrs. Russell Marris, 210 East First Street, Pana, Ill., concerning the death of his sister, Aldena.

Sedam, Kan.; Tulsa, Okla., 15-20.
Hunt Am. Co.: Hyden, Ky.
Ideal Rides: (Fair) Ellettsville, Ind.; (Fair) Nashville 16-20.
Inland Empire: Kalispell, Mont., 10-13; Spokane, Wash.-Orofino, Idaho 17-21.
I. T.: (Fair) Mineola, N. Y.
Johnny's United: Cullman, Ala.; (Fair) Marietta, Ga., 15-20.
Ken-Penn Am.: West Alexander, Pa.
Key City: (Fair) Woodbury, Tenn.; (Fair) Decaturville 15-20.
Kile, Floyd O.: Mountain Home, Ark.
King Bros.: Eads, Colo.; Boise City, Okla., 15-20.
Lee Am. Co.: (Fair) Russellville, Ala.; Decatur, Ga., 15-20.
Lindle: Taylorville, Ill., 11-12.
Lone Star Am.: Lockney, Tex.; Dimmitt 15-20.
McKenna Rides & Amusements: (Fair) Lodi, Wis., 11-14; (Fair) Montello 19-21.
Marks-Manning: (Fair) Hickory, N. C.; (Fair) Albemarle 15-20.
Marvel: Delavan, Ill.; East Peoria 20-21.
M. D.: (Fair) Honesdale, Pa.; (Fair) Gratz 15-20.
Meeker's: Colfax, Wash.-Moscow, Idaho.
Merriam's Midway: Scribner, Neb., 9-12; Brainard 13-14; Milford 15-16; Cozad 18-19.
Midway of Mirth: Batesville, Ark.; Ripley, Miss., 15-20.
Mighty Hoosier State: Austin, Ind.; (Fair) Brandenburg, Ky., 15-20.
Mighty Interstate: (Fair) Springfield, Tenn.
Monarch Expo.: (Fair) Wynne, Ark.; (Fair) Blytheville 15-21.
Moore's Modern: Sayre, Okla.
Motor State Expo.: (Fair) Water Valley, Miss.; (Fair) Pontotoc, Ala., 15-20.
Murphy's Northern States: Presho, S. D., 9-10.
New England Am. Co.: Athol, Mass., 11-20.
North American: Hutchinson, Minn., 8-10.
Olson: (Fair) Louisville, Ky.; (Fair) Chattanooga, Tenn., 15-20.
Orange Bros.: (Fair) Greenwood, Ark., 10-13; (Fair) Mulberry 17-20.
Page Bros.: (Fair) Ashland City, Tenn.; (Fair) Linden 15-20.
Page Combined: (Fair) Trumansburg, N. Y.; Bedford, Va., 15-20.
Palmetto Expo.: (Fair) Durham, N. C.; (Fair) Pittsboro 15-20.
Parada: Mena, Ark., 9-13; Mount Ida 16-20.
Penn Premier: (Fair) Staunton, Va.
Peppers All-States: Centerville, Ala., 15-20.
Peter Paul Amusements: (Fair) Sparta, Tenn., 15-20.
Powelson Am., No. 1: (Fair) Wooster, O.; Niles 15-20.
Powelson Am., No. 2: Crestline, O.; Reynoldsburg 15-20.
Powelson Am., No. 3: (Fair) Wooster, O.
Prell's Broadway: (Fair) Gastonia, N. C.; (Fair) Goldsboro 15-20.
Raines Am.: (Fair) Idabel, Okla.
Rainier: Eugene, Ore.
Reid's Golden Star: Lebanon, Tenn.; (Fair) Lexington 15-20.
Reid, King: (Fair) Springfield, Mass., 13-21.
Rock City: (Fair) Perryville, Ark., 10-13; (Fair) Clarksville 16-20.
Rogers Bros.: (Fair) Glenwood, Minn., 11-14.
Rohr's Modern Midway: Pochontas, Ark.

Thrill Shows

Aut Swenson's Thrillcade: (Fair) Allegan, Mich., 8; (Fair) Montpelier, O., 9; (Fair) Upper Sandusky 11; (Fair) York, Pa., 13.
Jack Kochman's Hell Drivers: (Fair) Hickory, N. C., 8; (Fair) Gastonia 9-10; (Fair) Fredericksburg, Va., 11; (Fair) Honesdale, Pa., 12; (Fair) West Springfield, Mass., 13-17.
Jack Kochman's Intl. Auto Dare-devils: (Fair) Honesdale, Pa., 9; (Fair) Maryville, O., 11; (Fair) Norwalk 12; (Fair) Wooster 13; (Fair) Gratz, Pa. 15.

Rose City Rides: Mexico, Mo.
Royal American: (Fair) Topeka, Kan., 8-11; (Fair) Hutchinson, Kan., 12-18.
Royal United: Ladd, Ill., 8-9; Forreton 10-11; (Fair) Franklin Grove 12-14; Worthington, Minn., 16-17.
Rumble Greater: Mount Vernon, Ind.; Booneville 15-20.
Schafer's 20th Century: Enid, Okla., 8-11; (Texarkana, Tex., 15-20.
Siebrand Bros.: Blackfoot, Idaho; Farmington, N. M., 15-20.
Silver Star No. 1: Oregon, Mo., 10-13.
Silver Star No. 2: Dearborn, Mo., 10-13.
Skerbeck Am. Co.: Ludington, Mich.
Smiley's Am.: (Fair) Taylorsville, N. C.; (Fair) Yanceyville 15-20.
Smith, George Clyde: (Fair) Oxford, N. C.; (Fair) Farmville, Va., 15-20.
Smith's Funland: Petersburg, W. Va.
Southern States: Monticello, Fla.
Southland Expo.: Southport Bay, Fla., 11; Brewton, Ala., 18-19.
Stanley, Wm. D.: New Rockford, N. D., 10-11; (Fair) Steele 12-13; (Fair) Napoleon 15-16; (Fair) Ashley 17-18.
Stephen's, Otto: Queen City, Mo., 11-16.
Strates, James E.: (Fair) York, Pa.
Strong's Am. Co.: Cordell, Okla., 11-13; Clinton 15-18.
Stumbo's Tri-State: Clinton, Ark., 11-13.
Sugar State: (Fair) Breaux Bridge, La., 12-14.
Sunset Am. Co.: (Fair) Lamar, Mo.; (Fair) Dexter 15-20.
Tatham Bros.: Bethany, Ill., 10-13; Assumption 16-20.
Tennessee Valley Amusement Co.: (Fair) Centerville, Tenn.; (Fair) Leighton, Ala., 15-20.
Thomas, Art B., No. 1: Spencer, Ia.; Sioux City 15-20.



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Thomas, Art B., No. 2: Waterloo, Neb., 10-13.
Thomas Joyland: Concord, N. C.
Thomas, W. A.: North Loup, Neb., 9-11.

Tidwell, T. J.: (Fair) Stratford, Tex.; (Fair) Dumas 15-20.

Tinsley, Johnny T.: (Fair) Elberton, Ga.; (Fair) Lawrenceville 15-20.

Tip Top: Berlin, Wis., 12-14; Cumberland 19-21.

Tivoli Expo.: (Fair) Jonesboro, Ark.; (Fair) Bastrop, La., 15-20.

Uncle Joe's Am. Co.: (Fair) Frederick, Okla.; (Fair) Bridgeport, Tex., 22-27.

Wade Greater: (Van Born & Beech Daly Rds.) Detroit, Mich.; (Beech Rd. and Michigan), Detroit 16-21.

Wallace Bros.: Monticello, Ark., 10-13; Eldorado 15-20.

West Coast No. 1: (Fair) San Jose, Calif.; (Fair) Bakersfield 22-28.

West Coast No. 2: (Fair) San Jose, Calif.; Walnut Creek 15-21; (Fair) Bakersfield 22-28.

Western No. 1: Waterville, Wash.

Western No. 2: Ritzville, Wash.

Williams Am. Co.: Pearisburg, Va.; (Fair) Hillsville, Va., 15-20.

United Expo.: (Fair) Hamburg, Ark.; (Fair) Arkadelphia 15-20.

United States: (Fair) Christiansburg, Va.; (Fair) Lebanon 15-20.

Victory Expo.: Lawton, Okla.; Ardmore 16-20.

Virginia Greater: Latta, S. C.; (Fair) Lumberton, N. C., 15-20.

Volunteer: (Fair) Fulton, Miss.; (Fair) Bruce 15-20.

Wilcox, Dick: (Fair) Machias, Me., 11-14; (Fair) Cherryfield 17-20.

Wilson Famous: Canton, Ill., 10-13.

Wolfe Am. Co.: (Fair) Kinston, N. C.; (Fair) Beaufort 15-20.

Wonderland Expo.: (Fair) Levelland, Tex.

World of Mirth: Brockton, Mass., 8-16.

World of Pleasure: (Fair) Fayetteville, Tenn.; (Fair) Florence, Ala., 15-20.

World's Finest: Renfrew, Ont., 10-13; Lindsay 15-20.

Young, Monte: (Fair) Salt Lake City, Utah, 12-21.

Mich. State Fair

• Continued from page 51
Snyder and the Joe Black orchestra.

The Coliseum opened on Friday with a free rock and roll show by disk jockeys, pulling in 5,500.

Ford Gets 45C
The paid entertainment in the building got under way on Saturday with Tennessee Ernie Ford doing seven performances in three days. Show was scaled at \$3 for reserves, \$2 for general admission and a half-buck for kids, and raked up a \$46,192.69 gross. While attendance was off compared with last year, revenue was up 35 per cent. Last year, Eydie Corne, Johnnie Ray and Bill Haley took in \$35,155.24 in four days at lower prices.

The show was booked by the Mike Falk Agency and also had Molly Bee, Four Preps, Bobby Winter, Johnny Mattson, Birk Twins Miriam Sage Dancers and the Herschell Lieb ork.

Free entertainment included the U. S. Navy Band in 19 concerts. Clayton Perry and Jack Whitehead staged square and round dancing in the grove.

Concession rentals were down less than 3 per cent—\$89,864.04, compared to \$92,121 last year, excluding percentage concessions. The total concession rental, including percentage, last year, was \$95,966.28.

General commercial exhibits were down about 17 per cent, hitting \$90,425.50, compared to \$108,993 last year. Gerard C. Lacey, director of sales and space allocations, attributed the drop in both concessions and exhibits in general to the recession conditions prevalent in Detroit and Michigan.

Allan Herschell Unveils New Portable Mouse

NORTH TONAWANDA, N. Y.—Introduction of a new ride in the Allan Herschell Company's line, the Mouse Ride, was announced last week by George Moses, the company's sales manager.

The Herschell Mouse is portable and "incorporates all the action and excitement inherent in its prototype," it was announced.

The unit uses a 50x100 space, rises 23 feet high, comprises 700 feet of track and requires 58 seconds for a car to complete the circuit. The ride is supplied with loading platform, fence, banner and six light towers. There are six two-passenger cars with it.

The Herschell sales manager said that several orders have been received in advance of the announcement and fall delivery is scheduled. The ride has been in operation at the plant and has completed preliminary testing.

Mobile Fair Pacts Pyro Production

BELLAIRE, O.—The Chemorama production "Out of the Darkness" has been signed by the Greater Gulf State Fair, Mobile, for a three-day performance. L. Doc Cassidy, sales representative, announced here last week.

The show, produced by Ohio Fireworks Manufacturing Display Company, Inc., will be presented in Ladd Memorial Stadium the first three days of the six-day fair which operates October 13-18. Jim Hamrac is business manager of the fair which is operated by the Jaycees.

The pyro firm's "Christmas Story," another production, has been signed by the Bessemer, Ala., Rotary Club for a December 12 appearance there, Cassidy added.

Syracuse Apace

• Continued from page 51
Frank Mirth produced the show. Closing two days held a GAC-Hamid revue featuring Johnny Mathis.

Empire Court attraction this year was the Women's Air Force Band, with daily bandshell concerts. James E. Strates Shows repeated on the midway and was going strong at midweek.

Elsewhere on the grounds there was strong attention paid to the novel Microd race track, a scaled down oval with crash rails, grandstand, judges box and pits, where youngsters raced their lawnmotor-powered autos before crowds averaging over 1,000.

Heavily advertised and attended was "Senior City," a building exhibit in which the State illustrated the many services available to elderly residents of New York.

WILLOW GROVE, Pa.—Willow Grove Park ended its daily schedule on Labor Day, finishing the season with two successive Saturday - Sunday week - ends of operation.

Saturday (6) and Sunday (14) were announced as public days with all rides half-priced. Sunday (7) and Saturday (13) were set exclusively for Austin Meehan Day and the ITE Circuit Breaker Company, respectively.

Firemen Hold March to End Rock's Season

NEW YORK — Approximately 7,500 firemen from Long Island, Westchester and New Jersey were to march in the eighth annual Long Island Volunteer Firemen's parade at Rockaway Beach, Queens, on Saturday night (6). Arthur Bizozzo was parade general chairman.

Sixty volunteer fire companies, 35 bands and ladies' auxiliary groups participated in the parade which began at 6:30 p.m. at 116th Street and Rockaway Beach Boulevard, proceeded along the Boulevard to a reviewing stand at Rockaways' Playland, and terminated at Beach 95th Street.

It included floats, fire-fighting equipment and drum and bugle corps, and was headed by George Herrman, president of the Nassau County Volunteer Firemen's Association, as grand marshal. Trophies were awarded to the outstanding marching groups.

The majority of the marchers represented Nassau and Suffolk communities. Volunteers from five Queens communities, the last volunteer fire companies in the borough, also participated. Queens communities represented included Broad Channel, College Point, Hamilton Beach, Breezy Point and Roxbury.

Big CNE Gate

• Continued from page 51
The whole thing would weigh about 75 tons.

Ten cars would be built right into the stage, and these would be operated by one man, McCallum said. Construction would be of iron and plywood covered by canvas. When not needed, it would be moved to the southwest corner of the grandstand grounds, freeing the field for other activities.

McCallum conceived the idea for the huge portable stage and William M. Sills, Works Department manager, drew up the plans which are to be submitted soon to the CNE's board of directors.

Sills maintains that the stage could be moved in and out of position within five minutes.

"I'll be happy even if it takes an hour," McCallum said, adding "Moving it into place may be so impressive that we may decide to make it part of the show. The crowd might like to see how such a big structure can be moved about."

McCallum estimates that the use of a portable stage would mean a saving of about \$90,000 a year.

McCallum in discussing the possibility of football and soccer games at the CNE pointed out that the second largest annual exhibition—the State Fair of Texas at Dallas—features football games during the fair's run in its Cotton Bowl.

South Dakota

• Continued from page 51
Labor Day of last year.

Harness horse races, in Tuesday, were presented before a larger crowd than for the same attraction last year. The Tournament of Thrills, managed by Leo Overland, in Wednesday pulled a grandstand throng equal to the thrill show crowd of last year. Stock car races, also staged by Winkley, were up from 1957 on Thursday. Big cars and stock cars were slated for the two closing afternoons, with Winkley as promoter.

THE FINAL CURTAIN

BELISLE—Albert (Happy), veteran circus drummer, at Alexandria, La., Monday, September 1, while en route to Monroe, La., with John Shideler's band on the Tommy Steiner rodeo. He had been with a long string of shows but in recent years had spent much of the time with Ringling-Barnum, Kelly - Miller, Tom Packs and other circuses. Altho handicapped by severe arthritis which made it difficult for him to walk or move in the past several years, Belisle retained his skills as a top circus drummer and retained his sense of humor.

BRAUTIGAM—George, 52, former Dade County (Fla.) State's Attorney and long-time attorney for the Miami Showmen's Association, in Mercy Hospital, Miami, on August 17. (Details in Carnival Section.)

COURTEMANCHE—Eli, 84, former midway concessionaire and in recent years a florist, August 29 in Chicago following a long illness. During his many years on the road he had been with the Worthman, Barkoot, C. Kelly and Johnny J. Jones shows. He was a member of the Showmen's League of America since 1924. Funeral services were held by the League with burial in the club's cemetery plot.

GERMAIN—Gerry, 60, office man for Sells-Floto Circus, 101 Ranch Wild West and other shows, of a heart at-

tack at his home in Minerva, O., August 25. Since leaving outdoor shows he had been a movie theater manager. Survivors include his widow, Sylvia, and six sons.

HAAS—Oscar W., 71, former trapeze performer with various circuses, at Sedalia, Mo., recently. Surviving are his widow, Mrs. Adah Haas, who is going to Hollywood, Calif.; a sister, Mrs. Emma Osenburg, Kansas City; and a stepdaughter. Burial at Sedalia.

O'BRIEN—James Patrick, 76, a circus and carnival trouper until 10 years ago, at Battle Creek, Mich., recently. He joined relatives at the 1893 Chicago World's Fair and became one of the Flying O'Brien Family. He also had been a boxer. He was with Barnum, Ringling, Wallace, Buffalo Bill, Pawnee Bill and Royal American shows. A native of Saginaw County, Michigan, he has no known survivors.

ROSENBLATT—David (Ross), August 26, a few days after his 70th birthday, at Rochester, N. Y. He was a billposter in the Rochester area for many years and an active leader in civic affairs and fund raising.

STANLEY—Clifford (Clipper), 81, king of the Stanley tribe of gypsies and former operator of an amusement park at Houston, at a Shreveport, La., hospital, August 26. A native of Dayton, O., he had resided at Pine Bluff, Ark., in recent years. Survivors include his widow, Hazel, and three sons; Goldblock, Ollie and Joe. Burial at Pine Bluff.

BIRTHS

COOK—
A daughter, Teresa Louise, to Mr. and Mrs. Don Cook August 19 in Phoenix, Ariz. Mother is the granddaughter of P. W. Siebrand, co-owner and manager of Siebrand Bros.' Circus and Carnival.

GLOVER—
A daughter, Rebecca Kathleen, August 14 to Mr. and Mrs. Tally R. Glover in Chattanooga. Father formerly was with Royal American Shows.

Indiana State

• Continued from page 51

the first two performances, grossing \$54,764.55 on the first Wednesday and Thursday. Bob Hope, flanked by Betty Johnson, Everly Brothers and Paul Anka, took in \$63,933.60 in three shows. Last year Pat Boone-Guy Mitchell-Joni James production was the fare.

On the Ford show the fair took the short end of a 40-60 per cent split. Hope came in on a \$60,000 guarantee and the fair dropped around \$4,000.

Total gate receipts were \$233,565 against \$185,991 last year, part of the hike due to higher admission prices. Advance ticket sales, also at higher rates, took in \$84,500 against \$79,235 last year.

Horse show revenue totaled \$55,169 against \$32,584 last year, while the Western horse show took in \$10,769 compared with \$13,923. Harness racing brought in \$41,469 compared with \$51,520 last year.

The Jimmie Hetzer night grandstand show took in \$19,269 in one less show than last year's \$30,124 rang up by a Barnes-Carruthers' revue. Jack Kochman thrill show, in six performances, took in \$24,635 compared with \$18,795 last year.

Cetlin & Wilson Shows on the midway showed an increase. Rides and shows chalked up \$68,716, while last year they took in \$64,824.

IN MEMORY

MAURINE "MARIE" HENRY

August 31, 1956

Will never forget your love,

Arthur "Bum" Henry

IN MEMORY OF CHARLES T. HUNT

OUR FATHER AND A GREAT SHOWMAN,

"MR. CIRCUS,"

who passed away on September 11, 1957.

TREASURED MEMORIES

Of My Beloved **LYMAN TRUESDALE**

Passed away September 13, 1956.

BEA TRUESDALE

IN LOVING MEMORY OF

CHARLES (PUDD) COOPER

Who left us September 11, 1957
Gone, but always in our thoughts.

DOLORES GORDON & FAMILY

NAAPPB Air Group Leaves for Europe

50 Take Off Monday (8) for 4 Weeks; 16 Go Earlier by Ship; Roster Given

NEW YORK — Fifty persons will leave here by air today on the European tour of the National Association of Amusement Parks, Pools and Beaches. They will join in England tomorrow (9) with 16 others who sailed Wednesday (3) aboard the Queen Mary.

Today's party will leave aboard two TWA planes, one departing at 3 p.m. and one at 8 p.m.

The combined group of 66 persons will visit London, Copen-

hagen, Rome, Munich, Brussels, Blackpool and Paris before returning in early October. The air party returns October 4. The sea party arrives October 9.

At Brussels, September 25, they will conduct the official late summer meeting of the NAAPPB at the World's Fair.

Earlier, the party will have inspected amusement parks at London, attended a reception given by British park owners; toured the Tivoli Amusement Park at Copenhagen (12-15); stopped over in Rome (16-19) and amusement parks there, and moved on to Munich, Germany, for the opening ceremonies of the Oktoberfest, September 20. They will visit the famed festival until September 23, when they move on to Brussels.

From Belgium, they go to Blackpool, England, where they will be guests of Leonard Thompson at the Autumn Illuminations.

Final stop on the tour will be Paris (September 29-October 3).

Those scheduled to go by plane Monday (8) are:

Mr. and Mrs. Abram Baker, Glen Echo Park, Glen Echo, Md.; Mr. and Mrs. James Bateman, New Elmwood Park, Oklahoma City; John S. Bowman, NAAPPB, Chicago; Mr. and Mrs. Ken Davis, Biloxi-Gulfport Amusement Park, Biloxi, Miss.; Mr. and Mrs. Alfred J. Doerr, Fontaine Ferry, Louisville; Mr. and Mrs. Nathan Faber, Rockaway Beach, New York; Michael J. Forest, Forest Amusement Park, Daytona Beach, Fla.

Mr. and Mrs. E. E. Freeland, Conneaut Lake Park, Conneaut Lake, Pa.; Mr. and Mrs. F. L. Hall, Crystal Beach, Buffalo; Mr. and Mrs. Carl E. Henninger, Kennywood Park, Pittsburgh; Mr. and Mrs. Paul H. Huedepohl, Chicago; Mr. and Mrs. J. E. Johnson, Playland Park, San Antonio; Miss Margaret P. Lehr, Dorney Park, Allentown, Pa.; Mr. and Mrs. Fred H. Massey, Fair Park, Nashville; Mr. and Mrs. Sol Nuger, Biloxi-Gulfport Amusement Park, Biloxi, Miss.; Tom Parkinson, The Billboard, Chicago.

Mr. and Mrs. E. M. Pera, Pera's Amusement Park, Geneva-on-the-Lake, O.; Robert L. Plarr, Dorney Park, Allentown, Pa.; Mrs. Georgia Rassiour, Fontaine Ferry, Louisville; Mr. and Mrs. Carl A. Sinclair, Meyers Lake Park, Canton, O.; Mr. and Mrs. J. R. Singhiser, Fontaine Ferry, Louisville; Mr. and Mrs. Thomas G. Smith, Willow Lake Swim Club, Minersville, Pa.; Mr. and Mrs. Marvin Staton, Springlake Amusement Park, Oklahoma City.

Mr. and Mrs. Ben Sterling Jr., Sterling's Rocky Glen Park, Moosic, Pa.; Jimmy Thompson and daughter, Fay, City Park Kiddieland, Alexandria, La.; Frank S. Tilyou, Steeplechase Park, Coney Island, New York; Mr. and Mrs.

Closing Days Tab New High At Spring Lake

OKLAHOMA CITY — Spring Lake Park here closed its season with the largest closing attendance in its 32-year history. Manager Marvin Staton said he gave credit to the big turnout to Smiley Burnette, TV and movie comic.

Burnette headed a three-day Circus Days program. The show was produced by Dick Clemens, who also had his animal act in.

Wildwood Seeks Business Hype For Fall Weeks

WILDWOOD, N. J. — The Greater Wildwood Chamber of Commerce, in looking back over the 1958 summer season, has started thinking of ways and means to create pre-season and post-season business in the years ahead. The Cape May County Chamber of Commerce also announced the start of a campaign to entice vacationists to the Jersey Cape during September.

Earlier this year the Greater Wildwood group discussed the possible extension of the season to include the last two weeks in June and the better part of September. The local Chamber noted that the summer of 1958 "was one of the coolest and wettest in the history of the weather bureau." Altho the season on the whole was pretty good, the Chamber says, "we were plagued by bad luck weatherwise."

Regardless of the economic situation in the rest of the country, "if it is hot and dry," it will be a good season at the seashore resorts, the Chamber noted. Seashore business, it adds, is unique inasmuch as its success, unlike other major industries, depends on so few factors, namely weather and the opening and closing of metropolitan schools.

The current season was also restricted, the Chamber pointed out, by the arrival of Labor Day at such an early date, September 1.

Max Tubis, Beach Amusement Corp., Atlantic City; Mr. and Mrs. Charles W. Winslow, Santa Monica Pier, Santa Monica, Calif.; and Herbert H. Youtie, Playtown Park, Morton, Pa.

Those scheduled to go by ship are:

Mr. and Mrs. Henry C. Bowen, Whalom Park Amusement Co., Fitchburg, Mass.; Mr. and Mrs. John J. Carlin, Buckeye Lake Park, Buckeye Lake, O.; Mr. and Mrs. L. A. Cavalier, Idora Park, Youngstown, O.; Mr. and Mrs. George W. Long, Dreamland Park, Rochester, N. Y.; Mr. and Mrs. Vernon D. Platt, Somerton Springs, Feasterville, Pa.; Mr. and Mrs. Max Schaffer, New York; Mr. and Mrs. E. L. Schott, Coney Island, Cincinnati, and Mr. and Mrs. R. G. Wachs, Coney Island, Cincinnati.

William W. Muar, of Roseland Park, Canandaigua, N. Y., will leave later and join the party at Munich for the remainder of the trip. Several other members of the NAAPPB already are in Europe and will join with these at various times and places along the way.

Animal Theme Park Business On Upgrade After Slow Start

SWEET VALLEY, Pa. — A circus man, Henry Vonderheid, operates the Red Rock Game Farm near here and reports business has been on an upgrade since early summer.

The park displays a wide variety of animals in a theme park setting. Poor weather hurt early in the season.

Another damaging factor was that the adjacent State park was closed down for some time when it was learned beavers had cut into a dam and drained the lake. Now the State park is open again

and with an enlarged picnic area.

Vonderheid was the subject of a feature article and picture spread in The Berwick (Pa.) Enterprise recently. Currently, he and his brother, Fred, have a wild life show playing fairs. Joe Myers, Auburn, N. Y., clowns on weekends at the park.

Plans call for adding a Kiddieland at the park and the space for 100 more automobiles has been added to the parking lot.

Vonderheid said he plans to reopen his circus next spring.

ROLLER RUMBLINGS

LaRose, Miller Mull League Roller Hockey . . .

LEHIGHTON, Pa. — After a lapse of 20 years, roller hockey may be resurrected in the Lehigh-ton area, mainly thru the efforts of Morris LaRose, manager of LaRose's Skating Rink, and Harold Miller, Summit Hill, who have stimulated interest in the sport during the past two years.

The sport was revived last year upon the insistence of young people, LaRose reported. The introduction of speed skating and the tang of competition gave it further stimulus, he said.

Last year's attitude of "playing for fun" has taken on a different aspect, as most of the veterans have expressed a desire to enter league competition.

The possibility is far from remote as LaRose has already begun contacting rink owners in Pennsylvania, New York and New Jersey in an effort to form a league.

LaRose has circumvented the notion of parents that roller hockey is a rough game by telling his story in the daily press. LaRose, Miller and the game were the subjects of a feature article in a recent issue of the local press. In the article, LaRose pointed out that under rules he has set up the coach immediately benches a participant whenever rough tactics are evident. "This is not the exception; it is the rule," he said. Backing up his claims of safety in the sport was the absence of injuries to players, ranging in age from 10 to 23, last year.

Miller, who will coach the local team, is no stranger to the sport. He is an original member of the old LaRose Tigers who played 20 years ago, competing against teams from Scranton, Frackville, Allentown, Wilkes-Barre and Pottstown, as well as teams from New York and New Jersey.

Miller expressed a desire to field an eight-man "varsity" squad and two or three other teams. He said practice sessions would be held every Saturday, beginning in early September, with a period of basic instruction preceding scrimmages.

Roller hockey, which originated in Spain, is rapidly becoming a popular sport, especially in Europe, said LaRose. The recent winter Olympics illustrates the importance of competition in sports as the best method of building a wide interest among young people, he said. To prove the gain in popularity of the sport in the Lehigh-ton area, LaRose pointed out that more than 20 girls turned out last year to form a team of their own.

Berwyn Skatery Sets New Schedule . . .

BERWYN, Pa. — Berwyn Roller Rink, with professional Emma Ellis providing instruction, opened for the new season on September 5. The rink will feature dancing for

teen-agers every Saturday night, with Hy Lit, Philadelphia disk jockey on WIBG, as emcee for sessions running from 8:30 to 11.

The rink will be open to the public on Friday, Sunday and Monday evenings from 7:30 to 11, with Saturday and Sunday matinees scheduled from 2 to 4:30. Tuesday and Thursday evenings are being set aside for private parties. The Ladies Skating Club will hold its sessions on Thursday mornings, with Girl Scout classes scheduled on Friday afternoons and Saturday mornings.

New Icery Debuts In Motor City . . .

DETROIT — The new Playland Ice Skating Rink is being opened in Northwestern Detroit by Playland, Inc., headed by Saul Kalt and Ferd L. Alpert. Alice Quessy, former star of the "Ice Follies" and "Ice Capades International," and Preston Lee, formerly instructor at Grosinger's, New York, have been engaged as pros. Classes will start about September 15. The rink is featuring matinee and evening skating sessions, and family nights twice weekly. It will operate on a membership basis thru the Playland Ice Skating Club.

Mrs. Elsbeth Muller Observes 80th Birthday . . .

DETROIT — Seventy-three years of skating were climaxed by Mrs. Elsbeth Muller at Arcadia Roller Rink here recently as she celebrated her 80th birthday. A native of Berlin, she skated at the old Sports Palace there, and then formed an ice skating act with her brother, George. They came to America in 1909, performing at the New York Hippodrome. Following a skating show at the old Arena Gardens here, under the management of Fred A. Martin, she became interested in roller skating, and has been teaching roller skating at Arcadia for about eight years, giving up active ice skating at about the age of 70.

Detroit Metropolitan Offers Skating Show . . .

DETROIT — A skating exhibition was offered August 10 at Metropolitan Beach Rink. Participants included Linda Kobane, international ladies' singles champion; Jack Lorenz, intramural national singles champion; Barbara Searles, national singles ladies' champion, and the Michigan intermediate mixed four winners, Onalee LaMay, Sharon Minton, Cary Dyson and Raymond Steinburg.

COURT ORDER

Mini Golf's Tourney Wins USGA Curb

ASBURY PARK, N. J. — Wide publicity for the International Miniature Golf Tournament here was won when the tourney won a temporary injunction in Superior Court against the U. S. Golf Association.

George Zuckerman, directing the event for this resort as a post-Labor Day crowd builder, said the USGA had claimed jurisdiction over miniature golf and demanded the right to govern the tournament. He said participating courses, of which there are about 40, and players had been coerced by USGA intimations that amateur status would be lost unless the event was ruled by USGA.

The restrainer is returnable in Superior Court in Freehold, N. J., on September 12, long after the finals of the tournament, set for Friday and Saturday (5-6) along the boardwalk.

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Ringling Reveals Route In Calif. Thru October

DENVER—Advance route for the Ringling Bros. and Barnum & Bailey Circus puts the show into several of the same West Coast stands it played last year.

The show takes a five-day layoff between Salt Lake City, which closed Saturday (6), and Pomona, Calif., where it plays as the grandstand attraction for the Los Angeles County Fair, Friday (12) thru Sunday (28).

At Pomona, it will be promoted by H. Werner Buck, who scored a big success with it there last year.

Performances will be nightly, Mondays thru Saturdays, and three shows on Sundays.

From the Los Angeles County Fair, Ringling idles two days and opens September 30 at the Cow Palace, San Francisco, a sure stop every time the circus makes the West Coast. This stand runs thru October 5.

Ringling stays in California for all of October. It will be at the State Fairgrounds, Sacramento, October 7-8; the fair itself is in September. Another repeat is Oakland, where it will be in the Oakland Auditorium, October 10-12. Then comes another three-day layoff.

San Diego is on the Ringling route for October 16-19. Show will be at Westgate Park. Then the show returns to Los Angeles area, as it did a year ago. This time, however, it is playing at the Hollywood Bowl rather than the ball park. Latter no longer is available. Dates are October 23-November 20.

BEATTY SIGNS PINITO DEL ORO

COLORADO SPRINGS, Colo.—Clyde Beatty Circus has contracted with Pinito Del Oro, star trapeze performer, for next season. She formerly was with Ringling-Barnum. Since Ringling quit tenting, she has been with European circuses. She is scheduled to arrive in December and go to Sarasota, then open later with the Beatty show.

