

The Billboard

In This Issue
**SPOTLIGHT ON
 CLASSICAL
 DISK SALES**



See page 26

PRICE:
35 CENTS

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By BOB BERNSTEIN

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"I arrive and find our concerts surrounded by spiritualists, psychiatric meetings, rock and roll and yoga practitioners," said the visiting batoneer. "The dream is gone."

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Colpix Label to Debut With Controlled Release Policy

'Nautilus' Documentary Heads 4 Albums, 1 Single Tee-Off

By BOB ROLONTZ

NEW YORK — Taking a healthy swipe at the normal industry practice of scores of LP's released every month, Colpix Records, the new Columbia Pictures disk subsidiary, took the wraps off its debut release of four new albums and one single record for the month of October at a press preview last Thursday (25). Along with the four-album release the pic company label came up with a record business philosophy of a tight rein on releases, fewer single releases than LP's, every release a specialized item aimed at a specific market, no regular release schedule, and special promotion on every record and LP via TV, movies or radio. In addition the diskery's first four albums were all priced differently, the Colpix philosophy being that records should be priced according to their initial cost, just as books are, and not all pegged the same.

Of the first four LP releases issued by the Colpix firm, under the aegis of general manager Jonie Taps and operations chief Paul Wexler, the one that appeared destined to garner the most attention was "The Nautilus," an album containing the recording made aboard the atomic sub on its historic cruise under the North Pole last summer.

CRDC Appoints 2 New Branch Execs

HOLLYWOOD — Robert J. McFalls, who joined Capitol Records Distributing Corporation three years ago as a warehouseman this week was named operations manager of CRDC's Buffalo branch. He replaces Jerome Schweizer who resigned.

Another CRDC appointment this week brings Edgar J. Linek to the post of Milwaukee branch operations manager as replacement for Kirk Potter. Latter was switched to operations manager of the Chicago branch.

A Second Network Series for Clark

NEW YORK — Dick Clark gets another network series next month when ABC-TV unveils "Take a Good Look," a panel debate stanza aimed at an adult audience. Beechnut, sponsor of Clark's Saturday night music show, will pick up the tab. Clark is figured to have a strong adult appeal, based on audience composition studies of "American Bandstand" and the Saturday series. He will host "Look" in the Sunday 9-9:30 p.m. time slot.

This set, which will be packaged with a 12-page illustrated magazine with pictures of the voyage, contains the voices of Captain William Anderson and the members of the crew as they performed their remarkable feat. This set will be ready for release on October 15. Price is not yet set, but it will retail at a price between \$5 and \$8.

Other albums in the four-set release that will be issued October 1 include "Benny Fields and His Minstrel Men," with Jack Benny; George Burns, Milton Berle and Phil Silvers. Set will list at \$4.98. Another LP will be "The Great T. D." containing tapes of the Tommy Dorsey ork cut by the late leader a while before his death. This set will list at \$3.98. And

another LP will be a kid disk, "Ruff and Reddy" (Adventures in Space), based on the Screen Gems cartoon show which plays on 119 TV stations each week. This set lists at \$1.98.

According to Paul Wexler, the "Nautilus" LP is being promoted via the many articles and stories (Continued on page 10)

Liszt Demo Vanguard Oct. Spot't

NEW YORK — Vanguard's October releases will be highlighted by a new demo record, issued both in stereo and monaural, of four Liszt Hungarian Rhapsodies by the Vienna State Opera Ork. Disk is companion to "Seheherezade" by the same ork, which has had a healthy sale at \$2.98 as a stereo sampler. Vanguard plans to continue issuing complete works as demos, with monaural selling for \$1.98 and full discount given to dealers.

Among the October releases are Mae Barnes, Bon Soir nitery thrush and "Music of Gabrielli," in both versions; Shostakovich playing his own Piano Quintet, monaural; and Liane warbling in four languages on "Orient Express."

WERE Shelves ACW Program

CLEVELAND — Station WERE has postponed its Authors and Composers' Workshop — originally scheduled for October 24-26. The postponement was prompted by program director Sam Elber's departure a couple of weeks ago. Elber, who left to become p.d. of WBGs, Miami, was handling all the arrangements for the October Workshop sessions. Pending the appointment of a successor for Elber, WERE General Manager Dick Klaus said the Workshop project has been shelved until 1959.

NOW IT'S HOOP OLYMPICS, YET

NEW YORK — A contest to select the world's Hula Hoop champion — the Grand International Hula Hoop Olympics — will be held next month in San Francisco, under the sponsorship of the Bartell Radio chain. Champions from each section of the country will vie for the national title at that time.

Regional hula hoopsters will be chosen in contests sponsored by all of the Bartell stations — KCBO, San Diego, Calif.; WOKY, Milwaukee; WYDE, Birmingham, Ala.; WILD, Boston; WAKE, Atlanta; and KYA, San Francisco.

The American National Hula Hoop Champion (winner of the October meet) will then be sent by Bartell to Hawaii, where he or she will compete against hoop champions from other countries. Since the hoop originated in Australia, there should be some stiff competition for the U. S. champ.

Remington Cover Sparks Cap Suit

HOLLYWOOD — Capitol Records this week lowered the legal boom on the second album producer in as many months charging that one of its original album covers had been duplicated. The current action concerns the cover to its original cast package of "The Music Man."

Capitol filed suit in New York Supreme Court and was granted a temporary restraining order against Remington Records, Inc., Plymouth Records Corporation, Masterseal Records, Inc., Masterseal Sound Laboratories, Paris International, Inc., Webster Record Corporation, and Donal H. and Wally Gabor, individuals, operating as Continental Distributing Company. Capitol named the

above as defendants in the production, manufacture and distribution of the \$1.49 Remington Records album titled "Music From the Original Broadway Score, 'The Music Man'."

In its action, Capitol claimed the Remington cover to be almost an exact duplicate of its own "Music Man" art. New York Supreme Court Justice Saul S. Streit ordered the defendants to suspend sale, promotion and advertising of the Remington Album pending the hearing for a temporary injunction. Capitol is seeking a permanent injunction and an accounting of the profits of the disputed album's sales from each defendant.

Capitol claimed that the Remington cover is so nearly identical to the Cap cover in layout, color and type used that it misleads the buyer to confuse the \$1.49 Remington package with the \$5.98 Capitol album. Also, Cap charged that the Remington album copy leads the buyer to think it has the original Broadway cast while actually Cap is the only firm which can make that boast.

Capitol had filed a similar action against Design Records two months ago for album art on its "Pal Joey" package.

Elgart Bros. Split; Own Ork for Each

NEW YORK — The "Elgart Sound" will soon be doubled. Les and Larry Elgart, leaders of one of the most successful bands of the past decade, are splitting, with Larry leaving to start his own band and to record for another label. Les Elgart will remain with Columbia Records and will, of course, continue to have a band too.

Altho both brothers were pacted to a contract at Columbia, arrangements have been made for Larry to get out of his contract with the firm. It is understood that the band arrangements belong to Larry, but it is also understood that Les will continue to use the old arrangements, too.

It is known that the two brothers have long been dissatisfied with their common leadership, and each has itched to have his own ork. A similar imbroglio, of course, took place with the Dorsey Brothers many years ago.

According to the grapevine, Larry Elgart received a fabulous offer from the still secret diskery to go with them, and he has been working on getting out of his Columbia pact many months.

Frey Pitches Hi Fi, Stereo 'Round Clock

NEW YORK — Sid Frey, high flying mahoff of Audio Fidelity Records, is moving at a rapid pace on numerous fronts. Town Hall, this city, for Saturday (27). Six shows were slated for the general public during the day and evening with no admission charge. The shows were promoted via four-column ads in the New York Times.

Next, Frey's operatives have planned a fancy demonstration for the New York Hi Fi Show to be held at the Trade Show Building next week. Continuous live stereo recording sessions will be held in a specially constructed recording studio for the edification of the public. Artists to participate in the sessions include the Don Shirley Trio, the Pat Moran Trio, Beverly Kelly, the Emanuel Vardi String Quartet, Johnny Puleo and his Harmonica Gang and others. It's also reported that a number of A-F's more sensational album covers of Turkish and East Indian orientation will be represented in what might be called a "live" manner.

Am-Par Brass To Europe for Distrib Meets

NEW YORK — ABC-Paramount Records prexy Sam Clark and Simon B. Siegel, financial veepee of American Broadcasting-Paramount Theaters, Inc., leave for Europe October 15 for the purpose of discussing existing contracts and renewals with Am-Par's European distributors. At the same time the execs will investigate the acquisition of outstanding European repertoire for distribution here by ABC-Paramount.

Clark and Siegel will meet with EMI in England and other Am-Par affiliates in France, Italy, Germany Holland and Sweden. Clark also hopes to set up special mass affiliate meetings in Italy, France and England. The execs will return to the U. S. November 7.

Meanwhile, national sales director Larry Newton, album sales and merchandising director Sid Pastner, and Am-Par's West Coast representative Lee Palmer leave this week for a three-week tour of the label's U. S. distributors. Newton and Pastner will cover the East and Midwest, while Palmer will visit distributors on the West Coast.

Gabriel Heads BMI Non-Radio Sector

NEW YORK — George Gabriel assumes full charge of the Non-Radio Department of Broadcast Music, Inc., replacing the retiring veepee, Harry P. Somerville. Somerville remains in a consulting capacity. Prior to this, Gabriel had active charge of non-radio licensing activities other than that of hotels for five years.

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Offices

Cincinnati 22, 2160 Patterson St.

L. W. Gatto
Phone: DUnbar 1-6450

New York 36, 1564 Broadway

W. D. Littleford
Phone: PLaza 7-2800

Chicago 1, 188 W. Randolph St.

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HOT 100 GETS 13 NEW ONES

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

- 59. No One But You—the Ames Brothers, RCA Victor.
- 60. Pussy Cat—the Ames Brothers, RCA Victor.
- 66. Look Who's Blue—Don Gibson, RCA Victor.
- 72. When I Grow Too Old to Dream—Ed Townsend, Capitol.
- 74. Call Me—Johnny Mathis, Columbia.
- 79. Give Myself a Party—Don Gibson, RCA Victor.
- 83. Tom Dooley—the Kingston Trio, Capitol.
- 87. The Day I Died—the Playmates, Roulette.
- 89. With Your Love—Jack Scott, Carlton.
- 91. Bull Whip Rock—the Cyclones, Trophy.
- 92. Tic Toc—Lee Allen, Ember.
- 96. Leave Me Alone—Dickey Doo & the Don'ts, Swan.
- 100. Forget Me Not—the Kalin Twins, Decca.

Jones, Hardy Get 2 New Cap Exec Posts

HOLLYWOOD — George R. Jones and M. S. (Mac) Hardy were appointed this week to newly created executive positions in Capitol Records, Inc. Jones becomes Administrator of Recording Operations directing the activities of the Custom Services and Recording Departments in Hollywood and New York. Hardy's new post as National Plant Manager calls for him to continue as manager of CRI's Scranton plant and, in addition, directing manufacturing at its Los Angeles plant.

The appointments were made by Jim Bayless, CRI vice president in charge of engineering and manufacturing. Need for the additional executive strength, Bayless said, was prompted by the increased demands of the current extensive plant expansion program and the mounting production load of stereodisks, heavier classical record releases and the Capitol Record Club. Appointments, Bayless said, were made to relieve him of direct administrative responsibilities in CRI's recording and manufacture departments. Both Jones and Hardy will report to Bayless.

Jones joined Capitol approximately two years ago as general manager of its Custom Services department, and last year was named director of that department. He will continue to headquarter

at the Capitol Tower here with Hollywood recording studios director Bill Robinson, New York recording studios Director Don Plunkett and Cap custom services national Sales Manager Herb Sachs remaining at their respective posts and reporting directly to Jones.

Before joining Cap's ranks, Jones was West Coast manager of Langlois Filmusic, Inc., and for 17 years prior to that served as general manager of the C. P. MacGregor Company, Los Angeles transcription and custom recording firm.

Hardy entered the Capitol organization as controller of the Scranton plant in 1946. Two years later he became manager of its Los Angeles plant, and was moved back to Scranton the following year to manage the Scranton manufacturing operation. David Lavhon continues as L. A. plant manager and will report to national plant manager Hardy who will continue to headquarter at Scranton.

FM Multiplex Gadget Sparks Airing Dispute

NEW YORK — Pro and con views on stereo broadcasting via the use of the FM multiplex sub-channel were expressed here last week by radio stations WBAI and WQXR, with WBAI in favor, and WQXR coming out against it.

The debate will be pointed up this week, since both stations are scheduled to demonstrate their stereophonic broadcasting techniques during the New York High Fidelity Music Show at the New York Trades Show Building (September 29-October 4).

FM station WBAI last week announced the "successful operation" of what it termed "the first hi-fi stereo multiplex system in the history of the radio industry." The installation, developed for WBAI

Baker to Exit Big 3 for Own Pubbery

NEW YORK — After 26 years with the Big Three Music Corporation, Murray Baker has decided to exit his post as general professional manager of Robbins Music at the end of his contract in December. Baker intends to start his own music publishing firm, to be called Murray Baker Music, and will be taking material from both foreign and domestic publishers. Baker has been associated with many of the great hits that have come out of the Big Three. Robbins' current smash is "Volare." Big Three has not set any replacement for Baker's position.

Mercury Closes Deal With EMI For Overseas Distribution

By BERNIE ASBELL

CHICAGO — Mercury Records has closed a deal with EMI Records, Ltd., of London for distribution of Merc product in the British Isles and 37 other countries, including India, Turkey, Syria, Iran, Iraq, Jordan and Lebanon.

Last week Irving B. Green, Mercury president, announced cancellation of a reciprocal license deal with Pye Records, Ltd., of England. The EMI pact is not reciprocal, but is a one-way deal whereby the British firm is licensed to press and distribute from Mercury masters. This leaves open the question of Merc's new source of British repertoire for the American market.

EMI is the owner of Capitol Records, a fact which blocked a reciprocal deal with Mercury. Capitol now enjoys sole rights to re-issue EMI material in the United States. While Green was not available for comment, it was understood that a plan is being discussed whereby EMI may set

up a subsidiary label in England whose catalog would be made available to Mercury here.

The pact with EMI is effective October 1. Meanwhile, Mercury's and Pye's rights to each other's catalogs for currently existing material will continue until December 31, 1959. First EMI release of Merc wax in early October will include "Chantilly Lace" by the Big Bopper; "Fibbin'" by Patti Page; "It's Raining Outside" by the Platters; and "One Summer Night" by the Danleers. Several packages, still being selected, will be included.

A modification of the Mercury label will appear on all British releases, so the product identification will be chiefly associated only by the words "Made by EMI Records in Britain."

Merchandising of the Mercury line will be handled by a separate executive, sales and promotional force within EMI. The unit will be headed by L. G. Wood, a veteran EMI exec. Wood will be assisted by Harry Walters.

Mercury's European representative, R. C. Whittington, will stay in London for at least a month to establish liaison under the new set-up.

The pact was negotiated for Mercury by Prexy Green, in the course of an extended European jaunt which he has just concluded, and Bruce Somers, head of Mercury's international division, EMI was represented by J. F. Lockwood, chairman of the board of the parent EMI company, and C. H. Thomas, managing director of EMI's record division.

Its facilities for manufacturing and distributing records make EMI the largest record organization in the world.

In another international deal, Mercury renewed a mutual licensing agreement with Disco-Press of Belgium. I. Braunstein, president of Disco-Press, and Green penned the renewal. The two men also presided at a stereo demonstration to which all the record dealers of Belgium were invited.

29 LP's on Victor Oct. List; Solid Coverage

NEW YORK — RCA Victor will release 29 LP's for October, including 15 pop albums, eight classical, and a special six-package Melachrino release of previously issued albums that will be backed by a big campaign. Heavy promotion will be laid on a new Tony Perkins album titled "On a Rainy Afternoon," and a new set by the Boston Pops titled "Stars and Stripes" and "Cakewalk." Another special release is the album "Bob and Ray Throw a Stereo Spectacular."

The two "Save on Records" sets for October are the Meyer Davis package "Dancing With the Smart Set," and the Chicago Symphony Orchestra's version of Stravinsky's Divertimento From "The Fairy's Kiss," and Hovhaness' "Mysterious Mountain."

The Melachrino sets in the big six-record promotion are "Music for Dining," "Music for Relaxation," "Music for Reading," "Under Western Skies," "Strauss Waltzes," and "Lisbon at Twilight."

Classical albums include an album of spirituals by the Robert Shaw Chorale, "On Tour in Russia" with Leonard Warren, "Great Moments in Opera," "Rubinstein Plays Chopin," and two complete operas, "Boris Godinov" with Gior-

gio Tozzi, and "Lucia di Lammermoor," with Peters, Pierce, and Tozzi.

The pop sets include one by the Dave Pell Sextet, another featuring Richard Dissell and Bob Reilly on organ, an album called "Music for Nervous People," another set by pianist John Lewis, a Tony Martin album, one by Los Indios Tabajaras, a cha cha set by Johnny Conquet and his ork, a George Feyer album, a Lena Horne LP, a Xavier Cugat LP and "King Creole" with Elvis, previously released on EP.

Rondo Sets Own British Plant

LONDON — Veteran American record man, Eli Oberstein, has purchased a pressing plant in New Cross, which he will employ in the pressing of his Rondo label. The regular price line will be distributed thru a minimum of 330 Woolworth stores in the United Kingdom, a tradition established by Oberstein some time ago in the United States.

Oberstein is the first American

Cap-EMI Offers Classics Feast

HOLLYWOOD — Ten classical albums comprise the second Capitol-EMI release. It includes a package of seven Delius works performed by Sir Thomas Beecham conducting the Royal Philharmonic, the Schumann "Manfred" Overture and his first symphony with Rudolf Kempe conducting the Berlin Philharmonic, the Prokofiev "Classical" and Shostakovich first symphonies recorded by Efrem Kurtz and the Philharmonia Orchestra, "Pictures at an Exhibition" and Ravel's Bolero as performed by Sir Eugene Goossens and the Royal Philharmonic, Anatole Fistoulari and the Philharmonia Or-

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Westminster Lists Unique Stereo LP

NEW YORK — Add to Westminster's October stereo releases a unique album, "Foolish Heart," 12 instrumentals billed as "music from the repertoire of radio station WPAT." The sides, by the Vienna State Opera Ork, were re-mastered in the studios of the New Jersey all-music station to get its "special broadcast sound." Promotion campaign will play up WPAT.

PUB-SIDEMAN DATE PAYS OFF

NEW YORK — Who says publishers aren't needed in this business? Only recently one prominent, and to say the least, colorful publisher, received an urgent phone call from an M-G-M a.&r. exec. "If you want the next record with Tommy Edwards, man, you better get over here quick. Our bass man got sick and can't make the date," came the deep, staccato Bostonian tones over the phone.

It seems that the hero of this story once played bass and still held his card. Hustling over to the studio in a cab, he made the scene just as the first take was ready to roll. The story has a happy ending too. He played on the date which was the session for Tommy Edwards' "It's All in the Game," and as a result of his life-saving assistance he's got one of Edwards' next sides.

Adler Tunes For Alcott Telemusical

NEW YORK — Composer Richard Adler has written eight new songs (lyrics as well as music) for his forthcoming musical version of the Louisa Mae Alcott classic "Little Women," which will be aired over CBS-TV October 16 from 8:30 to 9:30 p.m.

Tunes include "How Do You

DISK JOCKEY CHECK LIST

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

- Hula Hoop Contest Page 4.
- Lucky Lyrics Page 3.
- Howard Miller Page 4.
- Dick Clark Page 2.
- Vet Artists, Old Tunes
- Climb Hit Chart Ladder Page 1.

'Lucky Lyric' Series Catches

NEW YORK — "Lucky Lyrics," a new transcribed music series with a spot-the-wrong-lyric contest gimmick, has been sold to 10 stations — WDSU, New Orleans; KJBS, San Francisco; WIL, St. Louis; KDYL, Salt Lake City; WRTI, Milwaukee; KXYZ, Houston; WTAR, Norfolk Va.; WBOX.

(Continued on page 57)

8 MORE JOIN LABEL PARADE

NEW YORK — Eight more new labels joined the label parade this week. Here are the names and addresses of the newcomers: Valor Records, c/o Demon Records, 2821 West View Street, Los Angeles 16, Calif.; Ballad Records, 4741 Le Duc Street, St. Louis 13, Mo.; Ludwig Records, Inc., Box 885, Eureka, Calif.; Loop Record Company, 425 Prospect Ave., Cleveland 15, O.; Jean Record Company, 6533 Hollywood Boulevard, Suite 201, Hollywood, Calif.; Freedom Records, c/o Liberty Records, 6124 Santa Monica Boulevard, Hollywood, Calif.; Gold Records, 1908 Lebanon Road, Nashville, Tenn.; Remsen Records, 37 West 88th Street, New York 24, N. Y.

Gargantuan M-G-M Release Reflects Booming Business

Five Labels Repped by 51 Albums

NEW YORK — M-G-M Records, already setting new sales records this year (see separate story) is set to release what company spokesmen describe as the heaviest single album release in the firm's 11-year history. Under the over-all tag of "Fall Album Festival," the program encompasses a total of 51 albums—28 on the parent M-G-M label (including both stereo and monaural) in pop, classical and jazz categories, 11 stereo versions of previously released M-G-M album product, 10 new sets on the low-priced Lion line and two in the new Metro Jazz series. News of the program came in the form of a joint announcement from the disk firm's prexy, Arnold Maxin, and Irving Jerome, director of album sales.

The new M-G-M pop material includes sets by David Rose and Andre Previn, Toni Carroll, Ben Cutler, the Randy Van Horne Singers, Sallie Blair, Jane Russell, Joni James, and the famous burlesque queen, Sherry Britton. All these will be released simultaneously in monaural and stereo form. The balance of this section of the release, which does not get the stereo treat-

ment, carries sets by Marvin Rainwater, Tommy Edwards and a new group of three by Dick Hyman, each of which includes 60 tunes.

Jazz material on M-G-M features five new sets of "polite, pop-styled" jazz by the Metropolitan Jazz quartet. Produced by Dick Wolf of Gotham Music, these sets are keyed to such topics as "Great Themes" from "Great American Movies," from "Great Broadway Shows," "Great TV Shows," "The Classics," and "Foreign Movies."

In the first classical release in a spell for the diskery, there are 10 new sets, including six which feature maestro Arthur Winograd conducting various M-G-M orchestral complements. Works by Mozart, Beethoven, Bartok, Prokofieff, Shostakovich, Stravinsky, Mendelssohn, Hindemith, Morton Gould and Michael Colgrass are offered in the albums. Other sets feature Schubert Piano Sonata performances by Beveridge Webster; the Hovhannes concertos for violin and piano with Maro and Anahid Ajemian; music from the French Ballet Stage with the Little Orchestra of London, and a program of favorite

(Continued on page 12)

'58 Sales Zoom to Double '57

By REN GREVATT

NEW YORK — In its first nine months of 1958, M-G-M Records is enjoying a sales volume nearly double that of the corresponding period in 1957, according to Arnold Maxin, president of the diskery.

Noting the progress made by the company, Maxin pointed out that the label has enjoyed three separate best-sellers so far this year which have placed number one in The Billboard charts. These were Connie Francis' "Who's Sorry Now"; "The Purple People Eater," by Sheb Wooley, and now Tommy Edwards' "It's All in the Game," which arrived in the top spot this week. Other artists who have sold well for the label include Joni James, Marvin Rainwater and Conway Twitty.

Maxin said that according to the

(Continued on page 40)

NBOA Plots Biggest Terp Promotion for 1958-'59

CHICAGO—The National Ballroom Operators' Association, meeting here this week for its annual convention, outlined the strongest program in its 12-year history toward promoting national interest in terping. Spearheading the return-to-dancing drive was the acquisition of the Philip Lesly Co., local public relations firm, to head up a nationwide program for the next year. Lesly has long been p.r. firm for the American Music Conference, important promotional adjunct for the National Association of Music Merchants.

Tom Archer, Des Moines chain of ballrooms owner, received two wires from top American Federation of Musicians' brass, indicating that they were huddling simultaneously in New York with booking agency and record firm execs in a similar move to bring back dancing. Archer said that NBOA reps will confer with AFM toppers within the next 45 days. NBOA membership also voted to put a representative on the national committee for ballroom dancing, a group whose chairman, Don Duncan of Dance magazine, addressed the convention. Duncan's group is made up of primarily dance instructor groups of both a regional and State makeup.

Duncan and Carl Braun, Lowell, Mass., op and president of NBOA, both emphasized the growth of ballroom dancing in Great Britain, where they estimated 5,000,000 persons are dancing. Both cited

importance of national dancing competition to push terping. Duncan said that Victor Sylvester, English band leader, who recently opened his own dance studios, has a deal with J. Arthur Rank, British movie impresario, wherein they are holding dance instruction sessions in Rank-operated theaters. Duncan also said that Mecca ballrooms, British chain, is sponsoring big dance competitions and is seeking to open in Canada. Braun pointed out that NBOA should ask the

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HULA HOOP CONTESTS

Swing Fever Epidemic Keys Fat Promotions for Jocks

By JUNE BUNDY

NEW YORK — Rolling along with the rest of the country, disk jockeys across the nation are going all out on hoop promotions.

The deejay - sponsored promotions—largely sparked by the Hula Hoop Manufacturing Company Wham-O — center around how many times you can rotate the hoop contests staged in local shopping centers in co-operation with local merchants.

For instance, Robin Seymour deejay - program director of WKMH, Detroit launched the first of 15 "Hoola Hoop" contests last Saturday (20) in Detroit's Southern-Grand shopping center. The jock's regular Saturday shows "Bobbin' With Robin" will be broadcast from a different shopping center each Saturday for the next 14 weeks, following which he will emcee a grand-finals competition at a local downtown Detroit theater.

Another "Hoopathon" was staged last Saturday (20) by station WAVZ, New Haven, Conn., in a local shopping center, New Haven Green. WAVZ jocks handled the emcee chores and prizes contributed by local businessmen. The contest, run in co-operation with the New Haven Police and Park and Recreation Departments, drew slightly under 25,000 persons. Lo-

Somerset Signs Top Batoneers

NEW YORK — In a move to give its low-priced LP line "name" power, Somerset Records has signed conductors Walter Susskind, Rudolph Friml and Wilhelm Schuster. Susskind, regular conductor of the Toronto Symphony, will conduct the London Philharmonic for the label; while Schuster, formerly with NWDR Symphony Ork, will conduct the Nord Deutches Symphony Ork for Somerset.

Meanwhile, Dave Miller, prexy of Somerset and its subsidiary Stereo Fidelity, left for Europe last week, where he will supervise recording schedules in London with Susskind and the London Philharmonic. Work to be recorded is the complete "Messiah," which will be released as a four-LP set in November. The album will retail at \$7.95 on the monaural Somerset label and \$11.95 on Stereo-Fidelity.

Miller was accompanied by Dr. Erich Beermann, chief engineer of the Miller labels, who will oversee the London Philharmonic recording dates at St. Mary of Magdalene Church in London. In all, 18 classical works are scheduled to be recorded for early release. The Friml sessions have been completed and the first LP, "The Sugar and Spice of Rudolph Friml," will

(Continued on page 40)

NPC Ball to Get BMI Talent Again

WASHINGTON — Talent of Broadcast Music Inc., will entertain again this year at the National Press Club's black tie ball, to be held November 14.

Club's president, John V. Horner, says his entertainment committee is working with BMI now on arrangements, but nothing will be definite for another week or two.

Talent appearing last year included Betty Johnson, Les Paul and Mary Ford, Sam Levenson, and Eddie Arnold.

Ray to Spread Good Neighbor Tears in S. A.

NEW YORK — Globe-girdling Johnnie Ray, who has touched down in practically every important center in the world at one time or another, opens his first tour of Latin America October 1. Noteworthy aspect of the deal is that it's one of the few occasions in which Latin promoters have come up with front money for an American artist.

Ray gets approximately 25 per cent of the total price before leaving the States Monday (29) and another 25 per cent on arrival. He does two weeks at the Broadway Theater, Buenos Aires, followed by a pair of two-day engagements in Santiago, Chile, and Montevideo, Uruguay. This will be followed by other Argentinian dates and more than a week spent in Rio and Sao Paulo, Brazil. Ray is expected to take down something in excess of \$50,000 for the four-week trek, which will include numerous TV dates.

Rondo, Reese Top September Jubilee Sets

NEW YORK—Don Rondo and Della Reese head the talent line-up on Jubilee's late-September album release, announced this week by topper Jerry Blaine. Rondo's contribution will be a set of tunes with girls' name titles, tagged "Have You Met?" Miss Reese will be on a gospel kick with a program of spirituals, titled, "Amen." In this set, she'll employ the help of the Meditation Singers, a group the singer started in Detroit in her earlier gospel singing days.

Also included in the release will be a package titled "Passion," with West Coast composer-arranger-conductor Walter Scharf with his ork on his third Jubilee album; "Swingin' Abroad," an instrumental selection of European songs; and "In the Heart of the Dark," with pianist Lester Crosley, a prominent cat among the New York supper club set.

Fine Line-Up Set For Miller Show

CHICAGO — Deejay Howard Miller has lined up a powerful group of best-selling record artists for his annual stagershow at the Civic Opera House here December 6.

The performers — all General Artists Corporation acts — include the Everly Brothers, Bobby Darin, Frankie Avalon, Jimmy Clanton, Jack Scott, Connie Francis, Dickie Doo and the Don'ts, and Conway Twitty. Miller will emcee two shows during the Saturday date.

Eli Digs Stereo the Most; Cues Low-Price Bombshell

NEW YORK — Eli Oberstein, head of such diverse labels as Rondo, Halo, Varsity, Royale, Rondette and others, and according to many a living legend in the music business, spoke frankly about his future plans and programs for his labels, especially Rondo, to a Billboard reporter this past week. What appeared to delight and interest Oberstein the most was his intense belief in the future of stereo records, both for the new musical vistas they have opened up for the consumer and for the way the consumer was accepting the stereo disks.

"No one has ever really heard music," said Obie, "until they hear it on stereo records. Take Brahms,

for example. He usually has so many themes going on at one time that when you listen stereophonically—you hear everything. It's an eye-opener."

Oberstein became a solid convert to stereo records when he released his first Rondo stereos a few months ago. According to the exec, his stereo disks sold so fast that he immediately brought out a second group, two months ahead of schedule. As is expected in any conversation with Oberstein, he calmly dropped a bombshell when he announced that he would soon have the lowest-priced line of stereo disks in the business. Since

(Continued on page 12)

Local 47 Tabs 'No Dough' Rumors False

HOLLYWOOD — Spokesmen for the musicians' Local 47 branded as false reports that it was going broke and blamed Cecil Read's Musicians Guild of America for circulating the no-dough rumors. In losing jurisdiction over the major motion picture studios in Hollywood, the Local claims it lost only \$4,500 per month in income. While it admitted this is a fairly substantial revenue loss, it said the picture field still remained one of the lesser sources of union income.

The Local also denied that its coffers were bare as a result of paying out strike benefits during the six-month walk-out of the major movie lots here. These strike pay benefits were paid directly by the International and did not come

(Continued on page 8)

Crystalette To Bow Scout

HOLLYWOOD — Can disk biscuits replace scout cookies? This question was implied in the disclosure this week that Carl F. Bruns, prexy of Crystalette Records, will kick-off a subsid label to be called Scout Records. Bruns has pledged to pay a penny royalty per disk to be divided equally between the Boy and Girl Scout Associations.

Also, Bruns said disks will be made available for sale by various Scout troops whenever the individual troops are on a fund-raising campaign. As Bruns sees it, disk biscuits will do far more than Scout cookies for both seller and buyer. The Scout troop will enjoy a far more profitable mark-up. The consumer will find the records last much longer than cookies.

Scout Records' first release will be issued November 1. Label will go thru Crystalette's regular distributors. Repertoire will be in the rock and roll vein.

Class Label Inks Jimmy Johnson

HOLLYWOOD — Leon Rene, Class Records prexy, this week signed Jimmy Johnson to a recording contract. First release couples "Lone Rangers' Gonna Get Married" with "Cool, Cool School." Label plans to concentrate its promotional efforts on "Lone Ranger" side. Class is scheduling for release an album featuring Bobby Days titled "Rockin' With Robin." He will do p.a.'s with Laverne Baker and Jackie Wilson when his current tour ends this month.

NIGHT CLUB

Lisa Kirk Conquers With a Superb Act

Opening the fall season at Manhattan's ultra swank Persian Room of the Hotel Plaza, Lisa Kirk and talented boy friends known as the Four Saints, pull continuous enthusiastic applause, and they deserve it all. Opener is a fast special material bit, "I Travel Light," in which the boys come prancing on with fancy plush luggage as props. A pair of the lads then lift the girl high on a big suitcase as she sings "Sittin' on Top of the World" in a wonderfully delicate, underplayed manner.

Same pacing style continues with an upbeat belting of "Anything Goes," with special material written to the melody, followed by another soft, catchy-voiced reading, this time of "Hi Lili Hi Lo," after a cute play to the audience — particularly the baldrow—with such lines as "I've got your number, baby!"

"Why Can't You Behave" a trademark for Miss Kirk, which follows after her boy friends neatly yank off her full skirt to show her in a sharp, shining

sheath outfit. Then it's more material, and mighty smart stuff at that with the tune, "Good Little Girls Go to Heaven," with a tremendous production number windup with the help of the boys in which she finishes in a breathtaking mandarin costume singing "Limehouse Blues."

The act is a beautiful blend of solid talent and excellent material written by Robert Wells and Tony Charmoli. Augmented by Ted Straeter, band directed by Peter Matz handles the David Saxon music with great good taste. Somebody should try producing a "Lisa at the Plaza" album. It might have a great chance. Ren Grevatt.

NIGHT CLUB

Kenton Crew Drives With Cool Steam

Stan Kenton, with a crew including some sidemen who have been with his ork for a spell and a host of newer faces, is really tearing things up at Birdland, New York. The band seems to have more drive, verve and steam than it has displayed in a while. Kenton's book is filled with a flock of new arrangements amongst his older standards. His

numbers included his theme, "Artistry in Rhythm," "How Am I to Know?" and Bill Hollman's "Theme and Variation" which features Bill Perkins on tenor sax.

The crew also has an exciting arrangement of "Stella by Starlight" which spotlights Lennie Neuhaus on alto. It's done first as a ballad and then is taken at a cookin', fast tempo. Bassist Red

Kelley is featured on a swingin' treatment of Duke Ellington's "Don't Get Around Much Anymore."

One of the most interesting and rewarding features of Kenton's present crew is the orkster's drummer, Jerry McKenzie. He's a very talented lad, still in his teens, who has quite a command of his drums. The band also presented "Big Chase," one of the selections from their latest Capitol LP, "Back to Balboa." Kenton's latest group could prove to be his most outstanding. Howard Cook.

NETWORK TV

Sammy Kaye Stanza Needs Revamp

On the strength of Sammy Kaye's "Music From Manhattan" opener Saturday (20) on ABC-TV, one thing is quite clear. Lawrence Welk is in no imminent danger of losing his throne as TV's band-leader king.

Following "Yes, Sir, That's My Baby," by the Three Kaydets, Kaye read a wire from Lawrence Welk offering the latter's congratulations on the new series. Then, thrush Lynn Roberts offered a

rather weak vocal of "Who's Sorry Now," which seemed the weaker for those familiar with the Connie Francis disk of the same.

Larry Allen was pleasant with "Love Letters in the Sand," while Hank Kanni offered some new life with "Hawaiian War Dance." Young thrush Susan Silo was fresh and pretty in her duet with Johnny Amoroso on "Cuddle Up a Little Closer," tho both suffered from poor production. Most en-

tertaining bit came with the gag Dixieland routine of "Sheik of Napoli," by J. Blasingame Bond group. These boys had life and energy, qualities largely lacking otherwise.

The entire cast wrapped things up with "We'll Meet Again," which won't be true for very long unless someone provides some fresh camera and production ideas. As it stands now, the show might better be done on radio. The swing and sway sound has appeal to many folks, but the appeal is not visibly heightened by TV. Ren Grevatt.

NETWORK TV

Kalin Twins Highlight of Clark Tyros

Dick Clark showed off some of the newer names on recordings on records on his show last Saturday (20), as well as two talented fems who have come up with hits before. Of all the new acts, the Kalin Twins came thru the brightest and freshest. The two youngsters, sort of big city Everly Brothers, performed both their first big hit, "When" and their current follow-up "Forget Me

Not," and impressed with their exuberance. Big Bopper, who has come up with the hit "Chantilly Lace," is no novice, and his poise and assurance came over neatly.

Donnie Owens did a good job of singing his current favorite "Need You," but the lad will take much more seasoning before he is worth watching as well as hearing. The same can be said for the Shields, who are now in the

limelight via their big-seller, "You Cheated." The lead of the group is very strong, and he could add more laurels to the fivesome's future.

Betty Johnson grows with each appearance. She sold her new recording about the hoop craze, "Hoopa Hoopa," in solid fashion. Jill Corey chirped her new recording "Big Daddy" in her own roughish way, that added up to a plus. Clark plugged his forthcoming birthday party-contest on the show at length, and we have a feeling the party will be a whiz-bang! Bob Rolontz.

REVIEWED IN BRIEF

Gigi Durston

One Fifth Avenue's fall opener features Gigi Durston, cafe society thrush who's been away from New York seven years. The pretty lass, just back in clubs after a bad auto accident and paralysis, was understandably ill at ease during her first, "Sing, It's Good for You," but warmed both herself and audience with a friendly monolog. She went on to standards like "Poor Butterfly" and "S Wonderful" with success. When she relaxes, her talents emerge and she hits her old stride, but often the deep pleasant voice is a bit unsteady and strained. Comic Phil Leeds shares the bill with smooth, easy delivery and devastatingly funny results on some very witty material. (Hodes)

Onionhead

Warner Bros. has a delightful entry in "Onionhead," wartime comedy nimbly directed by Norman Taurog. Andy Griffith is deft and appealing in the title role,

with support-in-depth by Walter Matthau, Felicia Farr, Joey Bishop and Roscoe Karns. The score, billed as "adaptation by David Buttolph," will make a warm, romantic sound track album. (Bernstein)

Chez Lucie

Chez Lucie, New York, now featuring Leila Holiday, TV's Coty Girl in her local nitery debut, and Warren Caljour. The thrush has an attractive soprano which she projects nicely in the warm, intimate room. Caljour has a strong approach to his numbers, but it's Miss Holiday who comes across most listenably. They stroll thru the tables with solos and duets on operetta and musicomedey tunes, building charm. The kindest thing that can be said about Rudy Baron's string ensemble, at present, is that it is a band. (Cook)

Anna Moffo

The new "Voice of Firestone" devoted its Monday (22) stanza to

the 100th anniversary of Puccini's birth. Costumes and sets were elaborate, familiar arias were brutally cut and all hands seemed unnerved by time keepers. Richard Tucker came off best, Lisa Della Casa was as beautiful as ever. Making her TV debut was soprano Anna Moffo, who just waxed "Madame Butterfly" for Victor. Her "Un Bel Di" was too shaky to judge. (Hodes)

Roberta

The memorable Kern-Harbach hit "Roberta" is 25 years old and, except for her beautiful score, she looked every day of it in Bob Hope's revival Friday (19) over NBC-TV. Hope shrewdly updated his own part via timely gag lines and interpolated monologs (funniest being a lampoon of "Volare") but the rest of the cast was stuck with the original book. Consequently, Howard Keel, Anna Maria Alberghetti and Janis Paige scored only when they interpreted such warm Kern evergreens as "Smoke Gets in Your Eyes" and "Touch of Your Hand." (Bundy)

Patti's Posh Production Very Promising for TV

By JUNE BUNDY

The Oldsmobile Show

Star: Patti Page. Guests: Walter Pidgeon, Melissa Hayden. A Page-Rael Production. Producer, Ted Mills, of Mills-Park-Milford, Inc. Director, David Geisel. Writers, Sheldon Keller, others. Choreographer, Matt Mattox. Music director, Vic Schoen. Sponsored by Oldsmobile. ABC-TV, 9:30-10 p.m. EDT, September 24.

Patti Page's first ABC-TV show spotlighted imaginative production (albeit a trifle overdone at times) and a tasteful selection of pops and standards. The star was smartly gowned and in her creamiest vocal form.

It's difficult to understand why Walter Pidgeon was booked as guest on the opener (rather than a more current performer) but the veteran film star was utilized neatly, via a "September Song" sequence, which also featured the artful grace of ballerina Melissa Hayden and Matt Mattox. The show was obviously lovingly produced—perhaps a bit too much so—with the result that the production at times overwhelmed the performers.

In line with this, Miss Page's most effective moment came when she teamed up with her long-time accompanist, Rocky Cole (utilizing the piano alone as background) and simply sang, in a most persuasive fashion, a group of poignant standards—"They Can't Take That Away From Me," etc. Cole's relaxed, unassuming personality brought out similar qualities in the canary, who played it a bit too "cool" at the beginning of the telecast.

Miss Page also contributed an ingratiating interpretation of her new record "Fibbin'" and her recent best-seller "Left-Right Out of Your Heart." Latter was utilized as a lead into an Oldsmobile commercial, which turned out to be the most elaborate production number in the show.

'Once More' Needs Tuning To Be Symphonic Comedy

By MAURIE H. ORODENKER

Once More, With Feeling

Stars: Joseph Cotten, Arlene Francis. Author, Harry Kurnitz. Director, George Axelrod. Producers, Martin Gabel and Henry Margolis. Erlanger Theater, Philadelphia, September 22.

Drawing the backstage curtain at the concert halls to unfrock the symphony conductor, traditionally a tin god, might well make a choice comedy morsel. Especially when you weave a romantic web with the traditional female member of the longhair band, the harpist. It could be fun, but for what Harry Kurnitz scribbled as "Once More, With Feeling," it could be but it ain't.

For those the least bit hip to the musicult, author Kurnitz misses the beat, while the average pew-holder who doesn't know music jargon sits it out till almost the closing curtain to get a belly laugh. This is a strained, feeble comedy of manners involving an egomaniac maestro, tho Joseph Cotten never rises to such heights. TV's Arlene Francis, who extends herself with everything from a drunk bit to a strip, is a happy choice as the fem fatale harpist. While her gowns have more sparkle than her lines, she rises above them with full soubrettish feeling. The music mates become heart mates and, just as obviously, the olincher finds the maestro bending to a benefactor's whim and leading "Stars and Stripes Forever" with the piccolo players standing up.

Don't count on this to excite interest in records or concerts. And, unless the author goes over it with more comedy than feeling, it hardly figures to run long enough to earn decent ASCAP credits for "Stars and Stripes Forever."

The brightest moments and funnier lines belong to Walter Matthau as the conductor's manager, who strikes a responsive chord with gag-studded oaths and managerial promises. Ralph Bunker as a pickle king who is patron of the arts and Leon Belasco as fiddle victim of the maestro's fury milk their lines excellently.

Pantomime to Hit Disks Solid Click on Network

By TOM NOONAN

"This Is Music," Cincinnati series now on ABC-TV, features records by the original artist of the hit sung by the show's stars in pantomime with appropriate sets. Eight records were featured on show caught, more disks than the average jockey can squeeze into any half-hour seg.

While hits from the top 50 records were spun on the program the week before, the format Monday (22) primarily concerned plat- ters on the way up.

A well-balanced choice of tunes, expert pantomimists, good sets and the voices of such as Joni James, the Olympics, the Everly Brothers, Teresa Brewer, Jimmie Rodgers and Rosemary Clooney were all tied neatly together by emcee-host Colin Male. Makes for a show that should grab a healthy share of the audience. Show can appeal to both adult and teen-age groups, both in content and time slot.

The personnel does a better job than many of the actual artists they portray when they lip-sync the very same hits.

The comedy bits—on this show, "Bird Dog" by the Everly Brothers—are standouts, thanks to Bud Chase and Bob Shreve. Ramona Burnett has the knack of looking a lot like the thrushes she takes off, and Gail Johnson's expressions are probably better than the stars themselves when they are performing.

Entire cast is exceptionally versatile. The music industry could not go wrong in helping to promote this network exposure of its hit disks.

MGM Records

SPOTLIGHT HITS!

CONNIE FRANCIS

FALLIN'

K12713

**HAPPY DAYS
AND
LONELY
NIGHTS**

TOMMY EDWARDS

**IT'S ALL IN
THE GAME**

K12688 on 45 & 78 rpm

ROSEMARY CLOONEY

**THE
LOUDENBOOMER
BIRD**

(Early Ev'ry Morning)

K12705

**IT'S
A
BOY**

HONEY & SUGAR

**BABY WITH THE
BAREFOOT FEET**

K12709

Plenty ASCAP Loot Via Ballrooms, Clubs, Etc.

WASHINGTON — ASCAP license fees and how they are determined for miscellaneous licensees including hotels, ballrooms, night clubs and skating rinks, are reported by Library of Congress in tables which were inadvertently omitted from an earlier copyright study on "operation of damage provisions," by Yale Professor Ralph Brown. (The Billboard, August 4, 1958.)

In the material released last week (19), ASCAP notes representative fees for ballrooms are based on 8/10 of 1 per cent of the annual gross receipts for admission, with an annual minimum of \$60.

For hotels, the ASCAP license fee is based on "annual expenditures for all entertainment at the hotel," as defined in a form agreement. Rates run from \$60 a year for an entertainment tab of less than \$1,500, to a \$3,600 fee for hotels spending \$300,000 and over. In between, are fees of \$240 for annual entertainment tab of between \$10,000 and \$15,000; fee of \$900 for entertainment costs be-

tween \$65,000 and \$80,000. Fee is \$2,400 when entertainment costs between \$160,000 and \$180,000.

For roller skating rinks, scale of rates relates to "annual gross receipts for admissions." Rinks which gross up to \$7,500 pay \$60; between \$10,000 and \$50,000, fee is \$120; from \$50,000 to \$75,000, fee is \$360; over \$100,000 annual fee is \$480.

ASCAP says it determines miscellaneous rates for other music users such as bars, grills, taverns, lounges, et al., on basis of seating capacity; number of nights a week open; type of performance, from single instrumentalist to "name" bands.

Examples give modest license rate of \$5 per month for a single performer, playing seven nights a week, in bar grill or tavern with seating up to 75.

ASCAP rate for night clubs takes in additional factors, such as admission or minimum charges; floor shows; celebrity rating of the talent or band; presence of alternate band; number of complete programs per night. "Elaborate" night clubs, seating over 600, which include all above-named frills, incur minimum fee of \$250 a month, or \$3,000 annually, if operated all year around.

However, ASCAP says average night club which seats up to 150, employing full orchestra but no floor show or minimum or cover, would pay \$20 monthly.

During 1956 ASCAP receipts reported license fees from users out of broadcasting and TV, were about \$3,000,000. Total ASCAP receipts were about \$24,800,000 in that year.

NEWS REVIEW

Liberty Debts 4 Real Hot Stereos

NEW YORK — Liberty has made its plunge into the world of stereo with an even dozen releases, most of which have been previously marketed in monaural form. At least four of the group stand out as worthy of special mention from the standpoint of dual channel effects.

The pair of packages by Hawaii's Martin Denny, "Forbidden Island" and "Exotica, Volume II," are splendid examples of the multi-tonal art with numerous unusual and interesting sound effects created by only a four-man group. These are primitive sounds of the Islands, employing unique percussion instruments, not to mention primitive, junglish sounds and the recording work is clean and bright. Jerry Gray and his ork contribute "Hi Fi Shades of Gray," another standout big band stereo set which features standards plus Gray's own tunes in arrangements that sparkle in stereo. Strangely enough, another in a long, long list of "South Pacific" LPs—this one by the

(Continued on page 12)

UA Appoints Kay to Key Disk Post

NEW YORK — Monte Kay last week was appointed vice-president and general manager of United Artists Records, Inc., and United Artists Music Company. He replaces acting vice-president Al Tamarin, who returns to the parent film company United Artists Corporation.

The move was a surprise to the trade, since Kay only became associated with UA a couple of weeks ago when he joined the label as an independent producer heading up UA's initial move into the jazz album field. At that time, Max Youngstein's UA Records prexy, noted that UA planned to launch an all-out campaign to corral the jazz market.

In his new post, Kay will handle all record categories—albums and singles, pop, etc. Tamarin, who was on temporary assignment from the parent company to set up the record label in its initial stages, has been with UA for the past 10 years. Tamarin was responsible for UA's first best-seller, Lee Andrews "Try the Impossible."

Design Skeds \$2.98 LP Stereo Line

NEW YORK—Design Records will issue a line of \$2.98 stereo LP's starting in October. First release will feature 10 sets, with regular releases each month. The monaural Design LP's are priced at \$1.49. Most of the items that will be released stereophonically have also been issued monaurally.

First releases include four sets by D'Artega, two by conductor Cyril Holloway, and four others including a version of the songs from the flick "Gigi." The new sets will be marketed under the name of Stereo Spectrum. Ralph Stein has been appointed to handle a&r. work for both the Design and Stereo Spectrum labels, as well as the Cricket line. Abbott Lutz is the firm's new product director.

Seeco Skeds 7 LP's for Oct.

NEW YORK — Seeco Records will issue seven new LP sets in October. LP's will be available two ways, both in stereo and monaurally. Key set will be "Christmas Time With Melis." The others include an album by Leo Fuld, another by the Ceasar Concepcion band, another with thrush Lisa Rolland and the Raymond LeGrand ork, an Afro-Cuban set by Silvestri Mendez, a jazz set with Tony Scott, and an album of background music by the Adolpho Guzman ork.

DISTRIBUTOR NEWS

By HOWARD COOK

Harry Ascola, promotion manager, Columbia Record Distributors, Inc., in Philadelphia, reports strong action on "Firefly" by Tony Bennett. "Treasure of Your Love" by Eileen Rodgers is also a strong item. It's a toss-up presently as to which version of "Comme Prima" will prove tops. On one side of the disk it's done by the Radar Quartet, and on the other it's by Marino Marini. Both versions are being heavily requested. "The Blob" by the Five Blobs is moving well. "What Do I Care" by Johnny Cash is big. Ditto "Call Me" by Johnny Mathis. Hot LP's are "Johnny's Greatest Hits" by Johnny Mathis, "Concert in Rhythm" by Ray Conniff, "Swing Softly" by Johnny Mathis, "Sing Along With Mitch" by Mitch Miller, "Brubeck Quartet in Europe," and "Paris Impressions" by Errol Garner. Ascola states that Columbia's stereo packages have been moving extremely well. In terms of total sales to date, the firm is well ahead of last year, especially in LP's. He attributes this to better and stronger products.

Frances Laporta of Capitol Records Distributing Corporation in Buffalo, N. Y., lists "Non Dimenticar" by Nat King Cole as the firm's strongest new disk. "When I Grow Too Old to Dream" by Ed Townsend is also strong. "The Secret" by Gordon MacRae is stepping out. "That Old Black Magic" by Louis Prima and Keely Smith appears a winner. "Willie Does the Cha Cha" by the Johnny Otis Show has been moving well. Strongest Capitol albums are "Only the Lonely" by Frank Sinatra, "Dynamic Dakota Staton" and "This Is Dean Martin." The new EMI-Capitol classical LP's have been selling well. Angel's new releases are also big. In the stereo field, Capitol's equipment, disks and tapes are strong. Miss Laporta feels that stereo has been a real boost to LP sales.

C. W. Doherty of Decca Distributing Corporation in Cincinnati lists "The End" by Earl Grant on Decca as his strongest single. Close behind are "Tea for Two Cha Cha" by the Tommy Dorsey Ork and "Io" by Domenico Modugno (also on Decca). Coral has hot platters with "The Hula Hoop Song" by Teresa Brewer and "So Long" by Billy Williams. "Hungry Eyes" by Debbie Reynolds on Coral looks promising. "Forget Me Not" by the Kalin Twins on Decca is moving well. "It's So Easy" by the Crickets on Brunswick is hot. The firm will soon be getting the new Everest line. Buddy Holly and Billy Williams are currently in Cincinnati. Holly is on a promotion tour, and Williams is making a personal appearance. Doherty mentions that Decca's Vocallion line has been getting strong acceptance. Stereo LP's are just beginning to catch on in Cincinnati, according to Doherty. Strongest c.&w. items are "Falling Back to You" by Webb Pierce and "He's Lost His Love for Me" by Kitty Wells on Decca. Coral could have a c.&w. hit with "After the Boy Meets the Girl" by Wayne Walker. Doherty states that sales are stronger currently than they have been for the past two years.

H. R. Thompson, R. P. McDavid and Company, RCA Victor Distributors in Birmingham, Ala., names "Look Who's Blue" b-w "Give Myself a Party" by Don Gibson as his top record. "Guaglione" by Perez Prado is also showing strongly. "Am I Lonely" b-w "Here I Go Again" by Sammy Salvo is a big hit in that area. Salvo hails from Birmingham, and his latest disk is getting strong deejay play there. Thompson feels that it will also break nationally. "I'm a Good Boy" by Eddy Arnold appears his strongest in a while. "Bridge of Sighs" by Kay Starr is moving well. Top c.&w. items are "A Woman Captured Me" by Hank Snow and "Lonely Island Pearl" by Johnny & Jack. "Cerveza" by Boots Brown is beginning to move. "Pussy Cat" by the Ames Brothers is big. Best-selling LP's are Tchaikovsky's "Piano Concerto No. 1" by Van Cliburn, "King Creole" by Elvis Presley, "Elvis' Golden Records" by Elvis Presley, "Como's Golden Records" by Perry Como, "Fireworks" by Billy Muir and the sound track of "South Pacific." Thompson feels that stereo will be a boost to album sales. All of the Victor stereo sets have been moving strongly. The firm is almost 10 per cent ahead of last year's sales for the same period.

NOTES IN THE MAIL: Bob Heller of Chips Distributing Company in Philadelphia writes that the firm is celebrating "Jimmie Rodgers Week" in Philadelphia. Each of his salesmen has been given a Rodgers display kit which includes four of the artist's EP's and one LP. The LP contains 12 folk songs by Rodgers which have not been released before. Jockeys are giving it heavy play, and it's also registering heavy sales. "Bo Diddley," one of the numbers from the LP, seems to be the most-played side.

DISTRIBUTOR DOINGS: Recoton Corporation of Long Island City, N. Y., manufacturers of phonograph needles, accessories and the new turnover stereo magnetic cartridge, has appointed Keene Sales Company as their representative in the New England area. . . . Jack Brown of Fortune Record Distributors in Detroit thinks that he has a sure hit with "Houdini," recorded by the Tempos in Hi-Q. . . . Paul Knowles, manager of the RCA Victor Record Division of Raymond Rosen and Company in Philadelphia, sends word that Lou Monte was in town last week to plug his latest record, "Strada" b-w "Mariana." Top Victor platters at Rosen are "Guaglione" by Perez Prado, "Give Myself a Party" by Don Gibson, "Pussy Cat" by the Ames Brothers and "Cerveza" by Boots Brown and "Old McDonald" by the Chargers. . . . Bow Records has appointed Betty Distributing Company in Detroit to handle their line. . . . ABC-Paramount, Hunt, Colonial and Chancellor records will be distributed thru Record Sales of New Orleans in that area. . . . National Records Distributors is handling Lanier Records in Atlanta.

Arnold to Plug New Disk on Air

NEW YORK — Eddy Arnold is booked on a flock of radio and TV shows to plug his new RCA Victor "I'm a Good Boy." The warbler guests on Dave Garroway's early morning NBC-TV show Tuesday (30), following which he ap-

pears that night on NBC-TV's new Bert Parks show "County Fair." Arnold makes his second appearance on Dick Clark's ABC-TV "American Bandstand" show October 2, and is taping a special interview seg for NBC's "Monitor" and "Night Line" shows. Last week Arnold visited deejays in New York, Pittsburgh, New Haven and Hartford, Conn.



SPOTLIGHT HITS!

JONI JAMES

THERE GOES MY HEART

K12706 on 45 & 78 rpm

Billboard
Best Buy
Cash Box
Sure Shot

CONWAY TWITTY

IT'S ONLY MAKE BELIEVE

K12677 on 45 & 78 rpm

Billboard
Best Buy
Cash Box
Sure Shot

JIMMY NEWMAN

YOU'RE MAKING A FOOL OUT OF ME

OUTSIDE YOUR DOOR

K12707



RECORDS
A PRODUCT OF LOEW'S, INCORPORATED
1540 BROADWAY, NEW YORK 36, N. Y. JUDSON 2-2000

2 Bell ringing hits

BILL FARRELL

CIRCUS

**MY
HEART
AND MY
HANDS**

K9015

LILLY ANN CAROL

**COME BACK TO
SORRENTO**

AND

YES, SIR, THAT'S MY BABY

K9016



Will Convert Merc Kidisk Lines to LP's

CHICAGO—Conversion of the entire Childcraft and Playcraft lines of kidisks to 12-inch LP's was announced last week by their parent label, Mercury.

The tot fare will list at \$1.98, packaged in four-color covers and polyethylene bags.

Childcraft material is produced in co-operation with Marshall Field Enterprises, publishers of the Childcraft book series, while Playcraft is exclusively Mercury material.

Norman Sets Faye Album

HOLLYWOOD—GNP Records, the Gene Norman label, is rushing into release an album recorded by Frances Faye prior to her signing with Imperial Records. The package was recorded while she was doing her act at the Interlude, nightery owned by Norman. It will be tagged "Caught in the Act," a name to be used by Norman for subsequent recordings of artists taped while performing in front of a club crowd.

Miss Faye is closely identified in this area with the Norman spot, having played long and repeated engagements there and has proved to be one of its top draws. Norman has long used his niteries as recording location points for albums in the past. His "Louis Armstrong at the Crescendo" (another of the Norman niteries) has proved to be a strong seller.

P. M.'s Set 1st Local Meet

NEW YORK — The Conference of Personal Managers East, Inc., will hold its first meeting here October 7 at the Friars Club.

Purpose of the meet is to formulate the group's plans for the coming year. In a letter asking members to attend, secretary Jerry Levy added, tongue-in-cheek: "We hope to have a 100 per cent representation, and remember that tab (for a buffet dinner) is on the organization so there is no excuse for anyone not attending!"

George "Bullets" Durgom is prexy; Kal Ross, veepee; Mace Newfeld, treasurer and Richard Gabbe, Mannie Greenfield and John Greenhut, directors.

Grand Award Stereo Demo

NEW YORK — Grand Award Records is issuing a special stereo demonstration record that will retail at \$2.98. The regular price of Grand Award Records is \$4.98 but the demonstrator disk is being put out at the special price to interest consumers in stereo records. The sampler, titled "Stereophonic Spectacular" contains selections from 13 different Grand Award stereo sets.

3 New Monitor Sets in Oct.

NEW YORK — Monitor Records will bring out three new albums in October. One set will contain Khachaturian's new ballet "Spartacus." Another will feature Alexander Ivanov-Kramskoy, Russian guitarist. And the last will feature the first recording of Shostakovich's song cycle "From Jewish Folk Party" featuring the mezzo-soprano Zara Dolukhanova, who will debut in the U. S. next spring

Valor New Demon Subsid

HOLLYWOOD — Demon Records this week became the latest Coast indie label to launch a subsidiary firm. The new firm will be known as Valor Records. Valor will use the same distributors which now handle the parent firm's product. Initial release features the Terrifics doing "The Strip Walk," backed by "Loco."

Victor Waxes Bing-Rosie LP

HOLLYWOOD — RCA Victor has waxed an album joining two of the great disk names, Bing Crosby and Rosie Clooney. Album, which is titled "Fancy Meeting You Here," is a one-shot for both artists, neither of whom is under regular contract to any label. Disk will be released in November.

3 Execs Added By WB Label

HOLLYWOOD — Warner Bros. Records added the following to its ranks: Cy Segal as New York branch sales manager; Jerry Simon, U. S. Eastern district promotion manager, and Bill Hall as Western district promotion manager. Appointments were made by Hal Cook, WBR sales veepee.

Fiesta Exec on Overseas Trek

NEW YORK—Bill Hill, general manager of Fiesta Records, left last week for a European business trip. Hill will visit Hamburg, Paris, Milan and London to set up distribution and manufacturing arrangements for the label. Jose Morand, head of Fiesta, has announced plans to broaden the label from a Latin-American line, to an international with all types of material.

'Hardly a Man Is Now Alive'—Sorry!

NEW YORK — The Billboard accidentally updated, by more than a quarter-century, an historic date in the "News Review" last week of the new group of Warner Brothers stereo albums. Date of the original deal between Warners and Western Electric "to develop sound motion pictures" was inadvertently printed as June of 1952. Should have been 1925.

'No Dough' Rumor

• Continued from page 4

from the Local's funds here, it was claimed.

It was admitted, however, that some funds were tied up as a result of court actions against the Musicians Club, a separate corporation which own the Local's million-dollar Vine Street headquarters building. Also, some belt-tightening was given as the reason for the dismissal of Kelley Shugart, for many years editor of the Local's house organ, The Overture. The publication for a number of years won national honors as being the foremost publication of its kind in the country while under Shugart's editorial guidance.

While the loss of \$4,500 monthly income is sure to be felt and necessary adjustments made to the drop in revenue, the Local exec said, this in no way means the union is tottering on its financial feet.

**GIVE TO DAMON RUNYON
CANCER FUND**

MUSIC AS WRITTEN

By BOB ROLONTZ

NEWMAN COMBO TO EUROPE

Joe Newman will lead a special group of musicians on a quickie tour of Europe starting this week. The group will consist of Newman, plus four other members of the Count Basie band. Al Grey, Frank Wess, Ed Jones and Sonny Payne, plus pianist Nat Pierce. Combo will leave for Europe today (29) and will give its first concert in Sweden on October 1. They will play sextet arrangements of tunes featured in the Basie book.

LENGSFELDER BUYS KELTON

Hans Lengsfelder, writer and head of Request Records, has acquired the Kelton music publishing firm catalog. Kelton Music, which was formed in 1946, contains such material as "La Bamba De Vera Cruz," "Cold Turkey," "Carissima" and many other instrumental items. Lengsfelder will handle the firm, which is affiliated with ASCAP.

DR. RICCI RETURNS HOME

Dr. Grammito Ricci, general manager of Edizioni Curci Music of Milan, left last week to return to Europe after a few weeks in the United States. He came to the U. S. to be with Domenico Modugno on the singer's personal appearance tour here. Edizioni Curci is the exclusive representative for all of Modugno's new tunes, and Dr. Ricci concluded the agreement with Mickey Scoop, head of the Big Three, for Robbins Music to have "Volare" in the U. S. On his return to Europe, Dr. Ricci will visit many European countries to work on more exposure for "Volare" or as it's known over there, "Nel Blu Dipinto Del Blu."

New York

Abbott Lutz has left Seeco Records to join Design. He will work out of both the a.&r. and sales departments in his new position of production manager. . . . Arrow Records is releasing two records by new artists this week. One features Alan Arkin, the other Alan Martin. Both lads are singers. . . . Bigtop Records, the Hill and Range label, will distribute the Holland record of "If I Were in Your Shoes," by Roger LaRue. Holland distributors will handle the record in all areas except those where Holland had already set distribution. . . . John Scott Trotter has been signed to a long term pact by Warner Bros. Records. . . . Starday Records is operating again as an independent line, with Don Pierce remaining in charge as prexy. Starday ended its deal with Mercury to work again on its own. . . . Erroll Garner appeared at the Oakdale Music Theater in Wallingford, Conn., last Saturday (27) to conclude his last summer concert date.

Tek Records of St. Louis has issued its first release with warbler Perry Wilson. . . . Bethlehem Records is issuing single platters by thrush Frances Faye and jazz singer Chris Conner. . . . A new club, the Casa Cugat, will open in New York on the site of the old La Vie in October. Xavier Cugat will have an interest in the club and will perform there six months out of the year. Ralph Watkins, impresario of The Embers, will run the new Cugatery. . . . Cora Lee Sawyer of Scan Distributors in Buffalo, in New York City last week to visit some of the labels she handles.

Arthur A. Houghton Jr., head of Stueben Glass, has been elected chairman of the board of the New York Philharmonic Orchestra last week. . . . The Roxy Theater in New York has resumed its policy of stagesshows. . . . Jeri Lynn Sands, who waxes for Arcade Records, will be out pushing her record of "Crazy in Love" this week. . . . Bee Records has signed Nashville warbler Don Ellis. Label has also pacted Schoolboy Cleve from Baton Rouge, La., the Teen Kings, and Doug Walbert. . . . Redd Evans has signed warbler Mel Garrett, the Idols and El Rojo and his ork for Redd-E Records. . . . Paul Denniker's course in popular songwriting in Brooklyn has been completely revised and is being offered now for prospective clefters. Denniker is the composer of such hits as "Sposin," "Beside an Open Fireplace" and others. . . . Lanier Records, of Gainesville, Ga., has issued its first wax featuring the owner of the label, Howard Thomas and Rachel Lane singing two of their own songs. . . . Armen Boladian, head of Fascination Records of Highland Park, Mich., tells us he has signed warbler Billy Carroll. . . . Gordon McRae will gueststar on ABC's "Voice of Firestone" Show on October 20.

Chicago

Marion McPartland Trio inked to do a single long-play for Argo, with Dave Usher on a &r. . . . Mad Records has inked Johnny McKenny, Albion, Mich., singer-songwriter, with first release due soon. . . . Chess has bought "Walking Along," by the Solitaires, from Old Town label. Phil and Leonard Chess also inked Jimmy Komack, nitery comic, who will do straight warbling on singles and his routine for a later long-play disk. . . . Alice McMahon Hendricks, formerly operator of the Indiana Roof, Indianapolis, missed her first NBOA convention in a dozen years. A former NBOA officer, Mrs. Hendricks lost the lease on the Indianapolis dancery.

Ops were saddened by the recent death of Harold Burien, Casa Loma, St. Louis, owner. . . . George Devine, Million Dollar Ballroom, Milwaukee, tried three names on three succeeding days last weekend and did so well he intends to buy more name orks than ever. . . . Ops report "over 30" dances are growing in popularity thru the entire country.

Chet Roble, a Chicago landmark as a singer-pianist, is out with an album on Argo of off-beat ballads and blues, titled "Chet Chats." . . . Chez Paree has added Louis Prima and Keely Smith to upcoming season, already dominated by disk names. The man-wife act opens November 30. . . . Folk music still upsurging here with several new radio programs tuned to barefoot ballads and an Orchestra Hall bash Friday (3) starring Josh White, Oscar Brand, Jean Ritchie, and emceed by Studs Terkel.

VOX JOX

By JUNE BUNDY

300-PLUS TV RECORD HOPS: TV record hop-type shows continue to thrive, with more than 300 such programs currently in operation across the country. Latest American Research Bureau ratings indicate that most these series are leading their time periods and have a 50 per cent adult viewing audience. As of last week, Pittsburgh now has two local video hops. Jay Michael, one of the city's top-rated radio jocks, has started a new hour and a half show over WTAR; while Bill Cardille, heretofore known as a sports and news commentator, has launched a similar stanza over WIIC. Cardille's show, "Club 11," is aired on Saturdays.

Meanwhile, Al Rucker's summertime record hop series over WJAR-TV, Providence, R. I., was so successful that the station has scheduled a new airer, "Al Rucker and the Seven Teens," on Friday nights, 7:30-8 p.m. In addition to spotlighting Rucker

and his teen-aged cast lip-syncing to current record hits, the show will carry special production features built around local high school activities. After Rucker's summertime series went off the air after Labor Day, the station received more than 300 letters requesting its return.

WNEWS' "BE MY GUEST" GIMMICK: Jocks at WNEW, New York, are in an expansive mood these days, via the station's new party-ish promotional policy. For example, to salute National Breakfast Week, this month, early-morning jocks Gene Klavan and Dee Finch held daily drawings on their show. Fans whose names were drawn were invited to have breakfast with the boys during their early a.m. stanza. Winners were allowed to make up the menu, which was catered by the Roosevelt Hotel.

In a similar vein of hospi-

tality, Bill Williams, who opens his p.m. "Make Believe Ballroom" with the phrase "Good Evening World," is holding weekly drawings, with a "night on the town" as the prize. Winners spend the early evening on the air with Williams during his show, following which they are treated to dinner and a Broadway show, with Williams joining them for coffee after the theater.

THIS 'N' THAT: Jim Lowe, WCBS, New York, whose latest Dot record — "Ja, Ja, Ja" and "Chapel Bells on Chapel Hill"—is writing a Broadway musical-book, music and lyrics. Lowe penned the best-seller "Gambler's Guitar."

Les Sterling, co-owner and program director of KOFI, Kalispell, Mont., writes: "Our biggest gripes are disks without timing, Decca's habit of

(Continued on page 55)

ON THE BEAT

By REN GREVATT

Irving Moss, speaking for the Army Atlantic Transportation Terminal command, explained to the impatient reporters that many celebrities had shipped out of the Brooklyn Army Terminal for duty since its opening during World War I. Few other such press conferences as this had ever been held. "After all, this is the Army," said Moss. But the press had badgered the Army with such persistence for interview privileges that an exception to the rule was being made.

During this brief talk, a wave of noise filtered into the press room from the end of pier four of the Terminal. Elvis Presley had arrived one hour late to meet the press. Moss continued talking. "What are we waiting for?" "All right, bring him out," "Let's go, for heaven's sake," came the angered squawks from photographers, desperately shoving each other to get a clear shot at Presley.

Finally the great one appeared, smiling, without sideburns, and looking sharp and trim in crisp khakis and garrison cap. At that moment, WAC specialist Mary Davies, of Albany, N. Y., became immortal as Presley embraced her for the benefit of picture takers. "All right, give him a break," said Moss, after five minutes of furious picture taking. "If everybody will please sit down maybe Elvis will sing a song." But there was no guitar handy so Elvis didn't sing.

Tape recorders belonging to the Army and to RCA Victor twirled and the interview commenced. "What's your description of the ideal girl," a reporter asked. "Female," was the unqualified reply. "Do you have a lot of girl friends or just one?" another asked. "I have plenty of them, all over. I like them all," said Presley. "When I get to Europe, the first place I want to go when I get a pass is

Paris. I'd like to look up Brigitte Bardot. No, I don't speak French or German, but I guess I'll learn enough to get around."

Had Presley's fan loyalty dwindled since he entered the Army? "I'd say my fan mail has doubled. I've been getting about 15,000 fan letters a week and it's been driving them crazy down at Fort Hood. They're all sent to Colonel Parker for answering.

"No, I haven't had a chance to make any new records. I've been spending my time soldiering. But the record company has eight sides they haven't released." Another questioner, suggesting that rock and roll might die out while the singer is in uniform, wanted to know what would happen then. "I'd probably starve to death. If it ever did happen, and I don't think it

(Continued on page 59)

WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

The live entertainment picture in Denver, which turned topsyturvy three years ago upon the death of Arthur M. Oberfelder, virtual monopolist, is still changing sharply, reports Bob Latimer. The field opened for three impresarios. Witherspoon-Grimes, which started out heavy on concert attractions, will now present Marcel Marceau, Emyln Williams and five pop programs to include Roger Williams and Erroll Garner. "You get to the point in concerts where the public has indignation," explains Mrs. Herbert Witherspoon, leaving that area to the Denver Symphony ork.

Hugh Hooks has booked Mantovani, Marian Anderson, Jose Greco, the Grenadier Guards of Great Britain and the National ork of Mexico. Joseph Leher, who in the past presented Belafonte, Mathis, Borge and similar male draws, plans to be fairly quiet, as does Oberfelder's wife Hazel, who operated her husband's business for a while.