The contract was negotiated in Sweden recently when Walter Kernan, associate manager of the Beatty circus, was on a European talent-signing trip. Names of other acts contracted are to be announced soon he said.

Won't Change Beatty Title; Show Winning

McClosky, Kernan To Comment Later On Cole Purchase

LAS VEGAS, N. M.—Management of the Clyde Beatty Circus this week said they have no intention of abandoning that title. This word came on the heels of news that two members of the firm have purchased the Cole Bros. Circus title.

Frank McClosky and Walter Kernan stated they would have a statement later about why they purchased the title.

Meanwhile, the Beatty show revealed that it has shown an increase over last year's business for every month of this season. The business of the past month was "a little ahead of general August business," it was stated.

Colorado Springs, Colo., was big in the afternoon and fair at night on Labor Day (1). Trinidad had two fair houses. Las Vegas gave two fair turnouts after moving thru the Raton Pass without special incident.

Acts Need Permit To Work Germany

HAMBURG, Germany — The West German government announces that all entertainers, whether radio, film, circus or vaudeville, must apply for permission to work in Germany making any professional appearances. Each foreign artist must have a labor permit issued by the local authorities. Artists are advised to apply at the International Artists Lodge for information and assistance. Headquarters are at Besendinderhof 47, Hamburg.

3 PHONEMEN WANTED

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Cristiani Will Close Season on Thursday

Going to Macon WQ Temporarily; Report Big Profits at Recent Towns

WILSON, N. C. — Cristiani Bros. Circus will close its season on Thursday, September 1, at Aiken, S. C. The show will go then to Macon, Ga., where it will stop temporarily at Central City Park winter quarters. It may stay in Macon as little as 10 days, it was learned.

Paul Cristiani said reason for the early closing was that the show has had a big season, that the people are tired and equipment is losing its sparkle. Rather than risk losses in limited territory during fall weeks, the show will shutter.

The development marks the end of a highly successful season, Cristiani reported. He declared that the first week on Long Island, with only four showing days, tabbed a profit, that the second week scored a rocking \$29,000 profit for the show, and that the third turned in \$17,000 for the show. Upping the take were four extra shows added to the schedule, including two extras for the two-day stand at Valley Stream.

Cristiani stated that in a period of three weeks and four days the show cleared some \$69,000. This was only some \$17,800 less than the show took home for the entire season last year, it was stated.

Recent strong dates included

those at Hampton, Richmond, and Charlottesville.

Cristiani denied a recent report that his show had damaged paper of the Hunt show. He said Cristiani Bros. used some wait newspaper ads but that there was no incident involving paper and that such action would be against Cristiani policy.

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Hunts Start Seat Wagons

BURLINGTON, N. J. — Now safely ensconced in the barn, Hunt Bros. Circus ought to be cleaned, repaired, repainted, overhauled and ready for the road by October if work continues at its present pace. Projects were begun as soon as quarters were hit last week.

Harry Hunt said two additional seat wagons will be built, for blues, in addition to the reserves now handled in that fashion. The intent is to add another two wagons of blues in the future, so that all seating will be mechanized. The wagons will each seat 500 people.

A new custom built fishing boat was bought recently in Ocean City, N. J., and was transported to quarters last week-end by Walter Long and Joe Gilligan. A 40-footer, it will see much use during the Hunts' Florida sojourn. It sleeps seven people.

Zacchini Hurt

WINSTON-SALEM, N. C. — Laly Zacchini, 13, of the cannon family, was injured when powder he was loading into the cannon exploded in his face. Doctors at a Winston-Salem hospital said that he would be hospitalized several days for burns. He was with the Cristiani circus.

BEATTY PLANS NOV. CLOSING

PALATKA, Fla. — Season of the Clyde Beatty Circus is scheduled to close on November 2. The show is booked to play an afternoon-only stand here on that Sunday, with Kiwanis auspices. Show then will go to winter quarters at Deland, Fla.

General Agent Floyd King said also that the show is to play three weeks in Florida.

Bailey Bros. Completes 1st Route, Sets 2d

TULSA, Okla.—Manager Bob Stevens said his Bailey Bros. Circus would close here Sunday (7) after a successful string of Shrine dates in Texas and Louisiana. It is to reopen as a smaller show at Salt Lake City September 17, he said.

Stevens reported that at Beaumont, Tex., August 20, the show had crowds of 4,500 and 8,000 people. Two days at Monroe, La., gave total attendance of 9,700 despite rain, he said. Lake Charles La., August 25, had 4,000 and a 5,500 turnaway, according to Stevens' report. He said that Texas City drew 7,400 in two days and that Port Arthur came up with attendance of 3,500 and 6,000 on August 28.

Acts with the show include Dick Clemens; Ascots; Glen Henrys; Jon Gutierrez; Freddis; Platos; Palustres flying act; Eddie Friscos; Montons; Lev Henderson; Cal Ladner; Louis Reed elephants; Mickey McDonald; Arden Beecher; Tito Flint, clowns; the Riding Dorchesters, and the Simru Duo.

Truex-Peebles Show at Fairs

WICHITA, Kan.—Benbro Bros. Circus, produced and booked by Truex-Peebles Enterprises has proven to be a winner at all fairs played so far, the circus stated last week.

The circus has played Hill City, Dighton, Herington, Fort Scott, and Osborne, in Kansas, and Deshler, Fairbury, Orleans, Elwood and Grant in Nebraska. Show played the North Central Missouri Free Fair in Trenton, Mo., among others. The show will close in Bentonville, Ark., on September 25.

The program includes: Frank and Prince, man and dog; clowns; trained llama; Willard Brothers, horizontal bars; Ralph's Pony Drill; Billy Irwin, comedy table; Noel's Liberty Ponies and dog; the Dukes, juggling; Fanny, the Educated Mule; the Harrisons, cycling; Pauline Duke and her poodles; Elephant, and llama race.

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MINNESOTA STATE GETS RECORD 1,193,022 GATE

Expo Sets 7 New 1-Day Marks; Royal American Grosses \$346,019

ST. PAUL — The Minnesota State Fair last week added another record-smashing run to its long list of whopping successes, breaking its all-time attendance mark and setting new one-day highs on seven of its 10 days. In addition, Royal American Shows took in an all-time high ride and show gross of \$346,019.40 for the run, Douglas K. Baldwin, fair secretary, announced.

Total outside gate—a tight gate—amounted to 1,193,022 compared with the previous high set last year of 1,054,538. New single-day records were set on seven of the 10 days, one of the old marks dating back to 1939. Sunday (24) drew 157,457, beating the 146,790 set on the same day in 1951. Tuesday (26) had 113,750, which beat 1939's 100,606; on Wednesday (27) the fair clocked 106,233, going past the previous high of 91,820 set in 1956; Thursday (28) drew 120,372 to top 104,470 racked up in 1955, and Friday (29) saw 88,164 enter the grounds to go over the 86,855 on that day in 1947.

Final two days of the fair were whoppers. Sunday (31) a total of 179,668 swarmed over the plant, besting the 166,912 that came out on that day in 1956. And the final day, Labor Day, 137,849 came to the fair, surpassing the 113,327 holiday patrons who came out in 1949. Rain fell on the three days in which new records were not set, yet strong turnouts were registered. Saturday (23) pulled 80,353, Monday (25) had 100,822 and Saturday (30) saw 108,356 on the grounds.

Daytime grandstand grosses

Grass Valley, Calif., Tabs Record 28,076

GRASS VALLEY, Calif.—The 17th District Fair hit an all-time attendance record of 28,076 during its four-day run here, beating 1957 figures of 22,066.

The 25 per cent hike in turnouts was credited in part to ideal weather all four of the days. Jalopy races, presented on the final day pulled 1,800 fans to the 1,400-seat grandstand.

DU QUOIN UP 7%; HOPE SETS MARK

Comedian Pulls Overflow on Holiday; Auto Races Get Strong Grandstands

DU QUOIN, Ill.—The Du Quoin State Fair wrapped up one of its best runs on record here Labor Day (1) after nine days in which more than several marks went by the boards.

Graced by fine weather thruout the nine days, the fair pulled a total attendance that topped last year by 7 per cent. The Bob Hope and Everly Brothers show, held Monday evening, drew the largest night grandstand show on record, and the final program of auto racing, a 100-mile USAC big car meet on the same day, set a new high for auto race crowds at the popular fair.

On Sunday, midget auto races were brought back after several years' absence and a 100-mile

were up, with night takes off from a year ago. All afternoons featured auto races, big cars, stocks and midgets brought in by Frank Winkley Auto Racing, Inc. Total gross from the big program of speed events was \$229,856.33 despite the loss of two race programs to rain. Labor Day stock car races alone grossed \$66,856.33.

Featured night attraction for nine evenings was a Barnes-Carruthers revue with acts, which lost two shows to the elements and was hurt by cool evening temperatures. Total gross for the seven shows was \$61,414 as compared with last year's "West-O-Rama," which took in \$78,738 in the same number of performances. Thearle-Duffield fireworks closed the night show thruout the run. A dairy queen crowning and competition between U. S. and Canadian air patrols was in the grandstand the first Satur-

day night and played to 2,000 in the rain.

A free kids' show on Monday morning (25) in the grandstand featured Tommy Sands and Gabby Hayes plus acts from the night show. An estimated 22,000 kids and mothers turned out for the performance.

Horse Show Wins

The fair's horse show, hypooed by Western events on the final Sunday, grossed \$50,243 compared with \$47,757 last year. On Sunday, in two performances, the Hippodrome feature took in \$14,929. In all there were 12 horse show performances, seven in the evenings and five in the afternoons.

Fair officials attributed the continual attendance growth to several factors. It is their belief that the fair is reaching out further in its promotion and drawing people

(Continued on page 59)

Iowa State Tabs 479,588 to Top '57

Draws Best Attendance Since '54; Gross Expected to Go Over 650G

DES MOINES — A well-rounded exposition was responsible for the 100th Iowa State Fair pulling in the largest attendance and gross in the last three years, despite some cold and rainy weather.

The Iowa Fair board put on its centennial fair in 1954 (which was a record one), but this year staged its 100th anniversary of the fair being in Des Moines. Using some centennial theme for background, the fair board put together a top exposition ranging from livestock judging to grandstand shows. The planning paid off, as final attendance figures were 47,000 better than in 1957.

Total paid attendance for the 1958 exposition reached 479,588 compared with 432,521 in 1957, and 456,828 in 1956. Biggest day this year was Sunday (24) with

79,261, the first time attendance has got that close to the 80,000 recorded at the 1954 centennial year run.

The 1958 fair started off slow with rain and cold weather, which had the fair officials worried. However, after coming up with the

(Continued on page 59)

PNE GATE BEATS PAST RECORDS

Draws 924,817 to Longer Run; Labor Day Turnout Tops 115,000

VANCOUVER, B. C. — The Centennial run of the big Pacific National Exhibition wound up here Monday (1) with a new record attendance of 924,817 for the 13 days, compared with the previous high of 870,000 in 1954 when the fair lasted 11 days.

This was somewhat below the goal of 1,000,000 set by fair officials but three days of intermittent rain and low temperatures discouraged many would-be patrons.

On Labor Day 115,505 customers paid their way thru the turnstiles for one of the biggest days of the run. In addition to the gate mark, another record that topped was the sale of programs which gave the purchaser a daily chance on autos and the top giveaway of a house and swimming pool. More than 225,000 of the books sold at \$1 compared with 192,000 last year.

It was a new PNE this year. The congested Happyland was gone and in its place a lavish permanent fun zone called Happyland. There were hundreds of new attractions. Some of them, like the earth-satellite science show, failed financially. Others, such as the

ART BRIESE AVERTS INT'L COMPLICATION

DES MOINES — Art Briese, Thearle-Duffield Fireworks, always handy when confronted with a problem, thought fast here and prevented what could have been a diplomatic clash.

A six-man French camera crew visited the Iowa State Fair to include footage in what will be France's equivalent of our Cinerama. They requested Briese to include a French flag with the American flag in the fireworks finale of the last day, to which the pyro veteran agreed.

Upon discovering that he didn't have another frame the same size as the Stars and Stripes, he reduced Old Glory and the two flags, in fireworks, will now fly the same size in the French motion picture.

New St. John Show Format Scores Hit

ST. JOHN, N. B. — The Saint John Exhibition closed the gates and the books Saturday night (30) with a record attendance of 68,000 after battling rain on the two opening days, Monday and Tuesday (25-26).

Big contribution to the total was the 15,000 figure recorded for closing day. It took the week's total some 7,000 over the previous high.

Grandstand show was a departure from previous years. Circus and vaudeville acts were out. Instead, this year's show was based on Don Messer and His Islanders.

(Continued on page 59)

Ohio State Attendance, \$\$ Decline

Gate Hits 271,431; Grandstand Take Falls Off \$61,158

COLUMBUS, O. — The Ohio State Fair, hurt by rain on Sunday, generally its biggest day, wound up its eight-day run here Friday (29), showing a decline in attendance, receipts, grandstand and coliseum.

Paid attendance totaled 271,431 this year against 301,817 a year ago. Receipts during the fair amounted to \$370,304.10 against last year's \$423,304.21, this year's figure including \$45,597.50 from the professional football game, a new addition. Gate receipts aggregated \$218,454.77 while 1957 figures showed a total of \$241,180.31.

The 1958 grandstand show, which featured a number of name attractions in for either one or two days each, was off substantially, this year grossing \$59,574.25, while last year's figure was \$120,732.90. Of this latter figure, \$85,000 was run up by Tennessee Ernie Ford in 10 performances.

The Tommy Sands show grossed \$23,379.25 in six shows; George Cobel, \$8,009 in four shows, two of them being moved to the Youth Coliseum to avoid rain; Erin O'Brien, \$4,175 in two performances; Lennon Sisters, \$20,890 in four, and Ted Lewis, \$4,121 in two shows on the final day.

The coliseum show, which featured Dennis Day, Molly Bee, Johnny Cash and the Vagabonds, took in \$13,633.50 in seven shows given on the opening three days.

(Continued on page 59)

Saskatoon Ex Adds Paving

SASKATOON, Sask. — More drainage has been completed on the U-shaped midway site at the fairgrounds and work has started on an additional 10,000 square feet of blacktopping. This will bring the total blacktop to 25,000 square feet and leave another 15,000 square feet of the midway area to be blacktopped at a future date.

The old Administration building on the grounds has been demolished. Plans for the new Administration building will be ready early in September, and tenders will be considered at an exhibition board meeting early in October.

Royal Canadian Mounted Police Musical Ride and the new Roller Coaster, were smash hits.

Sam Snyder's water show, which in the words of Dave Duphinee, stadium manager, was "one of the

(Continued on page 59)

533,763 Record Set for Ottawa

Hourly TV Sets Awarded on Final Day; Grandstand Show Acclaimed

OTTAWA — A rousing week ended for the Central Canada Exhibition on Saturday (30) with 533,763 persons, a new record, being registered at the gates. It was 5 per cent over last year's 507,172 which was the first time the event had hit the half-million class.

The accomplishment was credited in part to a successful extension to eight days. Opening was

on Friday morning (22), whereas it was in the evening in 1957. The fair ran seven days prior to last season.

Some 41,000 patrons in excess of the previous year were registered during the first two days, and the big event held onto the lead during following days. Last year's daily totals were exceeded on five

(Continued on page 59)

Iowa State Draws 479,588

• Continued from page 58

near-record Sunday crowd, the exposition picked up steam and exceeded 1957 attendance figures every day except one during the final seven days.

Money-wise the exposition grossed more than 1957, with the final take expected to exceed \$650,000, but the budget was a bit higher. Still the fair board will end with the figures in the black side of the ledger.

A complaint made by Fair Secretary Lloyd Cunningham describes the caliber of the livestock judging shows this year. Cunningham said the livestock premiums would run higher because of the full classes in almost all of the events and the fair would have to pay off the tail-end winners.

Good Crops

A good farming year probably explains the success of the Iowa fair, as most farmers have good crops, prices are better for the farmer and he is a bit happier than in recent years.

Olson Shows on the midway gave proof to this as they reported a 20 per cent increase over 1957.

The fair board changed its grandstand format somewhat this year, bringing in some name attractions to help the night revue, and switched to a full program of auto races. The change helped bring up the grandstand take which would have taken a dip otherwise due to some cold weather. As it was, the grandstand gross was close to \$250,000 as compared with \$229,000 in 1957.

Added to the Barnes-Carruthers night revue, which ran for the usual six nights, were Tommy Sands, Mills Brothers, Nick Todd and a group of five from the Lawrence Welk show. The Iowa fair has used names only sparingly in the past and this year upped its budget on this score. In addition, the Frankie Masters band was used on the music score.

Using eight auto races also helped out on the grandstand. To substantiate the use of the racers, the eight shows pulled in over 72,000, or better than an average of 9,000 paid attendance per race.

Two days of harness racing and two performances by the Newberry thrill show, one at night, completed the grandstand attractions. As usual the harness racing pulled in only the horse crowd, while the thrill boys hit some bad weather.

The horse show again played to capacity crowds, and the fair board

Ohio State Skids

• Continued from page 58

Last year a rodeo, playing the building for five performances, grossed \$17,427.75. Matt ("Gun-smoke") Dillon, was featured at three of the performances in 1957.

Income from the horse show was \$12,417.25, while the four days of harness racing put \$6,154.25 in the coffers.

On the Sunday hurt by rain, 49,400 paid their way into the fair against 76,499 last year and 90,991 the previous year.

Gooding Amusement Company was reportedly off on ride and show grosses.



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even provided entertainment for the teen-agers, with Lee Harris, local TV disk jockey, putting on a nightly teen hop to records under a huge tent.

The fair board officials were pleased with the results of the 1958 exposition largely because it ended a downward trend in attendance figures which has been taking place since the 1954 centennial year. In 1956 the fair was moved back a day, closing the Sunday before Labor Day. This year's attendance was the largest since the fair moved back.

Rain, Winds Hurt Shows At Canfield

CANFIELD, O. — Rain and high winds hit the Mahoning County Fair here Sunday (31) and stopped what had been a strong March upward. Attendance was off about 15 per cent.

Fair started off strong the first few days of the August 21-September 1 run, but the storm struck right after the matinee grandstand show on the Sabbath and cut into gains. Monday, usually a big day, had rain all morning and into the afternoon along with low temperatures which also discouraged patrons.

The Lennon Sisters were the feature over the weekend, in for one Saturday night show and two shows on Sunday. The Saturday night show set a new record for the fair but the Sunday performances were hurt by the weather.

Spending over the grounds, due to tight money in this area, was felt by Gooding Amusements, which were reportedly below 1957 grosses.

Ottawa Mark

• Continued from page 58

days. On Friday and Saturday (29-30) the turnouts trailed, Saturday's because of rainfall in the morning, only inclemency of the week.

Totals were as follows:

	1958	1957
Friday	42,371	28,125
Saturday	81,086	54,369
Monday	76,952	89,974
Tuesday	67,840	63,815
Wednesday	70,963	70,173
Thursday	66,757	63,234
Friday	56,194	56,742
Saturday	71,600	80,740

Totals 533,763 507,172

On Wednesday a decision was reached which was aimed at scoring the first 100,000 attendance day in the fair's history, on closing day. This was the awarding of a 17-inch portable TV set hourly between 11 a.m. and 9 p.m., in addition to the automobile awarded as part of the nightly car giveaway, and the Shrine-sponsored furnished home. All the giveaways went smoothly, but rainfall held up the action on Saturday.

Jack Clarke, CCE director, said the grandstand was an artistic success from every aspect, but did not solve the problem of increasing the gross there. Nightly stars of Canadian entertainment were featured in a GAC-Hamid show, with the agency's "Jungle Racing" by local civic and commercial figures in the afternoons.

The USAF band performed outdoors for the second straight year and was roundly acclaimed. In the new H. H. McElroy Building were women's exhibits, closed circuit TV and free "Dancing Waters" performances.

Pittsburgh Reports Gate Tops 500,000

PITTSBURGH — The Allegheny County Fair—a free gate, free attraction affair—wound up its five-day run on Labor Day (1) after an estimated 500,000 people had visited the huge grounds outside this city.

Main lures in the big stadium this year were Guy Mitchell, singing actor; Rin Tin Tin, Rusty and Lt. Rip Masters from that TV show; Manhattan Rockettes; Lillian Wittmack, equestrienne, and George Keller and his varied cats. Also on the program during the run was baseball, organ recitals, police drills, fireworks and "Dancing Waters."

Fair Director George Kelly reported total cost of the fair would be close to \$150,000 with the attraction nut set at \$33,800. Income from exhibitors and concessionaires would return some \$45,000 of this outlay, Kelly pointed out.

Big Minn. Gate

• Continued from page 58

from a bigger area. The strong pull from the rural areas showed up in the large number of early-bird patrons. Also important is the unchanged prices such as the 50 cents at the gate and low rates on food concessions.

In addition to the attractions, entries in livestock, home economic, horticulture and agriculture departments were all up from 5 to 10 per cent, establishing records in nearly all departments. The fair, long known for its big farm machinery exhibit, exceeded all other years this time.

At a Labor Day meeting of the board the fair set its 1959 dates as August 29 thru September 7.

St. John Show

• Continued from page 58

long-time radio and TV fixture of the Maritime airwaves. Pipe bands, highland dancing, school acrobatic groups, folk dancing and music rounded out the program. Running time was two hours afternoons and evenings but the drawing power was not sufficient to hurt the play on the midway.

Carnival attraction, as in recent years, was the Bill Lynch Shows out of Halifax, N. S. Line-up included Merry-Go-Round, Twin Ferris Wheels, Tilt-a-Whirl, Roundup, Rock-N-Roll, and one of the two Scramblers now in use in Canada. Kiddieland had nine units. Shows included a new Fun House, Unborn Show, Strangest Girl Alive and Monica Day's all-girl revue, first big sit-down show to be introduced on a Bill Lynch midway. Spending, if not sensational, was still satisfactory.

New PNE Record

• Continued from page 58

best shows ever booked here," did not draw up to expectations due to rain and cool nights. Turnouts built nightly, however, with 6,500 for the final show.

The West Indian calypso steel drum band in the Hobby Show created much interest. The Canadian Broadcast Corporation's live TV shows drew strong crowds. Polack Bros.' Circus matched last year's grosses in the Forum.

The biggest kids' day turnout on record was chalked up Monday (25) when 93,766 came onto the grounds with an estimated 40,000 in the moppet class. Top previous

MAJOR PLANNING

Calgary Tentatively Okays Plant Program

CALGARY, Alta.—Directors of the Calgary Exhibition and Stampede have given preliminary approval to recommendations of General Manager Maurice E. Hartnett for additional improvements to existing facilities at the fairgrounds.

Hartnett recommended that the Bessborough exhibits building be moved to the racing stable area and converted into a winter barn for race horses; that the Willingdon building, recently demolished to make way for the new \$1,775,000 multi-purpose exhibits building and curling rink, be rebuilt on the site of the old Sunshine auto camp and used as a main storage building for exhibition and stampede property, and that four racing stables be moved to the new racing stable area so as to allow a portion of the midway to swing northeast.

The change in the midway area will remove some of the noises of diesel equipment and rides which affect the public-address system in the grandstand enclosure and will also make for additional auto parking space closer to the grandstand.

Another proposal to be reviewed provides for the demolition of two horse barns in the northeast section of the grounds to provide better access to the new bridge which spans the Elbow River between the fairgrounds (Victoria Park) proper and

the old Sunshine auto camp, which now forms part of the Calgary Exhibition and Stampede property.

Also proposed is a survey into the possibility of putting underground all light and telephone cables from Fort Calgary, in the northwest section of the grounds, clear down the midway and thru to the racing stable area.

If all management proposals are given final approval of the board, they will, with the exhibits building now under construction, represent the greatest improvement program in the history of the organization.

Other improvements previously announced for discussion include the moving of the finish line on the half-mile track 126 feet east of its present position, and moving the judges' stand from the south to the north side of the track and 126 feet east.

The race track change would give a longer and more sustained stretch run for both horse races and chuck wagon races and would give patrons a clear and uninterrupted view of the stampede arena and the racing home stretch.

Cost of the suggested improvements is being studied, and final approval by the board of directors will be sought at an early date.

Annual meeting of shareholders of the company will be held Wednesday, November 2, at which the financial report will be presented and directors for the new year will be elected.

Fair Dates

The complete list of fair dates was published in the issue dated July 28. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O.

Tennessee

- Brownsville—Haywood Co. Colored Fair. Oct. 13-18. F. E. Jeffries.
- Centerville—Hickman Co. Fair. Sept. 10-15. J. W. Shouse.
- Cottage Grove—Cottage Grove Fair. Sept. 20. E. W. Call.
- Decatur—Meigs Co. Fair. Sept. 11-13. Mrs. Chas. Rockholt.
- Decaturville—Decatur Co. Fair. Sept. 15-20. Roy N. McPeak.
- Dyersburg—Dyer Co. Colored Fair. Sept. 11-13. Marine Fenner.
- Hartsville—Trousdale Co. Youth Fair. Sept. 12-13. Patricia Parker.
- Huntington—Carroll Co. 4-H & FFA Fat Calf Show. Oct. 14. Henry Johnson.
- Lawrenceburg—Middle Tenn. Dist.—Lawrence Co. Fair. Sept. 22-27. Thos. H. Locke.
- Lebanon—Wilson Co. Colored Fair. Sept. 11-13. A. L. Westbrook.
- Memphis—Tri-State Dist. Fair. Oct. 3-5. R. J. Roddy.
- Nashville—Davidson Co. 4-H Show. Oct. 12-18. Owen E. Hodges.
- Fulaski—Giles Co. Fair. Sept. 28-Oct. 4. Lambeth Lester.

WESTERN CANADA FAIRS ASSOCIATION

Canada B Circuit

FALL MEETING

Hotel Saskatchewan, Regina, Sask., October 25 to 28, 1958.

Submissions will be heard for the 1959 attractions and midway. Grandstand attractions—Saturday, Oct. 25. Midway—Monday and Tuesday, Oct. 27 and 28. For further information contact

Geo. K. Ross, Secretary

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Royal American Grosses \$346,019 At St. Paul Fair

Registers \$51,907 on Final Sunday;
Mouse Tops Rides, Side Show Back End

ST. PAUL — Carl Sedlmayr's Royal American Shows played an important role in the record-breaking activities at Minnesota State Fair here last week.

Rides and shows on the Sedlmayr fun zone grossed a new all-time high for the fair of \$346,019.40 topping last year's \$301,508 by a substantial margin and the previous 1956 record by some \$35,000. In addition, the powerful array of midway units took in the biggest one-day gross in its history on Sunday when \$51,907 came into the till. Previous high, also set on a Sunday, was \$46,653 in 1955.

Business actually got off to a slow start for the midway organization. The first Saturday was a wet day and on Monday (25), kids' day, the rains chased thousands of youngsters off the midway. Despite these handicaps, however, the show took advantage of the record-breaking attendance of 1,193,022 people and pulled the trick.

In line with most fairs, the rides did the big business. The Wild

Mouse, in its first appearance here, did a whopping business, and even tho it had a 50-cent tab, would-be riders were lined up almost all 10 days. The Rotor scored well behind the Mouse followed by the Ferris Wheels (4) and the Dodgem in that order.

Altho Dick Best's Side Show trailed the Mitzi show during the early part of the run, the Best unit exerted strength over the holiday weekend and wound up on top of the backend.

Concessionaires, both on the Royal and the independent midways, reported good business thru-out the entire run. This applied to games as well as food and drink booths.

Leighton Going Good For Vivonas

LEIGHTON, Pa. — Despite rain on Sunday night (31), the Labor Day spot here proved big for Amusements of America over its first four days. Fair opened Sunday and imposed a 25-cent gate charge for the first time, but provided a horse show and fireworks. Crowd was very big but rain at 9:30 washed out the night business.

Monday, the holiday, was very big. Crowds came early, stayed late, and spent amply. Wednesday was kids' day, and turned out better than fair.

Roxy Gatto was on hand with five rides augmenting the Vivona layout, and Johnny Bass provided a Rock-o-Plane. He was to book elsewhere following Leighton, and Harry Manas was expected with his Rock-o-Plane and concessions. Also due on was Gallupu with his cookhouse.

Weather Cuts Wade Detroit Gross 5%

Counts \$159,749 in First 5 Days;
Fun Zone Takes Hold Up Okay

DETROIT — Hit by adverse weather on the two big days of the Michigan State Fair, the W. C. Wade Shows midway took a drop of about 5 per cent for the first five days. Gross was \$159,749.31 compared to \$167,750.74 last year.

On the two opening days, Friday and Saturday, and Children's Day on Tuesday the midway grosses ran ahead of 1957. The well-publicized recession based upon local conditions in the automotive industry did not affect midway spending appreciably.

Some rain and winds up to 50 m.p.h. moved in Sunday. No blow-downs occurred, but it was necessary to let down the show front banner lines. Labor Day was cold and cloudy, with temperatures down to 48 degrees.

In contrast, the other days proved big. Friday, opening day, was believed to have drawn the biggest midway crowd for that day in fair history. On Saturday, the kiddie rides doubled the 1957 business for the corresponding day, while Children's Day on Tuesday also hit the record-breaking class. The very satisfactory build-up in

the small fry department was attributed by the Wade show management primarily to the new fair policy of free grandstand shows for the first time, with programs geared to the juvenile audience.

The two Wade units were
(Continued on page 64)

30 Rides Set For Philly Fall Circus

PHILADELPHIA — Early reservations indicate a solid midway for the September 22-27 fall Lighthouse Fair on the circus grounds, Front and Erie Streets. Thirty rides are committed, ranking the layout in stature with most major sized carnivals; original projection was for 24 rides.

Midway space will include the M. D. Amusements, Active Bazaar Company, Bob Parker, Harry Modelle, Richie Thomas, Harry Cutler, Butch Kaplan, Abe Harrow and other ride and concession operators, as well as a number of exhibits from the Lighthouse for the Blind and other social agencies.

There will also be a Side Show, Monkey Show, Wild Life and Illusion Show. Samuel Moonblatt, handling the legal details, said
(Continued on page 64)

COLLINS SIGHTS LINCOLN RECORD

Eyes All-Time High Midway Gross;
Show Contracts for 1959 Fair

LINCOLN, Neb. — Going into Friday (5), closing day of the seven-day Nebraska State Fair here, the William T. Collins Shows needed but a small day's take to set an all-time high midway gross for the fair.

At the end of the first five days, Collins' aggregation had bagged ride and show receipts which exceeded that for the full nine-day run last year.

Collins registered the biggest single day's gross since his entry

into the business on Labor Day and, at the same time, gave the fair its biggest one-day midway high.

Rain whacked the fair late Wednesday night (3), flooding the grounds and some of the buildings and causing the cancelation of the Thursday auto race. Even with that Collins' gross was near the record-breaking point as the show entered the closing day.

Fourteen major rides, six kiddie
(Continued on page 64)

Buck's Northern Tour Ends Okay

Bath, Plattsburg Fairs Succeed,
Malone, Elmira Hurt by Weather

REIDSVILLE, N. C. — A pretty passable Northern fair season wound up for the O. C. Buck Shows on Labor Day in Bath, N. Y., following which came the long haul into Southern territory. Bath, the Steuben County Fair, was satisfactory in comparison with previous years.

Rain pelted the show daily at the fair in Malone, but while midway grosses were down, they fell off only 10 per cent as the fair suffered more than the show, in this instance. Elmira also drew a wet week to curb midway earnings, which were not down as much as expected because of the weather

Still dates were spotty, with one of the bright spots coming in North Adams, Mass. Laconia, N. H., disappointed, while Oneonta and Syracuse, N. Y. pulled rain. The fair date in Plattsburg, N. Y. was better for the Buck unit than in the past, it was reported.

Bath marked a turning point for the show, with a shifting of concession people on the eve of the Southern journey. Several booked-on operations left to remain in the North, while additional units were contracted to join, starting in Reidsville and continuing on thru Buck's Southern route: Rutherfordton, Carthage and Rocky Mount,

CONKLINS NEAR 700G CNE GROSS

Rides, Led by Mouse, Score Big;
Per Capita Spending Matches '57

TORONTO — The Conklins' midway at the Canadian National Exhibition here bucked extremely cool nights thru the greater part of the exhibition's first 13 days but indications Thursday morning (4) as the big expo went into the 14th day of its 16 day-run were that the pre-opening Conklins' goal of a \$700,000 ride and show gross would be attained before the wind-up.

The extended run of the exhibition, two days more than last year, served greatly to offset the inroads made by cool night weather.

Surprisingly, per capita spending at games concessions held to last year's excellent level, even tho there is substantially higher unemployment in the exhibition's drawing area than there was last year.