CINEMATTERS: Bob Crosby, Louis Armstrong and Shelley

Manne will play dramatic roles in Paramount's "The Five Pennies," screen biog of Red Nichols. . . . M-G-M Records will release a sound-track album from "Tom Thumb," the M-G-M comedy whose score includes two tunes by thrush Peggy Lee. . . . Max Steiner will clef the score of "Hanging Tree" for Warner Bros. . . . Bronislau Kaper just penned the "Anntie Mame" score at the same lot. . . . Danny Kaye stars next in "The Bamboo Kid," Columbia Pictures musical on location in Hong Kong. Sylvia Fine (Mrs. Kaye) is cleffing the production numbers.

NITERY NOTES: Ted Fio Rito will compose and conduct Marie McDonald's new act. . . . Georgia Gibbs now starring at the Shoreham, Washington. . . . Gary Wagner has signed the Four Guys, who dance and play instruments as well as chant. . . . Lionel Hampton starts his sixth world tour in December with concerts in Israel, where he's known as "Chief Rabbi of Jazz." . . . The Jack Teagarden Sextet just began a

four-month Asian tour under State Department auspices.

HATCHED, MATCHED AND SNATCHED: It's a girl, Leigh, for actress Marilyn Cole and Bernie Brillstein, key exec at William Morris Agency. . . . Thrush Carmel Quinn and husband Bill Fuller welcomed a daughter in New York. . . . Jack Singer (ABC-TV) and wife Joy named her Meriamue. . . . Mrs. Gil Golden, wife of Warner's national ad manager, gave birth to a son, John. . . . Wedding bells for musician Igor Tamarin and Anya Linden, of the Royal Ballet. . . . Leslie Caron and director Peter Hall have their second child, a daughter. . . . Yvonne Arnaud, French-born comedienne, long a favorite with British audiences, died at 65 in London.

Don McNeill's "Breakfast Club" will devote each day of its New York visit to honoring some celeb, beginning October 6 with Ed Sullivan Day. Among the guest stars: Patti Page and Johnny Desmond, who began their careers on the long-run ABC-Radio series.

DISK MERCHANDISING

Five Easy Ways to Attract Customers to Your Store

By RALPH FREAS

NEW YORK—One of the quieter but not unimportant voices giving advice to retailers is the United States Department of Commerce. Under this government agency, the Small Business Administration produces a number of excellent brochures to help dealers solve problems they face every day. To name a few: "Retail Credit and Collections," "Retail Store Advertising" and "Training Retail Salespeople." These brochures are available from any of the 33 Department of Commerce field offices located in larger cities throughout the country.

One such pamphlet, a four-pager, bears the intriguing title, "Attracting Customers to Your Small Store." While it is written for retailers in general, much of the data can apply to the retail record and music outlet. What follows is the essence of the pamphlet, rewritten for The Billboard reader.

Common Failures

A lot of retail businesses fail every year. In fact, 70 out of a thousand failed in one recent year. Why? What are the causes of failure? Dun & Bradstreet continuing surveys reveal the reasons. Here are their findings for 1955:

Disaster	1.4%
Fraud	2.1%
Neglect of business	4.8%
Lack of management know-how	91.3%
Other	0.4%
	100.0%

Lack of know-how tops top honors in the survey by a good margin. The chances are that many of the failures could have been successes if their owners were prepared for the task. How can a dealer prepare? One way is by understanding the true nature of his business and what he has to do to attract customers.

The Successful Operation

Study the operation of a successful store and you will usually discover the following: (1) It does something in a unique and better way, one which expresses the personality of the owner; (2) that the owner is doing something he enjoys, something he wants to do, the way he wants to do it, and (3) that the owner has planned his business to attract, as customers, the kinds of people he understands and enjoys serving.

Ask what smaller shops give to justify their existence and the answer will usually be service. There's some truth in this, but the fact that a shop is small and independently owned doesn't necessarily mean that it offers service.

Uniqueness Attracts

A better word than service which explains retailing success is uniqueness. The small, independent retailer has to compete with bigger enterprises which, in financing, advertising, buying power and many other factors, can easily outdo him. How can he compete? What's his best course of action? To offer something that the larger store cannot.

The larger store usually aims at the average, carrying the products that have the largest sale. For example, a large department store will carry only the top-selling jazz albums in its record department. However, there are many people whose taste for jazz cannot be satisfied by the top sellers alone. There may not be enough of these customers to satisfy the large department store, but many small stores do a good business by catering to this select clientele.

Uniqueness makes an important difference. First, within its specialty, the small shop can have a better selection than the biggest stores. Second, the store can develop a unique character, springing from this uniqueness, which can be expressed dramatically in store decor and in advertising. Third, the owner can often do a more imaginative buying job for the customer. A specialized shop can build a valuable unique reputation and gain the benefit of word-of-mouth advertising.

Holler Loud?

Another way dealers have tried to attract customers is to holler loud. They put up a gaudy sign, the bigger and flashier, the better. Soon,

such attention-getters lose their power because they are indistinguishable from other attention-getters. There is a growing number of people who ignore frantic bids for attention. In fact, the quieter approach is winning friends among these people simply because it is so rare that it is attention-getting.

Don't Drive 'Em Away

Every dealer has seen people stop by his window, hesitate, look in and then walk away. Many walk-aways are caused by psychological factors. For example, people are often reluctant to enter unfamiliar places. When they stop to look at a window display, they often see something of interest, but they are equally interested in seeing the shop's interior. Many, many sales may be lost because the display cuts off the window shopper's view.

Another thing that frightens customers off is the reluctance of some dealers to display price. Some dealers even turn the tags face down so the price won't show. Why? People are keenly interested in price. Retail advertising puts heavy emphasis on price. If the price is hidden, many people decide not to investigate further. Furthermore, there is no evidence to support the notion that prices frighten people away and that curiosity will bring them in.

The above can be summed up easily: Let them know what to expect in your store and let them know what they can expect to pay. The best display is the one that tells the customer most about what the dealer has to sell. It should suggest or dramatize the nature of the business inside, the range and price level of the merchandise. It is often a mistake to display only the most expensive items, which make up a small fraction of one's stock and volume, or, on the other hand, the cheapest items.

Building Repeat Business

A delicatessen owner always has a box of chocolate kisses for children who come in with their parents.

A man who buys a suit or top coat from a certain shop is always offered a bonus—his choice of a necktie. It isn't announced or advertised. It's never mentioned until the sale is completed.

A bakery has an open tray of cookies. Try one.

A record shop gives free record-cleaning cloths with the name of the shop printed on them.

These devices have a place in selling and their effect is subtler and more lasting than one might think. They give each of the stores a personality all its own. They help build repeat business. They are unique.

Some appliance and music stores forget the customer once the phonograph is installed and the bill collected. But one dealer always makes a follow-up call two or three weeks later just to see that everything is well. He may make a minor adjustment, offer some suggestions, or answer questions. His customer's friends hear about it.

Calling a customer by name does a lot to keep him coming back. For one thing, a person's own name is sweeter than music to his ears. For another, he will come back again rather than enter a strange store where he isn't known. This relationship can and should go beyond knowing the customer's name. If a dealer knows the person's tastes as well, he can make suggestions they will appreciate, and not only when they come in. Phone calls are often appreciated: "Mrs. Jones, I just got a shipment of the new Belafonte album. You bought his earlier album and I thought you might like to hear this before I put it out on sale."

Canvassing by phone is not for the small store. But the dealer who knows his customers and their tastes can call them and have them welcome his call. Many dealers select merchandise with particular customers in mind and they seldom misjudge.

Remember that businesses do not have ideas; the people in them do. The general public does not produce profit for you. It is the individual customers you attract to your store who do so.

Colpix Controlled Releases

• Continued from page 2

appearing about and by Captain Anderson in many magazines. The Benny Fields Minstrel album will be previewed on the Ed Sullivan show in October and will be plugged on the Phil Silvers, Milton Berle, Jack Benny and George Burns TV segs. The kidisk plugging will be via the "Ruff and

Reddy" show, and the Dorsey album will be promoted via special radio tie-ins. The minstrel album will be available in stereo, too, sometime in October, at \$5.98.

Speaking about the diskery's policy of "controlled" releases, Wexler stated that only seven more albums were planned by the label

for the rest of 1958. He said this policy was deliberate, and that he and Taps felt that "dealers could expect as large a volume from these 11 sets as they might realize from three times as many items of the type usually found on a heavy release schedule." Wexler said every album to be issued by Colpix was released to sell in quantity and that the firm was not trying to make catalog material.

Singles Viewpoint

The single record to be issued

Vet Artists, Old Tunes Climb Hit Chart Ladder

• Continued from page 1

"Near You" and "Tea for Two Oha Cha," which is backed with another oldie, "My Baby Just Cares for Me," such tunes as "La Paloma," by Billy Vaughn and "That's How Much I Love You Baby," by Pat Boone, both oldies, are also currently on the charts.

Not yet on the charts but showing strong reaction are a flock of other oldies, including "There Goes My Heart," by Joni James; "By the Light of the Silvery Moon," by Jimmy Bowen; the old Hank Williams hit, "Your Cheatin' Heart," by George Hamilton IV; and "Mexican Hat Rock," a rocking version of the oldie, "Mexican Hat Dance," by the Applejacks.

A cursory glance at new releases of the past two weeks adds further fuel to the trend. Don Cornell, on his first Dot release, recorded "Just One More Chance." The Vic Schoen ork and chorus in its outing on Kapp, did "Somebody Loves Me." Eddie Fisher's most recent effort on Victor was "The Best Thing for You Would Be Me," a tune from "Call Me Madam." David Carroll, meanwhile, has "Have You Ever Been Lonely" on Mercury and Patience and Prudence returned to the disk derby last week with their Liberty wax of "All I Do Is Dream of You."

Hardy Perennials

In one week, there have been three new records of "Blue Moon," by Jim Contino and Julie London, "When I Grow Too Old to Dream,"

has two new disks this week, by Ed Townsend on Capitol and Duke Mitchell, a new artist on Liberty. "Apple Blossom Time," too has found the mark with two new disks, one by Lou Stein on Mercury and another by Eric Rogers on London. The flip of the Stein disk is "I'm Looking Over a Four Leaf Clover." Just to round out the picture, Westminster issued a single by veteran composer Rudolph Friml and ork of "Donkey Serenade" and "Indian Love Call," two venerable evergreens.

It might also be mentioned that earlier this year, the successful MGM hitmaker, Connie Francis got that way via her recording of "Who's Sorry Now," which was followed in turn by "I'm Sorry I Made You Cry" and "Carolina Moon."

Some observers of the scene have opined that the revival of standards has been a natural reaction by diskeries to the furor which has existed in some jockey circles against rock and roll. Oddly enough, however many of the revivals have been recorded in at least a neo-rock and roll groove, with triplet backings or at least an implied feeling of the rocking beat.

As veteran Coral a.&r. chief, Pauly Cohen, recently remarked, record men should take another look at the material available in the great catalogs. This, they appear to be doing rather intensely at the moment.

Carnegie Gone to Dogs, And They Ain't Musical

• Continued from page 1

famed yogi, is taking over Carnegie Hall October 27 and 28. . . . Jack Paar, his No. 1 fan, will be on hand to see him eat glass, walk on glass and get hit over his stomach with 40-pound sledge hammer," to quote the public relations notice. Moscow papers, please do not copy.

Officials of the hall protest that such bookings are needed between

April 15 and October 1 to fill a concert-less hall. True, most of these non-musical events occur during that five-and-a-half-month period, but that leaves only half a year (and that dotted with yogi) in which to maintain what a contribution solicitation recently called "the aura of pure and noble art, the decades of brilliant names who trod the hallowed stage, the Citadel of music in our country."

The growing disenchantment of those who rallied round the flag two years ago to fight demolition is typified by baritone Robert Merrill. "The lighting and general presentation has always been funeral. The new generation of concertgoers wants visual aids, a little life," says Merrill. "I'm no longer nostalgic about the faded orange walls and the fact that Tchaikovsky conducted there. Good music must grow with the theater, which is what the Metopera has done. Who wants a cemetery?"

"What finished the vision of Carnegie as a temple for me," writes Joanna Gibson of Long Island City, "was the movie of the same name, which built to the salvation of the hall by pop music, dismissing Beethoven as square." "I saved for years to visit New York City," wrote Lloyd E. Miller, of Cleveland, to The Billboard not long ago. "The highlight was to be as many nights at Carnegie Hall as I could afford. I had plenty of money left over; there was one Philharmonic concert, repeated three times, and for the rest of my stay all non-music events."

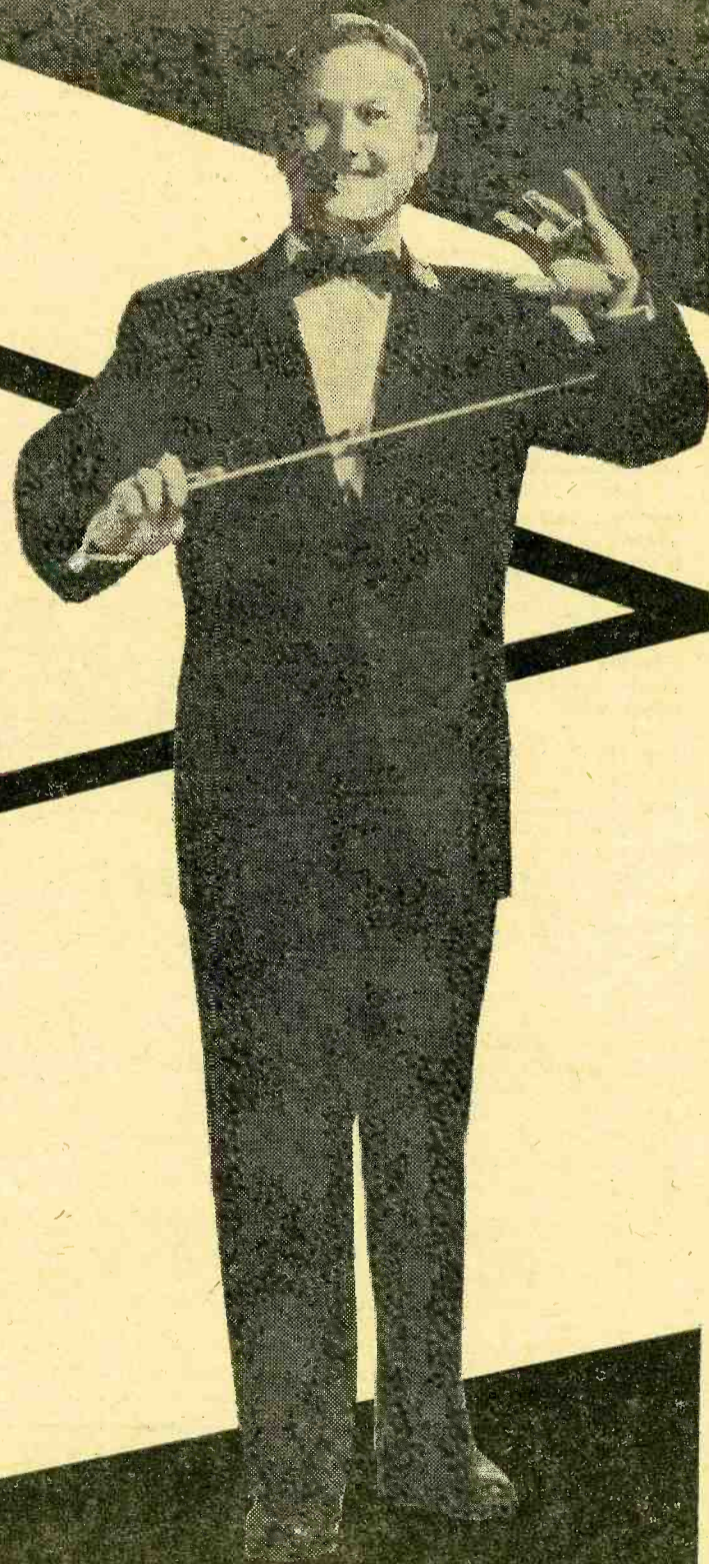
"When I saw, next to the Victoria de los Angeles billposter on Seventh Avenue, a poster of a man with a knife thru his tongue, and realized they were playing Carnegie Hall together (not literally), I knew I was ready for the Lincoln Center of Performing Arts," says one of the Philharmonic's most active dowagers. "I can't wait for the 1960 opening!"

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THE NATION'S BEST-SELLING RECORDS
QUALITY RECORDS • In Canada

Swing Fever Keys Promotion

• Continued from page 4

ner "rotated" her hoop 3,000 times. Still another hoop promotion was dreamed up by four KDKA, Pittsburgh, jocks—Rege Cordic, Art Pallan, Clark Race and Bob Tracey—who staged a contest in front of the Fulton Theater in downtown Pittsburgh. Police blocked off the street, while an audience of thousands watched the boys judge competing hoopsters.

Meanwhile, Time Magazine devoted a sizable amount of space to the rash of new hoop-song records on the market. (See The Billboard, September 15.) In addition to the four records mentioned in that story, still another hoop record—the Legarde Twins' waxing of "Rock 'n' Roll That Hula Hoop" on the Bel Canto label—was released September 4. The disk was launched, via a city-wide Hula Hoop contest for Los Angeles businessmen at the Plaza.

CLEVELAND — A heretofore unrevealed (in print, anyway) aspect of the current hoopla deejay promotion craze is the story behind Roulette's waxing of "The Hula Hoop Song" by Georgia Gibbs.

The song, written by two local Clevelandites, was originally waxed by deejay Bill Randle,

Watch them climb . . .

WHISPERING GRASS

Sung by SYLVIA SAYNT
on United Artists (#143)

I CAN'T SEE WHY

Sung by BUBBER JOHNSON
on King (#5148)

MILLS MUSIC, INC.

"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

WERE, Cleveland, last August with Jimmy Testa doing the warbling. The Testa disk stirred up some local action, following which Randle sold the master to Roulette and arranged for Shapiro-Bernstein to publish the tune (penned by Dick Glasser and Testa's frau, Donna Kohler).

Meanwhile, tho, Coral Records cut the song with Teresa Brewer, so Roulette shelved the Testa platter and recorded it with Miss Gibbs. Randle's connection with the tune was played down to assure spins by competitive Cleveland outlets (KYW, in particular).

Randle, incidentally (in conjunction with a push on the Testa disk), staged one of the first hula hoop contests last August, with more than 3,000 kids showing up in the rain to demonstrate their twirling skills.

Eli Digs Stereo

• Continued from page 4

there are now stereo lines on the market at \$2.98 he did not deny that his price would be below that. (He would not own up as to whether they would be \$1.98 or \$2.49.)

According to Oberstein, the record business, with all of the new outlets it now has for record sales, in supermarkets, chains, drugstores, department stores, etc., is headed for the greatest years in its history. He said that right now, according to his calculations, over half of all the LP's sold are being sold in supermarkets and chains. He feels that this figure can only get larger. And he said that the low-priced lines have opened up a whole new group of customers for records.

When The Billboard reporter asked Obie about the possibility of his going back into the single record business, since upon this part of the business he first made his fame, he said that he would soon be back in the singles world. "But," he warned, "not because I want to be in the singles business. You can go broke doing that in today's market. I just want to get the Rondo

GIVE
THE UNITED WAY
to: UNITED FUNDS
COMMUNITY CHESTS

Liberty Debs

• Continued from page 6

Bobby Hammack Quintet, a light commercial group with a jazz touch—also figures as an interesting and salable stereo set.

Another Jerry Gray set, recorded at the Hollywood Palladium, also has considerable appeal, but it's not of the order of the first-mentioned Gray package. The Julie London "Julie" package, already a prominent monaural seller, with an extremely provocative cover of the gal, figures to have ready-made salability, despite the fact that stereo here proves no great inducement. Most of the sets, with the exception of the first Jerry Gray album, are attractively packaged for worthwhile counter display even tho the stereo values are most prominent only in the foregoing. The complete release follows:

"Forbidden Island," Martin Denny, LST 7001; "Hi Fi Shades of Gray," Jerry Gray and Ork, LST 7002; "Music for the Girl You Love," Pete King and his Ork, LST 7003; "Julie," Julie London, LST 7004; "Exotica, Volume II," Martin Denny, LST 7006; "Solid! 'South Pacific,'" Bobby Hammack Quintet, LST 7007; "Mr. Accordion," Dom Frontiere, LST 7008; "Ain't We Got Fun," the Four Grads, LST 7009; "Jerry Gray at the Hollywood Palladium," Jerry Gray and Ork, LST 7013; "Double or Nothing," Howard Rumsey's Lighthouse All-Stars, LST 7014; "Essence of Romance," Spencer Hagen Ork, LST 7015; "A Swinger's Holiday," Vic Schoen Ork and Chorus, LST 7018.

Ren Grevatt.

line better known, and the best way to do that is to come up with an occasional hot single. Then I can get Rondo LP's into a lot more stores."

The Rondo exec also touched on many more subjects. He mentioned that low-priced lines in supermarkets must be changed weekly so that the housewife would not see the same titles there when she returned the next week, and he mentioned the fact that he intended to latch on to some strong European classical lines to distribute in the U. S. very shortly. He seemed content, happy to be back in the swinging stereo market, and intent upon making Rondo a big national line.

5 Labels Repped by 51 Albums

• Continued from page 4

hymns by organist Richard Ellsasser.

Concurrent with these new releases, M-G-M will release 11 stereo versions of current monaural merchandise. These include both the sound track and the David Rose "Gigi" albums; the two separate sets titled "Yesterday," and "Today," by Maurice Chevalier; "The Fanny Brice Story in Song," by Kaye Ballard; "This Is Shiela," by thrush Shiela Guyse; Morty Craft and his ork in "Jazz in Black Tie"; "Theme Songs of the Great Swing Bands," by LeRoy Holmes; "Dance Music in the Jimmy Lanin Manner"; "Autumn Leaves," by David Rose, and "Jane Russell." For stereo, the company is sticking to its basic label design and color to maintain identity, using simply the overprint, "Stereo."

Moppet Emphasis

The Lion low-priced release is being pitched with a strong kiddie emphasis to build Christmas interest. Seven of the 10 sets are keyed in this direction highlighted by the sound track disk of the upcoming film, "Tom Thumb." Others include "Tom and Jerry Cartoon

Favorites," "Mother Goose Parade "The Bear That Wasn't," "Rip Van Winkle and Johnny Appleseed," and "The Wonderful World of Fairy Tales," with Robert Q. Lewis. Non-kiddie sets are by harpist Robert Maxwell, the Canterbury Choir, and Richard Ellsasser.

The release is rounded out by the first pair of sets on the newly established "Metro-Jazz" label. These are albums by Japanese pianist Toshiko, and by tenor sax star Sonny Rollins, now an exclusive pactee of the label. These sets were a.&r.d by Leonard Feather.

Powerful point of sale promotion and consumer and trade advertising plans have been drawn up as a part of the program. There'll be dealer display material, deejay samplers, salesmen's brochures and co-op mats for use by distributors and dealers on all the product. In the case of the Metropolitan Jazz quartet series of five sets, the group has been set for a number of TV appearances to plug the release.

3 HITS

THE OLD MAN AND THE SEA
DIMITRI TIOMKIN COLUMBIA

IT'S ALL IN THE GAME
TOMMY EDWARDS MGM

YOU WILL FIND YOUR LOVE
IN PARIS
PATTI PAGE MERCURY

MUSIC PUBLISHERS
HOLDING CORPORATION

Don't Give Me an
Elephant for Christmas

(Especially Pink or White)
Pachyderm Music 1674 Broadway
Suite 607, N. Y. 19

Cap Execs to London Meets

HOLLYWOOD — Capitol Records veepee Lloyd Dunn and four other Cap execs winged their way to England this week for 10 days of meetings with EMI toppers. Others accompanying Dunn included album repertoire director Francis Scott, merchandising director Bud Fraser, Capitol classics merchandising manager John Coveney, and Angel Records merchandising manager Leo Kepler. Meetings will concern forthcoming classical repertoire and its merchandising.

SONGWRITERS - PUBLISHERS

Professional demo records. 7 Vocalists (male, female); 9 Instruments; Vocal Groups; Finest HI-FI Tape & Disc Equip. (45-78) (Ampex-Altee)

SAMPLE L.P. RECORD—\$1.00 (one dollar)

Sample is a 12-inch 33 1/3 LP containing 11 complete songs (actual demos) featuring our different vocalists and combos. Free descriptive folder with sample. Piano or Organ & Vocal: 1 Song, \$9.50; 2 Songs, \$16.00. Add any or all of these instruments for \$3.00 each per song: Guitar, Sax, Bass, Steel Guitar, Violin, Clarinet, Drums.

WRITE FOR FREE INFO SHEET. DEMONSTRATION RECORD COMPANY Box 4, Sta. C Lincoln, Nebraska (our 6th yr. of operation)

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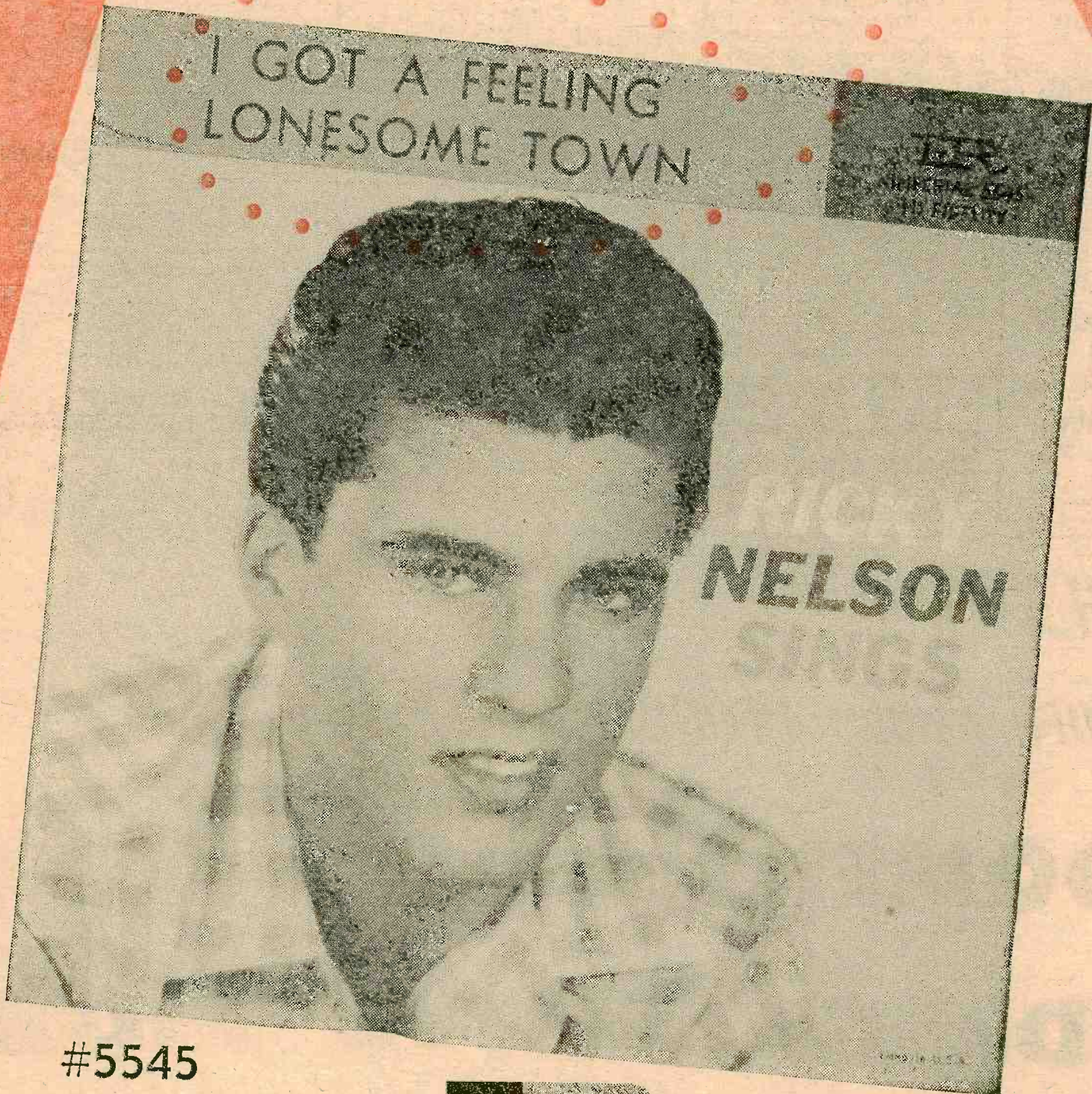
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KENE

KLVT

WOSZ

WPBC

WSPR

WEOL

WLOW

WIBG

WVTK
KNOXVILLE, TENN.

WLD.B

KZUN

WFLA

CFDA

CJSP

WHEE

WDLG

WATM

WHEY

Keep

KHON

KNLP

WKO-TV

KOFA

KFXM

WDOE

WJNB

WDOL

KOLN-TV

WMFS

CKLC

WSNY
1240-500

KWRT

WILS

KFDA

KACV

WAKR

KOL
1300 KC

KVIM

KRPL



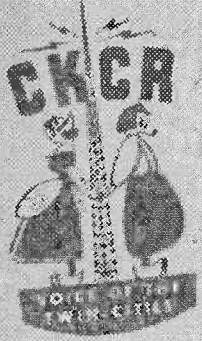
In its issue of August 18, The Billboard ran a small five-inch two-column advertisement. It appeared at the bottom of the page and offered copies of the list of Million Record Sellers to disk jockeys who would write for it.

As of September 15, 522 requests for this information had been received. On these pages are shown the call letters of some of the radio and TV stations that took direct action. And replies are still coming in.

This proves that when you want readership and action at the station level, The Billboard delivers. You, too, can profit! Why not build or update your own list of disk jockeys and station librarians by offering records or programming material in your next advertisement. You, too, will get direct action and results.



CAN PROFIT



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WAVE, Inc.

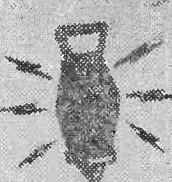
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WCBL



KARM CKLY RSN



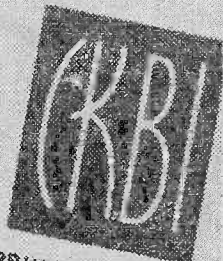
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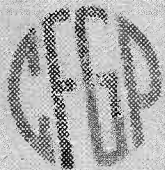
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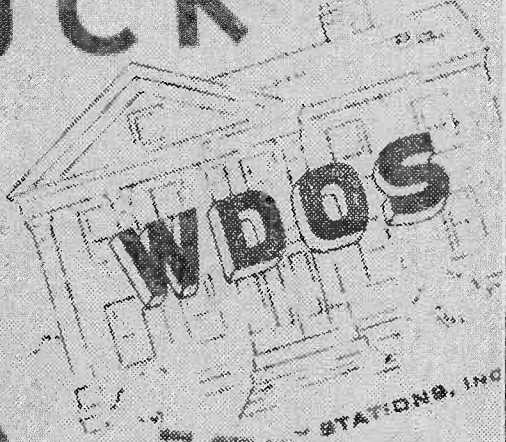
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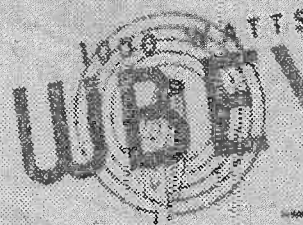
WRAD

The weekly editorial coverage of topics vital to the music industry, from disk jockeys to record dealers, from music publishers to record manufacturers, from stereo to juke boxes, from equipment to components, make The Billboard the number one publication in its industry.

For when you give the reader what he wants, the advertiser will get what he wants. Serving the reader's interests and needs is behind the editorial planning and development of every issue.

For the greatest editorial coverage, paid circulation and the fastest, most-direct advertising results, one publication does the job. It's always

The **Billboard**
THE COMMUNICATIONS CENTER
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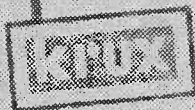
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AUDIO GAB-FEST TO HIT NEW HIGH

Reading of 70 Papers Creates Sonic Stir as Engineers Meet in New York

NEW YORK — More technical papers will be presented at the upcoming 10th Annual Convention of the Audio Engineering Society than ever before. More than 70 papers covering all the vital trends in audio start getting an airing today (29) when the slide-rule set get together at the Hotel New Yorker. The meetings run thru October 3.

The complete program of the engineer's conclave shows that the following areas will be covered: the successful establishment of the transistor as an audio device, in four papers; a comprehensive discussion and re-examination of the fundamentals of stereo perception, so vital to the success of the rocketing stereo disk, in five papers; 12 papers on advanced equipment for cutting and playing the stereo disk; 16 papers on magnetic recording and reproduction, the most complete coverage of this field ever presented; and 10 papers on the latest advances in loudspeaker design.

In one session, six papers will be read on "Music and Electronics." According to an AES press handout, this meeting gives American "practitioners of synthesized music

practically their only opportunity to exchange ideas and discoveries of this 'music of the future'."

Among other audio subjects of interest scheduled for full discussion are: the use of FM multiplex for stereo broadcasting; synthetic reverberation machines for use in recording; and the design of amplifiers for stereophonic reproduction.

The non-engineering public will have a chance to sound-off at a special symposium, "The Stereo Listener's Needs," at 7:30 p.m. tomorrow (30). A panel of experts from several fields of audio will discuss the subject and answer questions from the audience.

DON'T SELL LADIES SHORT

NEW YORK — The management of New York's High Fidelity Music Show is making peace with the distaff members of the hi-fi fraternity. A press handout from Jack Bernstein, vigorous publicist of the show, combines flattery and sales sense.

Says the release: "Women favor the highest standards in music for the home. They are also among the severest critics of the appearance of high fidelity equipment. Now, thanks to the combined skill of engineers and fashion experts, a peace pact is in order."

Bernstein goes on to point out that this year's show will be a little bit different. Most of the equipment on display will appeal to the eye as well as the ear.

Chi Hi-Fi Show Hits New Attendance High

CHICAGO — If what happened here this month is any indication, the New York High Fidelity Music Show better get set for a packed house when it opens at the Trade Show building tomorrow (30). The Seventh Annual Chicago High Fidelity Show topped all previous records with attendance at over 27 per cent more than 1957. The Chicago show preceded the New York affair as it always does, running from September 19 thru the 21st.

Unofficial figure for the three days was 38,284 persons, compared with slightly over 30,000 persons last year.

The crowds overran the regular passenger elevator system at the hotel on Sunday, the last day of the show, necessitating the use of a bank of freight elevators to ac-

commodate all who sought to visit the more than 100 displays and demonstrations, and the "Challenge in Stereo" demonstration in the Crystal Room of the hotel.

By final closing time Sunday night, S. I. Neiman, show manager said, 75 per cent of the room available on the seventh floor of the show had been ordered by exhibitors for the eighth annual show next year, to be held at the Palmer House September 18, 19 and 20, 1959.

While stereo demonstrations, recordings and tapes were a major attraction at the show, everything in high fidelity crew crowds, and on several occasions lines seeking admission stretched out into State Street, the length of the hotel's lobby, and special help was recruited from the hotel staff to direct traffic.

Newspaper and radio support for the show surpassed anything in the seven-year history of the event, Neiman said, and the hi-fi promotion will continue into October, to tell persons who attended the show where the products are being offered locally.

Pennsy Store Stages 2-Week Stereo Spectacular

Pomeroy's Applies Hypo Lessons Learned in TV's Hard-Sell Days

By RALPH FREAS

HARRISBURG, Pa.—"In less than two weeks, Pomeroy's 'World's Fair of Living Sound' did for stereo what would ordinarily take two years." That's the way one phono firm rep summed up an all-out stereo promotion undertaken by Pomeroy's department store here in the Pennsylvania capital.

The basic problem faced by Pomeroy's merchandising exec Frank Ponterra and promotion chief Will Brown can be summed up as follows: The stereo phonograph is something new. Most of the people

in the area don't know what it is or how it sounds. What can we do to tell the stereo story to the most people in the shortest possible time?

Their "World's Fair of Living Sound" was the answer. It was a store-wide, razzle-dazzle similar to the promotions that got TV off the ground several years ago and, later, high fidelity.

Groundwork Laid

Planning the promotion took a month and a half and resulted in a blend of the following ingredients:

1. Manufacturer co-operation.

Seven major phono manufacturers (RCA Victor, Philco, Motorola, Zenith, Magnavox, Westinghouse and Webcor) were contacted and agreed to participate. Participation included co-op ad funds and representation on the department store sales floor.

2. Heavy advertising. Prior to and during the promotion, the store used a total of 600 spot announcements on radio. Teaser ads were placed in all newspapers for a week prior to the promotion. These featured a cartoon character with a large ear sitting on a disk. Copy was held to a simple statement "Hearing Is Believing" with the name of the store and the dates of the "World's Fair of Living Sound" (September 15 to 27).

On Sunday, the day before the "fair" opened, Pomeroy's inserted 20-page special supplement in the Sunday Patriot-News. This supplement contained three pages of informative articles about stereo and 17 pages of full page ads bought by the phono firms represented at the fair. Each of the ads in the special section were re-run in daily papers twice during the two weeks the fair was in progress.

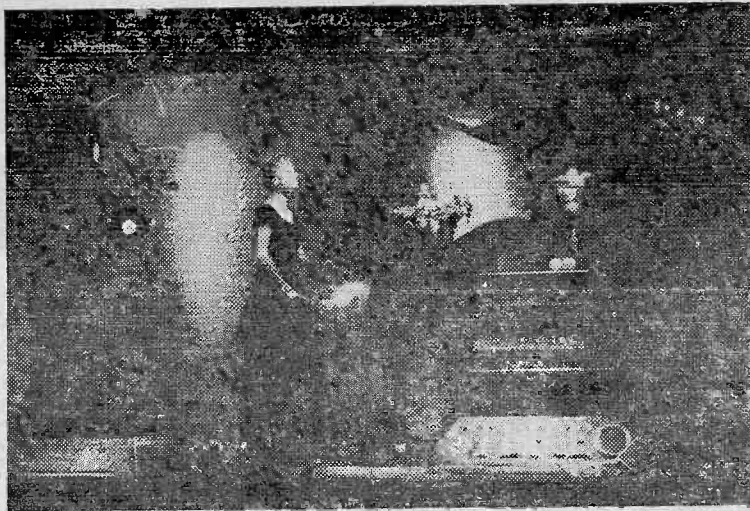
3. Publicity. The week prior to the fair, news stories about stereo sound appeared in all newspapers and mention was made of the Pomeroy fair. During the fair, seven disk jockeys, representing all the radio stations in town, went on the air at their usual times from one of Pomeroy's display windows.

Stereo Simulcast

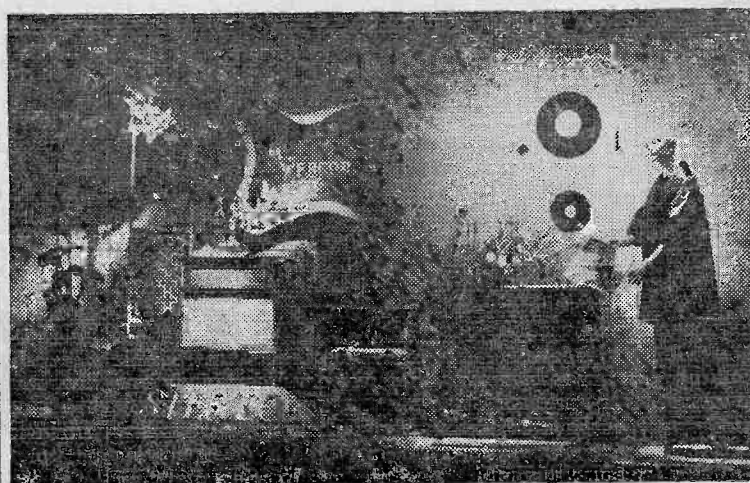
With the help of RCA, a TV-radio stereo simulcast was aired over WHP-TV and WHP radio from 10:30 to 11:00 pm. This was the first such program in the Harrisburg area and, according to reports, was "very well thought of." RCA contributed special films on stereo sound and the program featured a live combo and an actual ping-pong game.

4. Additional sales help. Pomeroy's knew that they'd have to have plenty of sales help on the floor if the crowds materialized as they hoped. Accordingly, they put in a sales staff of six people, plus three trainees. Added to them were 14 reps from phono firms, making

(Continued on page 22)



All of Pomeroy's windows followed the same theme and all used the three-dimensional letters spelling "Stereo." The window above displayed several Philco models. The window below showed the new high-style Webcor machines. Notice how new fall fashions for women were blended into the stereo phono theme.



LETTERS

Florida Cat Has 2-Track Tape Gripes

TO THE EDITOR:

According to the front page article in the Tape Quarterly issue (September 1), one can assume that record companies feel they have killed the market for two-track, 7½ ips stereo tapes with their 7-inch reels and 5-inch hubs. As far as I'm concerned, they have.

I suppose now we will get the 7-inch reels with 6-inch hubs, four tracks, and 3-34 ips, plus the privilege of having our equipment converted at \$75 to \$100 to hear sound that will not, at the present anyway, compare with what we have now.

With 1,800 feet of tape (enough for the average LP) available to the consumer for \$3.67 per reel, it would seem that the market for two-track, 7½ ips stereo would be quickly revived if the companies would be willing to issue a complete tape album at a decent price.

Contemporary Records has used this policy; why can't the others?

Jerry Plunkett,
Melbourne,
Florida

Stadium Robe Is Special Premium

CHICAGO — As a special premium for customers purchasing Motorola portable radios, a "Cush-N-Robe," manufactured by Iowa Fibre Products and listing regularly for \$12.95, will be given free during the back-to-school and football season.

The robe, due to be promoted in special window banners during the promotion, is available in several plaid designs and comes in a plastic-covered cloth case with a built-in foam rubber cushion.

New Rack Cues LP Look in Room Decor

NEW YORK—The trend away from storing records book-fashion on a shelf is given an added boost by a new product from Leslie Creations, Pennsylvania manufacturer of storage racks. Leslie's latest rack design is in the form of a three-panel screen.

The screen has 15 compartments for holding LP's, five in each of the three panels. Each compartment holds up to seven LP's; thus a total of 105 albums can be stored. The manufacturer points



out that the screen can be used as a room divider or as a practical means of screening off a hi-fi corner from the rest of the room. The album covers themselves are in full view and provide a colorful, striking decorative touch.

The screen is constructed of black wrought-iron. Each panel measures 6 feet high, 12½ inches wide and 2½ inches thick. Black vinyl stabilizer tips protect floors and carpets. Shipping weight of the unit is 35 pounds. It retails for \$29.95.

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. Grey and blue. Get full markup at this 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



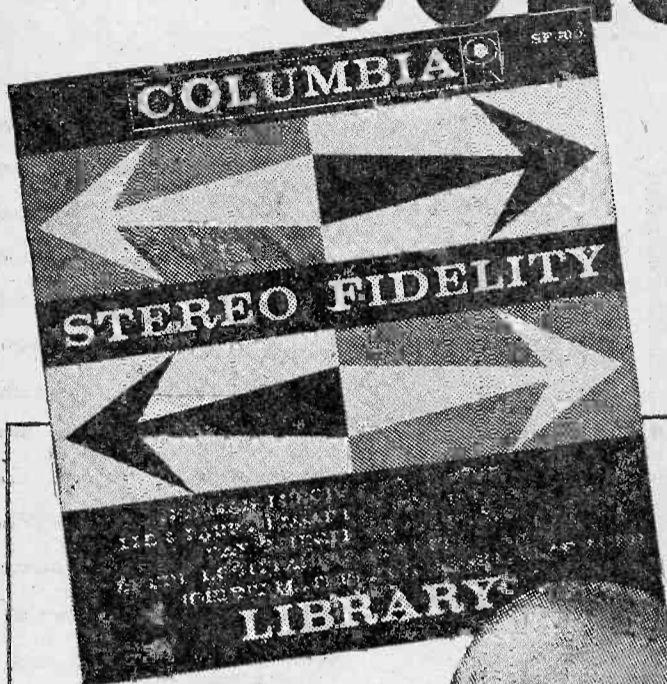
MARK OF QUALITY THROUGHOUT THE WORLD

Admiral®

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

Fabulous Hi-Fidelity Traffic

COLUMBIA HI-FIDELITY PHONOGRAPH



ANDRE KOSTELANETZ



MITCH MILLER



LES and LARRY ELGART



JOHNNY MATHIS



RAY CONNIFF

THIS VALUABLE 5-RECORD SET OF NEW COLUMBIA STEREO FIDELITY RELEASES FOR YOU TO MAKE AVAILABLE TO CUSTOMERS WHO BUY ANY NEW COLUMBIA STEREOPHONIC CONSOLE PHONOGRAPH!

EXCITING NEWS FROM COLUMBIA—WHERE STEREO STARTED!

For a *limited time only*, Columbia distributors can supply you with a great new album of five 12-inch Columbia Stereo Fidelity records, for you to make available to purchasers of any Stereo Fidelity console. This exciting library of great Stereo Fidelity albums—a \$31.50 retail value—includes such brilliant Columbia artists as Mitch Miller, the Elgarts, Ray Conniff, Johnny Mathis, and Andre Kostelanetz, all reproduced in glorious Columbia Stereo Fidelity sound. See your distributor for full details!

COLUMBIA HAS ALL THE FEATURES OF GREAT STEREO!

- Equipped with dual-channel amplifiers, requiring only an additional speaker for full stereophonic reproduction. Columbia dual-channel phonographs are *priced competitively* with single channel phonographs!
- Featuring Columbia's remarkable BALANCED LISTENING control, for perfectly proportioned stereo!
- Equipped with the revolutionary C-D (Constant Displacement) Stereophonic Cartridge for the finest stereo reproduction!
- Superbly styled cabinets, by such notable designers as Paul McCobb and Peter Quay Yang, available in a choice of fine, hand-rubbed finishes. PLUS new traditional and provincial models in the line for 1959!
- Liberal National Service policy on 1959 models includes 90-day warranty on parts and labor!
- Auxiliary speaker line and stereo conversion kits available.
- Free Stereo Primer for your customers. Tells all about stereophonic sound: how it works, what it is—lots of useful information. (To order, see coupon on right.)
- Columbia is the *only* major "sound" manufacturer that concentrates solely on phonographs and records. That's why customers know that Columbia is "The Greatest Name in Sound!"

YOU'LL DO A BRISK BUSINESS IN COLUMBIA STEREO...

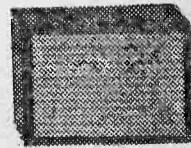
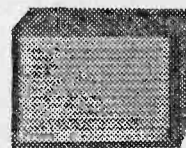
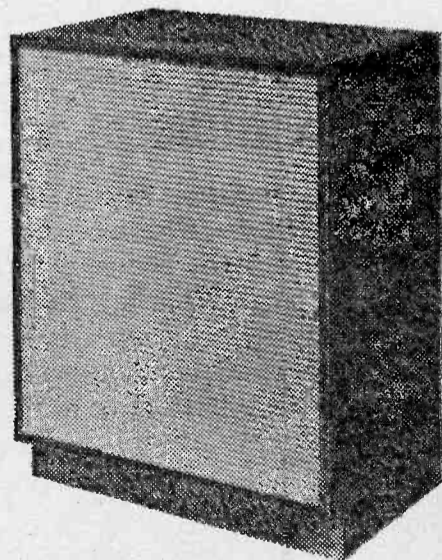
Once customers have come in to experience listening in the Center of Sound! To make sure they *do* come in, Columbia has planned a vast advertising and merchandising program on both national and local levels!

Full-page, full-color ads in LIFE, LOOK, THE NEW YORKER, SUNSET, and an exclusively Columbia Magazine Supplement in THE NEW YORK TIMES, featuring the fabulous "Center of Sound" theme!

Local ad mats ready and waiting at every daily newspaper in the top 1,000 markets!

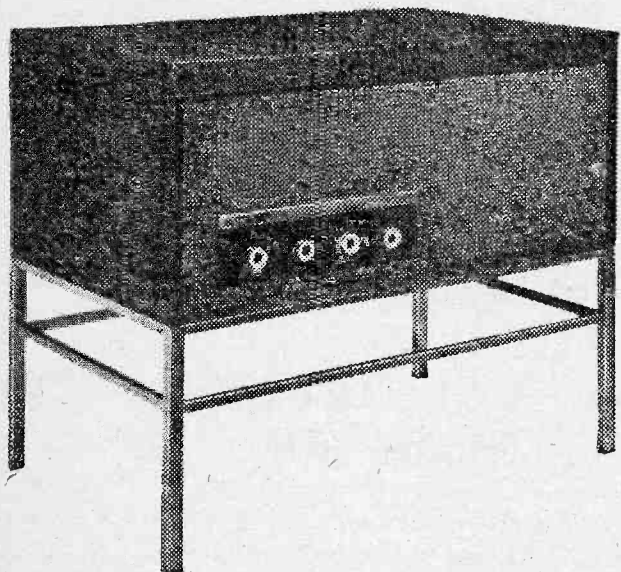
Exciting radio and TV commercials!

Easy-to-assemble counter displays, and dealer sales aids for maximum impact in a minimum area!

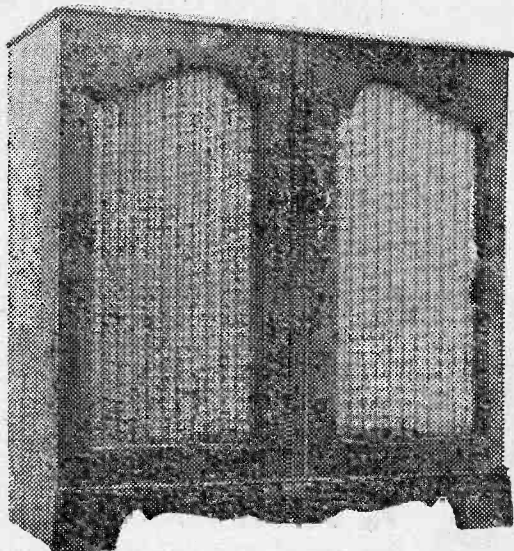


MODEL 637. Complete stereophonic high-fidelity console phonograph, with two remote speakers in matching shelf-type cabinets. BALANCED LISTENING control. Three speakers. Columbia C-D Stereophonic Cartridge with diamond stylus. Dual-channel amplifier with combined peak power output of 20 watts. \$299.95*

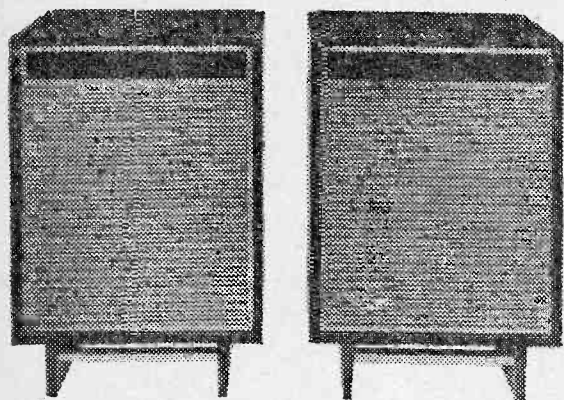
Builder! STEREO OFFER!



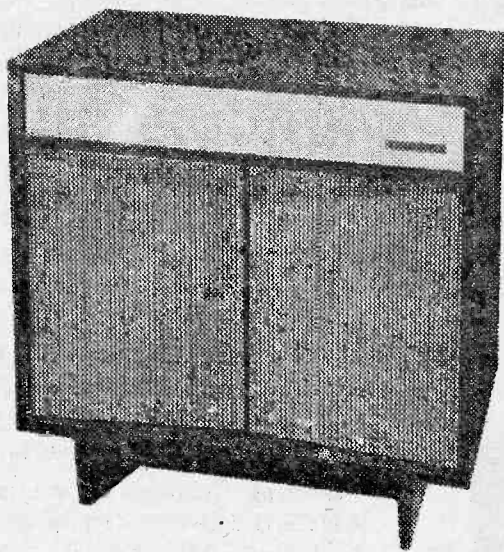
MODEL 642. Stereophonic high-fidelity phonograph. BALANCED LISTENING control. Columbia C-D Stereophonic Cartridge. Three speakers. Dual-channel amplifier with combined peak power output of 9 watts. \$179.95*



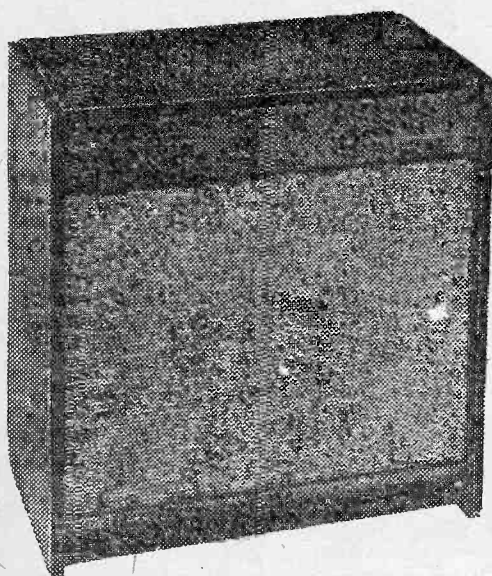
MODEL 645. Stereophonic high-fidelity provincial console phonograph with AM/FM radio. BALANCED LISTENING control. Columbia C-D Stereophonic Cartridge with diamond stylus. Dual-channel amplifier with combined peak power output of 30 watts. \$495.00*



MODEL 660. Complete stereophonic high-fidelity twin-console phonograph. BALANCED LISTENING control. Six speakers. Columbia C-D Stereophonic Cartridge with diamond stylus. Dual-channel amplifier with combined peak power output of 40 watts. A sure-fire bull's-eye in your Center-of-Sound. \$379.95*



MODEL 632. Stereophonic high-fidelity console phonograph. BALANCED LISTENING control. Four speakers. Cabinet design by Peter Quay Yang. Columbia C-D Stereophonic Cartridge with diamond stylus. Tuner-input jack. Dual-channel amplifier with combined peak power output of 20 watts. \$259.95*



MODEL 672. Stereophonic high-fidelity console phonograph. BALANCED LISTENING control. Columbia C-D Stereophonic Cartridge. Three speakers. Dual-channel amplifier with combined peak power output of 8 watts. \$199.95*

COLUMBIA RECORDS PHONOGRAPH DISTRIBUTORS/BRANCHES

CITY	DISTRIBUTOR/BRANCH	TEL. NO.
ALBANY, N. Y.	Roskin Brothers, Inc. 1827 Broadway	3-3291
ALLENTOWN, PA.	Federated Purchaser, Inc. 1115 Hamilton St.	
ATLANTA, GA.	Comstock Distributing Company 1349-51 Spring St., N. W.	TRinity 6-8879
BALTIMORE, MD.	Columbia Record Distributors Inc. Aiken St. at Curtain Ave.	HOpskins 7-9320
BIRMINGHAM, ALA.	Moore-Handley Hardware Co. 27 S. 20th St.	ALpine 2-4128
BOSTON, MASS.	Columbia Record Distributors Inc. 36 Cummington St.	KENmore 6-6120
BUFFALO, N. Y.	Roskin Upstate Inc. 730-732 Main St.	MOhawk 2049
CHARLESTON, W. VA.	Pugh Furniture Company 1322 Wilson Street	DICKens 2-5179
CHARLOTTE, N. C.	Southern Bearings & Parts Co. 500 No. College St.	FRanklin 5-5718
CHICAGO, ILL.	Columbia Record Distributors Inc. 2240 N. Milwaukee Ave.	HUMBolt 6-4700
CINCINNATI, OHIO	Columbia Record Distributors Inc. 3745 Spaeth St.	LIBerty 2-2620
CLEVELAND, OHIO	H. Leff Electric Co. 2341 Payne Ave.	TOwer 1-7400
CLEVELAND, OHIO	Seaway-Columbia of Ohio, Inc. 3142 Prospect Ave.	EXpress 1-7300
DALLAS, TEX.	Strauss-Frank Company 8401 Ambassador Row	FLEetwood 7-3918
DENVER, COLO.	B. K. Sweeney Co. 1601 23rd St.	KEYstone 4-6218
DES MOINES, IOWA	Quad-State Distributing Co. 213 Third Street	ATLantic 8-3289
DETROIT, MICH.	Columbia Record Distributors Inc. 7640 West Chicago Blvd.	WEBster 3-0010
EL PASO, TEX.	Albert Mathias & Co., Inc. 113 S. Mesa	KEYstone 3-1687
EVANSVILLE, IND.	Graybar Electric Company, Inc. 2110 N. Fares	HARRison 4-7588
GREENVILLE, MICH.	Vining Sales 720 W. Coffon Ave.	PLaza 4-3129
HARTFORD (EAST), CONN.	Roskin Distributors, Inc. 275 Park Ave.	BUTler 9-9364
HONOLULU, T. H.	Honolulu Paper Co., Ltd. Ala Moana at South St., P.O. Box 3256	50-1711
HOUSTON, TEX.	Strauss-Frank Company 4000 Leeland St.	CAPitol 2-1204
HUNTINGTON, W. VA.	Emmons-Hawkins Hardware Co. (Huntington, W. Va.)	JACKson 5-9150
INDIANAPOLIS, IND.	Columbia Record Distributors Inc. 2420-22 Stewart Ave.	CLifford 1-2218
JACKSONVILLE, FLA.	Distributors Inc. 822 N. Myrtle Ave.	ELgin 6-7659
KANSAS CITY, MO.	John H. Hill 3230 Roanoke Rd.	WESTport 1-7854
LOS ANGELES, CALIF.	Craig Corporation 3410 S. La Cienega Blvd.	WEBster 6-6178
LOUISVILLE, KY.	Graybar Electric Company, Inc. 360 Farmington Ave. P. O. Box 67, Station E	ME 7-5448
LOUISVILLE, KY.	Sutcliffe Co. 609 W. Main St.	JUNIper 3-0258
MEMPHIS, TENN.	Woodson & Bozeman Inc. 733 S. Somerville	BRoadway 2-2445
MIAMI, FLA.	Electric Sales and Service 340 N. E. 75th St.	PLaza 4-8646
MILWAUKEE, WISC.	Morley-Murphy Co., Inc. 5151 W. State St.	GLEnview 3-7204
MINNEAPOLIS, MINN.	Columbia Midwest 31 Glenwood Ave.	FEDeral 9-8043
MOUNTAINSIDE, N. J.	Federated Purchaser Inc. 1021 U. S. Route 22	ADams 2-8208
NASHVILLE, TENN.	Moore-Handley Hardware Co. 492 Craighead St.	AMherst 9-5631
NEW ORLEANS, LA.	Interstate Electric Co. 3733 Conti St.	AMherst 3733
NEWARK, N. J.	Columbia Record Distributors Inc. 350 Halsey St.	MARKet 3-9140
NEW YORK, N. Y.	Columbia Record Distributors Inc. 353 Fourth Ave.	MURray Hill 5-9200
NORFOLK, VA.	Goodman Electric Supply Co. 3610 Hampton Blvd.	MA 7-9233
OKLAHOMA CITY, OKLA.	Miller-Jackson Co. 111-115 E. California St.	FOREst 5-1486
PEORIA, ILL.	Kaiser-Columbia Company 828 S. Adams St.	6-4684
PHILADELPHIA, PA.	Columbia Record Distributors Inc. 919 N. Broad St.	POPlar 3-3660
PITTSBURGH, PA.	Top Line Distributors 28th & Smallman Streets	EXpress 1-1698
PORTLAND, ME.	Swanton Company, Inc. 919 Congress St.	SPruce 3-2904
PORTLAND, ORE.	Ry-Bar Distributing Co. 1315 North West Gilsan St.	CAPitol 2-4208
RICHMOND, VA.	B. T. Crump Company Inc. 1310 E. Franklin St.	MILton 4-1941
RICHMOND, VA.	Goldberg-Tiller Company 959 Myers St.	ELgin 5-7401
ROANOKE, VA.	Roanoke Wholesalers, Inc. 202 Bullitt Ave., S. E., P.O. Box 1629	DIamond 3-9378
ST. LOUIS, MO.	Columbia Record Distributors Inc. 2151 59th St.	MISSION 7-5101
SALT LAKE CITY, UTAH	Standard Supply Co. 225 East 6th South	ELgin 5-2971
SAN ANTONIO, TEX.	Strauss-Frank Company 162 Coliseum Drive, P. O. Box 600	CAPitol 6-0101
SAN FRANCISCO, CALIF.	H. R. Basford Co. 235 15th St.	MARKet 1-8545
SEATTLE, WASH.	Craig Corporation 1021 East Pine St.	EAST 4-2701
SHREVEPORT, LA.	Intrasouth Distributing Co. 1565 Texas Ave.	5-4205
SPOKANE, WASH.	Columbia Electric & Mfg. Co. East 3420 Ferry Ave.	KEYstone 4-0618

MAIL THIS COUPON FOR FREE STEREO PRIMERS!

DEAR MR. DISTRIBUTOR:

Please send me a free supply of Columbia's new, 20-page Stereo Primers, filled with helpful stereo facts.

NAME _____

STORE NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

HIGH-FIDELITY PHONOGRAPHS BY

COLUMBIA

Full stereo prices begin at \$124.90* retail. Stereo-adaptable prices begin at \$84.95* retail.

*Prices quoted are suggested list, Mahogany finish. Slightly higher in the West. © "Columbia" ® Marcas Reg. A division of Columbia Broadcasting System, Inc.

PHONO MERCHANDISING

If Customers Won't Come to You,
Take Your Phonographs to Them

By BOB LATIMER

BILOXI, Miss.—Realizing that high-fidelity equipment is a subject which interests most people, but is often put off until the future, and doing something to bring the future into the present has led to accelerated sales at Allen Appliances, in this Southern Mississippi resort city.

Scotty Allen, young head of the firm, hit upon his unique sales approach some two years ago when he became fed up with the inability of standard advertising methods to bring in a steady flow of prospects. The store was selling a reasonably profitable volume of high-fidelity phonographs, tape recorders, etc., but nothing like the volume which Allen felt was possible. Most of this he blamed on inertia, the fact that people who can reasonably afford high-fidelity sound reproduction in their homes too often put off a visit to the showroom until later on.

Take Phonos to Them

Consequently, Allen conceived the idea of taking the showroom to the customer. There were, he knew, many opportunities to find a large number of potential hi-fi prospects together at one point, such as meetings of bridge clubs, women's clubs, church groups, music lovers, music associations, etc. In investigating the possibilities, Allen was amazed to find how many such groups could be located.

This led to the highly logical step of contacting secretaries of such groups, and asking whether they would like him to put on a hi-fi show at one of their scheduled meetings. He promised to care for all aspects of getting the equipment there and presenting an interesting talk. Without exception, Allen found that the

groups were co-operative and, most important, did not ask that the store furnish refreshments, make a payment of 25 cents per head into club treasuries, etc. Such is often the case.

Since then, Allen schedules such exhibitions on a regular basis, taking as many as 10 pieces of equipment to the scene, putting on a thoroughly interesting demonstration of what high-fidelity and sound reproduction actually means, demonstrating each type of equipment separately, and often making healthy, big-ticket sales on the spot.

Pictured is a typical event, a meeting of a Music Club in the Biloxi area. The membership comprised music teachers in public schools, private instructors, members of band and orchestras, serious music students, etc., along the Mississippi Gulf Coast. With some 30 people in attendance, Allen spent an hour and a half in a brief lecture on the meaning of high-fidelity, demonstrating each point, either with recorded music or the stereophonic-sound demonstration tapes offered by manufacturers. Listeners got an opportunity to compare high-fidelity in records, on tape, etc., and were invited to operate the equipment themselves, for a better understanding of the subject. Enough records and tape were brought along to insure that Allen could play something of interest to everyone present, and the net result was half a dozen phonographs and tape recorder sales within the following month.

Costs probably amount to around \$20 for every such exhibition, this amount including labor for loading the players into an Allen truck, padding them carefully against injury, carrying them into the hall, home, or site of the meeting, buying extra demonstration tapes and records, etc. In return for this expenditure and giving up several evening hours per week, Allen has sold an all-time record of high-fidelity equipment.



Scotty Allen has little trouble holding the attention of this women's club group in Biloxi, Miss. Speaking before such a group has the advantage of reaching a more mature audience, most, if not all of them, wives, mothers and home-makers.

Pentron Aims
At New Buyer
In Ad Push

CHICAGO — Beginning in October, Pentron will use new ad strategy to expand into new markets, announced Irving Rossman, president of the recorder firm. For the first time in its history, Pentron will run National Geographic, U. S. News and World Report, New Yorker, Holiday and Playboy. The Pentron story of "Professional Performance at Popular Prices" will be seen by millions of tape recorder prospects who have not been reached by the strictly audiophile publications.

The first ad in the series features Pentron's new Emperor II Stereo Recording System which records stereophonically thru two microphones or from stereo broadcasts, stereo phono records or stereo tape. Pentron's components, such as the TM-4 Stereo Tape

Olympic Debts
New Console

NEW YORK — A new radio-phonograph console with special stereo features is being launched by Olympic Radio & TV division of Siegler Corporation.

Titled "The Portsmouth" and listed as Model 694, it's available in grained mahogany or oak, and features a four-speed changer, AM-FM radio, four-speaker system, twin amplifiers, a stereo pickup, tape recorder input and external speaker connections.

A special switch will permit use of two speakers for each sound track, or use of all four speakers for one track with an external speaker system "where greater separation is desired," according to Olympic.

Deck, will also be featured in these "fan" magazine ads.

A regular audiophile schedule will also appear in Audiocraft, High Fidelity, and other audio books.

Test Disk for
Hi-Fiers Bows

LOS ANGELES — A test record with a complete series of official standard tests for both stereo and monaural hi-fi systems is now available from WalscoSonic, Division of Walsco Electronics Manufacturing Company.

Billed as a "complete laboratory of sound," the record offers stereo and monaural test characteristics on reverse sides of a single platter. By using the proper test tracks, the audiophile or service technician can determine whether equipment is functioning properly. Simple instructions are provided so both audio and mechanical characteristics can be checked from the "needle to the ear." It conforms to official standards established by RIAA, MRSA, ASA, and others. The record is \$3.98.

GE Aims Speakers
At Stereo Market

NEW YORK — General Electric will soon ship its new "Stereo Classic" Model LH-12 dual-cone, high fidelity speaker system. The veteran electronics firm claims for the unit "a very smooth response from a compact two cubic foot enclosure." The unit is designed to meet the doubled space requirements of stereo reproduction.

The system has a new 12-inch "extended bass" woofer, a new two-inch direct radiator tweeter, and a new crossover network.

These are mounted in the compact infinite baffle enclosure which may be placed horizontally, vertically on its matching recessed three-inch base, or in custom modular groups.

It will be available in October at a suggested consumer price of \$129.95.

The woofer and tweeter also will be offered in a coaxial mounting, with the new network, as the Model LC-12 "Stereo Classic" 12-inch coaxial speaker, and unmounted as the Model LK-12 "Stereo Classic" kit. Suggested consumer price for each is \$89.95.

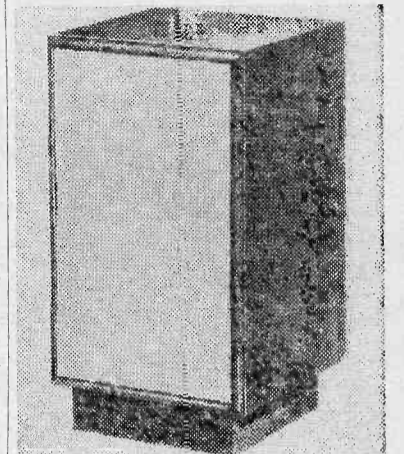
The woofer features a new high excursion cone and long voice coil for "extended bass." Its new treated cloth cone suspension provides higher compliance, greater stability, and smoother response, says G-E, and its new curved cone shape eliminates any audible spurious cone vibrations.

The system's tweeter has a new small two-inch cone, to improve sound dispersion at high frequencies and provide better stereo perspective between a pair of the systems. The cone also is steeply

curved, to extend the frequency range to 18,000 cycles.

The system's new crossover network is of the inductive-capacitive type, and provides very smooth tweeter response (plus or minus 1 db) in the important 1500 - 7000 cycle range.

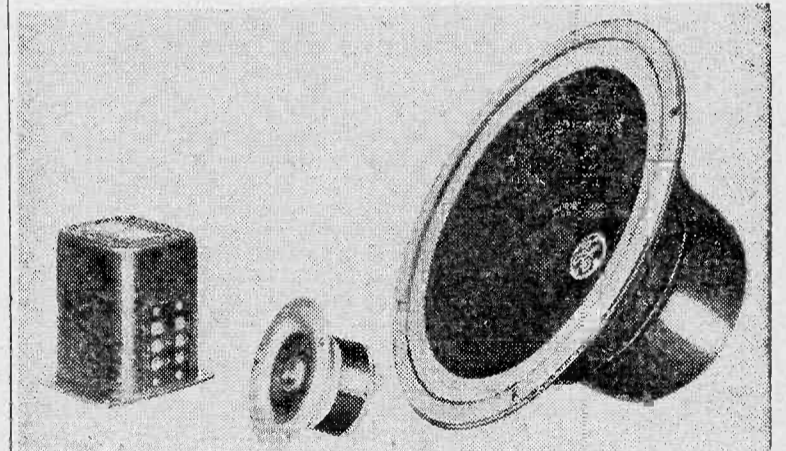
The system will be available in four wood veneer enclosure fin-



Stereo classic speaker system has two-cubic-foot enclosure.

ishes: mahogany (LH-121-M); blond oak (LH-122-B); cherry (LH-123-C); and walnut (LH-124-W). The walnut finish is new to the G-E enclosure line.

The three new speaker products bring to 11 the total of new G-E stereo components introduced since mid-May. The company's line also includes a lower-priced coaxial Coax, and a half-cubic-foot dual speaker system, the "Stereo Classic" LH-6. The dual speakers and crossover network of the LH-6 also are offered as the LK-6 kit.



Model LK-12 speaker is available in kit form. Includes woofer, tweeter and crossover network.

Hi-Fi Fair Lady



Metopera star Rise Stevens will be on hand for the opening-day ceremonies of the New York High-Fidelity Music Show tomorrow (30). An award in recognition of her achievements in the world of music will be presented Miss Stevens by the Institute of High-Fidelity Manufacturers. Presentation will be made at the Trade Show Building, 500 Eighth Avenue, New York.

Ear Phones
Escape Tax

WASHINGTON — Internal Revenue Service has ruled that the manufacturers excise tax on radio and television receiving sets does not apply to a device which fits on an individual's ear and allows him to hear sound signals from any apparatus that normally uses a speaker for its outputs.

In answer to a "request for advice" from industry, the service pointed out that the device is neither a radio nor television receiving set and, therefore is not taxable within the meaning of the Internal Revenue Code.

IRS ruled, however that "since the device may be considered a part or accessory for a radio or television receiving set, a phonograph or combinations of such taxable articles, if a manufacturer of the latter articles sells the device on or in connection with a taxable article of his manufacture, the manufacturer's excise tax would apply to the total sales price of the complete set."

Audio Feedback

By CHARLES SINCLAIR

HARVEY'S HAS IT!