Rides exerted by far the greatest strength, with a Wild Mouse, recently imported from Germany, doing particularly good business. Other new rides in the line-up included a Cleister Express, a dark ride, one of three such rides in the ride line-up; a new 36-foot German children's Carousel, which had been built to Patty Conklin's specifications, and Norman Bartlett's new Flying Coaster, all of which met with approval. The German kid Carousel was the top-grosser among the many kiddie devices on the midway.

Lou Dufour's Side Show registered excellent business. Other top shows were Chick Schloss's Revue, Mel Smith's Wild Cargo, animal show, and Duke Pilgrim's Jazz Africana, Rock and Roll show.

Lightning, high winds and ex-

tremely heavy rains hit the midway Sunday (31), when the exhibition, in conformance with Toronto blue laws, was idle. The lightning struck a transformer wagon and blew out the unit. Winds slashed considerable canvas and did some damage to a number of rides. But by morning of the the next day, Labor Day, the transformer had been restored to operation and repairs to canvas and rides had been made.

Du Quoin Inks Heth Show To '59 Pact

JACKSON, Tenn. — Heth Shows has been signed to provide the midway attractions at next year's Du Quoin (Ill.) State Fair in an unprecedented move, Al Kunz, show owner-manager, announced here last week.

The organization was signed to come back here in 1959 for the third consecutive year for the Kunz outfit. In prior years the midway contract was seldom awarded until sometime in January.

Heth rides and shows racked up a 7 per cent increase over 1957 during the nine-day fair which ended Monday (1).

SLA Adds 9 To Plaque

CHICAGO — The Showmen's League of America has added nine new names to the building plaque that is scheduled to be dedicated this fall, Hank Shelby, executive secretary, announced last week.

New pledges are Phil Shepard, Mike Shepard, Michael (Mickey) Stark, Doyle O'Kelley, Dr. Ed Golden, James Gooding, John Dundee, Steve Vaughn and James Allegretti.

Shelby also announced that 1959 membership cards are available, and that the League handled the Tuesday (2) funeral arrangements for the late Eli Courtemanche, who had been a member for 35 years.

Combine Pars 1957 At California Fair

SACRAMENTO — More rides and fewer concessions were used by the carnival combine — West Coast Shows, Crafts Shows, and Foley & Burk Combined Shows — as it played the California State Fair & Exposition for the second straight year. Shows were in for a flat —165,000—\$32,500 more than in 1957.

Thru Tuesday (2), seventh of the 12-day event, Harry Myers, West Coast official and co-ordina-

tor, said business for the period was "as good if not better than 1957." To this point, however, the midway had battled a heat wave with the mercury running over 100 degrees. Also—the best days of the fair are from the opening Wednesday (27) thru Labor Day.

Myers said that the ride complement featured 34 majors and 18 kid devices—nine more of the small-
(Continued on page 64)

PNE Rides, Shows Up, Concessions Off

VANCOUVER, B. C.—Midway operations at the big Pacific National Exhibition here reflected what is happening on many fair midways this season.

Rides and shows did good business, with the new Roller Coaster topping them all, while concessions suffered, some as much as 30 per cent, others from 15 to 20 per cent.

Over-all take on rides and shows was as good as last year and in some cases up a little over '57. The Coaster ran to capacity almost all the time with the exception of rainy days of which there were several.

Two additional rides, a Sputnik and Satellite, both booked in by Jack O'Brien and Al Taylor, pulled good business for re-christened rides. Six of the 18 kid rides were from Royal Canadian Shows.

Jerry Mackie, president of Burrard Amusements, Ltd., operator of the new permanent fun zone, in summing up spending, said: "Previously, people would get change for a \$2 or \$5 bill and spend it on one game. This year they put down a quarter on a game and then moved off to something else." Some of this reluctance to spend was due to strikes in major industries, he added.

The number of concessions on the ground outside of the midway was 44, same as last year and, according to Dave Dauphinee, concessions superintendent, they were off about 10 per cent.

A \$75,000 pool of midway merchandise was set up by Playland officials this year and \$72,000 worth was used.

Record Labor Day Big For Timonium Midway

TIMONIUM, Md. — Fine weather and booming attendance produced a winning Labor Day weekend for independent concessionaires at the Maryland State Fair here. The date was handled for the first time by Dave Endy, midway director, whose Endy Shows was the nucleus for a hefty spread of equipment.

On the lot were 14 major rides, 10 kiddie rides, 7 shows, and more than 100 concession units, as large, if not larger, than any midway laid out here in the past. Endy's Skooter topped the ride grosses, followed by the Scrambler. Leading the shows was Preacher Monroe's Side Show, with Hy

Stein's model circus closely behind for the first few days.

Fair was cut to eight days this year, compared with 13 days in the past, but attendance was very big thru mid-week. Shortened fair did not pose a problem to concessionaires, however, since the former run usually was an awkward one, overlapping the Reading (Pa.) Fair and compelling many operators to pull up stakes prior to the end at Timonium.

Endy provided a 20-passenger tram ride, which did well at 25 cents a clip, and it won capacity business on Monday (1), when a one-day record crowd of 74,000 persons jammed the grounds. Also introduced by Endy and handled by Steve Rose were two 60 by 140-foot exhibit tents, with all booths filled by 71 exhibitors. A big boost to the midway crowd was the calling off of pari-mutuel racing on kids' day, Tuesday (2), giving the midway no competition on that day. Rides were reduced to 15 cents and a good day was won.

The concessionaires included A. Hymes, novelties, Paul Prell with 3, Margaret Lux 3, Bernie Feldman 5, Ben Levine 3, Eddie McTeague, popcorn, Red Mack 2, Whiteen and Stone's popcorn wagons, Mike Lane, Sam Kaplan, Vance Jordan's 6 ice cream stands, Steve Switka, Doc Fisher, Donald Dewar, R. Herzog, George Harvey, Carl Kalansky and Bill Young, Eddie Jones' 3 cookhouses, Mack McMinn 2, H. W. Swan 4, Bryer Brothers 2, Jack Taylor's auction, Carpenter's auction, Irving Zaitchick, Sam Lee, Harry Foreman, and Mrs. Betty Endy's custard.

Ben Weiss again held down the bingo location as he has for many years, and was assisted by Martha Weiss and son Jackie.

Staff of the Endy Shows comprised Dave Endy, midway director and manager; Carl Ferris, midway manager and lot superintendent; Tommy Allen, ticket seller; Mrs. Carl Ferris, treasurer; Steve Rose, exhibit and advertising director; Mack McNair, Skooter foreman, Jo. Coleman, ride foreman.

Penny Law and Gilda Lee are out with their girl show after a four-week stint at the 52 Club in Cairo, Ill. Both recently visited Dorothy Hawkins in St. Louis and both plan to winter in Biloxi, Miss.

William Brenton, veteran concessionaire, is confined in Veterans' Hospital, Wichita, Kan. He was out with Heart of America Shows this season.

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CONCESSIONS: Can place Photos, Age and Weight, Arcade, Long and Short Range, Hanky Panks of all kinds.

SHOWS: Can place Motordrome, Monkey, Crime, any outstanding Attraction.

RIDES: Can place Round-Up.

Victory Exposition Shows and Great Western Shows will combine for the Odessa, Texas, Oil Show. Those joining now will be given preference.

Contact: MANAGER, Lawton, Okla. (Fair), this week.

VIRGINIA STATE FAIR

RICHMOND, VA., SEPT. 18 TO 27 INCLUSIVE

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FAYETTEVILLE, N. C., SEPT. 29 TO OCT. 4 INCLUSIVE

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WANT: Several experienced Workingmen in all departments.

RIDES—RIDES—RIDES—Can place Paratrooper, Twister, Bubble Bounce, Sky Wheel. No Kiddie Rides or Eating Stands.

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CONCESSIONS: Hanky Panks, Cookhouse, Diggers, Frozen Custard, French Fries, Corn Dogs, Ice Cream, Long Range.

SHOWS: Fat, Mechanical, Glass House, Midget, Life. Contact:

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4 Louisiana Fairs to Follow

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SHOWS: Can place any family-type Show. Good proposition for 10-in-1.

RIDES: Do not need any. This unit carries 10 Rides. All replies to

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Bloomfield, Mo., this week. (Phone in office.)

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Can place non-conflicting Rides, such as Helicopter, Fly-o-Plane, Roll-o-Plane, Scrambler, Twister.

SHOWS

Place family-type Shows, Dark Ride, Glass House, Fun House, Monkey Drome, Side Show.

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Sole sales representatives



Cleanest Midway on Earth!



Want for Dauphin County Fair, Gratz, Pa., Week Sept. 15

CONCESSIONS OF ALL KINDS

Can place Cookhouse, Grab Joint, French Fries and Custard.

SHOWS—Want Snake Show, Funhouse, Motordrome, etc.

HELP—Want Tilt Foreman. All replies:

MICHAEL DEMBROSKY

Honesdale, Pa., this week; Lighthouse Field Fair, Front & Erie, Philadelphia, Pa., follows Dauphin County Fair.

GEO. CLYDE SMITH SHOWS

5-County Fair, Farmville, Va., week Sept. 15

Want Pitch-Tilt-You-Win, Cork Gallery, Balloon Dart, Hoopla, Crab, Photos, 6-Cat, Buckets, Fish and Duck Ponds, Basket Ball, Slum Spindle, Novelties, Age and Scale. Want Girl Show, Monkey Show and Wildlife. Want Tiltawhirl, Octopus and Spitfire. Need Truck Mechanic, also Wheel Foremen and general Ride Help, Truck and Tractor Drivers. All replies:

GEO. CLYDE SMITH SHOWS

Oxford, N. C., Fair, this week; Farmville, Va., Fair, next week.

GEORGIA AMUSEMENT CO.

No office-owned Concessions. No flats to buck. Will book legitimate Concessions of all kinds for the following Fairs: Fayetteville, Ga.; Conyers, Ga.; McDonough, Ga.; Jackson, Ga.; Cornelia, Ga.; Toccoa, Ga. Sell Ex. on Custard, Novelties, Pronto Pups, Ice Cream, Bear Pitch, Penny Pitch. Shows—Will book you. What do you have? Book or buy Fun House.

H. H. SCOTT, Owner & Mgr.
Cumming, Ga., Fairgrounds

G. Brautigam, Ex-MSA Aide, Passes at 52

MIAMI — A staunch friend of carnival business and invaluable aid to the Miami Showmen's Association passed away recently in the form of George A. Brautigam, 52-year-old former Dade County State's Attorney. Brautigam, as club attorney from the association's birth, was active in its drive toward ownership of its own home. He died Sunday (7) in Mercy Hospital following a heart attack.

Brautigam resigned his club function when elected to the civic post, and was succeeded in the MSA by Wallace Maer. He was defeated for re-election in 1956.

A native of Chicago, he graduated from Notre Dame University in 1929 and was named associate municipal judge here in 1952. Burial was in Woodlawn Mausoleum, following Requiem Mass at the Church of the Little Flower, Coral Gables.

Brautigam lived at 11311 University Drive, Coral Gables. He is survived by his widow, Dorothy; sons, George and David; daughters, Gay Ann and Dyan Marie; his mother, Mrs. Bertha Brautigam; a brother, Henry, and a sister, Mrs. Richard Walther.

MIDWAY CONFAB

Carl Anstead is out of the hospital and has rejoined Tivoli Exposition Shows. . . . Turner Scott has closed his ride operation in Daytona Beach, Fla., and he and his wife will visit many of the Southern fairs. . . . L. D. Pease reports he's taken his four shows over to Tivoli. . . . Charles and Clara Hines, mug joint ops on Johnny's United Shows, are driving a new Mercury sedan.

Labor Day spots in the East were visited by Jim Stabile in Bath, N. Y., Flemington, N. J., Timonium Md., and Lehigh, Pa. He added Miami Showmen's Association dues from Lou Kane, Al Howard, Milton Finkelstein, John Yhratko, Nick Aronzone, Morris Brown, Harry Sussman, Sam Aronstein, H. D. (Jim) Smith, and Norman G. Banks.

Berney Smuckler and Gene Michael recently hosted 150 orphans at their Grand View Park, Mobile. Hattie Wagner and Mrs. Smuckler assisted.

Mr. and Mrs. Harry Stevens of Prell Shows, hosted a wedding reception when their daughter, Harriet (Cookie) Stevens married Bill Strickland Sunday (31). A buffet supper was served all personnel in the show. In the wedding party were Mr. and Mrs. Harry Stevens, Mary and Judy Stevens, Pinky Sylvester, Tommy Mann, John Barr, Marge Stevens and Mr. and Mrs. Al London.

Doc Gordon reports he's confined in Jacksonville (Ill.) State Hospital and would like to receive mail. . . . Mike Gallicho is back with Tivoli after a trip to Baton Rouge. Plans to join Don Franklin Shows later.

Sherri Lane rejoined Dick Hilburn's Side Show at Hagerstown, Md., as annex attraction.

Mr. and Mrs. Raggy Roy and daughter, Molly, are back on the Gentsch Shows after a sojourn on their Texas ranch where Mrs. Roy recuperated from injuries received in an auto crash.

GIVE TO DAMON RUNYON CANCER FUND

THOMAS JOYLAND SHOWS

Want for LEAKSVILLE, N. C. Round-Up, Fly-O-Plane, Helicopter, Spitfire, any novel Ride. Can place Shows of all kind. Want Concessions of all types, including Penny Arcade. Can place Ride Help in all departments. Address
L. I. THOMAS, Mgr.
Concord, N. C., this week.

GREATER DIXIELAND EXPOSITION

Opening Jonesboro, La., Fair, Sept. 22; then Marksville.

Place legitimate Concessions of all kinds; "no Ex." Need First and Second Men on all Rides who drive. Place Mechanics with tools, also Electrician. Any clean Show with own equipment. Help, come on in now; all others reply:

JIMMIE HENSON

Box 188, Forest Hill, La.

Phone: Pilgrim 3-3813, 4:00 to 7:00 p.m. (No Collects)

WANT

Drome Riders Floss Operator

Come in—Reading, Pa., now; Richmond, Va., follows. Contact

EARL PURTLE

c/o Cettin & Wilson Shows

WANT

4 Girls for 2 Girl Shows

Horn Man for Rock and Roll Show. 8 Fairs including Eunice and Leesville, La. Army payday plus winter in Clubs. Want Geek. Also Couple for Illusion Show. Much money here. Address

LOU PEASE

c/o Tivoli Expo. Shows
Jonesboro, Ark. Fair this week; Bastrop, La. Fair, next week.
No collects accepted.

ART B. THOMAS SHOWS

Can place Merchandise Concessions of all kinds for

Sioux City, Iowa, Fair, Sept. 15-20; Corn Palace, Mitchell, S. D., Sept. 22-27.

Call or wire

BERNARD THOMAS

c/o Art B. Thomas Shows
Spencer, Iowa, this week.

WANT

Sideshow Talkers; PC or salary. Freaks, Acts for Muskogee and Tulsa State Fairs and other big spots.

WARD HALL

c/o William T. Collins Shows

Bartlesville, Oklahoma, this week

Will Robert Kelly,

whose former address was 3034 N.W. 33rd St., Miami, Fla., please contact Bynum & Bynum, Atty. at Law, Rockingham, N. C. Telephone TW 5-3156 collect, immediately? Important. Anyone knowing Kelly's whereabouts, please contact attorneys at above address. Kelly, about 67, used to drive truck for a carnival.

BYNUM & BYNUM, Rockingham, N. C.

FOR SALE

1947 TILT-A-WHIRL

Very good condition. Can be seen up and running.

LAWRENCE CARR

196 Wildwood Street, Wilmington, Mass.
Phone Oliver 8-5777

WANTED

Ell Wheel Man, Mixup, Cookhouse, Hanky Panks of all kinds. Also Hanky Pank Agents.

Frederick, Okla., Fair, September 8-14. Cotton best in years. Out till snow falls.

Contact

JOE SEABOLT

WANT AGENTS

For Pin Store, Razzle, Buckets, Nickel Roll, Pan Joint.

Open September 10, Monticello, Ark.

GENE CAIN

c/o Wallace Bros. Shows

Iowa State Gives Olson 20% Increase

DES MOINES—There's gold in the Iowa cornfields as Paul Olson, of the Olson Shows, found out at the Iowa State Fair which closed Sunday (3).

The Olson Shows pulled out for Louisville after reaping one of the heaviest takes in years at the Iowa fair. The final take was about 20 per cent ahead of 1957, which in itself was not a bad year.

The Velare Space Wheel helped pull in the top gross, but even without the top money maker the rides and shows would have exceeded the 1957 gross. The "Silk Stocking Revue" was the top show money maker, with the "Space Girl Revue" and Lash La Rue's Western following.

GREAT NEWPORT NEWS, VA., & HAMPTON JR. CHAMBER OF COMMERCE FAIR

Free Acts, Giveaways, Grandstand Shows, Big Navy and Soldiers' Payday, Sept. 15-20 Inclusive
ATTENTION, CONCESSIONAIRES!

This will be your surprise date of 1958

- CONCESSIONS**
Derby, Eating Stands, Glass Pitch, Custard, Novelties, Age and Scales, Demonstrators and Hanky Panks of all kinds.
- AGENTS**
Buster Westbrook wants Long Range, Buckets, Head of the Store If you have Agents. Beautiful 40 ft. concession. Also use Agents for same. Charlie Allen can use 6-Cats and Balloon Dart Agents.
- HELP**
FOREMAN FOR ROLL-O-PLANE, SCENIC ARTIST. Can always use Ride Help who drive semis.
- RIDES**
For rest of season will book Scrambler, Merry Mixup, Helicopter, Round-Up or any other Rides not conflicting. Low percentage.
- SHOWS**
MANAGER FOR GIRL SHOW. Must have sound equipment and wardrobe. Jimmie Ferenzl, answer. Geo. Monroe wants Girls.

S. D. DUDLEY CAN USE COLORED GIRLS AND PERFORMERS FOR HIS CLUB TRINIDAD PRODUCTION.

All wires and mail

PENN PREMIER SHOWS. We have phone in our office. Call TU 5-0533, LLOYD D. SERFASS, Owner-Gen. Mgr.; HARRY (BUSTER) WESTBROOK, Bus. Mgr., Staunton, Va., this week.

ATTENTION! HARDY BRADY, JIMMIE DAVIDSON, DANNY DELL AND BILL HOLT CALL BUSTER AT ONCE. IMPORTANT.

CAN USE FREE ACTS FOR WEEK OF OCT. 13. SEGRIST, ANSWER.

HALIFAX COUNTY AND NORTH HAMPTON FAIR, ROANOKE RAPIDS, N. C., SEPT. 15-20 INCL.

CONCESSIONS
CAN PLACE BINGO, COOKHOUSE AND EATING STANDS, Popcorn, Jewelry, Custard, Palmistry, Glass Pitch, Percentage or any other Hanky Panks. Very low privilege. This spot has 3 Kids' Days.

SHOWS
Can place Side Show, Motordrome, Girl Shows, Animal or Wild Life and any other worth-while attractions. Committee money only.

RIDES
Scooter, Scrambler, Round-Up, Merry-Mixup, Helicopter, Chairplane, Merry-Go-Round, Tilt, Octopus or any other Rides.
This is a top ride spot with 3 Kids' Days. Very low percentage.

WOLFE AMUSEMENT

Carteret County Fair, Beaufort, North Carolina, September 15-20.
50,000 Marines and their families. Payday week.

All Concessions open—Eat and Drink Stands.
A. R. "Dutch" Whiteside wants Players for Grind Stores. Wire

BEN WOLFE

Kinston Hotel, Kinston, N. C., this week. No calls.
P.S.: Place Show and Rides not conflicting.

James H. Drew World's Fair Shows

Walton County Fair, Monroe, Ga., Sept. 15 to 20 inclusive;
Northwest Alabama Fair, Jasper, Ala., Sept. 22 to 27.

CONCESSIONS—Will place all kinds of Merchandise and Outright Sale Concessions. Good opening for Long Range, African Dip, Age & Weight, Arcade, Pitches, etc.
SHOWS—Will place family-type Shows with modern equipment.
HELP—Can use Ride Help who are licensed drivers. All address:

James H. Drew World's Fair Shows

Via Western Union, Winder, Ga., all this week.

ALAMO EXPOSITION SHOWS

WANT FOR ALL FAIRS UNTIL NOV. 1—DUNCAN, OKLA.; DENTON, TEX.;
MCKIMNEY, TEX.; DE RIDDER, LA.; LIBERTY, TEX.; SULPHUR, LA.

CONCESSIONS—Hanky Panks not conflicting. Long Range, Photos, Glass Pitch. (Richey wants Nail Store Agent.)
RIDES—Will book Rock-O-Plane or Super Roll-O-Plane for balance of season.
SHOWS—Will book Shows with own equipment. Phone or wire:

JACK RUBACK, Mgr.

Duncan, Okla., this week.

VIRGINIA GREATER SHOWS

Want at Once—Bingo, French Fries, Ball Games, Pitch Tilt Win, Fishpond, Long and Short Range, Cork Gallery. Hoopla, Grab Joint and Diggers open. Will book Six Cat, Buckets if you have Hanky Panks. Want sober Griddle Man, Razzle Dealer, Pin Store Agent. Need Agents for all stores. Girl Show Manager with two or more girls. Penny Arcade, Snake Show. 9 more fairs.
Skiller Colored Fair, Latta, S. C., this week; Lumberton, N. C., Fair, next week.

Mail and wires to

WM. C. (BILL) MURRAY

AMERICAN LEGION FAIR

Caruthersville, Mo., Oct. 1 to 5; also Poinsett County Fair, Harrisburg, Ark., Sept. 24 to 27, and Stoddard County Free Fair, Dexter, Mo., Sept. 22 to 27

Can place Photos, Custard, Ice Cream, Hi-Striker, Foot Longs, Pronto Pups, Nickel Pitches, Bushels, Novelties, Hanky Panks and Ball Games. Can place any Shows but Girl Shows. Help with chauffeurs' licenses.

SUNSET AMUSEMENT CO.

LAMAR, MO., THIS WEEK; DEXTER, MO., NEXT.

P.S.: Can place Bingo for Harrisburg, Ark.

A-1 AMUSEMENT

Wants for Malden, Mo., Sept. 8-13; then New Madrid, Gideon, Wardell and Charleston, all Missouri, and Lepanto, Ark., and long string of fairs and celebrations.

Can place Photos, Fishpond, Pitch-Tilt-You-Win, Cork Gallery, Coke Bottles, Guess Age, Jewelry, Bear Pitch or any non-conflicting Store working for stock. Want Agents for 6-Cat and Pan Game.

Contact JOHN HANSEN, Mgr., Malden, Mo., this week.

GIVE TO DAMON RUNYON CANCER FUND

JOHNNY'S UNITED SHOWS

FAMILY TRADITION

LAST CALL! COBB COUNTY FAIR, MARIETTA, GA., SEPT. 15-20

Followed by Cartersville, Ga., Fair, Sept. 22-27

CAN PLACE following rides for this big fair: Wheel to twin, Roundup, Jr. Hot Rod, Twister, Helicopter, Paratrooper, Spinaroo, Rolloplane, Dark Ride and Kiddie Rides not conflicting. Following people contact: Fred Cantrell, Whittie Richardson, Hubert Bennett, Cooper, Curtiss, Casey Sens or Engalls.

SHOWS: Want Motordrome, Snake, Mechanical, Minstrel and Glass House.

CONCESSIONS: Arcade, Derby, French Fries, Custard, Balloon Darts, Glass, Pottery, Bear and Bird Pitches, Hanky Panks.

HELP: Ride Help who are licensed drivers.

All replies **JOHN PORTEMONT, JR.**

PHONE FAIRGROUNDS OR WIRE CULLMAN, ALA., THIS WEEK.



GLADSTONE EXPO SHOWS

FAYETTEVILLE, ARK., FAIR

SEPT. 15-20

HOPE, ARK.

SEPT. 22-27

HANESVILLE, LA.

SEPT. 29-OCT. 4

MINDEN, LA.

OCT. 6-11

WANT STOCK CONCESSIONS of all kind, especially want Fish Pond, Glass Pitch, Bear Pitch, Cork Gallery, Ball Games, Basketball, Bumper, Coke Bottle, etc.

RIDE HELP—Foreman on Jenny, Second and Third Men on all rides. Want Pot Electrician and Mechanic. Bill Butler wants Six Cat and Bucket Agents, also Swinger and P.C. Dealers.

WANT SHOWS—Monkey, Big Snake, Illusion, Side, Midget, etc.

Contact **F. O. POOLE, Prairie du Chien, Wis.**

Don't wire, don't write, come on.

Monarch EXPOSITION SHOWS

WYNNE, ARK., FAIR OPENS WEDNESDAY THIS WEEK; THEN THE BIG 7 DAY NORTHEAST ARKANSAS DISTRICT FAIR, BLYTHEVILLE, ARK.—FOLLOWED BY RUSSELLVILLE AND FORREST CITY, ARK., FAIRS

CONCESSIONS
Can place Jewelry, Long and Short Range, Bear and Glass Pitches, Cigarette Block, Picture Frames, Eat and Drinks, Novelties and Hanky Panks of all kinds.

SHOWS
Can place Fun House and any clean Grind Show.

HELP
Foreman and Second Man for Rock-O-Plane.

CONTACT: E. L. WINROD, MGR., WYNNE, ARK., FAIRGROUNDS, THIS WEEK.

B. & D. AMUSEMENT CO.

All kinds of Concessions wanted for Villisca, Iowa Centennial, September 12-13-14. Contact

LYLE DROLLINGER
As per route.

ARKANSAS-OKLAHOMA DISTRICT FREE FAIR

Fort Smith, Arkansas, September 22 thru 27, 1958
Want Concessions for Independent midway—Food, Custard, Novelties, all Hanky Panks, Straight Sales, Scales, Long and Short Range and Photo. No Mitt Camps.

PAUL LATTURE, Manager

Phone: SUnset 3-6118

O.C. BUCK SHOWS

WANT—For The Following Fairs—WANT
Rutherfordton, N. C., September 8-13; Carthage, N. C., 15-20; Rocky Mount, N. C., 20-27; Union, S. C., 29-October 4; Greenville, N. C., 6-11; South Boston, Va., 13-18; Washington, N. C., 20-25.

CONCESSIONS—Can place Hanky Panks, Eating and Drinking Stands, Photos, Ball Games, Pitches, Novelties, Scales, Hats, Merchandising Concessions of all kinds. Also want Arcade.

SHOWS—Will place Mechanical, Wild Life, Life, any worthwhile Grind Show or single attraction.

Can always use useful Ride Help—Semi Drivers preferred on 13 major Rides and 6 Kiddie Rides.

O. C. BUCK, Rutherfordton, N. C., this week

SMILEY'S AMUSEMENTS

Want for Caswell County Fair, Vanceville, N. C., Sept. 15-20; Ashe County Fair, West Jefferson, N. C., Sept. 22-27; Johnston County Fair, Smithfield, N. C., Sept. 29-Oct 4, and 4 more Fairs to follow.

HELP: OCTOPUS FOREMAN, MERRY-GO-ROUND FOREMAN AND SECOND MEN ON ALL RIDES. DRIVERS GIVEN PREFERENCE. TOP SALARIES.

CONCESSIONS: Photos, Grab, Short Range, Jewelry, Hanky Panks and Pitches of all kinds.

SHOWS: Girl Show and family-type Shows. All replies

SMILEY'S AMUSEMENTS
Taylorsville, N. C., this week; then per route.

P.S.: Jimmie Davidson wants Agents.

AMUSEMENTS OF AMERICA

Wants for Statesville, N. C., Fair, Sept. 15-20
CONCESSIONS: Legitimate Concessions of all kinds. Eating and Drinking Stands.

SHOWS: Any good family-type Grind Shows.

Rides: Scooter, Twister, Roundup.

ROY, GET IN TOUCH!
JOHN VIVONA
Essex 3-2752 Fredericksburg, Va.

J. A. GENTSCH SHOWS

Want for nine more bona fide fairs in Mississippi. Largest and best County and District Fairs in the State.

Want Hanky Panks of all kinds, Bingo particularly.

RIDES: Coaster, Dodger or any Ride not conflicting.

SHOWS: Snake, Fun House, Illusion, Miniature City, Motordrome or any clean Show.

Waynesboro, Miss., Fair, this week, Sept. 8-13.

MIDWAY OF MIRTH SHOWS

CONCESSIONS: Want Cotton Candy, Snow Cones, Fish Pond, Pitches of all kinds. Siam Stores of all kinds, no "EX"; also Jewelry. **SHOWS:** Will book Shows with own outfits, no Girl Show. **HELP:** Can place Second Men who drive. **ALL FAIRS UNTIL NOVEMBER.** ADDRESS: Batesville, Ark., this week; Ripley, Miss., Sept. 15-20; McCroft, Ark., Sept. 22-28.

BOSS ELEPHANT MAN WANTED

Must be thoroughly experienced. Good salary, year 'round work for capable boss who can deliver! Also several Elephant Helpers. Opening for Seat Butchers and Stand Operators; preference to those who can drive trucks, Florida closing in November. Wire **CLYDE BEATTY CIRCUS**
Las Cruces, N. M., Sept. 8; El Paso, Tex., 9; Almagordo, N. M., 10; Roswell, 11; Clovis, 12; Artesia, 13; Hobbs, 14.

BIG STATE SHOWS

Big Centennial, Beeville, Texas, Oct. 19-26
WANT Concessions of all kinds for Fairs and Celebrations. Want major Rides—Tilt and Coaster or any Ride that does not conflict. Want Shows with own equipment. Seguin Fair, Sept. 10-14; Bryan, Sept. 15 till 20; Port Lavaca, Oct. 9 till 15; all Texas. Will be out all winter.

Wire ANNA MOORE, SEGUIN, TEXAS, THIS WEEK.

MENA, ARK., SEPT. 9-13 MT. IDA, ARK., SEPT. 16-20

TWO BIG ONES BOTH OPEN MIDWAY
Come on, you will be placed.
CONCESSION MANAGER, PARADA SHOWS

CHEROKEE AMUSEMENT CO.

Ride Help wanted at once. Need Wheel Foreman on No. 5 Ell Wheel, also Help on Tilt, Jenny and Mixup. Want Ticket Sellers.

J. W. MAHAFFEY
Wewoka, Okla., Sept. 8-10; Chandler, Okla., Sept. 11-13; then per route.

SONNY MYERS AMUSEMENTS

Now booking for the Holden, Missouri, Combined Fall Festival and Centennial, Sept. 17-18-19-20. This will be one of Missouri's best fall celebrations. Can place Hanky Panks and Prize-Everytime Concessions, also one large sit down Cookhouse, Ice Cream and Foot Longs. Will book Fun House and any clean Grind Show. Locations will be given Monday. The 15. Contact **MANAGER, Stewartville, Missouri, this week; then Holden, Missouri.**

Weather Hurts Wade in Detroit

Continued from page 60

merged for the Detroit fair engagement, with owner W. G. Wade Jr., as general manager, and Doug Wade as operations manager. In addition, Wade Greater Shows, owned and operated by a sister, Mrs. Constance Wade Manley, was set up in a separate midway in the northwestern part of the grounds under the supervision of Charles Stuart. The combined shows had 43 rides, including 28 major and 15 kiddie rides, and 20 shows, a slight drop from 45 rides and 24 shows last year.

Top grossing rides on the midway were in order Don Dowis' Sky Wheels, \$12,637; Charles Garvin's Wild Mouse, \$11,566; Don Dowis' Giant Coaster, \$7,207; Tilt-a-Whirl, \$5,268.10; Duane Steck's Bubble Bounce, \$4,977.80; Earl Ingalls' Dodgem, \$4,924.40; W. O. King's Merry Mixer, \$4,410.60; and Round-Up, \$4,219.05.

Winners among the shows were: Archie McAskill's Illusion, \$6,151.95; Joe Sciortino's Side Show, \$6,147.75; Dick Palmer's Rock and Roll, \$4,565.30; Glenn Porter's

Monkey Speedway, \$4,325.50; Joe Sciortino's Girl Show, \$3,303.50; Earl Ingalls' Funhouse, \$3,065.50; George Surtees and Norman Wolf's Wild Cargo, \$2,950.00; and Raymond Walsh's Two-Headed Baby, \$2,961.50.

Midway visitors included; Gov. G. Mennen Williams; James M. Hare, Secretary of State and former Michigan State Fair manager; Paul Adams, Attorney General; Sanford Brown, State Treasurer; Ray Scheetz, Bob-Lo Amusement Park; Jack Andrews, independent producer; Bill Green, past president, Michigan Showmen's Association; Mr. and Mrs. Pete Manos Jr., Miami; Fred and Denis Silber, Silber Carnival Supply; Jerry Bonder, Bernard and Barry Shows of Canada; Mr. and Mrs. Cliff Wilson, Miami, and Harold Gorry, manager Bob-Lo Amusement Park.

Combine Pans

Continued from page 60

er ones than used last year. He set the number of game concessions at 135, about 35 less than the 1957 count. No center midway of games was used.

The financial structure of the venture was the same as a year ago when Crafts and West Coast paid 40 per cent each and F.&B. 20 per cent. Myers was given full authority for making operational decisions and a central banking set-up used.

Space prices were reported as running from \$30 to \$35 a foot. No figures as to the total sold were available. Last year, when the combine paid \$132,500 for the contract, approximately \$91,000 represented space.

While there were a number of individual concessionaires on the lot, Blash & Hilligoss were reported to be the largest space buyers with 13 game concessions and their snake and pygmy horses shows. Cecchini & Levaggi brought in their semi-portable stands used for the first time this year at the National Orange Show. Most of their operation was in this line of fluorescent lighted stands of approximately 300 feet. The partnership, however, had 12 concessions.

Collins Sights

Continued from page 60

devices and 10 shows operated under the Collins banner. Mike Miller's Revue topped the shows, with Hall and Leonard's Side Show second. The Dodgem was the No. 1 grosser among the rides, with the Scrambler second.

A jamboree held Thursday night (4) netted \$2,205. Proceeds will go to the Midwest Showmen's Association, Minneapolis, and the Showmen's League of America.

On the morning of closing day, the fair board awarded the midway contract to Collins for 1959, giving him the contract for the seventh straight year.

30 Rides Set

Continued from page 60

Cooke and Rose agency has all necessary acts under contract, plus an emcee, lighting and sound system. A free circus will be offered to a bleacher audience, with a 25-cent tab charged at the lot's main entrances.

Newspapers have granted some advance publicity to date. Arrangements include radio and TV spots, plus placing of 10,000 pieces of outdoor advertising. The Light-house is working a juvenile delinquency tie-in with the promotion, staging its National Soccer Clinic and Little League play-offs during the week.

Crawshaw B. C.

Tour Is Okay

VANCOUVER, B. C. — Jerry Crawshaw's Royal Canadian Shows for the first time in many seasons played the entire summer in British Columbia. They canceled their usual prairie dates in Alberta and Saskatchewan on account of losing their key fairs of the B circuit at Medicine Hat, Lethbridge, Swift Current and Moose Jaw, which were taken over by Siebrand Bros.' Shows.

Opening at Coquitlam late in May, they played a series of 10 fairs, eight centennial celebrations and three special events. The Pen-tic'on Peach Festival, August 6-9, was one of the highlights of the season, business being very good.

For two centennial celebrations on day and date they split the show, sending six rides to Steveston and the remainder to Mission June 30-July 1. A similar split covered the week of July 14-19 at Trout Lake and White Rock.

Buck Northern

Continued from page 60

Ring, George Gordon 6. Joe Marciano with French fries, cork gallery and The Billboard; Mickey McBride 1, A. N. Vick's Derby Racer and eating stands, Curley Hutton's age and scales, Jimmy Smith 3, Jack (Fatima) Stein 3, Andy Ozark 2, Gibson 2, Anthony's mitt camp and Manny Wilson's custard, and Danny Dorso's corn game.

Rides included Stanley's Rides, 4, and Bill Beldock, 3. Line-up had Octopus, Rolloplane, Skooter, Rock-o-Plane, twin Ferris Wheels, Merry-Go-Round, Helicopter, Tilt-a-Whirl, Scrambler, Roundup, Dark Ride, Roller Coaster, and kiddie Sky Fighter, Boats, Autos, Bulgy, race cars, train, crazy cars, pony carts and live ponies.

Back end included the Motordrome, Bob Rollins; Wild Life, Clayton Campbell; Side Show; Club Onyx, W. H. (Fathead) Williams, and Hot Spot and Pareo, both Harold Weatherbee.

Staff, in addition to Owner Buck, manager, includes Jimmy Quinn, agent and assistant manager; Roy Peugh, advance and promotions; J. C. McCall, lot man; Bill Beldock, ride foreman; Tom Brady, diesel, and Mrs. Elizabeth Murphy, secretary.

FOR SALE

42' Parker Merry-Go-Round with new top, Allis-Chalmers power unit, horses in good shape, price \$3,750 without organ; Miniature Train with new motor, in top shape, \$1,600—track included; 7 Kiddie Tractors, like new, \$150 each; homemade Kiddie Auto Ride, 10 cars, \$600; Tilt-a-Whirl, in top shape, with new intermediate and platforms, new Sellen ticket box; one 50-kw. and one 25 kw. Transformers, both for \$200. Rides can be seen at Electric Park, Waterloo, Iowa. Write Box 442, Larsen and Trueblood Rides.

Sept. 27-Oct. 4
CONCESSIONS WANTED
For Dairy Cattle Congress

Can use a few more legitimate Concessions. Deposit required. Balance when you come.

LARSEN & TRUEBLOOD RIDES
Box 442, Waterloo, Iowa

NORTH VIRGINIA Fairfax County Fair (Alexandria)

OPENS FRIDAY, SEPT. 12

Can place Girl Show, Minstrel Show, or anything outstanding. Drinks and Eats open. Hanky Panks.

Followed by Fairs in: Louisa, N. C.; Lenoir, N. C.; Cherokee (N. C.) Indian Fair, Camden, S. C.; Manning (S. C.) Colored Fair. Then Florida for entire winter! Contact:

DAVID B. ENDY
Alexandria, Virginia

PARAKEETS

★ Superb Quality
★ Same Day Shipment
★ Lowest Prices Anywhere (Volume Shippers)

BIRD CAGES, 30¢ and up.
Call, wire or write for low quantity prices.

AMBASSADOR BIRD CO.
1095 Conter Ave.
Phone: Johnstown 4-2144 or 4-5231
Johnstown, Penna.

WANT FREE ACTS—CONCESSIONS

Homecoming, Utica, Ohio, October 2-3-4. Main Streets.

Sponsored by Lawrence, Lightner Post No. 92, American Legion. Gooding Rides booked. Legitimate Games wanted. High-class Free Acts wanted.

CONTACT STEWART ANDERSON
29 East Fifth St. London, Ohio
Phone: ULrick 2-0201

Thank You ARTHUR AND KATHRYN BRITT

Ride Owners Amusements of America for your G.M.C. Tractor purchase. "Save Money With Johnny" **JOHNNY CANOLE**
Phones: WI 3-0003 or WI 4-9347 Altoona, Pa.

FOR SALE

3 NICE FLASHY KIDDIE RIDES WITH OR WITHOUT TRANSPORTATION. Can be seen in operation at Jackson, Tenn., Fair, Sept. 8-13. AGENTS wanted for Buckets and Swinger. Also Hanky Panks.

WHITE SLATEN
c/o Heth Shows, Jackson, Tenn.

WANTED

For East Peoria, Ill., Fall Festival, Sept. 20-21. Hi-Striker, Long and Short Range, Mug Joint, Ball Games, Cork, Balloon Dart, Bumper.

MARVEL SHOWS
EDWARD MERRIMAN
Delavan, Ill., Sept. 8-13

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AT LIBERTY NOW FOR SOUTHERN FAIRS.
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WRITE FOR 1958 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

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SHOW ELECTRICIAN
CAN PLACE
GOOD RIDE HELP
DE LUXE RIDE CO.
 Lagrange, Ind., all this week.

CAN PLACE
 Cigarette Dealers, starting in Chattanooga, Tenn., and for balance of season.
 Wire or Call
EDDIE GAMBLE
 c/o Olson Shows
 Phone: EMerson 6-4604
 Louisville, Ky.

BOB TROY
WANTS
 Agents for Buckets, Swinger, Hanky Panks for Lagrange, Ind. Corn Festival on the streets, Sept. 9-13, and good route of fairs to follow, including all winter in Florida.

SOUTHLAND EXPOSITION
 Southport Bay, Fla., until Sept. 11; Brewton, Ala., 18-19. Want Ride Help for Wheel, Tilt and Merry-Go-Round. Will book sit down Crab, Darts, Long Range Gallery, and pitches.
 Phone: 4600 or 136, Jay, Fla.

SIDE SHOW ACTS WANTED
 Fire Eating and Pin Cushion who can lecture. Come on in here. Other acts, answer. Also Half-and-Half for balance of season. Gilda and Troy and others who have worked for me, call here at once.
EARL MEYER
 Fair Grounds, Gastonia, N. C.

LAST CALL
 For Kewanee, Ill., Free Barbecue and Homecomings, Sept. 9 to 13. 20,000 people last year.
 All Hanky Panks, Popcorn, Candy open. Can book 2 major Rides. Call
CARL BURKHART
 Hotel Kewanee or come on.

JACK THOMAS
WANTS
 Bucket Agents, 6-Cat, Pan Joint and Hanky Panks.
 All replies c/o HOLIDAY SHOWS
 Cole Camp, Mo., this week.

HUTCHENS MODERN MUSEUM
 Wants to join at once. Good sober Annex Attraction. Long Southern Fair circuit. Also want Woman for Elston and one other Act. (Man and Wife preferred.) Address
JOHN T. HUTCHENS
 c/o Schafer 20th Century Shows
 Enid, Okla., this week.

Hanky Panks & Shows
WANTED
 Fairs following. Playing all winter. Also want reliable Ride Help. Contact
WILLIAM G. CATLETT
 Hallettsville, Texas, Sept. 8-14
 City Park.

WANT
 2 One sensational Free Acts for Alamance Co. Fair, Burlington, N. C., Oct. 6 thru 11. Answer, stating lowest price. Can place legitimate Concessions. Reply to:
BERT ROGERS
 Fair Office, Piedmont Hotel Bldg.
 116 W. Webb Ave. Burlington, N. C.

7 SOUTHERN FAIRS
 Want Jenny Foreman, Tilt Foreman seven Second Men, six must drive. Shows and Hanky Panks, must be clean. Elizabethton, Tenn., this week; Savannah, Tenn., follows. Contact or join.
Dyers Greater Shows

Detroit Fair Concessions

DETROIT—Concessionaires at the Michigan State Fair included: Cookhouses and grab—Michael Adler, Amvets Post 10, Edward Barsch, Charles Boots, Philip Boots, John Bnback, John Buckshaw, Van Callis, Chicken Delight, William Christy, Gerald Clary, Donald Conrad, Eugene Danescu, Mrs. J. Daskaloff, Beiry Davis Jr., Charles Dawson, Jack Dingeman, Gwendolyn Dombrowski, Genevieve Dutkiewicz, Eastern Star, Robert and Zell French, Jack Giroux, Maurice Harrington, Harvey and Amvets Post 156, Haywood and Miller, Mrs. L. Herrington, Jennings Johnson, Billy Jones, Harold Kauffman, Walter S. Kozak, R. Kutzen and A. Rosenberg, Latter Day Saints, Raymond Lindsey, Howard Miller, W. S. Myers, John Obielecki, Optimist Club, Sam Panzica, Jerry Pappas, P & I Enterprises, Phi Alpha Fraternity, Iris Platnik, Polish United National Choirs, Helen Skowronski, W. C. Rettich, Abraham Schweig, St. Cyprian's Men's Club, Harold Slater, St. Joe's Dad's Club, G. H. Tucker, Junny Tucker, Warren Methodist Church, Village Vender, and Wanda L. Zielinski.

Popcorn—Hrahad Agababian, Joe Johnson, Mrs. Mike Johnson, Dorothy Lutz, Arthur Mahlebashian, John Mahlebashian, Mrs. Galust May, James S. McNeal, Dajad Dan Nalbandian, Albert Ohanesian Leo Oumedian, Edvard Vartanian, H. A. Yavruian, S. A. Yavruian, and H. Zakarian.

Cotton candy—Sid Ayles, Paul Delaney, Eugene Farnum, Earl Floyd, Maurice Layne, Arthur Moon, and W. S. Myers. French fries—Donald Duncan, Mrs. H. W. Fiske, George Frazee, Manuel Garcia and R & H Enterprises. Frozen custard—Fred Brown, William Dwyer, and W. S. Myers.

Hat stands—Callanan and Lavetter, Joseph Conway, Jack Durand, William Hayes, Leonard Luxenberg, and Ray C. Schaffran. Horoscopes—Edward Edwardes and Randolph Mathura. Jewelry stands—B. B. K. Sales, Sam Caldwell, Nick Conte, Harry Kibel, Harry Lefkowitz, Marge Russell, Michael Sauro, and Jack Zaichick. Kitchen gadgets—Kitchen Ware and Lionel Westgate.

Novelty stands—Allied Veterans, Edward Bennett, Morris Bluestein, Joseph Conway, Audy Day, Paul Delaney, Nick Conte, William Hayes, Harry Lefkowitz, and Leonard Luxenberg. Photo galleries—Gerald Levine and R. A. MacEachern. Salt water taffy—William Coffelt, William Dwyer, Walter E. Irwin, and Stanley S. Powell. Shooting galleries—W. O. King and Thomas Sutton.

Specialties—Associated Retail Bakers, model bakery; Sid Ayles, snow cones; Mr. and Mrs. Barton, gifts; M. Beatty, herbs; Henry L. Biggs, shoe shine; Contemporary Studio, artists; Dari-Delite, soft cream; Phil Dermer, toys and dolls; Donald Elliott, cigars and cigarettes; Sam Field, artists; Murray Pien, chameleons; Frozen Ice Cream Confections, nut dip; Amos Gregory, flying saucer; Robert Henderson, motor scooters; Guy Jones, silhouettes; Karp and Saks, malted milk; George Kehoe, handwriting analysis; Maurice Layne, candy apples; Raymond Lindsey, knife sharpener; R. A. MacEachern caramel apples; Mackinac Island Fudge; Arthur Mahlebashian, candy apples; Edward March, scarves and toys; Bernard Moran, Bozo; H. F. Martin, African Dip; James S. McNeal, foods; Thomas Norton, salad chopper; Salvation Army, rest station; Jerry Samet, stuffed dolls; Albert Sarkees, balloons; Toney Stanley, hand writing; Wilson Enterprises, nut dip; E. B. Wilson and Associates, battling practice; Norman Zemer, root beer; William Boyce, vitamins.

BUFF HOTTLE SHOWS—UNIT #1

Want for South Arkansas Live Stock Show and Rodeo
PINE BLUFF, ARK., SEPT. 22-27
 Followed by South Louisiana State Fair, Donaldson, La.; Washington Parish Free Fair, Franklinton, La.; International Rice Festival, Crowley, La., and several more Fairs to follow.
CONCESSIONS: Want Concessions that work for stock. All people contracted with us please confirm and state footage.
SHOWS: Any worth while Show that does not conflict.
WE HAVE ALL THE RIDES WE NEED TO PLAY ALL SPOTS. Can use a few Ride Men who Drive Trucks. All replies
BUFF HOTTLE
 Newport, Ark., this week; Warren, Ark., next.

BURKHART SHOWS
Pitkin, La., Sept. 6-13
 For the biggest Centennial and Cotton Festival, on the streets around the square, 8 mammoth days, Sept. 14-21. Free acts, parades, pageants. Greatest in Louisiana. Don't miss this one. 7 big Louisiana fairs to follow.
 All Concessions open. Will book Rock-o-Plane, Round Up, Scrambler or anything not conflicting. Want two Kid Rides

AGENTS WANTED
 For ten of the best Fairs in the East.
One Count Store—one Peek and one Skillo agent.
 Contact
MAX SHARP
 c/o Prell's Broadway Shows
 Gastonia, N. C., Sept. 8-13

FAIRS—FAIRS—FAIRS
LEE AMUSEMENT COMPANY
 WANT SHOWS—Meritorious Shows catering to ladies and children (no Girl Shows or Sex Attractions). Midget, Illusion, Drome, Side Show, etc. for 18th Annual De Kalb Harvest Festival and Fair, Decatur, Ga., Sept. 15-20, followed by Randolph County Fair, Roanoke, Ala., Sept. 22-27; ALA-FLORA FAIR, ATMORE ALA., Sept. 29-Oct. 4, and Fairs through Nov. 8. **COOK HOUSE—**Will place Cookhouse or Sit-Down Grab for Roanoke and Atmore, Ala. **FREE ACTS, PLEASE CONTACT US.** Address: N. L. CRESON or H. S. "TOMMY" THOMPSON, Fair Grounds, Russellville, Ala., this week.

WANTED
 Bucket and Count Store Agents for Batesville and Anderson, Ind.
CHUCK DUMA
 c/o Jimmie Chanos Shows, per route.

FOR SALE
 Ape Show built on special semi. Will take 30 to 60 ft. Lobby in on trade-in.
WAYNE MAYBERRY
 c/o Wallace Bros.' Shows, Monticello, Ark., Sept. 10-13; then Eldorado.

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 Merry Mix-Up, 24 seat, excellent condition.
 S. B. Rector, President
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 Heber Springs, Arkansas

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Wanted-Agents-Wanted
 Capable P.C. Men and Allib Agents. Wire or call
LOUIS A. BELL
 c/o World of Pleasure Show Fayetteville, Tenn., this week; Florence, Ala., to follow.

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TIVOLI EXPO. SHOWS
 Want for Fairs at Magnolia, Ark.; Bastrop, Leesville, Eunice, Abbeville and Lafayette, La.
CONCESSIONS: Want first class Bingo, Cookhouse and Hanky Panks of all kind. (No Popcorn or Floss needed.) Can place Agents for Grind Stores, Six Cats and Buckets.
RIDE HELP: Competent Help for Merry-Go-Round, Ferris Wheel and Tilt.
ALSO WANT Electrician and Mechanic.
RIDES: Account disappointment want to book Scrambler and Roller Coaster. Can also place Dark Ride and Round-Up.
 Wire or Phone
H. V. PETERSEN
 Joplin, Mo.
 Phone Mayfair 3-7040
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 Write or Wire
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 c/o Fallor Motel
 Jonesboro, Ark.
 Phone Webster 2-7422

WALLACE BROS. SHOWS
 Want for our Southern Route: Monticello and El Dorado, Ark.; Aberdeen, Cleveland, Greenville, Jackson, Miss.; Winnsboro, La., and Byram.
SHOWS—Can place Monkey, Snake, Illusion, 10-In-1, Mechanical or any Grind Show.
RIDE HELP—Can place Ride Men on all Rides. Join at once. Long season.
CONCESSIONS—Especially want Bingo and Cookhouse. Want Fish Pond, Blower, Photos, Long Range, Hats, Ball Games, Six Cats, Rat Game, Coke Bottles, Tilt-You-Win, Cane Rack, Sling Game, any Stock Concessions.
EATING STANDS—Cookhouse, Grab, Custard, Popcorn and French Fries.
 Wire: E. E. FARROW, Mgr., c/o Western Union, Monticello, Ark., Sept. 10-13.

WM. T. COLLINS SHOWS
 WANT FOR MUSKOGEE FREE STATE FAIR, MUSKOGEE, OKLA., AND TULSA STATE FAIR AND EXPOSITION, TULSA, OKLA.
 Large Cookhouse that caters to Show People. Can also place a few Hanky Panks.
 Contact: WM. T. COLLINS, Mgr., Bartlesville, Okla.

WONDERLAND EXPO. SHOWS
 Want for Lovington, N. M. Fair and all Fairs to follow:
CONCESSIONS: Cookhouse, Grab, Long Range, Scales and Age, Hanky Panks and Eating Stands of all kind.
SHOWS: Have Girl Show, Fat Show and Fun House. Will book any other Shows. We draw plenty of people.
RIDES: Dark Ride, Large Coaster, Round-Up or any new Ride.
ATTENTION: Any Ride, Show or Concession joining now can be booked into Roswell, N. M., with Hill's Greater Shows. Ride Help, Concession Help and Useful People in all departments come on. All replies to
E. J. McDANIEL or JACK LITTLEFIELD
 Levelland, Tex. Fair now.

WANT TO BOOK AND WILL BUY
JOE L. KING, KING BROS.' SHOWS
 EADS, COLO., THIS WEEK.

BOB HAMMOND SHOWS
 Norman, Okla., Sept. 8-13; Stillwater, Okla., Sept. 15-20; New Braunfels, Tex., Sept. 22-28; Crockett, Tex., Sept. 29-Oct. 4; Center, Tex., Oct. 6-11; Pasadena, Tex., Fair and Rodeo, Oct. 13-18; Shrine Circus, Houston, Tex., Nov. 4-17.
 Want Cookhouse to cater to show people for balance of season. Want Girl Show or any Grind Show; especially want Fun House and Glass House. Can place Ride Help, must be sober and reliable; Wives on Ticket Boxes. Concession Help in all departments, contact Jim Schneck or Al James.
 All Others Contact BOB HAMMOND, Per Route Above.

PALMETTO EXPOSITION SHOWS
 Want Shows and Concessions for Eight More Fairs
 Want Hanky Panks, Snake, Geek, Minstrel or any other Show. Littleton, please contact. All replies:
MILTON McNEACE
 Durham, N. C., this week—phone American Legion Fairgrounds; Pittsboro, N. C., September 15-20.

WANTED FOR THE FOLLOWING FAIRS
 Decatur Co. Fair, Decaturville, Tenn.; Hardeman Co. Fair, Bolivar, Tenn.; Giles Co. Fair, Pulaski, Tenn.
CONCESSIONS—Any legitimate Merchandise Games, Bingo and Cookhouse.
SHOWS—Snake, Monkey, Wildlife or any Grind Show of merit.
 Contact: **C. S. PECK, Key City Shows**
 Woodbury, Tenn., this week; Decaturville, Tenn., Sept. 15-20.

THIS
week's

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FAST MARKETING

Name Article Makers Strike While Iron Is Hot

By IRWIN KIRBY

The example of Davy Crocket a couple of seasons ago is simple proof of how quickly a bandwagon can get loaded when the public's fancy is captured. As soon as the fad took hold, it seemed, there was virtually no end to the items of all prices which flooded the market. Elvis Presley is another case, and Zorro is still another.

While to most people it is surprising enough that items can be ground out within a couple of weeks of a craze becoming established, in truth it can be done in four hours. That's as long as it takes a clever and rapid artist to make his reproduction and get his version on color plates and over to the printer—if the item is a printed one. And store distribution can be accomplished in a matter of days. To be precise, two days.

One of the quickest jobs done is on the old favorite, the 15 puzzle. Everyone remembers it. For 20 years all ages played with the item, a square, flat frame holding 15 movable numbers in 16 spaces. Aim was to manipulate the numbers by pushing, into one of several winning patterns. But a hitch which kept the item from staying high in popularity was its price, around \$1. For years the materials used were metal and, later, plastic, but it wasn't until laminated cardboard came along, plus a little artistic ingenuity, that the old 15 puzzle got a resurgence of popularity.

Involved first was a purchase of dies for the pieces, then working out the problem of producing in cardboard. Soon the numbers were replaced with movable letters of the alphabet. And then came the inevitable use of pictures. Today you can buy a sturdy cardboard frame containing a 15-piece scramble of physical features which, when properly organized, will resemble Mighty Mouse, Popeye, Sgt. Bilko and other comedy favorites. How quickly can this be done. The artist, as mentioned earlier, can have his drawing done with considerable haste. The conversion to color plates is a matter of a couple of hours at most, and then it is up to the printer. The decision to take any subject and make a 15 puzzle out of it can be made, and the project accomplished and in stores, within two days.

COMING EVENTS

- Arkansas**
DeWitt—Ark. Co. Livestock Show, Sept. 24-27. Harold Kendall.
El Dorado—Unlon Co. Livestock & Poultry Show, Sept. 15-21. Emil W. Weiss.
Little Rock—Ark. Livestock Expo., Sept. 29-Oct. 4.
Pine Bluff—S. Ark. Livestock Show, Sept. 22-27. Harvey Hewitt.
- California**
San Francisco—Grand Nat'l Livestock Expo. (Cow Palace), Oct. 31-Nov. 9. Nye Wilson.
Santa Maria—Blue Ribbon Horse Show & Horsemen's Convention, Oct. 2-5. Ray Stone, 8851 Sunnyside Lane, Fair Oaks.
Santa Monica—Better Homes & Garden Show (Civic Aud.), Sept. 17-21.
Yuba City—Golden Jubilee, Sept. 26-28. Robert Clark.
- Florida**
Tampa—Greater Tampa Better Living Expo (Fort Hesterly Armory), Oct. 28-Nov. 1. Lew Nachman, 1704 Florida Ave.
West Palm Beach—Home Show of the Palm Beaches, Oct. 22-28. Lew Nachman, P. O. Box 2886.
- Georgia**
Dalton—Legion Fall Festival, Sept. 8-13.
- Illinois**
Assumption—Homecoming, Sept. 18-20. H. J. Harpold.
Chicago—Intl. Dairy Show, Oct. 6-11. W. E. Ogilvie.
- Indiana**
Austin—Tomato Festival, Sept. 4-13.
Berne—Harvest Jubilee, Oct. 16-18. Jaycees.
Boonville—Centennial, Sept. 14-20. Albert C. Derr, 711 S. Fifth St.
Elkhart—Centennial, Sept. 11-20.
Evansville—Tri-State Oil Show, Oct. 10-12.
Evansville—West Side Nut Club Fall Festival, Oct. 8-11. Ed Claborn, 253 S. Sonntag Ave.
Hartford City—Fall Street Festival, Sept. 9-13. Tom L. Baker, 2235 Ransdell St., Indianapolis.
La Grange—La Grange Corn School, Sept. 9-13.
Milton—Milton Street Fair, Sept. 17-20. J. Bohlander.
Mitchell—Persimmon Festival, Sept. 22-27.
South Vernon—Legion Celebration, Sept. 8-13.
Versailles—Pumpkin Show, Sept. 24-27.
Waynetown—Waynetown Fish Fry & Street Fair, Sept. 11-13.
- Iowa**
Hamburg—Centennial, Sept. 12-13. Pat Gordon.
Waterloo—Iowa 4-H Club-Dairy Cattle Congress, Sept. 27-Oct. 4. E. S. Estel.
- Kansas**
Wichita—Sedgwick Co. Nat'l Jr. Livestock Show, Oct. 1-3. Conlee Smith.
- Louisiana**
Abbeville—La. Dairy Festival, Oct. 24-25. Roy R. Theriot.
Crowley—Intl. Rice Festival, Oct. 16-17. R. P. Cisco.
Marksville—La. Livestock & Pasture Festival, Oct. 2-5. Kermit J. Ducote.
- Michigan**
Detroit—Lions Club Harvest Festival (Eight Mile & Gratiot), Sept. 5-15.
Detroit—Eagles Harvest Festival (Ten Mile & Kelly), Sept. 16-21.
Detroit—Democratic Club Taylor Township Harvest Festival (Telegraph & Eureka), Sept. 23-28.
Ecorse—VFW Harvest Festival, Sept. 30-Oct. 3.
Fort Huron—Thumb Dist. Plowing Match, Oct. 2. Simo Pynnonen.
- Missouri**
Aurora—Tri-Co. Jr. Livestock Show, Oct. 4. John R. Buckley.
Bethany—Harrison Co. 4-H Livestock Show, Sept. 15. Chas. Belshe.
Bloomfield—Stoddard Co. Homecoming & Livestock Show, Sept. 8-13. Leroy Moore.
Kansas City—American Royal Livestock Show, Oct. 18-26. C. M. Woodward.
Maplewood—Golden Jubilee, Sept. 8-13.
Maryville—Nodaway Co. Baby Beef & Pig Club Show, Sept. 15. K. Walkup.
Milan—4-H & FFA Livestock Show, Sept. 19. Mrs. P. N. Marr.
Pickering—Pickering Horse Show, Sept. 10-13. W. H. Dowden.
Pierce City—Pierce FFA Stock Show, Sept. 18-19. J. B. Wilks.
Purdy—FFA Livestock Show, Sept. 11-12. Harold Storck.
St. Joseph—Buchanan Co. Livestock Show, Sept. 13. Webb Embrey.
St. Joseph—Interstate Home Economics Show, Sept. 15-18. Webb Embrey.
South St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 16-18. H. M. Garlock.
Springfield—Ozarks FFA Fat Beef Show, Sept. 11. Venell G. Mount.
Wardell—Rotary Club Colton Festival, Sept. 22-27. Don Wagoner.
Waverly—Waverly Apple Jubilee, Sept. 25-27. R. W. Bricken.
- Nebraska**
Omaha—Ak-Sar-Ben Livestock Show, Sept. 19-27.
- Nevada**
Carson City—Admission Day Celebration, Oct. 31.
- New Mexico**
Carlsbad—Eddy Co. Livestock Show & Sale, Oct. 23-25. Kiwanis Club.
- New York**
New York—Intl. Aviation Show (Colliseum), Sept. 10-23.
- Ohio**
Bradford—Pumpkin Show, Oct. 7-11. Community Festival Assn.
- (Continued on page 67)

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A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

SEPTEMBER 8, 1958

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MERCHANDISE

67

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PIPES FOR PITCHMEN

BETTY WALSH... of 1134 East Market Street, Charlottesville, Va. would like to contact Julius M. Sanky. Anyone knowing the whereabouts of brother Sanky is requested to contact Miss Walsh.

HENRY H. VARNER... of Akron, caught the Canfield and Canton, O. fairs, both big affairs, and visited with Jack Lampton and Happy Powelson while there.

Five Years Ago In Pitchdom

Prof. A. J. Howe, Mrs. Howe and George Stacey were working the Lumberton, N. C. tobacco markets, and doing okay, too. Chief Gray Fox penciled from Hoboken, Ga., that he had two more

weeks to go before closing for the season. Season's business for the Zarlinton Players, med opy playing under canvas thru Oklahoma and Texas, was reported as spotty. Ben (Hobo) Benson was a recent visitor in Chicago, working hobo sheet and profile sketching.

W. C. Morgan, the pen man, postaled from Coffeyville, Kan., that he worked retractable pens at the fair there. Also seen on the grounds there were Charlie Lyons, raking in the long green with slicers, and Propak. James (Kid) Carrigan was in retirement in Los Angeles. Red Hallie, former scope worker, was preparing to fly from Los Angeles east for a New York vacation.

Ben Sader was on his way to the West Coast after a brief and disappointing stay in the Windy City. Lawrence W. Schroeder, handwriting analyst, lettered from Appleton, Wis., that he and his wife did well at the recent Tri-State Fair in Bristol, Va.

Charlie Hudson was working Fayetteville, N. C., after closing a three-week stand in a drugstore at Fairmount, N. C. In Fayetteville he bumped into Doc Jack Mile and wife, Billy and Ethel Bean, Doc Edward and Doc Simpson, all of whom were getting their share of the loot in the tobacco markets.

Working the Spencer Fair in Cleveland with combs was Red McGee. Kid Ward was there, too, with rad. Bill Fuller, sheet writer, was also in the area, making plans for a trek south.

Coming Events

Continued from page 66

Cincinnati—Fourth Annual Original Food Show (Garden), Sept. 20-28
Jackson—Jackson Co. Apple Festival, Sept. 17-20
Laursville—Street Fair, Sept. 29-Oct. 4
Nelsonville—Parade of the Hills, Sept. 9-13
New London—Celebration, Aug. 30-Sept. 12
Somerset—Pumpkin Show, Sept. 24-27

Oklahoma

Tulsa—Progress Days Celebration, Sept. 13-20

Oregon

Portland—Sports Show (Masonic Temple), Nov. 3-9. Jack Matlack.

Pennsylvania

Harrisburg—Pa. Jr. Dairy Show (Farm Show Bldg.), Sept. 15

Harrisburg—Holstein Cattle Show (Farm Show Bldg.), Sept. 15

Harrisburg—Holstein Cattle Sale (Farm Show Bldg.), Oct. 18

Harrisburg—Pa. Jr. Dairy Show, Sept. 18

Harrisburg—Pa. Nat'l Horse Show (Farm Show Bldg.), Oct. 15-23

Philadelphia—Lighthouse Fair, Sept. 27-29

Pittsburgh—Pittsburgh Livestock Show Oct. 21-23 N. & Glaberna

South Dakota

Alcester—Celebration, Sept. 11-12

Tennessee

Somerville—Fayette Co. Livestock Show, Oct. 17. C. W. Stroup.

Texas

Fort Worth—Fort Worth Food Fair (Cullum), Sept. 25-28

Kountze—Homecoming, Sept. 27

Odeasa—Ferman Basin Oil Show, Oct. 16-23

Tyler—Texas Rose Festival, Oct. 17-19

Frank Bronough.

Washington

Seattle—Wash. Jr. Poultry Show, Oct. 6-8

John O. Wilson, 317 7d Ave. Bldg.

Seattle—National Boat Show (Nat'l Guard Armory), Nov. 28-Dec. 7. Hal Hamper.

West Virginia

Elkins—Mountain State Forest Festival, Oct. 1-4. C. Wood, Crawford.

Kingwood—Preston Co. Buckhead Festival, Sept. 25-27.

Spencer—W. Va. State Black Walnut Festival, Oct. 10-11. W. B. Reed Jr.