Need a catalog of high fidelity equipment? Harvey Radio Company (103 W. 43d Street, New York) has just come out with a new one. It's an 80-pager, titled "Hi-Fi Buying Guide." According to a news release they've sent us, the catalog is jam-packed with the latest dope on stereo and monaural high fidelity equipment and related products. It includes all 1959 components on the market at the time of publication. Want a copy? Just write to Harvey's and ask for it.

MODERN MICHAELANGELO

What do sculptors do nowadays? Design high fidelity equipment! This information just reached us from the West Coast firm, Hoffman Electronics. Their veepee in charge of styling, says our California informant, is one Joseph Portanova and he has just been elected to the post of chairman of the So. California chapter of the Industrial Designers Institute. Joe has been responsible for Hoffman's radio, television and hi-fi cabinet design ever since 1944. But he is better known in art circles as a sculptor.

WHAT'S A MATTER WITH FRANCE?

For a long time, Morris Zigman has been exporting high fidelity components to Europe. He's top man at the Morhan Exporting Corporation. Early in October he's exporting himself and taking six weeks on the continent. He's going to be a busy guy, touching almost all bases in Sweden, Norway, Denmark, Germany, Holland, Belgium, Italy, and Spain. Purpose of the trip is to see how they're marketing components abroad. But, while there, he also intends to sniff out the stereo situation and bring European dealers up to date on what's happening in the States.

TOWN HALL REPEATER

Earlier this year, Audio Fidelity's topper, Sid Frey, got so enthused about stereo disks that he took over Town Hall, New York City's showcase for long-hair talent, to spread the word among the people. It worked out well, so well, in fact, that Frey decided to repeat the stunt. Accordingly, last Saturday (27), the Audio Fidelity gang gave the public six performances of "Stereodisc," the world's first compatible stereophonic record. Our invitation was engraved with gold lettering. Pretty fancy!

BELL APPOINTMENTS

Frank L. Sespico is the new Senior Development Engineer for the Bell Sound Engineering Department (Radio Frequency Group). Sespico was formerly with RCA in Harrison, N. J. At the same time, Bell announces the appointment of E. D. Sisson as Chief Project Engineer (Electrical) and H. R. Haid as Chief Project Engineer (Mechanical). Bell has reshuffled the entire engineering staff to step up the pace of work done in hi-fi components and tape recorders.

"I NEED HIM"

Presidents of countries aren't the only ones who need assistants. What about electronics manufacturers? What about Motorola's Robert W. Galvin, to be specific? He needed an assistant and now he's got one in the person of John Hickey. Hickey was formerly the general manager of the firm's Semiconductor Products Division. In his new spot he'll deal with mergers and latching on to new businesses related to electronics and all that high-level stuff. Hickey is rounding out his 15th year with Motorola.

IRISH ENGINEER

ORRadio Industries is strengthening its engineering staff. The live-wire blank tape manufacturing firm has just named Dave Petrig to the chief engineer post. Dave is no newcomer. He has been with the manufacturing division in an engineering spot. A graduate of the University of Washington (1947), Dave has had a varied engineering career and brings a lot of experience to his new job. Lots of luck, Dave.

HEAVY-DUTY AGENCY

Friend-Reiss Advertising has been handling the Emerson account and is going to continue handling it. The work load at the agency recently doubled. Emerson took over Du Mont Television and Radio, and Friend-Reiss, as a result, has a new account. They are now busy programming an "aggressive national campaign," according to Gene VanCleve, ad and sales promotion director for Emerson.

WIN THE CASE

Los Angeles courts recently tossed out the suit against Audio Devices in which the plaintiff, Sarkes Tarzian, Inc., claimed that Audio had appropriated confidential data and trade secrets belonging to them. How did Audio get the secrets? By hiring former engineer employees of the plaintiff. The court ruled otherwise. After four weeks, Judge Yankwich said he could find no violation of trust by the employee defendants.

SUN-CURED HAM

Hoffman Electronics shoots us the news of an amateur radio operator in Los Angeles who has contacted two other "ham" operators 2,000 miles away. Not such a sensational story unless you consider that he did it with a transmitter and receiver powered entirely by the sun's energy. The "ham" in question is Major Gilbert, one of Hoffman's engineers. He made voice contact with Henry Kusek (W9KZX) Chicago, and Leonard Gregory (W9RLY) Mt. Prospect, Ill., at 1:05 p.m. and 1:50 p.m. respectively on Saturday, September 13. Gilbert's station (W6LMW) was operating solely on power supplied by a bank of silicon Solar cells which convert light into electricity.

STEREO WEBCOR

FONOGRAPHS AND TAPE RECORDERS BY

New Features! New Styling! New WEBCOR Stereo Portables—Outstanding for 1959!

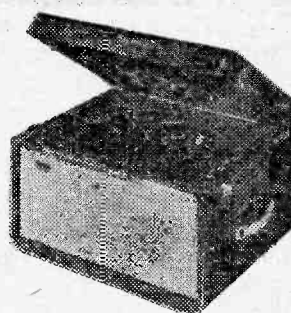
Check these sales-building advantages:

- ★ Webcor Stereo-Fidelity Portables give big, console-quality reproduction
- ★ Exclusive "Magic Mind" Stereo-Diskchanger plays 33 and 45 rpm stereo or monaural records intermixed
- ★ Webcor fonografs play all 4 record speeds automatically—make standard LP records sound better than ever
- ★ New, bigger Webcor speakers and amplifiers outperform anything in the field
- ★ All new Webcors have positive manual control—new jam-proof mechanism—new "anti-rumble ribs" on mainplates
- ★ All new Webcors have more features than you can shake a zooming sales curve at
- ★ See them—hear them! All music sounds better on a Webcor!

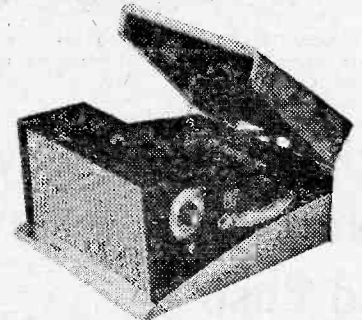


Stereo Mate V—Model 4905— External amplifier-speaker unit for all Webcor Stereo-Fidelity Portables. 6" woofer-midrange, 4" tweeter. 8-watt amplifier. In Ebony or Brown.

Holiday Imperial Stereo-Fidelity Portable— Model 1963—"Magic Mind" Stereo-Diskchanger—one 5" x 7" woofer-midrange, two 4" tweeters—wide-range 5-watt amplifier—automatic shut-off. In Ebony or Brown.

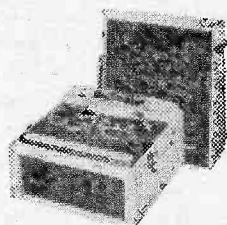


Musical Stereo-Fidelity Portable—Model 1962—"Magic Mind" Stereo-Diskchanger—one 6" x 9" woofer-midrange, two 4" tweeters—powerful 10-watt amplifier—automatic shut-off. In Ebony or Brown.

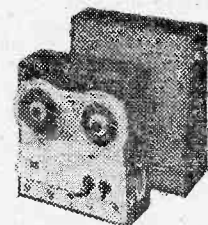


Holiday Coronet Stereo-Fidelity Portable— Model 1954—"Magic Mind" Stereo-Diskchanger—one 6" woofer-midrange, one 4" tweeter—powerful 4-watt amplifier—automatic shut-off. In Grey or Brown and Tan.

Webcor for '59 — The Complete Stereo Tape Recorder Line!



Royal Stereofonic Tape Recorder—Model 2821—Excellent stereo playback—records and plays back monaurally in both directions without reversing reels. In Ebony or White.



Regent Stereofonic Tape Recorder—Model 2820—Superb stereo playback—also records and plays back monaurally. Only 31 lbs. Operates in either horizontal or vertical position. In Ebony.

SELL THE LINE THAT SELLS THE FASTEST! SELL WEBCOR!

Pennsy Store Stages Stereo Spectacular

• Continued from page 16

a total of 23. All sales people and the executive sales and promotion personnel got together at a breakfast meeting on Monday (15) for a last minute briefing before the show opened. A lot of enthusiasm for the project was generated at this meeting to get the fair off to a flying start.

5. Setting up exhibits. Pomeroy's appliance department lies adjacent to a group of three executive offices. These were vacated so that they could be used for stereo demonstration rooms. Two other rooms were constructed beside them. Into the five demonstration rooms, labeled "studios" the phono firms moved their products. The rooms were decorated with the flashy display materials that the firms used at the NAMM show. All major appliances other than phonos and TV were moved from the main sales floor and a "midway" was constructed, again using stereo phonos and NAMM display material. Right in the center of the whole exhibit, Pomeroy's set up a Freedman-Arcraft "Living Stereo" demo unit. This is the complete stereo demonstration fixture that RCA Victor is making available thru its distributors. In addition to the demonstration "studios," Pomeroy's set up a theater-type demonstration hall.

6. Added gimmicks. Three pretty girls were hired as "hostesses." Display posters thruout the store called attention to the "fair" and directed customers to the fourth floor midway. Music played constantly over the store's p.a. system and it was interrupted at regular intervals by a repeated message telling customers to go to the "fair." Six stereo phonographs and

TV sets were offered free to the lucky "ticket-holder." All anyone had to do to become eligible was to register for the drawing by going to the "fair" and filling out a registration blank. This give-away was a big crowd-puller.

Window Displays

Like most department stores, Pomeroy's has huge ground-floor display windows, twelve of them. These were given over completely to the "stereo" theme during the two-week tenure of the promotion. Each of the phono firms taking part in the promotion had a window for display of their product.

Probably the most spectacular of these was RCA Victor's. The firm had a choice corner position and they devoted it to showing the history of the phonograph, using phono models thru the years, from the early cylinder model up to the present stereo units. The new phonos were also tied in with current women's fashions. Mannikins with dresses in new fall colors were shown alongside placards which read, "Fashions as new as RCA-Victor 'Living Stereo'."

The Results

The result of this planning was told in the first sentence. They accomplished in less than two weeks what could have taken two years by less dramatic means. In terms of actual sales, Pomeroy's says it's too early to tell. Many stereo phonos were sold right at the fair. And, of course, the crowds that were attracted bought plenty of merchandise from the other departments in the store.

The majority of sales will come later, Pomeroy's feels. They are certain, however, that most people in the marketing area now know

what a stereo phonograph is. Incidentally, the store does not intend to stop advertising with the end of the fair. Rather, it will slack off so that there is no sudden drop-off of attention given to stereo phonos. The store doesn't want to give the impression that the units were only being sold during the fair.

Lessons Learned

Even more valuable than actual sales made were the lessons learned by the store. Importantly, the lessons were learned just as they are about to enter the heaviest selling season. Pomeroy's sales people are now confident that they can handle most selling situations that are likely to come along.

Other stores can profit from their experience. Here is what the central Pennsylvania outlet would like to pass along to them:

1. Don't overlook the disk potential. Have plenty of stereophonic records on hand at a promotion like this. Pomeroy's sales people estimate that the new stereo phono owner is ripe to buy about \$50 worth of records. They did a terrific disk business during the promotion. Their record department was "smack in the middle" of the midway. An interesting sidelight to their promotion is the fact that nearby Wombach's Record Store noticed an immediate upsurge in stereo disk sales during the Pomeroy fair. Wombach's has since put in a complete stereo disk department with two rows of browsers down the middle of the store.

2. Market potential is big. Interest in stereo is not limited to the monied group. People from all walks of life expressed keen interest. Stereo has mass market appeal. Pomeroy's, by the way, pointed out that stereo can be bought for as little as "under \$100" in their special newspaper supplement.

3. Interest in all-in-one units. People want stereo but they want it in a compact package. Many visitors to the fair asked if stereo could be achieved in less space. Interest in all-in-one units was termed "surprising" by the store. The Magnavox and Motorola units in the \$300 bracket were cited as attention-getters in this regard.

4. Use a recorded sales message. During the demonstrations, the people were impressed by the mass of sound that issued from the stereo units. But when the music stopped and the salesman started speaking, his voice sounded puny by comparison. To overcome this factor, the store had a special sales talk recorded. The recorded talk had more "body" and was more impressive. The recorded message told the listener what had been heard, and got in a plug for easy credit terms.

5. Stereo is highly demonstrable. The sales staff was impressed with the dramatic impact of stereo on the listener. Customers were mesmerized by two - channel effects. In demonstrating, however, getting a small group off by themselves in a separate studio is a "must." Any other kind of demonstration is too confusing. The stereo sound itself and the commotion is not conducive to sales.

6. Stress non - obsolescence. A recurring question from the customers was "can I play my old records on a stereo phonograph?" The answer, of course, is "yes." The question seemed so important to the customers that it might be a good idea for phonograph salesmen to mention it before the customer brings it up.

7. Get entire store behind it. Pomeroy's feels they made a mistake in not having all of the salespeople in the store at the kick-off breakfast. Any enthusiasm that sales people in the soft goods and other departments felt for the stereo fair had to trickle down to them. Next time, the promotion department wants to get the whole store in on the act.

8. Special fixtures are important. Pomeroy's used two of the "Living Stereo" Freedman fixtures provided by RCA Victor. They were "ex-

Garrard Debuts Tone Arm, Turntable-Tone Arm Combo

NEW YORK — Two important new components have been added to the Garrard line. They are: a transcription tone arm (Model TPA-12) and a transcription turntable-tone arm combination (Model 4 HF).

The tone arm, wired for stereo and monaural, replaces the Model TPA-10 in the Garrard line. Priced at \$19.50, it is styled with chrome and white enamel finish. A key feature is the low number of pivots. The pivots used are spring-loaded cone-type ball bearing.

Other features include:

1. Plug-in head enabling the user to change cartridges quickly, a "must" with stereo, Garrard points out.

2. Complete stereo wiring. Tone arm and shell will take any cartridge and the arm is suitable for any turntable.

3. Fixed length and fixed tracking angle. The arm is long enough to play 16-inch disks and the angle has been set at optimum-minimum. No adjustments are necessary.

tremely pleased" with them from the point of view of the attention they commanded from the crowds of customers. Pomeroy's intends to use them on a permanent basis.

A store of the size of Pomeroy's is a tremendous influence in a market. The impact of their "World's Fair of Living Sound" will be felt in Harrisburg for a long time to come. All phono-record dealers in the area stand to benefit from the effort they made to put stereo on the map.

4. Accessible weight adjustment. The weight adjustment is an independent screw on top of the arm rather than in the pivots.

5. Single hole mounting. Just measure a radius, drill the hole and mount. No elaborate templates are needed.

The turntable-tone arm combination is also wired for stereo and monaural and it features a variable plus or minus speed adjustment on each of the four speeds. It will sell for \$59.50.

Other features include:

1. A push-button system that controls the stop at the end of a record. Push one button and the tone arm disengages completely from the motor and acts independent of it. Push the other button and the unit shuts off after the record is completed.

2. Stop mechanism. Built into the tone arm rest, the unit shuts off when the arm is placed on rest.

3. Newly designed tone arm. It is designed with a plug-in universal shell to take all stereo and monaural cartridges, has simple accurate weight adjustment.

4. Heavy turntable. The 12-inch turntable is made of heavy weight steel and is supplied with rubber traction mat.

5. Center spindle housing has pressure lubricating system for long life and quiet operation.

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

ON ATLANTIC
YOU CAN HEAR

SACHA DISTEL

The romantic new
personality you saw last
night on
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ED SULLIVAN
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"AFTERNOON
IN PARIS"

Atlantic LP 1267

by

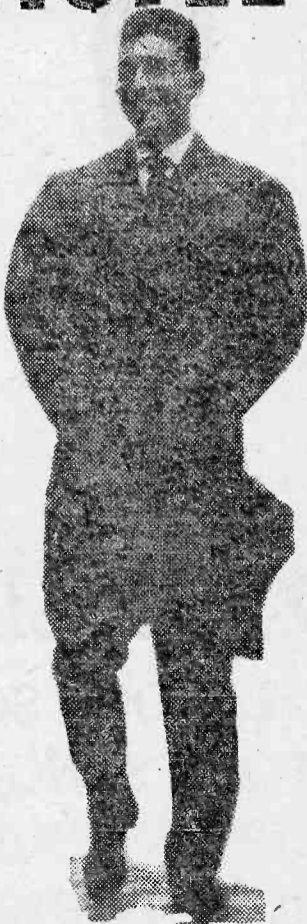
JOHN LEWIS

and

SACHA DISTEL

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ATLANTIC
RECORDING CORPORATION
131 WEST 51 STREET, NEW YORK 19, N.Y.



1 out of every 10 of your fellow Americans
is mentally or emotionally disturbed!

Your understanding
can help him find himself!

The best medicines known to
science can't take the place of
your understanding in helping
these people. Today, learn more
about this problem!

You should know these facts
about mental disorders.

They can happen to anyone.
A mental disorder is like any
other illness.

Science has made amazing
progress in treating mental dis-
turbances!

The better you understand these

facts, the better you can control
your own everyday emotional up-
sets. And the more you can help
those who need your
help. Today, send for the
new free booklet, "How
to Deal With Your Ten-
sions." It offers valuable
suggestions on how to
relieve everyday emo-
tional troubles, and tells where to
find professional assistance if need-
ed. Write: Better Mental Health,
Box 2500, New York 1, New York.

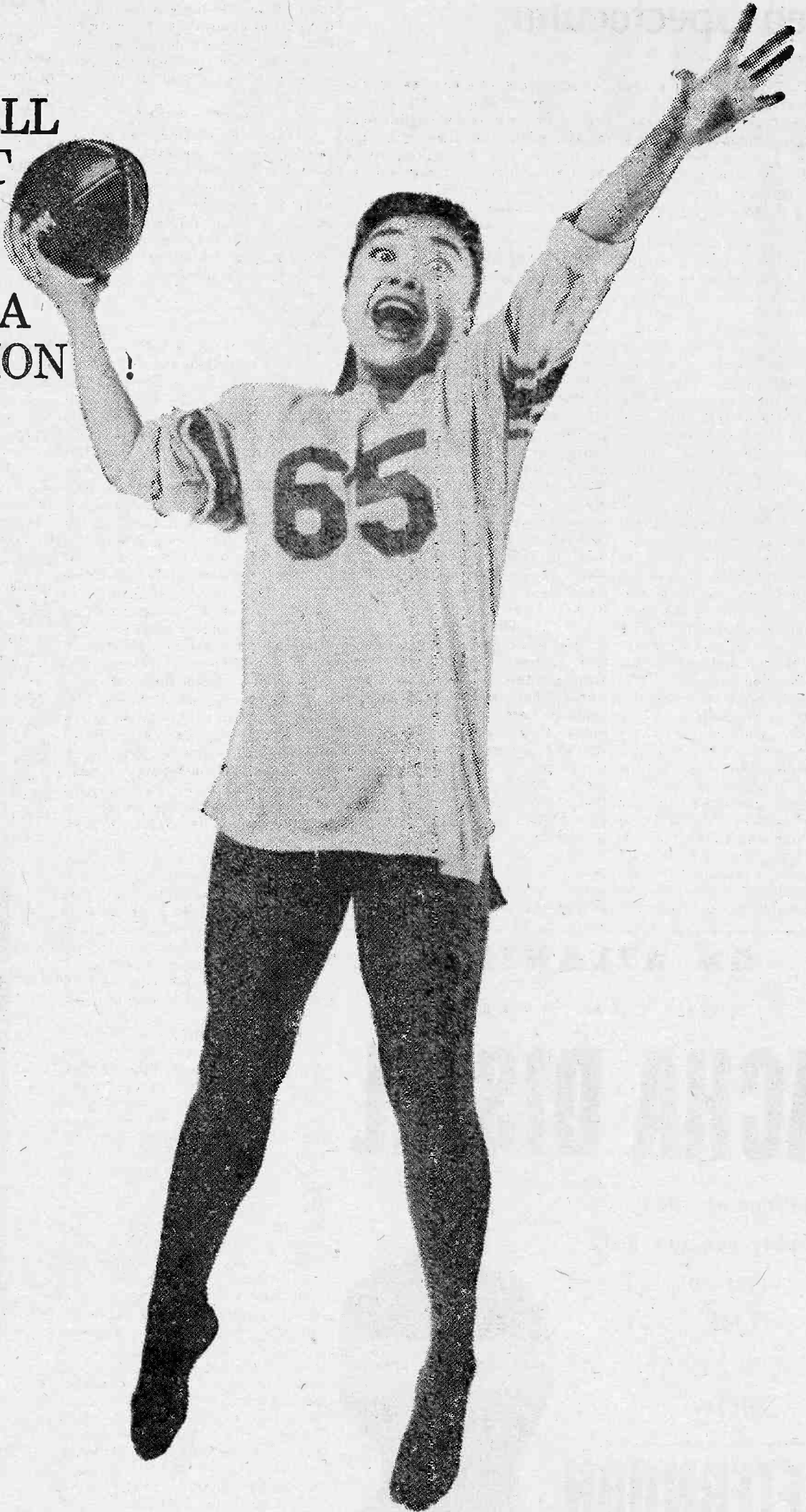


"With all thy getting, get understanding"
(Proverbs, iv, 7)

Support your local Mental Health Association

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ALL
SET
TO
PASS
A
MILLION !



PAT SUZUKI'S FOOTBALL FOUR!

ROAR, LION, ROAR c/w WHIFFENPOOF SONG 4X-0339

THE VICTORS c/w WHIFFENPOOF SONG 4X-0340

THE EYES OF TEXAS c/w WHIFFENPOOF SONG 4X-0341

BOW DOWN TO WASHINGTON c/w WHIFFENPOOF SONG
4X-0342



CORAL  **ANNIVERSARY CELEBRATION!**



CRL 59104 REUNION IN HI FI
The Former Glenn Miller Singers



CRL 59102 A GALLERY OF GERSHWIN
CRL 759102 (STEREO) *Jazz Quartet*



CRL 57217 SUGARTIME
The McGuire Sisters



CRL 57219 KANE IS ABLE
CRL 757219 (STEREO) *Jack Kane*



CRL 57220 EXCITING
George Cates



CRL 57209 FRONT ROW CENTER
Barbara McNair



CRL 57211 STEVE ALLEN PLAYS
NEAL HEFTI



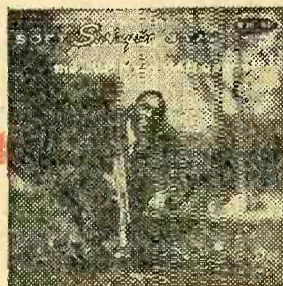
CRL 57227 WE LIKE GIRLS



CRL 57229 WE LIKE BANDS



CRL 57228 WE LIKE GUYS



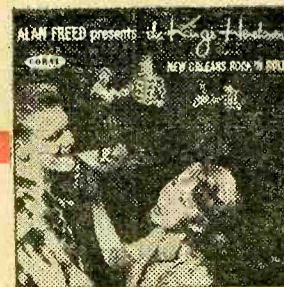
CRL 57208
SOFT SWINGIN' JAZZ
Joe Newman Quartet



CRL 57230
GUYS AND DOLLS LIKE
VIBES *Eddie Costa*



CRL 57221
THE FOUR KNIGHTS



CRL 57216 ALAN FREED
presents
THE KING'S HENCHMEN

CORAL 10th ANNIVERSARY **SELL-EBRATION!**



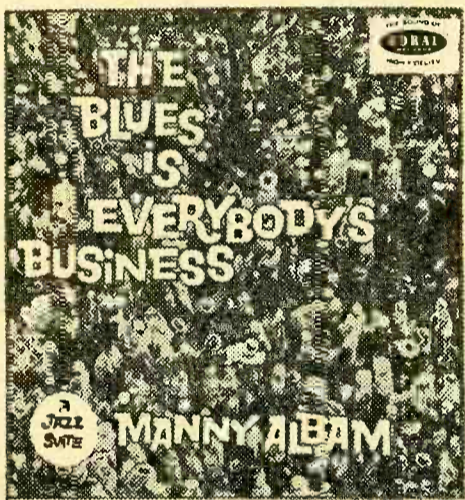
CRL 57226 CHAMPAGNE DANCING PARTY
Lawrence Welk



CRL 57187
A MUSICAL TRIP TO LATIN AMERICA



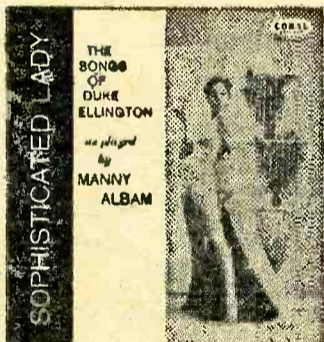
CRL 57214 LAWRENCE WELK presents
KEYBOARD KAPERS



CRL 59101 THE BLUES IS EVERYBODY'S BUSINESS
M. Albam



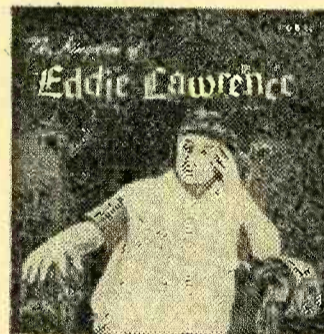
CRL 57232 TIME FOR TERESA
Teresa Brewer



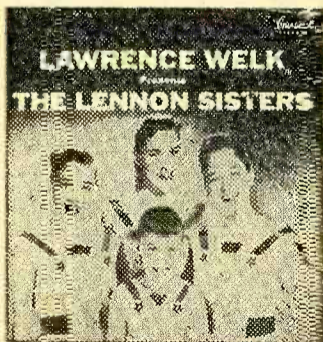
CRL 57231 SOPHISTICATED LADY
M. Albam



CRL 57150 PICNIC
Dorothy Collins Sings Steve Allen



CRL 57203 THE KINGDOM OF
EDDIE LAWRENCE



BL 54039 LAWRENCE WELK
PRESENTS THE LENNON SISTERS



BL 54044 LAWRENCE WELK PRESENTS DICK KESNER
BL 754044 (STEREO)



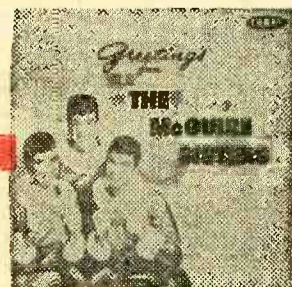
CRL 57215 THE GIRL FROM
MONTMARTRE
Colette Renard



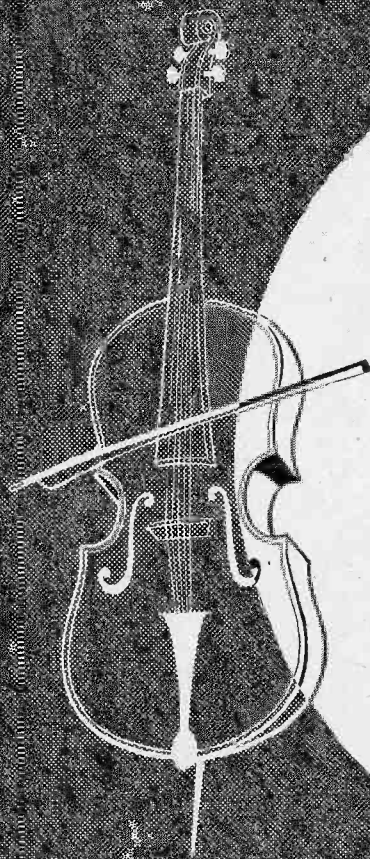
CRL 57212 PIANORAMA
Jerry Carretta



CRL 57143
SCARLET RIBBONS
Carolyn Hester



CRL 57225
GREETINGS FROM THE
MCGUIRE SISTERS



SPOTLIGHT ON
**CLASSICAL
RECORD
SALES**

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SAM GOODY TELLS

**How to Get 60 Per Cent
Of Sales in Classical**

- Incentives to customers, well-informed sales help are two important factors
- Study the market and keep your eye on the other guy, Goody exec explains

By REN GREVATT

"How can you sell more classical records? I'd say there are a number of pretty obvious ways and in most cases they're the same methods you would use to sell more of any kind of records." So says Abner Levin, top associate in the Sam Goody retail operation, and acknowledged expert on classical repertoire.

"The old adage that you have to spend money to make money is just as true in selling classical merchandise as any other kind. First, any dealer has to be willing to spend a number of dollars in getting a customer for classical material. This can be done by offering him some kind of break—an incentive to come into your store. You offer this to him thru advertising or direct mail. Then when you get him in the store, you've got to be in a position to give him service.

Salesmen Important

"That can mean several things. Trained sales people who know their repertoire can make a tremendous difference. We spend a lot of money on our sales force. But it's worth it. A good salesman can answer a customer's questions and after a very brief conversation he can determine a buyer's tastes and suggest other things besides what the customer asks for, that he will also like and probably buy.

"If you haven't got an item in stock that a buyer wants, you can lose him forever once he goes to another store to buy his choice. That's just as true of a classical fan as it is of a kid who wants a new rock and roll single. They want that record right away, the same day, and if you want to keep him happy, you've got to try to get him the record the same day he asks for it. We have two trucks which are used solely for quick pick-ups of requested disks from distributors. Small dealers in small

towns can't do that, of course. But they should spare no pains to get that record as fast as possible. That all comes under the heading of service.

Delicacy Not Needed

"Another point applies at both the manufacturer as well as the dealer level. Classical records cannot be treated circumspectly or with great dignity. They're not 'above it all' when it comes to selling the product. A customer for a classical record wants to be convinced in blatant terms. You can sell a lot more of them if you don't handle them so delicately. They need positive, loud, raucous, rip-roaring promotion just like any other kind of a disk. With that approach, they'll sell, believe me.

"People should have it hammered into them that they are never truly cultured until they have a good hi-fi phonograph and good classical records to play on it."

Study the Market

"I'll bet a lot of retail men who owned 10 or 20 or 50 shares of stock in a company, would pay a lot of attention to the stock market, studying its ups and downs and trying to figure out when to buy and when to sell. They might well spend more time studying the stock market than they would their own market and product, where they have the majority of their money invested. A dealer in classical records has to love his business and know all there is to know about it. He has to know when a trend is starting and when it's ending. That's the only way he can buy right and sell right and make the most of his opportunities.

"We have frequent special sales—sometimes even when we don't really need the extra business. Around Christmastime, most dealers who've had discounts, will raise prices, figuring customers are

going to buy anyway. Maybe that's just when we'll have a sale. We give them a break and when they come in the store they'll buy a good many items. In other cases, we might make a premium deal—and lose money on the initial sale, just to get a fellow started. Once we offered a phono machine free with the purchase of 25 records. We lost at first but we made it up when the customer came back again and again.

"A dealer must be familiar with methods others are using and be quick to invert or convert successful ideas to his own advantage. Anyone who strictly follows and doesn't use his imagination is going to be lost. Also, a fellow should be aware of the fact that there are a lot of good selling classical items beside those put out by RCA Victor and Columbia. Of course, they are important but there are others, too. He should follow the trade papers like a hawk for new entries in the field and he should make it his business to know what constitutes the good basic classical library for a record collector.

"All these things are important. We recognize them just like any other dealer can. For us it has meant that of our total annual sales volume, about 60 per cent is in classical and, frankly, it's accomplished at Goody's with minimum display of covers, as good as many of them are. We don't have the room for that."

SO, WHAT ELSE IS NEW HERE?

NEW YORK — A big classical dealer flipped here recently when he overheard the following conversation between a customer and one of his clerks.

The customer: "Could you tell me if Brahms wrote any symphonies after his Fourth?"

The clerk: "I couldn't tell you, lady. I've been in Europe for the past five weeks."

EDITORIAL

LONGHAIR LAG

What's the matter with classical record sales? The continuing survey of disk sales on the dealer level, conducted by the New York University School of Retailing for The Billboard, reveals that classical sales represent less than 15 per cent of total disk sales. In recent months, the percentage has been hovering around 12 per cent.

Some of the dealers contracted by The Billboard point to what they call the apathy of the public. The public, however, is far from apathetic, according to reports from other quarters. The American Music Conference reports that about 35,000,000 people annually attend classical concert performances in about 2,100 communities. This attendance, the Conference points out, is more than the total attendance at America's number one sport, baseball.

There is an obvious disparity between the public's interest and actual sales. Somewhere, somebody's goofing. Is it the public's fault? Is it the dealer's fault? Is it the fault of the record manufacturer? From an editorial point-of-view, it is much easier to get the manufacturer's story. There are fewer of them than there are dealers and it's easier to get opinions. The Billboard, however, would like to have dealer opinions. So send in your thoughts on the classical situation.

One manufacturer suggests that the trend to self-service merchandising may affect classical sales. It has virtually eliminated the type of personal service that enabled clerks to assist the customer in building a classical library.

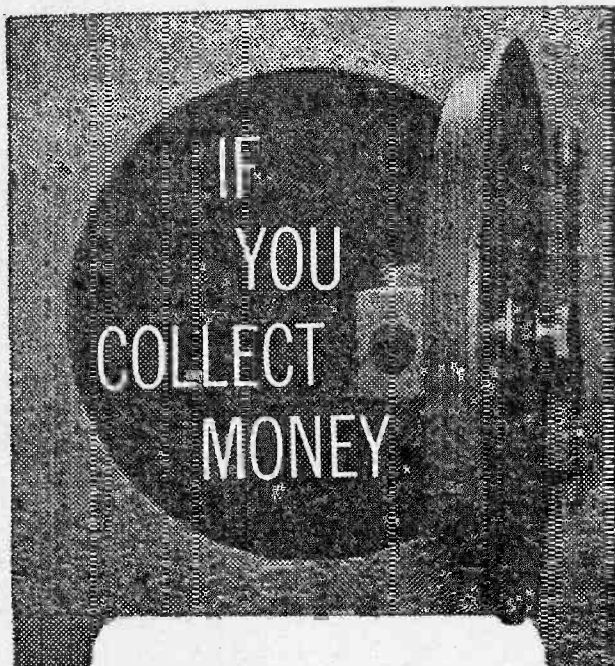
Another disk company spokesman believes that dealers don't know how to sell classical music. With pop records, he says, all the dealer has to do is fill out an order and display them. The way pops sell has spoiled the dealer for the kind of effort that classical sales require.

There is this to be said for the above point-of-view. It is estimated that only about 10 per cent of the dealers in the country carry more than the bare necessities in classical inventory. That 10 per cent works at merchandising classical disks. The other 90 per cent thru either lack of knowledge or enthusiasm passes up what could be a very rewarding merchandising experience.

What about record clubs? Are they affecting classical sales on the dealer level? It is terribly easy to argue that they do and many dealers so argue, but maybe there's a clue for dealers in the way clubs operate. Clubs offer bonuses. Many dealers do also. The clubs inform their customers about the merchandise in brochures and leaflets. Dealers could do this too. The customer can shop at home thru the clubs. The club is convenient. Dealers can keep their customers informed thru direct mail pieces and via telephones. This personal contact is very important to the dealer no matter what kind of repertoire he is selling. In fact, he has a definite edge over the clubs in this respect. Finally, it has been suggested that the customer doesn't have to feel embarrassed in shopping thru a club. This is one of the most interesting reasons by far. It takes us into an area of sales psychology and a whole set of public attitudes toward art and culture.

Why should a customer feel embarrassed about buying a classical record? What can a dealer do to overcome either terribly high-brow or sissy about listening to classical music?

(Continued on page 34)



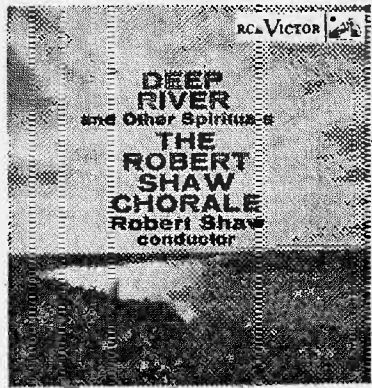
...STOCK UP ON THESE PROFIT-PACKED RCA VICTOR RED SEAL ALBUMS FOR OCTOBER



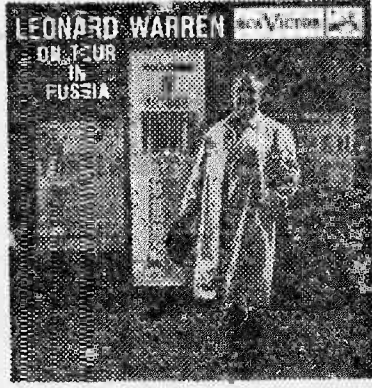
LM-6055. Two records. Opera devotees will cheer this brilliant new production, recently recorded in Rome.



*LM-2240. Two rousing and colorful American ballet scores based on Sousa & Gottschalk that are sensational crowd-pleasers.



*LM-2247. Sixteen authentic spirituals, many recorded for the first time. A unique, long-awaited collection.



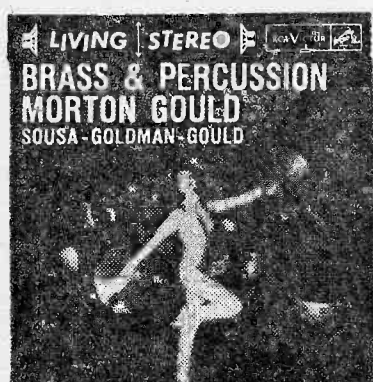
LM-2266. The musical high points of a triumphant, much-heralded mission to Moscow and other Russian centers.



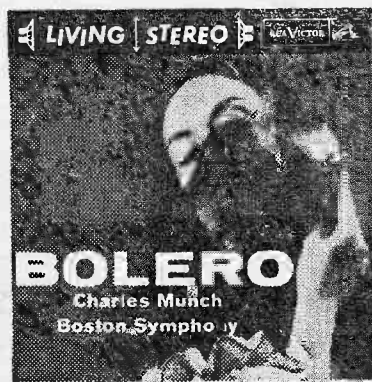
LM-2251. The October Save-on-Records selection. The richly-textured Hovhanness work is a record debut.

* Also available on Living Stereo Records.

BRAND-NEW "LIVING STEREO" ALBUMS, FEATURING THE FINEST IN SOUND APPEAL!



LSC-2080. Morton Gould glorifies the big brass band in this panorama of great marches. A stereo smash!



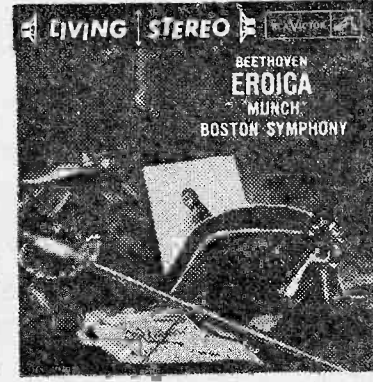
LSC-1984. Here comes a best-seller! Ravel's popular work never sounded so stirring as it does here, in stereophonic sound.



LSC-2241. With Mendelssohn: *Fingal's Cave Overture*; Liszt: *Mephisto Waltz*; Brahms: *Tragic Overture*.



LSC-2222. A great impressionistic work gets new scope in stereo. Also featured: Ravel's *Valses Nobles* and *Alborada*.



LSC-2233. The "Eroica" in a profoundly moving interpretation. A basic item for classical collectors, available in stereo.

THE WORLD'S GREATEST ARTISTS ARE ON ...



SALES TIPS

15 WAYS TO SELL MORE CLASSICAL RECORDS

The following ideas are store-tested and can be used by most dealers in ordinary merchandising areas. They have been gathered from dealers themselves and from record firms that have seen them operate in successful classical record shops. They require no special talent on the part of the retailer. All they demand is the energy to put them into operation.

- 1. Start your own record club.** Give bonuses in the form of inexpensive accessories (wipes, record brushes, etc.). Use a "Buy 10, Get One Free" formula, the same as that used for pop singles. You have wider selection than any disk company club and your members don't have to pay extras like packing and postage.
- 2. Build a classical mailing list.** Everybody who buys a classical disk should go on a special mailing list. Get their names and addresses. Keep them informed of "cream items" that come out every month.
- 3. Wheel and deal with civic organizations.** For example: Offer to run a series of record concerts for the local Women's Club. They can provide a speaker for, let's say, a Bach Afternoon. You provide the music to illustrate the talk. All the records are then offered for sale, with a kick-back to the club's treasury. Give them 10 per cent. They'll find it hard to refuse and will even co-operate on the sell.
- 4. Spin classics in the shop.** Ever had a customer come in and say: "I want to buy that symphony they played on Studio One last night?" This shows the interest in classics is there. Spin the more popular classics in the shop as a change from the pop diet. You'll find customers will recognize them even if they don't know the name. And they'll buy them.
- 5. Tie in hard with local musical events.** People in this country support live music concerts in well over 2,000 communities. Every live musical event is an opportunity for a record store, particularly if the orchestra is available on records. Don't wait for the distributor to come to you for a tie-in. Go to him and demand every kind of promotion aid you think you need.
- 6. Mass Display.** Some items are naturals (like the Van Cliburn album). Take a tip from the grocery supermarkets and build a pyramid of disks near your check-out counter. Mass display captures attention and gives importance to the album. When you give importance to a product, you sell it, whether it's soap flakes or classical music.
- 7. Adult Education Pitch.** All over the country adults are going to school. The school may be a university extension course, a community program in the town high school, a series of courses sponsored by a business firm, etc. One of the perennially popular courses is Music Appreciation. Cash in on a consumer interest that is already awakened by co-operating with school authorities and teachers. Lend them records and give special discounts to enrollees. This move can build a clientele that will be more valuable to you year after year.
- 8. Sell by Association.** A nice thing about classics is that the repertory doesn't change much from one year to another. This enables the dealer to classify the classics and sell by association. A Mozart buyer is a likely customer for Haydn, some Schubert and some Beethoven. A Berlioz buyer is also a Stravinsky prospect. Knowledge of classical repertory enables the dealer to suggest additional purchases to the classical buyer.
- 9. "Pop" Classic Browser.** A lot of popular tunes have been based on themes from the classics. And a lot of pop buyers know these classics only by their new or popular title. For instance, "Our Love" is the Tchaikovsky Romeo and Juliet Overture. "Moon Love" is the slow movement from Tchaikovsky's "Pathétique" symphony. Make up a special browser box with the classical versions of all these popular songs. Label the browser as such and devise a placard for the back of the browser that lists the pop classics and the works from which they are derived.
- 10. Sell a Collection.** Customers are collection-conscious. If you can convince them that there are certain basic works that should be in every home, you're off to a good start in developing a steady classical customer. In this section, The Billboard has published a basic list of records that everyone should own. Have the list printed on a large poster and placed in a prominent place in your store. Have the list printed on a small card and use them for stuffers or counter give-aways.
- 11. Make Your Clerks Specialists.** You can work two ways in this respect. Either hire a musician and train him as a salesman or hire a record salesman and train him in musical knowledge. But no matter which approach you take, you should have at least one person on your staff who can discuss classical disks with the customer. A good place to start training the clerk is with this issue. Refer him to the articles and sales aids (pronouncing guide, basic library, etc.) in this section.
- 12. Treat the Classics Lightly.** Classical music is often referred to as "serious" music. This, in a sense, is a misnomer. Music is, first of all, entertainment despite the degree of seriousness with which a person listens. Don't treat the classics as something sacred or something for a limited audience. True, there is much to learn about classical music but the amount that an individual learns depends upon himself. It is equally true that many classical works are easily accessible to people who know little about structure, harmony, etc. So treat them as easily accessible to your customers. Treat them as merchandise. And treat them as entertainment.
- 13. Use Your Telephone.** If you keep track of your classical customers and know what they buy, your telephone will become one of the most useful selling tools you have. A Brahms customer is a cinch to buy other Brahms recordings, Strauss works and some Mahler and Schumann (see "Selling by Suggestion," No. 8, above). When a new release comes in, your knowledge of your customers should immediately suggest buyers. Many dealers in many lines other than music use this technique and find it effective. They find that the customers appreciate the thought and they rarely make a mistake in the material they offer the customer.
- 14. Encourage the Youngsters.** Teen-agers have always been the record industry's best customers. They come into your store where they can be exposed to classical repertory. Once exposed, they become permanent collectors, not just for 98-cent singles but for "big ticket" album merchandise. How can they be encouraged? One Southern department store is going after teenager dollars by offering charge accounts. The accounts have a \$15 ceiling and the user is required to pay \$5 a month. This isn't too much of a chore for teenagers and it encourages them to buy and buy from the outlet that makes it easiest for them.
- 15. Keep Ahead of Classical Reviews.** Every week, The Billboard publishes reviews of every classical disk sent in. Over the last two months, for instance, The Billboard ran a total of 110 classical reviews—about 12 a week. These reviews are written by a staff that is keenly aware of the merchandising possibilities of every disk they hear. The reviews themselves will contain phrases and ideas that dealers can use in talking about them to their customers. Use them.

Capitol Predicts Classical Upswing

- Stereo considered an important factor
- Renaissance Due
- Rock 'n' roll and classics not incompatible: Wallichs

By GLENN WALLICHS, Pres. Capitol Records, Inc.

A few years back, with the advent of high fidelity, classical records made substantial sales gains. In fact, the increases expanded far beyond what had generally been accepted as the limited group of classical buyers, thus indicating a growing appreciation for classical music as reproduced by the magnificent high-fidelity systems offered.

More recently, we are told, classical sales have slowed up. This might suggest that classical music does have its limitations in terms of folks who enjoy it, and that some form of saturation had set in. Or, maybe hi-fi has become sufficiently commonplace that the thrill of hearing a magnificent symphony, beautifully reproduced became a routine musical experience. Or, perhaps the recession

we have been thru had something to do with it!

I do not believe that the shrinkage in the market, if any, was significant. Nor do I believe that classical music has even begun to reach the great masses of people who might enjoy it, if properly exposed to it.

And there is one thing on which I have definite convictions. We are due for another renaissance in the classical recording market that in my opinion will far exceed anything we have had in the past.

The reason is found in one word—stereo.

If hi-fi were the ultimate in music reproduction, then stereo is the super-ultimate. For who can remain indifferent to the overwhelming musical experience of hearing a great musical work recorded and played back with true stereo sound? The pattern will unquestionably follow hi-fi, with sales expanding in geometric progression.

Follow Hi-Fi Pattern

I have said before that I do not believe that stereo will replace

(Continued on page 34)

WANNA SELL CLASSICS?

Put Money Behind 'Em, Says Merrill

By BOB BERNSTEIN

NEW YORK—“If record companies put the same promotion money behind classical records as they do pops, many longhair albums would sell like pop albums.” That's the consensus of two dozen solons of the classical field. Typical of the sentiments and suggestions are these statements by Met-opera star, Robert Merrill:

“It is not true that the public can't get as enthusiastic over longhair music as pops. The sales figures of Van Cliburn's first LP disprove that much-quoted excuse, just as single 78's by Jan Peerce, Rise Stevens and other opera singers, me included, became big hits in former years.

Album Boost in West

“RCA Victor used to set up personal appearances, store visits and other gimmicks,” continues Merrill. “With the demise of the 78's, the few companies which spent time and money in that direction gave

up. When I guested on Don Sherwood's far-out deejay show in San Francisco, my own albums jumped noticeably in the market during the two-week period following.” The baritone's suggestions for increased sales include:

1. Appearance by artists on deejay and interview shows, both in

(Continued on page 34)

DECCA ASKS:

Are Classic Sales Down?

NEW YORK — Is Horowitz, classical a.&r. chief of Decca Records, takes the view that the classical situation is clouded because of the problem of definition. “Maybe at one time it was right that 15 to 20 per cent of package business was classical,” says Horowitz, “but some artists, whom labels include as classical may not really be that. Mario Lanza is listed as classical, and we have Leroy Anderson on our Gold label at Decca. But perhaps they really aren't truly classical. The ratio of classical to total volume may have always been less than people thought.”

Another factor that may give the impression of a diminution of classical sales is the influence of the clubs. It's quite possible that a greater share of total classical business has been taken by clubs from dealers than is the case with the over-all field, pop in particular. Yet another point is the fact that classical business has improved but perhaps over-all business has improved even faster.”

In line with special promotion, Decca is pushing a special three-LP Andres Segovia set in observance of the guitarist's 50th anniversary as a concert artist. The special campaign includes advertising and point of sale promotion. Eleven catalog LP's by Segovia will also come in for their own share of the big push.



Classical merchandise gets top attention when displayed in a distinctive browser such as this one offered by Capitol for its Angel Records line.

AROUND THE WORLD THE EPIC WAY



18 NEW CLASSICAL RELEASES ON EPIC

GEORGE SZELL and the Cleveland Orchestra

The internationally famous Cleveland Orchestra and its distinguished conductor, George Szell, have been enthusiastically described by the New York Herald Tribune music critic as "one of the really great ensembles in the world," and by a New York World-Telegram and Sun commentator as a "national institution to be deeply proud of." To which we can only add that the reason for the Cleveland Orchestra's enviable reputation was never more obvious than it is on seven superb new recordings they have just made for EPIC records.



TCHAIKOVSKY: Capriccio Italien • **BORODIN:** Polovtsian Dances • **RIMSKY-KORSAKOV:** Capriccio Espagnol • **MOUSSORGSKY:** Dawn on the Moskva River—The Cleveland Orchestra, George Szell, conductor. LC 3493*
SCHUBERT: Symphony No. 7 in C Major ("The Great")—The Cleveland Orchestra, George Szell, conductor. LC 3431
STRAUSS: Till Eulenspiegel's Merry Pranks; Don Juan; Death and Transfiguration—The Cleveland Orchestra, George Szell, conductor. LC 3439
BRAMHMS: Concerto No. 1 in D Minor—Leon Fleisher, pianist; The Cleveland Orchestra, George Szell, conductor. LC 3484
RACHMANINOFF: Rhapsody on a Theme of Paganini • **FRANCK:** Symphonic Variations • **DELIUS:** Irmelin Prelude—Leon Fleisher, pianist; The Cleveland Orchestra, George Szell, conductor. LC 3330
BRAMHMS: Concerto No. 1 in D Minor—Leon Fleisher, pianist; The Cleveland Orchestra, George Szell, conductor. BC 1003



VIVALDI: Five Violin Concertos—"I Musici." LC 3486
VIVALDI: Concertos Nos. 9, 10, 11, and 12 from "Il Cimento dell'armonia e dell'invenzione"—"I Musici," Felix Ayo, violinist. LC 3443*
VIVALDI: The Seasons, Op. 8—"I Musici." LC 3216



SCHUBERT: Symphony No. 5 in C Major; Symphony No. 8 in B Minor ("Unfinished")—The Concertgebouw Orchestra of Amsterdam, Eduard van Beinum, conductor. LC 3441
DEBUSSY: Marche Ecossaise; Berceuse Hérolque • **SIBELIUS:** Finlandia; Valse Triste • **BERLIOZ:** Roman Carnival Overture • **THOMAS:** "Mignon" Overture • **NICOLAI:** "Merry Wives of Windsor" Overture—The Concertgebouw Orchestra of Amsterdam, Eduard van Beinum, conductor. LC 3477
BEETHOVEN: Symphony No. 2 in D Major • **NICOLAI:** "Merry Wives of Windsor" Overture—The Concertgebouw Orchestra of Amsterdam, Eduard van Beinum, conductor. LC 3466



BEETHOVEN: Violin and Piano Sonatas Nos. 3, 2, and 8—Arthur Grumiaux, violinist; Clara Haskil, pianist. LC 3488
BEETHOVEN: Violin and Piano Sonatas Nos. 9 and 6—Arthur Grumiaux, violinist; Clara Haskil, pianist. LC 3458
BEETHOVEN: Violin and Piano Sonatas Nos. 7 and 10—Arthur Grumiaux, violinist; Clara Haskil, pianist. LC 3381
BEETHOVEN: Violin and Piano Sonatas Nos. 1, 4, and 5—Arthur Grumiaux, violinist; Clara Haskil, pianist. LC 3400



VIRTUOSO GUITAR—Ray de la Torre, classical guitarist. LC 3479
REY DE LA TORRE PLAYS CLASSICAL GUITAR. LC 3418



*Also available on a new EPIC STEREOGRAMA stereophonic recording

A PRODUCT OF CBS © "Epic" Marca Reg. "CBS" T.M.

ANNOUNCING RCA CAMDEN'S OCTOBER BUDGET SPECIAL!



MARIO LANZA — A strikingly different cover promises, and the album delivers, a stand-out performance by the great million record singles performer. The 11 big attractions in this album are sure to create a Lanza bonanza for you! CAL-450

PROFIT PICKS OF THE MONTH! \$1.98 FOR EACH 12" LONG PLAY ALBUM



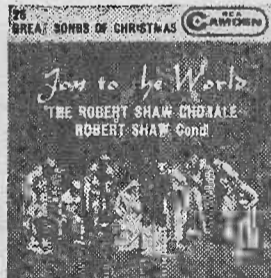
Gene Bianco is sure to top his highly successful first album, and make more new friends. CAL-452



Pierre Monteux in a performance famous throughout the world. A real landmark for fans! CAL-451



This Hugo Winterhalter album is a must for every Christmas shopping list. 13 favorites. CAL-449



Robert Shaw Chorale. This is the album that should belong to everyone! 25 favorites. CAL-448

NOW WITH 4-COLOR COVERS



Here's a wide range of selections sure to be picked up by fans of the "Lazy Mary" man. CAL-455



Stir up the Christmas mood right in your store. 16 carols. CAL-392 Stereo version \$2.98. CAS-392



Stock heavily: Sammy Kaye's all-time favorites. A real swingin' seller for old and new fans! CAL-261



Tremendous appeal for pop and classic fans alike. Arthur Fiedler and Boston Pops. CAL-304

BASIC LIBRARY

THESE CLASSICAL WORKS SHOULD BE IN EVERY CUSTOMER'S COLLECTION

The works listed below comprise a basic classical library. Not only should they be in every customer's home but they should, of course, be in every dealer's inventory.

The selection of these works was made for The Billboard by the editor of High Fidelity magazine. Practically all are available in many interpretations. Some have been recorded as many as 30 times by various orchestras and artists. Many are already available in stereophonic versions or will be available soon in two-channel recordings.

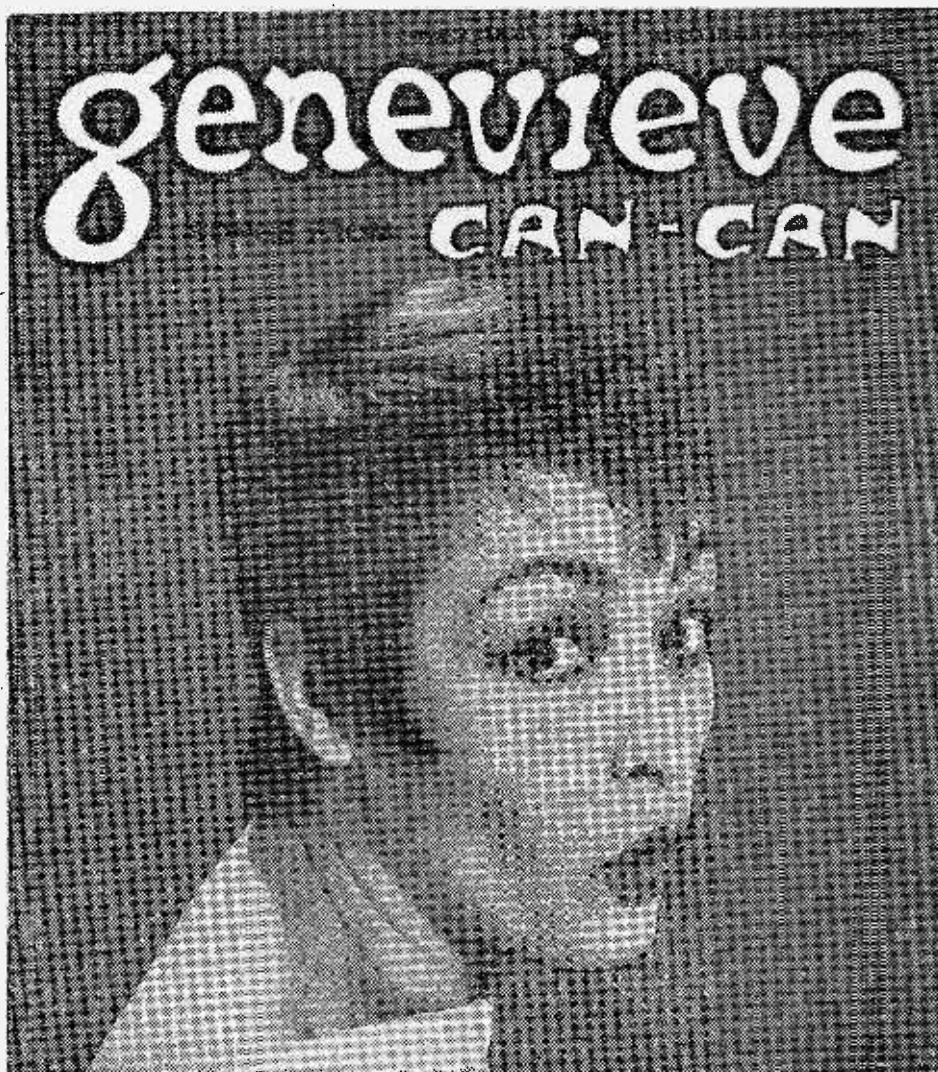
Dealers are urged to reproduce this list and distribute copies of it to their customers. It also lends itself to reproduction on a large display poster for in-store display. A possible sub-headline with some "sell" in it could be added, such as, "How many of these basic classics are in your library?"

- BACH BRANDENBURG CONCERTOS
- BEETHOVEN... CONCERTO FOR VIOLIN AND ORCHESTRA IN D MAJOR, OP. 16
- BEETHOVEN SYMPHONY NO. 3 IN E-FLAT, OP. 55 ("EROICA")
- BEETHOVEN SYMPHONY NO. 9 IN D MINOR, OP. 125 ("CHORAL")
- BERLIOZ ROMEO AND JULIET
- BIZET CARMEN SUITE
- BRAHMS... CONCERTO FOR VIOLIN AND ORCHESTRA IN D MAJOR, OP. 77
- BRAHMS SYMPHONY NO. 1 IN C MINOR, OP. 68
- CHOPIN PRELUDES, OP. 28
- COPLAND APPALACHIAN SPRING
- DEBUSSY IBERIA; LA MER
- DVORAK... CONCERTO FOR CELLO AND ORCHESTRA IN B MINOR, OP. 104
- DVORAK... SYMPHONY NO. 5 IN E MINOR, OP. 95 ("From the New World")
- FALLA NIGHTS IN THE GARDENS OF SPAIN
- FRANCK SYMPHONIC VARIATIONS
- GERSHWIN CONCERTO FOR PIANO AND ORCHESTRA IN F MAJOR
- GRIEG PEER GYNT SUITES NOS. 1 & 2
- HANDEL MESSIAH
- HANDEL WATER MUSIC
- HAYDN SYMPHONY NO. 104 IN D MAJOR ("LONDON")
- LISZT... CONCERTO FOR PIANO AND ORCHESTRA NO. 1 IN E-FLAT MAJOR
- MENDELSSOHN MIDSUMMER NIGHT'S DREAM INCIDENTAL MUSIC
- MOZART... THE MARRIAGE OF FIGARO (complete opera)
- MOZART... CONCERTO FOR PIANO AND ORCHESTRA IN A MAJOR, K. 488
- MOZART... SYMPHONY NO. 40 IN G MINOR, K. 550
- MOUSSORGSKY PICTURES AT AN EXHIBITION
- OFFENBACH GAITE PARISIENNE
- PROKOFIEV LIEUTENANT KIJE
- PUCCINI LA BOHEME (complete opera)
- RAVEL DAPHNIS AND CHLOE
- RIMSKY-KORSAKOV SCHEHERAZADE
- ROSSINI THE BARBER OF SEVILLE (complete opera)
- SCHUBERT OCTET FOR STRINGS AND WINDS, OP. 166
- SCHUBERT SYMPHONY NO. 8 IN B MINOR ("UNFINISHED")
- SCHUMANN... CONCERTO FOR PIANO AND ORCHESTRA IN A MINOR, OP. 54
- SIBELIUS SYMPHONY NO. 2 IN D MAJOR, OP. 43
- SMETANA THE MOLDAU
- STRAUSS, JOHANN WALTZES
- STRAUSS, RICHARD DON QUIXOTE
- STRAVINSKY PETROUCHKA
- TCHAIKOVSKY CONCERTO FOR PIANO AND ORCHESTRA NO. 1 IN B-FLAT MINOR, OP. 23
- TCHAIKOVSKY NUTCRACKER SUITE
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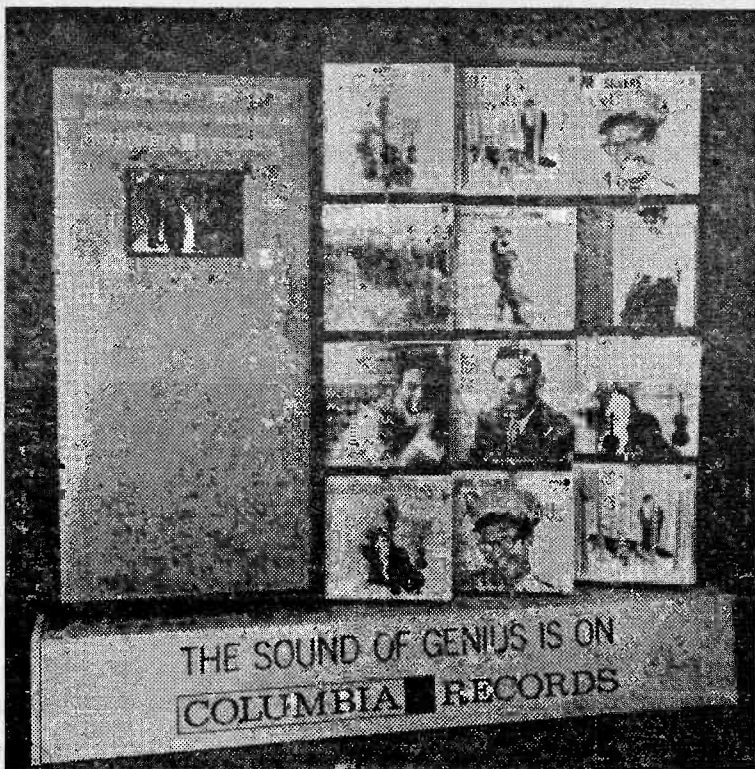


LONDON SAYS

Newer Sound Means Sales

NEW YORK—Classical sales, according to sales veepee, Lee Hartstone, of London Records, are being held down primarily because of saturation of the market. Standard symphonic and operatic works are recorded over and over again. The market can absorb only so much of this. New artists and new material are an accepted fact in the popular field. In the classical field new works are a relative rarity, according to Hartstone.

The only current answer to the problem lies in technical advances and development. Better recording technique and better reproduction, such as stereo, can create a brand-new wave of demand for
(Continued on page 34)



Motion attracts. If we looked at a group of 1,000 people and one person waved his hand, he would stand out from the crowd. Columbia applies this principle with its Add-A-Turn display. Load this display with classical album covers, put it in the window or on the counter, start it in motion—then watch the sales add up.

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Decca Series Spans Ages

NEW YORK—Three years ago, Decca Records inaugurated release in this country of its Archive Productions, a continuing series of classical recordings, the aim of which is to cover the historical span of European music, stretching from the eighth to the 18th century. With little or no advertising or promotion, the Archive sets have come to be recognized by critics

as tops in terms of authenticity of performance and as a medium of musical education.

The Archive sets all are recorded and manufactured in Germany by Deutsche Grammophon and are imported to the U. S. factory sealed in plastic. Decca is sole U. S. distributor.

The releases all fit into one of a dozen separate research periods, stretching from the Gregorian Chant (period 1) to the Mannheim and Vienna school (period 12). The basic idea, according to Erna Lynn Katz, who handles sales of the records here for Decca, is "to provide a running anthology of European music, which can be elaborated on indefinitely with new examples of performances fitting into the various periods." Currently, 101 packages in the series are on the market.

According to Miss Katz, the Archive Productions have become noted among students and critics alike because: 1.) recordings of works are offered in their complete, authentic form, based on original scripts; 2.) they are performed faithfully to the original style, using historical instruments, and 3.) re-

(Continued on page 34)

Classics Need Hype: M-G-M

NEW YORK—Firms with major classical entries are not accenting their classical merchandise at the sales promotion level. This is one of the reasons why classical sales have been held down in terms of the total market, in the view of Arnold Maxin, M-G-M Records' prexy.

There are great institutions in this field—the Boston Symphony and the Philadelphia Orchestra, for example," says Maxin, "but no images have been created for them in the public mind. Receipts are continually going up on classical performances thruout the country, even in the smallest communities. Why shouldn't receipts for records go up accordingly?"

"As far as our own catalog is concerned," Maxin said, "it's highly specialized and oriented to the esoteric market. We are not figuring on any heavy new program of releases at this time, but rather, we hope to find the proper market for what we have. It may be thru special promotions with certain book clubs or possibly thru a campaign directed at colleges and libraries. We are still not sure, but probably by January we'll be ready to go on a promotion program."

PRONOUNCING GUIDE

MOST COMMONLY USED COMPOSERS' NAMES AND HOW TO PRONOUNCE THEM

This guide to pronunciation is by no means a complete list of composers' names, nor was it meant to be. It represents about a hundred of the names that will be used most by a disk dealer with a classical trade. Even if you feel you know how to twist a tongue around some of these names, read them over. You might find you've been mispronouncing some of them.

Note: Give the accent to the syllable that is capitalized. KH takes the sound of the German ch, as in ach. French names generally have equal accent on each syllable.

- A —
- ALBENIZ (al-BAY-neeth)
- ANTHONY (AN-nie)
- B —
- BACH (bahkh)
- BALAKIREV (ba-la-KEE-rev)
- BARTOK (bar-TUCK)
- BEETHOVEN (BAY-toh-ven)
- BELLINI (bel-LEE-nee)
- BERLIOZ (BARE-lee-ohs)
- BIZET (bee-ZAY)
- BLOCH (blokh)
- BOCCHERINI (bock-ke-REE-nee)
- BOHTE (boh-EE-toh)
- BORODIN (BOH-roh-deen)
- BRUCH (brookh)
- BRUCKNER (BROOK-ner)
- BUSONI (boo-SOH-nee)
- BUXTEHUDE (BOOX-ie-hoo-de)
- C —
- CHABRIER (shah-ree-ay)
- CHARPENTIER (shar-pahnt-yay)
- CHAUSSON (shows-sown)
- CHERUBINI (kay-roo-BEE-nee)
- CHOPIN (show-pan)
- CIMAROSA (chee-mah-ROH-sah)
- CORELLI (ko-REL-lee)
- COUPERIN (koo-pe-ran)
- D —
- DEBUSSY (de-byoo-SEE)
- DELIBES (duh-LEEB)
- DOHNANYI (dohkh-NAN-ye)
- DOMIZETTI (coh-nee-TSET-tee)
- DUKAS (dyoo-kah)
- DVORAK (DVOR-zhahk)
- E —
- ENESCO (ay-NES-koo)
- F —
- FALLA, DE (FAY-yah, day)
- FAURE (foh-ray)
- FRANCK (frahkh)
- G —
- GLAZOUNOV (GLAH-tsoo-nof)
- GLIERE (glee-air)
- GOUNOD (GOO-noh)
- GROFE (GROH-fay)
- H —
- HANDEL (HEND-I)
- HAYDN (HIDE-n)
- HONEGGER (OH-egg-er)
- I —
- IBERT (ee-BARE)
- INDY, D' (dan-dee)
- IPPOLITOV-IVANOV (eep-POH-lee-tof-EE-vah-nof)
- J —
- JANACEK (YAHN-ah-check)
- K —
- KABALEVSKI (kah-bah-LEV-skee)
- KHACHATURIAN (kah-cha-TOO-ree-an)
- KODALY (koh-DAH-ee)
- L —
- LALO (la-LOH)
- LIADOV (I'YAH-dof)
- M —
- MASCAGNI (mahs-KAHN-ye)
- MASSENET (mass-NAY)
- MEINDELSSOHN (men-d'l-sohn)
- MENOTTI (men-NOT-tee)
- MILHAUD (MEEL-oh)
- MONTEVERDI (mohn-fay-YER-dee)
- MOZART (MOH-tsahrt)
- MUSSORGSKY (moo-SOHRG-skee)
- O —
- OFFENBACH (OFF-fen-bahkh)
- P —
- PAGANINI (pahg-ah-NEE-nee)
- PALESTRINA (pah-les-TREE-nah)
- PERGOLESI (per-goh-LAY-see)
- PONCHIELLI (pohn-kee-EL-lee)
- POULENC (POO-lahnk)
- PROKOFIEV (proh-KOH-lee-ef)
- PUCCINI (poot-CHEE-nee)
- R —
- RACHMANINOFF (rahkh-MAH-nee-nof)
- RAMEAU (ra-MOH)
- RAVEL (rah-VEL)
- RESPIGHI (re-SPEE-ghee)
- RIMSKY-KORSAKOV (RIM-skee-KOHR-sah-kof)
- ROSSINI (ros-SEE-nee)
- S —
- SAINT-SAENS (san-SAHNS)
- SARASATE (sah-rah-SAH-yay)
- SATIE (SAH-tee)
- SCARLATTI (skahr-LAHT-tee)
- SCHONBERG (SHERN-berk)
- SCHUBERT (SHOO-berht)
- SCHUMANN (SHOO-mahn)
- SCRIABIN (skree-AH-bean)
- SHOSTAKOVITCH (shos-tah-KOH-vitch)
- SIBELIUS (see-BAY-lee-oss)
- SMETANA (Sme-tah-nah)
- STRAUSS (sh'trows)
- STRAVINSKY (strah-VEEN-skee)
- SUPPE, VON (ZOO-pay, fohn)
- T —
- TARTINI (tahr-TEE-nee)
- TCHAIKOVSKY (cha-ee-KOF-skee)
- TELEMANN (TEL-leh-mahn)
- THOMAS (toh-mah)
- V —
- VERDI (VER-dee)
- VIEUXTEMPS (v'you-TAHN)
- VILLA-LOBOS (VEEL-la-LOH-bohs)
- VIVALDI (vee-VAHL-dee)
- W —
- WAGNER (VAHG-ner)
- WIENIAWSKI (vee-nee-AHF-skee)

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CARNIVAL ROUTES

• Continued from page 63

Gooding Am. Co., No. 6: (Fair) Georgetown, O.
 Gooding Am. Co., No. 8: Utica, O.
 Gooding Am. Co., No. 9: (Fair) Prestonburg, Ky.
 Greater Dixieland Expo.: Marks-ville, La.
 Hames, Bill: (Fair) Lubbock, Tex.
 Hammond, Bob: (Fair) Crockett, Tex.; (Fair) Center 6-11.
 Heth: Laurel, Miss.; (Fair) Meridian 6-11.
 Hill's Greater: (Fair) Roswell, N. M.
 Hoard & Mullis: (Fair) Thomasville, Ga.; Sylvester 6-11.
 Hottle, Buff, No. 1: (Fair) Donaldsonville, La.; Franklinton 6-11.
 I. T.: (Fair) Danbury, Conn.
 Johnny's United: (Fair) Scottsboro, Ala.; Anniston 6-11.
 Key City: (Fair) Pulaski, Tenn.
 Kile, Floyd O.: (Fair) Farmersville, La.
 LeBright Midway: Fredonia, Ariz.
 Lone Star Am.: Post, Tex.; Tullia 6-11.
 Marks-Manning: (Fair) Newberry, S. C.; (Fair) Orangeburg 6-11.
 Midway of Mirth: Earle, Ark.
 Mighty Hoosier State: Aurora, Ind., Oct. 2-4.
 Mighty Interstate: Dublin, Ga.; (Fair) Madison 6-11.
 Miller Am. Co.: Evansville, Ind., Oct. 1-11.
 Monarch Expo.: (Fair) Forrest City, Ark.; (Fair) Blytheville 7-11.
 Moore's Modern: Andrews, Tex., Oct. 1-4.
 Motor State Expo.: Kosciusko, Miss.; Moulton, Ala., 6-11.
 Murphy's Northern States:

North American: Meridian, Miss.
 Olson: (Fair) Birmingham, Ala.; (Fair) Montgomery 6-11.
 Page Combined: Marlon, S. C.; (Fair) Orangeburg 6-11.
 Palmetto Expo.: (Fair) King, N. C.; (Fair) Morganton 6-11.
 Pan American: (Fair) Sandersville, Ga.
 Penn Premier: Durham, N. C.; (Fair) Mt. Airy 6-11.
 Peppers All States: Picayune, Miss.; Purvis 6-11.
 Powelson Am., No. 1: Parkersburg, W. Va.
 Prell's Broadway, No. 1: (Fair) Trenton, N. C.; (Fair) Wilson 6-11.
 Prell's Broadway, No. 2: (Fair) Frederick, Md.
 Reid's Golden Star: (Fair) Trenton, Tenn.
 Rock City: Osceola, Ark.; Luxora 7-12.
 Rohr's Modern Midway: Clarendon, Ark.
 Rose City Rides: (Fair) East Prairie, Mo.
 Royal American: Little Rock, Ark.; Jackson, Miss., 6-11.
 Rumble Greater: Lawrenceville, Ill., 1-4 (season ends).
 Schafer's 20th Century: Longview, Tex.; Orange 6-11.
 Siebrand Bros.: Albuquerque, N. M.
 Skerbeck Am. Co.: Marquette, Mich., Oct. 2-5.
 Smiley's Am.: (Fair) Smithfield, N. C.; (Fair) Burgaw 6-11.
 Smith, George Clyde: (Fair) Enfield, N. C.; (Fair) Ahsokie 6-11.
 Southern States: Pearson, Ga.; Lake City, Fla., 6-11.
 Southland Am. Co.: (Fair) Crestview, Fla.
 Stephens, C. A.: Lincolnton, Ga.
 Strates, James E.: Shelby, N. C.
 Stumbo's Tri-State: Green Forest, Ark.
 Sugar State: Opelousas, La., Oct. 3-5.
 Sunset Am. Co.: (Fair) Caruthersville, Mo., 30-Oct. 5.
 Tennessee Valley Am. Co.: Starkville, Miss.
 Thomas Joyland: Jacksonville, N. C.; Chase City, Va., 6-11.
 Tidwell, T. J.: (Fair) Bowie, Tex.
 Tinsley, Johnny T.: (Fair) Easley, S. C.
 Tivoli Expo.: (Fair) Leesville, La.; (Fair) Eunice 6-11.
 Uncle Joe's Am. Co.: Wehnert, Tex.; (Fair) Loraine 6-11.
 United Expo.: Vivian, La.
 United States: Newton, N. C.; (Fair) Montezuma, Ga., 6-11.
 Virginia Greater: (Fair) Kingstree, S. C.; (Fair) Manning 6-11.
 Volunteer: Belmont, Miss.
 Wallace Bros.: Cleveland, Miss.; (Fair) Winnboro, La., 6-11.
 Williams Am. Co.: East Bend, N. C.; (Fair) Hamlet 6-11.
 Wolfe Am. Co.: Chesterfield, S. C.; (Fair) Chester 6-11.
 Wonderland Expo., No. 1: (Fair) Pecos, Tex.
 Wonderland Expo., No. 2: (Fair) Dalhart, Tex.
 World of Mirth: Greensboro, N. C.
 World of Pleasure: Opelika, Ala.; Dothan 6-11.
 World's Finest: Kitchener, Ont.; Simcoe 6-11.