Wisconsin

Reedsburg—Dairy Days, Sept. 18-20. Earl T. Skinner.

CANADA

Ontario

Crysler—Intl. Plowing Match, Oct. 7-10

Saskatchewan

Saskatoon—Dairy Cattle Show & Sale, Oct. 16

Saskatoon—Swine Show & Sale, Oct. 17

S. N. MacEachern.

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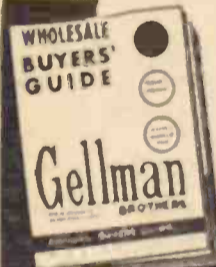
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WHEREABOUTS OF HAL TOBIN, ALIAS Junior or Whitey, urgently desired. Formerly with Morris Hannum. Contact Wally Tobin, Vineyard Haven, Mass. Reward, se15

Photo Supplies and Developing

DIRECT POSITIVE PHOTOS—COMPLETE equipment, 4x8 booth, dark room; good condition, for store or road. John Bolton, R. #1, Okemos, Mich. se15

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. eb-1n

Printing

ALWAYS FASTEST SERVICE—QUALITY non-bonding 3-color posters! 14x22 Window Cards, copy limit 50 words, \$8 hundred; 17x26 size, \$12.50 hundred, Red Day-Glo Bumper Sticker Strips, size 4x15, copy printed in black, \$13 hundred. Tribune Press, Dept. 358, Earl Park, Ind. se29

FAST SERVICE! 100 8 1/2 X 11 LETTERHEADS, \$2 postpaid. Samples better printing, dime. Refunded. R. Cook (BB) 818 West Gift, Peoria, Ill. se29

QUALITY PRINTING FOR LESS—LETTERHEADS, Business Cards, Statements. Prices and samples on request. Hunter Printing, 413 Elwood, Irving, Texas.

Salesmen Wanted

ANYONE CAN SELL FAMOUS HOOVER uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics—nylon, dacron. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. L-109, New York 11, N. Y. np

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Biggest spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part-time; buy nothing; sales kit furnished. Match Corp., Dept. D-199, Chicago 32, Ill. se29

GOLD MINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1, Illinois. ch-oc27

Talent Wanted

WANT ROCK AND ROLL AND COUNTRY Singer. Send audition record and picture. Good position and good salary. Contact Cappy Paxton, 1820 N.W. 19th St., Miami, Florida.

Tattooing Supplies

NOTICE—OWEN JENSEN HAS SOLD ENTIRE Tattoo Supply Business to Spaulding & Rogers, Court St., Jacksonville, N. C. Orders filled promptly. Free catalog. se15

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

LAND CRUISER POWERED WITH WHITE engine, 34" long, fully equipped, sleeps five; air brakes, lighting generator, shower, toilet, 100-gallon water storage, sentio tanks, excellent condition. This is a custom built Cruiser, not a converted bus, \$6,900. H. E. Rompf, Box 201, Fredonia, N. Y.

This is a DISPLAY CLASSIFIED AD Your Advertisement displayed in a space this size will cost only \$14 per insertion

USED TRACTORS-TRAILERS

Ford, Chevrolet, International, White, GMC, Diesels, Droop-Frame Trailers. Contact: Don Nahrowld. North American Van Lines Ft. Wayne, Ind. Phone Anthony 4241

Wanted to Book

WANTED FREE ACT FOR YADKIN County Fair Association, East Bend, N. C., Sept. 30-Oct. 4. Phone for anything Haven Norman, Secy., East Bend, N. C. Phone Forbush 62670.

COIN MACHINES

Used Equipment

ARCADE MACHINES, PARTS, SUPPLIES. Locks. Will trade for anything, anything. Will haul within reason. Long, 203 Southwest Third, Richmond, Ind.

FOR SALE—LIKE NEW 80 M20 INTERNATIONAL Register Coin Meters, set to collect 25¢ for 30 minutes. Time can be changed. Excellent for TV's, etc. Sacrifice, \$5.95 each, or best offer. Coin box tumbler lock alone worth \$2.50. Amco Services, 8307 Mossman, N.E., Albuquerque, N. M.

SHIPMAN DUPLEX STAMP MACHINES. \$10; Triplex, \$29.50 each; like new folders, direct factory prices. USP Co. 100 Grand Waterbury 5, Conn. se22

MUSIC RECORDS ACCESSORIES

Situations Wanted

ARRANGER - EXECUTIVE'S ASSISTANT. Law Stenographer, Musician. Will accept position with future. For resume write Floyd Benny, 144 Bruckner Blvd., New York 54, N. Y. se8

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.

Bands and Orchestras

SEMI-NAME BAND. HEADQUARTERING Texas. Opening September. Plano bass, drums, tenor. Write Orchestra Leader, Route 3, Box 166, Chester, Va. se29

Hypnotists

HYPNOTIST DESIRES JOB—NIGHT CLUBS, parties, personal instructions, or what have you? Also interested in telepathy. Don Davis, 1228 33rd St., Zion, Ill. se22

Miscellaneous

A-1 AUTOMOBILE MECHANIC—18 YEARS' experience on all gasoline motors. I can keep your fleet running; will consider all-year proposition. Prefer large clients that winters in Florida. Harold Houser, Grants Trailer Ct., 16th & Cumberland, Lebanon, Pennsylvania.

AT LIBERTY - THE WHIP FOR CLUBS. etc. Agents invited. For information write 1100 35th Ave., N., St. Petersburg 4, Florida.

AVAILABLE! NO PRECEDENT IN SHOW history. Attractive-made woman, singing voice, figure, personality! Unbelievable calendar age: 79; by miracle, 30. Does she know the secret of youth? Recognized by state, city, federal authorities. Want responsible personal manager, man or woman. Also available, my \$28,000 motorized theatre, Marita Delores, Capitol Hotel, Richmond, Va. Will fill personal appearance dates, hotels, conventions, or will feature with orchestra or A-1 show. se15

FOLK SINGER—ENGLISH, FRENCH, GERMAN. Available for San Francisco area, Sept., Oct. and Nov. Box C-384, c/o The Billboard, Cincinnati 22, Ohio.

Musicians

BANDLEADER—CIRCUS NOW AND FOR next season. Experienced and reliable. A. Lee Hinckley, Box 818, Apopka, Fla. se8

COMMERCIAL LEAD, ALTO OR TENOR, double flute, alt. b.; clarinet, bass clarinet; read shows well; name experience; consider combo or hotel work only. Write, phone or wire Eddie Beau, Taychedan, Wis.

ELECTRIC FENDER BASS MAN, DOUBLE others, vocals. Fourteen years' experience in country, western field. Go anywhere for right deal. Jimmie Matts, 710 Garland Ave., Waco, Tex. se22

ELECTRIC GUITARIST—RHYTHM, SOLO vocals, solo group, double bass. 20 years' experience. Musician, 22 S. 10th St., Minneapolis, Minn.

EXPERIENCED DRUMMER—AGE 30, FREE to travel. Join immediately. If interested, write or call Sib Britt, 407 Palm Creek Lane, Carmel, Ill. Phone 5636.

TENOR CLARINET—ALL STYLES. Commercial, jazz, read, fake tone. Address: Musician, 1314 S. 25th St., Omaha, Nebr. Ph: JA 4569. se29

TRUMPET—READ, FAKE, SHOWS, JAZZ. Latin, commercial. Close Sept. 13 available Sept. 15. Syd Sayers, Riverview Apts., Port Orange, Fla.

Outdoor Acts and Attractions

A NEW SENSATIONAL GORILLA PARODY now available for your shows. Novel, exciting act. Honey Bear Farm, Rt. 7, Olney, Ill. se29

AN OUTSTANDING DISPLAY OF TRICK and Dancing Dogs for any event. Honey Bear Farm, Rt. 7, Olney, Ill. se29

BALLOON ASCENSIONS, PARACHUTE Claude L. Snafer, 1041 S. Dennison Indianapolis 21 Ind. se8

HIGH FIRE DIVE SOMERSAULT—SHARP spears, blazing gasoline, smallest tank in the world. Rigging illuminated and visible from far off. A Fox Movietone feature. Address: Mae Productions, 456 Lampher N.E., Warren, Ohio. Tel.: MA 91479. se15

IT PAYS TO ADVERTISE RAY'S CIRCUS Revue Will fill your fondest expectation as a Free Act. Magnolia, Ohio Route 21. se20

MAN BURIED ALIVE WITH RATTLE, snakes, Copperhead and Cotton Mouth Moccasins. Only one of the kind in U.S.A. Contact L. Nunn, Glasgow, Ky. se29

OUTSTANDING PLATFORM TRAPEZE Act Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details address: Charles La Croix, 1304 South Anthony, Ft. Wayne, Indiana. Telephone: Eastbrook 3312.

RAY'S CIRCUS REVUE - SIX PONIES, Dogs, Monkeys, Bore Clowns, with Timmie the Mule, Magnolia, Ohio, Route No. 1, Phone UNION 62010. se20

ROYER'S WESTERN REVUE - PERFORMING Horses, Clown Mules, Dogs, Monkey, Trick Riding, Roping, Sharpshooting, Bull Whips, Card Races, Bucking Ford. Contact Revue, 422 W. High Ave., New Philadelphia, Ohio. se20

SUPER ANIMAL ACT AND TRAMPOLINE Act. Parks and fairs. Contact 2015 Oliver St., Ft. Wayne, Ind. Phone: H 1196.

WORLD'S LARGEST BAND ORGAN NOW available after making motion picture with M-G-M. Housed in 30-ft. trailer, showing 100 brass inst. and 100 lights. Greatest musical attraction on the road today. T. E. Champion, 1830 S. 5th St., Terre Haute, Ind.

Vaudeville Artists

EXPERIENCED DANCER, COMEDIAN, harmonica player, vaudeville performer, formerly Jamb & Honey Act, WSM and Grand Ole Opry, Trained Dog Act, wants bookings. Jimmy Brown, 168 Eastman, Memphis Tenn. se15

FEMALE IMPERSONATION ACT OPEN—Expensive wardrobe, exotic routines. Have photos and 8mm. color routine film per your club or agent. Letterhead: S. L. Burgess Jr., P. O. Box 5068, Saunders Station, Richmond 20, Va.

Vocalists

A-1 ROCKABILLY DUO AVAILABLE WITH or without band for Radio & TV work. Willing to tour with package shows. Write or wire Garden State Productions, P. O. Box 122, Newark, N. J. se15

Berni Miller is in Chicago. . . . Doc Broga, CFA, and Curly Ferris, both of Elmira, N. Y., caught the Mills show. . . . A. Lee Hinckley writes that he and Eva Hinckley are in Cleveland, Okla., for a few weeks because of illness in the family there. . . . CFA Roger Towne, Buffalo, reports he was in Sarasota and also that he visited Bert Pettus on the Strates show and Jimmy Cole on Hagen Bros. Barbara Taggart writes that Joe Taggart had his miniature circus at the Nebraska State Fair. He had his calliope at Freeport, Ill., for the centennial of the Lincoln-Douglas debate there.

While Polack was at the PNE at Vancouver, B. C., The Sunday Sun carried a three-column full-color photo of Princess Tjama.

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 weeks, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

- Ackley, Jimmy
Alexander, Charles
Allen, H. S.
Allen, Jimmy Carl
Allen, Jr., James
Anderson, Buster & Mrs.
Anderson, Charles
Annin, Jimmy
Anthony, Mike
Arbuckle, Vernon
Archer, John
Archer, L. D.
Arnold, Richard
Arvid, Eddie
Asch, W. B.
Barnes, Tommie
Barnett, James
Beck, Robert Emmett
Bessette, Guido
Biziak, Tony R.
Blackburn, Mrs.
Blackburn, Mrs.
Bordonaro, Raymond J.
Bordonaro, Samuel
Boude, Clinton
Boudreau, Gilbert
Buzeman Jr., Oscar K.
Brady, Frank G.
Brown, Virginia M.
Bruff, Robert H.
Bryer, P. & Ollie
Buechling, Mrs.
Bumps, Bobby
Burns, Jimmie
Burridge, Mrs. Margy
Burton, Eva N.
Burton, Jack C.
Butler, Bill
Cajorian, Carl A.
Cantor, Kenneth
Carlyle, Malcolm
Carroll, Tommy
Cassidy, Mrs. James
Cecil, Herbert Lamar
Chapman, Earl
Clisson, Felix A.
Collins, Henry J.
Cook, Jack
Cooper, Mrs. Dick
Cooper Jr., Thoin. J.
Cooper, Russell & Mrs.
Craig, David Mark
Craw, George L.
Cullen, Bill
Cummings, R. V.
Curry, Mrs. Joan
Daley, Charles (Kasterson)
Darlington, Cyrus W.
Davis, Pauline
Davis, Mrs. Pauline
Davis, Bill (Earl)
Davis, John M.
Davis, W. & Mrs.
Deckman, Robert
Dennison, E. W.
Denton, W. L.
De Rosa, James
Decker, Joe
Demetro, Dewey
Devine, Alice
Dodson, Mrs. Rose
Donnelly, Russell
Donofio, Frank
Dorsey, Marcos
Duchene, Lewis P.
Duncan, Dallas
Dvorsky, H.
Eddy, S. D. & M.
Evanis, Billy & Mrs.
Ewen, Ralph
Farrar, Mrs. Dorothy
Faye, Sandra
Ferguson, Danny
Flake, Mrs. James
Fletcher, Leonard W.
Frederick, Hank
Fullhart, Joe
Gable, Joseph
Gallagan, Anna
Gant, James Lee
Garner, Floyd E.
Gilbreth, Mrs. Rita
Gleichst, Allan
Gedwin, James
Goe, Ellis (Skippy)
Golden, John V.
Gordon, E. & A.
Gordon, George H.
Green, Blackie
Gilbert (Pin Store)
Gregory, Robt. W.
Griggs, Charles
Hagan Jr., Orville
Hansen, B. W. & Mrs.
Hayfrow, Roy E.
Hayford, James E.
Hazen, Gene
Heaton, A. P. & Mrs.
Hendrix, Mrs. C. W.
Henry, Harry W.
Hops, Harold
Hershlev, Geo. L.
Hess, Ray or Roy
Hitchcock, Clyde
Holiday, W. W.
Honer, Raymond
Houston, Lee
Hunt, Art E.
Jacobson, Chas.
James, Bobby
Jameson, Patricia
Johnson, Mrs.
Johnson, Harry Lee
Johnson, Mr.
Johnson, Marion (Rudy)
Johnson, Wm. & Mrs.
Jones, J. E.
Joseph, Peter
Kaplan, J. M.
Kalin, Sr. Moso
Keller, Jack
Kesterson, Mrs.
Kibel, I. H.
Kinzi, Dortha
Kintler, James E.
Kiser, O. C. & Mrs.
Kish, Lew (Gil Gray Circus)
Knight, R. E.
Kosterman, Ralph H.
Kuhn, Mrs. Charlene
LaBrake, Kenneth & Mrs.
LaBreche, Charlie
LaBreche, Mrs. Frieda
LaPage, Bertie
Lagacy, Fred
Lake, Clivek (Mgr.)
Lane, Eugene V.
Lankford, Mrs.
Lankford, Lester
Lautner, William E.
Law, Booker T.
Lawson, Ernest A.
Lee, T. Tony
Lech, Roderick H.
Lesiowski, Raymond
List, Lester
Lillie, Al & Martha
Long, Leon
Love, Lester R.
Loverly, Joseph W.
McAlister, Tate
McClelland, Tom
McClure, Charlie
McClure, Charlie (Beers & Barnes Circus)
McCoy, Bill & Mrs.
McNamee, Danny
McNeil, Scotty
McSpadden, Mrs. Myrtle
Mack, LeRoy
Madam Marie
Malcott, Barbara
Malls, Al
Malman, Mannie
Mandrell, Mrs. Allyce
Mandrinello, Mrs. Jean
Mansteln, William
Marsh, Jesse & Etta
Marlin, Sam
Massey, Hub
Mercer, Clarence
Netzger, Bert
Nikolchev, Joe
Miller, Donald S.
Mitchell, Peter
Moody, Mrs. Hattie
Moore, Mrs. Don
Moore, William J.
Moss, Lee
Motola, Julia
Muen, Frank
Murphy, Charles J.
Murphy, E. J.
Murphy, James R. (Hobbitie Hob Job)
Murphy, Joe T.
Myers, Mrs. Virginia
Myers, Paul N. & Mrs.
Nedwash, Danle
Newbrey, Mrs. Jerry
Lyvonne
Nicholas, W. A.
Nolan, Elmer
O'Neal, Jack
O'Neill, Theodore
Owens, Jasper &
Owens, Earl
Owens, Ralph
Palmatier, G.
Palmer, Kitty
Pannebaker, George
D. & Mrs.
Parsons, P.
Paul, C. C.
Payne, Howard
Phillips, Phil
Pinkerton, Earl
Pittman, W. G.
Powell, George
Price, Dorothy
Puckett, George
Puzilumpski, Chester & Mrs.
Ray, Jimmy
Reade, Butch
Reichert, Fritz
Reid, Elmer
Relley, Richard S.
Remington, Les
Richmond, Barbara
Rieder, Laurence P.
Riggs, Mrs. R.
Roberts, John
Rosario, Tania
Ross, Charles
Rouse, R. W.
Rucker, Jack
Russell, Leonard
Russell, Maxine
Russell, Robert
Sakobis, James
Schnepel, E. W.
Schuch, Clarence J.
Schuck, Clarence (Pete)
Schwartz, Morris H.
Seevers, Lewis & Mrs.
Seevers, Terry
Shaffer, William
Simon, Leo C.
Shulair, Charles
Smith, B. H.
Smith, Walter
Snyder, Mrs. Norma
Spain, F. E.
Sparkman, Robert
Stein, Jack & Mrs.
Stein, Jack & Mrs.
Stevenson, Miller
Stoltz, Lloyd F.
Stotler, Harry
Stout, Slim
Strand, C. C. & Mrs.
Stutter, Robert
Swanger, Clarence (Gil Gray Circus)
Sweeney, Richard
Sykes, Vernon Earl
Terrell, Mrs. Halle
Terrell, T. C.
Tetis Jr., W. F.
Thorp, Mrs. Marshall
Torrence, E. I.
Tucker, Candy
Turbyville, Bob
Turner, Louis
Tuttle, Robert V.
Vandayberk, Beris
Van Hooser, M. B.
Vick, A. M.
Vogt, William D.
Walker, Toby J.
Walters, Dallas K.
Walters, Sue & Eddie
Ward, Francis
Watts, Robert (Colored Trombone)
Webb, Charles
Webb, Mary
Western, John
White, Bob Western
White, Ernie & Ida
Wildler, Dan
Williams, G.

- Wilkerson, George (o Florence's Snake Show)
Williams, Sam
Willis, Polly
Winters, Jerry
Winters, Lester J.
Wyckoff, Charles
Wolf, Mrs. Barbara Woodlin Sr.
Yoder, Al (GI Gray Circus)
Young, C. A.
Young, Dolly
Zitovsky, Mrs. Shirley

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

- Bartholomew, Irving, Vivian
Bodine, V. C.
Brett, Howard
Brodt, Ophelia
Buchanan, Thomas
Burnett, Margaret
Chelly, Paul
Cooper, Roy W.
Crawford, John A.
Davenport, Henry
Denning, Thomas
Vajel, John
DuPont, Bert
Griffin, Earl D.
Klein, Seymour
Kline, Manny
Larue, Lash
McLoughlin, Andy
Martell, James
Mantell, Billy
Maki, Eddie
O'Neill, Robert
Peacock, John M.
Sash, Irvin
Windsor, Bonnie

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

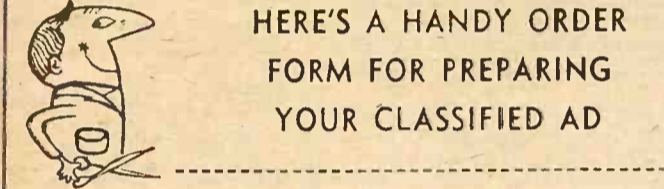
MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post

- Thomas, John, 114
Allen, Miss Hattie
Allen, H. S.
Allen, Roy
Ames, Jack Jr.
Antonik, George
Bain, Gene R.
Baker, C. A.
Barker, Mrs. Billie
Barry, Ronnie
Beard, E. L.
Beesley, James C.
Bie, Frank
Biziak, Tony R.
Boyle, Chuck
Bouillon, Frenchy
Brown, Jack Joseph
Britten, Mrs. Joseph
Caldwell, E. S. & I.
Calolan, Carl
Carpenter, Clifford R.
Clark, Mr. & Mrs. G. L.
Collins, Dick
Cook, Jack
Cooper, Floyd E.
Cooper, William J.
Crummins, Harry
Cozart, John
Curtis, J. H.
Davis, Leslie H. & T. H.
Davis, N. E.
Davis, R. L.
Daubenspeck, R.
Dunn, David E.
Durham, Ed
Eddington, Mrs. Cecil
Elder, Charles
Eldred, Jimmie
Felton, Robert
Ferguson, Danny
Fenimore, David
Geusz, Mrs. Freeman
Glass, David A.
Gray, Alfred L.
Gonzales, James J.
Greenberg, Harold
Gunn, Mike
Hauser, Charles
Haywood, Lee
Hazen, Wm. J.
Hollenbeck, Harold
Inpeduzial, Lucille
Jordan, Larry D.
Jines, Jack
Jones, Robert
Jurden, Jean
Keffler, Warren G.
Kelly, C. O.
Kerner, Dorothy
LaMar, Mr. & Mrs.
Lankston, James (Smokie)
Lankston, Paul R.
Lenard, Jr. (Duke)
Love, William H.
McCabe, Mrs. Ruth
McCull, Julian J.
McCadden, Benny
McInturf, Miss Shirley Jean
McSparran, W. P.
Madison, Harry L.
Magid, Charles
Maloney, M. F. M. J.
Manos, Pete Jr.
Mellor, Mrs. William
Miller, John P. Sr.
Moser, Paul H.
Mitchell, Duke
Moore, Joe
Moore, Mike
Morgan, Mrs. Katherine
Muskoff, Ollie
Newman, Syd & Ruth
Noakes, Mrs. & Mrs. Hawk
Owens, Buck
Parsons, Patrick
Pierce, Mr. & Mrs.
Piller, Edward
Randall, Daniel F.
Ray, Bernard
Reich, Charles J.
Reiser, Robert
Rogers, John F.
Rodgers, Johnnie
Romero, Rickey J.
Romero, Kathryn E.
Sandusky, Durward
Severson, Art
Sileo, Buelah
Sileo, Joe Ann
Sileo, Joe
Silva, William
Silvestri, Antonio
Siki, William
Smith, Rob (Scedy)
Smith, Talla Ray
Smith, Henry N.
Solter, Marvin Earl
Stalier, Virgil
Stein, Jack
Stevens, H. G.
Stewart, Bobby Lee
Stewart, Jim R.
Strobel, Mrs. Geneva
Sutton, Joe
Taylor, Peter
Timberlake, Forrest
Toney, Mrs. Virginia
Tracey, Dassy
Tuttle, Robert V.
Walker, Jimmie
Walker, Mrs. James
Wells, Miss Peggy
Wetherbee, Harold H.
Whalen, Robert
Welch, John Jr.
White, Chuck
White, Mr. & Mrs.
Whittier, Dan
Williams, Orval
Wilson, Mr. & Mrs.
" Bumps & Arole
Wilson, Raymond
York, O. M.
Youell, Mrs. Joan Shirley Jean

When Ringling and Beatty were around Omaha, CFA visitors included Roger and Lulubelle Brown, Sioux Falls, S. D.; the Rev. Clement J. Flannery, Gilmore City, Ia.; Floyd and Mary Jane Henton, Omaha, and Howard and Agnes Hansen. The Hentons were dinner hosts to Dr. J. Y. Henderson. They also visited with Hugo Schmitt, Hans Naumann, Albert White, Gene Lewis and Robert Dover, all with Ringling, and Clyde Beatty, Count Nicholas and Frank Orman, on the Beatty show.



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
Calliope and Band Organs
Collectors Items
Costumes, Uniforms, Wardrobes
Food & Drink Concession Supplies
Formulas and Plans
For Sale—Secondhand Goods
For Sale—Secondhand Show Property
Help Wanted
Instructions and Schools
Locations Wanted
Magical Supplies
Miscellaneous
Mobile Homes, Accessories
M. P. Films—Accessories
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies & Developing
Ponies
Printing
Rigging and Props
Salesmen Wanted
Scenery, Banners
Talent Wanted
Tattooing Supplies
Trucks, Trailers, Accessories
Wanted to Book
Wanted to Buy

- Music, Records, Accessories
Business for Sale
Record Pressing
Situations Wanted
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

- Coin Machine Headings
Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

- Talent Availabilities Headings
Agents and Managers
Bands and Orchestras
Dramatic Artists
Hypnotists
Miscellaneous
M. P. Operators
Musicians
Outdoor Acts and Attractions
Vaudeville Artists
Vocalists

- 3. Indicate below the type of ad you wish:
REGULAR CLASSIFIED AD—20c a word. Minimum \$4
DISPLAY CLASSIFIED AD—\$1 per agate line. One Inch \$14 (14 agate lines to inch)
TALENT AVAILABILITIES AD—5c a word. Minimum \$1
Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Please insert the above ad in _____ Issue
NAME _____ I enclose
ADDRESS _____ remittance of
CITY _____ STATE _____ \$ _____

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

LOOKING TO FUTURE

Doors of Supermarkets Open to Op's Special Multiple Installations

ST. LOUIS—Multiple vending units are being used with consistent success by Elliott Levy, S. P. Distributing Company, both in landing supermarket locations and in realizing maximum sales in these high-traffic spots.

Each multiple vending base is made for a particular supermarket, and the store manager is consulted in order to arrive at a design best fitted for the specific location. Not only does this co-operation result in a console best suited for the supermarket, but immediately establishes basic good will with the location.

Multiple installations have also proved the best way of capitalizing upon the extremely heavy traffic in supermarkets. Altho each installation is designed to harmonize with the decor of the super, placing a number of machines side by side on the base unit arrests attention in much the same way that a typical supermarket's special displays do. The word "Vendicade" that Levy paints in large letters on the front of his consoles also serves to attract attention. (See picture elsewhere in this section.)

Variety of Merchandise

The multiple installation offers a wide variety of merchandise in machines that often number up to 12. A ball point pen vender and a postage stamp vender attracts adults, who often give pennies to their small children accompanying operation by soliciting independent them. The children are offered ball gum in various sizes, charms, capsules and confections. Levy has



STEP-UP BASE MADE OF PLYWOOD is extensively used by Elliott Levy, S. P. Distributing Company, in his supermarket locations. Altho similar in construction, each Vendicade base is modified to meet the decor and traffic requirements of individual locations.

noted that a multiple installation often multiplies per unit sales. With a number of different machines in front of him, a child often wants to spend several pennies rather than make a single purchase.

Levy's base units are custom made of durable plywood. As can be seen in the picture, they are two-tiered, with the upper tier set back. The cost of manufacture averages \$32. The bases are

mounted on metal legs to facilitate daily floor cleaning and minimize damage from being kicked or otherwise struck. Levy has also devised a special kit for cleaning, waxing and polishing his Vendicades. The term Vendicade itself is a contraction of Vend and Arcade, which he felt was catchy as well as descriptive of his unit.

Levy began his supermarket stores. He felt that if his ideas

(Continued on page 71)

Chi Ops Hash Problems at Informal Meet

CHICAGO—Bi-monthly meeting of an informal group of Chicago bulk vending operators was held at the Graemere Hotel recently. Purpose of these meetings is to discuss problems that are common to the business.

Leasing versus owning a service automobile was one topic examined by the group, said Bob Kantor, acting president. Operators agreed that after three years of use on the route an automobile has little trade-in or re-sale value. Normal leasing costs were calculated for a three-year period and it was concluded that the loss in depreciation was greater than leasing costs. It was also pointed out that an operator rents a new automobile each year and that he may use the car for any purpose.

The group also discussed the danger of hiring drivers under 18 years of age. The Fair Labor Standards Act prohibits persons under 18 years of age from operating vehicles as wage earners. It was pointed out that, particularly in the case of an accident, insurance would be ineffectual when the driver involved was younger than 18.

Operators attending the meeting met at 6:30 p.m. for dinner at the Graemere. The meeting lasted until 8:30 p.m. Those attending were Hy Fisher, Meyer Siegel, Dave and Sammy Schnayer, Barney Zussman, Tony Corso, Pete Culotta, Vito Gulotta, Tony Torricci, and Irving Willis, with Bob Kantor presiding.

NVA Bd. Will Meet At St. Louis in Nov.

CHICAGO—The board of directors of National Vendors Association will hold a meeting in St. Louis during the annual convention of National Automatic Merchandising Association in November, NVA counsel Milton Raynor told The Billboard last week.

A chief topic of discussion will be methods to adopt in order to include confection, nut and scales segments of the bulk vending industry within the scope of National Vendors Association, he said. Altho many operator members of NVA have diversified routes, they are primarily engaged in ball gum-charm operations.

NVA is desirous of including and giving representation to manufacturers and operators of all equipment and commodities found in the bulk vending industry. Co-operation of manufacturers will be sought in an effort to disseminate information regarding NVA to operators of all types of equipment, said Raynor.

Immediate Representation

If manufacturers are responsive, immediate representation on the board of directors can be given the confection, nut and scales segments, Raynor continued. Arrangements can also be made whereby separate meetings of these factions will be held at the next NVA convention in which their separate problems can be discussed. Raynor would be available at these meetings to give legal counsel.

The board of directors will also

address itself to initial planning of the next NVA convention as well as further definition of basic NVA policies. The status of the new NVA life insurance program will be examined at that time, and plans will be formulated to further

(Continued on page 72)

Fill Quota for New NVA Life Insurance Plan

CHICAGO — Sufficient paid applications have been received to put into effect the National Vendors Association group life insurance policy, said Sylvan Lipshutz, insurance agent, last week. Total number of those participating in the plan awaits final tabulation, he continued. Those desiring to participate in the plan are encouraged to submit their applications as soon as possible, said Lipshutz.

Also announced last week was re-issuance of NVA's public liability and property damage insurance (including product liability), effective September 1. The rates on this insurance have not been raised, said Lipshutz. Those interested in NVA insurance may address inquiries as follows: Joseph Lipshutz & Company, 39 S. LaSalle St., Suite 1115, Chicago 3.

PROFILE OF WEEK

Self Reliance Learned Early



GARFIELD SCHMIDT

THIRTY-TWO-year-old Garfield Schmidt is a partner in the profitable Automatic Merchandisers of Indianapolis, bulk vending operation.

As a high school student Schmidt worked at a variety of jobs that helped build up a feeling of self reliance—an attitude important in an independent business such as bulk vending. When he was only 14 years old, Schmidt ran a small gas station during the tourist season in his home town of Shawano, Wis. This work served as his introduction into the business world and as a valuable first step in learning how to handle people.

Later, during the school year he drove a truck from Shawano to Milwaukee and back before classes began in the morning. On the return trip he hauled a load of oil, which he sold as an agent for a major petroleum company. When classes were over each afternoon, Schmidt duplicated the round trip to Milwaukee. During high school he also sold newspapers and was station manager for both The Green Bay Press Gazette and The Milwaukee Sentinel.

Enlisted in Navy

In 1941 he enlisted in the Navy at the age of 17. Before his discharge he was to sail halfway around the world with the amphibious forces and take part in the attacks at Okinawa and Iwo Jima. He was recalled during the Korean War and participated in the evacuation of United Nations troops that were pushed to the sea from the 38th parallel.

Between the two wars Schmidt tried his hand in the retail chain store business. He was an assistant manager and a produce manager at various times in Green Bay. After Korea he went to Lexington, Ky., for his introduction into bulk vending. There he was employed as serviceman-manager for the old Automatic Gum Sales Company, owned by H. T. and J. D. Shafton, of Jacksonville, Fla.

He was with the firm for five years, covering a three-State territory including Kentucky, Ohio and Tennessee. Then he teamed with Robert Raleigh, of Green Bay, to run the Automatic Merchandisers of Indianapolis. The firm covers the State of Indiana, with a route composed primarily of ball gum-charm and capsule venders.

Four Children

While in Lexington, Schmidt met and married the former Ruby McFall. The couple has four children, Arthur Thomas, 8; Gerald Wayne, 6; Garfield Jr., 2, and Susan Gail, 7 months. Schmidt's wife has grown accustomed to the irregular hours demanded by the bulk vending business, as well as the fact that not only vacations but free times is often on a catch as you can basis.

Schmidt himself is a member of a number of organizations. He belongs to the Veterans of Foreign Wars, the American Legion, the Military Order of Cooties, Loyal Order of Moose, First Baptist Church and National Vendors Association. During the year 1955-1956 he was commander of the VFW Post 1885 in Lexington.