Trenton Pick-Up

• Continued from page 61

nesday night, attendance was reportedly within 4,227 of last year's despite the weather setback. World of Mirth Shows gross was about 20 per cent ahead.

The big Monday business featured a 10,800 grandstand audience, phenomenal for Trenton, followed by 5,000 for the night show. Food Fair Stores distributed hundreds of thousands of discount tickets, giving kids 25-cent grandstand admission, and returns were very good. On Wednesday the food chain gave away \$12,000 in prizes in front of the grandstand.

WITH ROGERS

N. Y. Rodeo Open, Stress Talent More

By IRWIN KIRBY

NEW YORK — The World's Championship Rodeo went along on the talent end this year in Madison Square Garden's annual effort to rebuild grosses to their former prominence. If talent is the key to success, the formula would probably work.

But the Garden, which has combatted patron indifference over recent years, has the added distraction this time of Western theme parks. At least a half-dozen operate all summer long in the metropolitan area, skimming the cream off family cowboy interest and spending. To fight this intrusion, the Garden show has built a broader talent offering around star Roy Rogers, currently the strongest outdoor attraction on the road.

Rogers appears alone, with sidekick Pat Brady, with the Sons of the Pioneers vocal group, with mounts Trigger and Trigger Jr., and with Glen Randall's well-trained eight-horse Palmino Liberty act. Also showing are Sid Moore's comedy dog act, the Moore Family's "Beeswax" comedy mule act, Baudy's greyhounds and monkeys and Homer Garrett's Hollywood Square Dancers.

Rogers' contributions also include a shooting number and religious vocals. Other credits include Jimmy Cimmeron's Cowboy Band, Everett Colborn, managing director, and Pete Logan, announcer. Frank Moore is again managing the event.

The show, running thru October 13, has a 7:30 time on night shows Tuesdays thru Thursdays, and 8:30 Fridays and Saturdays. Sunday night time has now been set back to 6 p.m. to build weekend business and get the suburbanites. Matinees are Wednesdays, Fridays, Saturdays, Sundays and October 13.

D. C. Sets Fund for Theme Park

WASHINGTON — The Capitol's Recreation Department is requesting funds for construction of small-scale "Disneyland" here. Project will cost at least \$200,000, according to Milo F. Christiansen, District Recreation Director. District budget has an approved item of \$25,000 for a beginning in the fiscal year starting next July.

Local "Disneyland" would contain life-size figures of fairy tale and storybook characters, as well as other displays. It would be based on the one in Oakland, Calif.

Christiansen said officials of the National Capitol Parks Association are going to visit Oakland soon for inspection purposes. They will make recommendations to his department.

The \$25,000 already approved by Congress will be used for planning and finding a site, he said.

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THE FINAL CURTAIN

BOLT—Lloyd J.,

67, formerly with circuses and carnivals as advance man, billposter, painter and concessionaire, September 16 in the New Smyrna Beach (Fla.) Hospital after a short illness. A native of Brunswick, Ga., he began his outdoor show career in the retired from the road. Survived 1930's and in recent years had by a daughter and sister. Grave-side services by the American Legion in Brunswick.

RUTTER—Leroy F.,

longtime outdoor showman, recently in a Danville, Pa., hospital following a heart attack. Burial was in New Columbia, Pa.

CARVELL—Walter T.,

71, Harrisville, Pa., hotel operator and former circus performer, September 17 in Harrisville after a long illness. He was a trick rider and roper on Sells-Floto and Barnum circuses as well as Miller Bros. and the 101 Ranch Wild West shows. Surviving are his widow, Adeline; four sons, Kenneth, Leonard, John and Walter, and seven grandchildren.

COBURN—Earl James,

69, representative of Cincinnati show business supply firms, September 25 in Christ Hospital, Cincinnati, of complications resulting from an operation. He represented the Enquirer Printing Company in Kentucky, Ohio, Michigan and Pennsylvania; the Pettibone Manufacturing Company, maker of uniforms, and the R. J. Becht Company, supplier of riding and sports clothing. For a number of years he

also served as judge at Ohio harness tracks. Survived by his widow, Mildred; a son, Edwin C., Louisville; two daughters, Mrs. Carolyn Canton and Mrs. Pence, and a brother, Frank C., all of Lebanon, O. Services at Oswald Funeral Home, Lebanon, with burial in Lebanon Cemetery September 27.

FLEASH—George,

65, president of Waupaca County Fair, Weyauwega, Wis., September 18 in that town following a short illness. Services and burial September 22.

JOHNSON—George,

30, ride foreman of O. C. Buck Shows, August 24 in an accident at Malone, N. Y. He was killed while dismantling the Merry-Go-Round.

MUELLER—Charles,

75, former fair attraction booker and more recently a motion picture operator, September 26, in Chicago. He had been with the Caskill Munday United Fair Bookers Association for many years. He was secretary of the Theatrical Mutual Association and had been a member of the Showmen's League of America since 1940. Survivors include his wife, Pearl; a daughter, Evelyn, and a son, George.

SCHREIBER—Hyman,

64, assistant to William Carsky, of Casey Concession Company, September 24 in a Chicago hospital following a brief illness. Burial took place Sunday in Kansas City, Mo., with Masonic rites.

WULFF—Edward,

former horse trainer with Ringling circus and the American Circus Corporation, September 16 in Nashua, N. H. In recent years, he has been a teacher of horsemanship. His father, Edward Wulff, operated Circus Wulff for many years in Europe.

MARRIAGES

SCHLOSS-MILLER—

Chick Schloss, theatrical agent and girl show producer, and Adela Miller, dancer, recently in Chicago.

BIRTHS

DeMARCKS—

A son, Edward Michael, to Mr. and Mrs. Edward DeMarcks, August 25 in Bradenton, Fla. Father has a snake show on carnivals.

IN MEMORY

Of My Beloved Husband

HARRY MERKEL

Who left me
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GRACE MERKEL

IN LOVING AND FOND MEMORY OF

HELEN

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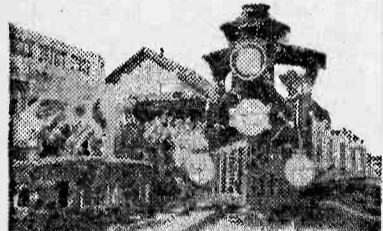
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GATE-BOOSTER

**Free Football
On 2 Days at
Jacksonville**

JACKSONVILLE, Fla. — Several format changes will be tried by the Greater Jacksonville Agricultural and Industrial Fair, running this year under the head of Jim Watson, president of the fair association. He succeeds the late Ted Chapeau, radio personality, who guided the event in its initial efforts.

Fair dates are November 13-22, opening on a Thursday and ending on a Saturday. Watson lists events calculated to aid in attendance and spending as including free football games on the first two days, a Western cutting horse contest, concerts and talent shows.

The fourth annual fair has bought out the high school games to be held in the Gator Bowl stadium November 13 and 14. In past years the football crowds have entered the stadium thru special gates without paying fair admission. With no special grandstand show booked this season, directors elected to purchase the ball games as a substitute. Now regular fairgrounds admission will also entitle crowds to the stadium games.

Watson estimated the innovation can increase fair attendance substantially over its 100,000 average of past years.

Stadium Horse Events

The cutting horse contest, introduced last year in a corner of the Jacksonville Baseball Park, which adjoins the Gator Bowl, has been brought back this year for a stadium performance.

Nightly school band concerts, talent shows and drawings for prizes are also expected to help attendance. Grand prize will be a 1959 model car, to be awarded on closing night. Other features of the fair, in addition to the Cetlin & Wilson Shows, are beef and dairy cattle exhibits, poultry, eggs, rabbits, arts and crafts, boats and motors, farm equipment, public service and commercial booths.

Watson said advance sales are in the form of key pins for Jacksonville Key Day. Wearers are entitled to in-and-out privileges on one day of the fair, plus half price on rides and three midway shows. The Junior Chamber of Commerce is working the project.

**Ft. Smith Fair
Charges Ahead
In All Depts.**

FORT SMITH, Ark. — The Arkansas-Oklahoma District Free Fair was racing last week and, according to Paul Latture, manager, as of Thursday (25) was ahead of last year in almost every department.

Attendance showed a healthy increase over '57 thru the free outside gates. Schafer's 20th Century Shows, in for its second year, was a hefty 25 per cent ahead, mostly due to more earning power on the fun zone.

The Aut Swenson Thrillcade, in for shows on Monday, Tuesday and Wednesday, drew crowds that substantially topped those of '57.

Leon McCullough, country and western performer, was well received in his performances.

Carnival Routes

- Alamo Expo.: De Ridder, La.; Liberty, Tex., 6-11.
- A-1 Am.: New Madrid, Mo.; Wardell 6-11.
- Amusements of America: (Fair) Petersburg, Va.; (Fair) Burlington, N. C., 6-11.
- Babeock United: (Fair) Ridgecrest, Calif., Oct. 2-5.
- Belle City: St. Martins, Wis., Oct. 3-6.
- Big Four Amusements: (Shopping Center) De Kalb, Ill., 30-Oct. 4.
- Big State: Palacios, Tex.; (Fair) Port Lavaca 9-11.
- Blue Grass: (Fair) Corinth, Miss.; (Fair) Monroe, La., 6-11.
- Buck, O. C.: Union, S. C.; (Fair) Greenville, N. C., 6-11.
- Buckeye State: Laurelville, O.
- Burke, Harry: (Fair) Amite, La., Oct. 1-6.
- Burkhart: (Fair) Winfield, La.; (Fair) Jonesville 6-11.
- Byers Bros.: (Fair) Olla, La.; (Fair) Ruston 6-11.
- Capell Bros.: Duncan, Ariz., Oct. 3-5.
- Capital City: (Fair) Manchester, Ga.; (Fair) Thomaston 6-11.
- Cetlin & Wilson: (Fair) Fayetteville, N. C.; (Fair) Greenwood, S. C., 6-11.
- Cherokee Am. Co.: Chanute, Kan., Oct. 1-4; Moran 7-8; Fredonia 10-11.

Circus Routes

- Beatty, Clyde: Mobile, Ala., 29; Pensacola, Fla., 30; Panama City Oct. 1; Tallahassee 2; Albany, Ga., 3; Tifton 4; Douglas 6; Dublin 7; Augusta 8; Savannah 9; Brunswick 10; Jacksonville, Fla., 11-12.
- Carson & Barnes: Fordyce, Ark., Oct. 1.
- Clyde Bros.: Dodge City, Kan., 29-30; Salina Oct. 2-4; Beatrice, Neb., 7; Lincoln 9-10; Sioux Falls, S. D., 13-14.
- Hagen Bros.: Bristol, Tenn., 29; Greenville 30; Newport Oct. 1; Morristown 2; Knoxville 3; Maryville 4; Athens 6; Chattanooga 7; LaFayette, Ga., 8; Centre, Ala., 9; Gadsden 10; Guntersville 11.
- Kelly-Miller: Newhall, Calif., Oct. 1.
- Mills Bros.: Reidsville, N. C., 29; Lexington 30; Moorsville Oct. 1; Aberdeen 2; Wadesboro 3; Monroe 4; Florence, S. C., 6; Hartsville 7; West Columbia 8; Batesburg 9; Clinton 10; Thomason, Ga., 11.
- Polack Bros.: Oklahoma City, Okla., Oct. 1-4; Harlingen, Tex., 7; Edinburg 8-9; Denver, Colo., 13-19.
- Ringling Bros. and Barnum & Bailey: San Francisco, Calif., 30-Oct. 5; Sacramento 7-8; Oakland 10-12; San Diego 16-19.
- Strong, John A.: Porterville, Calif., 30; (fair) Fresno Oct. 2-13.

Ice Shows

- Holiday on Ice of 1959: Troy, O., 30-Oct. 6; Fort Wayne, Ind., 7-12.
- Ice Capades, 18th Edition: Tulsa, Okla., 29-Oct. 3; Dallas, Tex., 4-19.
- Ice Capades, 19th Edition: Cleveland, O., 20-Oct. 5; Cincinnati 7-12.
- Ice Follies of 1959: Des Moines, Ia., Oct. 1-5; St. Louis, Mo., 7-12.

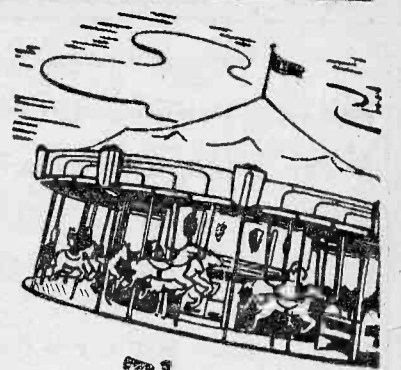
Thrill Shows

- Jack Kochman Hell Drivers: (fair) Petersburg, Va., 29; (fair) Greensboro, N. C., 30; (fair) Atlanta, Ga., Oct. 2-11.
- Jack Kochman Intl. Auto Daredevils: (fair) Coshocton, O., Oct. 1; (fair) Frederick, Mo., 4; (fair) Greenville, N. C., 5; (fair) Chase City, Va., 6.

- Coleman Bros.: Stafford Springs, Conn.
- Collins, Wm. T.: (Fair) Tulsa, Okla.
- Conklin: Kitchener, Ont.
- Crafts 20 Big: (Fair) Fresno, Calif., Oct. 2-12.
- Cumberland Valley: (Fair) Summerville, Ga.; (Fair) Fort Payne, Ala., 6-11.
- Dickson United: Ecorse, Mich., 30-Oct. 5.
- Drew, James H.: (Fair) Covington, Ga.; (Fair) Swainsboro 6-11.
- Dyer's Greater: Grenada, Miss.; Brownsville, Tenn., 6-11.
- Eastern Am. Co.: Fryeburg, Me.
- Endy, David B.: (Fair) Lenoir, N. C.; Cherokee 6-11.
- Franklin, Don: Rosenberg, Tex., Oct. 1-5; Angleton 7-11.
- Gala Expo.: (Fair) Stamps, Ark.
- Gem City: (Fair) Vicksburg, Miss.
- Georgia Am. Co.: (Fair) McDonough, Ga.; (Fair) Jackson 6-11.
- Ceren, W. R.: Aurora, Ind., Oct. 1-4; (Meadows Shopping Center) Indianapolis 6-Nov. 1.
- Glades Am. Co.: (Fair) Emporia, Va.; Blackstone 6-11.
- Gladstone Expo.: (Fair) Haynesville, La.; Minden 6-11.
- Gooding Am. Co., No. 1: (Fair) Loudonville, O.
- Gooding Am. Co., No. 3: (Fair) Atlanta, Ga.
- Gooding Am. Co., No. 5: (Fair) Coshocton, O.

Miscellaneous

- Doss, Buster, & Co.: Conroe, Tex., 29; Waco 30-Oct. 1; Waxahachie 2; Roxton 3; Enid, Okla., 4.
- Fraker's Wild Life: Opelika, Ala., 29-Oct. 4; Dothan 13-18.
- Grenadier Guards Band & Scots Guards, Pipers & Dancers: Chicago, Ill., 29; St. Louis, Mo., 30; Kansas City Oct. 1; Denver, Colo., 3; Los Angeles, Calif., 4-5; San Diego 6; Fresno 8; Sacramento 9; San Francisco 10-11; Eugene, Ore., 13; Corvallis 14.
- Matchstick City: Fayetteville, N. C., 29-Oct. 4; Greenwood, S. C., 6-11.
- Scott, Tommy, Country Show: Allentown, Pa., 29; Lehigh 30.
- Sun Players: Pilot Grove, Mo., 29-Oct. 5.
- Toby and Susie Show: Kahoka, Mo., 29-Oct. 4.



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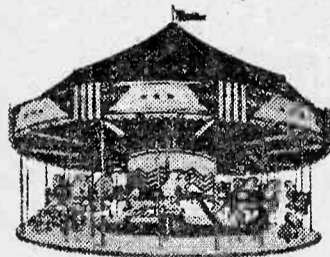


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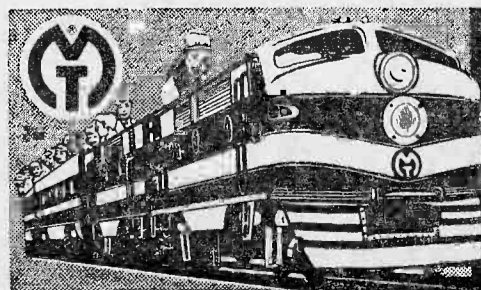
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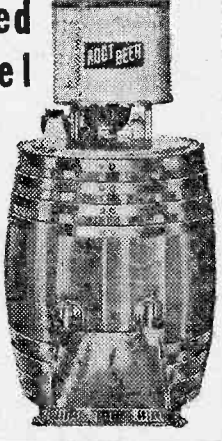
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ARENAS & AUDITORIUMS

Some Observers See Future Dim for Smaller Ice Shows

By TOM PARKINSON

LAST FALL saw the suspension of operation by one of the middle-sized ice shows. This was the "Ice Vogues," second unit of the "Holiday on Ice" organization. "Holiday" continued, of course, and will show a better season in 1958 than in 1957.

But "Vogues" was out of the running this season. It was smaller than the top-level shows, like "Holiday," "Ice Capades" and "Ice Follies," but it was considerably larger than the icer units that play hotels and some other special locations as well as short independent stands.

Specifically, it was poor business that closed "Vogues"—poor business in the South in the fall of 1957, when the recession was felt strongly by circuses, fairs and other shows in that region at the time.

BUT ONE OBSERVATION is that this recession tour hastened what might have come later anyway. For costs were getting out of line on these middle-weight ice shows. It is understood that "Holiday" is ready to reopen "Ice Vogues" when conditions are ripe. But another set of circumstances may postpone this.

It seems that paired with higher costs is the fact that, in the cities a "Vogues"-like show would play, people like to get away for a treat. They want a holiday and "Holiday" fills the bill, so to speak. They want an excuse to go into the larger city.

Moreover, there are more and more new arenas being built, giving the larger ice shows a freer selection of stands. It is one opinion that "Holiday on Ice" will go into a location like the new Municipal Auditorium at Greenville, S. C., and there serve a large trade area that includes, for example, Spartanburg, S. C. That swallows up the former "Ice Vogues" date at Spartanburg's Municipal Auditorium.

SIMILARLY, ONE CAN find conjecture about whether the proposed new building at Jacksonville, Fla., will have an ice show that serves a wide area in which a smaller ice show used to make stands.

Another factor figuring in the demise of one ice show and possibly the lessening of the field for middle-sized ones is the experience at fairs.

Several fair dates have been played in recent years by ice shows. Some of them have been outstanding successes. However, too frequently an alliance between a fair and an outdoor ice show has been outflanked by the erection of a new indoor arena in the same area. That is what happened, for example, in Lincoln, Neb., and experience has shown that an outdoor ice date is good only until an indoor ice show is available.

NAAPPB Tour Party Lauds

Continued from page 61

somewhat similar to our Scrambler with the added factor of a slanted platform, canopied cars and elaborate lighting that is typical of all units here.

The Calypso uses hundreds of colored bulbs as well as tubes. They are illuminated in a cycle of combinations, using all colors one time, a single color another time.

Also getting attention was the Sputnik ride here. This consists of a large illuminated globe depicting the Earth around which moves a ring on which are mounted the buckets for seats. Globe is stationary. The ring is raised from ground level up to the globe and then it is tilted into a new orbit before returning to the ground. The ring revolves to move the seats around the globe. While this is pretty and new and it has attention of the park men, it apparently was not getting the attention that the Calypso was.

Kiddie MGR Clicks

Oktoberfest has several kiddie Merry-Go-Rounds of the type several of the park men had heard of or seen and in which they expressed much interest. The ride has an assortment of cars, wild animals, bus, helicopter, fire truck and so on.

One of the new MGR's is spotted next to a different European model with horses that lurch to-and-for rather than up and down. The latter moves clockwise in contrast with U. S. models and most of those seen on the festival grounds. In one choice location is a beautiful jeweled Merry-Co-Round that is 65 years old and operated by the second generation of a family. This one and all other MGR's here are kiddie models. None of the famous big German carousels is on hand.

The two Ferris Wheels differ in size but each follows the European custom of using cars with

single seats rather than the U. S. facing seats. The wheels here are placed parallel to the midway. This gives the Europeans space to show their highly elaborate and ornate show fronts for the wheels. They use brightly painted wood carvings, a thumping band organ and hundreds of lights. Over these and most other rides is the name of the independent owner-operator.

Band organs are the rule for German rides. Virtually every one has its own organ and they play constantly. Some also have loud speakers for recorded music. Skooter rides, Dark Rides, kiddie rides—they all have band organs of the types American showmen only in recent years have begun to restore and put to use. The shows here also use organs and keep them in prominent positions.

One ride maintains its own band. A small bandstand is built out from the ride base and about six men in Bavarian costume play there. The ride is of Merry-Co-Round size and shape but has sled-like cars that swing out to a sharp angle as it picks up speed.

There are about six Skooter rides here and U. S. park men marveled at one in particular for its Fiberglas and lighting flash. Here was another case where they declared German portable rides look better than American park units.

There are several very large Roller Coasters built up here for the event. A Wild Mouse is doing well. There is a kiddie Coaster as well.

Toboggan rides are here in number. These involved a conveyor belt that takes riders up rapidly, with some of them falling as they go. From atop the unit, riders slide down a twisting chute to reach the ground again. There are numerous Swing rides. Also popular are Gondolas, coming in sizes that vary from that which

(Continued on page 72)



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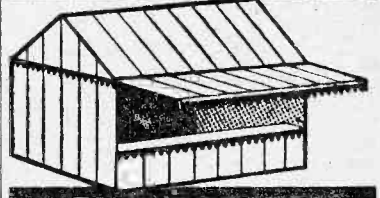
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Trenton Picks Up Following Rainout

Autry Show Credited With Increases; Farm Groups Pledge Participation

TRENTON, N. J. — An opening-day rainout was offset by good weather and attendance at mid-week for the New Jersey State Fair, which had several encouraging things to crow about this year.

Aside from the attendance, George A. Hamid, fair president cited a meeting Tuesday (23) with representatives of the Grange and other leading farm groups. Indications are that his oft-expressed

wish for these associations to take a greater part in the fair will be fulfilled next season. By then, leaders of each group will be named to the fair board, he said.

Last year's opening day pulled about 62,000 people into the grounds. This time the figure was 16,000 altho it rained in buckets all day long. In front of the grandstand the Gene Autry unit put on a full show to a surprising 4,200 patrons.

Daily Figures Soar

Hamid said the biggest Monday in years followed, with 30,000 attending. Tuesday was reported as 60 per cent better than last year, and Wednesday as 100 per cent up, more than double the 11,000 of the comparable day in 1957. He gave much credit to the Autry unit, which the GAC - Hamid agency will have at fairs in Shelby, Charlotte and Greensboro N. C. in ensuing weeks.

Supporting Autry were Tag Oakley, Ruth Davis, Ladd Lyon, Kinko, Hubert Castle, the Lucky Girls and the Chief White Cloud troupe. Hamid said grandstand turnouts were so good that the unit, originally booked to close Friday night (26), was held over for an 11 a.m. show on Saturday. On that day there will be NASCAR stock car racing at 3:15 p.m. and the firemen's muster at night. Sunday feature is a 100-mile Sam Nunis-promoted big car USAC race.

Midget race feature of 100-mile duration was rained out on opening Sunday, and rescheduled to October 5.

For the four days ending Wednesday (Continued on page 64)

GRAND OLD MAN

Gus Sun Sr. 90 Years Old October 7

SPRINGFIELD, O. — Gus Sun, president of the Gus Sun Booking Agency, with headquarters here, who last April began his 69th year in show business, celebrates his 90th birthday October 7.

The dean of American showmen, still hale and hearty, save for a slight deafness, left here last week for a several weeks' sojourn at the Arlington Hotel, Hot Springs, Ark. He will return here in time to attend a gala birthday party to be given in his honor October 15 at the Van Dyke Country Club, Mechanicsburg, O., by old showbiz cronies and local business associates and civic leaders.

Sun, who spent four winters in Tucson, Ariz., will this year winter in Nassau, where his son, Gus Jr., recently built a new home. The veteran showman spends considerable time at his firm's office when in Springfield.

Rodeo Packs Grandstand At Tupelo

Attendance Up 10%, Madison Rodeo Jumps Biz 50%

TUPELO, Miss. — The Mississippi-Alabama Fair and Dairy Show, with a big help from its first contest rodeo, was on its way toward records in many departments on Friday (26), next to the final day of its five-day run.

James Savery, veteran manager, said attendance was up 10 per cent. Even more encouraging, however, was the RCA-sponsored rodeo, in the grandstand for five nights. Business was up a whopping 50 per cent with the two big nights yet to go. Stock for the events was brought in by Gene Madison, Mountain View, Ark. Rufus Jones did the announcing as well as his two acts, retrievers and a zebra turn. Additional lures was a Buick giveaway each night and a calf scramble.

Olson Shows were unable to get onto the midway the first two days due to high water. Rain over a two-week period and a final 48 hours of rain just before the fair opened, backed up water. By Thursday (25), however, the show had everything in the air and was doing well.

Okla. State Fair Attendance Up 40% Over Rainy '57 Run

B-C Grandstand Revue 20% Ahead; Auto Races, Royal American Score

OKLAHOMA CITY — Given vastly better weather than last year but still far from perfect weather, the Oklahoma State Fair thru Thursday (25), sixth day of its eight-day run, piled up a 40 per cent increase in attendance over the corresponding period of last year's weather-whacked run.

Misty mornings, with some drizzles, marked most of the first six days. Rain hit Thursday night (25) to cut short the night grandstand show after all but the final act of the rain-delayed start of the show had been presented.

Increase in midway receipts ran ahead of the gain at the outside gates, with the Royal American Shows turning in a 56 per cent higher ride and show take in the first six days than it did last year. What's more, the Royal was running ahead of its pace of '56, when it set the present midway gross here.

Grandstage patronage, both afternoon and night, showed substantial gains. The Barnes-Carruthers No. 1 revue was extremely well received, elicited more praise

from patrons than any nighttime attractions presented at the fair in the memory of C. G. (Pete) Baker, the fair's manager.

Afternoon grandstand patronage was especially strong. Frank Winkley presented auto races the first four afternoons to good crowds. Aut Swenson's thrillcade, augmented by Gene Holter's animals, followed in the afternoon, and played to unusually strong matinee crowds.

Night grandstand business was up "fully 20 per cent," Baker said. The afternoon grandstand business he termed "the best since World War II."

(Continued on page 64)

Rocky Mount Gets Off to Big Debut

ROCKY MOUNT, N. C. — Official opening of the Rocky Mount Agricultural Fair was Monday night (22), following a Sunday rainout which still permitted 2,300 persons to attend the Jack Kochman thrill show.

On the grounds, the Talkathon promotion was very successful, manager Norman Chambliss reported. The local woman gabbed for 75 hours thru Thursday (25) and seemed a cinch to break the record of 96 hours. She performed in a glass-enclosed trailer.

Also a success was Chambliss' "money grab" run on the three kids' days, with youngsters taking home all the change they could scoop up. This was worked on Tuesday, which was local kids' day; Wednesday, Negro kids' day, and Friday, special for all children.

Monday's turnout, the best in 58 years, proved a harbinger of things to come. Tuesday and Wednesday were also big. Performing daily before the grandstand was Joan Brandon, hypnotist. For Thursday and Friday she was paired with a Hawkshaw Hawkins hillbilly unit. O. C. Buck Shows occupied the midway.

Memphis Fair Fights To Recoup Rain Loss

Four Inches Hits First Two Days; Wilson Midway, Follies Top '57

MEMPHIS — The Mid-South Fair went into the final day of its nine-day run here Friday (26) at a pace designed to make up losses incurred on its first two days when four inches of rain fell and virtually washed out the openers.

Attendance as of Thursday night (25) was off 11 per cent but the rides and shows on Cliff Wilson's midway were up 20 per cent and Riverboat Follies, featuring Eddie Peabody and Molly Bee in three-a-day, was some 4 per cent ahead.

The 16-performance rodeo, featuring Cisco Kid, was off from

15-18 per cent according to Bill Wynne, fair manager, due mostly to the rain. The Willis Naler steamboats, which last year rode close to 30,000 people in nine days, was off close to 25 per cent, Wynne disclosed.

Strength of the midway was attributed to what Wynne termed as "the strongest line-up ever presented at this fair." The Space Wheels and the Wild Mouse led the field.

Concession row operated by Charles (Chuck) Moss, showed surprising strength and was off less than 5 per cent, Wynne pointed out.

Tenn. State Fair Up Despite Rain

NASHVILLE — Rain on the final Friday and Saturday of the Tennessee State Fair kept the big expo from setting a new attendance record but the event wound up its six-day run here Saturday (20) with a sharp increase over '57.

L. E. Griffin, veteran secretary, disclosed total attendance was 171,969, a healthy increase over last year's 158,773, which was registered during a rainy week. Fair started off strong and expected to break its 1956 mark of 192,940 when the rains came late in the run.

The weather washed out the Saturday afternoon program of auto races brought in by Al Sweeney of National Speedways. The race was shifted to Sunday, however, and drew a whopping 9,000

to the grandstand.

The Hetzer night grandstand show was well received as was Coliseum show brought in by Jack Norman.

Gooding Shows did big business all week except for the wet days. Altho the fair closed Saturday night, the Wild Mouse was left up for Sunday and did big business with the race fans.

NAAPPB Tour Party Lauds Oktoberfest Fun Zone Flash

MUNICH, Germany — NAAPPB's tour party, currently hopscotching Europe, reveled last week in seeing the superbly operated rides at Munich's giant Oktoberfest.

This festival has become a world showcase for new rides and two caught most of the attention of visiting park men from the U.S.

But more, the American amusement operators were amazed at the flash exhibited by every ride, show and game on the Oktoberfest grounds. They were nearly unanimous in declaring that the traveling showmen who bring portable units to the Oktoberfest make most permanently located parks in the U. S. "look like amateurs" when it comes to showmanship, flash and

lighting. They agreed, too, that rides in the two countries are on a par; it is the fronts and flash that make the difference here.

The group of more than 60 people arrived in Munich Friday (19) and first saw the festival grounds the next day. Site is an open field and attractions are located on two principal and parallel streets plus several cross streets. While the festival is an observance of the harvest there are no exhibits as in our fairs. Instead the whole thing is built around the giant beer halls operated by the several major breweries of Bavaria. In each hall is a brass band to cheer on the thousands of beer drinkers.

The Americans arrived just as a parade was moving thru the

grounds to mark the opening. In it were some bands and about a dozen highly decorated floats and beer wagons with heavy draft teams of up to six horses each. Harness is elaborate with bells and silver trimming. Overhead were captive-balloons in the shapes of beer mugs, barrels and trademarks. A blimp and several airplanes with trailer signs circled the grounds. On the loudspeaker system was German music, American pop tunes, Bavarian yodeling and the opening speeches.

Two New Rides

Among the rides, the most prominent in the conversations of inspecting American park men was the Calypso. Most found it to be

(Continued on page 62)

Okla. Free Fair Winds Up Big

MUSKOGEE, Okla. — The Oklahoma Free State Fair shuttered a big run here Sunday (21) after drawing sizable attendance during its eight-day run.

Fair closed with a program of auto races brought in on the final day by Frank Winkley's Auto Racing, Inc. The stands were jammed with 8,000 people out to see the speed event.

Tom Conrady, secretary, reported that the William T. Collins' Shows were up sharply, showing a 25 per cent hike over last year on rides and shows.

A Music Corporation of America night show, brought in by E. O. Stacy, was well received on its two nights.

Rain Belts Tyler Fair

TYLER, Tex. — Rain wrecked attendance at the 43d annual East Texas Fair with about half the expected attendance showing up, according to Bob Murdoch, fair manager. The fair closed Saturday (20) with an over-all attendance of about 50,000 visitors, he said. Of this total, 20,000 came the prior Saturday, the fair's first day, and about 15,000 visitors braved a light sprinkle and came on the final day.

FOLK TALENT & TUNES

• Continued from page 58

be Skeeter Davis, Johnny Johnson, Roger Miller, the Texas Troubadours and the Cherokee Cowboys. Following the Kansas City date, Peebles has the unit set for City Auditorium, St. Joseph, Mo., October 13; Municipal Auditorium, Sioux City, Ia., 14; Pershing Auditorium, Lincoln, Neb., 15; Paramount Theater, Omaha, 16; Municipal Auditorium, Topeka, Kan., 17, and Arcadia Theater, Wichita, Kan., 18.

The Nat Nigbergs, the Joe Allison and Debby Kay represented the country field at the Los Angeles press party for Gordon MacRae, celebrating the latter's recording of the teen-age tune, "The Secret." . . . Station KEAN, Brownwood, Tex., celebrates its fifth anniversary October 2 with a show at City Auditorium there featuring a cast from "Louisiana Hayride."

Dave Barnes, editor of Country-Western Record Review, an English publication, writes under recent date: "I have made many connections in the States as a result of a recent mention in your column, and have had a great deal of help from them. For the recording firms who sent me sample copies of their latest c.&w. records, I have good news. A London firm is willing to issue some of the records and would like to talk contract. Thru the Bud Lewis Agency I hope to arrange a c.&w. package to tour the United Kingdom. If other record firms will send me their releases, I'll be glad to help any way I can. Thru my magazine I am trying to get the smaller artist as well known in the United Kingdom as he is in the States. Would like to hear from artists who would like to send their photos for distribution over here." Barnes' address is 4 Moreton Court, Drum Hill, Dover Road, Walmer, Kent, England.

Jane and Jeannie Black will appear on Clifflie Stone's "Hometown Jamboree" Saturday (4), at 7 p.m., over KTLA, Los Angeles. Molly Bee returns to the show October 11 after a season of fair dates. . . . Carl Perkins and His Rockin' Five, along with Jerry Lee Lewis and band, will headline a package show framed by the Eddie Crandall Agency, Nashville, on a tour of Texas towns, opening Thursday (2) at Lubbock. Other Lone Star stops will be Austin, 3; San Antonio, 4; Galveston, 5; Houston, 7; Amarillo, 8; Fort Worth, 9, and San Angelo, 10.

Billy Walker (Columbia), who appears regularly on the ABC-TV network show, "Jubilee U.S.A.,"

headed by Red Foley, is now working under the personal guidance of Bud Bailey, of KWTO, Springfield, Mo. In addition to his network TV appearances, Walker is heard four times daily on KWTO. Bailey recently made a New England swing to plug Billy's new release, "Ghost of a Promise" b/w "It's Doggone Tough on Me." Deejays may obtain a copy by writing to Billy at Station KWTO.

Grandpa Jones, after winding up a four-day stand Sunday (28) at Cactus Pete's Club, Contact, Nev., hit out for Hayward, Calif., where's he's set October 3-5. Booked for Cactus Pete's this week, September 30 thru October 5, are Bill Carlisle and the Carlises. Above dates were set by John Kelly's World-Famed Attractions, Nashville. . . . They tell us that Herb Shucher, personal manager to Jim Reeves, has been passing out fancy cigars to celebrate the recent arrival of a new son, Arthur Lee. . . . Don Gibson's new one on the RCA Victor label is "Gonna Give Myself a Party" b/w "Look Who's Blue."

Roy Acuff and His Smoky Mountain Boys play DeRidder, La., October 1, and follow with Oberlin, La., 2; Amite, La., 3; Picayune, Miss., 4; Biloxi, Miss., 5; Prichard, Ala., 6-7; Franklinton, La., 8, and Livingston, La., 9. . . . Hawkshaw Hawkins is set for Mount Airy, N. C., October 6-8, and follows with Perry, Fla., October 11, where he'll be joined by Jean Shepard. . . . Johnny and Jack and Kitty Wells show their wares at Frederick, Md., October 3. . . . Lonzo and Oscar play a four-day stand at Cactus Pete's Club, Contact, Nev., October 9-12, and return there October 14 for a five-day stint.

Other "Grand Ole Opry" bookings for October include: Flatt and Scruggs—Cleason, Tenn., October 2; Bryant Station, Tenn., 6, and Nolensville, Tenn., 10; Cousin Jody—Belleville, Ill., 4; Rogers, Ark., 18; Grandpa Jones—Mount Airy, N. C., 9-11; Minnie Pearl—Leesville, La., 1; Rogers, Ark., 18; Hank Snow—East Point, Ga., 4; Riverside, Calif., 8; Bostonia, Calif., 10; Compton, Calif., 11; Eureka, Calif., 13; Redding, Calif., 14; Coquille, Ore., 15; Eugene, Ore., 16; Portland, Ore., 17; Porter Wagoner—Dahlonaga, Ga., 4; the Wilburn Brothers—DeRidder, La., 1; Oberlin, La., 2; Picayune, Miss., 4; Biloxi, Miss., 5; Prichard, Ala., 6-7; Franklinton, La., 9; Osage Beach, Mo., 12; Eminence, Mo., 13; Potosi, Mo., 14; Bunker, Mo., 15; St. James, Mo., 16; Hilo Brown—Tummerville, W. Va., 1; Grayson, Ky., 2; Amherstdale, W. Va., 8.

While "Jubilee U. S. A." is airing on Monday nights on many stations, during the four-to-six-week period that Billy Graham occupies the show's regular Saturday time slot on ABC-TV, Red Foley and the gang are continuing to stage the country extravaganza at the Jewell Theater, Springfield, Mo., on Saturdays, beaming the program to Hollywood, where it is filmed for later showing on the

network. . . . George Morgan, whose new pop release on Columbia is "Candy Kisses," is Monday's (29) guest on "Jubilee U. S. A." . . . Leroy (The Auctioneer) Van Dyke is this weekend's (1-4) headliner at Ray Perkins' country music mecca, the Flame Club, Minneapolis.

Joe D. Lucas, of Acuff-Rose Publications, Nashville, typewrites, to wit: "Our Hickory label is in full swing for the fall and winter. Rusty and Doug are in the charts with 'Hey, Sheriff!', and we have two releases going this week that should be good country spinners, one by Wilma Lee and Stoney Cooper and another by June Webb. We are soon releasing a McCormick Brothers' record and a big surprise in the form of an Al Terry disk. By the time of the big convention we hope to have the name of Hickory on everyone's lips."

Yodeling Slim Dallas, veteran cowboy singer, heard for many years on Mexican border stations, has sold his interest in Eagle Pass Music Publications, Hollywood SESAC affiliate, to E. J. Henke and Rex Hufstetler. The country pubby will continue to publish song books for the country trade, with offices in Hollywood and San Antonio. Slim presently is mulling plans for a new transcribed radio series. . . . Grandpa Jones is sporting a new Decca release coupling "Don't Look Back" with "Daylight Saving Time."

Red Foley's second album release in three months, a collection of recitations entitled "My Keepsake Album," named for a feature that is a popular part of his TV show, goes on sale October 13. Instead of conflicting with his previous "He Walks With Thee" album of sacred songs, Decca views the new package as an ideal companion piece, as it presents Foley reading inspirational poems within the framework of well-known sacred songs, while on the other side he assumes a thus-far unexploited role as storyteller of warmly humorous tales. Don Richardson again does the back-cover story on Red.

Acuff-Rose, Nashville, is plugging along with the new Don Gibson two-sider, and a new one by Jimmy Newman, his first on MGM, titled "Outside Your Door." The latter, incidentally, was penned by Gibson. The firm's Lester Rose hit the road last week with the Everly Brothers, while Mel Foree plugged the Acuff-Rose product in the Minneapolis area. Speaking of the Everlys, it was Phil Everly who penned the new Pat Boone release, "Gee, But It's Lonely." He also penned "Real Love," which Eddy Arnold recorded recently.

The Judy Lynn-Pat Kelly unit appears at the Suffolk County Air Force Base, West Hampton Beach, N. Y., Wednesday (1), and Thursday (2) stops off at Fort Hamilton in Brooklyn. Little Jimmy Dickens joins the group at the Great Frederick Fair, Frederick, Md., Friday (3), and remains for the Saturday (4) stand at Bolling Air Force Base, Washington. . . . Cowboy Howard Vokes, of Vokes Music, New Kensington, Pa., next week cuts a session for Blue Hen Records, backed by his newly formed combo, the Country Boys, comprising Lost-John Grolz, steel; Skeets Martin, Spanish electric guitar,

and Robert Rose, electric bass. Both ditties will be in the Volk firm. . . . Bill Price cut a session for Blue Hen September 20, on "Headache In My Heart," written by deejay Bob Strack. On the same session, Bill waxed an original instrumental. Both tunes are with Vokes Music.

With the Jockeys

Ralph Deen, who mans the c.&w. turntables at WCQS, Alma, Ga., bemoans the paucity of country wax to keep his programs scintillating. "We get absolutely no service whatsoever from RCA Victor, Columbia, Decca, Sun or MGM," typewrites Ralph. "However, a lot of the artists, including Jim Reeves, Faron Young, Ferlin Husky and Hank Snow, send us all of their records, which we, in turn, spin all the time. If the record firms and artists will send 'em in, we'll be more than happy to spin 'em."

"Noticed a bit of misinformation in your column recently," typewrites Glenn (Sky) Corbin, of KLLL, Corbin Broadcasting Company station at Lubbock, Tex., "more specifically in the portion devoted to Bill Mack and Station KDAV in Lubbock. KDAV is certainly not the only country music station in this part of the nation. We are about five miles across town from that station and we are also full-time country and western. There are also country music stations in Big Springs, Tex., (KHFM); San Angelo, Tex.; Amarillo, Tex., etc. As for the KDAV Country Music Club, if 15,000 stickers have been mailed out, they were not to 15,000 different families. We know of several instances where children have written for a sticker so that they could get into a certain drive-in theater free about once every two months, and they have been sent as many stickers as one envelope would hold, with the request that they pass them out to their neighbors, door to door. And the club was inaugurated some five months ago; not a few weeks back."

Sky Corbin then goes on to give a number of facts concerning his own station. "KLLL has been on the air under the present ownership and programming policy since May 1 of this year," writes Sky. Our personality deejays include Hi-Pockets Duncan, one of the top c.&w. deejays in this area for about 14 years; Slim Corbin, a favorite in this sector for some seven years; Mr. Sunshine, top country gospel deejay in West Texas; Waylon Jennings, immensely popular with the teenagers, and yours truly, Sky Corbin. Our format might be described as a Hillbilly Top 40 or McLendon type, something we feel is just a little different. Frequent visitors to our studios are Buddy Holly (Coral), the Crickets (Brunswick), Terry Noland (Brunswick), the Four Teens (Challenge), Sonny Curtis (Dot), Nikki Sullivan (Dot), and many more. All of the above mentioned are Lubbock boys, and we're proud of 'em."

Ambrose Haley, former c.&w. deejay at KHMO, Hannibal, Mo., has shifted to WGEM, Quincy, Ill., where he is doing two hours of country and western daily, in addition to two TV stints on Channel 10. "I am in need of c.&w. records, inasmuch as that type of music is new to Quincy," writes Haley. "I'll spin 'em if they'll send them in. I also invite c.&w. talent to visit my show if they want to plug their records." Haley is booked for the Police Benefit Show in Nashville, November 27-28, and he'll stay over an extra day to visit "Grand Ole Opry."

EIA Would Insure Stereo Disk Quality

WASHINGTON — Electronics Industries Association wants the Record Industry of America to join them in setting up some industry rules on stereo records "for the protection of the consumer." EIA would like to see appropriate quality safeguards, and adequate identification developed for the stereo disks.

The EIA decided to expand activities and memberships in the hi-fi and stereophonic field during the quarterly meeting of the association held in San Francisco, September 16-18. Consumer Products Division's Executive Committee under Chairman Robert S. Bell will do the planning for the expanded participation in these fields.

The same committee has asked EIA prexy Hull to set up a special top management committee to work for repeal of the 10 per cent excise tax on phono-radio-TV equipment, and other legislation, in the upcoming 86th Congress.

EIA is also going to push for government commission to make a long-range study of the entire radio spectrum and its administration.

John G. Brooks, president of Siegler Corporation, was elected a director of Consumer Products Division, and member of its committee, replacing David Schultz, of Allen B. Dumont Laboratories, who resigned. Also on the EIA consumer products committee are Herbert M. Greenspon, of Columbia Records; representatives of RCA, Magnavox, Motorola, Philco Hoffman Electronics, Westinghouse, Sylvania, DuMont Laboratories, Delco Radio, General Electric, Zenith and several others.

Bruno-N. Y. Holds Stereo Seminar

NEW YORK — Bruno - New York, RCA Victor distributor here, will hold a meeting today (29) for New York dealers "to clarify existing problems regarding stereophonic high fidelity merchandise and sound reproduction."

Speakers at the meeting will be RCA Victor veepees and general manager, George Marek; Martin F. Bennett, merchandising veepee for RCA; and Raymond W. Saxon, veepee of the radio-victrola division of RCA. Site for the meeting is the Barbizon Plaza Hotel.

ON THE BEAT

• Continued from page 59

on Eagle Records with "On the Way Out," and "My Inner Feelings." The New Yorker is the son of a millionaire construction tycoon. The new disk will be distributed nationally by the Decca distributor network and by Alpha in New York.

Marvin Rainwater is now touring the Alberta and British Columbia sectors of the Dominion via Marlin Payne Attractions, Billings, Mont. Rainwater, recently returned to the "Jubilee U. S. A." TV show out of Springfield, Mo., will be on the road till mid-October. . . . Red Foley's Saturday noon-time NBC radio show resumes soon. . . . Duane Eddy introduces his latest disk, "Mason Dixon Line," on the Dick Clark show, Saturday, October 4.

Interesting group of names department. Cantral Records reports recording in the past week, the Excels, the Golden Hearts, the Pretenders, the Teen-Cleffs, the Majors, the Haddocks, the Laddins, the Tru-Vals, the Elvons and the Chimers.

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R & B Best Sellers in Stores

FOR SURVEY WEEK ENDING SEPTEMBER 20

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records.

Table with 4 columns: Rank, Title, Weeks on Chart, Last Week. Lists top R&B records like 'IT'S ALL IN THE GAME' by Tommy Edwards.

ON THE BEAT

Continued from page 9

would, I'd make a serious try to keep on top in the movies. That would be my best chance.

"What songs do I like best? One of my favorites has been 'Padre,' that record by Toni Arden. And 'I'll Never Walk Alone' has always been a favorite of mine.

"My father and grandmother are following me to Germany in a few weeks. They'll be living in a house near the post where I'm stationed.

Presley paid a special tribute to his late mother. "I was an only child. She was very close, more than a mother. She was a friend who would let me talk to her any hour of the day or night if I had a problem.

Presley had praise for his Army buddies. "I've made a lot of new friends. No, they didn't make it tough for me, not when they saw I had to pull KP duty and march on the parade grounds and shoot a rifle just the way they did.

"Were you thinking of anything special as you spent three days in the troop train," a serious-faced reporter asked? "No sir," responded the singer-soldier.

"All right you people, that's going to have to do it. Private Presley has a schedule to keep," said an official. At this point, another wave of humanity moved in on Presley.

On the side of the room, beaming happily and adding considerable color to the scene were such figures as Col. Tom Parker, Julian and Jean Aberbach, Freddie Beinstock, Steve Sholes and other RCA Victor officialdom.

Paul Anka has been fracturing the Japanese fans in his latest foreign trek. For the first week in Tokyo, Anka did two performances a day to close to 5,000 per performance.

This Week's R & B Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . . R & B RECORDS

NO SELECTIONS THIS WEEK.

R & B Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 20

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

Atlanta

- 1. Rock-In' Robin, Bobby Day, Class
2. It's All in the Game Tommy Edwards, MGM
3. Win Your Love for Me Sam Cooke, Keen

Charlotte

- 1. Rock-In' Robin, Bobby Day, Class
2. Tears On My Pillow Little Anthony and the Imperials, End
3. Little Star, Elegants, Apt

Chicago

- 1. It's All in the Game Tommy Edwards, MGM
2. Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.

Cincinnati

- 1. Rock-In' Robin, Bobby Day, Class
2. Win Your Love for Me Sam Cooke, Keen
3. It's All in the Game Tommy Edwards, MGM

Detroit

- 1. Rock-In' Robin, Bobby Day, Class
2. Bird Dog, Everly Brothers, Cdc.
3. It's All in the Game Tommy Edwards, MGM

Los Angeles

- 1. It's All in the Game Tommy Edwards, MGM
2. Little Star, Elegants, Apt
3. Bird Dog, Everly Brothers, Cdc.

New Orleans

- 1. It's All in the Game Tommy Edwards, MGM
2. Win Your Love for Me Sam Cooke, Keen
3. Little Star, Elegants, Apt

New York

- 1. It's All in the Game Tommy Edwards, MGM
2. Ramrod, Duane Eddy, Jamie
3. Susie Darlin', Robin Luke, Dot

- 4. Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.
5. Bird Dog, Everly Brothers, Cdc.
6. Little Star, Elegants, Apt

Philadelphia

- 1. It's All in the Game Tommy Edwards, MGM
2. Patricia, Perez Prado, Vic.
3. Tears On My Pillow Little Anthony and the Imperials, End

St. Louis

- 1. Rock-In' Robin, Bobby Day, Class
2. Little Star, Elegants, Apt
3. Tears On My Pillow Little Anthony and the Imperials, End

Washington, D. C.

- 1. It's All in the Game Tommy Edwards, MGM
2. Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.
3. Tears On My Pillow Little Anthony and the Imperials, End

Most Played R & B by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 20

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

Table with 4 columns: Rank, Title, Weeks on Chart, Last Week. Lists most played R&B sides like 'LITTLE STAR' by Elegants.

Reviews of New R & B Records

MEMPHIS SLIM What's the Matter . . . 74 VEE-JAY 294—Slim shouts this one out in belted blues style.

JOHN LEE HOOKER You've Taken My Woman . . . 73 VEE-JAY 293—This has a good bit of the low-down swamp sound.

Number of Releases This Week

Table with 4 columns: Label, Pop, R & B, C & W. Lists release counts for various labels like ABC-Paramount, American, Argo, etc.

OUR BIG SINGLE !!! "YOU CAME ALONG" Vernon & Cliff #443 DOOTO RECORDS 9512 South Central Ave. Los Angeles 2, Calif

• This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

C&W RECORDS

STONEWALL JACKSON

Life to Go (Starrite, BMI)
Misery Known as Heartache (Cedarwood, BMI)—
Columbia 41257

"Life to Go" is a haunting, narrative ballad about a cat doomed to life behind bars. Jackson gives it a moving rendition against traditional support. Flip, "Misery," is a weeper that also gets a heart reading. Fine stuff for traditional buyers.

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 20

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. She Was Only Seventeen, Marty Robbins, Col.
- 3. The Ways of a Woman in Love, Johnny Cash, Sun
- 4. Poor Little Fool, Ricky Nelson, Imp.
- 5. Devoted to You, Everly Brothers, Cdc.

Dallas-Fort Worth

- 1. Bird Dog, Everly Brothers, Cdc.
- 2. The Ways of a Woman in Love, Johnny Cash, Sun
- 3. Blue Blue Day, Don Gibson, Vic.
- 4. City Lights, Ray Price, Col.
- 5. Alone With You, Faron Young, Cap.
- 6. You're the Nearest Thing to Heaven, Johnny Cash, Sun
- 7. Blue Boy, Jim Reeves, Vic.
- 8. Poor Little Fool, Ricky Nelson, Imp.
- 9. Send Me the Pillow You Dream On, Hank Locklin, Vic.
- 10. She Was Only Seventeen, Marty Robbins, Col.

Houston

- 1. Bird Dog, Everly Brothers, Cdc.
- 2. The Ways of a Woman in Love, Johnny Cash, Sun
- 3. Blue Boy, Jim Reeves, Vic.
- 4. She Was Only Seventeen, Marty Robbins, Col.
- 5. Devoted to You, Everly Brothers, Cdc.

Memphis

- 1. Blue Boy, Jim Reeves, Vic.
- 2. The Ways of a Woman in Love, Johnny Cash, Sun
- 3. Devoted to You, Everly Brothers, Cdc.

- 4. Bird Dog, Everly Brothers, Cdc.
- 5. Blue Blue Day, Don Gibson, Vic.
- 6. You're the Nearest Thing to Heaven, Johnny Cash, Sun

Nashville

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

New Orleans

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

St. Louis

- 1. City Lights, Ray Price, Col.
- 2. It's a Little More Like Heaven, Hank Locklin, Vic.
- 3. She Was Only Seventeen, Marty Robbins, Col.
- 4. Blue Blue Day, Don Gibson, Vic.
- 5. Alone With You, Faron Young, Cap.
- 6. The Ways of a Woman in Love, Johnny Cash, Sun

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

CBS-TV execs, happy with the job turned in recently by Ferlin Husky in his stint as Arthur Godfrey replacement, have optioned his services for another replacement spot to come within the next six months. There are even reports around that CBS is mulling the possibility of a Ferlin Husky show. . . . Following a summer's run at Harry Smythe's Buck Lake Ranch, Angola, Ind., "Hoosier Hayride" opened Saturday night (27) at Sycamore Hall, Topeka, Ind. Among the features were Joe Taylor and His Indiana Red Birds and the Roanoke Rainbeaux Square Dancers.

Jack McFadden, general manager of Del Reeves Enterprises, Sacramento, Calif., announces that the firm has purchased a new ballroom located seven miles south of Sacramento on Gerber Road. The dantes, to be known as Dance Ranch, is slated to open October 4, with Del Reeves heading up a roster of talent including Jimmy Fox, Lloyd Dove and George Brown. Reeves' new release on Capitol couples "Two Teen Hearts" and "Baby, I Love You." . . . Uncle Jerry Snyder announces that the Echo Valley Kinfolk will again sponsor the Larry Lee Memorial Night at Newton, N. J., High School, Friday night, October 3. This will mark the third such annual event. Proceeds will go into a trust scholarship fund for Larry's twins, Snyder announces. Eight bands have donated their services for the show.

Azalea Records, Houston, has just released Tommy Fonville, 19-year-old singer hailing from Sugarland, Tex., on one of his original tunes, "To Prove My Love to You," which Pleasant Ray and Pete (Tater) Hunter have been plugging on their platter shows via KTLW, Texas City, Tex. Adrian Roland, country singer heard weekly over KTLW, is slated for an Azalea release in early October. Deejays wishing to be included in the Azalea Records mailing list should direct their requests to David Livingstone at the firm headquarters, 6709 Roanoke, Houston 28.

Jim Small, of Elizaville, N. Y., who September 22 celebrated his 28th year in the country and western field, has accepted talent-scout duties with Johnny Dee's Vitam Distributing Company, Harrison, N. J., and Johnny Ponz's Ace Records, New York. Jim will cover Dee's three labels, D, c&w.; Vitam, pop, and Cool, rock 'n' roll. He'll cover c&w. and rock 'n' roll for the Pony label. Small, who was laid up most of last winter with pneumonia, says he's good as new again. . . . "Country America," of KABC-TV, Los Angeles, has lined up an impressive list of guest artists for the next five weeks, namely Eddy Arnold, October 4; Hank Snow, October 11; Chet Atkins, October 18; Bob Willis, October 25, and Jim Reeves, November 1.

Faron Young and the Country Deputies played to sellouts recently at Patrick Air Force Base and McCoy Air Force Base in Florida, while Faron and his wife, Hilda, were vacationing at Port Paradise Inn, Crystal River, Fla. . . . The Louvin Brothers, whose newest on the Capitol label is "My Baby's Gone," will again appear as special guests with "Louisiana Hayride," Shreveport, October 4. Also on deck for the occasion

• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING SEPTEMBER 20

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 on top.

This Week	Last Week	Weeks on Chart
1. BIRD DOG (BMI)—Everly Brothers	1	7
DEVOTED TO YOU (BMI)—Cadence 1350		
2. THE WAYS OF A WOMAN IN LOVE (BMI)—Johnny Cash	2	6
YOU'RE THE NEAREST THING TO HEAVEN (BMI)—Sun 302		
3. BLUE BLUE DAY (BMI)—Don Gibson	3	17
Too Soon to Know (BMI)—Vic 7010		
4. BLUE BOY (BMI)—Jim Reeves	5	12
Theme of Love (ASCAP)—Vic 7266		
5. CITY LIGHTS (BMI)—Ray Price	6	12
INVITATION TO THE BLUES (BMI)—Col 41191		
6. SHE WAS ONLY SEVENTEEN (BMI)—Marty Robbins	4	7
Sittin' in a Tree House (ASCAP)—Col 41208		
7. ALONE WITH YOU (BMI)—Faron Young	8	14
Every Time I'm Kissing You (BMI)—Cap 3982		
8. GUESS THINGS HAPPEN THAT WAY (BMI)—Johnny Cash	7	19
COME IN, STRANGER (BMI)—Sun 295		
9. POOR LITTLE FOOL (BMI)—Ricky Nelson	9	13
Don't Leave Me This Way (BMI)—Imperial 5528		
10. SQUAWS ALONG THE YUKON (BMI)—Hank Thompson	11	5
Gathering Flowers—Cap 4017		
11. JEALOUSY (BMI)—Kitty Wells	12	11
I Can't Help Wondering (BMI)—Dec 30662		
12. SEND ME THE PILLOW YOU DREAM ON (BMI)—Hank Locklin	13	25
Why Don't You Haul Off and Love Me (BMI)—Vic 7127		
13. ARE YOU REALLY MINE (ASCAP)—Jimmy Rodgers	15	6
The Wizard (ASCAP)—Roulette 4090		
14. IT'S A LITTLE MORE LIKE HEAVEN (BMI)—Hank Locklin	16	22
Blue Grass Skirt (BMI)—Vic 7203		
15. HARD HEADED WOMAN (ASCAP)—Elvis Presley	10	14
Don't Ask Me Why (ASCAP)—Vic 7280		
16. CRYING OVER YOU (BMI)—Webb Pierce	18	15
YOU'LL COME BACK (BMI)—Dec 30623		
17. OH, LONESOME ME (BMI)—Don Gibson	17	32
I CAN'T STOP LOVING YOU (BMI)—Vic 7133		
18. BIG WHEELS (BMI)—Hank Snow	19	6
I'm Hurting All Over (BMI)—Vic 7233		
19. JUST MARRIED (BMI)—Marty Robbins	14	26
Stairway of Love (ASCAP)—Col 41143		
20. GIVE MYSELF A PARTY (BMI)—Don Gibson	-	1
Look Who's Blue (BMI)—Vic 7330		

• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 20

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
1. ALONE WITH YOU—Faron Young	1	15
Cap 3982—BMI		
2. THE WAYS OF A WOMAN IN LOVE—Johnny Cash	7	5
Sun 302—BMI		
3. BLUE BOY—Jim Reeves	2	11
Vic 7266—BMI		
4. CITY LIGHTS—Ray Price	3	12
Col 41191—BMI		
5. YOU'RE THE NEAREST THING TO HEAVEN—Johnny Cash	8	5
Sun 302—BMI		
6. SQUAWS ALONG THE YUKON—Hank Thompson	10	7
Cap 4017—BMI		
7. JEALOUSY—Kitty Wells	-	7
Dec 30662—BMI		
8. ALL GROWN UP—Johnny Horton	-	1
Col 41210		
9. OH, LONESOME ME—Don Gibson	-	28
Vic 7133—BMI		
10. FALLING BACK TO YOU—Webb Pierce	-	1
Dec 30711—BMI		
11. BLUE BLUE DAY—Don Gibson	5	13
Vic 7010—BMI		
12. INVITATION TO THE BLUES—Ray Price	4	11
Col 41191—BMI		
13. BIRD DOG—Everly Brothers	6	6
Cadence 1350—BMI		
14. GUESS THINGS HAPPEN THAT WAY—Johnny Cash	9	19
Sun 295—BMI		
15. HEY, MR. BLUEBIRD—Ernest Tubb and Wilburn Brothers	13	9
Dec 30610—BMI		
15. DEVOTED TO YOU—Everly Brothers	-	4
Cadence 1350—BMI		

will be Johnny Horton, who has just concluded a swing thru Texas, Colorado and New Mexico with James O'Gwynn and Linda Brannon.

Harry (Hap) Peebles, Wichita, Kan., promoter-booker, has set Ernest Tubb and Ray Price to co-star on the Eighth Annual "Grand Ole Opry" Jamboree at Memorial Hall, Kansas City, Kan., Sunday, October 12, heralding the opening of American Royal Week. Appearing with Tubb and Price will
(Continued on page 60)

C&W Gone Modern with
Jean Shepard

On . . .

JUST ANOTHER GIRL

c/w

I Want To Go Where No One Knows Me
record no. 4068



LOUVIN BROS.
"MY BABY'S GONE"
Capitol #4055

CENTRAL SONGS, INC.
6308 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 1-9347

HEADED UP

DON'T WAKE UP THE KIDS

OTIS WILLIAMS

and

HIS CHARMS

DE LUXE 6174

NEW RELEASES

INDIAN BOOGIE WOOGIE

EARL BOSTIC
KING 5152

GOODNIGHT SWEETHEART

SOMEHOW

JIMMY SCOTT
KING 5150

DON'T BE MISLED

LONESOME ROAD

FRANCES FAYE
BETHLEHEM 11002

SOMEBODY LOVES ME



JOHN McKENNY

sings

"ANGELS IN THE SKY"

b/w

"GEE, HOW I LOVE YOU"

MAD 11009

MAD RECORDS, 1207 E. 53rd St., Chicago 15, Ill.
Phone: MI 3-1636

Picked by BOTH Trade Mags as a Winner!
NAPPY BROWN'S 2-SIDED NEW HIT SINGLE

"IT DON'T HURT NO MORE" b/w "MY BABY"
NAPPY BROWN with Teacho Wiltshire's band—SAVOY 1551

Took a long time . . . but it's comin' up STRONG!
"THE DEACON'S WALK" BILLY HOPE—SAVOY 1539

SAVOY RECORD CO. Inc.
NEWARK, N. J.

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FM Multiplex

• Continued from page 3

by Crosby Laboratories and Standard Electronics, is said to be "completely compatible for monaural listeners."

Elliott M. Sanger, executive vicepee of WQXR, issued the following statement last week, about stereo broadcasting, via the FM multiplex sub-channel: "What we know now is that until the Federal Communications Commission determines standards to be used in FM multiplex stereo broadcasting, it would be futile for us to adopt a system which might be rendered obsolete by subsequent regulation." "As matters stand now," Sanger continued, "the most practical method of stereo broadcasting is the one which WQXR has been using for the past six years, namely, the transmission of one sound channel via AM and the other by FM. Anyone can have an AM and FM set in his home and thereby obtain the benefits of stereo reception without making an additional and experimental investment in a multiplex adapter. . . . Stereo by AM-FM is a reality and is past the experimental stage."

The New York Times station has been beaming stereophonic broadcasts since 1952 and is currently airing 34 hours of stereo weekly (live, recorded and taped) including two regularly scheduled continuous two-hour stereo shows, "Frontiers of Sound" and "The Sunday Symphony."

"Lucky Lyric"

• Continued from page 3

Dallas, KYES, Roseburg, Ore., and WLEE, Richmond Va.

The series, which features Betty Johnson, Eddy Arnold, Denise Lor, Jack Haskell June Valli and the Norman Paris Quintet, is set up in four-and-a-half-minute segs, each featuring one of the above artists signing a standard—first with the correct lyric then with one word wrong. Listeners are invited to pick up entry blanks at local merchants' stores. Contestants add one word to forms each day, completing it by adding a "Lucky Lyric" sentence. The series, designed to fit any deejay's time slot, is packaged by Advantage Enterprises, a division of Mills - Park - Milford, Inc., ABC-TV show.

In addition to providing 26 weeks of daily transcribed units, Advantage supplies sample scripts, press kits and helps stations set up merchandising tie-ups with local businessmen. The series price tag is based on station rate cards—two and a half times the highest five-minute rate—with 26-week pacts containing an unlimited play clause.

Our SMASH initial release!!

A solid swinger

"BABY, I CAN CHANGE MY MIND"

— flip side —

In a cool groove

"I'M LOST"

Sonny Craver—

#601

STANSON RECORD CO.

THE BAND BOX AGENCY
413 East Long Street
Columbus 15, Ohio

You'll dance a rigadon when you hear this spritely tune!

ACTIONS SPEAK LOUDER THAN WORDS

(Play at either 45 or 78 speed)

b/w MY LADDER OF DREAMS

Earl Stuart & His Quintet

Vocal by Wade Holmes

#216

BLUE HEN RECORDS

HARRINGTON, DELAWARE
Promotional records mailed on request.

Cap-EMI Offers

• Continued from page 3

chestra in an album of Tchaikovsky, Borodin and Glazounov; cellist Rostropovitch with Sir Malcolm Sargent and the Royal Philharmonic doing Prokofiev's Sinfonia Concertante and the Rachmaninoff Vocalise.

Anthony Collins conducts the Royal Philharmonic in a "Sibelius Program"; two Mozart sonatas performed by violinist Yehudi Menuhin and pianist Louis Kentner; Sargent and the BBC Symphony Orchestra in the Sibelius Second Symphony, and the complete Verdi "Simon Boccanegra" recorded at the Rome Opera House with the cast including Victoria De Los Angeles and Boris Christoff in a three 12" LP package.

Capitol's stereo tape release includes eight packages ranging from the Beethoven "Emperor" concerto to "The New Harry James." The Beethoven work is performed by pianist Rudolf Firkušny with William Steinberg conducting the Pittsburgh Symphony Orchestra.

Other packages in the semi-classical and mood music veins, include Carmen Dragon's "Serenade," Felix Slatkin and the Hollywood Bowl Orchestra's "Strings by Starlight," and Erich Leinsdorf's "Portraits in Sound."

In addition to the Harry James album, the pop side is represented with Ray Anthony and ork's "Dancing Over the Waves." The stereo tape release is rounded out by Felix Slatkin's "The Military Band" package.

Rondo British

• Continued from page 3

to establish his own pressing facilities here rather than to make the standard reciprocal release arrangement with a British disk firm. Later, he plans to expand distribution into more than 1,100 Woolworth stores here. There are also plans afoot to expand the present set-up to be in a position to press for other American labels here. Heretofore, the same plant has pressed all transcription material for the BBC.

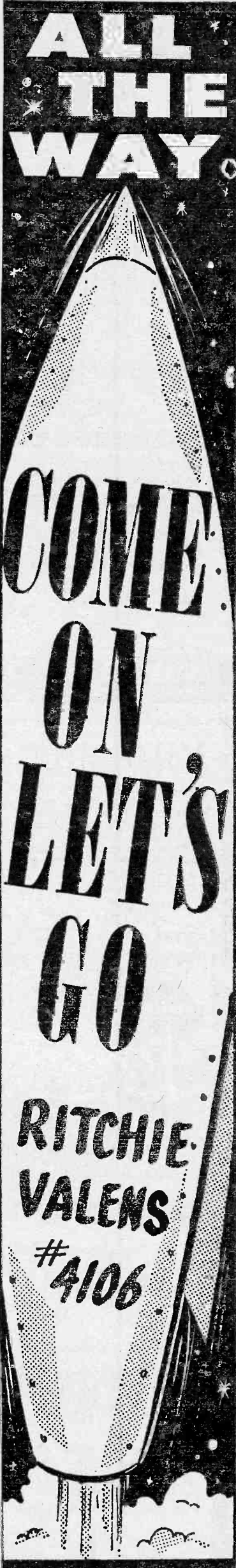
Commenting on his new acquisition, the colorful disk man remarked that: "We're creating a real explosion in the European market. For the first time an American firm has gone into direct competition with British recording companies. Further, we're selling our records where records have never been sold before." Oberstein added that: "Within a year, LP sales in England will double and triple."

Adler Tunes

• Continued from page 3

Write a Book?," "Man of the Family" and "The Four of Us," sung by Jeannie Carson as Jo; "Love I Mean," sung by Florence Henderson as Meg; "The Letter," Rise Stevens (Marmee), "I Don't Want to Be a Fly"; Miss Carson and Zina Bethune (Amy); "Party Shoes," Miss Bethune; "Dance, Why Not?" Miss Henderson, Miss Bethune, Bill Hayes, Joel Grey and Roland Winters. Kapp Records has original-cast album rights for the telemusical.

Meanwhile, casting has been completed on Adler's musical version of O. Henry's "The Gift of the Magi," which will be broadcast over CBS-TV December 9, 9-10 p.m. Adler's wife, Sally Ann Howes, currently starring on Broadway in "My Fair Lady," and Gordon MacRae will play the young couple, with Bibi Osterwald and Howard St. John (General Bullmoose in "Li'l Abner") also in the cast.



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NAVY

Reviews of New Pop Records

Continued from page 54

DICKIE PODOLOR
She's My Baby, the One Over There...73
RADIO 116—Rockaballad is given a listenable outing by the artist with fine plucked string backing. The gent is describing the charms of his love. It can move. (Dandelion, BMI)

Bring a Hammer and a Needle...71
Cat is saying how much he loves his chick by offering to make her a pair of shoes. Tunes is a cute, interesting, folksy sort. Nice sound by the artist. (Dandelion, BMI)

I Love You Girl...71
Artist has a slight hill sound in his treatment of this moderate rocker. Teen appeal lyrics should account for some coin. Fair prospects. (Dandelion, BMI)

**TONY MARCH & BILL DAVID'S
ROCKETS**
Show Down...73
TAMMY 1003—Haunting rocker is handed solid instrumental treatment with good beat. (Jimba, BMI)

It's Never Too Late...69
Okay vocal stint on a wistful rockaballad. Flip, tho, is stronger. (Jimba, BMI)

V. AND B. B.
They Just Rocking & Rolling...73
J & B 1623—Infectious pacing marks this bouncy rhythm side, with exuberant warbling by duo. (Zells, BMI)

Let's Begin Again...68
Okay duo vocal on so-so rockaballad. (Zells, BMI)

TONY ROBERTS
She...73
M-G-M 12710—Pretty tune is sung nicely by the lad, over listenable ork support. Some coin possible. (Marks, BMI)

I Surrender, Dear...65
So-so recording of the standard. (Mills, ASCAP)

CINDY MANN
You Can't Fool Me, Baby...72
HERALD 530—A snappy upbeater by a chick who feels the message. Unfortunately, the message here isn't strong. Good performance just the same. (Ragtime, ASCAP)

Love a Love a Love Me...71
A dual-track effort by the gal on another uptempo tune. Better material would help the gal. Good beat here is the most salable point. (Ragtime, ASCAP)

JERRY BALLAD
Walking With the Blues...72
AMERICAN 1000—Jerry Ballad bows on the new label with an okay reading of a typical rock and roll blues effort. (Ama, BMI)

Blow, Wind, Blow...71
Same comment. (Ama, BMI)

JOHNNY STARK
Little Boy Blues...71
CRYSTALLETTE 721—Stark comes thru with a listenable rendering of an okay hunk of material in the rock and roll vein. (Hilder, BMI)

I Wanna See You...71
On this side the lad sells a routine effort with emotion. If he gets the right piece of material he has a chance. (Hilder, BMI)

JOHNNY ASHCROFT
Bouquet for the Bride...72
FELSTED 8543—Sincere reading of country-flavored weeper with r.&c. backing. It can pull coin. (Clearance, ASCAP)

A Pub With No Beer...71
The Australian warbler sings in a style similar to Ernest Tubbs on a folksy novelty. (Clearance, ASCAP)

BONNIE BAKER
Ma (He's Makin' Eyes at Me)...71
WARNER BROS. 5006—From the album "Oh Johnny" comes this version of the oldie by Wee Bonnie Baker. It's pleasant and will call forth some poignant days. Jocks may spia. (Mills, ASCAP)

Stop! It's Wonderful...70
Hit tune from a pre-war "Mask and Wig" show is sung nicely by the thrush. (Spler, ASCAP)

LARRY BODAS
These Are My Dreams...72
CRYSTALLETTE 723—Pretty reading by Larry Bodas of an attractive ballad supported simply by a combo. (True Blue, ASCAP)

Mean to Me...70
On this side Bodas sings the old favorite with feeling. (Crawford, ASCAP)

THE ROGUES
Dream...72
OLD TOWN 1056—The Johnny Mercer oldie is given a rockaballad treatment by the Rogues, sparked by a fair belt by the lead voice who gets confused group support. Fair chances. (Goldsen, ASCAP)

I've Been Dreaming...69
The gang has a sound that reminds of Frankie Lyman and the Teen-agers on this rocker. Side sounds a bit dated. Tune is a moderate rocker. (Maureen, BMI)

THE CARDIGANS
Poor Boy...72
MERCURY 71367—Spritely novelty with a sharp arrangement is handed a good reading by the group. May catch some loot. Tune was also cut by the Royaltones. (Meridian & Parkwood, BMI)

Each Other...69
Old fashioned ditty is sung with little enthusiasm by the boys. (Chappell, ASCAP)

THE UNIQUE TEENS
At the Ball...71
HANOVER 4510—Rocker has an old sound but is handled with spirit by lead and group. (Walnut, BMI)

Jeanette...70
Rockaballad has some been appeal. (Walnut, BMI)

JOHNNY BURNETT
Kiss Me...71
FREEDOM 44001—Rocker is taken at a fairly brisk pace by the lad who is given rockabilly chorus support. Fair prospects. (Metric, BMI)

I'm Restless...69
Gimmicked sound on this Latin-tinged rocker supports a zealous vocal by Burnett. Potential appears similar to flip. (American, BMI)

WALTER SCOTT
On the Way Out...70
EAGLE 1003—A good, swinging big band backs this vocal that's something akin to the Sinatra kick. Tune has a medium tempo but the vocal has but so-so appeal. (Sounds, ASCAP)

My Inner Feelings...69
A slow, intimate delivery by Scott with nice fiddle backing. Okay vocal effort but not attuned to the market. (Sounds, ASCAP)

THE TREMORS
Banana Choo Choo...70
LODE 2005—Tune is a cuts calypso that is sparked by fine guitar work. A cat can be heard yelling in the background. Fair chances. (American, BMI)

Yucatan...69
Slow instrumental has a Latin rhythm. Guitars are featured. Flip appears top side. (American, BMI)

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

THE BLENDERS: My Heart's Desire/Little Rose—Class 236
CLEM FAULKNER & ROBERT OAKES JORDAN: Count Down/Russian Count Down—Orbit 516

JOHNNY FOSTER: You Gotta Be Good/It's a Hard Life—Sandy 1014

EDDIE GAINES: Out of the Shadows/I Quit Livin'—Summit 104

JAY HAGGARD: Tom Cat/Our Love Is the Best—Daja 503

BONNIE HANSEN: That's My Weakness Now/Say the Magic Word—Golden Crest 507

JIMMY HAWKINS: Back to School Blues/Sure Do—Kem 2751

JERI LYNN SANDS: Crazy in Love/What I Wouldn't Give—Arcade 148

BOBBY MARTIN: Back to School Rock/Played for a Fool—Bel-Kay 605

RITA PAUL: It's Gone/You're Not Foolin' Me—Protone 105

MIKE RONCONE ORK: Rita/Hangover—Tammy 1004

SONNY VITO: Teen-Age Blues/Cameo Ring—ABC-Paramount 9953

Spiritual

THE HIGHWAY Q. C.'S
Teach Me...80
VEE-JAY 861—A deeply dedicated performance on this spiritual effort. Lead is strong and the group is with him all the way. Solid for the market. Great message here. (Conrad, BMI)

How I Love Jesus...80
Tremendous emotion is packed into this devotional effort. The lead is a fine shouter and preacher. Should be a smash in its field. (Conrad, BMI)

THE STAPLE SINGERS
Oh My Way to Heaven...70
VEE-JAY 866—Feelingful rendition of select sacred tune with strong performance by lead warbler. (Conrad, BMI)

Low Is the Way...79
Powerful emotional impact in this wailing of haunting sacred theme. Both sides have strong sales potential. (BMI)

THE KNOWLES & JACKSON SEXTET
Give an Account of Your Sins...70
VEE-JAY 862—Fervid vocal treatment by fem lead and group on spirited sacred item. (Conrad, BMI)

Brighter Day Ahead...75
Moving male lead highlights pop-ish inspirational item. Good entry for market. (Conrad, BMI)

DIXIE KNIGHTS QUARTET
God's Magic Hands...70
STAR 805—Gospel tune gets a warm reading, with strong recitation in the middle. Some action possible.

The Devil and His Old Sultane...74
Group gives this anthem a bright pop sound for attractive results.

Polka

RAZZBERRY REYNOLDS
POLKA BAND
Beer Barrel Polka...80
BOWERY 222—The classic gets a jaunty, full-sound whirl from the band which hits the spot. Tops in this market. (Shapiro - Berustels, ASCAP)

Freckle Face Polka...78
Rousing march treatment makes this another fine side. Can also go.

International

FIORILLA BINI
Mata Noche...77
FIESTA 096—Miss Bini gives this a feelingful Latin torch type reading. It's a slow, sensuous rhythm item. Gal also gives out with high Yma Sumac sounds. Limited to Latin market appeal. (BIEM)

Frou Frou...76
Three-quarter time tune is garbed in Latinish dress with a nice Mediterranean type vocal sound offered by Senor Paolo Sardisco. Well-recorded wax for its market. (BIEM)

Big 3 Yule Trade Pitch

NEW YORK — The Big Three Music Corporation is pushing three packages of printed material for the holiday season. A campaign is being set on the music from the forthcoming production of "Mardi Gras," with Pat Boone, Gary Crosby and Tommy Sands. Music was penned by Paul Francis Webster and Sammy Fain. The Big Three is putting out the sheet music folio material of the eight tunes in the movie.

The Robbins - Feist - Miller firm is also working on the music from "Tom Thumb." A special music folio is being prepared featuring piano arrangements for kids with pages to color to tie in with the firm's juve appeal. The Big Three also has another package of similar nature for the juvenile holiday trade. This contains two Raggedy Ann song folios plus a free Raggedy Ann songbook.

NEW YORK — Meyer Davis has been signed to a long-term pact by RCA Victor. The society band leader will debut his first Victor set, titled "Dancing With the Smart Set" in October. The Davis album is a Save On Records pop selection for that month.

GONE!

SPACE TRAIN

b/w

THE BIG DANCE

#1018

Distributors-Operators-Dealers,
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BALLAD RECORD CO.

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"COME BACK, MY LOVE"

**Jerry Butler
and
The IMPRESSIONS**

"EVERYTHING WILL BE ALRIGHT"

b/w

"I'M A FOOL FOR WANTING YOU"

"I'M GONNA GET MY BABY"

b/w

"ODDS AND ENDS"

VEEJAY-ABNER RECORDS, 2129 S. Michigan, Chicago (16), Ill

VOX JOX

• Continued from page 9

using Coral colors on their promotional disks, and the complete lack of any kind of a pronunciation guide for foreign titles. After two wars, our staff is quite widely traveled, but we still can't cover all the pronunciation."

BOY SCOUT DEEJAYS: Alan Field, WTOR, Torrington, Conn., has launched a new weekly segment on his show, tagged "Explorer DeeJay," in co-operation with the local Boy Scout council. Every Friday, Field pays host to an Explorer Scout, who does 15 minutes of the show—"pulls his own records and does all the intros." At the end of eight weeks, Field will pick the best junior jock, who will then be allowed to emcee an entire show. "It's a lot of fun," says Field, "and the guys are good. A lot of deejays better look to their laurels if these kids get serious."

GIMMIX: Arch Yancey, of KNUZ, Houston, "broke some kind of record" this month when he stayed at the bottom of a Houston swimming pool for 42 hours and two minutes. The jock utilized a plastic "bubble" (thru which air was forced down from a pump) for his underwater stint.

Richard B. Holmes, program director of WILM, Wilmington, Del., has instigated a policy, whereby records are identified by his deejays after they are played rather than before. Holmes, who notes that the gimmick "isn't new," says he adopted it on the theory that it gives sponsors a better break when a commercial is followed by music, and then identification of selection.

CHART DATA: The Florida Record Retailer's Association and Storz station WQAM, Miami, have joined forces to survey and publish a weekly "Top 40" record list, heretofore published by the outlet alone. The station and the Association henceforth will survey South Florida record shops together on a weekly basis—collecting data on best selling singles and LP's for a "Top 40 Tunedex" which will be circulated, via local retail record stores.

A "Most Compatible 40" contest is in the works at WAVI, Dayton, O., whereby each WAVI jockey—B. W., Dick Co Ette and Rex Munger—have selected a group of songs which they consider personally all-time favorites. From these three lists, a board of judges has made up an official WAVI "Most Compatible 40" list, which is played thruout each broadcast day. Jocks identify them by strik-

ing a musical "A" note after the spinning of each "Compatible" lists (based on platters they hear on each show), with over \$1,200 in prizes going to entries which most closely approximate the official WAVI list.

CHANGE OF THEME: Gene Crockett, formerly with KTSA, San Antonio, has joined WOAI, same city. He will be heard in the 12:30-3 p.m. time slot. . . Richard Mayers, ex-spinner at WPAG, Ann Arbor, Mich., is now working for Uncle Sam's Army, and has been assigned to the only radio station at Fort Leonard Wood, Mo., KFLW, which is wired into all the wards of the Army hospital there. Mayers is station manager and emcees a late afternoon stanza, "The Music Digest," and a mid-morning show, "Music to Get Well By."

New staffer at KBBB, Borger, Tex., is Jim Dickson, formerly with KGKB and KZEY, Tyler, Tex. . . Incidentally, Barney Groven, program director of KBBB, said he is "still looking for interested stations to get into our station break and promotion swapping network." . . James T. Butler and William C. Goodnow have been appointed co-managers of WISN and WISN-TV, Milwaukee. . . Joe Anthony, KMAC, San Antonio, is emceeing Sunday afternoon record hops every week at the King of Clubs.

Veteran warbler Lanny Ross, who has had his own live-plus-records show over WCBS, New York, for some time, has been named assistant to the general manager, Sam Slate, at WCBS. In his new capacity Ross will handle many of the station's public service events. He will also retain his local show, which will be heard in a new time

period—11:30-11:45 a.m.—at a later date. . . "The Scope of Jazz," formerly heard over WBAI, New York, on Thursday nights, will be heard at a new time—Sunday nights from 10 p.m. to midnight—starting October 5. The show is emceed by jazz experts Nat Hentoff and Gunther Schuller.

A flock of visiting deejays were in Manhattan during the last few weeks. Flack Buddy Basch reports his New York office was headquarters for Ray Schreiner, WRNL, and Roy Lamont, WRVA-TV, both of Richmond Va.; Art Preston, of WLOB, Rochester, N. Y. . . Also making the Manhattan scene recently—to round up a few new sponsors—was Pat Fagan, who hosts "TV Dance Party" over WGR-TV, Buffalo, N. Y., on Saturday afternoons.



WATCH THE CHARTS FOR THIS ONE!

"THAT DAY"
b/w "I'm Hurt"
RICK AND THE ROCKERS
Featuring Rick Randle
Arc 54445

Group headed for all-out promotion four beginning Oct. 3 in these cities: Baltimore, Washington, Richmond, Pittsburgh, Cincinnati, Cleveland, Detroit and Buffalo.
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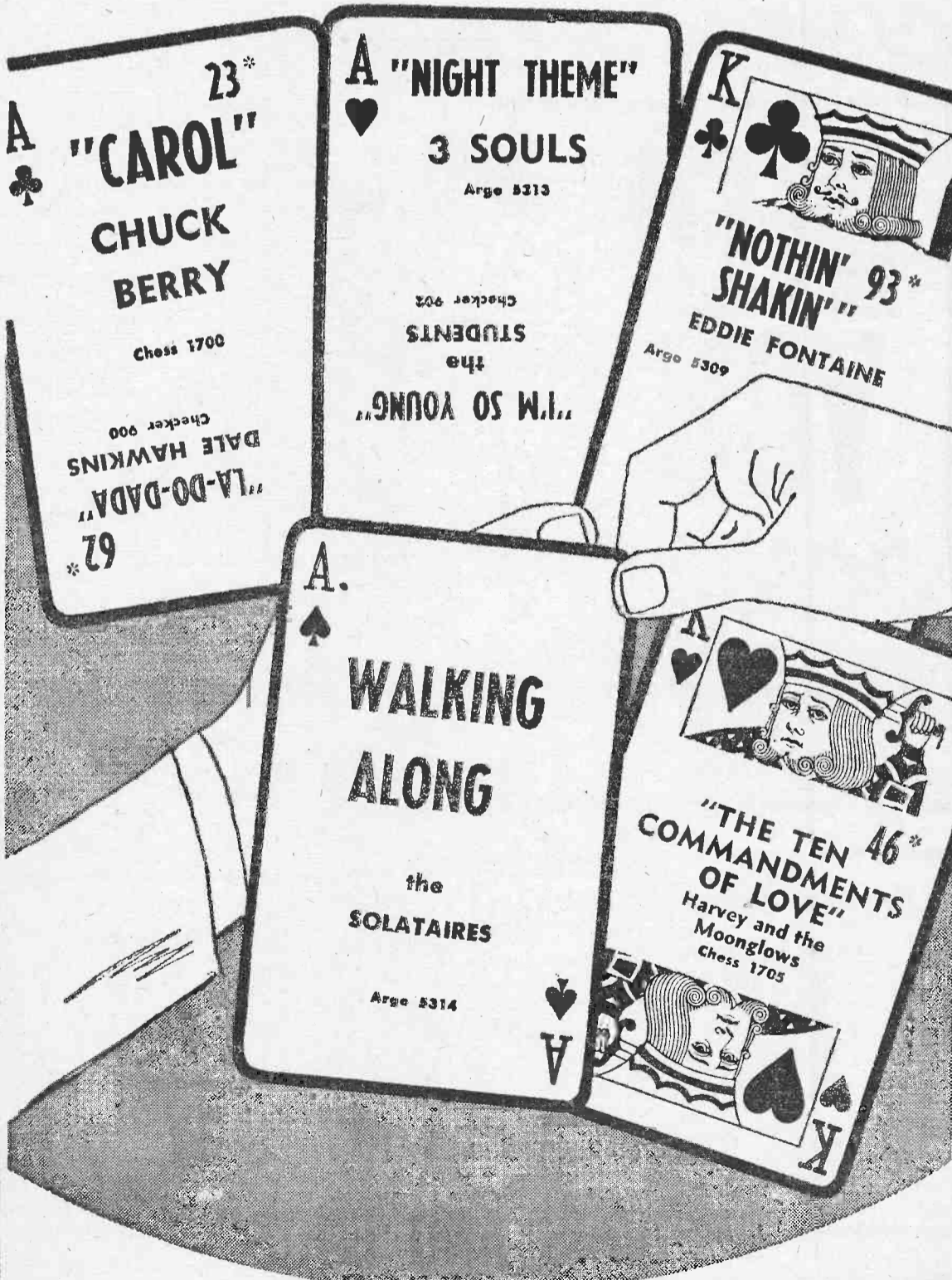
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NRCO 008
NATIONAL RECORDING CORP.
Atlanta 19, Georgia

Climbing the Charts!

JERRY LEE LEWIS
"BREAK-UP"
c/w
"I'LL MAKE IT ALL UP TO YOU"
SUN 303

FULL HOUSE



*From The Billboard's Hot 100—Sept. 22, 1958.

Chess Prod. Corp., 2120 S. Michigan, Chicago 16, Ill., CA 5-2770

• **Reviews of New Pop Records**

• Continued from page 53

deal of heart and dedication. Has a far off, echoey quality which could cause moist eyes from Yalies. Good fall jock programming. (Miller, ASCAP)

Boy Down to Washington...70
The tune of the University of Washington gets a misplaced, slow reading by the gal. This one misses. (Broadcast, BMI)

PAT SUZUKI
The Whiffenpoof Song74
VIK 0339—An unexpected effort in terms of material for the Japanese thrush, but it's done with a good deal of heart and dedication. Has a far off, echoey quality which could cause moist eyes from Yalies. Good fall jock programming. (Miller, ASCAP)

Roar, Lion, Roar...68
A trumpet grows like the Columbia lion and Miss Suzuki follows thru with a sliding-from-note-to-note rendition which almost sounds like the artist is making fun of the tune. Doubtful potential. (Broadcast, BMI)

PAT SUZUKI
The Whiffenpoof Song74
VIK 0340—An unexpected effort in terms of material for the Japanese thrush, but it's done with a good deal of heart and dedication. Has a far off, echoey quality which could cause moist eyes from Yalies. Good fall jock programming. (Miller, ASCAP)

The Victors...68
A far-out pseudo-sexy reading of the

University of Michigan football victory song. Flip is the only side here.

BOB GADDY
You Are the One73
OLD TOWN 1057—Expressive reading on an attractive blues. Merita play. (Maureen-E & E, BMI)

Take My Advice...73
Gaddy Sings the blues with sincerity and feeling. Pleasant jockey item. (Maureen, BMI)

ROBERTO ORK
Tara Lara73
CORAL 62034 — Nifty samba is handled well by the Roberto crew. The arrangement and performance are good. (Scherer, BMI)

In Love With You...72
Lush, tender ballad effort is played warmly by the ork on this instrumental side. For deejays. (Scherer, BMI)

THE SIX TEENS
Baby-O73
FLIP 338—Bouncy r.&r. version of "London Bridge Is Falling Down," with sprightly beat. (Limax, BMI)

Oh, It's Crazy...72
Lead singer chants soulfully on an effective rockballad. (Limax, BMI)

DOVE O'DELL
Strange Night73
RADIO 115—C.&w.-type rumba is

(Continued on page 56)

• **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	9
2. PATRICIA (Korwin).....	2	10
3. NEAR YOU (Supreme).....	3	3
4. IF DREAMS CAME TRUE (Korwin).....	4	11
5. DEVOTED TO YOU (Acuff-Rose).....	6	5
6. EVERYBODY LOVES A LOVER (Korwin).....	5	8
7. BORN TOO LATE (Mansion).....	7	8
8. IT'S ALL IN THE GAME (Remick).....	8	2
9. BIRD DOG (Acuff-Rose).....	9	4
10. MY TRUE LOVE (Starfire-Peer).....	10	5
11. ARE YOU REALLY MINE? (Planetry).....	12	6
12. LITTLE STAR (Koel).....	—	1
13. ENCHANTED ISLAND (Korwin).....	11	11
14. POOR LITTLE FOOL (Eric).....	—	5
15. COME CLOSER TO ME (Peer).....	13	8
15. FEVER (Lois).....	14	3

• **Best Selling Sheet Music in Britain**

(For week ending September 20)

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

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

• **Best Selling Pop Records in Britain**

(For week ending September 20)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. STUPID CUPID/CAROLINA MOON—Connie Francis (MGM).....	3	3
2. VOLARE—Dean Martin (Capitol)	2	2
3. WHEN—Kalin Twins (Brunswick)	1	1
4. RETURN TO ME—Dean Martin (Capitol)	4	4
4. FEVER—Peggy Lee (Capitol)	7	7
6. SPLISH SPLASH—Charlie Drake (Parlophone)	10	10
7. POOR LITTLE FOOL—Ricky Nelson (London)	6	6
8. MAD PASSIONATE LOVE—Bernard Bresslaw (HMV)	11	11
9. ENDLESS SLEEP—Marty Wilde (Phillips)	9	9
10. BIRD DOG—Everly Brothers (London)	16	16
11. ALL I HAVE TO DO IS DREAM/CLAUDETTE—Everly Brothers (London)....	5	5
12. PATRICIA—Perez Prado (RCA)	8	8
13. TULIPS FROM AMSTERDAM/YOU NEED HANDS—Max Bygraves (Decca)....	12	12
14. BORN TOO LATE—Poni Tails (HMV)	—	—
15. VOLARE—Domenico Modugno (Oriole)	13	13
16. TRUDIE—Joe Henderson (Pye-Nixa)	14	14
17. GIRL OF MY DREAMS—Tony Brent (Columbia)	15	15
18. YAKETY YAK—Coasters (London)	17	17
19. IF DREAMS CAME TRUE—Pat Boone (London)	20	20
20. MOVE IT—Cliff Richard (Columbia)	—	—

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

JOHNNY OTIS SHOW

CRAZY COUNTRY HOP (El Dorado, BMI)
WILLIE DID THE CHA CHA (El Dorado, BMI)

Both of these are strong sides. "Country Hop" is an engaging, c.&w.-type rocker with a sort of "Bo Diddley" rhythm. It's somewhat along the lines of "Willie and the Hand Jive." Flip, "Cha Cha," is a clever danceable side in a sparkling Latin tempo. Otis does the vocals on both. **Capitol 4060**



SAMMY SALVO

AM I LUCKY (Acuff-Rose, BMI)

Salvo, a previous Billboard talent pick, comes across with a very personable delivery on this moving rockaballad. He packs plenty of heart and feeling into his delivery, and the side could easily take off. Flip is "Here I Go Again" (Acuff-Rose, BMI). **RCA Victor 7350**



CHARLES FRANCIS SCARRATT III

LOVEMOBILE (Brett Art, BMI)
TWO INNOCENT LOVERS (Brett Art, BMI)

The artist presents an ingratiating reading on this folksy, country-type ditty. The tune has cute lyrics, and the vocal gimmicks are different and well handled. Flip, "Two Innocent Lovers," is a rockaballad that is nicely rendered. **Felsted 8528**



Pop Novelty

BERNARD BRESSLAW

MAD PASSIONATE LOVER (Duchess, BMI)

The English comedian has a very amusing novelty, which is currently riding high on the British charts. It's done in cockney accent, and the lyrics have a cute gag ending. Flip is "You Need Feet" (Leeds, ASCAP). **Capitol 4074**



Pop Talent

EVE KINGSLEY

TO KNOW HIM IS TO LOVE HIM (Warman, BMI)

Miss Kingsley has a strong wax debut with her fine reading of the rockaballad. She is given excellent ork support, and tho the side is currently going well for the Teddy Bears, this listenable cover version rates spins. Flip, "Let Me Be the One," is done by Frank Perry (Warman, BMI). **Capitol 4069**



Pop Disk Jockey Programming

DINAH SHORE

I'M SITTING ON TOP OF THE WORLD (Feist-Warock, ASCAP)

Miss Shore has one of her most commercial sides in a spell with her fine treatment of the oldie. Her dual-track vocal is given bright ork support from Harry Zimmerman. Spins are sure to please teen and adult fans. Flip is "Scene of the Crime" (Korwin, ASCAP). **RCA Victor 7349**



THE SOLITAIRES

Walking Along76
 ARGO 5316—Driving effort is slightly old-fashioned but the boys sing it with spirit and it has a chance for some loot. (Maureen, BMI)

Please Kiss This Letter75

Rockaballad is sold with feeling by the boys over standard triplet backing. Side is a good one and it has a chance. (Maureen, BMI)

EDDIE HABAT ORK

Stoney Hill Polka76
 DECCA 30740—Zippy polka effort is played with spirit by the Eddie Habat band. Should interest many polka fans. (Hansen, ASCAP)

Fetticoat Polka74

Medium tempo polka is played and

sung nicely by the Habat ork and chorus. (Champagne, ASCAP)

LAWRENCE WELK ORK

Indiana Holiday76
 CORAL 62031—This item is a bright, sparkly polka and the Welk crew and the sparkling strings sell it happily. Sure to get much jock exposure. (Feist, ASCAP)

Mary Ann74

Maurice Pearson handles the vocal on this old-fashioned ballad, with the Welk crew contributing its pretty backing. (Champagne, ASCAP)

THE FIDELITYS

My Greatest Thrill76
 BATON 261—Pretty rockaballad is given a warm reading by tremulous

lead and group. Worth spins. (Dare, BMI)

Captain of My Ship74

Rockaballad with soaring fiddles has a strong agonized lead and attractive support. (Chero, BMI)

CLYDE STACY

You Want Love76

BULLSEYE 1014—Strong multi-track warbling stint on appealing rockaballad. Merits spins. (Regent, BMI)

Once in a While71

Okay rendition of oldie, but flip is better side for today's market. (Miller, ASCAP)

GEORGE CATES ORK & CHORUS

Exciting75
 CORAL 62032—Bright and attractive

is this pretty item in the show tune vein. It features some sparkling work by the strings and jocks will play it. (Ross Jungnickel, ASCAP)

Neat Beat74

The George Cates ork and chorus come thru with a big sounding reading of a funky effort with a solid beat. Listenable wax. (Chatham, ASCAP)

JOHN GABRIEL

All Through the Day75

SPOT 5303—Bright treatment of the evergreen by Gabriel makes for a highly danceable, listenable uptempo side. Worth spins. (Williamson, ASCAP)

The Hunters74

Movie title tune gets driving "Wild Goose" style production with strong lead, choir and plane effects. (Miller, ASCAP)

MAURICE CHEVALIER

Louise75

M-G-M 12708—Chevalier sells this nostalgic oldie with his usual sock, ageless charm. Both sides are from his new M-G-M album. Great jockey wax. (Famous, ASCAP)

The Yankee Doodle Boy74

Appealing incongruity of French warbler singing U. S. standard should pull play for side. Another showmanly effort. (Cohan, ASCAP)

THE JONAH JONES QUARTET

Night Train75

CAPITOL 4057—The old jazz tune is given a listenable treatment by the Jones quartet. Jones has an attractive muted trumpet sound. Fine side for juke and jocks. (Frederick, BMI)

Lots of Luck, Charley73

Medium beat tune features more of Jones' muted trumpet. It's a catchy tune with similar prospects to the flip. Also a good item for deejays and boxes. Both tunes are from his latest LP, "Jumpin' With Jonah." (Majestic, BMI)

BENNY BARNES

Heads You Win75

STARDAY 401—Slow rockabilly item is nicely handled by the sincere chanter for danceable, listenable results. (Starday-Starrite, BMI)

You Gotta Pay73

Barnes does well with his own rocker, with good group support. (Starday, BMI)

PAT SHANNON

Summer's Over75

DECCA 30751—Timely item for jocks with teen audiences. Pleasant charming on appealing teen-styled ditty. (Ridgeway, BMI)

We Found Love73

Pretty ballad warbled warmly by Shannon. Merits spins. (Brenner, BMI)

ESQUERITA

Rockin' the Joint75

CAPITOL 4058—Esquerita sings this rocker with a whole lot of spirit as he tells how he was standing in the corner looking for someone to rock with. It's a wild side! (Big "D", BMI)

Esquerita and the Voala73

On this side Esquerita and his ork play "The Voala" which is a wild tempoed instrumental with weird sounds. (Big "D", BMI)

JIMMY DEAN

Shark in the Bath75

COLUMBIA 41265—Folk blues with water effects gets pleasant country-styled reading by the chanter. Some coin possible. (Korwin, ASCAP)

My Heart Is an Open Book73

Country ballad finds Dean in mellow form, with good group support. (Sequence, ASCAP)

BILLY DANIELS

The Touch of Your Lips75

SPOT 5304—Ballad gets the rocker treatment in great style by Daniels,

his best side in some time. Action possible. (Joy, ASCAP)

I Found a New Baby73

Chanter is in good form on this bouncing rocker with strong steel guitar work. (Pickwick, ASCAP)

JIMMY WAKELY

Tomorrow76

SHASTA 105—Pretty ballad is warbled with tenderness by the chanter, helped by a mixed group and simple ork support. (Riverside, ASCAP)

I've Got a Secret72

Wakely sings this pop type effort nicely over good backing from ork and group. (Riverside, ASCAP)

CHRIS CONNER

Try a Little Tenderness74

BETHLEHEM 11001—Expressive thrushing wrap-up of lovely standard. One of the sides gal cut for Bethlehem some time ago. Nice jockey wax. (Robbins, ASCAP)

What Is There To Say74

Same comment. (Harms, ASCAP)

PAT SUZUKI

The Whiffenpoof Song74

VIK 0341—An unexpected effort in terms of material for the Japanese thrush, but it's done with a good deal of heart and dedication. Has a far off, echoey quality which could cause moist eyes from Yalies. Good fall jock programming. (Miller, ASCAP)

The Eyes of Texas73

A slow, languid read reading of the Texas standard with a wailing trumpet in the backing. Gal makes a sort of blues out of it.

THE TERRIFICS

The Strip Walk76

BALOR 2001—Tune is done in danceable walk tempo. Instrumental has a sound. Soft voices can be heard whispering and humming in the background. Tenor sax is featured. If plugged, this might take off. (Sherman, BMI)

Loco73

A subdued drum intro with cats yelling "Crazy, Loco," starts this catchy Latin-beat tune. Side is accented with occasional organ by the crew. Yikes, too, could happen if the side is pushed. (Sherman, BMI)

HONEY & SUGAR

No Summer Love76

M-G-M 12709—Cute sound by the fem duo on a folksy, moderate-beat, Latin-tinged tune. The gals are saying that they prefer a permanent affair. It can move. (Cranford, BMI)

Esby With the Barefoot Feet73

Rockabilly styling of an infectious rocker-novelty. The gals again present an engaging reading. Like the flip, this might start something, if pushed. (Cranford, BMI)

JACK OWENS

You Flip Me74

ORBIT 520—Good reading by Owens of a driving rock and roller, backed up by a solid beat. Lad sings it well and if exposed it has a chance for some coin. (DeVorzon, BMI)

Martian Love Call73

Cute idea is handed another good reading by the chanter as he sings of love on Mars. Tune is in the recent novelty kick and could get play. Flip is stronger. (Artie, BMI)

FERRI STEVENS

All Alone74

FELSTED 8538—Refined r.&r. version of oldie, with effective multi-track chirping. Merits spins. (Regent, ASCAP)

My Wish Tonight72

Pretty piping by canary on wistful ballad. (Ama, ASCAP)

PAT SUZUKI

The Whiffenpoof Song74

VIK 0342—An unexpected effort in terms of material for the Japanese thrush, but it's done with a good deal of heart and dedication. Has a far off, echoey quality which could cause moist eyes from Yalies. Good fall jock programming. (Miller, ASCAP)

(Continued on page 54)

The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

DORIS DAY

Tunnel of Love 84
COLUMBIA 41252—From the forthcoming flick of the same name, the thrush comes thru with a first-class reading of a semi-rock and roller, over strong ork and vocal support. Watch this one, it could be big. (Daywin, BMI)

Run Away, Skidaddle, Skidoo.... 76
Country-styled waltz is a real switch for the gal, but she handles the pretty tune warmly over simple support. Good performance. (Artists, ASCAP)

FRANK SINATRA

Sleep Warm 83
CAPITOL 4070—Pretty lullaby gets a caressing, smooth treatment with Sinatra in top intimate form. Sure to garner much coin. (Sands, ASCAP)

Mr. Success

..... 78
Bright show-tune style item gets a sharp, slick performance from the chanter with good Billy May backing. Jocks will like. (Barton, ASCAP)

THE CHAMPS

Rockin' Mary 80
CHALLENGE 59026—Powerful rocking version of "Mary Had a Little Lamb" with a swinging Latin beat. Solid wax. (Jat, BMI)

Turnpike

..... 80
Haunting instrumental theme is handed strong driving treatment with infectious beat. (Golden West, BMI)

THE DIAMONDS

Walking Along 80
MERCURY 71366—Driving rocker gets a strong, cheerful reading from the group. Highly danceable. Strong potential. (Maureen, BMI)

Eternal Lovers

..... 75
Attractive ballad sung with heart by lead and group over soaring ork. Flip appears stronger. (Marks, BMI)

DON CHERRY

Big Bad Wolf 78
COLUMBIA 41259—Driving novelty is handed a strong reading by the singer, over wild ork and chorus backing. Tune is a rock-a-cha-cha and it could get some loot. (Melody Trails, BMI)

I Look for a Love

..... 76
In the "Band of Gold" format is this ballad, and the chanter sells it with feeling. Both sides are good and both could get action. (Wless & Barry, BMI)

JIMMY JOHNSON

Cool, Cool School 78
CLASS 237—A good, basic rocking blues by Johnson with sharp triplet backing. Chick group backs the low-down, pounding effort. Worth watching, and it's right in key with the school scene. (Recordo, BMI)

Lone Ranger Gonna Git Married

..... 74
A novelty blues to a clip clop rhythm has its kicks. Flip, however, would have something of an edge. (Recordo, BMI)

THE BROWN BROTHERS

You're Right, I'm Left 77
ALADDIN 3437—Tune is given a slight minstrel approach complete with tambourines, etc. The kids have a sound that reminds of the Everly Brothers on this side. Lots of talent. (Aladdin, BMI)

Let the Good Times Roll

..... 77
The oldie is presented with charm by the new duo. The leads have an attractive rockabilly style. With exposure, this could create interest. (Aladdin, BMI)

THE SILHOUETTES

I Sold My Heart to the Junkman.... 77
ACE 552—The pretty oldie is given a warm outing by the lead with solid group support. Rockaballad

treatment makes for a danceable side. It bears watching. (Mills, ASCAP)

What Would You Do

..... 76
The crew presents the Latin-beat rocker with verve. Cats are asking what is to be done if a chick makes certain overtures. It has a sound and beat. (Triple-E, Adams & K. Williams, BMI)

MARINO MARINI

Come Prima 77
COLUMBIA 41264—Continental ballad has warmth, charm and Italian lyric well delivered by the chanter, with sweet backing. Jocks should like. (A. M. C., ASCAP)

RADAR QUARTET

Come Prima.... 76
The same tune is given an uptempo reading by male group with pleasant harmonizing. (A. M. C., ASCAP)

RAY MARTIN

Wild Gypsy 77
RCA VICTOR 7344—A wild new tune that lives up to its title is played with drive and spirit by the large, stringed Ray Martin ork. Side is exciting and it should get a lot of deejay play. (Zodiac, BMI)

Big Dipper

..... 75
Rock and roll instrumental effort also has listenable sound. Worth spins. (Emperor, BMI)

THE AQUATONES

Our First Kiss 77
FARGO 1003—The "You" crew has a listenable sound on this tender rockaballad. Good ork backing accompanies. It can move. (Instant, BMI)

The Drive-In

..... 75
Sound effects of cars introduce this topical rocker. One of the male voices has the lead on this side. It could have lots of teen appeal. Good prospects. (Instant, BMI)

THE SWALLOWS

Beside You 77
FEDERAL 12329—Lead singer sells with feeling and fervor on strong rockaballad. Good follow-up to "Itchy Twitzy Feeling." (Jay & Cee, BMI)

Laughing Boy

..... 75
Expressive vocal interpretation by lead singer of haunting ballad with off-beat backing. (Arnel, ASCAP)

FRANK VERNA

Oho Aha 77
ABC-PARAMOUNT 9962 — Pretty Italian tune is handed a warm reading by Verna, helped out by a chorus and combo. May get some action with today's Italian kick. He sings it in Italian. (Maurice, ASCAP)

Everybody Love My Baby

..... 73
Novelty tune is sung with some sparkle by the chanter. Tune is not related to the standard. (Stan Fran, ASCAP)

THE X-RAYS

Chinchilla 77
KAPP 241—Catchy oha oha rhythm blends with folksy melody for effective instrumental with infectious tempo. Should capture play. (Tannen, BMI)

Out of Control

..... 72
Okay riff instrumental but flip is stronger. (Tannen, BMI)

TERRY AND THE BELLES

Keep That Beat 77
HANOVER 4505—A driving rocker is sung with some feeling by the Belles with Terry singing as part of the group. There is a pounding tenor and piano featured as well. Side could get action, if exposed. (Vision, BMI)

I'm Alone Because I Love You.... 59
Terry and the Belles try hard on this fine standard, but the flip is the side. (Wiltmark, ASCAP)



Pop Records

RICKY NELSON

I GOT A FEELING (Eric, BMI)
LONESOME TOWN (Eric, BMI)

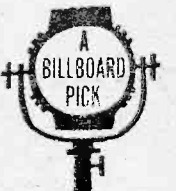
Nelson figures to stay on top with these two potent sides. "Feeling" is a listenable rocker that is handed a solid reading over good ork support. Flip, "Lonesome Town," is a ballad that is also warbled to excellent effect. Both can happen. Imperial 5545



JIMMY CLANTON

A LETTER TO AN ANGEL (Ace, BMI)
A PART OF ME (Ace, BMI)

Clanton has two strong follow-up sides to his hit "Just a Dream." "Letter" is a fine, slow-paced rockaballad that is presented at an attractively deliberate pace. The artist has a Johnny Ace sound here. Flip, "A Part of Me," is also a rockaballad. This is done at a slightly faster clip. The vocal stint is equally winning. Ace 551



PERRY COMO

LOVE MAKES THE WORLD GO 'ROUND (Winneton, BMI)
MANDOLINS IN THE MOONLIGHT (Roncom, ASCAP)

Como exudes his usual, easy charm on "Love," a bouncy rhythm novelty with a solid beat. He's assisted by a fem chorus. "Mandolins," the flip, is an appealing, melodic theme that also figures to be a coin grabber. RCA Victor 5008



TAB HUNTER

JEALOUS HEART (Acuff-Rose, BMI)
LONESOME ROAD (Paramount, ASCAP)

The young flick star has one of his strongest offerings to date as his debut disk on this label. Top side shows a warm, rhythmic reading of the click of a few seasons ago. Catchy backing features banjos. Flip, "Lonesome Road," is done as a moderate rocker. He also has a hit sound here. Either can score. Warner Brothers 5008



AHMAD JAMAL TRIO

Soft Winds 76
ARGO 5306—Oldie gets relaxed jazz reading, good for juke boxes. Cocktail lounge feeling. Strong potential in market. (Regent, BMI)

Poinciana

..... 76
On-location applause frames this attractive Latin treatment of the ever-green. Fine prospects in market. (Marks, BMI)

BOB LUMAN

Precious 76
CAPITOL 4059 — Good reading by Luman of a country rockabilly effort, helped by a large group and some fine guitar work. Good wax. (Mustang, BMI)

Svengali

..... 75
On this side the chanter sings of the

power exerted over him by his gal, who he compares to "Svengali." Listenable side, but flip has more merit. (Sage & Sand, SESAC)

FRANCES FAYE

Lonesome Road 76
BETHLEHEM 11002 — Night club Frances Faye comes thru with a typical driving Frances Faye reading of the fine standard, backed by a big ork. Deejays are sure to spin this one. (Paramount, ASCAP)

Somebody Loves Me

..... 75
Same comment. (New World, ASCAP)

LILLY ANN CAROL

Yes Sir, That's My Baby 76
CUB 9016—Evergreen really swings

as a rocker, with a relaxed job by the thrush in fine style. Action possible. (Bourne, ASCAP)

Come Back to Sorrento

..... 75
Rockaballad version of oldie, in Italian, is nicely handled by thrush. Jocks will like.

JOE BENNETT AND THE SPARKLETONES

Do the Stop 70
ABC-PARAMOUNT 9959 — Rocker featuring the hesitation gimmick gets some pleasant harmonizing by the group. (Pamco, BMI)

Late Again

..... 75
Perky rocker with a country touch is well delivered by chanter and boys. (Pamco, BMI)

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Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 20

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Devoted to You/Bird Dog
Everly Brothers, Cdc.
It's All in the Game
Tommy Edwards, MGM
Little Star, Elegants, Apt
No One Knows, Dion & the Belmonts, Lau.
Rock-In' Robin, Bobby Day, Cls.
Tea for Two Cha Cha
Tommy Dorsey Ork, Dec.
Tears on My Pillow
Little Anthony and the Imperials, End
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

CHICAGO

Devoted to You/Bird Dog
Everly Brothers, Cdc.
It's All in the Game
Tommy Edwards, MGM
Just a Dream, Jimmy Clanton, Ace
Patricia, Perez Prado, Vic.
Ramrod, Duane Eddy, Jam
Somebody Touched Me, Buddy Knox, Rlt.
Tears on My Pillow
Little Anthony and the Imperials, End
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

DETROIT

Devoted to You/Bird Dog
Everly Brothers, Cdc.
It's All in the Game
Tommy Edwards, MGM
Little Star, Elegants, Apt
Patricia, Perez Prado, Vic.
Rock-In' Robin, Bobby Day, Cls.
Summertime Blues, Eddie Cochran, Lib.
Tears on My Pillow
Little Anthony and the Imperials, End
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

EAST TEXAS

Bird Dog/Devoted to You
Everly Brothers, Cdc.
Fever, Peggy Lee, Cap.
My Life, Chuck Willis, Atf.
My True Love/Leroy, Jack Scott, Car.
Patricia, Perez Prado, Vic.

NORTHERN NEW YORK STATE

Bird Dog/Devoted to You
Everly Brothers, Cdc.
Gotta Have Rain, Eydie Gorme, ABC-Para.
How the Time Flies, Jerry Wallace, Chal.
It's All in the Game
Tommy Edwards, MGM
Little Star, Elegants, Apt
Near You, Roger Williams, Kapp
No One Knows, Dion & the Belmonts, Lau.
Tears on My Pillow
Little Anthony & the Imperials, End
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

NORTHERN OHIO

Bird Dog/Devoted to You
Everly Brothers, Cdc.
It's All in the Game
Tommy Edwards, MGM
Just a Dream, Jimmy Clanton, Ace
Patricia, Perez Prado, Vic.
Rock-In' Robin, Bobby Day, Cls.
Summertime, Summertime, Jamies, Epic
Tea for Two Cha Cha
Tommy Dorsey Ork, Dec.
Tears on My Pillow
Little Anthony & the Imperials, End
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

PHILADELPHIA

Bird Dog/Devoted to You
Everly Brothers, Cdc.
Everybody Loves a Lover, Doris Day, Col.
Hard Headed Woman/Don't Ask Me Why
Elvis Presley, Vic.
It's All in the Game
Tommy Edwards, MGM
My True Love, Jack Scott, Car.
Patricia, Perez Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Ramrod, Duane Eddy, Jam.
Rock-In' Robin, Bobby Day, Cls.

ST. LOUIS AND KANSAS CITY

It's All in the Game
Tommy Edwards, MGM
Little Star, Elegants, Apt

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

Summertime Blues, Eddie Cochran, Lib.
Tears on My Pillow
Little Anthony and the Imperials, End
Win Your Love for Me, Sam Cooke, Keen

FLORIDA

Bird Dog/Devoted to You
Everly Brothers, Cdc.
Everybody Loves a Lover, Doris Day, Col.
It's All in the Game
Tommy Edwards, MGM
Patricia, Perez Prado, Vic.
Stupid Cupid, Connie Francis, MGM
Tears on My Pillow
Little Anthony & the Imperials, End
Topsy II, Cozy Cole, Love
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

LOS ANGELES

Bird Dog/Devoted to You
Everly Brothers, Cdc.
It's All in the Game
Tommy Edwards, MGM
Just a Dream, Jimmy Clanton, Ace
Little Star, Elegants, Apt
Rock-In' Robin/Over and Over
Bobby Day, Cls.
Summertime Blues, Eddie Cochran, Lib.
Tears on My Pillow
Little Anthony & the Imperials, End
Topsy II, Cozy Cole, Love
You Cheated, Shields, Dot

NEW YORK AND NEWARK

Bird Dog/Devoted to You
Everly Brothers, Cdc.
Ginger Bread, Frankie Avalon, Clr.
It's All in the Game
Tommy Edwards, MGM
Little Star, Elegants, Apt
Patricia, Perez Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Tears on My Pillow
Little Anthony & the Imperials, End
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

Pussy Cat, Ames Brothers, Vic.
Rock-In' Robin, Bobby Day, Cls.
Stupid Cupid, Connie Francis, MGM
Summertime Blues, Eddie Cochran, Lib.
Susie Darlin', Dale Hawkins, Dot
Willie and the Hand Jive
Johnny Otis Show, Cap.

SAN FRANCISCO AND OAKLAND

Bird Dog, Everly Brothers, Cdc.
Fever, Peggy Lee, Cap.
Hard Headed Woman, Elvis Presley, Vic.
Just a Dream, Jimmy Clanton, Ace
Patricia, Perez Prado, Vic.
Topsy II, Cozy Cole, Love
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.
Win Your Love for Me, Sam Cooke, Keen

SOUTHERN OHIO

Born Too Late, Poni Tails, ABC-Para.
The End, Earl Grant, Dec.
Ginger Bread, Frankie Avalon, Clr.
Just a Dream, Jimmy Clanton, Ace
Little Star, Elegants, Apt
Pussy Cat, Ames Brothers, Vic.
Rock-In' Robin, Bobby Day, Cls.
Stupid Cupid, Connie Francis, MGM
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

WASHINGTON AND BALTIMORE

Down the Aisle of Love
Quin-Tones, Hunt
It's All in the Game
Tommy Edwards, MGM
Just a Dream, Jimmy Clanton, Ace
Patricia, Perez Prado, Vic.
Rock-In' Robin, Bobby Day, Cls.
Tears on My Pillow
Little Anthony & the Imperials, End
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.
Western Movies, Olympics, Dem.
Win Your Love for Me, Sam Cooke, Keen

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- 15825 GEE, BUT IT'S LONELY—FOR MY GOOD FORTUNE—Pat Boone
 15781 SUSIE DARLIN'—Robin Luke
 15805 YOU CHEATED—The Shields
 15795 LA PALOMA—Billy Vaughn
 15826 I LOVE YOU BECAUSE—Margaret Whiting
 15836 CIMARRON—YOU'RE MY BABY DOLL—Billy Vaughn
 15841 SAN ANTONIO ROSE—LONG GONE—Johnny Maddox
 15831 LOVE SONG FROM HOUSEBOAT—HULA HOOP—Steve Allen
 15829 PLAY SOME MUSIC FOR BROKEN HEARTS—
 JUST ONE MORE CHANCE—Don Cornell
 15830 YOUNG TRIALS, GREAT TRIBULATIONS—Hank Edwards
 15798 LOVE IS A FUNNY LITTLE GAME—The Vogues
 15792 THE GRAND COOLIE DAM—Lonnie Donegan
 15828 EL BINGO ROCK—BOOGIE WOOGIE ROCK—Bob Crosby
 15837 LAZY RIVER—SENTIMENTAL ME—The Mulcays
 15785 IF DREAMS CAME TRUE—THAT'S HOW MUCH I LOVE YOU—Pat Boone
 15807 NEAR YOU—BEG YOUR PARDON—Francis Craig
 15827 MUSIC, MAESTRO, PLEASE—ME AND MY SHADOW—Mills Bros.
 15820 LUCY, LUCY—WHEN FIRST WE MET—Brian Davies

DOT BEST SELLING LP'S

- DLP-3118 STARDUST—Pat Boone
 DLP-3119 BILLY VAUGHN PLAYS THE MILLION SELLERS
 DLP-3122 JOHNNY MADDOX PLAYS THE MILLION SELLERS
 DLP-3103 Mmmm—The Mills Brothers
 DLP-3100 SAIL ALONG SILV'RY MOON—Billy Vaughn
 DLP-3098 GALE'S GREAT HITS—Gale Storm
 DLP-3104 SING SING SING!—The Clark Sisters

DOT BEST SELLING EP'S

- DEP-1069 STARDUST—Pat Boone
 DEP-1066 FOUR BY BILLY VAUGHN
 DEP-1021 MELODIES OF LOVE—Volume I—Billy Vaughn
 DEP-1022 MELODIES OF LOVE—Volume II—Billy Vaughn
 DEP-1056 A CLOSER WALK WITH THEE—Pat Boone

NEW RELEASES

- 15832 CHAPEL BELLS ON CHAPEL HILL—JA JA JA—Jim Lowe
 15833 PLAYBOY—24 HOUR NIGHT—Bob Denton
 15834 LAST NIGHT ON THE BACK PORCH—A DOODLIN' SONG—Jackie Cooper
 15838 TINGLE—I'M DOING WITHOUT—Gary Nichols

Dot

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BEST SELLING POP SINGLES IN STORES

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

FOR
SURVEY WEEK
ENDING
SEPTEMBER 20, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. IT'S ALL IN THE GAME (ASCAP)—Tommy Edwards	3	6	18. GINGER BREAD (BMI)—Frankie Avalon	16	11	35. LAZY SUMMER NIGHT (ASCAP)—Four Preps	37	5
2. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Domenico Modugno	1	9	19. FEVER (BMI)—Peggy Lee	25	11	SUMMERTIME LIES (ASCAP)—Cap 4023		
3. BIRD DOG (BMI)—Everly Brothers	2	8	20. LA PALOMA (ASCAP)—Billy Vaughn	20	7	36. PUSSY CAT (ASCAP)—Ames Brothers		1
DEVOTED TO YOU (BMI)—Cadence 1350			Here Is My Love (ASCAP)—Dot 15795			No One But You (BMI)—Vic 7315		
4. ROCK-IN' ROBIN (BMI)—Bobby Day	5	8	21. WESTERN MOVIES (BMI)—Olympics 12	10		37. RAMROD (BMI)—Duane Eddy	27	5
OVER AND OVER (BMI)—Class 229			Well! (BMI)—Demon 1508			The Walker (BMI)—Jamie 1109		
5. LITTLE STAR (BMI)—Elegants	4	10	22. YOU CHEATED (BMI)—Shields	26	3	38. WEEK END (BMI)—Kingsmen	35	2
Getting Dizzy (BMI)—Apt 25005			That's the Way It's Gonna Be (BMI)—Dot 15805			Better Believe It (BMI)—East West 115		
6. PATRICIA (ASCAP)—Perez Prado	6	15	23. CERVEZA (BMI)—Boots Brown	28	5	39. HARD HEADED WOMAN (ASCAP)—Elvis Presley	32	14
Why Wait? (BMI)—Vic 7245			Julcy (BMI)—Vic 7269			DON'T ASK ME WHY (ASCAP)—Vic 7280		
7. TEARS ON MY PILLOW (ASCAP)—Little Anthony and the Imperials	8	7	24. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Dean Martin	15	8	40. SOMEBODY TOUCHED ME (BMI)—Buddy Knox		4
Two People in the World (BMI)—End 1027			Outta My Mind (ASCAP)—Cap 4028			C'mon, Baby (BMI)—Roulette 4082		
8. SUSIE DARLIN' (ASCAP)—Robin Luke 13	7		25. NO ONE KNOWS (ASCAP)—Dion and the Belmonts	33	4	41. TEN COMMANDMENTS OF LOVE (BMI)—Harvey and the Moonglows		1
Living's Loving You (ASCAP)—Dot 15781			I Can't Go On (Rosalie) (BMI)—Laurie 3015			Mean Old Blues (BMI)—Chess 1705		
9. TEA FOR TWO CHA CHA (ASCAP)—Tommy Dorsey Ork	22	3	26. THE END (ASCAP)—Earl Grant	47	2	42. HOW THE TIME FLIES (ASCAP)—Jerry Wallace	40	3
My Baby Just Cares for Me (ASCAP)—Decca 30704			Dunky Doo (ASCAP)—Decca 30719			With This Ring (BMI)—Challenge 59013		
10. JUST A DREAM (BMI)—Jimmy Clanton 7	12		27. CHANTILLY LACE (BMI)—Big Bopper		1	43. WHEN (ASCAP)—Kalin Twins	30	14
You Aim to Please (BMI)—Ace 546			Purple People Eater Meets the Witch Doctor (BMI)—Mercury 71343			Three o'Clock Thrill (BMI)—Dec 30642		
11. MY TRUE LOVE (BMI)—Jack Scott	10	16	28. EVERYBODY LOVES A LOVER (ASCAP)—Doris Day	21	10	44. PUT A RING ON MY FINGER (BMI)—Les Paul and Mary Ford	50	3
LEROY (BMI)—Carlton 462			Instant Love (ASCAP)—Col 41195			Fantasy (BMI)—Col 41222		
12. POOR LITTLE FOOL (BMI)—Ricky Nelson	9	13	29. WILLIE AND THE HAND JIVE (BMI)—Johnny Otis Show	19	14	45. ITCHY TWITCHY FEELING (BMI)—Bobby Hendricks	36	5
Don't Leave Me This Way (BMI)—Imperial 5528			Ring-A-Ling (BMI)—Cap 3966			A Thousand Dreams (BMI)—Sue 706		
13. SUMMERTIME BLUES (BMI)—Eddie Cochran	17	6	30. TOPSY II (BMI)—Cozy Cole	44	3	46. IF DREAMS CAME TRUE (ASCAP)—Pat Boone	43	12
Love Again (BMI)—Liberty 55144			Topsy I (BMI)—Love 50034			THAT'S HOW MUCH I LOVE YOU (BMI)—Dot 15785		
14. STUPID CUPID (BMI)—Connie Francis 24	10		31. SUMMERTIME, SUMMERTIME (ASCAP)—The Jamies	39	4	47. THE WAYS OF A WOMAN IN LOVE (BMI)—Johnny Cash	31	5
Catalina Moon (ASCAP)—MGM 12683			Searching for You (ASCAP)—Epic 9281			YOU'RE THE NEAREST THING TO HEAVEN (BMI)—Sun 302		
15. BORN TOO LATE (ASCAP)—Poni Tails 11	10		32. REBEL-ROUSER (BMI)—Duane Eddy 41	13		48. SPLISH SPLASH (BMI)—Bobby Darin 38	15	
Come On, Joey, Dance With Me (BMI)—ABC-Paramount 9934			Stalkin' (BMI)—Jamie 1104			Judy, Don't Be Moody (BMI)—Atco 6117		
16. NEAR YOU (ASCAP)—Roger Williams . 23	4		33. DOWN THE AISLE OF LOVE (BMI)—The Quin-Tones	18	4	49. LA-DO-DADA (BMI)—Dale Hawkins	47	2
Merry Widow Waltz (ASCAP)—Kapp 233			Please, Dear (BMI)—Hunt 321			Cross-Ties (BMI)—Chess 900		
17. ARE YOU REALLY MINE? (ASCAP)—Jimmie Rodgers	14	8	34. WIN YOUR LOVE FOR ME (BMI)—Sam Cooke	29	4	50. WHAT AM I LIVING FOR? (BMI)—Chuck Willis		19
THE WIZARD (ASCAP)—Roulette 4090			Love Song From "Houseboat" (ASCAP)—Keen 32006			Hang Up My Rock and Roll Shoes (BMI)—Atlantic 1179		

artists' biographies

Grant Begins to Soar Via 'The End'

Twenty-six-year-old Earl Grant is a triple threat. Pianist, organist and vocalist, the slim, Kansas City native originally planned to teach



music. He studied at the University of Southern California, the Kansas City Conservatory of Music, the New Rochelle Conservatory in New York and De Paul University in Chicago.

Grant's teaching plans were interrupted by a stint in the Army, after which he returned to USC as a graduate student. While working on his thesis, he started to play in small clubs in the Los Angeles area. He was soon spotted by people in the music business, and as a result his career plans were changed once again.

Local club and TV appearances and a Decca recording pact have put Grant in the public eye. His latest release, "The End," is climbing Billboard's charts by leaps and bounds.

artists' biographies

The Jamies Blossom In 'Summertime'

The Jamies started singing together in the choir of the First Baptist Church in Dorchester, Mass. Tom Jameson, a student at Boston University's School of Music, does all the arranging for the group and wrote both "Summertime, Summertime" and "Searching for You."

Serena Jameson, his sister, petite, big-voiced Jeannie Roy and bass Arthur Blair, are the other members of the quartet. Sherm Feller of Boston's Radio Station, WEZE listened to the four voices on a dub Tom Jameson brought to his office. He liked what he heard, and afterwards things started happening. The kids signed with Epic,



waxed "Summertime" and spent their summer vacation making personal appearances. They've been on radio, TV and record hops and on Dick Clark's Bandstand.

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.

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.

GIVE MYSELF A PARTY **DON GIBSON**
LOOK WHO'S BLUE
(Acuff-Rose, BMI) (Acuff-Rose, BMI) RCA Victor 7330

WHEN I GROW TOO OLD TO DREAM **ED TOWNSEND**
(Robbins, ASCAP) You Are Everything (Beechwood, BMI) Capitol 4080

THIS LITTLE GIRL'S GONE ROCKIN' **RUTH BROWN**
(Leeds, ASCAP) Why Me (Eden-Progressive, BMI) Atlantic 1197

The above are previous Billboard Spotlight picks.

THE SECRET **GORDON MacRAE**
(Daywin, BMI) A Man Once Said (Morris, ASCAP) Capitol 4033

TREASURE OF YOUR LOVE **EILEEN RODGERS**
(DeVorzon, BMI) A Little Bit Bluer (Westside, BMI) Columbia 41214

HIDEAWAY **THE FOUR ESQUIRES**
(Gold, ASCAP) Repeat After Me (Greta, BMI) Paris 520

NO ONE BUT YOU **THE AMES BROTHERS**
PUSSY CAT
(Mellin, BMI) (Paxion, ASCAP) RCA Victor 7315

The correct publisher for "Fibbin'," one of last week's Best Buy selections, is Irish-Trojan, BML

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
42	34	40	61	DANCE, EVERYONE, DANCE	Betty Madigan, Coral 52007	7
—	61	51	62	THERE GOES MY HEART	Joni James, M-G-M 12706	3
—	98	91	63	I WISH	Platters, Mercury 71353	3
9	17	27	64	GINGER BREAD	Frankie Avalon, Chancellor 1031	9
30	24	25	65	THE WAYS OF A WOMAN IN LOVE	Johnny Cash, Sun 303	6
—	—	—	66	★ LOOK WHO'S BLUE	Don Gibson, RCA Victor 7330	1
—	81	86	67	★ YOU CHEATED	Slades, Domino 590	7
89	74	50	68	BLUE-RIBBON BABY	Tommy Sands, Capitol 4036	5
—	—	76	69	NINE MORE MILES	Georgi Young, Cameo 150	2
62	66	79	70	CERVEZA	Boots Brown, RCA Victor 7269	8
41	51	53	71	COME CLOSER TO ME	Nat King Cole, Capitol 4004	9
—	—	—	72	★ WHEN I GROW TOO OLD TO DREAM	Ed Townsend, Capitol 4048	1
—	—	93	73	★ NOTHIN' SHAKIN'	Eddie Fontaine, Argo 5309	2
—	—	—	74	★ CALL ME	Johnny Mathis, Columbia 41253	1
—	—	84	75	WENDY WENDY	Four Coins, Epic 9286	2
—	—	77	76	COME ON, LET'S GO	Ritchie Valens, Del F1 4106	2
77	94	78	77	PLEASE DON'T DO IT	Dale Wright, Fraternity 818	5
50	57	75	78	BETTY LOU GOT A NEW PAIR OF SHOES	Bobby Freeman, Josie 841	9
—	—	—	79	★ GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7330	1
—	—	88	80	TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dora 503	2
24	55	82	81	IF DREAMS CAME TRUE	Pat Boone, Dot 15783	9
37	53	66	82	A CERTAIN SMILE	Johnny Mathis, Columbia 41193	9
—	—	—	83	★ TOM DOOLEY	Klugston Trio, Capitol 4049	1
87	62	67	84	OVER THE WEEKEND	Playboys, Cameo 142	5
—	—	85	85	REAL WILD CHILD	Ivan, Coral 62017	2
21	40	64	86	WHEN	Kalin Twiss, Decca 30642	9
—	—	—	87	★ THE DAY I DIED	Playmates, Roulette 4100	1
—	92	71	88	TOPSY I	Cozy Cole, Love 59034	3
—	—	—	89	★ WITH YOUR LOVE	Jack Scott, Carlton 483	1
29	46	68	90	MOON TALK	Perry Como, RCA Victor 7274	9

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	—	91	BULLWHIP ROCK	Cyclones, Trophy 509	1
—	—	—	92	TIC TOC	Leo Allen, Ember 1039	1
—	—	96	93	WE HAVE LOVE	Jackie Wilson, Brunswick 55086	2
—	—	97	94	YOU GOT THAT TOUCH	Sonny James, Capitol 4029	2
72	99	83	95	YOUR CHEATIN' HEART	George Hamilton IV, ABC-Paramount 9946	4
—	—	—	96	LEAVE ME ALONE	Dickey Doo & the Don'ts, Swan 4014	1
—	—	98	97	MANY A TIME	Steve Lawrence, Coral 62025	2
38	69	73	98	EARLY IN THE MORNING	Bobby Darin and the Rinky Dinks, Atco 6121	9
95	88	—	99	THUNDER ROAD	Robert Mitchum, Capitol 3985	3
—	—	—	100	FORGET ME NOT	Kalin Twins, Decca 30743	1

The Billboard

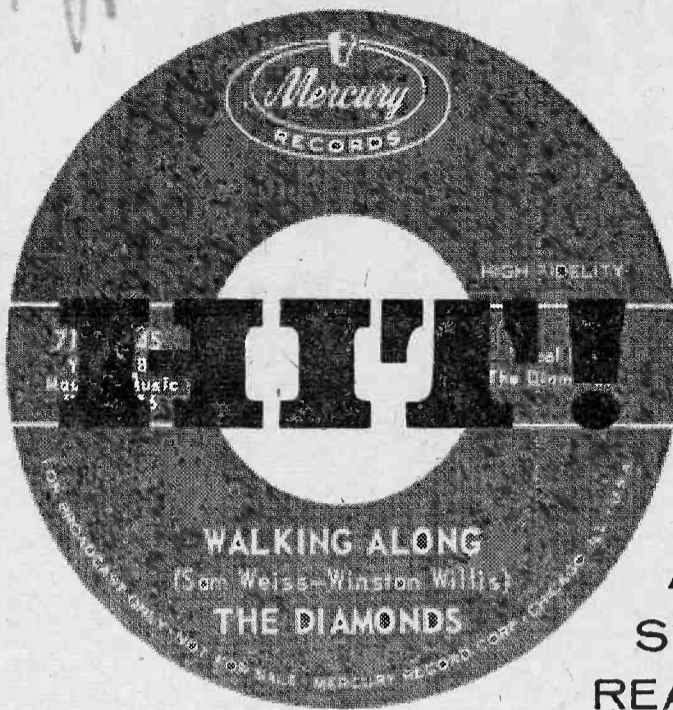
HOT 100

FOR THE WEEK
ENDING
OCTOBER 5

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
11	4	3	1		IT'S ALL IN THE GAME	Fommy Edwards, M-G-M 12688	6
1	1	1	2		VOLARE (Nel Blu Dipinto Di Blu)	Domenico Modugno, Decca 30677	9
3	2	2	3		BIRD DOG	Everly Brothers, Cadence 1350	9
8	6	5	4		ROCK-IN' ROBIN	Bobby Day, Class 229	9
2	3	4	5		LITTLE STAR	Elegants, Apt 25005	9
13	9	7	6		TEARS ON MY PILLOW	Little Anthony and the Imperials, End 1027	8
28	10	8	7		SUSIE DARLIN'	Robin Luke, Dot 15781	8
31	16	11	8		SUMMERTIME BLUES	Eddie Cochran, Liberty 55144	9
4	5	6	9		JUST A DREAM	Jimmy Clanton, Ace 546	9
25	26	12	10		NEAR YOU	Roger Williams, Kapp 233	7
14	7	9	11		BORN TOO LATE	Paul Yells, ABC-Paramount 9934	9
22	14	10	12		DEVOTED TO YOU	Everly Brothers, Cadence 1350	8
58	25	14	13		HOW THE TIME FLIES	Jerry Wallace, Challenge 59013	7
44	31	20	14		TEA FOR TWO CHA CHA	Fommy Dorsey Ork, Decca 30704	5
—	87	49	15	★	THE END	Earl Grant, Decca 30719	3
34	35	34	16	★	CHANTILLY LACE	Big Bopper, Mercury 71343	9
20	18	17	17		STUPID CUPID	Connie Francis, M-G-M 12683	9
52	29	23	18		CAROL	Chuck Berry, Chess 1700	6
7	12	13	19		MY TRUE LOVE	Jack Scott, Carlton 462	9
5	11	15	20		PATRICIA	Ferez Prado, RCA Victor 7245	9
46	33	31	21	★	YOU CHEATED	Shields, Dot 15805	6
18	19	18	22		EVERYBODY LOVES A LOVER	Doris Day, Columbia 41195	9
88	44	30	23		FIREFLY	Tony Bennett, Columbia 41237	4
27	23	21	24		LAZY SUMMER NIGHT	Four Preps, Capitol 4023	7
68	49	35	25	★	PROMISE ME, LOVE	Andy Williams, Cadence 1351	5
10	8	16	26		WESTERN MOVIES	Olympics, Demon 1508	9
23	20	22	27		DOWN THE AISLE OF LOVE	Quin-Tones, Hunt 321	7
48	30	26	28		SUMMERTIME, SUMMERTIME	Jamies, Epic 9281	7
16	15	24	29		ARE YOU REALLY MINE?	Diamond Rodgers, Roulette 4090	9
43	37	28	30		NO ONE KNOWS	Dino and the Belmonts, Laurie 3015	6

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
15	21	29	31		VOLARE (Nel Blu Dipinto Di Blu)	Dean Martin, Capitol 4028	9
69	54	45	32		TREASURE OF YOUR LOVE	Eileen Rodgers, Columbia 41214	6
—	65	41	33		IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	3
40	38	32	34		PUT A RING ON MY FINGER	Les Paul & Mary Ford, Columbia 41222	7
33	36	36	35		SOMEBODY TOUCHED ME	Buddy Knox, Roulette 4082	9
6	13	19	36		POOR LITTLE FOOL	Ricky Nelson, Imperial 5528	9
35	39	39	37		WIN YOUR LOVE FOR ME	Sam Cooke, Keen 2006	9
51	28	37	38		RAMROD	Duane Eddy, Jamie 1109	6
66	50	43	39		TOPSY II	Cozy Cole, Love 50034	6
12	22	33	40		FEVER	Peggy Lee, Capitol 3998	9
39	27	38	41		SHE WAS ONLY SEVENTEEN	Marty Robbins, Columbia 41208	9
36	47	57	42		ITCHY TWITCHY FEELING	Bobby Hendricks, Sue 766	9
—	70	47	43		THE SECRET	Gordon MacRae, Capitol 4633	3
26	42	61	44	★	LA PALOMA	Billy Vaughn, Dot 15795	8
70	63	62	45	★	LA-DO-DADA	Dale Hawkins, Checker 900	5
—	—	69	46	★	GEE, BUT IT'S LONELY	Pat Boone, Dot 15825	2
17	32	42	47		WILLIE AND THE HAND JIVE	Johnny Otis Show, Capitol 3966	9
—	—	56	48		FIBBIN'	Patti Page, Mercury 71352	2
—	59	46	49		THE TEN COMMANDMENTS OF LOVE	Harvey and the Moonglows, Chess 1765	3
59	48	44	50		THE GREEN MOSQUITO	Ture-Rockers, United Artists 139	6
—	76	65	51		MEXICAN HAT ROCK	Applejacks, Cameo 149	3
—	73	70	52	★	BREAKUP	Jerry Lee Lewis, Sun 363	3
—	—	60	53		THE DAY THE RAINS CAME	Jane Morgan, Kapp 235	2
—	—	81	54	★	HIDEAWAY	Four Esquires, Paris 520	2
—	—	54	55		FOR MY GOOD FORTUNE	Pat Boone, Dot 15825	2
—	72	63	56		BABY FACE	Little Richard, Specialty 645	3
—	100	74	57	★	THIS LITTLE GIRL'S GONE ROCKIN'	Ruth Brown, Atlantic 1197	3
53	60	48	58		OVER AND OVER	Bobby Day, Class 229	9
—	—	—	59	★	NO ONE BUT YOU	Ames Brothers, RCA Victor 7315	1
—	—	—	60	★	PUSSY CAT	Ames Brothers, RCA Victor 7315	1

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DAVID CARROLL
 71362


If You Want My Heart
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 71360


Blue Moon
DICK CONTINO
 71357




Billie's Blues
RED PRY SOCK
 71358

TODAY'S HIT TRADEMARK

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending September 20

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1.		9	6.		14
Volare (Nel Blu Dipinto Di Blu) 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, Vio 7310; Dalida, Verve 10146; Alan Dale, M-G-M 12699; Aurelio Fierro, Col 41223; Marty Gold, Kapp 232; J. J. Jones, Morocco 1602; Rosa Linda, Challenge 59016; Charles Magnante, Grand Award 1019; Umberto Marcato, Kapp 228; McGuire Sisters, Coral 62021; Nilla Pizzi, Vio 7361; Nelson Riddle, Cap 4024.			Patricia By Perez Prado—Published by Fear (BMI) BEST SELLING RECORD: Perez Prado, Vio 7245. RECORDS AVAILABLE: Morty Craft Ork, M-G-M 12672; Jerry Martin, Check 106; Ray Peterson, Vio 7303.		
2.	3	5	7.	8	7
It's All in the Game By Dawes and Sigman—Published by Remick (ASCAP) BEST SELLING RECORD: Tommy Edwards, M-G-M 12688.			Tears on My Pillow By Sylvester Bradford & Al Lewis—Published by Vanderbilt-Boonie (ASCAP) BEST SELLING RECORD: Little Anthony and the Imperials, End 1027.		
3.	2	7	8.	15	3
Bird Dog By Boudleaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1350. RECORD AVAILABLE: Don Woody, Dec 30277.			Susie Darlin' By Robin Luke—Published by Congressional (ASCAP) BEST SELLING RECORD: Robin Luke, Dot 15781.		
4.	4	10	9.	10	4
Little Star By Venosa-Picone—Published by Keel (BMI) BEST SELLING RECORD: Elegants, Apt 25005.			Near You By Craig Goble—Published by Supreme (ASCAP) BEST SELLING RECORD: Roger Williams, Kapp 233. RECORD AVAILABLE: Francis Craig, Dot 15159.		
5.	5	6	10.	7	9
Rock-In' Robin By J. Thomas—Published by Recordo (BMI) BEST SELLING RECORD: Bobby Day, Class 229.			Just a Dream By Jimmy Clanton-C. Matassa—Published by Ace (BMI) BEST SELLING RECORD: Jimmy Clanton, Ace 546.		