During high school he became interested in basketball and football, and a little later also started taking an interest in baseball and photography. Schmidt is understandably a fan of the Milwaukee Braves and the Green Bay Packers. He will often take a trip to Cincinnati during the summer for a double header.

Photography is both a pleasant pastime and a business aid for Schmidt. He not only takes landscape pictures and portraits of his family, but uses his camera for color shots of his equipment, which he employs to help get locations for his equipment.

BULK BANter

REPORT FROM CHICAGO By FRANK SHIRAS

Proper servicing is one of the most important aspects of a good bulk vending operation. Some servicing problems are directly under the control of the operator. He decides whether it is best to service a machine on location or back in his workshop, for example. But the rate at which machines empty has a ceiling which even optimum merchandising techniques cannot surpass—some machines empty in a week, others take months. Refilling machines at the proper time is perhaps the most important aspect of good servicing. Venders that stand empty are a loss of revenue. On the other hand, servicing a spot too often wastes time and gasoline.

Several operators of different types of routes headquartered in Chicago commented on this aspect of servicing last week. Pete Gulotta is a full-time operator with a moderate-sized route concentrated mostly in the city's South Side. He can reach any location in an hour's drive and has worked out a relatively simple servicing program. Each machine has his phone number placed inside the globe, and he requests the location owner to call him when the machine is empty or out of order. Some location owners comply and some don't. However, he has found in his many years as an operator that enough calls come in to enable him to plan each day's servicing schedule with little trouble.

When Gulotta gets a few calls from roughly the same vicinity, he goes to his card index and pulls the cards of other locations in the same area. He then spends his working day servicing the general area that the calls came from. He

(Continued on page 72)

VICTOR'S

TRIPLE VIEWER



35¢ Vendor Featuring The "TRIPLE VIEWER" TV displays the next 3 portions of merchandise to be vended.

\$49.50 ea. Packed 1 to carton. Holds 200 of 1 1/2" x 1 1/2" capsules.

Write for Lowest Prices on our complete line of CHARMS • BALL GUM • CAPSULES • MACHINES

Order Now From Victor's Southeastern Distributor. H. B. HUTCHINSON, JR. 1784 N. Decatur Road, N.E. Atlanta 7, Ga. Phone: DRake 7-4300

Glass Containers

Factory shipments of machine-made glass containers during July totaled 12,300,000 gross, according to Commerce Department. Shipments of returnable beverage containers amounted to 785 thousand gross of the total, a drop of 180 thousand gross from June. Shipments of nonreturnable beverage containers amounted to 151 thousand gross of the total, an increase of 20 thousand gross over June.

Sugar

Deliveries of sugar for U. S. consumption from January 1 thru the first week of August totaled 5,235,000 tons, 2,000 tons below deliveries in the comparable period last year, according to Agriculture Department. Average price of raw sugar at New York has been 6.20 cents per pound.

OPERATIONS CANDY BALLS

210 Count, with CHARMS; also 100 Count "HALF-HOUR" Balls. Free: Candy Ball Labels.

SO ROUND, SO SWEET, SO PROFITABLE

Samples and information on request.

EPPI

91-15 144th Place Jamaica 35, New York

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Converter for 100 ct. B.G.	4.50
Silver Kings 1c B.G. or Mds.	8.00
ABT Guns	30.00
Mills 1c Tab Gum	12.00

MERCHANDISE & SUPPLIES

Almonds, 5 lb. Vac. Pack	.90
Pistachio Nuts, Jumbo Queen	.77
Pistachio Nuts, Large Tulip	.73
Pistachio Nuts, Vendor's Mix	.58
Pistachio Nuts, Sheik	.48
Cashew Whole	.64
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.53
Hershey's	.47
Rain-Bo Gum, 40 ct.	.28
Rain-Bo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bo Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain-Bo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.	
1/3 Deposit, Balance C.O.D.	

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL 446 W. 36th St., New York 18, N. Y. Longacre 4-6467

THE PENNY MARKET

Bulk Penny Units Consume 3 Times Annual Mintage

NEW YORK — Even in terms of today's inflated economy, a billion is a pretty large figure. Yet last year, the United States Treasury Department minted 1,333,882,000 pennies, and during the first eight months of this year it minted more than 700 million.

How many pennies are in circulation nobody knows, and the Treasury Department refuses to guess. During the last 20 months alone, more than \$23,000,000 worth were put into circulation.

Bulk vending is probably the largest single outlet for these pennies. According to Vend magazine, about \$57,000,000 was spent for bulk confections (most of them in penny machines) last year.

This means that three times as many pennies passed thru vending machines as were minted during the course of the year. And the \$57,000,000 figure does not include the revenues from charms.

Perhaps the main reason for the relatively high bulk vending volume is that ball gum or charm gum are two of the last items that may still be purchased for a penny. The penny candy that children of a decade or two ago were able to purchase over the counter is becoming a thing of the past.

By and large, the bulk vending industry is geared to the moppet trade. Few adults will buy ball gum and when they do buy charms it's for the youngsters.

Limited Selection But as far as the adult is concerned, few items are available for a penny. Tab gum in vending machines is one of these items, but tab gum accounts for only a small fraction of all penny sales.

Nut machines in taverns, of

course, have long been a source of income for bulk operators, but with the cost of nuts rising, the penny nut machine is being replaced by the nickel machine.

To date, penny vending in the adult market has been limited primarily to tab gum, nuts and confections. If this selectivity can be increased, the adult market might turn out to be as profitable a field for the bulk operator as is the children's market.

Flexible BELT RINGS Are Hot!
 Plastic-Unassembled \$4.40 per M (open for capsules)
 Plastic-Assembled \$7.50 per M (buckled for bulk vending)
 Plated-Unassembled \$8.75 per M
 Plated-Assembled \$11.50 per M
 Free advertising labels! at your distributor or...
Guggenheim 33 UNION SQUARE N. Y. C. 3, N. Y. • AL. 5-8393

VICTOR'S **Sextette**
 A terrific money-maker in those Supers and Chain stores. The New Modern Key to Successful Bulk Vending. VICTOR VENDING CORP. 5701-13 W. Grand Ave., Chicago 39, Ill.

THE KEY TO BIG PROFIT IS 2 PENNY VENDING with *Northwestern*



Get the sensational Northwestern 2 Penny Vender, the key that will unlock those big profits for you.

Don't wait, don't lose those sales. Be in on the ground floor. Order today, put a few of these machines on location, the profit is the proof.

See your Northwestern Distributor or wire, write or phone for complete details.

THE NORTHWESTERN CORPORATION 2982 E. Armstrong St., Morris, Illinois

To Future

Continued from page 70

wouldn't work out, it was better to experiment with independents rather than possibly jeopardize a chain. As he learned more about supermarket operations and the designs and merchandise that were most successful, he considered himself in a position to negotiate for chains of supermarkets in the St. Louis area.

In the fall of 1954, Levy approached his first chain. The district manager was quite unfamiliar with the idea of bulk vending in multiple installations, and it was only after considerable persuasion that he agreed to a test run in a few stores. Results were excellent (Continued on page 83)



CHILDREN will often insert a number of pennies in a battery installation, finds Elliott Levy.

WE HAVE **oak's "LI'L LEAGUER"**
 Y. T. VENDING SALES CO. 2065 Milwaukee Avenue, Chicago 47, Calif.

WE HAVE **oak's "400"**
 R. R. WHITEHEAD DISTRIBUTORS 1075 Woodland Ave., S.E. Atlanta, Georgia

oak's LI'L LEAGUER a sure hit!
 The bases are loaded with profits for the smart operators who install Oak's LI'L Leaguer on key locations. The fascinating ball game is right on the front of the machine to attract the eye and interest the customer.
 AND: **GOLD MINE**
 Vends all popular tab gum. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate. Conversion Head fits your present standard Acorn Vendor!
 west coast factory sales OPERATORS VENDING MACHINE SUPPLY CO. 1023 South Grand Avenue Los Angeles, California
 east and midwest factory sales M. J. ABELSON/Phone AT 1-6478 2033 Fifth Avenue Pittsburgh, Pa.
oak MANUFACTURING COMPANY, INC. 11411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIFORNIA

"Bubble Stem"

Children and teenagers love it and you will too when sales for 'extension pieces' empty your machines! Vends in 3 sections: mouthpiece, holder and extension. Extends to one foot long by adding extension! Packed 334 of each piece per M.

\$5.00 per M in lots of 5M or more \$6.00 per M less than 5M lots

Send 35¢ for SAMPLE KIT OF CHARMS

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

The PENNY KING Company

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms NATIONAL SALES HEADQUARTERS "FOR ATLAS-MASTER PENNY-NICKEL MACHINES"



Ask About Our ATLAS Finance Plan



SOUTH SEA ISLE Pearl Rings



Beautifully designed cluster of Pearls mounted on brilliant vacuum plated rings, in a variety of styles. Has all the charm and mystery of the colorful South Seas! **VENDS PERFECTLY** in all types machines. (Not a jammer!) Fits capsules. Order today.

\$15.50 per M

Labels available at your distributor or:

paul a. **Price Co. Inc.**
15 Leonard St., N. Y. 13, N. Y. Call (land) 7-5147-8

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- ROWE PRESIDENT CIGARETTE, 10-col., 25c & 30c comb. \$110.00
- STONER PENNY GUM MACHINES, reconditioned 22.50
- STONER POSTWAR 6-COLUMN CANDY, 5c & 10c model 110.00
- STONER 8-COLUMN CANDY, postwar 5-10-20 165.00
- NATIONAL CANDY, 9-column 90.00
- ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb. 85.00
- EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y. TRIangle 5-1857

NEW 5c HOROSCOPE SCALE

No cards, capsules or tickets to buy.

FULLY AUTOMATIC.

All you do is collect the money. Will earn **\$20** to **\$75** per month.

Guaranteed for 5 years.

\$20 deposit puts it to work for you.

Order or write for details.



AMERICAN SCALE MFG. CO.
Dept. D.
3206 Grace St. NW, Washington 7, D.C.
Send more details Send scale
\$20 deposit enclosed

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

GIVE TO DAMON RUNYON CANCER FUND

BULK BANTER

Continued from page 70

finds this the most efficient method of servicing his route, partly because of its moderate size and partly because any location is easily accessible from his headquarters. He may find himself servicing some spots more often than is necessary, but he finds that this drawback is overcome by the good will and extra revenue that comes from servicing empty or jammed machines almost immediately.

Co-partners Hy Fisher and Leo Feingold of Ceemar Vending use a different system. Their route is spread over a large part of Chicago and goes out of the city as well. The route is broken down into five sections, three in the city and two out of town. Each day one section is serviced, and every machine on the entire route is serviced once every six weeks whether empty or

not. However, not every machine is serviced each time a particular section of the route is covered. A careful file is kept that shows the rates at which individual machines empty. From years of experience, the partners have found that a machine in a particular location has a predictable emptying rate.

Thus, when entering one of the five sections on the route during a day's servicing, only those spots are checked which fall due close to that date. Ceemar also leaves post cards with locations, and jammed machines or ones that empty unusually fast can be taken care of whenever the section where it is located is being serviced. Since the five sections are hit every week, a location doesn't have long to wait.

Tony Tortorici, T. T. Vending Sales Company, utilizes yet another system. He has machines on location throught the city and breaks the route down in sections of about two square miles each. Every day the routeman goes into a stipulated section and services all the machines. Some sections have more machines in them than others, and the serviceman simply passes from one section to another during the day, covering as many as possible. When locations call in for servicing, these spots are combined with the regular servicing schedule. Tortorici finds that this arrangement enables him to service all the machines once every four or five weeks.

Like the other operators, he prefers to hit even the slowest spots at regular intervals. It promotes good will, keeps the machines in

Practically Every Order Includes **CLOWN CHARMS**

\$10.00 per 1,000
OPERATORS UNANIMOUSLY PRAISE and ORDER.
How about you?
EPY
91-15 144th Place
Jamaica 35, New York

After all is said and done—your best bet still is

VICTOR'S STANDARD TOPPER

1c Ball Gum Vendor **\$13.25** ea. \$12.75 each 100 or more

Distributed by **ROY TORR—LANSDOWNE, PA.**
Giving Friendly Service and Liberal Terms Since 1910

MAN... IT'S OUT OF THIS WORLD!

The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most for profits.

Write, Wire, Phone Immediately

STANDARD SPECIALTY CO.
1028 44th Avenue Oakland, California

Vend... the Magazine of Automatic Merchandising

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear out—mail today!

MONTHLY FEATURES
Candy, Gum & Nuts
Beverages
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VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
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(Foreign rate, one year, \$5)

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____

working order, and minimizes loss of machines that often occurs when a location goes out of business. If a store changes hands, the new owner may dispose of a vender if the operator doesn't show up before too long. Theft of bulk machines from closed locations is not uncommon either.

Irvin Brodsky, Carousel Industries, has a large mail order operation that requires a radically different kind of program. Locations in different parts of the country service their own machines and send in orders on requisition forms whenever new merchandise is needed. Careful tabulation is kept on each location. If a location doesn't re-order for a protracted period of time, inquiries are made. On the other hand, if new merchandise comes on the market, it is often shipped to locations instead of the former fill. Mailings ("fliers") are regularly sent to locations in order to keep them informed of new merchandise that is available. Locations are familiar with the type of people trading at their stores, and are often able to select the best type of merchandise on the basis of descriptions carried in the mailings.

NVA Board Meet

Continued from page 70

broaden member representation in the program. (See separate article regarding NVA insurance.)

Rules and regulations of the grievance committee is also slated for discussion, said Raynor. The grievance committee was conceived at the last NVA convention in Miami Beach. Composed of operators, manufacturers and distributors, its purpose will be to resolve problems and disagreements that affect the entire industry.

PLASTIC PROCESSES

OFFERS THE BEST BULK VALUES AND QUALITY!

TRY THE SENSATIONAL—CAPSULE MAGIC MIX SERIES!

1st PRIZE AWARD
BUTTONS—#152
Blue or Red—Gold Cup, white lettering, series of gags—for youngsters.
Price: 1M—\$12.50
5M—10.00

VANGUARD FEATURE MIX—#553
65 Features—Big—Colorful

Special Value! Price—\$8.60 1M

PLASTIC PROCESSES INC.

83 HANSE AVE FREEPORT, N. Y.

BIG SAVINGS

on BALL AND VENDING GUMS

Same fine flavors, Centers and Coating

Direct LOW Factory Prices

Bubble Ball Gum, 140-170 & 210 ct.27¢ lb.
Chicle Ball Gum, 130 ct.35¢ lb.
Clor-o-Vend Ball Gum40¢ lb.
Clor-o-Vend Chicks, 320 ct.40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 28¢ lb.
Tab (short stick), 100 ct.38¢ box
5-Stick Gum, 100 packs \$1.90
F.O.B. Factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS
34 years of manufacturing experience
4th & Mt. Pleasant Newark, N. J.

YOUR TICKET TO SALES RESULTS—
THE ADVERTISING COLUMNS OF THE BILLBOARD!

ADVANCE SANITARY VENDOR

The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the advance name a symbol for the best in vending.

Accommodates flat packages up to 1/2" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For Details and Prices Write, Wire, Phone Today.

J. SCHOENBACH
Factory Distributor of Advance Vending Machines
715 Lincoln Place, Brooklyn 14, N. Y. President 2-2900

\$25 DOWN

Balance \$10 Monthly

400 DELUXE PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies

15" HIGH
49" HIGH
24" WIDE
WEIGHT, 165 LBS.

Invented and made only by **WATLING Manufacturing Company**
4650 W. Fullon St. Chicago 44, Ill.
Est. 1899. Telephone: Columbia 1-2772
Cable Address: WATLINGITE, Chicago

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More vending men in all phases of the industry are using the money-saving, money-making ideas in **VEND** every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine
2160 Patterson St., Cincinnati 22, Ohio
 1 year \$5 3 years \$10
 Payment enclosed Please bill me
(Foreign rate, one year, \$5)

Name _____
Address _____
City _____ Zone _____ State _____
Occupation _____

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of September 1, 1958)

Table with columns for High, Low, Mean Avg. and rows for various machine categories: MUSIC MACHINES, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, BALLY, CHICAGO COIN, and BONCO. Each row lists a machine model and its corresponding price range and mean average.

Hype for Stereo Singles Via New Stereo Juke Unit

Wurlitzer Machine Paves Prime Outlet for Dual-Track Singles

• Continued from page 1

Goes My Heart" and "Funny." The stereo version will not appear commercially at first, but rather, will be shipped to jocks and stations and to distributors for demo purposes. Label execs feel the excitement thus created within the trade will generate consumer interest.

Herman Lubinsky, chief of the Savoy-Regent diskery axis in Newark, N. J., stated plans for eight upcoming stereo singles releases on his World Wide stereo label. First of these will be out within three weeks, Lubinsky said, adding that "most of them will be instrumentals, for the time being, to make them most adaptable to juke use."

Lew Chudd, of the West Coast Imperial label, will have stereo singles on the market next month. The first of these will feature the newly pacted Frances Faye but others will follow along shortly. When confronted with the news of Imperial's plunge into the field, one jocular observer remarked: "Man, that will mean a double Fats Domino. Like, that's too much isn't it?"

It is also known that some thought has been given to the matter of stereo singles at Atco, tho no definite plans are now in the works for Atco or its parent label, Atlantic.

Among the majors, the outlook is considerably more conservative.

Lloyd Dunn, veepee of merchandising and sales for Capitol Records stated: "We have no immediate plans to enter the stereo singles field. Certainly we will be watching developments carefully and we'll be ready to move quickly if the demand warrants it."

Herbert Greenspan, veepee of Columbia Records, indicated that the Wurlitzer people had discussed their juke stereo unit with Columbia. "At this time, however, we intend to focus our efforts on getting our stereo LP program off to a good start. We'll consider the singles aspect later if a demand for them develops," Greenspan said. A spokesman for Decca said: "We have no plans for stereo singles or EP's now." A similar point of view was expressed at Coral.

Dot Records prexy, Randy Wood, asserted that "we have cut at least 90 per cent of our singles in stereo—actually with a view to possibly using them later in stereo albums. However, since they have been cut in stereo, we can convert to stereo singles quickly anytime we want to. There would be no significant problems." Dave Kapp said, meanwhile, that his label had

not planned activity in the stereo singles field.

Despite the air of cautiousness which seemed to pervade the industry in general, traders were quick to draw the obvious parallel between the current situation with regard to stereo singles and that which obtained in the over-all stereo field just six months ago. At that time, most diskery spokesmen were equally cautious about their plans for the new medium. Within six months, however, virtually all major and important indie labels were on the market with stereo LP product, and nearly all equipment manufacturers have researched, developed and put on the market, stereo playing systems. The same thing, it's pointed out, can easily happen with singles in a comparatively short time, particularly if enough stereo juke machines are made available to provide a market for the disks.

It's also pointed out that teenagers are likely to be gradually "spoiled" to the wonders of the new medium by hearing players belonging to their parents. They will want stereo too, it's been said, even if it's stereo rock and roll.

WURLITZER SHIPS JUKE STEREO UNIT

NORTH TONAWANDA, N. Y.—The Wurlitzer Company is scheduled to start shipments this week of its new stereophonic juke box unit, according to A. D. Palmer, marketing executive of the firm.

All distributors should have samples of the unit in their showrooms by the middle of September, Palmer said.

The unit, announced last week by Wurlitzer (The Billboard, September 1), was hurried into production immediately after Labor Day.

Palmer stated he knew of no plans for formal distributor showings, but thought demonstrations would be conducted on an informal basis.

United Plans For Overseas Production

CHICAGO — Negotiations are still being conducted for production of United juke boxes and amusement games in England. According to United Music Corporation head Jack Mitnick, the overseas plans are definitely being discussed with a London manufacturer. However, Mitnick added, no commitments have been made so far.

The prospects that United might engage in some sort of reciprocal agreement with a foreign manufacturer for production of the full United phonograph and games line overseas, were first announced when Mitnick recently concluded a 30-day tour of the Continent (The Billboard, July 28).

Preliminary Talks

At that time, the United executive said that preliminary talks were held with a manufacturer of commodities in London. Plans called for the overseas concern providing factory facilities for production of the United line. Principal components would be made by the United plant in the United States and assembly and minor parts would be produced in London.

Current status of the negotiations, according to Mitnick, are still in the probable stage.

The agreement, if concluded, would facilitate the distribution overseas of the United phonograph and game lines. Mitnick cited an increased demand for new equipment in the European countries as chiefly responsible for the plans.

He added, however, that the plans wouldn't affect current shipments of both used and new equipment now under way.

Cortell Lining Up Distributors For Tonmaster

NEW YORK — Arnold Cortell, president of the Ameropa Trading and Shipping Company, is in the process of selecting American distributors for his Tonmaster, a German record player.

Minority Report Blasts O'Mahoney Copyright Bill

By MILDRED HALL

WASHINGTON — Antitrust aspects of the amended O'Mahoney bill to end juke performance royalty exemption, without providing statutory maximums, took the hardest blows in the minority report released by the Judiciary committee last week (2). Altho the bill, S. 1870, officially died with the 85th Congress, the report recommends submitting it to the Senate Antitrust and Monopoly Subcommittee for reconsideration.

The "double burden" of performance royalty and a 4-cent mechanical royalty maximum for juke records, plus lack of protection against "exorbitant" licensor demands for juke operators, were next in line for minority trouncing of the amended bill. The minority

report, which terms the bill "unfair and impractical," was authored by Senators Wiley (R., Wis.) and Ervin (D., N. C.), with an additional individual comment by Wiley (See separate story).

One point of agreement between the five-man minority and the eight-member majority opinions, now released in a single print form, was the crying need for informal, brass-tacks discussion by all parties concerned. The minority hopes voluntary agreement might obviate need for "federal legislation."

Somewhat different is the approach by Senator O'Mahoney (D., Wyo.), author of the bill and chairman of the Judiciary Subcommittee on Patents, Trademarks and Copyrights. He feels that the conference should precede and "influence" future legislation. But he believes the copyright law must be amended to give composers more royalty from juke play of copyrighted music for profit (see separate story).

Any informal conference which would result in compromise on both sides would require juke interests to talk money with licensors—something they have consistently refused to do. Record manufacturers would also be brought into the picture since the amended O'Mahoney bill involves upped mechanical royalty on records for juke box play only.

The harshest language in the minority report goes to the fate of "unprotected" juke operators in dealing with licensors, once the performance exemption is killed.

Says the report: "We disagree with the majority's idea that somehow the societies will split up the lump-sum royalty without violating the antitrust laws, and that the committee would be performing its function by shoving this fee col-

lection and distribution problem under the rug for a while, until the report of the Register of Copyrights can inform it how hard a bargain the societies so buttressed have been able to drive with the little operators of coin-operated phonographs."

The original O'Mahoney bill ended juke exemption by putting all coin-operated music into "public performance for profit" category. The amended bill kills the exemption but limits it to juke boxes, exclusive of TV and radio. It doubles mechanical royalty maximums from 2 cents to 4 cents a side for juke box records. It requires registration of all licensor-juke contracts with Copyright Office, with contracts reviewed annually by the Judiciary Committee. It disclaims any retroactivity, or intent to waive terms of consent decrees. (See The Billboard of August 18 for exact wording.)

Concentrating on ASCAP, the

minority report says "it is not timely to pass a bill which would strengthen the societies, while charges against the largest (ASCAP) are pending" in the Justice Department. They feel any legislation should wait for a report from Justice and a survey by the antitrust subcommittee "on monopoly implications which might flow from this bill."

The Wiley-Ervin report takes exception to the way the lump sums to be collected would be distributed to songwriters by "an artificial formula," which would have "no accurate and direct relation to the number of plays on the box." It maintains that the original Wiley proposal to substitute a mechanical rate raise for performance royalty on juke box play would have gone "directly" to composers.

The report is scornful of the (Continued on page 82)

FUND RAISING

Memphis Ops To Honor W. C. Handy

MEMPHIS — Members of the Memphis Music Association began a drive recently to help raise funds for the W. C. Handy Memorial Fund in co-operation with a "Blues of Glory" pageant staged in Memphis last week (1).

The music operators had decals printed and pasted on their juke boxes promoting Mahalia Jackson (Continued on page 77)

MOA: No Comment To ASCAP Parley

Oppose Compromise But May Meet To Discuss Mechanical Fee Hike

OAKLAND — Music Operators of America are violently opposed to any compromise with licensing societies on the payment of juke box performance fees, but they would not rule out a possible meeting with the societies for a discussion of raising the mechanical payments now being made by operators.

The "compromise," or at least a meeting between all parties, was suggested in both the majority and minority reports issued with the O'Mahoney anti-juke box copyright bill (S. 1870). (See separate stories.)

O'Mahoney, too, told The Billboard (see separate story) that he could be "influenced by any compromises reached by all interested parties at an informal conference."

No Comment

MOA President George Miller, however, would not comment on the possibilities of a conference with ASCAP or other parties, until the matter had been discussed thoroly with MOA attorneys and directors.

Miller did add, however, that it was his opinion "operators would go along with an increase in" (Continued on page 77)

Lift 20% Cabaret Tax on 'Milk Bars'

WASHINGTON — A bill exempting "milk bars" from the 20 per cent federal cabaret tax, and possibly leading to a greater demand for juke boxes in teen-age gathering places, was signed into law by the President last week (2).

"Milk bars," as defined in the bill, refer to so-called soft drink parlors, where light refreshments may be served but no alcoholic beverages allowed.

As the new law now stands, milk bars are specifically exempted from a cabaret tax, if music for

dancing is provided by a juke box or provided free of charge by the location owner.

The proposal is part of the Forand (D., R.I.) Excise Tax Technical Change Act. In a report issued earlier on the bill, the Senate Finance Committee pointed out that since "milk bars" do not "fall within the scope of the adult commercial entertainment normally associated" with the cabaret tax, they should not be subject to the 20 per cent levy (The Billboard, August 18).



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O'Mahoney Suggests MOA, ASCAP Compromise Views

Says Next Juke Legislation Might Be Influenced by Such Agreement

WASHINGTON—Juke box legislation certain to be introduced in the 86th Congress could be "influenced" by any compromises reached by all interested parties at an informal conference, Senator O'Mahoney told The Billboard last week (2). A new face at such a gathering would be record manufacturers, now concerned in the amended O'Mahoney bill to end performance exemption and at the same time double the mechanical maximum royalty for records used in juke boxes.

The need for less feuding and more exploring of common ground in an informal conference is the one point of the agreement in the combined majority and minority report on the amended O'Mahoney bill. Minority report felt it might even obviate the need for legislation. O'Mahoney, however, would only say that it "would indeed have a bearing on the final form" of the bill he will present to the 86th Congress.

Referring to the minority report's recommendation of a conference (see separate story), O'Mahoney pointed out that he had tried for such a meeting in the 85th Congress. If the juke interests had given some indication of what they could afford—or what they believed

fair—in performance royalties, S. 1870 might have taken a somewhat different form, O'Mahoney indicated.

It will be remembered that when juke interests refused even to discuss performance royalty rates, they had been warned that "the whole matter would have to be legislated for them." However, O'Mahoney said the door was still open to such informal—and, he believes, helpful discussion.

The chairman of the Subcommittee on Patents, Trade-Marks and

Copyrights might be available in the late fall to hold a conference. He did not care to try to look too far into the future, or to prophecy whether suggested maximums might, after all, have to be incorporated in a bill to end juke box performance royalty in the copyright law.

However, he did not deny that if nothing new comes up between now and the opening of the 86th Congress, the present bill could be the starting point for new legislation.

SENATOR WILEY:

Adds 3 Suggestions To Minority Report

WASHINGTON—In an individual, additional statement to the minority report issued on the O'Mahoney amended juke box bill last week, Senator Wiley (R. Wis.) added three suggestions:

1. He proposes a "direct, simple, practical payment" to music composers by doubling the mechanical recording fee. 2. He does not propose "that we strengthen an already existent monopoly, or near monopoly, such as ASCAP represents. 3. He proposes to honor American music and musicians, but not at the expense of juke box owners or "further monopolistic trend in America."

With a bow to the role of music in American life, and to Wisconsin's devotion to music, Wiley adds:

"The hard fact is that this bill does not... assuredly place in the pockets of American composers' money for their compositions. It does, however, place more money in the pockets of ASCAP. But ASCAP, despite certain merits, is by no means synonymous with American music."

On the contrary, Wiley adds, "there are clear indications from Justice Department that ASCAP may be following certain policies antithetical to the best interests of American music."

The Wiley comments are part of the dissenting report of the Judiciary Committee minority on the juke box bill. Report was co-authored by Senators Ervin (D., N. C.) and Wiley.

Edelco Hypos Production on Juke Stereo Conversion Kit

Forms Own Disk Label, Alhambra, To Press 45 R.P.M. Stereo Singles

DETROIT—Edolite Products is stepping up plans for distribution of its stereophonic conversion kit for juke boxes, according to the firm's head, Isadore Edelman. The unit was first introduced during the Music Operators of America convention in Chicago last May.

Edelman has also formed his own recording company, Alhambra Records, located here, which will devote itself to pressing stereophonic 45 r.p.m. singles only. Edelman estimated the firm would try to produce approximately five to 10 new singles each week.

First Disk

First disk to come off the line bearing the Alhambra label was released last week. It's titled, "I Gave My Heart to You," with Kurt Jensen leading the Starlight String Ensemble. Flip side is "Let Me Love You Tonight" with Al Stefano and His Latin Orchestra.

Components

Edelman said samples of the disk have been sent to Wurlitzer for possible addition to the package supplied to operators along with Wurlitzer's own stereophonic unit. He also is shipping to Taran Distributors in Miami, and said he would have additional distributors named shortly for both the records and conversion kit.

The Edolite conversion kit con-

sists of a dual amplifier, stereo cartridge and speaker. The amplifier in the kit varies, depending on the model phonograph the operator wishes to convert. The operator specifies the model phonograph he wants to convert, and is furnished the proper amplifier. Kits are available for late model phonographs of AMI, Seeburg, Rock-Ola and Wurlitzer.

To convert a juke box to stereo, the operator removes the standard amplifier that is on his phonograph and substitutes the dual amplifier furnished in the Edelco kit. He also substitutes the new stereo cartridge and adds the additional speaker.

Actual placement of speakers would be determined by individual conditions.

Two for One

The operator can make an additional conversion utilizing the amplifier taken from the first converted juke box and adding it to another standard juke box of the same model, according to Edelman. By buying another cartridge and speaker he would have two juke boxes converted to stereo. Edelman cautioned that the extra amplifier would have to be used in a phonograph of the same make and model from which it came.

Price of the kit, when introduced in the MOA exhibit, was \$159.50, but Edelman said he expects to

United Plans Start UPB-100 Production

Unveil Play Stimulator Accessory; 'Shipments in September': Mitnick

CHICAGO — United Music Corporation will begin production of its new UPB-100 phonograph this week, according to Jack Mitnick, UMC head.

Mitnick also told The Billboard a new plan stimulator device would be available on their line.

The play stimulator will be produced concurrently with their full

phonograph line, according to Mitnick.

The United Music executive also said he will start a nationwide sales tour within the next few weeks and is planning to make a number of distributor appointments.

The play stimulator is based on an electronic timing principle and is designed to automatically activate a phonograph that is standing idle. The device can be set to start a phonograph every 20, 40 or 60 minutes, at the discretion of the operator.

The unit will fit into the back of the phonograph and can be quickly installed on location. Selling price is approximately \$20.

The UPB-100 is the second model in the United line and follows the UPA-100, which was introduced during 1957, marking the firm's entry into the juke box manufacturing field.

Chief revision is in cabinet design, which was done by industrial designer, Raymond Loewy, and a modified changer mechanism. Like the previous model, selection is made by twin dials.



JACK MITNICK

Bilotta's Prodigies Play Three Rivers

SYRACUSE — When Frank Sandy and the Jackets, M-G-M recording artists, open at the Three Rivers Inn here, the interest among local juke box operators will be high.

The group was "discovered" by John Bilotta, local Wurlitzer distributor, and Bilotta gave the boys a break on the local radio station he owns.

The Three Rivers Inn itself is owned by Don and Lou Bruno, who operate one of the largest music machine routes in the area.

HAD ROUTE 40 YEARS, WRITES OP

CHICAGO — The Billboard's search for the man in the coin machine industry with the longest years of service has produced still another claimant to the throne, E. O. Likens, 7812 Old Georgetown Road, Bethesda 14, Md., who writes:

"At the age of 17, I established a route of penny peanut machines in Washington. This was the spring of 1918. I used Climax 10, Advance gum and peanut vendors along with those made by the Columbus Vending Company. I have owned and operated about everything in the book continuously. Today I have scale and vending routes in Maryland, Kentucky and Florida. Thru the years I have had my share of ups and downs, but I would do the very same thing again. The Billboard has been my business bible for a long time. Yours very truly, (signed) E. O. Likens."