Second Ten

11.	11	11	16.	21	3
My True Love By Jack Scott—Published by Starfire-Peer Intl. (BMI) BEST SELLING RECORD: Jack Scott, Carlton 462.			You Cheated By Don Burch—Published by Balcones (BMI) BEST SELLING RECORD: Shields, Dot 15805. RECORDS AVAILABLE: Del Vikings, Mer 71345; Shades, Domino 500.		
12.	9	9	17.	13	10
Born Too Late By F. Tobias & C. Strouse—Published by Mansion (ASCAP) BEST SELLING RECORD: Poni Tails, ABC-Paramount 9934. RECORD AVAILABLE: Judy Harriet, Surf 5027.			Everybody Loves a Lover By Richard Adler & Robert Allen—Published by Korwin, Inc. (ASCAP) BEST SELLING RECORD: Doris Day, Col 41195.		
13.	12	7	18.	18	7
Devoted to You By Boudleaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1350. RECORD AVAILABLE: Cliff Butler, Naxco 6010.			Are You Really Mine? By Hoffman-Manning-Markwell—Published by Planetary (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4090.		
14.	17	3	19.	16	8
Summertime Blues By Eddie Cochran & J. Capeheart—Published by American (BMI) BEST SELLING RECORD: Eddie Cochran, Liberty 55144. RECORD AVAILABLE: Rene Hall Trio, Decca 48217.			Western Movies By Fred Smith-Cliff Goldsmith—Published by Elizabeth-Aries (BMI) BEST SELLING RECORD: Olympics, Demon 1508. RECORD AVAILABLE: Marlene Gwynn, Ensign 34021.		
15.	20	2	20.	19	7
Tea for Two Cha Cha By Vincent Youmans-Irving Caesar—Published by Harms (ASCAP) BEST SELLING RECORD: Tommy Dorsey Ork, Decca 30704.			Stupid Cupid By Sedaka & Greenfield—Published by Aldon (BMI) BEST SELLING RECORD: Connie Francis, MGM 12683.		

Third Ten

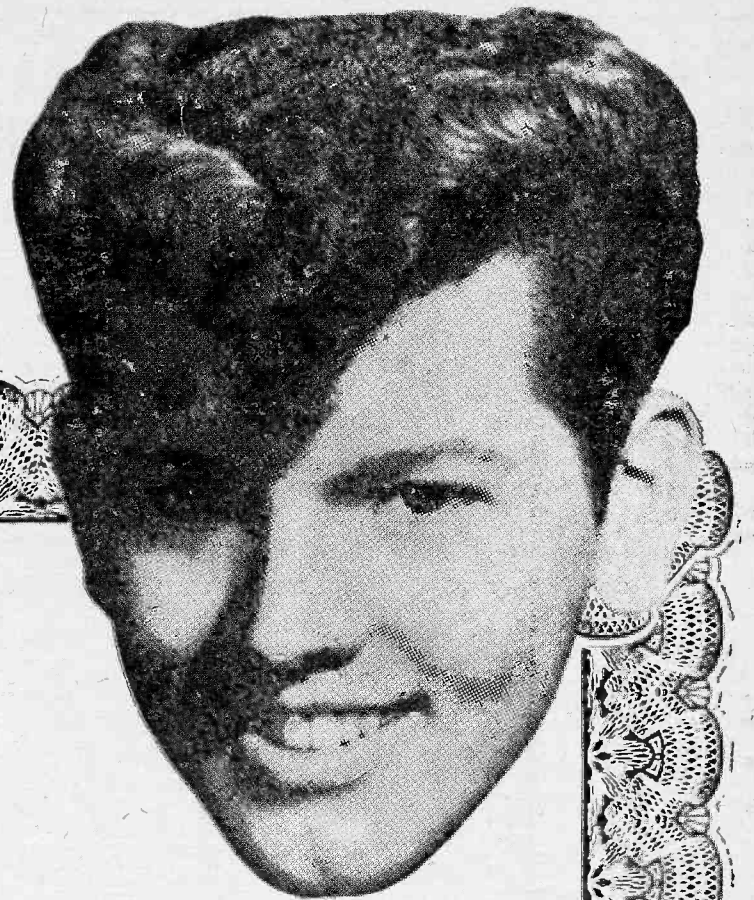
21.	-	1	26.	-	1
The End By Jimmy Krondes-Sid Jacobson—Published by Criterion (ASCAP) RECORD AVAILABLE: Earl Grant, Decca 30719.			No One Knows By Hecht & Maresca—Published by Schwartz (ASCAP) RECORD AVAILABLE: Dion & the Belmonts, Laurie 3015.		
22.	14	13	27.	23	9
Poor Little Fool By S. Sheeley—Published by Eric (BMI) RECORDS AVAILABLE: Johnny Angel & the Dodgers, Sky 119; Ricky Nelson, Imperial 5528.			Ginger Bread By C. Ballard-H. Hunter—Published by Jimskip & Rambed (BMI) RECORD AVAILABLE: Frankie Avalon, Chancellor 3021.		
23.	22	2	28.	27	4
Carol By Chuck Berry—Published by Chuck Berry-Arc (BMI) RECORD AVAILABLE: Chuck Berry, Chess 1700.			La Paloma Published by Randy-Smith (Ascop) RECORD AVAILABLE: Billy Vaughn, Dot 15795.		
24.	-	1	29.	28	2
Chantilly Lace By J. P. Richardson—Published by Glad (BMI) RECORD AVAILABLE: Big Bopper, Mer 71343.			How the Time Flies By Coe Porter—Published by Music Productions (ASCAP) RECORD AVAILABLE: Jerry Wallace, Challenge 59013.		
25.	24	11	30.	30	11
Fever By Davenport-Cooley—Published by Lols (BMI) RECORD AVAILABLE: Peggy Lee, Cap 3998.			If Dreams Came True By R. Allen & A. Stillman—Published by Korwin (ASCAP) RECORD AVAILABLE: Pat Boone, Dot 15785.		

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

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'58 Sales Zoom to Double '57

Continued from page 4

latest figures available, as of July, the label was accounting for about 5 per cent of the total domestic record dollar volume, as compared to 1 per cent last January. As of August 31, according to the figures, the firm's business was 56 per cent ahead of the comparable period a year ago. "Since then, however, we have really stepped out," Maxin remarked, "to the point where we are now about double last year's pace. We expect a gross sale of \$6 million in 1958.

"We've been just as successful with album product as with singles," Maxin continued, "with such

artists as Maurice Chevalier and Rosemary Clooney and Jose Ferrer, plus the various "Gigi" albums doing extremely well for us."

Speaking of the future, Maxin discussed various aspects of current policy. "With singles," he said, "we've made an attempt at bringing back artists by remaking their original hits. The idea has worked for us with Tommy Edwards and 'It's All in the Game,' and we are doing the same thing with Johnny Desmond, Alan Dale Al Martino and Georgie Shaw. After all, this is a new generation of disk buyers and they may well buy these hits all over again. We feel it's the best possible way to bring an artist back and once he's re-established, we can move on to new material."

On the classical front, Maxin said that important plans are now in the formative stage for development of the line. "During my recent European tour we obtained the rights to the Imperial classical catalog, which features excellent recordings by the Northwest German Symphony Orchestra. And we are in the process of acquiring others as well. Jazzwise, we have

Leonard Feather on our staff as an independent producer for a number of albums in coming months. We are also in the process of signing a number of prominent jazz artists on an exclusive basis. The first of these, of course, is Sonny Rollins.

"During the year we've introduced a number of subsidiaries, including Cub, Lion Metro and Metro Jazz. We feel subsidiary lines, if handled properly, give any company a far better chance for exploitation and exposure. On stereo, we are recording heavily in that medium and we have our first release coming out now. There'll be many more, of course."

Maxin added that a reflection of the firm's healthy position is the fact that current ad and promotion budgets are running also about double those of a year ago. The exec was quick to tip his hat to the diskery operational echelon which includes Morty Craft, director of singles sales and a.&r.; Irving Jerome, director of album sales; chief of the business and administration side of the firm, George Abramson; Jesse Kaye, West Coast veepee and a.&r. chief; album co-ordinator and promotion chief, Sol Handwerker, and field man and sales troubleshooter, Charlie Hassin. "They're a great team," Maxin declared.



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Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★

SPAIN
Chicago Symphony Orch. (Reiner). RCA Victor LM 2230

The bittersweet musical influence of serious composers from the south of Spain is explored by maestro Reiner and the rich-sounding Chi ork, drawing on selections by Granados, Manuel de Falla (including a lively set of dances from "Three-Cornered Hat"), and Albeniz. Packaged in de luxe style, with an informed, poetic set of notes by Vincent Sheean, the album is a first-rate introduction to the cream of Spanish orchestral works.

BERLIOZ: HAROLD IN ITALY
William Primrose, Viola with Boston Symphony Orch. (Munch). RCA Victor LM 2228

A bright-sounding, romantic performance of the Berlioz work that puts RCA Victor in a strongly competitive position with Columbia for top "Harold in Italy" honors, since violist Primrose has now recorded the same selection (with Sir Thomas Beecham and the Royal Philharmonic on the Columbia waxing) for both labels. Sound work is tops, and the tempo is a bit more brisk under Munch.

CLASSICAL ★★★

PROKOFIEFF: PETER AND THE WOLF; SAINT-SAENS: CARNIVAL OF THE ANIMALS; BRITTEN: YOUNG PERSONS' GUIDE TO THE ORCHESTRA.
Artur Rodzinski, Sir Adrian Boult & Hermann Scherchen conducting various orchs. Westminster XWN 18737

Westminster has taken these three items from its catalog and packaged them on one disk sans narration. It is, in fact, the initial release of "Peter" with no narration, and while the music is more clearly showcased as a brilliant little work, it nevertheless sounds episodic in parts. The Britten comes off best, thanks to an outstanding performance, and the Saint-Saens flashes charm and humor. Could be very smart merchandising by Westminster to have combined these three for their musical value rather than as moppet entertainment.

PERCHANCE TO DREAM

Various Artists. Westminster XWN 18735
Westminster has packaged a group of previously recorded sides with "dream" themes in this album, which should appeal to beginning collectors. Selections include "Largo," Bach's "Air," Grieg's "Morning," and "Ase's Death," and Rimsky-Korsakoff's "Hymn to the Sun." Excellent performances by Philharmonic Symphony Orchestra of London conducted by Artur Rodzinski, Herbert Williams and the Symphony Ork, Armando Alberti and Vienna State Opera Ork, and English Baroque Ork with Hermann Scherchen.

CLASSICAL ★★

BEETHOVEN: SYMPHONY NO. 7
Philharmonia Orch. (Cantelli). Angel 35620

The late Toscanini protege was a rather old-fashioned conductor, and this reading is no exception. It's lax Beethoven, and Cantelli's enormous visual appeal, which derived from the beautiful manner in which he conducted, is, of course, lost on recordings. Cover portrait by Iris Cantelli and sentimental value of disk may help competition-wise.

MOZART: IDOMENEO

Various Artists with Glyndebourne Festival Chorus & Orch. (Pritchard). (312-2) Angel 3574 C-L

Thanks are due Angel for making available this early opera about the King of Crete. Soprano Sena Jurinac is a first-rate Mozart singer who displays admirable clarity and precision, and the Glyndebourne Chorus is every bit as good. Richard Lewis, Leopold Simoneau and Lucille Udovick are adequate. Illustrated Italian-English libretto and label's usual fine packaging add to set's value.

SEMI-CLASSICAL ★★★★★

OPERETTAS OF THE CENTURY

The Troubadors. Kapp 1098
Mellow, restful instrumentals featuring accordion and violin from Friml, Romberg, Lehár and mostly Victor Herbert. The familiar melodies are handled with interest by the group.

LOW-PRICE CLASSICAL ★★★★★

DISCOVERING THE PIANO — A GUIDE TO PIANO PLAYING

Lorin Hollander, Piano. RCA Camden CAL 466

Shades of piano practice after school! Here's an off-beat item that should have plenty of appeal to piano students. The album's keyboard star is young (13) Lorin Hollander, who states in the liner notes that "discovering the piano was the nicest thing that ever happened" to him. He gives an accomplished treatment to a total of 22 familiar selections like "Traumerel" and "Clair de Lune."

NBOA Plots

Continued from page 4

AFM why, when band exchanges between Britain and America are made, such as those annual junkets here by Ted Heath, that the British bands and American orks play only concerts in auditoriums, arenas and music halls, and no dance dates.

Ops lamented lack of young name bandleaders. They pointed out that rock 'n' roll bands had youth, while average name bandleader was 38 plus. Dancery owners and booking agents pointed up terrific overhead of getting new crews on their feet financially.

Entire slate of officers, Braun, Milt Magel, Cincinnati, v.p.; Joe Malec, Omaha, treasurer, and Kirk Hayes, Oakland, Calif., secretary, were re-elected, while new board members included Helen Karzas, Chicago; Bob Freed, Salt Lake City, and Ross Sneath, Regina, Sask., Can. Next year's NBOA confab will be held in late September in an as yet un-named Las Vegas hotel.

Somerset Signs

Continued from page 4

be released next month on stereo and monaural.

Schuster and the Nord Deutesches Symphony will record Beethoven's "Ninth Symphony," "Pictures at an Exhibition," and "The Grand Canyon Suite." Also on Miller's European recording schedule are six more LP's by the "101 Strings," an album featuring the 18-foot music box in Hamburg, Germany, and a series of pipe organ LP's, each spotlighting a different organ in various European countries.

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POPULAR ★★

THE MELODY LINGERS

Frank Cordell Ork. Capitol T 10180
British maestro Cordell has done a pack of fine arrangements of standard tunes here, utilizing many combinations of instruments. The over-all approach is not unlike what might be called the Sauter-Finegan sound, plus strings. The set, recorded in England, has a truly brilliant sound and would be worth the price as a hi-fi demonstration or plain good listening music. Tunes include "Easy to Love" and "Fascinating Rhythm."

AT PLAY WITH THE PLAYMATES
Roulette R 25043

The single record hitmakers turn to their initial album effort, which includes their hits "Jo-Ann," and "Don't Go Home." Other tunes emulate to some extent the basic arrangement style of these two pace-setters, but one switch is a fairly clever novelty job called "Substitute for Love." Boys are pictured in color on the cover. Moderate potential.

TROPICANA HOLIDAY

Various Artists. Capitol T 1048
Gordon Jenkins' revue, written especially for the Las Vegas nitery, has several catchy numbers. The songs are sung by a listenable group of singers including Carol Jarvis, Sally Sweetland and Elaine Dunn. Eye-catching photo of chorus girls in dressing room provides an alluring cover. Set should attract buys on the strength of Jenkins' name, but interest may be limited to those who have seen the show. All of the numbers are Jenkins originals.

MAREMBITA

Leo Arnaud Ork. Liberty RLP 3088
Pleasant, listenable background music is featured on this new set by Leo Arnaud and his ork. The tunes, which are all standards such as "Liza," "Tea for Two," etc., are performed on a variety of percussion instruments, including marimba, xylophone, celeste, bongo, vibraphone, etc. Pic of Anita Ekberg on the cover should help it get attention.

THE COLLEGE SPIRIT

The University of Michigan Men's Glee Club. Decca DL 8783
Wisely, the Michigan Glee Club has attempted to broaden its market beyond its own alumni brethren by including a wide selection of favorite tunes of Princeton, Yale, Harvard, Ohio State, Illinois, Columbia, Navy, Syracuse, etc. The songs are generally familiar and performed in a spirited manner by the choral ensemble. Well timed merchandise for the "rah rah" football market. Worth pushing, particularly at this season.

BANJO MANIA

Paul Martin. Capitol T 1024
A bright and bouncy set of evergreens from the 1920's, like "Margie" and "California, Here I Come," provide a fine romp for veteran banjoist Paul Martin and a two-beat combo that's sure to delight nostalgic record buyers or youngsters who get a kick out of the plink-a-plink sounds of the prohibition era. Deejays will find some cute novelties here.

GREAT MELODIES FROM THE MOTION PICTURES

Frank Hunter Ork. Kapp 1099
Here are some pleasantly unobtrusive instrumental treatments of 12 movie themes—ranging from the relatively new "Marjorie Morningstar" theme to such oft-waxed items as "Spellbound" and "Gone With the Wind." Attractive mood music programming.

ME AND THE COLONEL

Sound Track. RCA Victor LOC 1046
From the sound track of the new Danny Kaye picture that is currently racking up strong grosses in large cities comes this new set, "Me and the Colonel." Like most background music, this music is episodic, with only a few melodies or themes. It may appeal to those who see the flick, but it is doubtful it will have much more attraction.

LOW PRICE-POPULAR ★★★★★

JOHNNY DESMOND SWINGS

With John T. Williams Ork. Tops L 1635
Desmond turns mellow or saucy to great effect in "Old Devil Moon," "Talk of the Town," "All of You" and other smart ballads. His new "Hit Parade" berth should help his growing popularity. A fine buy.

LOW PRICE-POPULAR ★★★

PRELUDE TO A KISS

Mel Torme with Marty Paich Ork. Tops L 1615
With the help of a kittenish-voiced young lady, who indulges in some mild chit chat with the singer between numbers, Torme offers an engaging set in his typical slightly husky and vibrato-less style. Tunes are standards and they receive a mildly jazzish backing under the watchful hand of Marty Paich. Well-recorded and performed, the set can do business with the Torme fans.

BAND ★★★

EN AVANT... MARCH!...
Band of La Garde Republicains, Paris (Brun). Angel 35507
Symphonic marches by the century-old

group of 83 musicians, with "March Indienne" a standout. Sound is indoor hall rather than outdoor mall.

CHILDREN'S ★★★★★

MOTHER GOOSE FOR THE SWING SET
With Don Elliot, Dottie Evans & Buddy Weed & The Playground Pals. RCA Victor LBY 1010

Here's a cute group of re-writes of the traditional Mother Goose tunes, with new lyrics and with slightly modern backing. They are sung by Don Elliot and Dottie Evans, with music by Buddy Weed and number of jazz musicians. Should appeal to the many parents whose kids want to know what else happened to "Jack and Jill," etc.

FOLK ★★★★★

THE CHILDREN'S CHOIR OF BIELEFELD

Conducted by Friedrich Oberschelp. Capitol T 10149
A charming set of German folk songs are performed here by the gifted youngsters who make up the Bielefelder Kinderchor, whose record popularity has grown greatly in Europe—thanks to extensive concert tours and TV appearances—and who are starting to build a following here. Should appeal strongly to choral fanciers.

INTERNATIONAL ★★★★★

GYPSY TIME

Boris Sarbrek Ork. Columbia WL 136
An exciting and colorful program of folk and semi-classical selections are given fiery ork treatments by Sarbrek. Sound is superior. The set is a lively item that can have wide appeal. Attractive cover will also help. Numbers include "Hungarian Rhapsody," "Hungarian Dance" and "Czardas Divertimento." Fine potential in this market.

CELESTE RODRIGUES

Capitol T 10153
Sister of the famed Amalia, Celeste Rodrigues makes her American bow an auspicious one. Tapes were made at the bistro she owns in Lisbon, and the crowd noises and reactions add much atmosphere and realism. Celeste's voice, much like her sister's, expresses dramatically the dark tragedies inherent in the fado, Portugal's musical idiom. Top-notch guitar backing and additional contrasting vocal solos by Arminda Vidal and Jorge Silva help make this a first-rate package of a different kind of pop music, with a very special tang.

LATIN AMERICAN ★★★★★

LATIN AIRS

Luis Arcarez Ork. RCA Victor LPM 1712
Luis Arcarez and his ork, one of the best-selling bands below the border, turns in some listenable readings of a group of standards, both American and South American, on this new waxing. Tunes cover such items as "I've Got the World on a String" and "Solitude" to "Sabre Dios" and "Perfume De Amor." The ork plays them all stylishly and many dancers will enjoy this set.

DANCE TO THE LATIN BEAT

Al Stefano Ork. Decca DL 8643
Al Stefano and his ork come thru with some fine Latin rhythms on this new LP, which contains mambo and happy chachas. The tunes are played with zest and they include such favorites as "Anna Morena," "Cuban Mambo" and "Mambo No. 8" as well as pop items like "Mack the Knife." The terp set should be interested in this release.

BRAZIL!

Luis Arruda Paes Ork. Capitol T 10127
Another in Capitol's long-range album program of showcasing international mood music and major foreign artists. Paes' orchestral stylings sound like a blend of Michel Legrand and Paul Weston, but he serves up listenable versions of several Brazilian pop tunes that have scored here in past seasons, such as "Tico-Tico" and "Bahia."

RELIGIOUS ★★★★★

LET'S GO TO CHURCH

Gordon MacRae, Tennessee Ernie Ford, Jane Froman, Faron Young, Margaret Whiting & Jimmy Wakeley. Capitol T 1042
The label has culled from its files a selection of outstanding inspirational and sacred items. With this group of artists the set is almost bound to sell and the material selected—"Let's Go to Church," "I Believe," "The Lord's Prayer," "He Was There," "Peace in the Valley"—furnishes added sales and programming appeal. Good cover shows the typical family entering church.

RELIGIOUS ★★★

MUSIC OF THE EPISCOPAL CHURCH

The Choir of the Cathedral of St. John the Divine, New York City with Alec Wyton, Organist and Master of the Choristers. Word W 4014 LP
This attractively covered album is a musical survey of the Episcopal faith, ranging from early plainsong to recent works by Ralph Baughan Williams. The choir of male voices is a truly distinguished one, under the able, sensitive direction of Alec Wyton

of New York City's Cathedral of St. John the Divine. A strong entry for the religious market.

SACRED ★★★★★

PEACE IN THE VALLEY

The Jordanaires. Decca DL 8681
The great Nashville-based group, who have frequently supported such acts as Elvis Presley and Red Foley, get the top billing in this set on a group of splendid sacred efforts. "Peace in the Valley" has much the same arrangement as the tune done by Foley and the group. Other numbers include "Church in the Wildwood," "Joshua" and "What a Friend We Have In Jesus." An excellent new entry for this market.

THE FAMILY WHO PRAYS

The Louvin Brothers. Capitol T 1061
As usual, the boys capture the true hill sound in this group of dedicated readings. All the tunes save one, "Swing Low, Sweet Chariot," are their own compositions. Seldom has the hill sound been captured with such fidelity and clarity. Cover shot of a family at its table saying grace is a stand-out. Top product for its market.

• Reviews and Ratings of New Jazz Albums

JAZZ ★★

A MESSAGE FROM NEWPORT

Maynard Ferguson Ork. Roulette R 52012
The Maynard Ferguson ork, which has been receiving renewed acclaim on its latest night club tour, herein recreates the concert that the ork gave at the Newport Jazz Festival back in July. Unfortunately its appearance at the Festival was undistinguished, with the band featuring blaring trumpets, etc., and with the leader playing rather wildly. This recreation is little better. Tunes are all originals, such as "The Fugue" and "Fan It, Janet."

AUDITION
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...for manufacturers
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ABLE MABEL

to become a sure winner
the latest of Bill Haley's girl friends
a great new follow up to "Lean Jean" and "Skinny Minnie"

"WHOOA MABEL"

b/w CHIQUITA LINDA Decca #9-30741

BILL HALEY
and his Comets



Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise—Top Demand

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

★★★—Good Potential—Will Sell

★★—Moderate Potential—Salable Qualities

★—For dealers who stock all merchandise.

POPULAR ★★★★★

GREAT WALTZES OF THE FABULOUS CENTURY

David Rose Ork. Kapp 1100
The title of this album is most impressive, but in truth the set lives up to its potential with a fine selection of waltzes that have been favorites for many, many decades. Selections include "Fascination," "Die Fledermaus Waltz," "Beautiful Ohio," "Missouri Waltz" and "Tales From the Vienna Woods." They are played warmly by the David Rose crew.

PRIMITIVA

Martin Denny. Liberty LRP 3087
Martin Denny has another exciting album for hi-fi addicts and a sock follow-up to his previous "Exotica" LP's. Album spotlights such fascinating instruments as the Japanese Koto Buddhist prayer bells, a 200-pound carved rhythm log from New Guinea and other equally exotic items. Romantic off-beat jockey wax, and striking display value in cover photo. A natural for stereo.

RAISINS & ALMONDS CHA CHA CHA

Johnny Conquet Ork. RCA Victor LPM 1789
This is a delightful new set that should please the large crowds that attend such watering spots as Grossingers, or the Concord in the mountains during the summer or Miami during the winter season. Set features the Johnny Conquet crew playing cha cha and meringues in what can only be described as Catskill style. The titles include the title tune, and "Freilach Merengue," "Mambo a Bise!" and "Mazel-Tov Merengue." It's a lot of fun, the band swings and it could rack up sales, especially in the large cities.

EMIL COLEMAN AND HIS ORCHESTRA AT THE WALDORF-ASTORIA

Roulette R 25040
Medleys of old stand-bys, strictly for dancing, by society-favorite Coleman, a guy who goes back even further than Weik. Foxtrot tempos are brisk and energetic, and arrangements are businesslike and unpretentious. While the band leader is renowned for helping debts come out, disk will appeal primarily to older market.

POPULAR ★★★

A CERTAIN SMILE

Sound Track. Columbia CL 1194
Alfred Newman utilizes strains from Paul Francis Webster's and Sammy Fain's lovely film title tune effective in his romantic and programmatic screen score. Strongest lure of the set is Johnny Mathis' warm reading of "A Certain Smile."

FAVORITE SONGS OF COLLEGE DAYS

The Marty Gold Chorus & Ork. Kapp 1102
A gentle, relaxing package of not strictly college tunes but rather those closely identified with the college scene. The Gold group offers such evergreens as "Down the Old Ox Road," "Halls of Ivy," "Sweetheart of Sigma Chi," "Whiffenpoof Song" and "Round Her Neck She Wears a Yellow Ribbon." Attractive cover sets off the timely package.

WITH ALL MY LOVE

Roy Hamilton With Neal Heftl Ork. Epic LN 3519
Roy Hamilton packs plenty of emotion and velvety vocal and sincerity into a group of nostalgic standards—"Time After

Time," "Cheek to Cheek," "My One and Only Love," "Speak Low," etc. Tasteful backing by Neal Heftl. Excellent jockey wax.

A GENE VINCENT RECORD DATE

With the Blue Caps. Capitol T 1039
Gene Vincent and the Blue Caps offer a fine program of rockabilly tunes. The numbers are nicely varied, and Vincent fans should find this a surprise and delight. In addition to more vigorous tunes, he presents creditable performances on "The Wayward Wind," "Keep It a Secret" and "Summertime." This can also cop buys in c.&w. marts. Good cover shot of the versatile artist.

UNDER OPEN SKIES

John Rait. Capitol T 1058
Folk ballads from the West ("Sourwood Mountain"), Broadway ("Maria," "Blow High") and the pen of actor Preston Foster ("Two Shillelagh O'Sullivan") shine in the hands of jaunty baritone Rait, with mixed voices in good support. His TV-films exposure gives him new strength.

WITH LOVE

Fernando Lamas With Glenn Osser Ork. Roulette R 25041
The Argentine-born matinee idol makes

his disk debut with a group of romantic ballads sung in French, Italian, Spanish and charmingly accented English. Lamas has a warm, relaxed voice that comes out naturally and that is as attractive as the gray at his temples. Glenn Osser's ork furnishes smooth backing. The handsome, familiar face on the jacket should pull in the matrons.

JERRY GRAY ORK AT THE HOLLYWOOD PALLADIUM

Liberty RLP 3089
Jerry Gray serves up in smooth, danceable style two uninterrupted medleys of standards and originals—23 in all including "Don't Get Around Much Anymore," "Don't Be That Way" and other great items from the swing era. Gray has played the Hollywood Palladium many times, and package should do well as souvenir item for Palladium patrons.

SHOW ME THE WAY TO GO HOME

Chauncey Rittenhouse & His Saloon Salon Four. Columbia CL 1149
"Barroom" piano styling by Rittenhouse with ricky tick support from the Saloon Salon Four are straight from the 1890's. The tunes, however, include recent and

older songs. It's a gem for those who dig the flowery, flamboyant piano sound. Many additional buys will probably be registered from displays of the wonderful cover which shows a pretty model in a bar (sawdust on floor) filled with the local gentry.

GREAT SONGS FROM ALL OVER THE WORLD

The Vic Schoen Ork. & Chorus. Kapp 1097

Set features sparkling arrangements of standard and newer international hits. Some are instrumental, others are done by Schoen's chorus. It's a fine jockey programming item. Selections include "Poor People of Paris," "Hora Staccato" and "Yours Is My Heart Alone." Sound is especially good.

THE WAR YEARS

Eve Boswell with Reg Owen Ork. Capitol T 10'49

The English thrush has a soft, sultry sound on a group of tunes introduced or revived during the World War II period. Her vocals are lushly backed by Owen's. It's a lovely, romantic set that offers very spinnable material for jocks. Tunes include "I'll Walk Alone," "You'll Never Know" and "As Time Goes By."

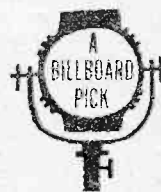
Review Spotlight on Albums . . .

Continued from page 37

MOON, WIND AND STARS

Morton Gould Ork—RCA Victor LM 2232

Lush, listenable instrumental treatments of some of the most popular classical works—"Nocturne," "Moonlight Sonata," Tchaikovsky's "Barcarolle" plus two dramatic Gould themes from the movie "Windjammer."



Opera Albums

MASCAGNI: CAVALLERIA RUSTICANA

(2-12") Renata Tebaldi, Soprano; Jussi Bjoerling, Tenor; Ettore Bastianini, Baritone with Maggio Musicale Fiorentino Orch. (Erede)—RCA Victor LM 6059

A slow, deliberate reading crowned by Tebaldi's sure and beautiful performance which reveals her strongest histrionics to date. Bastianini offers superb support, Bjoerling is reedy but exciting. A Metopera Club selection, handsomely packaged, which will draw many fans despite heavy competition.



Band Albums

THE MILITARY BAND

Conducted by Felix Slatkin—Capitol W 1056

Conductor Slatkin directs a complement of 70 bandsmen in a selection of favorite marches, plus other marches identified with the Navy, Coast Guard, Air Force and Marine Corps. The National anthem, plus bugle blowing of taps and reveille, round out the program. Handsome readings plus a full, rich sound, make this a likely entry in its market. Stations would find this "Star Spangled Banner" a great one for the close-out of their daily programming. It has a big, symphonic sound.



International Albums

RENATO CAROSONE

Capitol T 10163

Renato Carosone, who scored with a pop hit in this country last spring with "Torrero," should win many more fans with this outstanding new set which features the Italian singer in a collection of tunes that were his top selling records in Italy. Of course it contains "Torrero" as well as some other fine items that show off Carosone's confident style and delightful humor. This album could sell well in both the international and pop fields.



International Special Merit Albums

LA FABULOSA AMALIA RODRIGUES

With F. De Carvalho Ork—Kapp KL 1095

AMALIA RODRIGUES

With F. De Carvalho Ork—Kapp KL 1096

The first appearance of Portugal's greatest singing star on the Kapp label (her previous disks were released here by Angel) shows convincingly why her devotees follow her with cult-like adoration. Emotional intensity in delineation of the Portuguese song of fate is truly thrilling. The artist's distinctive style and inimitable voice have, with good reason, won acclaim for her here as well as in Europe and Latin America. None of the numbers on these albums has been included in her previous releases here. On these disks she is backed for the first time by an orchestra as well as the traditional two guitars. "La Fabulosa" consists entirely of fados, while in the "Amalia Rodrigues" album she divides her efforts equally among fado, Spanish and French numbers, in stunning renditions.



ATLANTIC'S HOT PARADE

BETTY JOHNSON	HOOPA HOOLA	2002
RUTH BROWN	THIS LITTLE GIRL'S GONE ROCKIN'	1197
CLYDE McPHATTER	A LOVER'S QUESTION I CAN'T STAND UP ALONE	1199
LAVERN BAKER	IT'S SO FINE	2001
CHRIS CONNOR	HALLELUJAH I LOVE HIM SO	1198

ATLANTIC

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

SAINT-SAENS: CONCERTO NO. 2; FRANCK: SYMPHONIC VARIATIONS

Artur Rubinstein, Piano with Symphony of the Air (Wallenstein)—RCA Victor LM 2234

Rubinstein performs the busy concerto with surety, displaying his usual dexterity. The variations are given an elegant interpretation. The Symphony of the Air under Wallenstein assists the artist capably in presenting the intricate, romantic selections. Despite competition the Rubinstein name should prove a strong buy incentive.



-----**Low-Price Classical Albums**-----

THE ART OF LILY PONS (2-12")—RCA Camden CBL 101

This should be a powerful sales item in the low-priced field. Two platters, beautifully packaged with a special four-page insert, spotlight a flock of Miss Pons' best wax performances (culled from her past recording output). Included are her famous "Bell Song" and the Mad Scene from "Lucia Di Lammermoor."



OFFENBACH: GAITE PARISIENNE Boston Pops Orch. (Fiedler)—RCA Camden CAL 438

This reissue of the popular ballet score, with story told in the liner notes by commentator David Hall, should make a terrific rack offering. Old-hand Fiedler leads Boston's finest in a solid, precise rendition. Having proved a top-seller, when released on the parent label, the new low-price tag lends strong potential in this category.



GERSHWIN: AN AMERICAN IN PARIS; COPLAND: BILLY THE KID RCA Victor Symphony Orch. (Bernstein)—RCA Camden CAL 439

This set should prove a strong item in its field. The combination of the two popular works plus the added sales lure of the conductor's name, make this a difficult set to pass up, especially for the low \$1.98 price tag. A natural!



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

WAGNER & VERDI OPERA ARIAS Birgit Nilsson, Soprano, with The Philharmonic Orch. (Ludwig)—Angel 35540

The Swedish soprano's first U. S. release is an exciting reading of Verdi and Wagner arias, with "Ritorna Vincitor" and the Liebestod highlights. She has a rich, stately, true voice. The orchestral passages leading to each aria, usually cut, are included here to fine effect. Handsome booklet and packaging.



PARAPHRASES, TRANSCRIPTIONS AND IMPROVISATIONS Gyorgy Cziffra, Piano—Angel 35610

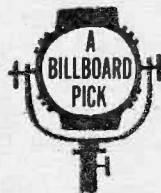
The Hungarian mad flash displays his incredible speed, clean attack and brilliant technique in "Sabre Dance," "Flight of the Bumble Bee" and his own "Fantasy," plus familiar recital pieces. His highly individual style marks a keyboarder to reckon with.



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

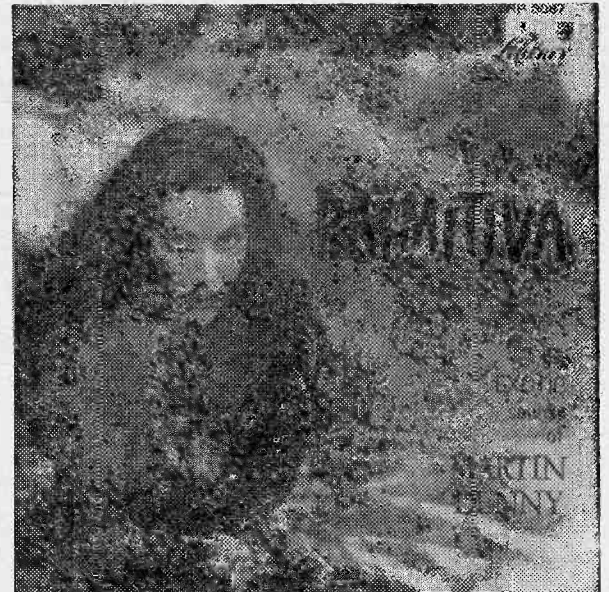
RODGERS: VICTORY AT SEA VOL. 2 Arranged & Conducted by Robert Russell Bennett—RCA Victor LM 2226

This well-recorded album is a sequel to the original "Victory at Sea," which delighted audiophiles and fans of composer Rodgers to the tune of some 500,000 platters. It therefore shapes up as a strong contender, since the indefatigable TV series still is being shown in many cities, and selections are drawn from the 13-hour-long soundtrack score. A striking cover and some classic action photos in the extensive notes add to its display values.



(Continued on page 38)

ALBUM COVER OF THE WEEK



PRIMITIVA, Liberty LRP 3087. Provocative photo of luscious model by Garrett-Howard is a real eye-catcher. It's an excellent display item, and one that will attract sales and second glances.

• Most Played by Jockeys FOR WEEK ENDING ENDING SEPTEMBER 29

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

1. STARDUST.....Pat Boone
Dot DLP 3118
2. SWING SOFTLY.....Johnny Mathis
Columbia CL 1163
3. BAUBLES, BANGLES AND BEADS.....Kirby Stone Four
Columbia CL 1211
4. CONCERT IN RHYTHM.....Ray Conniff Ork
Columbia CL 1163
5. JUMPIN' WITH JONAH.....Jonah Jones
Capitol T 1039
6. SOUNDS OF THE GREAT BANDS
.....Glen Gray and the Casa Loma Ork
Capitol W 1022
7. COME FLY WITH ME.....Frank Sinatra
Capitol W 920
8. LESTER LANIN GOES TO COLLEGE.....Lester Lanin
Epic LN 3474
9. BILLY VAUGHN PLAYS THE MILLION SELLERS
.....Billy Vaughn
Dot DLP 3119
10. SING ALONG WITH MITCH.....Mitch Miller
Columbia CL 1160
10. 'S AWFUL NICE.....Ray Conniff Ork
Columbia CL 1137



Best Selling Pop EP's

FOR SURVEY WEEK ENDING SEPTEMBER 29

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. SPIRITUALS.....Tennessee Ernie Ford, Capitol EAP 1-818
4. COMO'S GOLDEN RECORDS
.....Perry Como, RCA Victor EPA 5012
5. COME FLY WITH MEFrank Sinatra, Capitol EAP 1-920
6. NEARER THE CROSSTennessee Ernie Ford
Capitol EAP 1-1003
7. HYMNSTennessee Ernie Ford, Capitol EAP 1-753
8. JAIL HOUSE ROCKElvis Presley, RCA Victor EPA 4114
9. RICKYRicky Nelson, Imperial EP 153
10. ROGER WILLIAMSKapp KEP 753

The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING SEPTEMBER 20

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	9
Van Cliburn, RCA Victor LM 2252		
2. Sing Along With Mitch	2	12
Mitch Miller, Columbia CL 1160		
3. King Creole	4	3
Elvis Presley, RCA Victor LPM 1884		
4. The Music Man	6	31
Original Cast, Capitol WAO 990		
5. Johnny's Greatest Hits	3	25
Johnny Mathis, Columbia CL 1133		
6. Gigi	16	15
Sound Track, M-G-M 3641 ST		
7. South Pacific	5	27
Sound Track, RCA Victor LOC 1032		
8. Volare (Nel Blu Dipinto Di Blu)	11	3
Domenico Modugno, Decca DL 8808		
9. Stardust*	9	10
Pat Boone, Dot DLP 3118		
10. My Fair Lady	10	130
Original Cast, Columbia OL 5090		
11. Gems Forever	22	9
Mantovani, London LL 3032		
12. Concert in Rhythm	—	1
Ray Conniff, Columbia CL 1163		
12. Only the Lonely	—	1
Frank Sinatra, Capitol W 1053		
14. Cole Espanol	12	2
Nat King Cole, Capitol W 1031		
15. But Not for Me	15	2
Ahmad Jamal Trio, Argo LP 628		
16. Swing Softly	7	4
Johnny Mathis, Columbia CL 1165		
17. Four Freshmen in Person	—	1
Capitol T 1008		
18. 'S Awful Nice	21	13
Ray Conniff, Columbia CL 1137		
19. Elvis' Golden Records	—	21
Elvis Presley, RCA Victor LPM 1707		
20. Nearer the Cross	25	15
Tennessee Ernie Ford, Capitol T 1005		
21. Jumpin' With Jonah	—	3
Jonah Jones, Capitol T 1039		
22. South Pacific	8	235
Original Cast, Columbia OL 4180		
23. The Late, Late Show	13	29
Dakota Staton, Capitol T 876		
24. The King and I	23	112
Sound Track, Capitol W 740		
25. Oklahoma!	—	155
Sound Track, Capitol SAO 595		
25. Hymns	—	88
Tennessee Ernie Ford, Capitol T 756		



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

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

Pop Albums

JULIE IS HER NAME VOL. II

Julie London with Howard Roberts, Guitar and Red Mitchell, Bass—Liberty RLP 3100

With a feeling of jazz and poetry, the thrush purrs her seductive way thru "Little White Lies," "Spring Is Here," "Goody Goody" and other evergreens. Backed solely by guitar and bass, in high style, Julie scores mightily in this LP, with sound a feature. Luscious cover.



SONGS OF THE FABULOUS CENTURY

Roger Williams—Kapp KXL 5005

Pianist Williams has another likely chart package with his latest, de luxe two-volume set. He runs thru 25 of the century's top standards with excellent support from the Hal Kantor and Marty Gold orks. Center fold of the jacket highlights the attractive packaging with several photos of outstanding events from 1900 to the present. It's a fine production with strong loot prospects.



Pop Special Merit Albums

BUDDY DeFRANCO PLAYS NELSON RIDDLE'S CROSS COUNTRY SUITE

Dot DLP 9006

A monumental work by the prolific Nelson Riddle receives its first dinking featuring Buddy DeFranco with full orchestra. This musical panorama of the U. S. shows Riddle to be a composer of depth and imagination. The moods change as each tone painting moves onto another point of interest on the musical map, ranging from semi-symphonic to jazz. It's a likely durable work which holds one's interest despite repeated hearings. The musicianship of the performance is at a high level, and the recording is made with an ear tipped to the hi-fi fraternity. The merit of this package, coupled with the commercial value of the Riddle name on the cover, aims it at the top seller bracket. Excellent cover.



Jazz Albums

LOUIS UNDER THE STARS

Louis Armstrong with Russ Garcia and Ork —Verve MGV 4012

The great artist gives a brace of standards his wonderful and soulful, gravel-voiced treatment. His usual, excellent trumpet stylings are nicely backed by conductor-arranger Russ Garcia. The combination of talents puts this package in the top-flight category. Appeal is to both pop and jazz buyers.



Classical Albums

DVORAK: NEW WORLD SYMPHONY

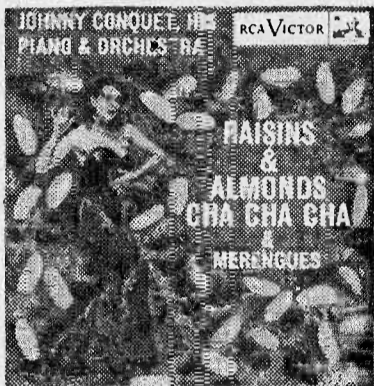
Chicago Symphony Orch. (Reiner)—RCA Victor LM 2214

A virile, broad, exciting conception of the popular romantic work with Reiner's baton making the ork soar. A solid addition to the basic library which should do very well against multiple competition. Provocative cover shot of the Statue of Liberty.



RAKE UP

more profits in October
with these exciting new
RCA Victor pop albums!



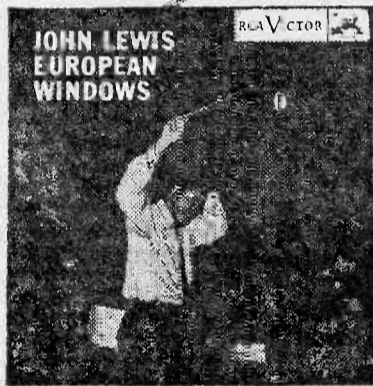
Johnny Conquet with lush Latin tempos. A great big dance attraction. LPM-1789*



George Feyer creates piano magic with all-time favorites. A big winner! LPM-1862*



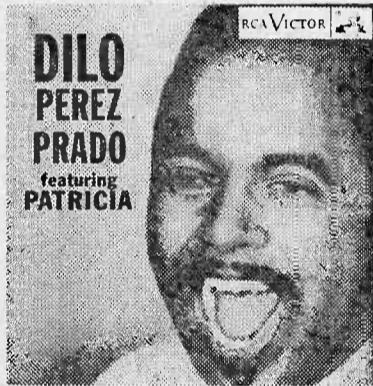
The rumba king at his rhythmic best with Adios and other best-sellers. LPM-1882*



Jazzman John Lewis with his first orchestral set. Watch this album move! LPM-1742



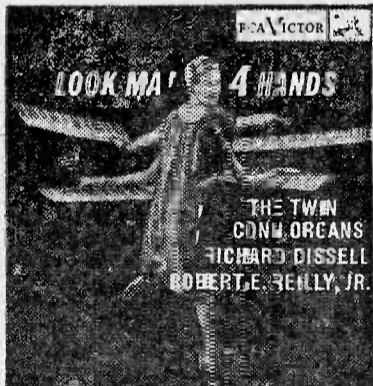
Outstanding album seller, Lena Horne, sings 12 of her personal favorites. LPM-1879*



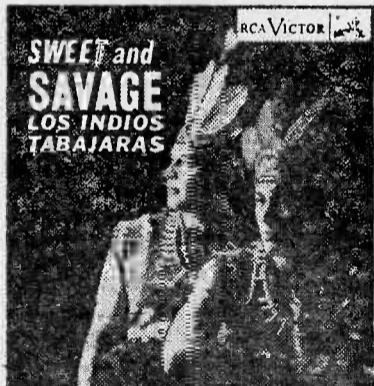
Perez Prado with number one hit Patricia, plus 11 other big hit numbers. LPM-1883



All-time top seller Elvis Presley sings the hit songs from his big new movie. LPM-1884



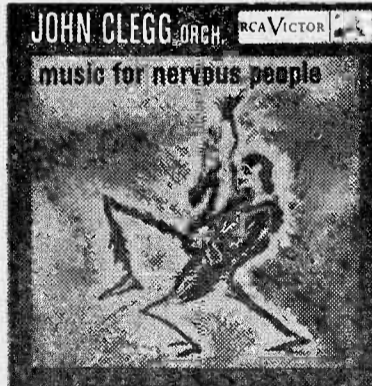
Dick Dissell and Bob Reilly at the Twin Conn organs. Organ fans will love it. LPM-1710



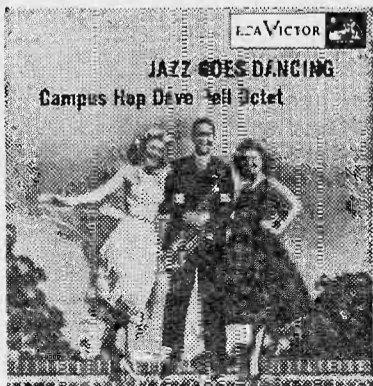
An off-beat album of wild, fiery guitar duets. Sure to be a hi-fi "must." LPM-1788*



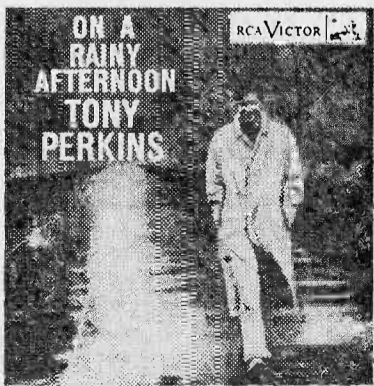
Popular Tony Martin sings an album full of Latin-flavored standards. LPM-1778*



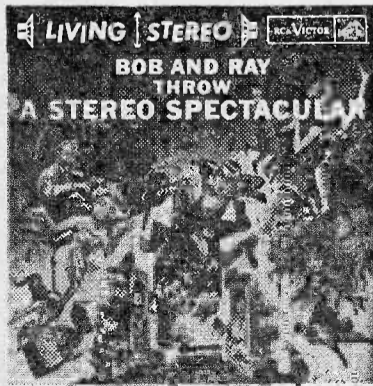
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The talented Meyer Davis plays C'est Magnifique, others. A sales natural! LPM-1755*

*Also available on Living Stereo Records



Cap Sees Classical Upswing

• Continued from page 28

monaural records for a long time to come, if ever. However, I do not feel that this is quite true in classical records. Here the limitation will, of course, be the amount of stereo equipment sold. It will certainly take several years for the volume to begin to approach the monaural sets now in operation. But the majority of those who truly enjoy stereo, and are willing to give their full attention to a recorded performance, will inevitably be drawn to classical music even if they have had no previous exposure. And again the pattern of our hi-fi expansion will follow. I have often thought when writ-

ing an article of this kind how easy it is to speculate, because all it takes is a little time and effort. However, in this case it might be well to emphasize that Capitol Records is backing its convictions with an expanded classical repertoire that far exceeds anything in its history. In recording and merchandising the Angel, Capitol FDS and EMI lines of records, we are putting hundreds of thousands of dollars behind our convictions. We believe it will pay off for us, for the dealers and, in terms of listening pleasure, for the ultimate consumers.

If I may digress for a moment: almost everyone in the music business has had the experience of being maligned by someone with this comment: "How can you continue to put out these hideous rock 'n' roll records? Why don't you do something to promote appreciation of really good music?"

Such questions are embarrassing because there is no good answer. Record manufacturers and dealers must offer what the public wants, otherwise they will no longer be in business. Most popular albums and records turn over a lot faster than classics.

Therefore, manufacturers are more prone to make them, and dealers to stock them.

Capitol is in favor of this practical attitude, particularly in view of our great success in the popular record field. However, I must point out that from the standpoint of durability of record stocks, the market for a popular singer or orchestral group can fade like the summer flowers, while the demand for Beethoven, Bach and Brahms goes on forever.

Finally, just to set the record straight, may I say that I do not believe that any record company of stature should ignore its responsibility to foster appreciation for good music, irrespective of the immediate profit offered. And in my opinion, the work that can be done begins in the schools. It seems inconceivable that young people can listen to classical music as well as rock 'n' roll, but I have seen it happen and I believe that the music is not incompatible. Rock and roll is a tonal manifestation of youthful vigor and rebel-

lion against the many restrictions that are inevitably put on young people. In my opinion, it is perfectly normal and healthy, and while I hope it will wear itself out and be replaced by something more listenable for oldsters, I do not feel that it is in any sense immoral or objectionable. Most young people, however, are also groping for something solid and enduring. Certainly classical music admirably fills this need.

I don't mean to infer that classical music fills a therapeutic need or should be taken like a vitamin pill. Many young people enjoy great music because they are born with that kind of appreciation. But we have far to go beyond this select group, and record companies can do much to help the cause by making their recordings available at the right time and place.

As to the future of classical music, one might as well ask whether lovers will continue to walk in the moonlight. Great music answers a natural urge that is eternal. I know of no area in our business that holds a more secure future.

Get Behind 'Em, Says Merrill

• Continued from page 28

radio and TV, as well as guest performing stints.

2. Appearances to chat and autograph albums in record shops, plus visits to key dealers.

3. Press agent publicity, such as column breaks, picture layouts, colorful news stories, participation in public and philanthropic events.

4. A stream of literature to distributors and dealers.

Performers Willing

"Almost every performer I know is willing to devote time to record promotion, even the ones whose year-in-year-out guarantee gives them a secure, comfortable income," says Merrill. "Why won't the diskeries try the experiment? Instead of hitting the culture approach in jackets and ads, they ought to take the artists at their word and use live ammunition to show that longhairs are humans, and attractive ones at that."

The Metropolitan Opera Record

Club takes a correlative viewpoint. "The names can't be too small," says John Gutman, Met veepee in charge of disk activities. "Tebaldi and Callus draw in albums the way they do at regular performances. But 'La Perichole,' a musical comedy kind of opera, has had a great sale to opera buffs who find Cyril Ritchard alluring, so the reverse could be true. Fans of other types of music can find (and have) many opera stars alluring."

Met to Victor

After a contract with Columbia Records was dissolved, the Met joined the Book-of-the-Month Club in producing albums available only thru the mails. Dealers resented this, Gutman points out, which has now led the Met into a Victor contract to produce eight works a year. Sold both to members via mail and over the counter, these LP's will be using "the biggest names" as insurance but not the biggest operas. Starting with "Vannessa," the Club selections will include such unfavorable works as "Manon Lescaut," "Macbeth," "La Gioconda" and "Samson and Delilah." The Carmens, Bohemes and Aidas are in the minority.

There's a correlation, Gutman admits, between the choice of works recorded and the operas in the current Met repertoire, but the Met does nothing to promote the albums. "The exploitation is entirely Victor's problem. We will co-operate, but it's their province to sell."

No Collective Attitude

"One of the greatest shortcomings of all," says longhair publicist Alix B. Williamson, "is the failure to adopt any collective attitude, to realize that any one harpist can be built into importance only to the degree that interest in harp playing as a whole is stirred up, that any one disk will sell only to the degree that interest in classical recordings in general is stimulated, just as the competitive California vintners got together to make everyone drink more wine."

"Artists have submerged their jealousies in making the albums, record companies must submerge theirs in promoting the whole field," agrees a noted soprano. "Whatever you say about Callas, she at least has awakened interest in opera thru newspaper headlines. When is the last time any record company made a headline involving classical diskings?"

EDITORIAL

LONGHAIR LAG

• Continued from page 26

And, more important, what can dealers do to break thru this attitude and reach the sales that are surely there somewhere.

One thing the dealer can do is to treat classical music as entertainment. Don't be serious about so-called "serious" music. Much of classical repertory is easily accessible to the average person—not only accessible but enjoyable. There's nothing terribly holy about it.

Another thing he can do is size up the customer and help him. If he's a novice collector, he's going to need help. As a simple illustration, take the customer who asks for Beethoven's "Fifth Symphony." The clerk has every justification to say to that customer, "Which version would you like?" But, this is the kind of answer that would immediately frustrate a beginning classical customer. It would frighten or confuse the customer. A better answer, perhaps, would be, "This is a very nice version by Beecham. Or, did you have a particular version in mind?"

The important thing, over-all, is to give the customer assurance. Answer the perhaps unspoken question in the customer's mind—"Will I like it?"

While the manufacturers themselves have created displays and dealer sales aids, nothing has ever been done to promote classical disks on an industry-wide scale. Is this a function of the Record Industry Association of America? Should it be their function? These are questions that manufacturers might ponder. Certainly it is an area that they could explore.



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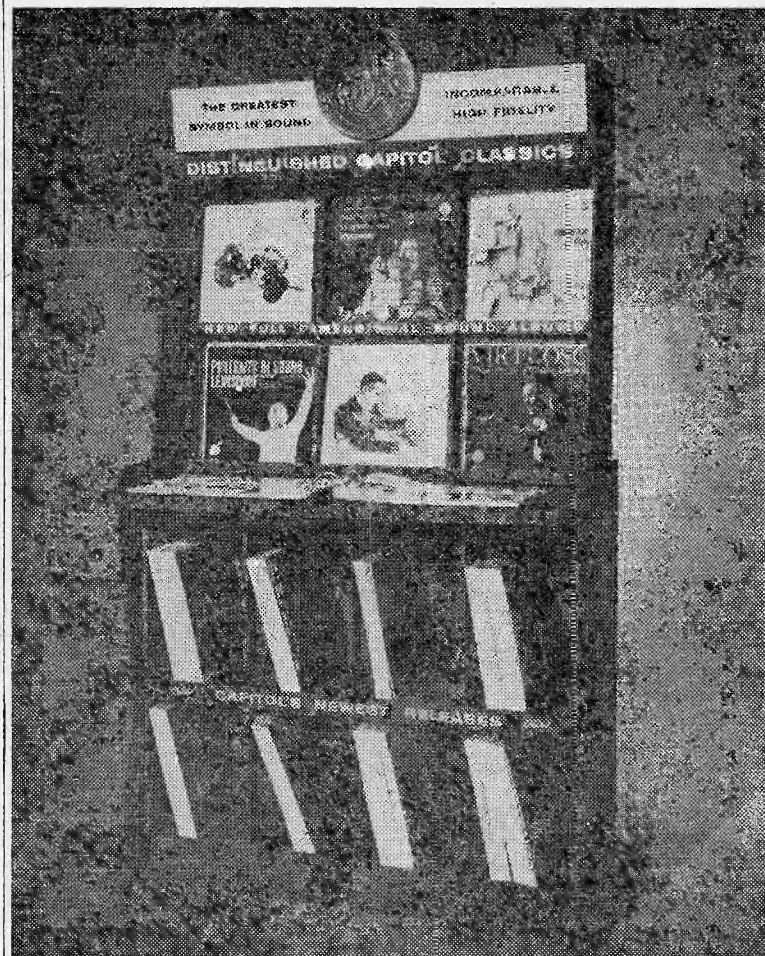
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- CAT. NO. **DVORAK:** Highlights from Opera "Jacobin"
LPV 139
Jaroslav Vogel conducting Soloists, Chorus and Orchestra of Prague Smetana Theater. (Free Czech-English Libretto included.)
- CAT. NO. **DVORAK:** Symphony No. 6 in D Minor, Op. 60
LPV 216
Karel Sejna conducting Czech Philharmonic Orch.
- CAT. NO. **TCHAIKOVSKY:** Concerto for Piano and Orchestra No. 1 in B Flat Minor, Op. 23
LPV 242
Sviatoslav Richter, Piano, with Czech Philharmonic Orchestra conducted by Karel Ancerl.
- CAT. NO. **MOZART:** Concerto No. 3 in G Major for Violin and Orchestra, K. 216
LPV 244
- BEETHOVEN:** Romance No. 2 in F Major for Violin and Orchestra, Op. 50
- BEETHOVEN:** Sonata No. 1 in D Major for Violin and Piano, Op. 12
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Here's an attention-getter for classical disks created by Capitol. At the top of the unit is a fluorescent sign. Upper racks display the latest Capitol classics. The waist-high counter holds a complete catalog. Records are listed by artists' names and type of music. The lower stock bins hold Capitol's complete catalog of classical albums. The entire unit is easily assembled. It comes in two sections, and only four screws are needed to set it up.

London Says

• Continued from page 32

the time-honored works, because they are recorded in a new and vastly improved way.

Saleswise, London is expending three times its normal fall ad budget this year to kick off its classical stereo program. Schedules have been set in not only High-Fidelity and the Saturday Review but in Time, The New Yorker and Business Week as well. Also, day-glo browser cards have been prepared for dealer use in displaying London classical items.

Decca Speaks

• Continued from page 32

cordings are made by highly qualified specialist performers in sessions employing the most advanced technical equipment.

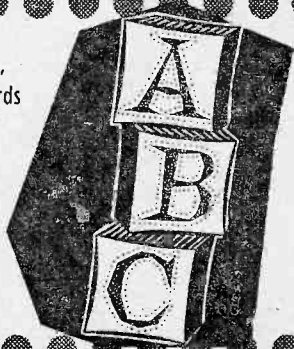
Latest release, the tenth over the past three years, carries eight new packages, which over-all, fit into at least five different research periods. Next year, Miss Katz added, will be a big year for the 10th Research period, which covers the works of Handel. It's an anniversary year for the 18th century composer, and the event will be observed by various Archive releases of his works.

Even if you can't spell Shostakovich, you can stock and sell classical records and make more sales and profits.

Read how in

THE BILLBOARD'S SPOTLIGHT ON CLASSICAL RECORDS ISSUE,

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DISNEYLAND RECORDS
BURBANK, CALIFORNIA

FOREIGN TOUCH

Philadelphia Plans \$600,000 Playland

PHILADELPHIA—City Recreation Commissioner Robert W. Crawford is looking for an angel or a group of angels who would like to contribute \$400,000 toward the construction of an international playland in Fairmount Park. City Council last year agreed to provide \$250,000 for plans and initial construction. Crawford said that under plans completed by the architectural firm of Montgomery and Bishop the project will cost \$600,000.

Crawford and other city officials have been negotiating since early this year with representatives of various foreign governments seeking backing for exhibits. The proposed site is an eight-acre tract near George's Hill. It includes an abandoned reservoir.

The playland's major portion is designed as a series of artificial islands in the old reservoir connected by a series of bridges. The water would be about two feet deep. The banks would be terraced and a monorail train would run along the top.

An Amphitheater jutting into the water on one side of the basin would provide space for puppet shows, folk dancing and other entertainment. On the opposite side, a peninsula extending into the

water would contain an observation tower and a Merry-Go-Round.

The plans also include an underwater tunnel, a "cave of mystery" under the amphitheater and an Octopus whirl. A water curtain would rise in front of the amphitheater. One of the islands would contain a rocking saucer and if the monorail were crowded, visitors could tour the area via a ski lift. Space on one of the islands would be set aside for private birthday parties, family picnics and the like.

The plans have taken about \$50,000 of the available funds, leaving some \$200,000 which Crawford said will cover the basic construction. This includes clearing the reservoir and preparing for construction of the islands and terracing and landscaping the surrounding area. Sections of the plan will be added as funds become available. It is not likely that any construction will start until at least part of the \$400,000 has been raised.

The commissioner expects to get some of the needed funds from the sale of concessions for such things as food and the proposed self-propelled doughnut boats that are planned for operation around the islands and the monorail. He said a small admission will be charged to maintain the park.

SIDELIGHTS

U. S. Park Men Visit Vienna, Switzerland

MUNICH, Germany—Traveling park men and their wives were greeted here by Morgan (Mickey) Hughes, of Hot Rods, Inc.; his wife Ingrid, and Rudolph Ihle, German ride maker. They were hosts at a luncheon attended also by the burgomeister, of Munich, Thomas Wimmer, and the American consul general here, Ed Page. The event was at the Oktoberfest Hippodrome, a restaurant featuring at the center a ring in which patrons may ride horses. Several park men took rides.

Hughes revealed that he is allied with the maker of the Calypso ride and that he expects two of the units to be available this winter.

Earlier, the park group was headquartered in Rome for four days, but numerous people in the party scattered to other points in Europe. The Vernon Platts and Carl Hennings were among those going to Vienna to see the famous Prater Wheel as well as other attractions. James Forest went to Greece to visit relatives. Jimmy Johnson stayed in Germany on machine tool business. Some others went to Rome but left early. Jimmy Thompson and his daughter, Fay, spent extra time in Switzerland.

In Rome, amusement park activities were at a minimum, with a few of the party visiting Luna Park there.

The stay, however, was outstanding for sightseeing in the ancient city and an audience with the Pope. People who attended the audience journeyed 30 miles to the Pope's summer palace. About 5,000 people of all nationalities were present as the Pope appeared and acknowledged the presence of various organizations. The NAAPPB was among the organizations mentioned in the list that the Pope read.

Leaving Rome, part of the group went by way of Switzerland for a four-hour layover between planes continuing on to Munich. From Munich the group will go to Brussels for the World's Fair and the NAAPPB late summer session.

At Munich several more people joined the tour party. Among them are Mr. and Mrs. Henry Bowen, Mr. and Mrs. Thomas Smith, William Muar, and Mr. and Mrs. Harry Batt. The Batts have been in Europe for some time and will stay with the group to see Belgium. The Bowns made a side trip to Vienna. Also in Munich for the Oktoberfest was ride maker Schiff, Mr. and Mrs. Joe McKee and Mr. and Mrs. Lawrence Canfield.

Copenhagen Tivoli Pulls 4,180,000

Tops 1957 Attendance With One Day Less; Swings Into Winter Season Operations

COPENHAGEN — Tivoli's season attendance passed the four million mark on Tuesday (9), and when the park wound up its season on Sunday (14) night the total attendance was about 4,180,000, against 4,039,564 last season. The 1958 season ran 137 days; the 1957 season had 138 days. The 1957 earnings were the highest since the park opened in 1843, and the 1958 gross income is expected to top last year's by 2 or 3 per cent.

The park opened on May 1 with a gate of 66,400 and closed with a Sunday (14) gate of 62,800. Saturday (13) turnout was 48,200. Weather during the summer of 1958 was rainy and cold, which cut attendance at suburban Dyrehavsbakken and shore resorts, but did not affect Tivoli very seriously as regards attendance or earnings.

Altho the season is over, there is still plenty of action which will continue until the 1959 season opens on May 1. Immediately after the park closed the spacious covered passageway between the Concert Hall and the large street-front Taverna dance hall was rapidly made an integral part of the two big buildings by simply closing the huge glass-paneled folding doors at its ends.

This passageway, with roof on the same level as the ceiling of the second floor of Taverna, was just as speedily transformed into spacious cloak rooms, on the Concert Hall side, and into a part of an

elegant and spacious ground-floor entrance and lobby by removing a number of wall panels from the lower part of Taverna. The elevated bandstand is so designed that it can serve as a bar or candy stand and in a brief time the Concert Hall has a very fine street-front entrance, with demountable box office on one side, attractive lights and furnishings. It can just as quickly be changed to serve as part of an exhibition hall.

At the Sunday night (14) concert the entrance was via a terraced entrance facing the center of the park. On Tuesday (16) the Concert Hall was already housing a convention, with entrance and lobby in the street-front Taverna and the separating passageway. On Thursday (18) two concerts took place, and from Friday (19) thru Sunday (21) Richard Stangerup presented Harry Belafonte in three concerts. In addition there was a gala benefit concert on Sunday (21) afternoon.

As soon as the seats and other objects in the front of the park's open-air stage had been removed, on Monday (15), Circus Benneweis pitched its big top on the vacated space and placed its ticket wagon in front of the main entrance for a run opening Thursday (18) and ending October 5. One gate of the main entrance is used for entrance to the circus, the other gives access to an auto parking lot which occupies a section of the front end of the park during the winter months.

Street-front restaurants operating year-round are the dine-dance Wivex and Nimb, the moderate-priced Cafe 7, Kobenhavner-Kroen cabaret and the Umbrella, which operates as a catering establishment for banquets, parties and other affairs. Wivex and Nimb—both large capacity—book many banquets, fashion shows and special events. Nimb currently has a convention group using one of its big rooms.

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ROLLER RUMBLINGS

600 Attend Mineola Silver Anniversary Bow . . .

MINEOLA, N. Y.—About 600 skaters attended the September 10 opening of Earl Van Horn's Mineola Roller Rink, and in keeping with the rink's silver anniversary, silver tasseled souvenir programs were distributed among patrons.

Highlights of the evening were skating exhibitions by members of the Figure Skating Club, including a demonstration by American and world's pair skating champions Ruth Heeseman and Ken Trotter, who go to New Zealand this season to defend their world title.

Now on its winter schedule, the rink offers sessions nightly except Mondays; matinees on Wednesday, Saturday, Sunday and school holidays, and Saturday morning children's sessions.

Four special events are on the rink's October calendar. A Western Night party will be offered October 3, Mineola's first of the season. To the boy and girl wearing

the best costume will go wrist watches. On October 17, the rink will stage its first trio voo doo night, with \$30 in prizes to be awarded winners. The rink's annual Halloween masquerade party will be held October 31, and on Saturday morning, November 1, there will be another trio voo doo party, with shoe skates going to winners.

Owner Van Horn also plans resumption of Girl Scout classes, to be divided in three groups this year. Group No. 1 will meet 11 times, starting October 11 and ending December 20. Group No. 2 starts January 3 and ends March 14. Group No. 3 starts March 21 and ends June 12.

Schmitz, Edwards Enter Motel Business . . .

WILLIAMSBURG, Va. — William Schmitz, former general manager of the America on Wheels chain of rinks, Elizabeth, N. J., and Jack Edwards, who formerly served as the chain's director of racing promotion, have entered the motel business here.

Schmitz and Edwards have announced the purchase of Pocahontas Motor Lodge here, a six-and-one-half-acre establishment of 53 sleeping units plus swimming pool and restaurant.

Estelle McNamara, who served as Edwards secretary in the AOW chain, is now directing the chain's racing program.

Warehousemen Now Equipped With Skates . . .

CINCINNATI—A new field is opening for manufacturers of roller skates. It's reported that in many large warehouses in the country business firms are finding it advantageous to equip their warehousemen with roller skates. Warehouse managers report that the men who fill orders get around more quickly and easily on skates, thus facilitating order filling.

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WEST SPRINGFIELD, Mass.—A near-record attendance total of 502,674 was tallied during the nine-day Eastern States Exposition, surprising in the light of poor weather which dogged the event from midweek on. It was the second time the event exceeded the half-million mark, and the figure was only 2,399 behind last year's all-time high.

Daily totals were as follows, with all-time one-day highs established five times, on opening Saturday (13), Sunday, Tuesday, Friday and Saturday (20):

	1958	1957
Saturday (13)...	63,010	52,549
Sunday (14)....	89,995	79,796
Monday (15)...	38,179	26,068
Tuesday (16)...	46,126	42,406
Wednesday (17)...	34,690	66,320
Thursday (18)...	38,709	51,503
Friday (19)....	61,410	49,602
Saturday (20)...	87,614	81,774
Sunday (21)....	43,941	45,055

Totals 502,674 505,073

The event was well on its way to a record on the basis of the first five days' business, when rainfall

King Takes Reins At Bakersfield

BAKERSFIELD, Calif.—Robert M. King, on leave of absence from the Colusa County Fair, is directing the Kern County Fair which opened here Monday (22) for seven days.

King replaces Bert Bates, who was named secretary-manager earlier this year to succeed Ed Clendennen, who became manager of the Santa Barbara County Fair in Santa Maria.

Bates, prior to be appointed to the post was the exposition's publicity director. In this capacity, he was succeeded by Don Taylor, who served on the California State Fair & Exposition press staff and at other fairs in 1957 following his graduation in agricultural journalism at the California State Polytechnic College.

Centreville, Mich., Tops Gate Mark by 84

CENTREVILLE, Mich.—The Centreville Fair wrapped up its six-day run here Saturday (20) with a new all-time attendance record. The actual count of paid attendance topped all previous highs by 84 patrons, L. R. Schrader, veteran secretary-manager, disclosed.

The fair racked up this new record despite the virtual loss of Wednesday to rain. The downpour washed out the afternoon program of harness races and the turnout at the night show was light. Attendance lost on the day was made up the following three days, however, Schrader said.

The night grandstand show, produced by Barnes-Carruthers, topped last year's show by a little, he said. Show was in for single performances the first three nights and doubleheaders on the last three. Cast included Peg-Leg

set in. A drop of nearly 30,000 was recorded over Wednesday and Thursday, and some rainfall appeared every day, starting with that period.

Most outdoor business suffered. Some events, notably the Sam Nunis auto racing, survived to the general satisfaction of the promoter and fair office, and the Jack Kochman thrill show managed to pull a fair crowd to the outdoor bleachers on Sunday (21) in the rain.

The Blue Angels, precision fly-
(Continued on page 67)

Utah State Chalks Gate, Icer Records

Draws 280,144; 'Holiday' Gross Tops \$141,000

SALT LAKE CITY—The Utah State Fair closed Sunday (21) with a brace of new records.

Attendance was 280,144, which eclipsed the old mark of 246,000 set in '56. "Holiday on Ice," in for 17 shows, grossed a record \$141,592.07, after taxes, to top the old high of \$137,000, also set in '56.

The Monte Young Shows scored a big increase over last year in ride and show receipts on the midway, Don Wyatt, fair manager, announced.

A new 12,000-seat coliseum is
(Continued on page 67)

Total Revenue Up At Calif. State

Night Grandstand Show Takes \$59,687; Matinee Income Falls Below '57 Level

SACRAMENTO—Revenue was up over last year in nearly all departments of the California State Fair & Exposition which closed its annual 12-day run here September 7.

Altho the fair operated with a tighter gate control (not counting working press, exhibitors, employees, etc.), general admission revenue dropped to \$228,727.50 from last year's \$229,399. Attendance count was 817,002 compared with 818,202 in 1957.

Evening grandstand income went up from \$34,860.52 to \$59,687.47 this year when GAC-Hamid presented the shows on a percentage basis with the State Fair taking 60 per cent and the booking agency 40. The show was in three segments headlined by Johnnie Ray, Nat King Cole and Jimmie Rodgers, each for four nights. Attendance for the productions was 47,724 as against 36,984 last year when the Hollywood Moulin Rouge show was offered.

Afternoon grandstand money

dropped from 1957's \$89,385.26 to \$83,781.39, and attendance for those respective years fell from 109,072 to 107,864. While the bulk of the attendance and revenue was from horse racing crowds, included in this category were approximately 12,000 people who paid nearly \$8,200 to attend Bill McGaw's Tournament of Thrills show on the first Sunday (August
(Continued on page 67)

Puyallup's 378,248 Falls Below '57 Tab

Rain Falls on Four of Nine Days; No Grandstand Shows Lost to Weather

PUYALLUP, Wash.—An attendance of 378,248 was chalked up by the Western Washington Fair, which closed its 55th annual run here Sunday (21). Figure is 15,405 over the five-year yearly average, fourth highest, but under the 403,297 scored last year, John H. McMurray, manager, noted.

During the nine-day run, rain fell on four of them. All 18 grandstand shows were presented as scheduled, with only two of the flying acts being omitted on two occasions.

Again the fair, which receives no subsidies from any source and is one of the largest events with horse racing and no pari-mutuels, went strong on its entertainment program which combines vaudeville, circus, rodeo and horse racing. Acts were booked by James Blair, director in charge of entertainment, and McMurray and Hans Lederer, Eastern contact for the fair for a number of years.

Acts playing the date included Emmett Kelly, Zucchini Cannon and flying acts, Rex Ramer and Eileen, the Geraldos, the Oriols, the Staneks, Angelo Wilnow, Necker's Dalmatians, Behee-Bray Flyers and Richardi. Harry Henson served as racing secretary, and George Prescott announced the ro-

ALLENTOWN UPS REVENUE TOTALS

Pay Gate Off 12% to 168,274; Grounds Work Hikes Potential

ALLENTOWN, Pa.—In many respects the 106th Greater Allentown Fair was the most successful on record as the prospering event rolled up new totals in revenue and grandstand business. The run, which closed Saturday (20) showed a new face to veteran patrons and commercial visitors.

Razing of two buildings on the Chew Street hill made considerable midway expansion possible. And the exhibit hall, butting up to the grandstand, provided one of the longest unbroken stretches of booth space in the fair business. Including the underside of the grandstand seats, this expanse is 836 feet long and 70 feet wide.

Unfavorable weather conditions prevented a record attendance. The five paid days, beginning Tuesday (16), drew 168,274 thru the gates, about 12 per cent lower than last year's 192,145. Sunday was a preview day and Monday was a free day, which may see the imposition of an admission fee in 1959 or 1960, it was reported.

Daily totals, paid and free combined, starting with Tuesday, were 26,131, 16,511, 36,393, 32,920 and 56,319.

The leased ticket machines of Globe Ticket Company provided the fair with instant and accurate counts on all rides and shows, in addition to the front gates, which had the units previously. There were relatively few drawbacks to the system, which made possible a base for future comparisons on unit grosses.

Record for Race Crowd
At the grandstand the closing day's USAC racing, promoted by

the fair, drew a record grandstand crowd of 10,825. Attractions, on a one-day basis, headlining the Willard Alexander revue, drew as follows, starting with Wednesday: Paul Winchell (heavy rain), 3,668; Red Buttons, 4,860; Ted Mack's Amateur Hour, 3,989, and Jonathan Winters, 4,250. The Winchell appearance drew the heaviest advance sale, accounting for virtually the entire attendance, rain cutting the walk-ins to almost nothing.

Ed Leidig, fair manager, expressed pleasure with every aspect of the fair except the new midway layout, which will probably be altered in 1960. Rides and shows were clustered away from the Chew and 17th Street main entrance, and lighter traffic than usual traversed the concession lineup. In addition to the World of Mirth Shows, the fair booked in Dorney Park's Wild Mouse, located apart from the carnival area. Also separated was the Indian Village assembled by Jim Bergen, of World of Mirth. Ticketed at only a dime and a quarter, it was the fair's outstanding value, and the publicity department cashed in heavily on the attraction.

A first-time Sunday parade was an unqualified success. Indians took part, as did Leo Carillo and rodeo contestants. Bands will be added next year. Miss Pennsylvania, a Lehigh Valley girl, was present at the fair all week.

Total grandstand business was 46,938 persons, compared with 32,367 last year for Alexander's show, and 38,969 for Guy Lombardo in 1956.

NO LAW AGIN IT; CHARLOTTE FLIES 49 STARS

CHARLOTTE, N. C.—In quest of a publicity gimmick, the Dorton thought of flying a 49-star flag but researched the matter first, as none has been established yet to account for Alaska's Statehood. Federal offices here advised there is apparently no law against it, so the flag, 8 feet by 15, fluttered over the grounds all week.

Richmond Hits 158,723 During First Four Days

RICHMOND, Va.—The Virginia State Fair got off to a strong attendance start Friday (19), with good weather gracing the event on every day but Sunday. Attendance was 158,723 for the first four days, only a hair behind the 160,759 for the same period last season.

With a 21-county school holiday declared on Tuesday, hundreds of busses came early with a huge outpouring of kids.

Cetlin & Wilson Shows were running ahead of last year's figures. Opening day drew some 20,000 persons. Saturday's 87,000 was a one-day record. Sunday was cut to 20,000 by rain. Monday turnout was 30,000.

J. A. Mitchell, manager, reported enthusiasm up and down the line. Jack Kochman's Thrill Show did fairly well on opening night. Next day's motorcycle racing doubled last year's crowd. Also highlighting the weekend were eliminations and finals for the State's Miss Universe competition.

Harry Cooke, of Cooke & Rose, booked in the Ray Beudet ice show for eight performances, and the Bar L Rodeo of Col. Red Lunceford in the arena. Sam Nunis' big-car races were held Saturday (27).

Publicity and advertising continued under direction of J. Lyawood Rice.

Abilene, Tex., Sets Record; Truth-Consequences Aids

ABILENE, Tex.—The addition to two days to the run of the West Texas Fair and the presentation of name attractions, including the TV show, "Truth or Consequences," set a new all-time attendance record for the eight-day run. Monday was lost to rain and it rained the next day until 5 p.m.

Joe Cooley, secretary, reported total attendance at 90,800 and a new one-day record of 23,000 on Saturday (13) when Bob Barker and the "Truth" unit was in for the day. The fair operates with a 50-cent gate and presents its inside attractions free in an open-air theater on a 30 by 40-foot stage.

Calif. State Awards Plaque To WFA Writer

SACRAMENTO — A Special Merit Citation plaque has been awarded Western Fairs Association by the California State Fair for "excellence in journalistic endeavor in behalf of the fair industry."

Award announcement was made by Bert J. Abraham, State Fair director in charge. He is also president of the California Newspaper Publishers' Association.

The plaque was presented by Gov. Goodwin J. Knight to Joe Blenkle, association public relations director. The citation, rarely given by the fair in a contest primarily for newspapers, magazines, radio and special interest journals, was for articles Blenkle wrote for newspapers and which were presented on radio and television throughout the State. They were concerned with the operation of State-supported fairs in California and stressed the fact that fairs are operated on funds derived from a levy against money wagered at race tracks and entirely without local taxation.

Blenkle joined WFA early last February after nine years as a writer on The Sacramento Union. Prior to joining the local paper, he worked on newspapers in Idaho and Florida.

Puyallup Gate

• Continued from page 66

second consecutive year for the Forsythe & Dowis unit of "Dancing Waters," under the management of Alfred Osborn.

The amusement zone was under the direction of Raymond (Bud) Douglas, who succeeded his late brother, Earl O., in the operation. E. O. Douglas, who formerly had the Douglas Greater Shows, has directed the midway, much of it on a permanent basis, for many years.

Novelty concession was handled by Harry Susman, who has had the contract for more than 30 years. Also a veteran here in the novelty line was M. (Whitey) Monette.

A line of open-race horse stalls was replaced during the off-fair interim by a landscaped area and new barns erected near others to which it was joined by a new facade. Six new concession booths were also constructed and a large area black-topped.

Fair received a national radio break when it was featured on NBC's "Monitor," with Emmett Kelly and McMurray interviewed. Publicity was directed by Ann Shepherd Faber, who has handled the chores for the past four years. b. w2 Fairs 9-29 Utah (Hd) BJ

The Goofers were in for the entire run of the fair, Molly Bee in for three nights, Johnny Cash for one evening and the Collins Kids for the final two days of the fair, which ended Saturday (20). All talent did two shows nightly at 7 and 9 p.m. with a car giveaway following the last show each night.

Bill Hames Shows reportedly had a big run and was well ahead of last year.

Fresno Event Expands Run To 11 Days

FRESNO, Calif.—Fresno District Fair is adding one day this year and will open October 2 for 11 instead of 10 days as in the past, T. A. Dodge, secretary-manager, said. The new schedule will give the event nine days of horse racing with pari-mutuel betting.

Allen Merriam is handling publicity and exhibits for the event, replacing Roy Gorman, who retired after 20 years in the post. For the past three years Merriam handled public relations for the California Almond Growers' Exchange in Sacramento. He was the editor of a membership publication and prior to that served as an assistant to State Grangemaster George Sehlmeier. Merriam edited The California Grange News and was with the United Press in Sacramento for three years. A native of Topeka, Kan., he was a flight radio operator with the Air Force in World War II.

Russ Stapleton, of Fanchon & Marco, Hollywood, will present the stagshows in two segments in the outdoor theater, a contract he has held for a number of years. The free attraction will feature for the first five days, October 2-6, Libonatti and Rickey, comics; Arlene Wells, vocalist; the Volantis, unicyclists; Lloyd and Susan Willis, comics, and Homer Garett and the Y-Knot Twirlers. Opening October 7 for the remainder of the fair, the program will include the Wilder Brothers, comedy singing group; Ralph and Lorraine, acro-dancers; Heller and Riley, musical comedy stars; Nita and Pepi, acrobats, and Dorothy Haag's Chimps. Jack Aronson will be musical director. Two strolling musical groups, Louise and Sylvia Haines, and Jayne Lowe will also appear.

Crafts Shows will play the midway.

Calif. Revenue Up

• Continued from page 66

31) and the NASCAR auto races on the closing Sunday, which accounted for \$4,478.31, beating last year's \$3,064.86. Attendance at the 1958 auto races was 7,658, which beat last year's 6,627.

Horse racing did not fare as well this year as last. The pari-mutuel pool was down to \$4,915,365 from last year's \$4,935,072. Parking also dropped from \$30,381.01 in 1957 to \$30,271.13.

Other revenues this year with 1957 figures in brackets were: Admission sales, \$392,636.40 (\$373,118.14); concessions, \$322,287.92 (\$309,814.14); commercial space, \$68,541 (\$60,390.25); horse show, \$20,440.04 (\$19,473.36), and horse show facilities, \$25,522 (\$20,345).

Uncle Sam did all right at the fair, too. Federal taxes this year totaled \$24,554.38 as against last year's \$12,757.24.

NEW DATES OK AS CHARLOTTE GETS 230,000

Pre-Billy Graham Move Clicks; Best Weather in 10 Years

CHARLOTTE, N. C.—The best weather in 10 years had the anticipated results for last week's Southern States Fair, as all departments reported successes. In addition to sunny skies, the event was also blessed with better-than-average spending, Sib Dorton, manager, reported.

Charlotte has been battered from pillar to post by rainfall in recent seasons. This time there was only a short sprinkling on closing day, Saturday (20), not enough to do any harm.

Attendance was estimated at 230,000 for the five days, with Friday's 75,000 being a surprise. It was the biggest weekday in memory. Grandstand business ranged from fair to good. Exhibits filled all available space, and 110 entries were recorded for the pony show.

A new layout was provided for the James E. Strates Shows, which turned in excellent grosses for the spot. The fair ran two weeks earlier this year, switching dates with the fair in Shelby, also played for the Dorton by Strates. Reason for the swap was a Billy Graham crusade which opened in Charlotte on Sunday, the day following the fair's last day. With crops all in and weather fine, the Dorton strategy paid off well. Under the former dates, the crusade and fair would have bucked each other for attendance.

Gene Antry was in with Tag Oakley and supporting acts for five shows, with attendance fair, publicity value of Antry, however, was good. Aut Swenson's Thrillcade had four good houses, the 8 p.m. show Saturday being the strongest grandstand crowd of the week.

On the final day, Sam Nunis-promoted big-car racing was successful, with 30 cars entered. A free act during the week was Lilly Cristianson's wire act. Strates, delayed in the move from York, Pa., was up in the air at 7 p.m. Tuesday (16), opening day.

ESE Tops 500,000

• Continued from page 66

ing jet team, was grounded except on Friday when they performed over the grounds for 10 minutes. Scheduled to show from Wednesday thru Friday, they were held over on Saturday but did not get a satisfactory ceiling under which to perform.

Indoors, the horse show featuring Arthur Godfrey and his horse, Goldie, drew a full Coliseum crowd for three of the five shows. Wednesday night (17) the hall was two-thirds full, and Tuesday it was all but full. Roy Rogers also pulled heavily, Manager Jack Reynolds reported, with more than 50,000 spectators attending the 11 shows for an attraction record here.

On the opening weekend, the Coliseum showed the Grenadier Guards and Scot Guards for four performances. They used the entire arena floor. For the Rogers show, several hundred seats were provided on the floor, increasing the capacity to 6,500. Nunis pulled full houses on Thursday and Friday, and near-capacity on Saturday, to auto racing. Track bleachers hold 7,500 persons.

On the midway, the King Reid Shows did business comparable to previous successful years here.

NEW PLANT PLANS

Calif. State Mulls New Dates for '61

SACRAMENTO — Dates for California State Fair & Exposition when it opens at its new site in 1961 may be from mid-October to November 1.

Sturdy Run Registered At Chattanooga

CHATTANOOGA — Intermittent rains hit the Chattanooga-Hamilton County Interstate Fair here Saturday (20) but the six-day event wound up a sturdy winner, with a paid gate of 92,000, one of the best in its history, and far better than that of last year, when the fair was clobbered by the elements.

Saturday's off-and-on-again rain made deep inroads into the normal Saturday turnout and did cause cancellation of the free night talent show, a package of acts booked in thru GAC-Hamid. Closing day's rain also cut back midway play but the Olson Shows nevertheless finished with one of the best ride and show grosses they have ever registered here. Sale of concession space, so far as the show was concerned, was the heaviest in years.

Six More Acres In Cards for Dallastown

DALLASTOWN, Pa.—Closing day attendance for the Dallastown Fair hit 26,889 paid, John Kell, secretary, announced last week. Altho there was a Friday rainout and rain on another day, business was good enough for the fair to plan a six-acre enlargement for next year.

Kell said the Saturday gate was a one-day record for the 12-year-old event. Morris Hannum Shows on the midway had a good week and was awarded the 1959 contract. Fair was held August 11-16.

Utah Records

• Continued from page 66

now under consideration for the fair plant. The structure, Wyatt said, would seat as many as 16,000 for a stage-type presentation by placing seats on the arena floor.

The coliseum, as proposed, would be spotted where the horse barns are situated. The existing coliseum would be used for exhibits.

The State Legislature will be asked to appropriate \$3,500,000 for the building and indications are that the request will be granted.

Ted Rosequist, formerly State Fair assistant manager and now in charge of the planning for the new exposition, has suggested the change from the traditional days of late August thru the Sunday following Labor Day.

"We'd like to conduct our fair from the middle of October to November 1," Rosequist said. "By having our fair on those dates we could avoid the hot weather and would be willing to take our chances on rain, which never seems to hurt us as much as the heat."

The 1958 State Fair opened its 12-day run on August 27 and closed September 7. August was reported the hottest in this city in more than 50 years.

Heat Cuts Gate At Gridley Run

GRIDLEY, Calif.—Blistering weather and biting mosquitos cut the attendance at the Butte County Golden Feather Fair during its four-day run ending September 1, Joseph E. Whitaker, secretary-manager, said following completion of the turnstile audit.

Gross attendance this year was 21,817, with 13,000 paid, as compared with last year's gross of 23,929 and 13,520 paid.

With the thermometer hitting around 105 degrees, matinee business was reduced. Altho the fair opens at 2 p.m. because of the heat in the area, fair-goers remained away from the event until late afternoon and early evening.

Among the features of the event was the balloon ascension presented for the second consecutive year.

The balloon ascension, managed by Victor Heisler, with Jack Wiggins as the jumper, ran into trouble on Sunday (31) when the balloon fell across high tension wires and had to be cut down. Lights in some parts of the area were off for approximately 30 minutes about 9:30 p.m., darkening the fair's Farmers' Hall and stopping the automobile races in the stadium. After repairs, the ascension and parachute jump were again made on Labor Day evening at 6:30 as scheduled.

Great Western Shows, owned and managed by Ray Cox, played the midway for the second consecutive year.



Wherever
You Are . . .
You'll Find
Many of
Your
Needs
in the
CLASSIFIED SECTION
this issue

FAIRFIELD COUNTY FAIR—LANCASTER, OHIO
DAY and NIGHT—OCTOBER 7-8-9-10-11, 1958
LARGEST COUNTY FAIR IN OHIO
WANT Small Concessions
Write T. B. COX, Concessionist

Cristiani Plans More Cities in '59

Winter Show to Open Tour in January; Lucia, DiAno Set for European Jaunt

MACON, Ga. — Lucio Cristiani, who spent several days here last week for business conferences, said that the current season was far ahead of any prior season for Cristiani Bros. Circus.

"It was shorter by about eight to 10 weeks, but the net results greatly exceeded any previous season," Cristiani, general manager of the show, said. "It was far better than we had expected." While here Cristiani revealed plans for the winter and next season.

The show will go out for the regular 1959 season with the billing, "largest circus under canvas," and Cristiani said there were plans to increase the size for 1959. The street parade will be retained.

A winter unit will be formed in

January to play a South Florida tour, as was done this season.

Cristiani is planning a hunting trip for several weeks with friends near Monterrey, Mexico.

After this trip he and his son, Chris, and business associate, Tony DiAno, Canton, O., will go to Europe for the Christmas holidays and on a search of European circuses for new acts for the regular 1959 season.

Cristiani was here for conferences with his attorney, Paul M. Conaway, and he and Paul Cristiani conferred with advance execs, Charles T. Underwood, Charles Blaum and Elmer Kauffmann, the last named advertising car manager.

The 1959 route is already shaping up, and emphasis will be on more large cities, with extended runs, similar to the Philadelphia and Chicago engagements this year.

Lucio Cristiani said that a definite decision has been reached to revive the famed Cristiani Family riding act for 1959. Several new and younger riders in the large family have already been selected and will start rehearsals soon at Sarasota winter quarters.

Cristiani exchanged social visits here with Floyd King, his former partner in the operation of the King Bros.-Cristiani Circus. King, now general agent for the Clyde Beatty show, spent a weekend at his home here.

Gil Gray Draws Good Crowds At Shreveport

SHREVEPORT, La.—Gil Gray Circus racked up a big five-day run here under Shrine auspices, pulling an estimated 50,000 thru the final day, Sunday (21).

Rain cut into Wednesday, Thursday with the result that turnouts the first two days were light. On Friday night 4,500 turned out for the show. Saturday afternoon drew an overflow, that night the fairgrounds building was filled and on Sunday afternoon another overflow was registered.

A group of clowns and acts visited the Shrine Hospital for Crippled Children.

Dallas Signs Gil Gray Show

DALLAS — Despite shifts in the circus prospects situation, indications are still strong that Dallas will have a circus sandwiched between the State Fair of Texas and Cotton Bowl Week.

Ringling Bros. canceled rather than contract their tentative six-day Thanksgiving week reservation for Dallas Memorial Coliseum, and the Down-Town Lions Club has a contract, still unsigned, for the building for six days, starting November 24. The Lions want to present the Gil Gray Circus, which owns and used quarters here the past two winters.

Ringling, canceling its November dates, asked tentative new dates for six days starting December 16 (Cotton Bowl week is December 29-January 3). Ringling has not confirmed this oral reservation by telegram or letter.

Dallas Times Herald, afternoon daily, carried a two-column photo Monday (15) of Down-Town Lions Club President Frank Williams signing contract with Gil Gray for production of a circus, November 25-29, in Dallas Memorial Coliseum. Leo R. Machutas, chairman of circus steering committee, was also in photo.

Acts making the Detroit Police Field Day recently included the Amandis, the Boginos, Triska Troupe, Antonucci Chimps, Betty and Benny Fox, the Valencianos, Cresso's Rocket Car, Ruby Haag's Dogs, and Seabright high act.

Suburban Areas Hold Position As Choice Circus Territory

CHICAGO — Suburban areas add up as choice circus stands, in the view of some of the nation's most active show agents and owners.

This season again, tented circuses have concentrated on the residential towns that surround major cities. Chicago had such shows as Mills, Hagen, Adams, Dwight, and Cristiani playing in the metropolitan area. Beatty and Beers-Barnes were among those who looked seriously at the territory and then came close but not actually into the suburbs.

Joe McMahon, agent for Hagen Bros., declares, "All suburbs are good." He points out that in independent towns, "they expect you to be Ringling Bros., but suburbs want a show which entertains them for an hour and a half and they go home. They've shown the kids a good time," McMahon reasons.

Mills Bros. Circus echoes this enthusiasm for suburbs. "We could stay around here 60 days," one of the Mills brothers stated. And the show does play several days around Chicago plus some in suburbs of such cities as Cleveland, Detroit, Cincinnati, Pittsburgh and Philadelphia.

Island Active
This season, too, Long Island drew heavy booking by the circuses. Cristiani Bros. returned for about two weeks and did big business, enough to cause the show to believe it could have lengthened its stay. Hunt Bros. was there at the same time and doing well as usual. Hagen Bros. played a number of New York City environs and returned to Staten Island. Mills Bros. was close by in New Jersey and elsewhere. Clyde Beatty was on hand in the spring. Don Francisco and others had indoor dates in the area.

Joining with the tented circuses and some indoor dates in the nation's suburbs are the units de-

Texas Okay For Beatty

BRYAN, Tex.—Clyde Beatty Circus has been racking up good business in its tour of Texas.

Typical was the turnout here Monday (22) with a three-quarters house in the afternoon and almost full at night. Brownwood, played Saturday (20), came up with two strong turnouts despite rain and a night college football game.

Sweetwater, played Wednesday (17), registered half and three-quarter houses.

UNDER THE MARQUEE

James Ball, sword swallower, recently with Hubert's Museum, New York, made the AP recently with a story about swallowing a rifle cleaning rod on his first day in the Army at Fort Dix, N. J.

Ninon Hanell is recuperating from major surgery and is back in the family act. Alex Hanell Jr., is working with his sister in the aerial act. Nina Hanell has a new station wagon.

Rolando (Finger Stand) and wife, Lilly Yokoi, bicycle ballerina, are rejoining the Harlem Globetrotters tour shortly after a date at the Sporting Club De Ele, Monte Carlo, Monaco.

Bob Orth writes about seeing Clayton Behee's flying act work in California for a movie. Members included Behee, Jack Bray and

signed especially for shopping centers.

Some of the tented dates are for shopping centers also, but now in the picture are circus units, combined with rides in some cases, that play nothing but the big shopping centers.

Among these is the combination that lists Terrell Jacobs Animals, Charlie Campbell features and Dub Duggan units. Another has rides plus wild animal units of Jules Jacot and Paul Kelly Elephants. Dwight Bros. played some shopping centers. Eddie Billette has Animaland at the centers. Music Corporation of America put a unit into a chain of Texas centers. Several others have similar outfits on full routes.

They are all headed for suburbs again next year, continuing to cater to the high standard of living, high ratio of kids and high interest in circuses.

5-PHONEMEN-5

Phones in. Open Monday, Sept. 22. U.P.C. tickets, program. 25%, pay daily. 6 weeks' work. Other towns ready. Gladstone 5-7841. No collects, no advances.

SACRAMENTO, CALIF.

PHONEMEN PHONEMEN ADS ADS

AMERICAN BANNER SHOWS

4 Deals in Iowa. Frank and Louise, come in, forget the money. Creelmen, call or come in. Can use sober Agent. No collect, no lish. Fond du Lac, Wis. WA 2-7720

PHONEMEN

Business is good and the weather is warm in Texas. 15 top Men wanted. Biggest money-maker deals. Tix, adv., top sponsors. Write or phone: TOM, Houston, Tex. JA 3-4892. No collect or P. O. Box 22172.

2 PHONEMEN

For Junior Chamber of Commerce, La Crosse, Wisconsin. Pay 25 per cent. Book & Tickets. No collects, no drinks. Contact BOB FOSTER, Room 217, Rivoli Theatre Bldg. Phone: La Crosse, Wis., 4-8840.

PHONEMEN

Repeat Deal just starting. Can place 4 immediately. Top pct. Pay daily. Call Columbus, Ohio—AMHurst 8-6223 P.S.: Can place Man and Wife Teams in other territory.

PHONEMEN

For Youngstown and Cleveland; year around work.

Call HERB LEHMAN

5Wetbriar 5-0080 Cleveland, O.

6 PHONEMEN

Also need Top Bannerman. CLYDE BEATTY CIRCUS

Work all winter.

MR. G.

Call 2-6836, Tampa, Fla.

SURPLUS ANIMALS

FOR SALE

3 White Mules, 5 to 8 years old. One tame Female Cheetah, 3 years old, will walk with leash; two Female Grant Zebras, 8 years old; one trained Male Elephant. BUCKEYE CIRCUS CORP., TONY DIANO, Agent, Canton, Ohio.

WANTED

ELEPHANT MAN

Price Dennis, answer.

BUCKEYE CIRCUS CORP.

TONY DIANO, Agent, Canton, Ohio

--ELEPHANTS--

For sale, trade or lease: Young and old, large or small, broken for acts, at different prices. Baby elephants now being trained by Lewie Reid, famed elephant trainer. Also three pairs of Lions.

CHARLES GARVIN

Beach Bend Park, Bowling Green, Ky. Phone VI. 3-4802

TELEPHONE SOLICITORS

And Crew Manager with crew. Work State of Virginia between now and Christmas. Nothing to follow. Legitimate, worthy proposition that will make you well. Daily collections, ideal for husband and wife team. Phone Milton 4-5147

CULPEPPER-JOHNSON

Room 204, 17 E. Cary, Richmond, Va.

2 PHONEMEN

Work all winter in Florida. Tickets, banners. Shrine and police dates to follow. St. Petersburg, Fla. Want Men who write business—daily collection. Contact CHAIRMAN, Room 17, Alhambra Bldg., Phone Orange 14635, St. Petersburg, Fla. No collect.

PHONEMEN

Top sponsor. 25% pay daily. This deal started Sept. 21. I am booked solid until March 31, 1959.

EDWARDS

Call Canal 8-6527—8-6270 Nashville, Tennessee

PHONEMEN

Strong book, banner, ticket deal. If you can pitch, you'll average two bills here. Pay daily. Other dates to follow.

Call: TOM HAYS

Phone: 8-4670—9-5100 Decatur, Illinois

PHONEMEN

Miami Firemen—Clyde Beatty Circus. UPC's and banners. Collect and pay daily. Get out of the cold weather. Six months' work for good men here in south Florida.

BEN YEARTY

NEwton 4-2322 Miami, Fla.

NEEDED FIVE PHONEMEN

Offices open, work until December 23. Contact: TOM McROCKLIN, Hemlock 31729, Mobile, Ala.; Manager, Hemlock 26347, Pensacola, Fla.; Jim Rates, Cherry 32922, Fort Walton Beach, Fla. No collect.

Houston Adds Rinty Cast

HOUSTON — Rin Tin Tin; James Brown, known as Lt. Rip Masters, and Lee Aaker, known as Corporal Rusty, the stars of the television series, Rin Tin Tin, will be in this year's Arabia Temple Shrine Circus to be staged here November 4-8 in the Sam Houston Coliseum. There will be 21 performances. The stars will appear in a Wild West Show segment.

Others in the show include Pat Anthony, lions; Flying Malkos, the Cristiana Dobermans, Angela Wilnow's collies, Cilly Feindt and her Lippizaner horse and the Kelly-Miller elephants.

Hollywood Cuts R-B License \$\$

HOLLYWOOD — When Ringling Bros. and Barnum & Bailey Circus opens for 10 days in the Hollywood Bowl October 24, it will pay \$1,000 instead of \$4,300 in license fees.

The Los Angeles City Council drafted an ordinance cutting the license to \$100 per day instead of the percentage fee which would amount to \$430 per day if all seats were filled.

The license fee was cut when it was pointed out to city officials that the performances will be in an enclosure and will not require the policing and other city services necessary under canvas.

GIVE TO DAMON RUNYON CANCER FUND

RAS RACES AHEAD AT OKLAHOMA CITY

Rides, Shows Chalk Up 56% Increase Over Last Year's Rain-Swept Run

OKLAHOMA CITY — The Royal American Shows churned its way thru Thursday (25), sixth day of the eight-day Oklahoma State Fair, to what shaped up as a new all-time high midway gross for the fair.

Ride and show receipts at the end of the first six days stood at 56 per cent higher than at the same point last year, when the fair was belted by bad weather. Receipts were also running at a higher pace than in '56, when the Royal set the present midway record for the fair.

Except for misty weather and some light showers in the forenoon and some rain Thursday night (25), the weather was good—a vast contrast to the '57 run.

All segments of the Royal shared in the good business. Top

three money-getters among the show were Mitzi, Leon Claxton's Harlem in Havana and Dick Best's Side Show, who were running in that order. The Wild Mouse garnered top money among the rides, with the Kiddieland bagging second money.

Slow Start For Philly Fall Circus

PHILADELPHIA — The first fall Lighthouse Fair got off to a slow start Monday (27) on the Front and Erie circus grounds. Attendance and business were admittedly poor, altho improving slightly every day. Opening day drew about 1,500 thru 7 p.m.

The promoters had 14 rides set up, including Active Bazaar and M. D. Amusements units, plus a Side Show, Two-Headed Baby, Snake Show, and Dembrosky bingo. Concession space totaled 400-500 feet.

There were no hitches in the operation, which included a daily free circus show brought in by Harry Cooke. Plans are to continue the affair on an annual basis, and Sam Moonblatt, speaking for the promoters, said this year's experience should aid the 1959 effort considerably. He said advertising was not slighted, but that promotional phases needed improvement.

5 N. Y. Fairs Signed for Buck Midway

No Route Set; Feature Is 3-Yr. Pact at Malone

ROCKY MOUNT, N. C. — A three-year contract for the fair in Malone, N. Y., is announced for the O. C. Buck Shows, assuring the show of repeating at all five of its New York State annuals next year. Oscar Buck said Bath, Malone, Plattsburg, Gouverneur and Elmira are all under contract.

The show left Bath on a Monday night, and had six rides running Wednesday in Reidsville, N. C., a four-day spot kicking off the Southern tour. Whole show was in operation Thursday and business was not bad.

Southern grosses have been surprisingly good this year, Buck noted. Rutherfordton was 8 per cent over the previous show. Carthage, previously run the last part of October, broke all records.

Rocky Mount was getting better weather than in the past, and midway earnings were up 35 per cent thru Thursday (25). Some \$20,000,000 had been turned over at the tobacco markets prior to the fair. Buck had 21 rides and nine shows in place.

Vivonas Sign Statesville; Win Ex on Leighton Bingo

PETERSBURG, Va. — Business continues good for the Amusements of America. The show has enjoyed good weather and grosses ranging from fair to excellent, since the end of August.

Two contracts reported by John Vivona, general manager, strengthened the prospects for next season. At the Leighton (Pa.) Fair, the annual Labor Day spot, the show will have the exclusive on bingo in 1959, and its own bingo on the key location will be the only one in operation, Vivona noted. Also announced is the signing of the Statesville (N. C.) Fair.

Sanford turned out well last week, with some 70 concessions

supplementing the show's rides and shows. Statesville, which did 10,000 paid admissions on closing Saturday, produced record attendance and grosses, it is reported. The three revolving light towers damaged in a springtime accident are in full use now.

Joining have been Johnny Reed, with Mickey Donahue on the Motordrome, and Red Silverburg, with four concessions. Jack Galuppo continues to do well with the cookhouse. Tony Mason continues with three girl shows under his management. Recent visitors were Joe Coble and Wimpy, manager and committeeman of the fair in Burlington, N. C., and Tom Moore of the Carthage, (N. C.) Fair.

Weather Eyed For Break by Thomas Joyland

LEXINGTON, N. C.—Thomas Joyland Shows has been struggling thru a rough season of weather. Spots ahead, notably the fair in Chase City, Va., are anxiously awaited by the show. Rain has been more of a bugaboo than usual, Manager L. I. Thomas reports.

Show is carrying 22 rides, 8 shows and 50 to 60 concessions. Among others on the back end are Joe Mooney with the Girl Show; Charles Leroy, Side Show; Mr. and Mrs. Ormond, Funhouse and Glass House, and Jack Knoll, Snake Show and Monkey Show.

Midway has routed thru North Carolina, West Virginia, Virginia and Indiana. With Thomas are Willie Lewis and Bill Hanson, electricians; Sam Generalo, mail; Ross Reed, bingo manager, and Al Everhard, assistant manager. Colonel Staley is ill and on leave, and will be returning soon, it is reported.

Allentown OK for WOM Rides, Shows; Concessions Dip

38 Rides, 21 Shows Fill New Layout; Weather, Poor Spending Hurt Gross

TRENTON, N. J.—Rain and threatening weather alternated to rob the World of Mirth Shows of a big week at the Allentown Fair, which ended Saturday (20). Complicating things was a lag in spending which was particularly painful to front-end operations.

With 38 rides and 21 shows in action, the office rolled up a healthy gross this year. While there was threatening weather on the final day, nearly 60,000 persons jammed the grounds, enabling several units, but not all, to pull out of the hole.

A new and much-enlarged midway layout was tried this year, and most hands agreed it was not the best. Rides and shows were clustered away from the main Chew and 17th Street end, covering the

hill area where two exhibition buildings had stood until this year. This back-end sector was the most heavily patronized all week.

Indian Village a Hit

Easily the talk of the fair was the Indian Village assembled by Jim Bergen and set up in a compound apart from the carnival midway. Redskin crafts and live performances were shown, plus plenty of authentic trappings. It will not be taken on the road.

The show tore down Saturday night (13) in Brockton, Mass., for the two-road move to Allentown. Several units won pretty good money on the Sunday preview, and the show was in full steam Monday night and Tuesday morning. Some concessionaires followed the show into the New Jersey State Fair here, and some split between the fair and the new Philadelphia circus date.

Rides in Allentown included the Merry-Go-Round, four Ferris Wheels, Octopus, Tilt, Skooter, Roundup, Twister, Scrambler (Dispensa), Kiddie Turnpike and Roto-Jet (Cerbini), German Merry-Go-Round, ponies, donkeys, Train, Caterpillar, Silver Streak, Roll-o-Plane, Helicopter, Rodeo, Looper, Fly-o-Plane, two Chairplanes, and 12-ride Kiddieland.

Shows were the Side Show, Motordrome, Midgets, Gay New Orleans, Snake, Torture, Monkey Speedway, French Casino, Glass House, Posing, Wild Life, Zoo, Hitler Car, Unborn, Indian Village, Funhouse, Arcade, Fat, Siamese Twins, Mechanical City and Lee-Al's model train trailer.

Marks-Manning Doing Well at Dixie Annuals

NEWBERRY, S. C.—Business holds okay for the Marks-Manning Combined Shows. Weather in the South has been the best in years and while the show has not hit tobacco country for awhile, the date here draws income from both tobacco and cotton, both of which have been prosperous this season.

With 23 rides, 10 shows and 56 concessions on the layout, the show has been geared for, and has earned, some good weeks. Hickory, N. C., was good. Albemarle was on a par with 1956, the last time John Marks played the spot. Monroe was good. More than 10,000 kids turned out Tuesday (23) and grosses beat the 1956 Marks total.

Generally, rides and shows have held their own this year, but concession revenue has dipped somewhat, as has been the experience of most Eastern units. Southern grosses are expected to wind up better than usual, however, due to bigger and better crops resulting from the rainfall earlier this year.

Joining recently have been Britt's Coaster and Dark Ride, Price's Rock-o-Plane, and Lucas' Roundup. Other rides include the Merry-Go-Round, two Ferris Wheels, Flying Skooter, Caterpillar, Octopus, (Continued on page 71)

Reithoffer Layout Wins Bloomsburg \$\$

New Midway Succeeds; Daily Gross Exceeds 1957 for First Three Days

BLOOMSBURG, Pa.—End of the Reithoffer Shows fair season was on a strong note at the Bloomsburg Fair last week. The newly designed midway was filled

to capacity along its curved and blacktopped road. Two distinct areas were presided over by the senior and junior Pat Reithoffers.

Total outlay was 32 major rides and 28 kiddie rides, plus 16 show units. Gross for the three days beginning Monday (22) exceeded last year's on each day.

Following the fair, the show had a month or more of still dates in the New York City limits, which it played successfully earlier this season.

The eight light towers, restyled this year, added considerable color to the fair midway. Each has six 16-foot fluorescent color tubes running down from its 45-foot peak. Booked units included Thompson's Twister, Vern Garbrick's Spindle, Garbrick and sons' Mixer, and several kiddie rides.

Feature For Kiddieland

In the Kiddieland was the show's nursery rhyme show, a trailer-mounted shoe containing units such as the Three Little Pigs and other fable renditions. Built to resemble the Old Woman Who Lived in the Shoe, the trailer is 36 feet long.

Other rides on Pat Jr.'s end were three Ferris Wheels, Tilt, Octopus, Skooter, two Roll-o-Planes, three Merry-Go-Rounds, Orbit, Scrambler, two Chairplanes, two Helicopters, Round-Up and Fly-o-Plane. Pat Sr. had the Spinaroo, Tilt, two Ferris Wheels, Flying Saucer, Roller Coaster, Roll-o-Plane, Merry-Go-Round, Scrambler and Rocket.

Shows were Jungle Show, Snake Show, Henry Vonderheid's Serpenterium, Hairless Bull, Preacher Monroe Side Show, Rock and Roll Minstrel Show, Baghdad, Girl Show, Al Hamid's Bubbles, Jack Garrahan's Arcade, Ghost Trail, Laff House, Spider Web Funhouse, Monkeys and Two-Headed Baby.

Danny Dorso's bingo was on the show midway, and elsewhere were bingos by Benny Weiss, Bill Jones, Freddy Bly and Jack Hornfield, plus a new five-in-line group game.

Richmond Debut Strong For C&W; 1 Day Marred

RICHMOND, Va.—Grosses exceeding 1958 were being scored daily on the Cerlin & Wilson Shows here. The move from Reading, Pa., was made in plenty of time for the Friday (19) opening, which drew around 20,000 people.

Saturday's 87,000 admissions was a one-day Virginia State Fair record, and contributed heavily to show coffers. All units had a nice week-end because of that day, as the Sunday rainfall slowed the action to a standstill.

Fall business has been rewarding, following a rough still-date season. Danny Dorso's eating stands, Roundup and bingo have done well, as have Raynell's revue with Sally Rand, the Purples' Motordrome and kiddie rides, and other standbys.

Claude Sechrest continues to function in the late Bill Moore's concession capacity.

RAS Adds 13 To SLA Plaque; Fund Tops 35G

CHICAGO — Royal American Shows last week added a total of 13 new names to the clubhouse plaque of the Showmen's League of America, Jack Duffield, SLA president, announced.

The addition of the names makes a total of 300 paid pledges, 15 partially paid and 21 pledges. In addition the fund has donations of \$1,675 and donations of \$500 each from six shows. In all the fund has topped the \$35,000 mark, Hank Shelby, secretary, disclosed.

Latest additions from Royal are Sam Aldrich, Bob Sugar, Louis Santalone, Bill Klain, Pete Andrews, Claude Burchette, James Moeler, Vernon Korhn, Lester B. DeMay, Ray (Sparky) Belew, Dick Best, Nate Gellman and Bill Rice.

GREENWOOD FAIR

Greenwood, S. C., Oct. 6 to 11 Inclusive

PIEDMONT INTERSTATE FAIR

Spartanburg, S. C., Oct. 13 to 18 inclusive

GEORGIA STATE FAIR

Macon, Ga., Oct. 20 to 25 inclusive

WANT: Caterpillar Foreman to join immediately. Several experienced Workingmen in all departments.

CAN PLACE ALL LEGITIMATE MERCHANDISE GAMES. NO OTHERS NEED APPLY.

All Address **CETLIN & WILSON SHOWS** Fayetteville, N. C.

CAPITAL CITY SHOWS

Want for West Central Georgia Fair, Thomaston, Ga., followed by La Grange, Tifton, Moultrie, Live Oak, Thomasville and Valdosta, Ga. Best in the South.

CONCESSIONS—Long Range, Custard, Pitches, Novelties, Name on Hats, Hanky Panks of all kinds. V. L. Collier wants Agents for Buckets, Swinger, 6 Cats and Razzle; only one on show.

RIDES—Will book Scooter, Scrambler, Rock-o-Plane, Caterpillar, Round-Up or any ride not conflicting. Mr. Burge contact.

SHOWS—Side Show, Snake, Monkey, Drome, Arcade, Mechanical, Glass House, Wildlife.

Can always use good Ride Help who drive semis. All replies:

J. L. KEEF

Tri-County Fairgrounds, Manchester, Ga.

AMUSEMENTS OF AMERICA

WANT FOR THE FOLLOWING:

Notice: This show holds the exclusive contract and will not be pre-dated at the Coastal Carolina Exchange Club Fair on Charleston's Citadel Stadium grounds, despite any rumors to the contrary!

ALAMANCE COUNTY FAIR
Burlington, N. C.
LANCASTER COUNTY FAIR
Lancaster, S. C.

SUMTER COUNTY FAIR
Sumter, S. C.
COASTAL CAROLINA EXCHANGE CLUB FAIR
Charleston, S. C.

One major fair to follow

CONCESSIONS: Can use all kinds. Eating and Drinking Stands. No exclusives.

SHOWS: Wildlife, Glass House, Illusion, any good family-type Grind Show.

RIDES: Dark Ride, Scooter, Roundup, Twister. Help on all rides.

JOHN VIVONA, Petersburg, Va., Regent 3-5392



WANT FOR HOUSTON COUNTY FAIR, DOTHAN, ALA., OCT. 6-11. FAIR-GROUNDS AT WIREGRASS STADIUM IN TOWN.

CONCESSIONS WANT HANKY PANKS AND PITCHES OF ALL KINDS.

RIDES WANT PONY RIDE TO JOIN IN OPELIKA NOW.

SHOWS CAN PLACE GRIND SHOWS NOT CONFLICTING.

LOUIS BELL WANTS AGENTS—COME ON IN TO OPELIKA THIS WEEK

Wire or write: **BUD DAVIS**, Fairgrounds, Opelika, Ala., this week.

TIVOLI EXPOSITION SHOWS

Want for the Big Tri-Parish Fair, Eunice, La., Oct. 6-12, and more to follow.

CONCESSIONS: Want first-class Bingo and Hanky Panks of all kinds.

SHOWS: Can place Special Attractions and Shows of merit that do not conflict.

RIDES: Want Scrambler, Rock-o-Planes or any Rides not conflicting.

Wire or phone

H. V. PETERSEN
Redwood Motel, Phone 2677, Leesville, La.

FRANK SPINA
Fairgrounds, Leesville, La.

Thank you
STANLEY MAZURIEWICZ

Ride Owner,
for your G. M. C. tractor purchase.
"Save Money With Johnny"

JOHNNY CANOLE
Phone: WJ 3-0003 or WJ 4-9347
Altoona, Pa.

**GIVE TO DAMON RUNYON
CANCER FUND**

WANTED WANTED WANTED

Now for the biggest 3 fairs in Florida at this time of year and all winter's work in Orlando. Starting week Oct. 13 at Jacksonville.

CONCESSIONS that work for stock, Arcade, Long Range, Jewelry, Grab, Novelties. SHOWS—Wildlife, Glass House, Fun House, Fat or any good family show.

RIDES—Can use any Ride except Merry-Go-Round and Wheel. These are not promotions but proven money-getters. Low percentage. Let's join the gravy train for Jacksonville, Callahan, Leesburg, and all winter's work at Orlando.

LE GRAND AMUSEMENTS, INC.
JACKSONVILLE BEACH, FLA.

SMILEY'S AMUSEMENTS

WANT FOR PENDER COUNTY FAIR, BURGAW, N. C., OCTOBER 6-11

Hanky Panks of all kinds, Percentage and Alibi Stores. Can use Girl Shows, Monkey Show, Wildlife, Illusion or any other family-type show. Will book Coaster for Burgaw and five weeks to follow. Can use general Ride Help—semi drivers preferred. All wires and mail to

SMITHFIELD, N. C., SEPTEMBER 29-OCTOBER 4.

THOMAS JOYLAND SHOWS

Want for Chase City, Va., next week.

CONCESSIONS: Photo Gallery and Concessions of all kinds. RIDES: Want Round-up, Twister, Dark Ride. SHOWS: Can place Grind Shows. Want Colored Girls for Colored Girl Show. Also place one more Girl Show. Roberts, wire Colored Girl Show. RIDE HELP: Can place Ride Help on all rides. (FUZZY BILES, WIRE AGAIN.) Address: L. I. THOMAS, Mgr., Jacksonville, N. C.

THE STATE FAIR OF TEXAS

OPENS OCT. 3, '58

HAVE ONE BIG SHOW LOCATION.

ONE GRIND SHOW LOCATION.

CALL ME NOW
CLIF WILSON

Dallas Phone: HA 1-9647

ROHR'S MODERN MIDWAY

Out till the snow flies. Heart of Cotton and Rice Fields. Playing proven spots—first in.

WANT

Hanky Panks of all kinds. One more family type Show. Can always use good Ride Help who can drive.

FRANK MYERS **D. J. ROHR**

Concession Mgr.

Clarendon, Ark., Sept. 29-Oct. 6; then per route.

FOR SALE

1953 Rock-o-Plane, fluorescent lighting, perfect condition, 31-ft. Semi, framed by factory for ride; good Chevrolet Tractor, \$11,500.00 complete. Norman Smith built, 2-story combination Glass and Walk-Through Fun House, all steel, built on semi, \$2,750.00. Above equipment can be seen in operation. Delivery close of Angleton, Tex., Fair, Oct. 11. 12-car Scooter Building, used one season, new steel floor installed since used, bargain, \$7,000.00. No cars or transportation available. Stored our winter-quarters, Seguin, Tex. Can be inspected after October 16. Will deliver and set up ride for cost.

DON FRANKLIN
DON FRANKLIN SHOWS
Rosenberg, Texas (Fair), this week;
Angleton, Tex. (Fair), next week.

\$500 REWARD

For location of Jack Buck, also known as Jack Shattuck. All information confidential.

Notify

D. F. POWER
121 N. Second St.,
Springfield, Ill.
Phone 4-7767

SAM BLUESTEIN

Wants Agents for Football Games

Oct. 4 at Memphis, Tenn., Mississippi State vs. Tennessee; Oct. 25 at Starkville, Miss., Alabama vs. Mississippi State; Nov. 8 at Oxford, Miss., Houston University vs. Ole Miss; Nov. 29 at Oxford, Miss., Ole Miss vs. Mississippi State.

SAM BLUESTEIN

Stark Hotel, Starkville, Miss.

FLORIDA FAIRS MILLER AMUSEMENT ENTERPRISES

We can place Concessions and Shows for our Florida Fair Fairs starting at Inverness, October 21; then Starke, Bushnell, Palatka and Celebrations in Dade, Broward and Palm Beach Counties. Our winter Fairs start in January. No Proposition or Alibi Stores. Shows must be clean and well framed. Can use Fun and/or Glass House, Arcade or Drome for all dates. Wire, write or call

TOM L. BAKER

Vendome Hotel, Evansville, Indiana,
October 1 thru 11.

FOR SALE OR TRADE

Rolloplane, Chairplane and Hi-Ball Rides. All rides in operation. No reasonable offers refused.

LE GRAND AMUSEMENTS, INC.

P. O. Box 72 Jacksonville Beach, Fla.

FOR SALE

One Allan Herschell Sky Fighter, A-1 shape, with or without transportation. Can be seen in operation September 29 through October 4, Post, Texas; Tulsa, Texas, October 6 through 11; Muleshoe, Texas, October 13 through 18.

S. B. RHODES

Lone Star Amusements

FOR SALE OR TRADE

FUNHOUSE—Mounted on very clean semi, all metal, flashy front, opens to 50 ft. Complete and operating. ALSO THREE KID RIDES. Reason for selling, Units over same route four years.

Contact: **JOHNNY J. JONES**
c/o Wm. T. Collins Shows
Tulsa, Okla., until Oct. 3; then 900 Monticello Blvd., St. Petersburg, Fla.

NEW MOTORDROME FOR SALE

Tractor and Trailer, 3 Motorcycles

\$3,000.00

Phone: Diamond 4-4495

902 Weiant Ave. Newark, Ohio

\$100.00 REWARD

For information leading to location and recovery of 1957 Cadillac, ivory over green, 1958 Alabama license #602738. Serial number 5762-038807.

Call Temple 8-2111
Spokane, Washington

IF FRANK "HUMPY WEEKS" WARD

Reads this ad—or anyone knowing his whereabouts—please contact at once by collect telephone.

ERNEST E. ROBERTS
ATTORNEY AT LAW

Telephone: Franklin 3-3669, Miami, Fla.

This is to Mr. Waid's advantage financially.

CHEROKEE INDIAN FAIR

Cherokee, North Carolina, Next Week
Place Scrambler, Dark Ride, Rock-o-Plane, Coaster, Kiddy Ride, Grind, Minstrel Show, Hanky Panks only. Three more fairs to follow.

All answer:
DAVID B. ENDY
Lenoir, N. C., this week.

Marks-Manning

• Continued from page 69

Skooter, Roll-o-Plane, Mixer, Tilt-a-Whirl and eight kiddie rides.
Jack Norman, Phil Bartlett and Augie Dentinger have the Girl Shows. There is a Wild Life, Side Show, Motordrome, Funhouse, Davenport's Snake Show, Dentinger's Wild Life and Freak Cow, and White Rock 'n' Roll show featuring Ronnie Brent.

MOTOR STATE EXPOSITION

Want for balance of season, then all shopping centers into February. Help on Monkey Show, Rock-o-Plane Foreman and other useful Ride Help. Positively no drunks or midway delegates. Come on, will place you. Blacky Hitti come on. J. J. FREDERICK, Kosciusko, Miss., Sept. 29-Oct. 4; then as per route.

AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1958 DATE BOOK
CENTRAL Show Printing Co., Inc.
SON CITY, IOWA

CARNIVAL OWNERS, ATTENTION!

I have a beautiful setup for a Carnival requiring winter headquarters. Can accommodate 25 people, modern conveniences; also a place for your equipment. Located sixty miles from Chicago. Reasonable.

LOU SHUDNOW
1433 W. Sherwin Ave. Chicago

WANTED TO BUY

Looper, Ride-o, Moon Rocket, Twister, Caterpillar, 8-car portable Whip, Dark Ride or 10 Dark Ride Cars, High Ball, Bubble Bounce; also transportation for same, no junk. Can inspect immediately following close of Tulsa Fair, Oct. 4. Send complete information and lowest cash price to **MIKE MILLER**, c/o W. T. Collins Shows, Tulsa, Okla., until Oct. 4.

FOR SALE

Grind Show built on 22-ft. semi. Built brand new this spring. Made of steel and aluminum. Beautiful front 38 ft. long. Complete and operating. Room for living inside. Can be seen in operation at Tulsa State Fair, Sept. 27 to Oct. 4. With or without tractor.

MIKE MILLER
c/o W. T. Collins Shows
Tulsa, Okla., Sept. 22 to Oct. 4

GEO. CLYDE SMITH SHOWS

ATLANTIC DISTRICT FAIR, AHOSSKIE, N. C., WEEK OCTOBER 6

WANT—Pitch-Till-You-Win, Cork Gallery, Slum Spindle, Fish and Duck Pond, Glass Pitch, Bear Pitch, Six Cats, Buckets, Novelties, Grab, Age & Scales, Hoop-la, Photos.
WANT—Side Show, Monkey, Colored Girl Show.
WANT—Octopus and Spitfire.
General Ride Help—Truck and Tractor Drivers—Agents for office Hanky Panks.
All replies **GEO. CLYDE SMITH SHOWS**
Enfield, N. C., Fair this week; Ahooskie, N. C., Fair next week.

GLADES AMUSEMENT CO.

Want starting week October 5, Farmers' Days Free Fair, Blackstone, Va; followed by Moncks Corner, S. C. White Fair, week October 12.

Any Stock Concession, especially Long and Short Range, Mug Joint, etc. Can use, starting with Moncks Corner, Major Rides, Scrambler, Tilt, Octopus, Rolloplane, etc., and set of Kiddie Rides. Will use same until closing in Florida Armistice Week and Spring Fairs in Florida.
Will book any Shows. Can always use Ride Help who drive semis.

JERRY SADDLEMIRE, Emporia, Va., this week.



JOHNNY'S UNITED SHOWS

Last call for Calhoun County Fair, Anniston, Ala., October 6-11, with the Pike County Fair, Troy, Ala., following.

CONCESSIONS WANTED—Long Range, Buckets, Ball Games, Glass Pitch, Water Games, Penny Pitch, Hi-Striker, Bird Pitch, Bear Pitch, Bumper, Cork Gallery, or what have you?
SHOWS—Girl Show with or without own equipment for Troy. Grind Shows of all kinds.
HELP—Dodgem Foreman.
All replies: **JOHN PORTEMONT**, Jackson County Fair, Scottsboro, Ala., this week.



Monarch EXPOSITION SHOWS

Now Booking For The NATIONAL COTTON PICKING FESTIVAL
Blytheville, Ark., Next Week, 6 Big Days.

CONCESSIONS: Can place Hanky Panks of all kinds. Bear, Glass and Nickel Pitches of all kinds. Long Range, Cigarette Block, Picture Frames, etc.
SHOWS: Any clean Grind Show.
Contact: **E. L. WINROD**, Mgr., Forrest City, Ark. (Fair), This Week.

1953 ALLAN HERSHELL RIDES FOR SALE

KIDDIE AUTO KIDDIE BUGGY KIDDIE TANK


All in excellent condition. Priced \$2,995.00 each. Will finance. Can be seen. Please phone for appointment.

DONLON ENTERPRISES, 26 Bank Place, Utica, N. Y., Phone 5-2525

DROME RIDERS WANTED

FOR BALANCE OF SEASON, PLUS 6 FLORIDA AND 7 TEXAS DATES. ALL WINTER'S WORK. THOSE JOINING NOW HAVE PREFERENCE ON WINTER SPOTS. APPLY:

RUSSELL J. PELAGUIN
c/o James E. Strates Shows, Shelby, N. C., this week; then as per route.



WALLACE BROS. SHOWS INC.

WANT FOR WINNSBORO, LA., FAIR

SHOWS	Want Freak, Mechanical, Snake, Unborn, 10-in-1, Motordrome.
RIDES	Place Live Pony and Round-Up.
CONCESSIONS	Cookhouse, Grab, Custard, Pronto Pups, Snow Ball, French Fries, Scales and Age, Short Range, Photos, Darts, Balloons, Six Cats, Fish Pond, Pitch-Till-You-Win, Bowling Alley, Blower, Ball Games, Penny Pitch, CLASS PITCH, any Stock Concession.
HELP	Help on all Rides, Foremen and Second Men.

WANT TO BUY—60 or 75 Kw. Generator, small Round-Up, Short-Arm Octopus, Roll-o-Plane, Roto Whip, Bulgy The Whale, Helicopter, late model 3-Abreast Merry-Go-Round, one 60-inch Searchlight with Generator.

FOR SALE—Little Dipper and Spitfire, with or without Trucks.

GENE CAIN WANTS Razzle and Pin Store Agents. Phone: Grover Hotel, Cleveland, Miss.

All replies: **E. E. FARROW**, MGR. (Fair), Cleveland, Miss., this week; Winnsboro, La. (Fair), next.

SURRY COUNTY FAIR, MT. AIRY, N. C. OCTOBER 6-11

CONCESSIONS	Can place Novelties, Photos, Hats, Class Pitch, Derby Racer and all legitimate Concessions. WANT BIG BINGO starting October 20 for balance of the season.
SHOWS	Can place any good Grind Show not conflicting. Also place Motordrome.
RIDES	Can place Roundup or Flyplane; Mr. April, answer.

Can place good, sober Wheel Foreman, also Foreman for Allan Herschell Kiddie Boat and Pony Ride. Must be sober and able to drive semis. Can also place good Mechanic who can cut it.

Can place Bingo Caller and General Counter Help. Charley Allen can place Six Cat Agents.

Can place High Act for week October 13-18; Siegrist, answer. We have seven more Carolina Fairs to follow, then Florida.

All mail and wires to
PENN PREMIER SHOWS
LLOYD D. SERFASS, Owner, or **HARRY (BUSTER) WESTBROOK**, Bus. Mgr.
DURHAM, N. C., THIS WEEK

BLUE GRASS SHOWS

Wanted for Ouachita Valley Fair, West Monroe, La., October 6-11; followed by Louisiana Delta Fair, Tallulah, La., October 13-17; then the National Peanut Festival, Dothan, Ala., October 20-25; Bay County Fair, Panama City, Fla., October 27-November 1.

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds, Photos, Custard, Foot Longs, Jewelry, Short Range, Penny Arcade, Hi-Striker, Derby Racer and Pitches of all kinds except Bear.

HELP: Foreman for Roll-o-Plane, First and Second Men on all Major Rides.

All wires: **M. G. STOKES**, Secy., BLUE GRASS SHOWS, Corinth, Miss., all this week.

VIRGINIA GREATER SHOWS

Kingstree, S. C., Fair this week	Hartsville, S. C., Fair, Oct. 20-25
Manning, S. C., Fair, Oct. 6-11	Sumter, S. C., Fair, Oct. 27-Nov. 1
Pageland, S. C., Fair, Oct. 13-18	with one more to follow.

WANT AT ONCE—Custard, French Fries, Novelties, Ball Games. No Ball Games here. Also Long and Short Range, Age and Scales, Hoopla, Pitch-Till-You-Win, Bear and Glass Pitches. All Hanky Panks open. Want sober, reliable Cookhouse Help, Agents for office-owned Hanky Panks. All Hanky Panks open. Dutch Whiteside wants Grind Store Agents. Dave, come in. Want P. C. Dealers and Swinging Ball Agents.
Want Girl Show Manager with 2 or more Girls, Acts for Side Show. Also Tattoo Artists with own equipment. Want Snake Show, Wildlife, Monkey Show, Funhouse or Glass House, Unborn and any good Grind Show. Will also book rides not conflicting.
Want Mitt Camp for Sumter, S. C., Colored Fair.

All mail and wires to **WM. C. (BILL) MURRAY**, Kingstree, S. C., Fair this week.

\$50.00 REWARD

FOR INFORMATION AS TO WHEREABOUTS OF

AL JAMES
CONTACT: **BOB HAMMOND** or **J. A. SCHNECK**
c/o Bob Hammond Shows
Crockett, Texas

PROPOSALS FOR OVER ALL GAYWAY CONCESSION FOR 100 DAY OREGON CENTENNIAL EXPOSITION AND INTERNATIONAL TRADE FAIR

In Portland, starting June 10, 1959, now being received.
Gayway concession area 262,500 square feet. Proposals must be submitted before October 10 to

OREGON CENTENNIAL COMMISSION
400 JACKSON TOWER, PORTLAND 5, OREGON

Greater JACKSONVILLE FAIR

AGRICULTURAL and INDUSTRIAL

CATOR BOWL

NOVEMBER 13-22

ON THE MIDWAY CETLIN & WILSON SHOWS

DUVAL COUNTY'S ONLY ANNUAL AGRICULTURAL FAIR AND LIVESTOCK EXPOSITION

For Eating and Drinking Stands contact
Cetlin & Wilson Shows

For Kitchen Gadgets and Direct Sales write or wire:

GREATER JACKSONVILLE FAIR ASSOCIATION

1245 E. Adams St.

Jacksonville, Fla.

Elgin 3-0535

BIG STATE SHOWS BEEVILLE CENTENNIAL

WANT Photos, Jewelry, Novelties, Cork Gallery, Six Cats, Buckets, Balloon Dart, Fishpond, String Game, Bingo, Bear Pitch—all Hanky Panks open.

WANT two major Rides, Pony Ride, two Kiddie Rides.

WANT Shows with own equipment. Wire

ANNA MOORE

Palacios, Texas, this week; Port Lavaca, Texas, Fair, Oct. 9-11; Beeville, Texas, Centennial, 19-26.

WANT FOR

SPALDING COUNTY FAIR, GRIFFIN, GA., "Georgia's Finest County Fair," OCT. 13-18

SHOWS—High-class Shows catering to Ladies, Gentlemen & Children—SIDE SHOW, MIDGETS, ILLUSION, FAT SHOW or any clean entertaining attraction.

FREE ACT—Want outstanding High Act for this date. Address
N. L. Creson or Tommy Thompson
LEE AMUSEMENT CO.

Fairgrounds, Atmore, Ala., this week; Fairgrounds, Luverne, Ala., next week.

DRAWING PEOPLE FROM ALL OVER THE WORLD BIG CHINESE NEW YEAR'S & DRAGON FESTIVAL

Promoted on Radio and Television. Right in Chinatown, on the Streets, Oct. 4-12. Need all legitimate Hanky Panks. Get your winter's board here. The Biggest Thing in Chicago! No collect calls.

MIKE WOLD

Phone Independence 3-0704, Chicago, Ill.

TIDEWATER FAIR, SUFFOLK, VIRGINIA

"The South's Largest Colored Fair, October 13 through October 18. Can place two or three major Rides. Frank Joseph, contact me. Cookhouse, main location, open; also can use Grabs, Hanky Panks, Photos, Bingo open, also Apples, Floss; Kellow, contact. Can place all who were here last year.

Contact STANLEY HUTCHERSON, P. O. Box 1144, Petersburg, Virginia.

Call Petersburg: RE 2-4941 after 6 p.m.

NAAPPB Tourists

• Continued from page 62

little kids swing like backyard gym swings to the teen-age Gondolas that they can swing high and some that can make a full revolution.

Every ride in the place is freshly painted and well lighted, and many have extra flash of fronts as well as music and other helps. This gives the whole layout the quality that had the Americans amazed. It also is the factor that determines the ride owners' locations. All real estate in the festival sells at the same price. Choice locations are allotted not for higher money but to the units with the best appearance.

This applies also to the shows and concessions. Thus the large number of short range galleries in the festival include many with beautiful show fronts, depicting Swiss chalets or other themes. Most of them unfold out of the show wagons that contain the galleries.

Popular here are candy and fruit stands. Many concessions offer a wide variety of Swiss chocolate bars, and other food specialties. Banana stalks hang from some of the stands and they are somewhat of a novelty. One stand had coconuts such as are popular at English fairs.

Available but not stressed are joints with Coke, floss and popcorn. The latter is packaged and called "Bobby Corn" or "Indiana Puffmais." The grounds are dotted with candy stands offering Turkish pink and white hard candy and coated nut candies.

In contrast with England and Denmark, Germans here have no bingo and no wheel games. There are, however, two nail joints. They have both high strikers and the slanted strength testers that were seen in the other countries.

An American-made Round-Up is getting big play here and has a crowd watching it all the time. There are two versions of Jet fighter rides, one with cars that move independently and one with cars that go up or down together. A Rotor is here.

There are Wild Life Shows, Girl Shows, Revues, Funhouses, Mirror Maze, Flea Circus, Animated City, Motordromes, and other familiar types. Each has an elaborate show front, usually out-doing American counterparts. But the bally is the same everywhere. Girls in capes, loud motorcycles, animal noises, recorded laughing, and grind talkers are in evidence at the Oktoberfest.

A popular attraction with park men as well as Germans was a Lilliputian Circus in which about 20 midgets perform circus riding, liberty, acrobatics, and dancing. Another attention getter was a slanted floor on which towners are invited to box while others watch. One show consisted of a tent in which some people watch other customers ride comedy bicycles.

John Bowman, secretary of the NAAPPB, summing up what virtually all park men in the group had said, declared that the group has reaped "untold benefits from the trip so far, but particularly from the Oktoberfest."

He said the result should be an "upgrading of the industry" and "our work is cut out for us" to "brighten up our equipment."
"We see here evidence that the little things do count and that it is not beyond our means to be good showmen."

MOTOR STATE EXPOSITION

Want for Central Mississippi Fair, Kosciusko, Sept. 30-Oct. 4; Moulton, Ala., Oct. 6-11, and Charleston, Miss., Oct. 13-18.

Hanky Panks, Family-type Grind Shows. Come on, will place you.

HELP—Foreman on Wheel, Octopus, must drive. Blacky Hitti, come on; Pat Bright, contact me re proposition next season. All replies as per route.

J. J. FREDERICK, Owner

HILL'S GREATER SHOWS

WANT FOR EASTERN NEW MEXICO STATE FAIR
OCTOBER 8-12 INCLUSIVE

CONCESSIONS: Hanky Panks of all kinds, no exclusive. Want Pitches, such as Bear, Lamp and Watch. No Glass Pitch, Want Short and Long Range Lead Gallery. Will book Grind Stores with Hanky Panks.

SHOWS: Have openings for 2 Girl Shows. This is an Air Base and a top-notch Fair for Girl Shows. Can place Grind Shows not conflicting with Snake, Fat Show or Side Show.

FOR SALE AT CLOSE OF THIS FAIR; PIECE-MEAL OR OTHERWISE

32 ft. Allan Herschell Merry-Go-Round, #5 Eli Wheel, Rock-o-Plane, Roll-o-Plane, Octopus, Tilt-a-Whirl; 12-Car Dodgem (Lusse Cars). Mike Smith, this is a good buy for you. Flying Scooter with Mix-Up Seats; one set of 3 GMC Diesel Plants, 30 ft. Van, runs at 1,200 RPM, finest in America, 2 #671 and 1 #371, both 300 kw. load, cost \$27,000.00, priced right. One Office Wagon, front end for Shows and Rides, back end for Entertainment. Light Towers, Miniature Train, Electric Bus, Airplane Ride. For prices of above equipment see Billboard, Sept. 1 issue, Page 59. 5,000 ft. Ground Cable and Junction Boxes, \$2,000.00. Cash talks, no deals. Equipment will be up and going at Fair from October 4 to 12. Deposit will hold same, first come, first to get it.

CALL: H. P. HILL, FAIRGROUNDS (PHONE: MA 2-9121), Roswell, N. M. (Fair)

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CONCESSIONS

Want Hanky Pank Agents. Will give head of stores for Age & Weight and Jewelry Engravers. Will book Lamp and Glass Pitches, Fish Pond, Country Store, Roman Target, High Striker, Cork Gallery, Under 11 Over 30, Pronto Pup, Monogram Hat, Long Range Gallery, Foot Long Hot Dog, Novelties and any other non-conflicting Hanky Panks.

RIDES

Will book Scrambler, Rotor, Round-Up, Caterpillar. Want Ride Help for Ferris Wheel, Tilt-A-Whirl, Merry-Go-Round and will book any other non-conflicting Rides. Ride Help must drive semis.

SHOWS

Need Side Show and Motordrome Immediately. Dark Ride, Arcade, Glass House, Fat Show or any Show of merit.

Contact: **SWEDE OLIVER**

Fair Town Center, Evansville, Indiana, Sept. 29-Oct. 4, or Donna Hotel, West Road Shopping Center, 1025 Brentwood, St. Louis, Mo., Oct. 6-11.

MARKS-MANNING SHOWS

ORANGEBURG, S. C.
WHITE FAIR
Oct. 6 - 11

ATHENS, GA.
Oct. 13 - 18
90,000 Paid 1957

SELMA, ALA.
Oct. 20 - 25

MARIANNA, FLA.
Oct. 27 - Nov. 1

CONCESSIONS: Scale & Age, Eats, Drinks, Hankies, Hats, Bear Pitch, Glass Pitch, Basketball. No gypsies.

SHOWS: Le-Ola can place Working Acts for Side Show.

Wire or call ROSS MANNING, Newberry, S. C.

Ask for phone number in Carnival Office.

PAGE COMBINED SHOWS

Want for Orangeburg, S. C. — Colored Fair — Followed by Americus, Ga., and Brunswick, Ga. — Two Outstanding Fairs.

CONCESSIONS: Eating and Drinking Stands, Novelties, Hats. Any Direct Sales and Stock Concessions.

SHOWS: Drome, Life Show, Fun and Class House, Monkey Show or any Family-type Show. Pocket Book Harris wants Chorus Girls and Musicians for Colored Minstrel. Roland Todd wants Side Show Help.