The Billboard appreciates the confidence expressed by reader Likens—and wishes him many, many more fruitful and prosperous years in the industry.

E. O. Likens, with his 40 years in the business, noses out the previous old timer, Sam Horrocks (The Billboard, August 4), of Neptune, N. J., who is a comparative youngster with only 39 years to his credit. Both are operators.

Herman LaMothe, Jefferson Music Company, New Orleans, leads among mechanics, with 32 years, and Pat Yeo, AMI Distributing Company, Grand Rapids, Mich., leads among distributors.

We'd like to find the man with the longest years of service in the industry—mechanic, operator, distributor, serviceman and factory employee. If you think you've been in the business a long time, drop a note to Bob Dietmeier, The Billboard, 188 West Randolph Street, Chicago 1.

MONEY Expects 1,000 at Banquet

NEW YORK — Tickets for the 21st Annual Banquet of the Music Operators of New York, to be held at Brooklyn's Town and Country on October 25, went on sale last week.

Nash Gordon, in charge of arrangements, said that initial ticket sales and advertisements for the program are going strong, and at least 1,000 persons are expected at the affair.

Gordon added that MONEY will take exclusive possession of the club during the affair, with the cocktail hour from 6 to 7, and the banquet and show from 7 until midnight. The huge Brooklyn club will seat nearly 2,000.

Additional arrangements for the affair will be completed on September 9, when the MONEY board of directors holds its regular meeting.

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Bernoff-Hirsch Case Scheduled For Sept. 17

NEW YORK — After four postponements, the case of Charles Bernoff, Regal Music, against Joseph Hirsch, Manhattan Vending, is due to be heard in New York Supreme Court September 17.

Bernoff has charged that Hirsch and a Queens restaurant were parties to an action which resulted in a breached contract. What makes the case unusual is that instead of merely seeking damages, Bernoff is seeking a permanent injunction in an effort to regain the location.

In addition, Bernoff wants all the revenues the juke box collected since the alleged breach, minus location commissions.

Hirsch denies that he induced a breach, and he suggested that the contract which Bernoff says exists may be a forgery. He also pointed out that Bernoff has sought four postponements since the original papers were served on July 3.

Wurlitzer Opens New Ecuador Distributorship

GUAYAQUIL, Ecuador — Headquarters of the Wurlitzer distributorship here were recently moved to a new \$400,000 establishment, with Dr. Camilo Ponce Enriquez, president of Ecuador, and other civic officials attending the dedication ceremonies.

The firm, Casa Nacional de Comercio, headed by president Luis Alberto Cordovez, is housed in what is described as the largest and most modern building of its kind in the country. Located in the center of the Guayaquil business district, the new quarters have a series of 45 show windows, displaying the full Wurlitzer line of juke boxes, pianos and organs.

In addition to the country's president, the opening attracted a bevy of dignitaries including: Enriquez Baquerizo Valenzuela, governor of the Province, and Fausto Cordovez Chiriboga, minister of the Treasury. President Enriquez, in his opening speech, cited the initiative of the distributorship in contributing to the growing business economy of the country.

Fund Raising

Continued from page 74

records. The operators then placed one of her great spirituals in the A-1 spot on each of their boxes and will contribute part of their profits to the fund.

The fund is to go toward erecting a statue of W. C. Handy in Memphis as a memorial to the great blues composer.

Mahalia Jackson was to headline the pageant program.

Memphis Music Association wholeheartedly joined in to cooperate on the show to raise funds. George Sammons, president, and Cotton Pennington, secretary and treasurer, of Sammons-Pennington Company, Seeburg distributors, gave \$50.

S. & M. Distributing Company, whose president is Frank Smith and whose general manager is Allen Dixon, acting president of Memphis Music Association, and Drew Canale, owner of Canale Distributing Company, are giving one week's collections from all their machines on the play of the Mahalia Jackson record in their A-1 spot on their machines.

Other operators will give contributions to the fund.

Other operators taking part to help raise funds for the project include Edward H. Newell, owner of Ormatt Amusement Company; Clarence A. Camp, president, and Parker Henderson, general manager of Southern Amusement Company, and Douglas Highfill, owner of Rainbow Amusement Company.

Johnny Novarese and Joe Cuoghi, partners of Poplar Tunes Music Service; Bill Forsythe, Forsythe Amusement Company; Jimmy Rutledge, Ace Amusement Company; Allen Keller, Allen Keller Company; Billy Harbin, Harbin Amusement Company; Guy Canipe, Canipe Amusement Company; June and Eddie Bodenheimer, Shelby Amusement Company, and Stanley and Rose Werner, Dixie Music Company.

No Comment on ASCAP Meet

Continued from page 74

mechanical royalties from 2 to 4 cents a side. However, we strongly oppose any change in the licensing law," Miller said.

If a conference, such as suggested by the minority and majority reports should take place, it would most certainly be MOA's position that it be confined solely to discussion of raising the mechanical royalties. MOA has consistently taken the stand that it had "nothing to compromise," since they weren't under present law required to pay any licensing fees.

Conference

Whether the juke box operator association would seize on a conference with ASCAP in an effort to increase the mechanical fees without any licensing provision in the law, is a matter of speculation at this point.

Miller stated he would be in a position shortly to make a full statement outlining the operator group's stand.

Certainly significant is the difference between the majority and minority positions on what should be the effect of a meeting between MOA and the licensing groups, if one should take place.

The minority view is that any agreement between the two groups might obviate the need for federal legislation. O'Mahoney, on the other hand, is said to feel that any agreement reached by the two groups should be incorporated in federal legislation.

Oppose Change

MOA is, of course, strongly opposed to any change in the present law, and thus would be expected to side with the minority. Miller indicated the mechanical increase could be negotiated between all

parties without reference being made to the copyright law.

Commenting further on the minority report, Miller stogled out a statement made by the senators, that it was "timely to pass a bill which would strengthen the societies, while charges against the largest (ASCAP) are pending in the Justice Department."

Miller reaffirmed the charge, stating it was MOA's view that the position of the performance rights societies should be investigated from the standpoint of constituting a monopoly. He said MOA would question the wisdom of being forced by legislation to pay tribute to a group, itself under fire by Congress.

The MOA chief said he planned to leave this week on a national tour to meet with various associations, as well as his own directors and attorneys.

His tentative itinerary (the not necessarily in order) is Washington, D.C.; New York, Omaha, Cheyenne, Wyo.; Denver, Huntington, W. Va.; Chicago and St. Louis.

Cortell Aligning

Continued from page 74

man - manufactured, 60-selection juke box.

Cortell said that while distributors in the United States and Canada will be shipped directly from the Weigandt plant in Berlin, the possibility of the unit being wholly or partially manufactured in the United States, Canada and Latin America still exists.

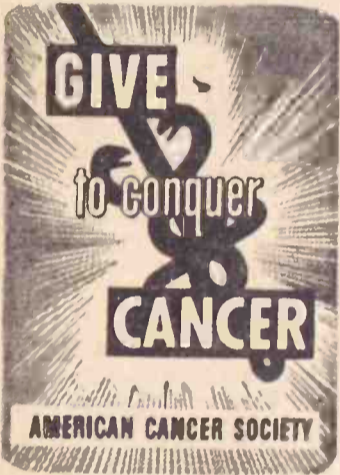
He explained that while the machine costs \$425 delivered here (cost includes shipping and duties),

it could probably be made in this country for less.

Feature of the machine is the size - 37 inches high, 25 inches wide and 12.5 inches deep. Weight is 119 pounds, and the unit is designed for wall mounting.

Cortell feels that the 60-selection machine will not replace the standard-size juke box, but that it will open locations which don't do the volume to warrant standard equipment, or which don't have the space to accommodate American juke boxes.

Also, Cortell feels that the 60-selection juke box may provide the answer for summer locations which are inactive nine months of the year.



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Hefty Holiday Gross Takes Sting From Dismal Season

Near Record Crowds Flock to N. Y. Resorts; Extend Season Two Weeks

NEW YORK—Local operators with summer resort locations are winding up a dismal season in a blaze of glory. The elements, which had conspired against the operators most of the summer, were favorable over the Labor Day weekend, as millions took advantage of sunny skies and moderate temperatures to flock to mountains and seashore.

Near record crowds were reported at the Catskills, Long Island beaches and at the Jersey shore. While the collections are not yet totaled, most operators feel that the week end's take is the highest in years.

Normally, the mountain and seashore resorts close shop after the Labor Day weekend. But this year, with the Jewish holidays coming on September 14 and 15, many resorts are staying open for an extra two weeks and plan to close at the conclusion of the holidays. Generally, the resorts do a big business during the Jewish holidays.

Right now, operators are preparing to move their equipment from summer locations to either year-round stops or storage.

At seashore locations, where the play is generally heavy and the

equipment often first-line, games and music usually are placed on year-round stops, replacing older pieces.

Often, the older pieces are traded in on new equipment bought in the spring. The distributor will allow the operator to retain the traded-in piece for the summer with the proviso that he turn it in during September.

As a rule, equipment in mountain summer stops is not as new as machines in seashore locations. The reason, of course, is that play is generally not as great in the mountains. So operators with summer locations in the mountains will often leave the equipment on the vacant location until the following season, or they will cart it off and store it until Decoration Day.

Many operators are leaving their equipment on location for the extra two weeks whenever the locations are open. They feel that whatever

they take after Labor Day is gravy, and they need some gravy to compensate them for all those lean summer weeks.

Everything seemed to go wrong for resort operators this year. The season began with a succession of soggy weekends which kept the city dwellers close to home.

Coupled with the weather, the business recession forced New Yorkers to curtail weekend trips, and in some cases to shorten or forego vacations this year.

Race Track

In addition to all their other troubles, operators in the Catskill Mountain area were hit hard by the new Monticello race track.

In most cases, track-goers don't get back to their quarters until after midnight, and by that time they usually have little inclination—nor money—to patronize taverns and spend money on coin machines.

50% Five-Ball Pins On Duo Coin Play

Swing to Dime, Quarter Action Slow, But Accounting for Rising Share of Takes

CHICAGO — Five-ball pin game manufacturers reported last week that up to 50 per cent—and in some cases over 50 per cent—of new models carry duo coin chutes. Most new models can be ordered with either single or double chutes.

They further report that the swing to dime play and combo dime and quarter play on five-ball pins is making gradual—though non-spectacular—headway. Reports from the field indicate that operators are finding an impressive number of quarters in coin boxes on games set for duo-coin play.

While five-ball output has been traditionally one of the most steady

fields in the coin machine trade, manufacturers say that an occasional "hot number" will produce a bonanza in orders and swell production. By the time sample models are shipped to distributors and advance orders come in, manufacturers have a fair indication of how big the run on any one new model will be.

D. Gottlieb & Company estimated that approximately 50 per cent of its games carry dime chutes. While some "skeptics" still insist on straight nickel play, Gottlieb reports that dime and combo quarter play, where tried, generally proves more profitable for the operator. The firm finds that setting a game at a dime and four-for-quarter play proves an excellent way to make the conversion to higher-than-nickel fare. Gottlieb estimates that just under 50 per cent of its models go out equipped with duo coin chutes. The twin

Profits Up For Denver Arcade Op

DENVER — Altho predictions early this year were for a serious drop in amusement park attendance due to "recession conditions," the situation has proved quite the contrary at the Penny Arcade operated by American Amusement Company here on the grounds of Elitche's Gardens, reports Jack Arnold, president.

Long an institution in the big Denver amusement park, the Arcade was given a complete facelift for the 1958 season, including a new paint job, new tile flooring, and a half dozen new machines were installed. Among the machines was a new Williams baseball game, which showed excellent results, a new Ten-Strike bowler, and a variety of active participation games.

A good traffic builder at the Arcade for many years has been Skeeball, and here again, play was beyond expectation, according to Arnold.

REMOTE LAW AS AMENDED BY NEW BILL

WASHINGTON—Federal tax on remote control gaming and amusement devices, effective January 1, 1959, will be levied on the same basis as on coin-operated devices.

The following excerpt from the Senate Finance Committee's report on the Forand Bill, as amended, explains the new tax levy:

"In recent years there has been introduced a type of amusement or gaming device which would be of the taxable type but for the fact that it is operated without the insertion of a coin, token or similar object, altho the patron pays for the privilege of operating the device.

While the occupational tax is avoided on such machines, it is the position of the Internal Revenue Service that in the case of gaming devices the person receiving the money wagered is subject to the occupational tax on wagering imposed by Section 4411 of present law, and that amounts paid to operate non-coin-operated machines are subject to the tax on wagers imposed by Section 4401 of present law.

"To eliminate this area of avoidance and also to put coin-operated and non-coin-operated machines on the same footing, Section 152 of the bill, as passed by the House and as agreed to by your committee:

(1) "Amends Section 4462 of present law to extend the definition of 'coin-operated amusement or gaming devices' to include similar machines not operated by coin; and

(2) "Amends Section 4402 of present law to extend the exemption from the wagering tax imposed by Section 4401 to include amounts paid to operate non-coin-operated amusement and gaming devices.

chute idea has "come up considerably" over last year.

The firm reports shipping from 20 to 25 per cent of its total pin output to overseas markets.

Williams Manufacturing Company reports 30 per cent of its five-ball pin game output is for single-nickel play; 30 per cent combo nickel and quarter; 30 per cent dime and quarter; and 10 per cent single-dime. Combo dime and quarter chutes are set for three-for-
(Continued on page 79)

Italy Won't Renew Op Licenses on Pinballs

CHICAGO — Reports of an Italian ban on pinball games (The Billboard, September 1) were confirmed here this week. The "ban" takes the form of refusal by the government to renew operator licenses on these games.

Thus, provided no new governmental action changes the situation, pinball operations in most sections of Italy will cease by January 1, when the 1958 licenses expire.

Reportedly, the governmental anti-pin action consists of a ministerial decree rather than a legislative act, and theoretically could change for the better.

According to Italian news reports, pins are to be barred from the cities of Genoa, Padova and Florence, with Rome and Milan

considering similar action. Actually, however, all of the Italian cities will probably adopt anti-pin measures following the government decree.

By far the greatest number of games affected will be the five-ball pins, with relatively few in-line games operating in Italy. Italy has been one of the consistently top markets for five-balls over the past year. Many new five-balls are shipped directly to Italy from U. S. manufacturers.

Italian news reports gave as a reason for the anti-pin action that the games "keep youngsters from their studies and oldsters from productive work." Actually, licensing and import complications undoubtedly were a more important factor in the governmental action.

Lucky Shuffle New Bally Bowler

CHICAGO — A new shuffle bowling game, Lucky Shuffle, was shipped to distributors last week by Bally Manufacturing Company.

Main new feature of the game is the "lucky strike" wherein a player, if lucky, can make strikes on shots that ordinarily would not score a strike.

Lucky Shuffle can be played by one to six players, and scores are regulated.

The "lucky strike" feature comes up on a mystery basis from frame to frame, giving player a strike on shots which he did not expect to score one. The feature is one of "delayed action." It is accompanied with ringing bells and flashing lights.

Frequency of "lucky strikes" is adjustable by the operator. The game can also be operated without the feature.

Lucky Shuffle cabinet is 8½ feet long, 2 feet wide. Game is equipped with giant pins and giant puck. Game has speedy pin-setter and high-speed rotary totalizers. Game is available with choice of single dime play chute, or dime-a-game, three-for-quarter.

N. Y. Coin Assn. Board Meets; Sets Program

MONTICELLO, N. Y.—Board members of the New York State Coin Machine Association met at the Gossinger Country Club here this weekend to map out plans for that organization's 1958-1959 season.

The NYSCMA, entering its second year of existence, will hold its annual meeting late this month. The actual date and place have not yet been set, but it will probably be in Albany.

The young organization is at-
(Continued on page 79)

Game, Juke Licenses Up 11% in Chicago

CHICAGO — The number of licensed amusement games and juke boxes in Chicago are both up approximately 11 per cent over the 1957 mark.

A total of 9,359 juke box licenses have been issued to date compared to 8,514 in the previous year; and 7,268 amusement game licenses have been issued to date, compared to 6,461 for the previous year, according to William P. Geis of the city collector's office.

Altho technically, licenses can be procured thruout the remainder of 1958, few additional applications are expected, since machines are licensed on an annual basis. A move to obtain prorata licensing here has made little headway.

Both amusement games and juke boxes pay a \$25 annual fee, which, on the basis of 1958 licenses issued to date, would net the city \$415,675.

Chi Coin Bows Hockey Game, Criss Cross

CHICAGO—Criss Cross Hockey, an upright hockey game with a new scoring system, was readied for shipment last week by Chicago Coin Machine.

The game has the standard miniature hockey players on each end of play area, but is played by single player from one end only.

Object is to sink metal balls in opponent's goal and in doing so, to light up numbers 1 to 9 on backglass card. Traveling lights illuminate numbers from 1 to 9, the scoreglass registering lighted number on card when each goal is made.

Player gets points for each goal made and, in addition, scores bonus points at game's end by making all numbers on the card, or sets of three numbers arranged horizontally, vertically or diagonally on card. Numbers lighted in four corners of card also earn bonus.

As play begins, metal balls are intermittently shot out onto playfield. The player manipulates a lever on cabinet to pivot miniature goalie in either direction, hitting balls up slanting playfield at opponent's goal. Opponent goalie pivots automatically, knocking balls back from goal and down toward player's goal.

Thus player must use good timing in hitting balls as well as making goal when needed number on backglass card is briefly lighted.

At end of game player is rated according to total points scored as "regular," "ace," "champ," "all-star," or "pro." Player presses button at game's end to automatically rack up bonus score earned.

Criss Cross Hockey is available in regular and replay models. Replay model has match play and light-a-name carry-over feature.

COIN CALENDAR

Association meetings scheduled. Check for changes.

- September 8—Tri-County Juke Box Operators' Association, monthly meeting, offices of Elum Music Company, Massillon, O.
- September 9—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati.
- September 9—California Music Merchants' Association, Los Angeles Division, Los Angeles.
- September 9—California Music Merchants' Association, Fresno Division, Fresno Hotel, Fresno.
- September 10—California Music Merchants' Association, Bakersfield Division, Bakersfield Inn, Bakersfield.
- September 10—Western Massachusetts Music Guild, semi-monthly meeting, Chalet Restaurant, West Springfield.
- September 11—California Music Merchants' Association, San Diego division, Grant Hotel, San Diego.
- September 11—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Boston.
- September 15—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- September 17—Automatic Equipment & Owners Association of Indiana, monthly meeting, 550 Broadway, Gary.
- September 17—New York State Operators' Guild, monthly meeting, Gov. Clinton Hotel, Kingston.
- September 17—Eastern Pennsylvania Amusement Machine Association, 2519 DeKalb Street, Norristown, Pa.
- September 18—Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland, O.
- September 18—Eastern Ohio Phonograph Operators' Association, 4104 Rush Boulevard, Youngstown, O. Executive Board meeting.
- September 26—Music Operators of New York, Inc., annual Banquet & Show, Town & Country Club, Flatbush Avenue & Avenue U, Brooklyn.
- September 29—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

Remote Machine Law Effective January 15, '59

WASHINGTON — President Eisenhower last week (2) signed into law a bill making remote control amusement and gaming devices subject to the same federal levies as their coin-operated counterparts. (See separate story this section for wording of new law).

It makes remote control machines subject to either the \$10 tax on coin-operated machines if they're amusement devices—as defined in the Internal Revenue Code—or the \$250 tax presently imposed on coin-operated gambling devices, if they're gambling devices as defined by the Code.

Formerly, remote control gambling devices were looked upon by Internal Revenue as "lotteries conducted for profit" and the bureau imposed the 10 per cent wagering tax on amounts paid to operate such machines, as well as on the person receiving the money wagered.

The new tax provision for remote control equipment is part of

the Torand (D., R.I.) Excess Tax Technical Change Act. Tax-writers and the congressional committees have come out in favor of the proposal many times in the past. They felt that because of the similarity in machines, they should be "on the same footing" tax-wise.

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Duo Coin Play

Continued from page 78

quarter play; combo nickel and quarter chutes for five-for-quarter play.

Some 'Double' Runs
Williams, according to Sam Lewis, director of sales, is enjoying a steady output. He added that now and then an unusually popular model will far outstrip the average models. Using 100 per cent as a "norm," Lewis said that the recent Jig Saw model did about 180 per cent of the norm on the production line.

Lewis said that five-ball pins in some areas are replacing in-line games where areas have closed down on these games. But generally, he said, if an area closes on in-lines it likewise closes on five-balls, not discriminating between the two different types of games.

Lewis commented that there is "a complete lack of co-operation on the manufacturer-distributor operator level" to combat legality moves against five-ball pins. "There should be a constant effort made to enact new legislation recognizing the differences between the two types of pin games," Lewis stated.

N. Y. Coin Assn.

Continued from page 78

tempting to present an accurate picture of the industry to the State's residents, stymie harmful legislation in the State Legislature, and assist local organizations with their problems.

Achievements
Recently, it was successful in delaying passage on a coin machine taxation measure in Sullivan County, and last year it went to the aid of an operator who had his machines confiscated without justification.

Discussed at the board meeting were methods to increase membership, a public relations program, and bills which may come up in the next session of the Legislature.

At the meeting were Tom Greco, president; Stretch Hanofee, public relations director; Mrs. Millie McCarthy, treasurer; Max Cohen, secretary, and Lou Werner, counsel.

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N. Y. Juke Box Ops Cautious About Cigarette Expansion

Mild Trend Noted; Declining Game, Music Revenues Stir Cig Interest

NEW YORK—Local juke box operators are gingerly exploring the possibilities of entering cigarette vending. During the last six months, there has been a mild trend on the part of music operators taking on cigarettes, but nobody is getting killed in the rush.

Al Denver, president of the Music Operators of New York, reports that of the 180 members, only 25 operate cigarette machines, but a good share of these 25 have entered the cigarette field during the last year.

Only one major manufacturing company — Seeburg — makes both cigarette machines and juke boxes. Murray Kaye, of Atlantic-New York, the local Seeburg distributor, reports that virtually all of the outlet's cigarette machine sales have been either to established cigarette machine operators or to juke box operators who have also operated cigarette machines for some time. None of them have been to juke box operators embarking on cigarette vending for the first time.

Package Deal

Not all juke box operators go into cigarette vending for the same reasons. In the New York area, with competition keen in the music and game fields, some operators like to tie up a location with games, music and cigarettes.

They feel that if no other operator is in the location, their chances of retaining the location are that much better. Also, three machines give the operator more room for wheeling and dealing in regard to commissions, loans and bonuses.

Other operators will enter cigarette vending because they feel that while the return from a cigarette machine is below that of a juke box, the same serviceman can handle both machines on the same call, with the profit from the sale of cigarettes that much extra.

Other Reasons

They also point out that the capital investment in a new cigarette machine is only a third that of a new juke box, that the inven-

tory doesn't go out of date and is easily convertible to cash, and that cigarette sales fluctuate less than does juke box play.

Of course, there are as many reasons for a juke box operator not going into cigarettes as there are for his so doing. It is significant that most of the juke box operators entering the cigarette field are large ones. The small man is at a distinct disadvantage.

For one thing, an operator must be a large volume buyer in order to get on the cigarette manufacturers' direct lists. The small operator must buy thru wholesalers, and in a competitive situation with an operator who buys directly he'll come out second best.

No Simple Matter

Also, operating cigarette machines isn't merely a matter of putting a machine on location, throwing in cigarettes, and pulling

out cash each week—no more than operating juke boxes is a process of putting records in a phonograph and sending a collector around each week.

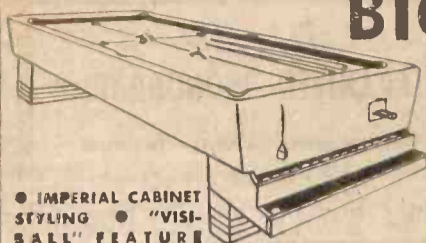
Cigarette vending is a highly specialized field; the margin after commissions is slim, and only the more astute businessmen prosper.

Hence, the large juke box operator can embark on a cigarette venture and keep the cigarette and music routes separate. Each routeman can be a specialist in either music or cigarettes, and the books of both operations can be kept separately so the operator will know exactly what each location is producing in music and cigarettes.

Trend May Stall

If collections improve this fall, chances are that even the mild trend toward operating cigarette machines will stall. Much of the

(Continued on page 83)



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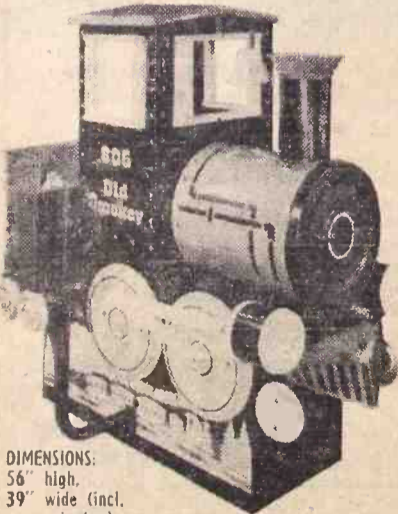
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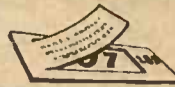
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Drop Price On Calcoin Conversions

LOS ANGELES—The Calcoin Corporation, manufacturers of 45 r.p.m. and 33 1/2 r.p.m. conversion kits for Seeburg phonographs, lowered the price on both their units this week, and simultaneously named Atlas Music Corporation distributor for the Chicago area.

The 45 r.p.m. unit was simplified and lowered from \$69.50 to \$44.50. The 33 1/2 r.p.m. unit was dropped from \$24.50 to \$22.50.

Both units are designed to fit into the Seeburg M100A and MH100A 78 r.p.m. phonographs. Savings in production know-how were credited by Calcoin for the lowered price. Both units have been on the market for five years.

Atlas is the first distributor named by the firm, but will handle the Chicago area only. Other areas will continue to be serviced directly by the manufacturer.

FOLK TALENT AND TUNES

Continued from page 48

over the all-country station. Western bandleader Dave Stogner (Decca) is plugging his first Western dance album just released. Dave is in his eighth year with his combo as the Saturday night feature at the Barn Ballroom, Fresno, Calif. Buddy Young, new on the Allstar label, hit the racks with his first release last week. Platter couples "This Heart" and "I Can Give You Love." Link Davis, formerly heard on Columbia, is another newcomer to the Allstar label, with his initial release due out late this month. Daniel James' newest on the Allstar label pairs "I'm Crying Over You" with "It's the Real Thing."

Big Gertie, secretary for Audio Deluxe (AD) Records, reports that Andy Doll's new c. & w. platter, "Have I Loved," has been named Pick Hit of the Month on both the "Jack Jolly Show" and Bill Mill's "C. & W. Time" on KGOS, Torrington, Wyo. She also reveals that Dale Wood, of KOEL, Oelwein, Ia., has selected Doll's "Rollin' Rhythm" as his r. & b. pick hit. Big Gertie wants the c. & w. deejays to know that she'll be greeting 'em all at the forthcoming country music disk jockeys' convention in Nashville November 21-22. "Shane Wilder, Los Angeles deejay," typewrites Gertie, "says that Andy Doll's releases are going well on his overseas network show, and Ben Price, of KAGR's "Teen Party," says nice things about Doll's tunes, too, and specifically mentions The Billboard. From the number of replies we have received already, you must have lots of Billboard subscribers."

The route of the gospel-singing Blackwood Brothers Quartet thru the remainder of September stacks up as follows: Springfield, Mo., September 11; Tulsa, Okla., 12; Fort Worth, Tex., 13; Sweetwater, Tex., 15; Big Springs, Tex., 16; Carlsbad, N. M., 17; Lubbock, Tex., 18; Oklahoma City, 19; Dallas, 20; Midland, Mich., 23. (Continued on page 84)

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For Phonographs and Bingo Machines. Good salary, nice hours. Must be sober, reliable and experienced. State full particulars.

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Advertisement for Williams Casino Novelty or Replay machine, featuring an image of the machine and the Williams Manufacturing Company logo.

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AMERICA'S FOREMOST COIN MACHINE DISTRIBUTORS AND EXPORTERS

ARCADE EQUIPMENT

Wms. Jet Fifer	\$150	Pitch'm & Bat'm	\$195	Gen. Rifle Gallery	\$175
Wms. Crane	150	Periscope	195	Gen. Quarterback	125
Voicegraph	325	Poppy	195	Flip Pictures	35
Undersea Raider	125	Midway Movies	125	Ex. Vitalizers	75
Spider the Dragon	100	Lord's Prayer	195	Ex. Vibrators	95
Seawalk Engineer	150	Hole in One	395	Ex. Pop Gun	395
Set Shot	250	Hi Ball	68	Dale Gun	50
Rock 'N' Roll	75	Gen. Gypsy Grandma	295	Drivemobile	150

COUNTER GAMES

Advance Shockers	\$19.50	Big Bronco	\$350.00
ABT Challengers	25.00	Champion Horse	410.00
Gott. 3-Way Gridders	25.00	Donald Duck	275.00
Marc. Gridders	25.00	Elsie	275.00
Kickers & Catchers, new	52.50	Ex. Small Horse	225.00
Kickers & Catchers	20.00	Space Ship	295.00
Peak Show	25.00	Palomino Horse	250.00
Pep Up	18.00	See Saw	250.00
3 of a Kind	20.00	Small Car Ride	195.00

REFRIGERATED ICE CREAM VENDORS

Vendo Model 59, 210 cap. cups	\$145.00
& bars	350.00
Hebel Model 3100, 3 sel.	450.00
Hebel Model 2300, 5 sel.	125.00
Artic-Recco-Craig, 1 sel.	250.00
Recco, 2 col., new	

CIGARETTE VENDORS

P.X. 8 col.	\$ 85.00
Lehigh 10 col.	110.00
Lehigh 12 col.	135.00
National 9 col.	110.00
National 9 M	125.00
National 11 col.	145.00
Eastern Elec. 8 col.	85.00
Eastern Elec. 10 col.	95.00
Eastern Elec. 12 col.	125.00
Keeney 9 col.	110.00
Mercury 9 col.	135.00

"Wurlitzer Distributors"



CLEVELAND COIN MACHINE EXCHANGE, INC.

M. S. GISSER (Sales Manager) 2029 Prospect Ave. Cleveland 15, Ohio All Phones: Tower 1-6715

Minority Report

Continued from page 74

promise in the majority opinion that if licensors overcharge, or if one of them hogs the juke box royalty take, "Congress would review the matter," and take steps to correct it.

Any practical collection of juke performance royalties would have to be done thru societies, says the report, and "an agreement among all of the societies and songwriters would certainly have antitrust implications." Also, it asks: "How can a committee in its report set up a framework of prices and expect the industry to observe it as if it were law?"

Unless there were "cross-licensing arrangements which would tie all American music into one monopoly," juke operators could not be protected from damage suits by societies other than the payee, and by unaffiliated composers, the minority believes.

The minority agrees with the majority report that the American method of free bargaining is preferable to statutory fees. But in this case, "there would be monopoly, not competition." Minority believes that in this particular case, maximum safeguards must be part of the legislation.

Minority spokesmen go straight down the line in disagreement with all arguments and conclusions made by the majority in its report (The Billboard, August 18).

The most basic issue, whether juke music truly is both "public" and a "performance for profit," to incur performance royalty, has not been clarified, says the minority. What of the lovey-dovey couple in the restaurant booth who play "their" song endlessly, in a private performance that is actually a public nuisance?

Also contrary to majority conclusions, minority is convinced from hearing evidence that juke box operators would suffer drastically from additional royalties, and that many marginal operators would be forced out. Minority scorns the argument that higher prices paid by operators for increasingly expensive boxes means "that large copyright monopolies should share" in the diminished profit remaining to these "small businessmen."

Minority figures said that with an average net profit of about \$4,000 a year, the juke box operator could incur royalty costs of between \$600 and \$5,000 a year under the O'Mahoney bill—enough of a bite to put him out of business.

The minority also scores the majority report for including comments by State Department, Copyright Office and others, which went to the original bill, not to the amended version. It sees skulduggery in attributing proposed maximum of \$15, \$20 and \$25 to

the National Licensed Beverage Association, altho the NLBA opposed the O'Mahoney bill. The figures, mentioned at a 1957 NLBA meeting, were not introduced at hearings by NLBA witness, and were meant only as a last resort. Also, the association wanted any maximums included in the bill, the minority points out.

The minority report scolds the administrative aspect of the bill. The amended bill puts the Copyright Office "in the position of making reports as to the reason-

ableness of copyright royalties." The already burdened Judiciary Committee would function as "an administrative regulatory agency" in reviewing the juke-licensor contracts, the minority claims.

The minority opinion concludes that it is "a tragic travesty that a small businessman... should be faced with a committee-approved bill which would double the royalty he pays to the record manufacturers, and add the monopolistic performing society tax as well."

ATLAS SLASHES PRICES!

MUSIC

A. M. I. F-120	\$495
SEEBURG 100R	595
SEEBURG 100G	550
SEEBURG 100C	445
SEEBURG 100B	375
SEEBURG VL (Converted)	665
WURLITZER 1700	475
WURLITZER 2000	595

Reconditioned—Refinished

V-200 .. \$595 LIKE NEW... GUARANTEED!



A Quarter Century of Service

ATLAS MUSIC COMPANY

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PROGRAM HOLDER For V-200 & VL-200, \$34.50

New Calcoin 45 RPM Conversion for M-100A

with fast-moving \$49.50 carriage gear!... Also Conversions for All Machines.

SEEBURG

CIGARETTE VENDOR

814 Packs—Quiet All Electric Selection and Delivery—Attractive Styling.

Exclusive Seeburg Distributors

WORTH SHOUTING ABOUT! WORLD WIDE QUALITY and LOW PRICES!

Gottlieb Single Player 5-BALLS

ROCKET SHIP	\$275	ACE HIGH	\$185
CRISS CROSS	265	AUTO RACES	175
STRAIGHT FLUSH	255	RAINBOW	165
SILVER	235	CLASSY BOWLER	155
WORLD CHAMP	175	DERBY DAY	145
ROYAL FLUSH	195	HARBOR LITES	135

Gottlieb Multiple Player 5-BALLS

4-PI. FALSTAFF	\$395	2-PI. CONTINENTAL CAFE	\$275
4-PI. MAJESTIC	375	2-PI. FLAGSHIP	245
4-PI. REGISTER	255	2-PI. SEA BELLES	210
4-PI. SCOREBOARD	175	2-PI. FAIR LADY	210
4-PI. SUPER JUMBO	225	2-PI. TOREADOR	195
2-PI. BRITE STAR	375	2-PI. GLADIATOR	175
2-PI. WHIRLWIND	345	2-PI. DUETTE	145
2-PI. SUPER CIRCUS	325		

BIG! IMPERIAL VII

by Fischer

- Imperial Cabinet Styling
- "VISIBALL" Feature
- Only Coin Pool Table using Full Size 2 1/4" Balls and 56" Cues!



BIGGEST 6-POCKET with LARGEST PLAYFIELD in COIN POOL TABLES!

ARCADE

ChiCoin BATTER UP	\$395
Wms. 1957 BASEBALL	325
Wms. 4-BAGGER	245
Wms. KING OF SWAT	195
Genco STATE FAIR	235
Bally ALL-STAR BOWLER	245
United CARNIVAL GUN	125
Wms. CRANE	95
ChiCoin STEAM SHOVEL	95
ChiCoin TWIN HOCKEY	225

BINGOS

CYPRESS GARDENS	WRITE
MISS AMERICA	\$475
SUN VALLEY	525
SHOW TIME	375
KEY WEST	295
BIG SHOW	245
NITE CLUB	175
BROADWAY	185
MIAMI BEACH	110
VARIETY	75

PHONOGRAPH SPECIALS!

A.M.I. JAH200	\$795	A.M.I. G120	\$545
SEEBURG KO200	775	ROCK-OLA 1446-120	425
ROCK-OLA 1453 D200	695	A.M.I. F120	495
ROCK-OLA 1453 S200	645	SEEBURG M-100C	425
SEEBURG V200	545	SEEBURG M-100B	325
A.M.I. G200	595	A.M.I. E120	325
SEEBURG HF-100J	695	A.M.I. E80	298
SEEBURG HF-100R	615	A.M.I. D80	225
ROCK-OLA 1454-120	595	ROCK-OLA 1438-120	335

All Equipment in Stock—Prompt Shipment!

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



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 - Cragn Music & Amuse. Co. 2845 Porter Ave. Ogden, Utah
 - Border Sunshine Nov. Co. 2919 Fourth St. Albuquerque, N. Mex.
 - Miller Newark Distrib. Co. 43 Fairbanks St., N.W. Grand Rapids, Mich.
 - Southern Amusement Co. Municipal Airport Little Rock, Ark.
 - Taran Distributing, Inc. 3401 N.W. 36th St. Miami, Fla.
 - Peach State Music Co. 549 Pine St. Macon, Ga.
 - Robinson Distributing Co. 301 Edgewood Ave. S.E. Atlanta, Ga.
 - Roanoke Vending Exchange 4930 West Broad St. Richmond, Va.
 - Harry Poole 1032 Commonwealth Ave. Boston, Mass.
 - Bilotta Distributing Co. 224 N. Main St. Newark, N. Y. Branch Office: Albany, N. Y.

NATIONAL SHUFFLEBOARD CO.

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45 RPM CONVERSION

for M100A and MH100A 78 RPM SEEBURGS

SIMPLIFIED LOWER PRICED FASTER INSTALLATION

33 1/3 RPM ONLY \$22.50

NOW ONLY \$44.50

FAST CARRIAGE GEARS AVAILABLE—\$3.00 EXTRA



50 CYCLES AVAILABLE CHECK IN ADVANCE • SHIPPED PREPAID

CALCOIN CORPORATION, 11173 W. Pico Boulevard • Los Angeles 64, Calif.

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WATLING SCALES

- 500 Model GUESSER \$35.00
- 500 Model FORTUNE 45.00
- TOM THUMB FORTUNE 35.00
- TIP-TOP Condition. Ready to Put Out on Your Location.
- 1/2 Deposit, Balance Sight Draft.

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In operating condition. All parts complete.

"EXPLORER" SPECIALS

- Bargain Specials to Meet the Space Craze.
- Bally Space Ships \$150.00
 - Flying Saucer 150.00
 - Atomic Jet 100.00
 - Exhibit Space Patrol 100.00
 - Space Ranger 225.00
- Many of these ready for location as is.

Available	L.A. Chgo.	Type of Ride	Price
x	x	Miss America Boat	\$225.00
x	x	Gym Cycle	100.00
x	x	Lane Merry-Go-Round	250.00
x	x	Deco Merry-Go-Round	200.00
x	x	Texas Kiddie Ride	200.00
x	x	Merry-Go-Round	200.00
x	x	Joy Merry-Go-Round	125.00
x	x	Austin Auto	225.00
x	x	Big Bronco Pony	350.00
x	x	Champion Pony	390.00
x	x	Capitol Pony	300.00
x	x	Hopalong Pony	195.00
x	x	Exhibit Western Gun	50.00
x	x	Harvard Metal Typer	175.00

Terms: 1/3 Certified Deposit, Balance C.O.D. or Sight Draft.

To Future

(Continued on page 71)

and a chain of 150 supermarkets was turned over to Levy.

No attempt is ever made to form a binding contract with locations. In a business in which good service is paramount, Levy sees little practicality in contracts. Attempts to formalize initial agreements will, besides, often alienate a prospective location.

Future Expansion

Altho Levy looks upon high-traffic locations such as supermarkets as the high road to future expansion, the majority of his more than 3,000 machines are located in small stores of various kinds. These small locations are, of course, quite profitable, but he feels that retailing is in a process of consolidation and centralization, with chains and shopping centers becoming more and more dominant. Rather than wait until the loss of smaller locations might force him into the big spots, Levy concentrates much of his energy and time in landing them before it becomes necessary.

He started with a route of 900 machines five years ago, when he was 22 years old. Shortly afterward his brother-in-law, Irving Katz, entered the business. Levy spends most of his time on the route and meeting people, while Katz handles office administration.

Juke-Cig Business

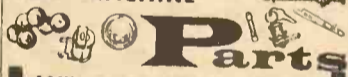
Continued from page 80

pressure on the part of game and music operators has been caused by dipping collections.

The operator sees his takes dwindle. He feels that the addition of cigarette machines on his existing locations will make up for the reduced revenue on games and music. But as the game and music revenues go up, the need for going into cigarettes declines.

Also, most operators of games and music feel that running a top operation in their own field is taxing enough; they don't want to take on any more headaches.

COIN MACHINE



LOCKS Keyed Alike... 65c each IN LOTS OF 50

PLASTIC SHEETS For Bowling • Shuffles • Games WE SAVE YOU MONEY!

MANUFACTURERS, CONVERTERS, QUANTITY USERS!!!!

We make to your specifications RELAYS, STEPPERS, SWITCHES, COILS, SOLENOIDS, TRANSFORMERS, CABLES, ETC. Everything for coin machines. WRITE US YOUR NEEDS!

NATL. SLUG \$1.00 in lots REJECTORS, #602 EA. of 50

BOWLING BALLS
Black, 2 3/4" \$.45 ea.
Two colors, 3"85 ea.
4" 4.25 ea.
4 1/2" 6.00 ea.
BALLS FOR ALL MACHINES

COIN CHUTES FOR ALL MACHINES

POOL TABLE PARTS
Cue Sticks \$1.75 ea.
Tips Per C 1.75
Best Made Balls 75 ea.
Spotted Balls 1.00 ea.
ALSO CHALK, CLAMPS, BRUSHES, CEMENT, PLASTICS, CLOTH AND SLATE.

OUR FAMOUS FORMULA #77 SHUFFLEBOARD WAX, 24 cans per case, \$6.00 per case; 4 cases \$31.68
Precision Pucks (smooth or window), per set of 8 7.00
Jumbo Pucks, ea. 1.95
Coin Wrappers (Munves "Rugged Brand"), per M80

RUBBER RINGS Pure White Rubber
3/16" \$1.98 per C 2" \$4.00 per C
3/4" 2.25 per C 2 1/2" 4.50 per C
1" 2.45 per C 3" 5.00 per C
1 1/2" 3.75 per C 3 1/2" 8.50 per C
Also other sizes.

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CORPORATION
BRYANT 9-6677

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66" HIGH—24" WIDE—20" DEEP
Shipping Weight—190 lbs.

**A Proven Winner
DOUBLE SHOT**

A **FLASHER TYPE FREE PLAY GAME** using animal symbols; one or two coin play!! Three rows of five symbols each are flashed by electronic means, each row stopping in sequence on one symbol only.

DOUBLE YOUR EARNING POWER

- New **DOUBLE FEATURE**
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with **VL Receiver**
Speed Read Program Holder

- AMI G-200 \$499.50
- AMI E-120 295.00
- Rock-Ola
1438 Comet .. 295.00
- Wurlitzer 1800 .. 425.00
- Wurlitzer 1700 .. 369.50
- Eastern Cigarette Vendor \$249.50
- Mark II 22 Columns

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Columbus 8, Ohio
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CANCER FUND



Letter from an Operator to His Distributor

Sept. 5, 1958

Dear Joe:

As the operator from North Carolina said to the operator from South Carolina: "It's been a long time between good games!" And it seems like a coon's age since you gave me the word on a hot new game I could make a dollar on.

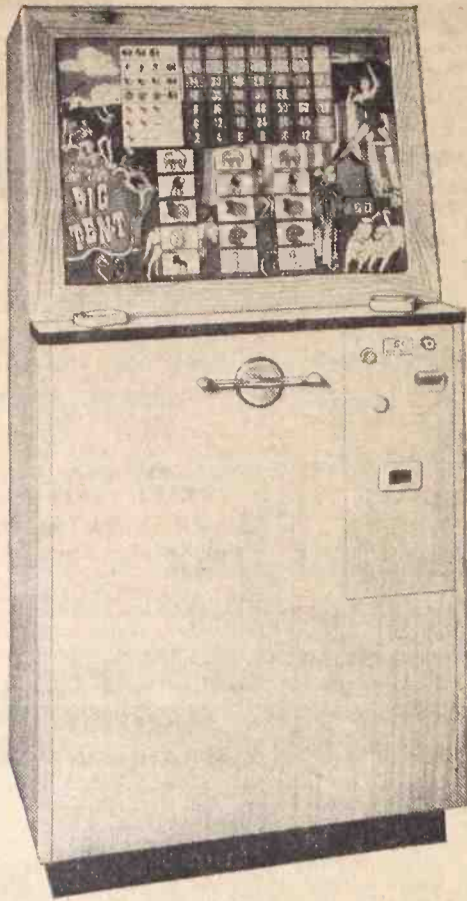
Sure, there are plenty of new releases, but you've got to agree that of recent date there hasn't been a really worthwhile new game. I'm talking now about originality and the sustained, profitable player interest generated by a good new idea. And, basically, I'm talking about the ability of a game to pay for itself and show a reasonable profit before it poops out!

I guess that's why I'm sold solid on Valley 6-Pocket and Bumper Pool Tables. Not only do they have fundamental and lasting appeal, but also those boys down in Bay City, Michigan, know how to put together a mighty fine and really good looking piece of equipment. Their all-around quality shows up in the fact that I get a consistently good take from all my Valley Tables, and, more to the point—from those tables whose cost has been amortized months ago, my end of the revenue is practically all gravy, since I have no excessive service or maintenance costs.

Well, as you can guess, come what may in other types of games, I'm going to stay high on Valley. Thanks to the variety available, I've sold some new spots on Pool for this fall. I have several more locations to see this week and will then phone you a good order all down the Valley Line—DeLuxes, Specials and Bumpers.

Cordially,
Ed

P.S.: Next time you're in town, be my guest for a sirloin, rare, at Milty's Steak House. The new Valley DeLuxe I put in there last month is paying for it.



KEENEY'S DELUXE BIG TENT

ELECTRONIC UPRIGHT
FREE PLAY GAME

**7-Way
Greater
Profits**

*Order
Keeney's
Deluxe*

BIG TENT
Now!

J. H. *Keeney* & CO., INC.

2600 WEST FIFTIETH STREET

CHICAGO 32, ILLINOIS

over **67,000 ACTIVE BUYERS** read
The Billboard Classified columns each week

FOLK TALENT AND TUNES

• Continued from page 81

Adrian, Mich., 24; Wauveon, O., 25; Findlay, O., 26; Lansing, Mich., 27, and Elkhart, Ind., 28. . . . Beverly Mae Wilson, teenage country singer and guitarist, booked out of San Diego, Calif., by Robert A. Sherwood Enterprises, has returned to the Coast following an eight-week cross-country tour which included stops in Nashville, Bridgeport, Conn.; Detroit and several Canadian spots. The address of Beverly Mae's international fan club is 1151 Perimmon Avenue, El Cajon, Calif.

Tom Tall has left the West Coast on a cross-country trek and stops off in Dallas Saturday (13) for a guest spot on "Big D Jamboree." His new Crest label release, "To Be Alone" b/w. "High School Love," makes its bow this week. . . . Off and running at a fast pace, according to Decca promotion chief Marty Salkin, New York, is Red Foley's inspirational album, a hi-fi package titled "He Walks With Thee." The Anita Kerr Singers back Red on some of the tunes. Back-cover story on the album is by "Jubilee's" Don Richardson. . . . Walter and Homer Bailes are reviving their Bailes Brothers turn and adding Walter's wife, Frankie, to kick out a new country show in Recreation Center Auditorium, High Point, N. C., September 18. It will be known as "Tar Heel Jamboree" and will feature well-known country and gospel-singing guests, along with local talent. Walter has a three-hour country and gospel

show on WNOS, High Point, and brother Homer joined the station Monday (8) as a deejay.

Ray Scrivner, manager of Aboon Music, Nashville, reports that a number of his firm's tunes are currently making noise on the various labels, including "Buddy" b/w "Strolypso Dance," by Jackie Dea on Liberty; "All Crown Up," by Johnny Horton on Columbia; "Bang, Bang," by Janis Martin on RCA Victor; "Stone Heart," by Donnie Bowser on Robbins, and his latest, "Need You So," by the Casualteens on Felsted. Scrivner, who recently took the personal management on Miss Dee, 17-year-old guitarist-singer, has added to his talent stable Ray Phillips and Charles Vickers, young singers from Florida.

SHUFFLE ALLEYS

Clean—Checked—Crated

UNITED

14 Ft. Bowling Alley . . . \$345
1 Super Bonus Shuffle Alley 195
2 Chief Shuffle Alleys. Ea. . . 95
1 11th Framo S. A. 125

CHICAGO COIN

14 Ft. Bowling League . . . \$345
2 Fireball Shuffle Alleys. Ea. 135
1 Triple Strike Shuffle Alley 150
1 Feature Shuffle Alley . . . 95
1 Advance Shuffle Alley . . . 95
6 Super Frame Shuffle Alleys. Ea. 95

BALLY

14 Ft. A.B.C. Bowling Lane,
3 piece \$345
2 Blue Ribbon Shuffle Alleys. Ea. 165
1 Mystic Shuffle Alley . . . 115

**CENTRAL OHIO COIN
MACHINE EXCHANGE, Inc.**
854 N. High St. Columbus 8, Ohio
TEL: AXminster 9-6900.



Now! A Multiple Player Game With 4 Flippers...

Gottlieb's
2 Player

GONDOLIER

Full Playfield Action Attracts More Players, More Profit!

- 3 bulls-eye targets score 10 and 100 times indicated value of Mystery Circle
- Fascinating Mystery Circle controls scoring value of bulls-eye targets and 2 super-score holes
- 7 rollovers spin lites in Mystery Circle—score 50 points when lit
- On-off rollunders lite 4 pop bumpers
- Double number match feature
- 3 or 5 ball play
- Cross-board cyclonic kickers

See Your Distributor Today!

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

COINMEN YOU KNOW

New York

Irv Holzman, Flushing Music, has bought out Joe Green in the 200-machine Flushing Music route. The men had been partners in the operation. Holzman plans to go into the manufacture of coin-operated golf ball machines for golf driving ranges. Some of the units, which deliver 30 balls for 50 cents, are on his golf driving range in Douglaston.

Joe Ash, Active Amusement, Philadelphia, will be in town this week to see his son, Larry Ash, off for a five-week European trip. Larry will visit Brussels, Amsterdam, Hamburg, Frankfurt, Geneva and Lisbon and will examine the export market for used juke boxes and games.

Operators are returning from their vacations. Ray Knoss, Arrow Vending, is back from the mountains, while Ben Chicofsky, Benray Music, is home from the country. . . . New members of the Music Operators of New York are Jack Levine and Al Levine, J&L Vending,

Tony Derinzo, Rex Music, is recovering from a serious illness at the Trafalgar Hospital and would like to hear from his friends. . . . Nash Gordon and the office staff at MONY are hard at work on ticket sales for the annual banquet to be held October 25 at the Town & Country, Brooklyn.

Hank Peteet, the Wurlitzer field engineer, was at Sandy Moore's 10th Avenue showroom visiting Bernie Levine and Abe Lipsky. The Wurlitzer service schools are being held in the showroom each Wednesday.

Recent visitors on 10th Avenue were Art Garvey, Bally Manufacturing; Jim Smith, Pleasantville, N. Y., and Dave Conrad, Suffern, N. Y. Irv Kempner, salesman, and Joe Buro, serviceman, at Runyon Sales, are back from their vacations. . . . Joe Schutkofsky, D&J Music, is out of the hospital and recuperating at home.



FIRST-Class Equipment from **FIRST GETS FIRST-RATE RESULTS!**

Special Closeouts!

Brand New Counter Game

"SMILEY"

in factory carton. Originally \$59.50.

NOW-\$29.50

LIMITED QUANTITY
Genco GYPSY GRANDMAS
BRAND NEW
Write for Special Price!

NOW DELIVERING
Chicago Coin's New
CROQUET POOL TABLE

GUNS	
Genco CIRCUS GUN	1350
Exp. JUNGLE HUNT	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 GALLERY	145

WANTED—
Chicago Coin,
Bally, United
8' SHUFFLE ALLEYS
Cash or Trade

BINGOS	
KEY WEST	\$295
SHOW TIME	375
MIAMI BEACH	105
GAYETY	98
PARADE	208
BIG TIME	105

NEW GAMES	
Chicoin 2-PL. ROCKET SHUFFLE	
Chicoin BATTER UP	
Bally 14' LUCKY ALLEY	
Bally U.S.A.	
Bally GOLF CHAMP	
Williams CASINO	
Williams TURF CHAMP	
United 16' PLAYTIME	
Bally BIG INNING	
Bally BEACH TIME	
Gottlieb GONDOLIER	
VALLEY 6-POCKET POOL	
Kave COMPETITOR 6-POCKET	
Auto Bell CIRCUS DAYS	
Keeney DELUXE BIG TENT	

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56-PAGE CATALOG
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IMPORTERS!
Fully Illustrated!
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Copy Today!

FIRST

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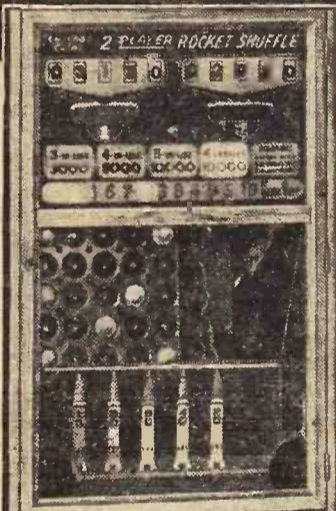
COIN MACHINE EXCHANGE

Joe Kline & Wally Flnke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

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chicago coin's 2-PLAYER Rocket Shuffle



⚡ CAPTIVE BALL ACTION GIVES PLAYER EVERY THRILL OF SATELLITES TRAVELING THROUGH SPACE! ALL BALL LAUNCH FEATURE!
⚡ NEW METHOD OF SCORING WITH CAPTIVE BALLS . . . 3 in Row—4 in Row—5 in Row—4 Corners DIAGONALS SCORE DOUBLE!

⚡ PLAYER DETERMINES WHEN AND IF HE WANTS TO ACCEPT IN LINE BONUS SCORE OR CONTINUE TO PLAY FOR A HIGHER BONUS SCORE!
⚡ ADJUSTABLE TO 5 AND 10 SHOTS PER GAME . . . STRAIGHT 10c PLAY.

⚡ AVAILABLE IN REPLAY OR REGULAR MODELS . . . REPLAYS AWARDED FOR HIGH SCORE!
⚡ UNUSUAL AND NEW 3 DIMENSION MIRROR EFFECT . . . GAME IS ONLY 7'7" YET GIVES THE APPEARANCE OF A GAME 11'11" .

See chicago coin's great Skill Game
"CROQUET"
Plays Like Bumper Pool! Scores Like Croquet!
See it at your distributor!

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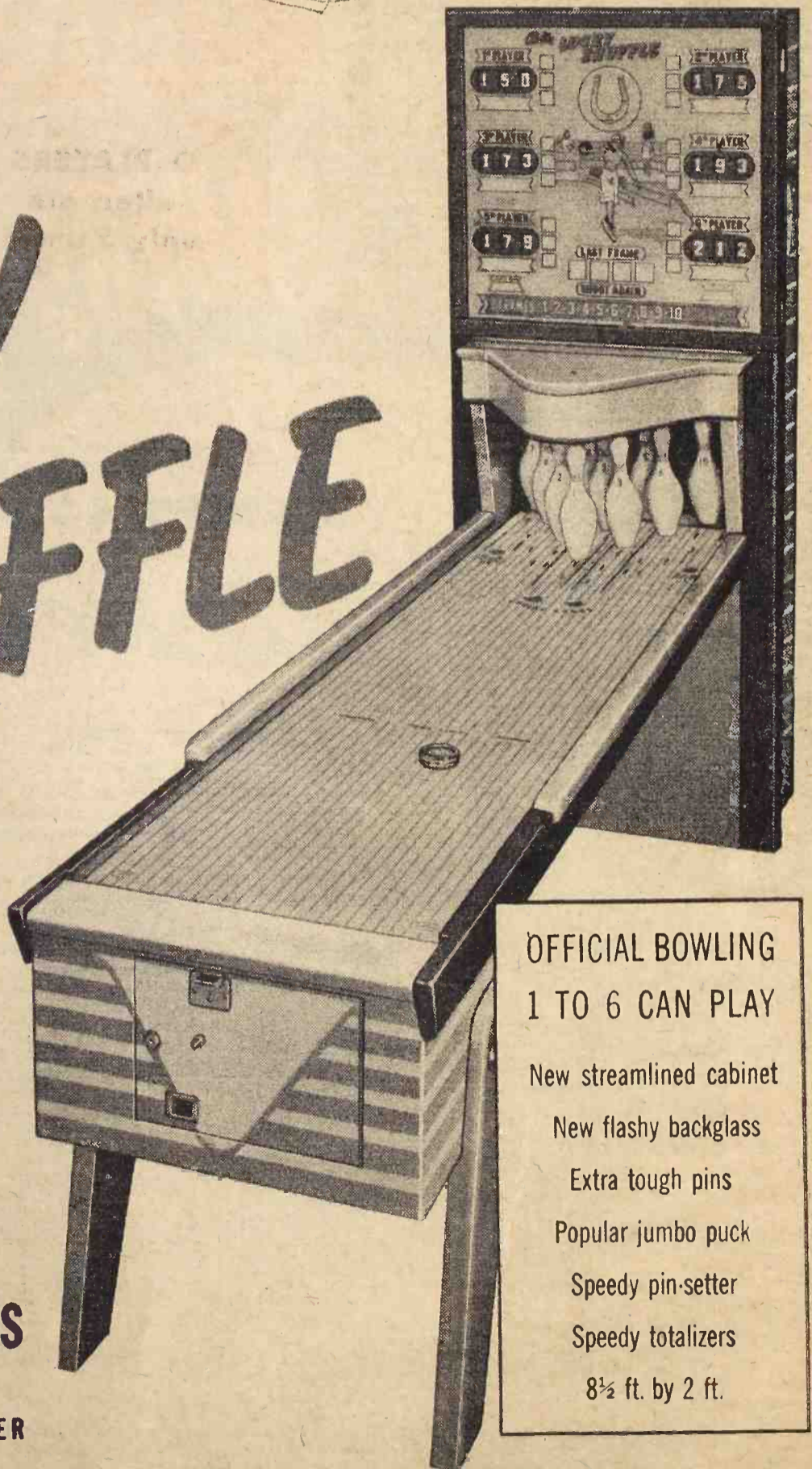
NOW famous *LUCKY STRIKE* feature
in popular 8½ ft. SHUFFLE BOWLER

Bally[®]
**LUCKY
 SHUFFLE**

Now the biggest thrill in bowling . . .
 Lucky Strikes . . . profit-proved in
 Bally LUCKY ALLEY . . . is built into
 a fast, flashy shuffle-puck bowler . . .
 a gold-mine in only 8½ ft. by 2 ft. of
 floor space. Get LUCKY SHUFFLE for
 your shuffle spots—and get lucky!

CHOICE OF TWO COIN STYLES

- (1) SINGLE CHUTE—POPULAR DIME PLAY
- (2) DIME-A-GAME, 3 GAMES FOR A QUARTER



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.



UNITED'S NEW DE LUXE

HI-SPEED PLAY

MEANS MORE COINS PER HOUR

2 PLAYERS
alternate
only 5 times

1 OR 2
CAN PLAY

3 SHOTS
PER FRAME
3 FRAMES
PER GAME

CAN BE OPERATED AS
2 OR 3 FRAME GAME

RED LIGHT
SIGNALS
WHEN
TO SHOOT

3-DIMENSIONAL
SHUFFLE-TYPE
GAME

LAUNCH-ALL-BALLS
FEATURE

CAPTIVE-BALL
IN-LINE
SCORING

10¢ PLAY
REGULAR AND
DELUXE MODELS

APPROXIMATE SIZE:
7½ FT. LONG
2 FT. WIDE

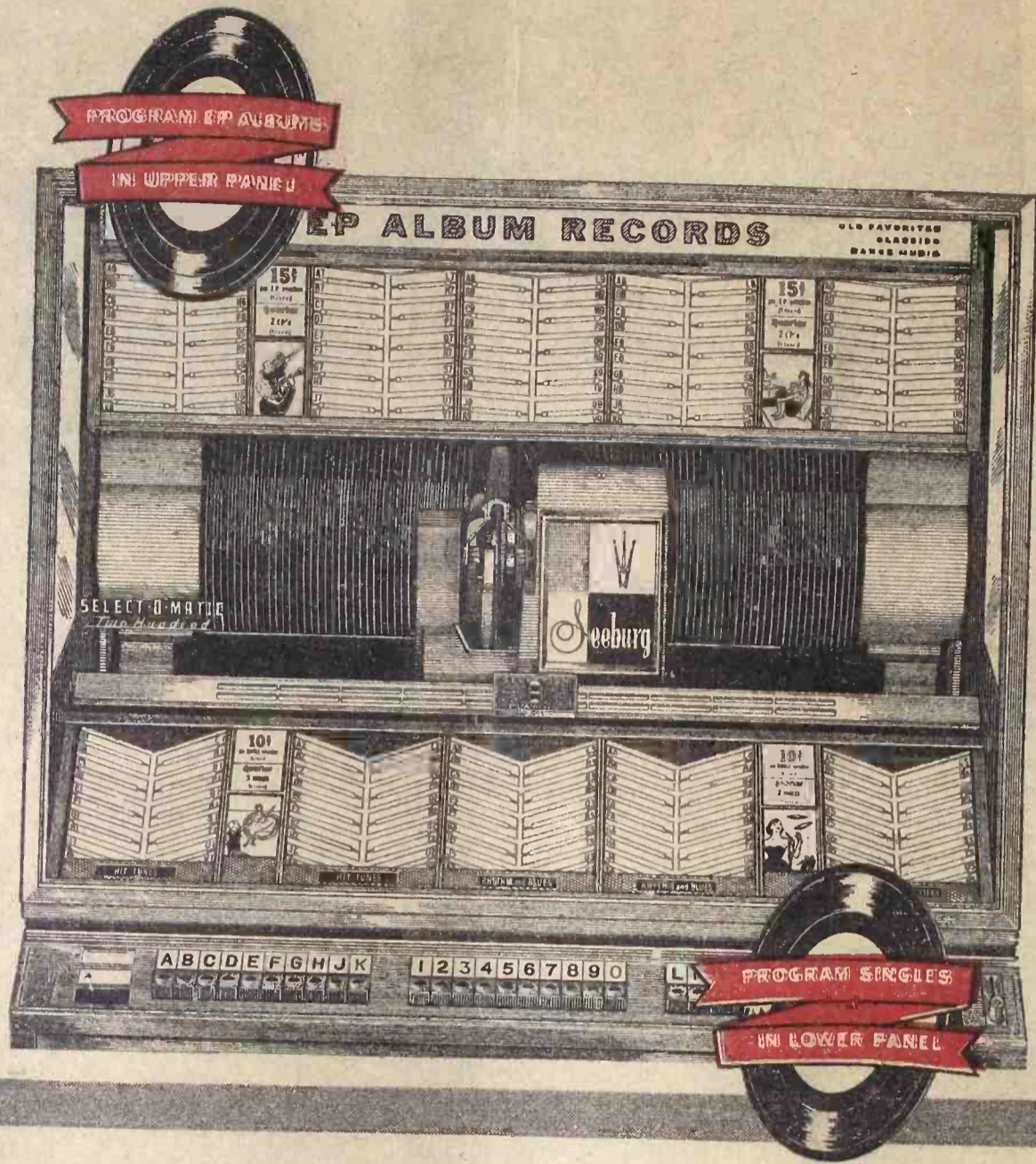
MECHANISM
IN BACK BOX
FOR
EASY SERVICING

DROP CHUTE
COIN MECHANISM
WITH
NATIONAL REJECTOR
ON PULL-OUT DRAWER



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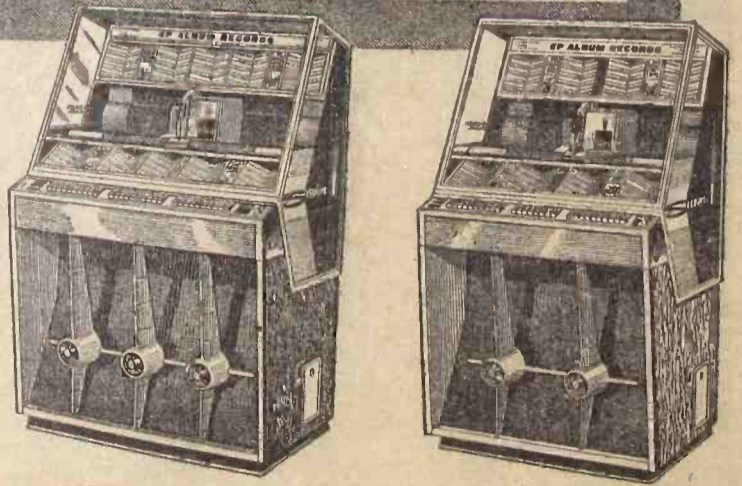
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Current releases on singles are vitally important to any music system. But equally essential are show tunes, standards, jazz and classics—the kind of music that's available principally on EP album records.

Seeburg music systems are designed for profitable programming of *both* singles and albums. There's a place for each with Dual Programming . . . there's a price for each with Dual Pricing.



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