RIDES: Scooter, Scrambler, Rock-o-Plane, Dark Ride, Kiddie Tank, Sky Fighter, Pony Cart, Rocket, Rodeo and Turn Pike. Route very good for Rides. Ride Help on all Rides who have license and drive.

All replies to BILL PAGE, Marion, S. C.

P.S.: 12 bona fide Florida Fairs starting January 12. Those joining now will have preference.

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CHESTERFIELD, S. C.—NATIONAL GUARD FAIR
THIS WEEK

CHESTER, S. C.—FAIR NEXT WEEK—OCT. 6-11

2 KID DAYS 5 MORE TO FOLLOW 2 KID DAYS

Place Concessions of all kinds, also flashy Bingo. Can place Camps. Will place Rides not conflicting.

Wire BEN WOLFE, Chesterfield, S. C.

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Want to join at once for balance of long season in Georgia and Florida. Ride Men in all departments. Those who drive trucks and have license given preference. Want two clean Shows. Also Hanky Panks, especially Photos, Age and Scales, Ball Games and others. Want experienced Operators for office-owned Concessions. All answers to

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Pearson, Ga., this week; Lake City, Fla., next week.

this week's

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SEPTEMBER 29, 1958

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MERCHANDISE

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1000 5¢ J.P. Girlie Boards Prof. 30.00 2.89
Ticket Deals, Push Cards, etc.

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PIPES FOR PITCHMEN

CLIFFORD E. HORTON... the New Haven, Conn., pitcher, made the recent Guilford (Conn.) Fair and had an eye cast at the upcoming Danbury (Conn.) annual and the one at Riverport. "Let's keep that Pipes column ticking, because it sure is a great medium," Cliff concludes.

BILL BAKER... would appreciate it if the gent who recently mailed in a pipe about his activities at Wisconsin State Fair, Milwaukee, would send the editor a duplicate of that letter. Over the past weekend it was house-cleaning time in the editorial department, and it appears likely that an over-zealous janitor inadvertently tossed out the letter, one of the longest and best pipes we have received in many moons.

"MAKING... the recent Five-County Fair at Farmville, Va., with me was Clyde (Fast Money) Porkner," writes Jack (Bottles) Slover from Harrisonburg, Va. "The George Clyde Smith Shows, of which my old friend, Ferrie Spain, is legal adjuster, were on the midway, and he and Mr. and Mrs. George Clyde Smith went out of their way to make us feel welcome. Everyone seemed to be getting a winter h.r. there, and the sight made me feel like a youngster again, recalling my days on the old Sheesley and West World's Wonder shows. Hollywood and his wife were knee deep in the geedus with their photo gallery. Also on the job was John Swisher with a trailer load of stock. He was certainly a busy man, hardly having time for a fast jackpot. I'd like to read a few pipes from Mike Wharton and his wife, along with other 'with it' folks."

"HERE I AM... in Denver, living a mile high and, believe it or not, not paying my way as the enclosed clipping states," writes Ben (Hobo) Benson in referring to a newspaper headline clipping reading, "Hobo King Benson Pays Fare! Railroads Happy." Ben left New York about a month ago, stopping off at Pittsburgh and Chicago. He spent some

time in the Windy City, selling 700 hobo papers during the American Legion national convention, and also worked the Maxwell Street market on two Sundays to good takes. Ben plans to spend about a week in Denver and then take off for a month's stay in Los Angeles. He is making a coast-to-coast survey of conditions as they affect hobos and pitchmen for the Bowery News, "of which I am travel and food editor, no less." Read pitchmen are getting scarce, Ben states. "Most of them are working department stores, altho I did see an old-timer working a Denver lot with some type of auto accessory. New York has many pitchmen working the streets under a severe police handicap (a \$10 fine). I did well with the hobo sheet in New York's Chinatown and on Times Square, but I attribute most of my success to the fact that I'm a real hustler, leaving women, booze and steady jobs alone," Ben concludes in a humorous vein.

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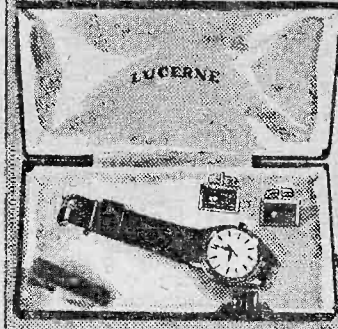
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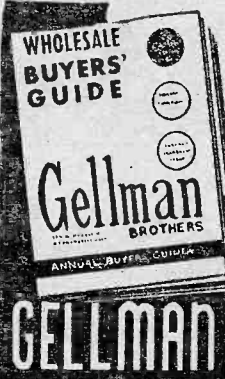
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COMING EVENTS

Alabama
 Dothan—Natl. Peanut Festival, Oct. 20-25.

Arizona
 Buckeye—Buckeye Rodeo, Oct. 18-19.
 Sonoita—Sonoita Rodeo, Oct. 5.

Arkansas
 Little Rock—Ark. Livestock Expo., Sept. 29-Oct. 4.

California
 Blythe—Blythe Rodeo, Oct. 18-19.
 Delano—Delano Rodeo, Oct. 4-5.
 Los Angeles—Stockyards Rodeo, Nov. 29-30.
 San Francisco—Grand Nat'l Livestock Expo. (Cow Palace, Oct. 31-Nov. 9. Nye Wilson.
 San Francisco—San Francisco Rodeo, Oct. 31-Nov. 9.
 Santa Maria—Blue Ribbon Horse Show & Horsemen's Convention, Oct. 2-5. Ray Stone, 8851 Sunnybrook Lane, Fair Oaks.
 Ventura—Ventura Rodeo, Oct. 3-5.
 Victorville—Victorville Rodeo, Oct. 4-5.

Connecticut
 New Haven—New Haven Rodeo, Oct. 8-12.

Florida
 Bonifay—Bonifay Rodeo, Oct. 3-5.
 Cocoa—Cocoa Home Show (Armory), Nov. 7-10. Al Stern, P. O. Box 1225.
 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. 22-26. Lew Nachman, P. O. Box 2886.

Georgia
 Waycross—State Championship Rodeo, Oct. 16-18. W. H. Inman.

Illinois
 Chicago—Dairy Show Rodeo, Oct. 6-12. M. E. Thayer.
 Chicago—Intl. Dairy Show, Oct. 6-11. W. E. Ogilvie.
 Chicago—International Livestock Expo. Nov. 28-Dec. 6. W. E. Ogilvie.

Indiana
 Berne—Harvest Jubilee, Oct. 16-18. Jaycees.
 Evansville—Evansville Rodeo, Oct. 16-19.
 Evansville—Tri-State Oil Show, Oct. 10-12.
 Evansville—West Side Nut Club Fall Festival, Oct. 8-11. Ed Claiborne, 263 E. Sonntag Ave.
 Indianapolis—Indianapolis Rodeo, Oct. 1-5.

Iowa
 Waterloo—Iowa 4-H Club-Dairy Cattle Congress, Sept. 27-Oct. 4. E. S. Estel.

Kansas
 Wichita—Sedwich Co. Nat'l Jr. Livestock Show, Oct. 1-3. Conlee Smith.

Louisiana
 Abbeville—La. Dairy Festival, Oct. 24-25. Roy R. Theriot.
 Baton Rouge—La. Livestock Show & Dixie Horse Show, Nov. 6-9. W. M. Babin, Box 8637, University Station.
 Crowley—Intl. Rice Festival, Oct. 16-17. R. F. Cisco.
 Marksville—La. Livestock & Pasture Festival, Oct. 2-5. Kermit J. Ducote.
 New Orleans—Mid-Winter Fair & Poultry Show, Nov. 14-16. Frances C. Smith, 6449 Vicksburg St.
 Opelousas—La. Yambilee, Oct. 3-4. Billy M. Smith.
 Winnfield—La. Forest Festival, Oct. 1-4. L. L. Brewton.

Maryland
 Princess Anne—Princess Anne Livestock Show, Oct. 3-4. Howard H. Anderson.
 Timonium—Eastern Nat'l Livestock Show, Nov. 15-22. Joseph M. Vial.

Massachusetts
 Boston—Boston Rodeo, Oct. 15-26.

Michigan
 Eoorse—VFW Harvest Festival, Sept. 30-Oct. 5.
 Port Huron—Thumb Dist. Plowing Match, Oct. 2. Silmo Pynnonen.

Mississippi
 Jackson—State Fair Rodeo, Oct. 4-11. N. S. Hand.

Missouri
 Aurora—Tri-Co. Jr. Livestock Show, Oct. 4. John R. Buckley.

Nevada
 Carson City—Admission Day Celebration, Oct. 31.

New Mexico
 Roswell—Eastern New Mexico State Fair Rodeo, Oct. 8-12. Will Wingfield.
 Carlsbad—Eddy Co. Livestock Show & Sale, Oct. 23-25. Kiwanis Club.

New York
 New York—Florida Preview of 1959 (Coliseum), Nov. 15-23.
 New York—Intl. Festival of Pets (Coliseum), Nov. 26-30.
 New York—Madison Square Garden Rodeo, Sept. 29-Oct. 13.
 New York—National Horse Show (Garden), Nov. 4-11.

Ohio
 Bradford—Pumpkin Show, Oct. 7-11. Community Festival Assn.
 Laurelville—Street Fair, Sept. 29-Oct. 4.
 Utica—Homecoming, Oct. 2-4. Stewart Anderson, 29 E. Fifth St., London.

Oregon
 Portland—Sports Show (Masonic Temple), Nov. 5-9. Jack Matlack.

Pennsylvania
 Harrisburg—Harrisburg Rodeo, Nov. 10-15.
 Harrisburg—Pa. Nat'l Horse Show (Farm Show Bldg.), Oct. 18-25.
 Harrisburg—Natl. Livestock Expo., Rodeo & Truck Show (Farm Show Bldg), Nov. 10-14.
 Harrisburg—Standardbred Horse Sale (Farm Show Bldg.), Nov. 26.
 Harrisburg—Feeder Pig Sale (Farm Show Bldg.), Nov. 25.
 Nazareth—Nazareth Farm Product Show, Nov. 20-22. P. R. Seibert.
 Pittsburgh—Pittsburgh Livestock Show, Oct. 21-23. N. L. Claiborne.

Tennessee
 Somerville—Fayette Co. Livestock Show, Oct. 17. C. W. Stroup.

Texas
 Beeville—Centennial, Oct. 19-26.
 Liberty—Trinity Valley Fair Rodeo, Oct. 8-11. C. K. Boyd.
 Odessa—Permian Basin Oil Show, Oct. 16-28.
 Tyler—Texas Rose Festival, Oct. 17-19. Frank Bronough.

Utah
 Ogden—Golden Spike Livestock Show, Nov. 14-19.

Washington
 Seattle—Wash. Jr. Poultry Show, Oct. 6-8. John G. Wilson, 814 2d Ave. Bldg.
 Seattle—National Boat Show (Natl' Guard Armory), Nov. 28-Dec. 7. Hal Hamper.

West Virginia
 Elkins—Mountain State Forest Festival, Oct. 1-4. C. Wood, Crawford.
 Spencer—W. Va. State Black Walnut Festival, Oct. 19-21. W. B. Reed Jr.

CANADA

Alberta
 Edmonton—Fall Livestock Show & Sale, Oct. 28-31. A. J. Anderson.

Ontario
 Chrysler—Intl. Plowing Match & Farm Machinery Demonstration, Oct. 7-10. F. A. Lashley, Dept. of Agriculture, Parliament Bldgs., Toronto.
 Toronto—Royal Agrl. Winter Fair, Nov. 14-22. C. S. McKee.

Saskatchewan
 Saskatoon—Dairy Cattle Show & Sale, Oct. 16.
 Saskatoon—Swine Show & Sale, Oct. 17. S. N. MacEachern.

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No. 9 Round Balloons

Clear, Easy-to-read Stories

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Ladies' Deluxe Watch Set	6.00 ea.	98c Ladies' Watch Bands	6.00 dz.
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NEW GERMAN ELOXAL BRACELETS & Rings, sample of each item only \$1 post paid. Dale Myers Walters, 1959 Clays Mill Rd., Lexington, Ky.

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Stoned Necklace, Earrings and Matching Compact. Handsomely Boxed.
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HOT!
Aurora Borealis Heart or Pear Drop Pendant
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MODERN WINTER QUARTERS FOR ALL kinds of Animals, Birds and Reptiles. Advise your needs, we will winter your stock. Whip-Poor-Will Animal Farm, Box 145, Rockville, Md.

SALE OR TRADE: 2 SEA LIONS, APPROX. 60 lbs. each. Feeding well. Fairyland Zoo, Box 4, Custer, S. Dak.

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Business Opportunities

AMUSEMENT PARK WITH OR WITHOUT rides for sale: 32-ft. Allan Herschell Merry-Go-Round, Ferris Wheel, Ell Clutch Assembly, Kiddie Airplane. Want to buy Major and Kid Rides in good condition. Percell's Park, South Williamsport, Pa. oc6

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ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. se29

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Blue or black ink with choice of Old English, modern fine or modern bold type. Neat work and expert layout, high quality stock used. 1,000 Business Cards, \$5.25 ppd. 1,000 Letterheads, 8 1/2 x 11, \$8.95 plus postage (11 lbs.). 1,000 Envelopes, size 10, \$9.75 plus postage (12 lbs.). Special offer—order all three and get 50 personalized Book Matches for only \$1.00. RAYBORG ENTERPRISES, 810 West 18th St., Dept. B, Erie, Pa.

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ANY FORMULA. \$3: FORMULA CATALOG and manufacturing treatise, 10¢. Joseph H. Beltfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

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ADVERTISING REPRESENTATIVES ENTIRE United States. Special Navy Day, October 27 edition. HI Comm. Geo. L. Carlin, USN, Ret., Hotel Roosevelt, Philadelphia, Pa.

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20 POSTAGE STAMP MACHINES—TWO fours for dime; two twos for nickel; two quarter Radios, \$12.50. Al Hoff, 1920 Rose, Baltimore 13, Md.

50 COIN RADIO SLUG-PROOF TIMERS, 2 hours, 25¢. Like new, guaranteed 1 key, \$15 each. Sandhaus, Guarino Road, Pittsburgh 17, Pa.

50 1¢ MASTER BALL GUM OR PEANUT Vendors, \$3 each. Paul Thomas, P. O. Box 17711, Jackson, Miss.

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AT LIBERTY—A-1 MODERN COUNTRY Band. Steel, Fiddle, Bass, Rock 'n' Roll, Singer. Union. Choice dates for clubs, dances, need good booker, Chicago area preferred. Write or wire Clark Padgett, Box 323, Crete, Ill.

SEMI-NAME BAND, HEADQUARTERING Texas Opening September. Piano bass, drums, tenor, Write Orchestra Leader, Route 3, Box 166, Chester, Va. se29

Miscellaneous

AVAILABLE: NO PRECEDENT IN SHOW history! Miracle-made woman, singing voice, figure, personality. Unbelievable calendar age, 79. By Miracle, 20. Does she know the Secret of Youth? Recognized by State, Federal, City authorities. Want responsible personal manager, man or woman. Also available, my \$25,000 motorized Theater, Marita Delores, Capitol Hotel, Richmond, Va. Will fill "Personal Appearance" dates, Hotels, Conventions, or will feature with A-1 Show or Orchestra. se29

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A-1 RHYTHM DRUMMER—20 YEARS' COM- plete and thorough experience. Play all styles. Strictly sober. Available immediately. Location preferred. Ellis Lee, Omar Hotel, Louisville, Ky.

DRUMMER, WHITE, CLEAN HABITS, 15 years' experience, wants job with casual or location band or combo. Prefer Midwest. Minimum travel. Harold Divine, 314½ Okosh, Rapid City, S. D.

FINE ELECTRIC GUITARIST, DOUBLING great trombone and Hackett-type cornet. Vocals, ballad and sell out. Good arranger, read and fake anything. 15 years' experience. State top price. Charlie Gillim, 777 S.E. Eighth St., Evansville, Ind.

GUITAR—MODERN, LEAD, RHYTHM, TEN years top combos. Vocals. Solo. Harmony; double Bass. Musician, Apt. 114, Harmon Hotel, Minneapolis, Minn.

GUITARIST-VOCALIST—SINGLE IN FLOOR Show or will join small group. Will travel. Kenneth Sherizer, 211 Church St., Lancaster, Pennsylvania. se29

PIANO MAN—TWENTY PER CENT. KILL- ing gig. Ability guaranteed. Wire: Musician, Western Union; write: General Delivery, Nashville, Tenn.

STRING BASS, READ & FAKE, EXPERI- ence, neat appearance, will travel. Write or wire: Rudy Bandy, 416 W. North Ave., Chicago, Ill.

TENOR CLARINET—ALL STYLES. COM- mercial, jazz, read, fake, tone. Address: Musician, 1314 S. 25th St., Omaha, Neb. Ph: JA 4569. oc20

YOUNG DANCE BAND—DRUMS, TRUM- pet, trombone, piano, electric guitar. Contact Bobby Joe Tipton, Route G, Johnson City, Tenn. Phone 3999. se29

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

A-1 CLOWN MAGIC ACT, ALSO DO GEN- eral clowning. The original Atomic Gum. Hal Griffith, 1814 Shenandoah, St. Louis 4, Missouri.

AN OUTSTANDING DISPLAY OF TRICK and Dancing Dogs for any event. Honey Bear Farm, Rt. 7, Olney, Ill. se29

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. oc13

HIGH FIRE DIVE SOMERSAULT. SHARP spears, blazing gasoline; smallest tank in the world. Rigging illuminated and visible from far off. A Fox Moviecine feature. Address: Mac Productions, 456 Lamphier N.E., Warren, O. Tel: MA 91479. oc20

IT PAYS TO ADVERTISE RAY'S CIRCUS Revue. Will fill your fondest expectation as a Free Act. Magnolia Ohio Route 21. oc20

MAN BURIED ALIVE WITH RATTLE snakes Copperhead and Cotton Mouth Moccasin. 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, Ind. Telephone: Eastbrook 3312.

RAY'S CIRCUS REVUE — SIX PONIES, Dogs, Monkeys, Bozo Clown with Tintimite the Mule. Magnolia Ohio Route No. 1. Phone UNION 62010. oc20

ROYER'S WESTERN REVUE — PERFORM ing Horses, Clown Mules, Dogs, Monkey, Trick Riding, Roping, Sharpshooting, Bull Whips, Charlot Races, Bucking Ford. Contact Revue, 422 W. High Ave., New Philadelphia, Ohio. oc20

At Cologne, N. J., Jake Mills took a party on a fishing trip and they made a nice haul. . . . While at the Steel Pier, Kinko entertained the Bumpy Anthonys. . . . The Harry Bakers recently spent the weekend at their home in Philadelphia. . . . Many fans visited the show in several towns in New Jersey and Pennsylvania. Among them were Joseph Minchin, Joyce Silvers, Dick and Bill Hall, Al Meridith, Charles Petty and mother, Al House, Pat Honig, Father Sullivan, H. C. Rice, William J. Steffenberg Jr., Vin Carey, Bill Fasselbaugh and Harrison Sayre.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Aalaniz, Hector	Jack, Frank	Jacobson, Mrs. Redith	Jones, Irene
Adams, Mike J.	Jacobs, Mrs. Redith	Jones, Rudy	Jones, S.
Adison, Bill (Mad)	Jacobson, Chas.	Jacobsen, Chas.	Jones, J. S.
Affano, Dominick	James, Betty	James, Betty	Jones, J. S.
Allen, Capt. Frank	Jimm Bo Bo	Johnson, Mrs.	Johnson, Michael R.
Alien Jimmy Carl	Johnson, Mrs.	Johnson, Michael R.	Johnson, William &
Alters, Lou	Johnson, Mrs. (Wild Life)	Johnson, William &	Johnson, William &
Andreano, Frank	Johnson, Michael R.	Johnson, William &	Johnson, William &
Anshier, Joe	Johnson, William &	Johnson, William &	Johnson, William &
Anthony Wilo Side	Johnson, William &	Johnson, William &	Johnson, William &
Arnott, Jack	Johnson, William &	Johnson, William &	Johnson, William &
Atche, W. B.	Johnson, William &	Johnson, William &	Johnson, William &
Atkins, Carl	Johnson, William &	Johnson, William &	Johnson, William &
Baggett, James	Johnson, William &	Johnson, William &	Johnson, William &
Baker, Ralph	Johnson, William &	Johnson, William &	Johnson, William &
Barnes, Tommie	Johnson, William &	Johnson, William &	Johnson, William &
Barnett, James	Johnson, William &	Johnson, William &	Johnson, William &
Barrar, Frank	Johnson, William &	Johnson, William &	Johnson, William &
Barth, Franklyn &	Johnson, William &	Johnson, William &	Johnson, William &
Beal, Glen	Johnson, William &	Johnson, William &	Johnson, William &
Beliste, Happy	Johnson, William &	Johnson, William &	Johnson, William &
Bessette, Guido	Johnson, William &	Johnson, William &	Johnson, William &
Biddle, Melville L.	Johnson, William &	Johnson, William &	Johnson, William &
Bishop, Kenneth O.	Johnson, William &	Johnson, William &	Johnson, William &
Bodin, John	Johnson, William &	Johnson, William &	Johnson, William &
Bradley, Lee	Johnson, William &	Johnson, William &	Johnson, William &
Breneman, E. L.	Johnson, William &	Johnson, William &	Johnson, William &
Brenner, C.	Johnson, William &	Johnson, William &	Johnson, William &
Brock, Mrs. Katie	Johnson, William &	Johnson, William &	Johnson, William &
Broffie, H. J.	Johnson, William &	Johnson, William &	Johnson, William &
Broume, Yvonne	Johnson, William &	Johnson, William &	Johnson, William &
Brown, Clarence E.	Johnson, William &	Johnson, William &	Johnson, William &
Brown, Robert	Johnson, William &	Johnson, William &	Johnson, William &
Bruff, Robert H.	Johnson, William &	Johnson, William &	Johnson, William &
Bruner, W. C.	Johnson, William &	Johnson, William &	Johnson, William &
Buckley, Marion	Johnson, William &	Johnson, William &	Johnson, William &
Burton, Jack C.	Johnson, William &	Johnson, William &	Johnson, William &
Buster, Allen	Johnson, William &	Johnson, William &	Johnson, William &
Butler, Mrs. Wm. S.	Johnson, William &	Johnson, William &	Johnson, William &
Cady or Cody, Wyatt	Johnson, William &	Johnson, William &	Johnson, William &
Campbell, Mrs.	Johnson, William &	Johnson, William &	Johnson, William &
Carter, Kenneth	Johnson, William &	Johnson, William &	Johnson, William &
Carroll, Mack	Johnson, William &	Johnson, William &	Johnson, William &
Carter, Clarence or	Johnson, William &	Johnson, William &	Johnson, William &
Carver, Ella	Johnson, William &	Johnson, William &	Johnson, William &
Cassidy, James	Johnson, William &	Johnson, William &	Johnson, William &
Catalano, Peter	Johnson, William &	Johnson, William &	Johnson, William &
Cecil, Herbert Lama	Johnson, William &	Johnson, William &	Johnson, William &
Charon, George Robt.	Johnson, William &	Johnson, William &	Johnson, William &
Christensen, George	Johnson, William &	Johnson, William &	Johnson, William &
Christy, Eugene	Johnson, William &	Johnson, William &	Johnson, William &
Clark, Hubert Claude	Johnson, William &	Johnson, William &	Johnson, William &
Clark, Lewis Edward	Johnson, William &	Johnson, William &	Johnson, William &
Cohen, Lea (Cristiani	Johnson, William &	Johnson, William &	Johnson, William &
Cole, George	Johnson, William &	Johnson, William &	Johnson, William &
Conway, John	Johnson, William &	Johnson, William &	Johnson, William &
Cook, Jack	Johnson, William &	Johnson, William &	Johnson, William &
Cooper, Ruby	Johnson, William &	Johnson, William &	Johnson, William &
Cortes, Rita	Johnson, William &	Johnson, William &	Johnson, William &
Cox, J. E. (Doc Boy)	Johnson, William &	Johnson, William &	Johnson, William &
Cox, Mrs. Vera	Johnson, William &	Johnson, William &	Johnson, William &
Cox, O. C. & Mrs.	Johnson, William &	Johnson, William &	Johnson, William &
Crain, George L.	Johnson, William &	Johnson, William &	Johnson, William &
Crowe, Wm.	Johnson, William &	Johnson, William &	Johnson, William &
Cullen, Bill	Johnson, William &	Johnson, William &	Johnson, William &
Cummings, R. V.	Johnson, William &	Johnson, William &	Johnson, William &
Curtis, Date & Mrs.	Johnson, William &	Johnson, William &	Johnson, William &
Davis, Chuck	Johnson, William &	Johnson, William &	Johnson, William &
(Pee Wee)	Johnson, William &	Johnson, William &	Johnson, William &
Davis Jr., H. L.	Johnson, William &	Johnson, William &	Johnson, William &
Davis John M.	Johnson, William &	Johnson, William &	Johnson, William &
Davis, V. A. (Vick)	Johnson, William &	Johnson, William &	Johnson, William &
Day, Joan	Johnson, William &	Johnson, William &	Johnson, William &
De Marks, Eddie	Johnson, William &	Johnson, William &	Johnson, William &
Deil, M. E.	Johnson, William &	Johnson, William &	Johnson, William &
Demetris, A. D.	Johnson, William &	Johnson, William &	Johnson, William &
Demetro, Pauline	Johnson, William &	Johnson, William &	Johnson, William &
Doe, Mrs. J.	Johnson, William &	Johnson, William &	Johnson, William &
Diock, Kenneth	Johnson, William &	Johnson, William &	Johnson, William &
Doyle, Mike	Johnson, William &	Johnson, William &	Johnson, William &
(Calliope)	Johnson, William &	Johnson, William &	Johnson, William &
Drouget, Maurice P.	Johnson, William &	Johnson, William &	Johnson, William &
Dunond, Maurice P.	Johnson, William &	Johnson, William &	Johnson, William &
Eddy, Samuel D	Johnson, William &	Johnson, William &	Johnson, William &
Ervett, Raymond &	Johnson, William &	Johnson, William &	Johnson, William &
Evans, John	Johnson, William &	Johnson, William &	Johnson, William &
Evans, Merle	Johnson, William &	Johnson, William &	Johnson, William &
(Bandmaster)	Johnson, William &	Johnson, William &	Johnson, William &
Ewen, Ralph	Johnson, William &	Johnson, William &	Johnson, William &
Fabis, Felix	Johnson, William &	Johnson, William &	Johnson, William &
Fagan, Earl W.	Johnson, William &	Johnson, William &	Johnson, William &
Farrall, E. G.	Johnson, William &	Johnson, William &	Johnson, William &
Farrington, Herbert	Johnson, William &	Johnson, William &	Johnson, William &
Ferguson, Danny	Johnson, William &	Johnson, William &	Johnson, William &
Fellers, Mrs. Robert	Johnson, William &	Johnson, William &	Johnson, William &
Fineman, Dave E.	Johnson, William &	Johnson, William &	Johnson, William &
Flea, George	Johnson, William &	Johnson, William &	Johnson, William &
Fletcher, Leonard W	Johnson, William &	Johnson, William &	Johnson, William &
Foley, Mrs. Jack	Johnson, William &	Johnson, William &	Johnson, William &
Forkum, William	Johnson, William &	Johnson, William &	Johnson, William &
Forsythe, Fred M.	Johnson, William &	Johnson, William &	Johnson, William &
Fowler, Floyd J.	Johnson, William &	Johnson, William &	Johnson, William &
(Loretta)	Johnson, William &	Johnson, William &	Johnson, William &
Franz, Frank	Johnson, William &	Johnson, William &	Johnson, William &
Fraser, Mrs. Opal	Johnson, William &	Johnson, William &	Johnson, William &
Fry, Mrs. Dotty	Johnson, William &	Johnson, William &	Johnson, William &
Gage, Gloria	Johnson, William &	Johnson, William &	Johnson, William &
Galasso, Joe	Johnson, William &	Johnson, William &	Johnson, William &
Gallagan, Anna	Johnson, William &	Johnson, William &	Johnson, William &
Gallagher, John J.	Johnson, William &	Johnson, William &	Johnson, William &
Gallo, George	Johnson, William &	Johnson, William &	Johnson, William &
Garner, Mrs. Floyd	Johnson, William &	Johnson, William &	Johnson, William &
George, Lizzie	Johnson, William &	Johnson, William &	Johnson, William &
Glass, W. T.	Johnson, William &	Johnson, William &	Johnson, William &
Glickford, Marjorie	Johnson, William &	Johnson, William &	Johnson, William &
Glosser, Kitty	Johnson, William &	Johnson, William &	Johnson, William &
Glynn, Peter	Johnson, William &	Johnson, William &	Johnson, William &
Godwin, James	Johnson, William &	Johnson, William &	Johnson, William &
(Teapot)	Johnson, William &	Johnson, William &	Johnson, William &
Goe, E. W. (Skinny)	Johnson, William &	Johnson, William &	Johnson, William &
Goldstein, Sam	Johnson, William &	Johnson, William &	Johnson, William &
Gray, Clifford H.	Johnson, William &	Johnson, William &	Johnson, William &
Green, Gilbert	Johnson, William &	Johnson, William &	Johnson, William &
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Green, Johnny	Johnson, William &	Johnson, William &	Johnson, William &
Gregory, R. W.	Johnson, William &	Johnson, William &	Johnson, William &
Grey, Stash	Johnson, William &	Johnson, William &	Johnson, William &
Grison, Robert	Johnson, William &	Johnson, William &	Johnson, William &
Griggs, Charles	Johnson, William &	Johnson, William &	Johnson, William &
(Royal Crown Shows)	Johnson, William &	Johnson, William &	Johnson, William &
Hammond, Mrs.	Johnson, William &	Johnson, William &	Johnson, William &
Harris, James V.	Johnson, William &	Johnson, William &	Johnson, William &
Hart, Melvin	Johnson, William &	Johnson, William &	Johnson, William &
Hasbrouck, Ray or	Johnson, William &	Johnson, William &	Johnson, William &
Row?	Johnson, William &	Johnson, William &	Johnson, William &
Hawkins, Ennice	Johnson, William &	Johnson, William &	Johnson, William &
Irene	Johnson, William &	Johnson, William &	Johnson, William &
Hayford, James E.	Johnson, William &	Johnson, William &	Johnson, William &
Hazelwood, Mrs.	Johnson, William &	Johnson, William &	Johnson, William &
Heaton, Mrs. A. P.	Johnson, William &	Johnson, William &	Johnson, William &
Heiser, Paul	Johnson, William &	Johnson, William &	Johnson, William &
Hennessee, Mrs.	Johnson, William &	Johnson, William &	Johnson, William &
John	Johnson, William &	Johnson, William &	Johnson, William &
Hinchliffe, Little	Johnson, William &	Johnson, William &	Johnson, William &
Hinckley, Lee	Johnson, William &	Johnson, William &	Johnson, William &
Hitchcock, Clyde	Johnson, William &	Johnson, William &	Johnson, William &
Hodgini, Nelly	Johnson, William &	Johnson, William &	Johnson, William &
Holt, R. Wm	Johnson, William &	Johnson, William &	Johnson, William &
Hodges	Johnson, William &	Johnson, William &	Johnson, William &
Hooker, Rayman	Johnson, William &	Johnson, William &	Johnson, William &
Hos, Leland	Johnson, William &	Johnson, William &	Johnson, William &
Houston, Lee	Johnson, William &	Johnson, William &	Johnson, William &
Hunt, Art E.	Johnson, William &	Johnson, William &	Johnson, William &
Harm or Horn?	Johnson, William &	Johnson, William &	Johnson, William &
(Wild Life Exhibit)	Johnson, William &	Johnson, William &	Johnson, William &
Hrowning	Johnson, William &	Johnson, William &	Johnson, William &
Ivey, Jack B.	Johnson, William &	Johnson, William &	Johnson,

VINTAGE VENDERS

Distributor Details Limitations Of Older Bulk Vending Machines

By FRANK SHIRAS

CHICAGO—Older bulk vending equipment can be used profitably by operators in many locations, but there are severe limitations in the machines that should be carefully observed. So states Jack Nelson, Logan Distributing Company here, who makes a habit of carefully instructing operators who obtain such equipment from him.

Nelson explains to operators that machines manufactured either prior to or during the last war were primarily designed to vend either ball gum or nuts and confections. If operators attempt to vend merchandise the machines aren't suited for, they'll often end up with a jammed mechanism.

The vending mechanism of ball gum machines typically utilized round holes, while that of nut and confection machines incorporated an open wedge that could be adjusted for portions. The wedge, however, could be adjusted to vend ball gum, while a machine utilizing holes for dispensing could also vend nuts or confections, if the operator so desired. The limitation in the latter case was that the size of the hole could not be changed in order to vary portions.

Severest Limitation

The severest limitation of all such machines, Nelson instructs his operators, is that they do not readily vend ball gum and charms. The popularity of charms was largely a post-war phenomenon, and machines made prior to that time eventually proved unsuitable to handle the increasing variety in size and shape that charms rapidly took. As long as the charm made was rounded and approximately

the size of typical ball gum, the old machines worked. In showing why these machines are not suitable to handle the variety of present-day charms, Nelson demonstrates to operators with a machine before him.

The vending wheel incorporating an adjustable wedge-shaped opening was quite prevalent during and before the war, as they are now. Nelson shows operators how the construction of mechanisms in these older machines quickly results in jamming when operators attempt to use charms of different sizes and shapes. The vending wheel itself is a flat disk in which are cut several pie-shaped wedges. An adjustable plate is mounted on top in order to regulate the portions dispensed. Elongated slots are cut into the plate. By tightening screws anywhere along the length of these slots, an operator regulates

portions. However, slender charms often stick in these slots and eventually jam the machine.

Two Other Ways

Nelson also shows operators two other ways in which charms can easily jam these machines. Altho the vending wheel may have been bolted to the hopper, tolerances were loose. The space between the wheel and the hopper (below) and between the wheel and body of the machine (above) is big enough to cause trouble. Charms that are small, thin or have protruding parts work into these openings and jam the machine.

Nelson goes on to show limitations of other used machines that used circular holes to vend merchandise. One old make that is still frequently found had a single hole above the chute. Nelson shows operators how the vending

(Continued on page 80)

Standard Financial and Vending Ind. Set Pact

NEW YORK—The Standard Financial Corporation, a publicly held financial house which discounts manufacturers' and distributors' coin machine paper and also makes loans directly to operators, will work with the recently organized Vending Industries, Inc., in an attempt to make long-term financing available for vending operators.

The announcement was made jointly by Arthur F. Silbert, SFC vice-president, and John A. Hopson, VI president.

VI was organized to provide long-term financing and leasing of equipment available to operators. The company works with manufacturers in making available competing makes of machines to the operator. Used equipment is taken as trade-ins, refurbished and sold. Periodic price lists of used machines will be published to serve as a standard.

Long-Term Deals

Both Silbert and Hopson pointed out that Standard is not undertaking the financing of VI's entire program. VI has available for financing some \$7,000,000, and that money will be used for long-term deals. Standard will make available \$50,000,000 which it will lend to qualified operators.

Standard's contribution will be to provide the financial reserves needed to launch the VI program on a national scale. VI will provide specialized industry knowledge and provide the market for used equipment and machines taken as repossessions.

While the length of financing under the VI program will vary with operator and equipment type, a maximum of seven years is available, altho in most cases it will be less. Minimum down payments will vary from 10 to 15 per cent.

Mostly Leasing

Hopson explained that 80 per cent of the deals will probably be long-term leasing rather than financing. He explained that, in most cases, the total cost for leasing exceeds that of financing. But, he added, the tax savings in a leasing program often makes leasing more profitable for large operators.

One phase of the leasing program is designed for operators with seasonal stops, such as resort loca-

tions open only three months a year. For these operators, short-term leases at higher than regular rates are available. Hopson feels that such an arrangement is more advantageous to an operator than letting a machine lie idle for nine months.

Also in the works is a sales and leaseback arrangement whereby VI buys the operator's equipment and leases it back to him, thereby enabling the operator to deduct the lease cost as an operating expense for tax purposes.

VI is establishing five depots thruout the nation to serve as showrooms for various types of equipment, to process and sell used equipment and to guide operators as to whether to lease or finance. In its first three months of operation, VI has orders for some \$250,000 worth of financing.

Bulk Distributors to Hold Meetings During NAMA

NEW YORK—The National Vending Machine Distributors, Inc., will meet at the Hotel Statler, St. Louis, November 2-4 while the National Automatic Merchandising Association holds its convention in that city.

According to Moe Mandell, head of Northwestern Sales and Service here and president of the distributor organization, about 25 distributors are expected to attend the meetings.

Mandell said that the disputes between distributors and charm manufacturers about discounts have been settled to the satisfaction of both groups and it is unlikely that much time will be devoted to this subject at the meetings.

The distributors will discuss ways of promoting better relations with both manufacturers and distributors. Mandell said that this fall's business has been good for distributors, and that bulk vending hasn't been affected much by the recession.

PROFILE OF WEEK

Man of Varied Abilities



BERT FARMER

WHEN BERT FARMER, then a bos'n, was recommended for a direct Navy commission during World War II, he was described by his superior as "imaginative, enthusiastic, ingenious and forceful . . . large in character and physique." The Bert Farmer of today, National Vendors' sales representative for the Pacific Northwest and Canada, is full of these qualities. But there is another impression one gets of Farmer, best described in his own words: "When Naval Intelligence investigated me for my commission, they thought with the life I led that I must be triplets—Delbert, Hubert and Albert. Thru getting the proper start in life I appear to get by on just a few hours' sleep."

At the time, Farmer was in charge of cargo operations out of Seattle. His pride in his Navy record is indicated by the documents that hang on his office wall (he did get the direct commission). "I moved millions of tons of cargo over the docks," he recalls, "including the first PT boats to go to the South Pacific." But this is not his only record of service. It is hard to imagine from his young appearance that Bert Farmer served in the Army during World War I, and later the Merchant Marine.

A native of Seattle, Farmer has in his educational background schooling both at the University of Washington, and in Kansas City, where he recalls that during the depression, "I was a hooper and singer. That was one way to get \$10 with a few eggs thrown in." He also ran an elevator, wrapped flowers, and did anything else that would help him thru school. And it was here, in Kansas City, that he got into the penny nut-vending machine business. His ambition led him thru a route of amusement machines, where he had his own operation, into the first route of cigarette machines to hit Seattle. His interest in the vending business led him to form his own firm after the war and then to go into the representation of a tremendous territory for National units.

Bert Farmer is a driving, forceful man who, nevertheless, manages to relax enough—on or off the job—to enjoy life to its full. He loves

(Continued on page 79)

Good Bookkeeping A Must: Milw. Bulk Op

MILWAUKEE—"One of the first things I did when I began to work full-time on my routes," says Leroy Enders, "was to call in an accountant for advice. He set up a complete bookkeeping and route record system which I am still using"

A filing card system is the heart of the bookkeeping and route records system. A card is maintained for each location. The address, name of the account, type of equipment and the date when it went on location are entered on each card.

Also noted by Enders when he makes his calls, are: the amount and type of merchandise vended in each machine; how much merchandise was sold since the last service call; the amount of money taken in by the machine; commission paid out to location owner, and general comments on the condition of the equipment and a notation on the number of slugs.

Systematic Filing

These cards are systematically filed at the end of each day by his wife. She also arranges the cards to be covered in the next day's work, setting up the route her husband will make. She checks the cards to call her husband's attention to any special items that have to be taken care of.

"Actually, it is the team work between my wife and myself," says Enders, "that has kept us in business. You need an efficient system in order to eliminate a lot of wasted time on the routes today. Profit margins are so narrow that a bulk vending operator can't af-

ford to waste his time on unproductive work. If I had to take the time out to perform all the book work and route planning that my wife handles for me, I wouldn't be able to make out nowadays."

Constant Review

A constant review of his locations keeps Enders alerted to those stops which are not pro-

(Continued on page 92)

BULK BANTER

REPORT FROM DENVER

By ROBERT LATIMER

There is a wide diversity of opinion in this area where nickel nut vending is concerned.

Jay Shannon, young operator who uses a diversity of products to keep his locations active, points out that nickel nuts added to penny machine stands make both an attractive package offer, and better profits for location and operator alike—so long as the right product and merchandising methods are used. He is currently operating just under 100 nickel nut machines, all on stands with at least two penny machines. The penny machines offer Spanish peanuts while the nickel units provide pistachio or cashew nuts. There are 10 pistachio nut machines to every one vending cashews.

"There are plenty of practical reasons," Shannon said. "For one

(Continued on page 88)

BB'S SURVEY

Most of 11,550 Letters Will Go Out This Week

CHICAGO — Co-operating manufacturers and distributors have indicated that the biggest portion of The Billboard's 11,550 mailing of confidential bulk vending operator questionnaires will go out this week. (See The Billboard, September 22.)

Approximately 500 had been mailed out by last week, and responses had already begun coming in before the week was over.

This is the first complete survey of bulk vending operators that has ever been undertaken. Answering this questionnaire will enable individual operators to note important variations in basic operating practices that will be presented in final tabulated results. A comparison between his own and the statistical total will show an individual operator specific avenues of approach to take in improving his business.

Individual returns are held strictly confidential and will be used only for purposes of tabulation. In no way will any operator be identified with results of this survey.

The questionnaire is broken down into five parts, each of which is made up of related topics. The questionnaire begins on the back page of the single, folded sheet, and is completed by opening the sheet and spreading it flat.

WANT TO BUY Vending Machines

Acorns	Atlas 1c and 5c	Stamp Machines
Victors	Candy Machines	Capsule Machines
Northwesterns (All Models)	Counter Games	Sanitary Vendors

You Name It, We Want It! All Makes and Models

Send Your List of All Machines and Lowest Prices Wanted. We pay top dollar

RAKE COIN MACHINE EXCHANGE

609 Spring Garden St. Walnut 5-2676 Philadelphia 23, Penna.

Profile of Week

Continued from page 78

Alaska, "the land of Northern lights and strong whisky," and on his trips there he manages to get in hunting and fishing with his customers. Salmon fishing is his favorite, and he often pilots the plane himself when going to hunt moose, or just look at them. "It's quite a sight," he says with a fond gleam in his eye, "to fly a float plane over the peninsula and follow the moose herds."

On his office wall, Farmer, with a million miles in the air to his record, has a plaque from a prominent airline. He was one of the pioneers of instrument flying. He says, "I've experienced every thrill there is in planes short of a crash landing." One reason Bert Farmer is hard-working is that he likes to provide himself with the good things of life. Two luxuriously-fitted-out trailers, a 30-foot and a 15-foot, make his stateside trips more enjoyable.

Farmer immensely enjoys unlimited hydro racing. Seattle has been recognized in this decade as the Gold Cup capital, having held this famous boat race on Lake Washington every year but one, since 1950. Farmer's house commands a sweeping view of the race course and is usually filled with company during the time trials and the race itself. He says, "I love hydro racing because I know the people in it—the racing drivers, the mechanics in their camps. I enjoy knowing what is going on behind the scenes—the condition of the boats, whether their motors will stand the gaff. With the inside track on technical details, the race is more fun to watch."

"One way to have a successful marriage," Bert Farmer reports after 32 years of a successful marriage, "is not to be underfoot all the time." But there is a definite domestic side to Bert despite his numerous activities. There is pride in his voice when he speaks of his wife, Olga, their children and

(Continued on page 80)

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 Oak and California

SPECIAL PURCHASE

BRAND NEW — ORIGINAL CARTONS

VICTOR'S GOLF GAME

WERE \$24.95 EA. NOW \$14.95 EA.

WHILE THEY LAST. ORDERS FILLED IN ORDER RECEIVED.

Logan has made a special purchase of Victor's Golf Game which enables us to deliver this fine machine at a ridiculously low price. That's right! Only \$14.95 ea., while they last. \$13.50 ea., in lots of 10. Send check or money order in full immediately to insure delivery.

Send for free sample of terrific action charm that sells for only \$5.50 per 1,000.

\$50,000.00 worth of bulk vending merchandise on hand for immediate delivery.

Fast Delivery. Orders shipped same day received. Get on our mailing list.

Profile of Week

Continued from page 78

Farmer immensely enjoys unlimited hydro racing. Seattle has been recognized in this decade as the Gold Cup capital, having held this famous boat race on Lake Washington every year but one, since 1950. Farmer's house commands a sweeping view of the race course and is usually filled with company during the time trials and the race itself. He says, "I love hydro racing because I know the people in it—the racing drivers, the mechanics in their camps. I enjoy knowing what is going on behind the scenes—the condition of the boats, whether their motors will stand the gaff. With the inside track on technical details, the race is more fun to watch."

"One way to have a successful marriage," Bert Farmer reports after 32 years of a successful marriage, "is not to be underfoot all the time." But there is a definite domestic side to Bert despite his numerous activities. There is pride in his voice when he speaks of his wife, Olga, their children and

(Continued on page 80)

FACTORY RECONDITIONED and GUARANTEED by MILLS AUTOMATIC MERCHANDISE CO.

Don't be misled. Buy rebuilt, as only a Mills mechanic can rebuild them using original factory parts.

MILLS Famous 107 TAB GUM VENDOR

Only **\$15.00** F.O.B. Factory

We carry a complete stock of bulk merchandise charms, ball gum, parts, globes, brackets and stands for all machines. Anything an operator needs, including a complete line of vending machines (package, ball gum, bulk), etc. Write for prices. American Chicle candy coated or tab type gum. Also Beech-Nut, Peppermint or Spearmint 3-C slab gum, 45¢ a box of 100 ct.

Order Today—Prompt Deliveries.

J. SCHOENBACH

715 Lincoln Place, Brooklyn 16, N. Y. PResident 2-2900

Logan Distributing Co.

1850 W. DIVISION STREET CHICAGO 22, ILLINOIS
PHONE: HUMBOLDT 6-4870

THREE DAZZLING BEAUTIES! and every one a winner.

 <p>Jumbo Diamond "Big Jim" (Diamond Jim, of course!) \$12.50 per M 5M or more.</p>	 <p>Pearl "Ivory Tusks" (from the land of the African elephant!) \$10.00 per M 5M or more.</p>	 <p>HORSESHOE "Rodeo" (exciting as a Western Mustang!) \$12.50 per M 5M or more.</p>
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Adjustable. Vends Perfectly. Also Sure-Lock Capsules. Free Displays.

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.

Ask about Our **ATLAS Finance Plan**

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"

Bulk Vending Operators

Make Graff Vending Your Supply Headquarters for All Victor Machines!



VICTOR'S Sextette

A terrific money-maker in those Supers and Chain stores. The New Modern Key to Successful Bulk Vending.

VICTOR'S PROVEN MONEY-MAKER TOPPER 1¢ BALL GUM VENDOR

\$13.25 ea.
\$12.75 ea.

100 or more Packed and sold. 4 per case.



SUPER MART VENDORAMA®

FEATURES 10c and 25c CAPSULE VENDING

Gives you Greater Profits. Holds 200 of the New 1½"x1½" V1 Capsules. Two models to choose from.

Counter Model \$24.95 ea.
Packed 2 per carton.

Console Model \$32.50 ea.
Packed 1 per carton.

WRITE TODAY FOR OUR PRICE LIST AND FREE SAMPLES.

Graff Vending Supply Co.

2817 W. Davis Street Dallas 2, Texas
(Phones: Whitehall 8-7117)

J. SCHOENBACH

For Victor Vending Corp.
Machines, Parts, Globes
Charms, Merchandise Supplies
715 LINCOLN PLACE, BROOKLYN 16, N. Y.
PResident: 2-2900
PHONE or WRITE FOR PRICES

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.

EPPIE

91-15 144th Place
Jamaica 35, New York

OFFICIAL RING

HAVE GUN WILL TRAVEL

WIRE PALADIN
SAN FRANCISCO

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COLUMBIA BROADCASTING SYSTEM, INC.

at your distributor or . . .
Write, wire, phone

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

oak's 25c CAPSULE VENDOR

only \$18.45

Here's the 25c Vendor that has the whole trade talking! At the low, low price of just \$18.45 this machine pays for itself on one loading . . . takes in \$87.50!

The Oak 25c Capsule Vendor vends lighters and a select assortment of jewelry items being shown by Oak factory sales offices listed below. Innumerable items in standard capsules will make the 25c Vendor a great profit producer for you!

west coast factory sales

east and midwest factory sales

OPERATORS VENDING MACHINE SUPPLY CO. M. J. ABELSON/Phone AT 1-6478

2023 South Grand Avenue
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2033 Fifth Avenue
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oak MANUFACTURING COMPANY, INC.

11411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIFORNIA



Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!



FOR SALE

10 Keeney 9 column Cigarette Machines in very nice condition, \$25 each.

Send 1/2 deposit.

FRANK GUERRINI

1211 West 4th St., Lewistown, Pa.

VENDING MACHINES — Parts, Supplies; Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, Small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hershey's, 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. **KING & CO.**, Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. Model #33 1¢ Porc. Com.	6.50
ded for 100 ct. B.G.	
Silver King 1¢ B.G. or Mdse.	8.00
ABT Guns	30.00
Mills 1¢ Tab Gum	12.00

MERCHANDISE & SUPPLIES

Almonds, 5 lb. Vac. Pack	\$.90
Pistachio Nuts, Jumbo Queen	.75
Pistachio Nuts, Large Tulip	.58
Pistachio Nuts, Vendor's Mix	.45
Pistachio Nuts, Sheik	.66
Cashew Whole	.58
Cashew Butte	.42
Peanuts, Jumbo	.32
Spanish	.37
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.40
Leaflets, 550 ct.	.55
M & M, 550 Ct.	.47
Hershey-cs	.47

Rain-Blo Gum, 60 ct.	.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain Blo 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.

THERE ARE BIG PROFITS IN

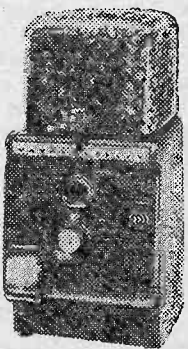
NUTS

GET YOUR SHARE WITH



49 NUT VENDOR

Interchangeable SANI-CARRY globe for faster servicing.
Displays merchandise to best advantage.
Also available in Hot Nut.



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

Profile of Week

Continued from page 79

their six grandchildren. Farmer's achievement of gracious living is reflected in the modern, beautifully-styled family home overlooking Lake Washington.

The house won first place in the district for "best decorated house and yard" in the 1955 Christmas Trail sponsored by The Seattle Times. Farmer gets a twinkle in his eye when he tells about it: "We put the reindeer and stuff on the lawn for the kids (grandchildren). We only entered the contest at the last minute, and

Vintage Venders

Continued from page 78

mechanism of these machines grinds up or scars charms as it carries the vendored portion to the chute. Another old machine often found today had the vending mechanism made from sand castings. Nelson shows operators how the loose tolerances of these parts result in jamming when charms are used. Another machine made during the war was converted for

it was still more of an afterthought to put the reindeer on the roof. I guess that was what impressed the judges, tho."

An individualist in his beliefs, Bert Farmer, nevertheless, has deep convictions of his own. His comment on "The Lord's Prayer," which hangs on his wall along with countless photos and mementos of people, things and places along the way: "There's always somebody up watching."

Farmer has written articles for business magazines, and as one publisher put it, "if Farmer hadn't gone into the sales line he'd have made a whale of a success as a writer. He has a very picturesque way of putting things."

Now a naval reserve officer with only two years to go for retirement, Bert Farmer says of himself, "when that day comes, I'm going to slow up."

SOUTH SEA ISLE Pearl Rings



Beautifully designed cluster of Pearls mounted on brilliant vacuum plated ring, in a variety of styles. Has all the charm and mystery of the colorful South Sea! VENDS PERFECTLY in all types machines. (Not a jammer!) Fits capsules. Order today.

\$15.50 per M

Labels available at your distributor or:

paul a. Price co. inc.
55 Leonard St. - Rm. 13, N.Y. Corl. land 7-5124

THE KEY

TO BIG PROFIT IS

2 PENNY VENDING

with *Northwestern*



Get the sensational Northwestern 2 Penny Vender, the key that will unlock these big profits for you.

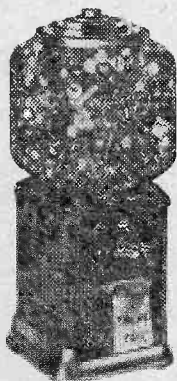
Don't wait, don't lose those sales. Be in on the ground floor. Order today, put a few of these machines on location, the profit is the proof.

See your Northwestern Distributor or wire, write or phone for complete details.

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J. SCHOENBACH

Distributor For
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VICTOR'S PROVEN MONEY-MAKER TOPPER 1c BALL GUM VENDOR

\$13.25 \$12.75 EACH
ea. 100 or more

Packed and sold 4 per case.

We carry a complete line of
• MACHINES • BALL GUM
• CAPSULES • CHARMS
Write for lowest prices.

Order Now From Victor's Southern Distributor.
BIRMINGHAM VENDING COMPANY
540 Second Avenue, No.
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BIG SAVINGS

on BALL AND VENDING GUMS

Same fine flavors, Centers and Coating.

Direct LOW Factory Prices

Bubble Ball Gum, 140-170 G	27¢ lb.
210 ct.	
Chicle Ball Gum, 130 ct.	35¢ lb.
Clor-o-Vend Ball Gum	40¢ lb.
Clor-o-Vend Chicks, 320 ct.	40¢ lb.
Chicle Chicks, 320 & 520 ct.	36¢ lb.
Bubble Chicks, 320 & 520 ct.	28¢ lb.
Tab (short stick), 100 ct.	33¢ box
5-Stick Gum, 100 packs	\$1.90
F.O.B. Factory	150 lb. lots.

AMERICAN CHEWING PRODUCTS

34 years of manufacturing experience
4th & Mt. Pleasant • Newark 4, N. J.

ball gum and charm vending by a large operator who manufactured his own vending wheels with circular holes. Selecting a variety of charms, Nelson demonstrates how the small size of the holes often results in charms that either stick in the hole or are too large to even vend at all.

Unless a new operator is prepared to severely limit the variety of charms that he will use, Nelson advises him to buy these old machines with the intention of dispensing nuts, straight ball gum, or confections of various kinds.

Back in STOCK

IMMEDIATE DELIVERY Gold Vacuum-Plated 8-RINGS assorted

\$10.00

per 1,000

The beauty of these RINGS are the 8 different beautiful designs.

EPY

91-15 144th Place
Jamaica 35, New York



VICTOR'S PROVEN MONEY-MAKER TOPPER 1c BALL GUM VENDOR

\$13.25 Ea.
\$12.75 Each 100 or More

FREE OFFER

If above vendor is not satisfactory, return for full money back guarantee within 30 days.

Write for Free 32-Page Catalog on Charms, Ball Gum, Capsules, Machines.

1/3 Deposit on All Orders.

PARKWAY MACHINE CORP.

715 Ensor St. Baltimore 2, Maryland

\$25 DOWN

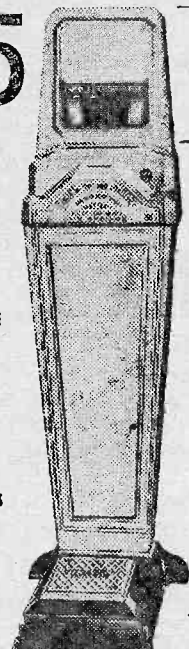
Balance \$10 Monthly

400 DELUXE

PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies



WEIGHT, 155 LBS.

Invented and made only by

WATLING

Manufacturing Company

4650 W. Fulton St., Chicago 44, Ill.

Est. 1899. Telephone: Columbia 1-2772

Cable Address: WATLINGITE, Chicago



VICTOR Standard TOPPER 1c BALL GUM VENDOR

\$13.25

each

\$12.75 each 100 or more

Available for 1¢ and 5¢ peanuts and bulk candies.

Victor's new TV Vendor in stock for immediate delivery.

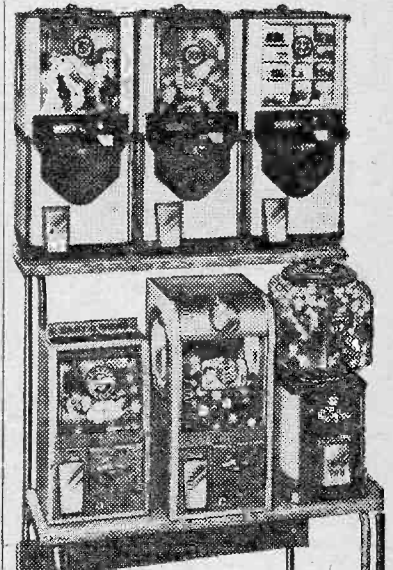
TIME PAYMENTS AVAILABLE

Write **BERNARD K. BITTERMAN** for lowest prices on Capsules, Charms, Ball Gum, and all Vending Needs.

PROMPT SHIPMENT.

Bernard K. Bitterman

4711 East 27th St., Kansas City 27, Mo.



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.



"KING" Size

SOLID BALL BUBBLE GUM QUALITY

to increase your sales!

PRICED

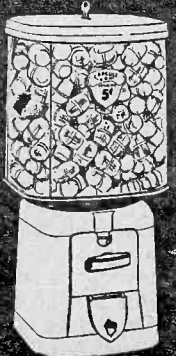
to increase your profits!
"STARBRITE" is made for you!

Also "Star-Brite" 210-170-140 BALL GUM

Ask your distributor to stock Cramer's "Star-Brite" for you!

CRAMER GUM CO. INC.

150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.



WE HAVE oak's "400"

SOUTHERN ACORN SALES
326-30 Bruns Avenue
P. O. Box 8146
Charlotte 8, North Carolina

W. VA. OPERATORS CONVENTION PROGRAM

PROGRAM

Friday, October 3

Registration on balcony, 9 a.m. Fee of \$10 includes: Banquet, floor show, dance and numbered ticket for door prize drawing.

Friday, October 3, 1:30 p.m.

- General SessionBallroom—William N. Anderson, presiding.
- InvocationDr. John W. Hollister, Pastor, Beverly Hills Methodist Church, Huntington, W. Va.
- Official Opening & WelcomeWilliam N. Anderson, President, W. Va. MOA.
- IntroductionsJohn A. Wallace, Chairman, Advisory Council, W. Va. MOA.
- RemarksJohn T. Copenhaver, Mayor, City of Charleston.
- RemarksBob Dietmeier, Coin Machine Editor, The Billboard.
- RemarksDonald C. Carman, Assistant Tax Commissioner.

Announcement of committees by President Anderson

Friday, October 3, 7:30 p.m.

- General SessionOpen Forum, Ballroom.
- ChairmanJames K. Hutzler, Past President, W. Va. MOA.
- MembersEdward M. Oliver, C. H. Flannery.
- (Dutch) BreakfastAutomatic Merchandising Vending Machine. Operators only. In Dining Room.
- John Patterson, President, Presiding. General Discussion. Election of Officers.

Saturday, October 4, 1:30 p.m.

- General SessionWilliam N. Anderson, Presiding.
- InvocationFather Peter DeWeester.
- IntroductionsJohn A. Wallace.
- RemarksGeorge A. Miller, President & Business Manager, Music Operators of America.
- RemarksW. W. Barron, Attorney General, W. Va.

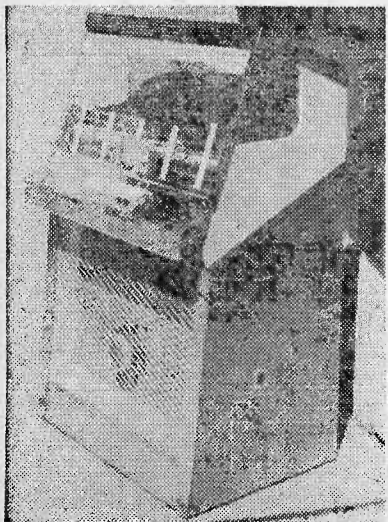
- Report of CommitteesSelection of Convention City (1959).
- Election of Officers
- Saturday, October 4, After Close of Afternoon Session
- Meeting of New Board of Directors and Advisory Council.

Saturday, October 4, 7 p.m.

- Banquet and Floor Show
- WelcomeMayor Harold Frankel, City of Huntington.
- IntroductionsGuests of Honor.
- (Drawing for Door Prizes)
- Master of CeremoniesDon Moyer, D.J., WOAY-TV.
- Eddy Seacrist and the "Rollin' Rockets"
- Shelba Jean Small
- Johnnie Rocket
- Romana Toney
- Marian Keadle Dancers
- Dance from 9:30 p.m.

Wis. Mfr. Readies New 100-SEL. Juke

KAUKAUNA, Wis. — A new 100-selection juke box, produced by Atlas Manufacturing Company, a local firm, is being readied for



production here. Approximately 20 models have been run off on a pilot run, and the firm is planning to swing into full production shortly, according to Atlas principals, Alfred and Arne Ristau.

The new machine was first announced in The Billboard, September 22, but full details were not available at press time.

The Ristau brothers state the unit will ultimately be sold thru distributors, but that none have been appointed as yet.

Ferris Mech.

The phonograph features a Ferris Wheel type mechanism, manufactured by Atlas. Disks are played while on the wheel, on either side. For replacement, they are snapped in or out.

Records are numbered from 1 to 50, and have an A and B side. Selection is made by twirling a wheel to the desired number, and pushing either an A or B button.

AMI Modifies Cabinet on 'I' Line for Adaptation to Stereo

No Date Set, But Current Line Now Ready for Later Change to Stereo

By NICK BIRO

CHICAGO — AMI began shipments last week of a slightly modified cabinet in their current "I" model that reportedly prepares the phonograph for later adaptation to stereophonic sound.

There was no comment from factory officials, tho, as to when and in what final form stereo would be forthcoming.

Best industry estimates still place the AMI entry into the binaural field at least a month away.

The cabinet modification, however, does give substantial indication that the firm will not delay its entry into stereo until introduction of a complete new model line. It also gives an insight into how the AMI entry into stereo will come, at least initially.

The actual cabinet modification is very slight. It consists of an enlarged panel for the amplifier, with dual pick-up wiring from the tone arm. From the front or sides of the machine the modification is not ap-

parent. From the rear the enlarged panel is only barely noticeable.

With the modified pick-up and dual wiring from the tone arm, it would appear that adaptation to stereo will consist of replacing the monaural cartridge with a stereo cartridge, adding another amplifier in the place provided by the cabinet change, and adding another set or two of speakers.

The only question remaining is what speaker arrangement will be used. AMI has a choice of providing a set of twin speakers, each of which would carry a separate sound channel, or else providing only a single additional speaker and utilizing the speaker in the cabinet for the second sound channel (similar to the Wurlitzer unit). At this point there is no indication which way the firm will go.

Edelman Predicts Swing to Stereos

Edolite Head Plans European Trip to Name Distributors for Conversion Unit

NEW YORK — Isadore Edelman, president of Edolite Products, is spending two weeks here preparatory to a two-week European sales trip. Edelman plans to go into production about January 1 on a stereophonic conversion kit for juke boxes. The firm also makes tape cartridge players for background music systems.

While in France, Germany and Belgium, Edelman will seek distributors for both products. He is currently lining up American distributors.

Edelman is betting that within the next year all American juke box manufacturers will be making stereophonic machines and that monaural juke boxes will be on the way out.

Conversion Needed

He reasons that it will be many years, however, before existing equipment will be discarded, and that operators will have to convert their monaural machines to meet competition from the new units.

Edelman feels that the conversion of existing equipment will aid the sale of stereophonic machines in that they will keep collections up and allow the operator to replace his juke boxes on a long-term basis.

Of course, said Edelman, the great bulk of conversion unit sales won't come until stereophonic recordings of pop hits are available in great numbers, and until the major juke box manufacturers adopt the stereophonic machine as the industry standard.

Interest High

But Edelman points out that public interest in stereophonic music is at a high pitch, that several record companies are already mak-

An A.B.T. nickel, dime and quarter slug rejector is used, with accumulation up to 20 plays. No dual pricing. Automatic volume control is optional. Wall boxes are not yet available.

The phonograph has two speakers (Oxford), and cabinet is of wood and chrome and measures 53 inches high, 24 inches deep and 33 inches wide.

Atlas is a local tool manufacturer, new to the phonograph field. However, firm principals, Alfred and Arne Ristau, were formerly associated with the Ristaucrat Corporation in Appleton, Wis., producers of a miniature 24-selection 45 r.p.m. phonograph, introduced in 1950, that is no longer in production.

ing stereophonic records for home use, and that one manufacturer, Wurlitzer, already has a stereophonic machine.

Moreover, Edelman said, RCA Victor already has announced that it will make stereo 45 singles, and the other major labels are bound to follow suit within the next few months.

Altho RCA will not release stereo singles on a regular basis, all singles are being cut in stereo and will be released when the company thinks the market warrants it.

Edelman himself has formed his own recording company, Alhambra label, and has issued his first release (The Billboard, September 8). His distributors will handle his stereo releases as well as his kits.

The conversion kit consists of a dual amplifier, stereo cartridge and speaker. Kits are available for all late model AMI, Seeburg, Rock-Ola and Wurlitzer machines. According to Edelman, the conversion process takes about an hour.

Meanwhile Edelman's local distributor has announced that the New York State Food Merchants' Association has completed arrangements for its members to own and operate their own background music systems. They will use Edelman's cartridge tape player, which they purchase thru their trade association.

RMSA Names Committees For Banquet

CHICAGO — Recorded Music Service Association named committee members last week to handle plans for the group's forthcoming dinner-dance, November 22, at the Morrison Hotel's Terrace Casino Room here.

The Chicago operator association also announced that Dan Belloc and his orchestra had been signed to play the date. The group was sending out operator mailings, announcing the event, and operators were urged to send in early reservations. The entertainment fare, which for the past two years has resembled a miniature Music Operators of America show, is slated for a repeat, tho actual acts were not yet announced.

Bernoff Wins First Round of Case Vs. Hirsch

NEW YORK — Charles Bernoff, Regal Music, won the first round of his battle against Joseph Hirsch's Manhattan Vending in New York Supreme Court Monday (22) as Judge Joseph A. Gavan handed down a temporary injunction against Hirsch.

Briefly, Bernoff had charged that Hirsch had induced a location to breach a contract with Regal and have the juke box on location replaced with one by Manhattan. The plaintiff seeks to regain the location and have the defendant pay him for the money collected while the alleged breach was in force.

The injunction has not yet been signed. Bernoff said he will ask that the machine on the location in question be removed until the case comes to trial. The injunction is expected to be signed this week.

Judge Gavan took issue with Hirsch's attempt to question the contract which Bernoff claimed to have with the location. He said that the signature on the contract appeared valid and that the plaintiff had been given the opportunity to inspect the original contract, but had failed to do so.

What makes the Bernoff-Hirsch case unusual is that the plaintiff is not only seeking damages, but he also seeks to regain the location, which was allegedly taken from him, by injunctive action. Abraham Pollock represented the plaintiff.

Date for the trial has not been announced.

Co-chairmen in charge of the event were Earl Kies, also president of the group, and Joe Filitti. Kies is handling the entertainment, with Filitti in charge of hotel arrangements and seating.

A committee in charge of ads for the yearbook is headed up by Dave Kearn, with Vic Bondioli, Rudy Kitt, Art Velasquez, Moses Proffitt, Julius Mohill, Louis Arpaia and Carl Greene.

Also assisting in entertainment arrangements and ad sales will be Fred Sipiora, Singer One Stop; Jim Dwyer, Music Box, and Bill McGuire, Lormar.

BRAVES BOTTLE JUKE, GAME ACTION FOR MILWAUKEE OPS

MILWAUKEE—"So the Braves clinched their second pennant." The comment is being made with mixed emotions by Beer City music and games operators, most of whom are loyal ball fans but are nevertheless realistic enough to realize that jukes and games aren't played while the ball games are on TV. Comments of a few reflect the general feeling.

"Who needs it? The World Series is going to put a dent in our business." . . . Harry Cisler, music and games operator.

"All of our operators are complaining about the Series before it even begins. They claim that last year receipts fell off sharply during the games." . . . Sam Cooper, Paster Distributing Company, AMI distributor.

"Baseball does us absolutely no good all season long. Everything is at a standstill during the broadcasts. If a customer plays the juke box when a game is on, they toss him out of the joint." . . . Herb Wagner, G. & W. Novelty Company, South Milwaukee operator.

"If it is a long Series, it hurts. One consolation is that the Series games are played during the day. At least there will be some action at night in the taverns and eating places. Our equipment stands still during the games." . . . Joe Pelligrino, P. & P. Distributing Company, music and games operator.

"Boy, the pressure on us for World Series is hotter this year than last. Every operator in the State must be convinced that we're loaded with box seat tickets." . . . Harry Jacobs Jr., United, Inc., Wurlitzer distributor.

New English Distribs for Rock-Ola, AMI

LONDON — A new sub-distributor to handle Rock-Ola phonographs in the English market was named recently. The firm is Ruffler & Walker, Ltd., here, who formerly handled the BAL-AMI (AMI overseas line).

R & W will function as a sub-distributor for Nova Apparate-Gesellschaft, headed by Alfred Adickes in Germany. A Rock-Ola factory spokesman indicated that the English market is within the Nova territory and that Rock-Ola would continue to deal directly with them. R & W will be responsible directly to Nova.

Meanwhile a statement issued jointly by R & W and BAL-AMI

Toronto's New Heir

BIRMINGHAM, Ala. — It was a girl, Vickie Lynn, born September 13 to Mr. and Mrs. Albert Toronto here. Al is sales manager of Birmingham Vending Company. His wife is the daughter of Mr. and Mrs. Max Hurvich, head of the firm.

It's the second child for the Torantos and the fourth grandchild for the Hurvich family. Reports proud grandpoppa Hurvich: "Both mother and daughter are doing fine."

indicates the two broke over what was described as a disagreement over sales policy.

The parent firm, AMI, Ltd. (an English corporation) is forming a new firm to handle the BAL-AMI line.

Rock-Ola V.-P. Predicts 4th Qtr. Upswing

CHICAGO—An optimistic note regarding collections in the coming fourth quarter was sounded last week by E. G. Doris, newly appointed vice-president of Rock-Ola. Doris, together with Sales Manager Les Rieck, completed a two-week circuit of distributors on the East Coast.

The pair reported that distributors were expecting a late surge that would make the fourth quarter the best for the year. Operator collections generally seemed to be on par with 1957, Doris and Rieck said.

Wurlitzer Stereo Unit Displayed at Moore's N. Y. Shop

NEW YORK — The first model of the new Wurlitzer stereophonic juke box unit was put on display in the 10th Avenue showroom of Sandy Moore Distributors here this week. Another model is expected to arrive in the firm's Freeport, L. I., showroom soon.

The first up-State demonstration of the unit will be held in Albany Thursday (2) at the branch office of the Bilotta Distributing Company. John Bilotta, president and Bob Catlin branch manager will be on hand at the showing.

The Albany showing has been timed to coincide with the second annual meeting of the New York State Coin Machine Association, which is expected to draw some 200 operators throught the State.



JOHNNY MATHIS looks over an EP display board with Burt Hallock, serviceman for Columbia Musical Sales Corporation, Syracuse operators. The EP display boards are getting increased attention on the East Coast. They're handled by Davis Distributing Corporation, Seeburg distributor in Syracuse. Price of the board is \$14.75, plus \$7.50 for the fluorescent light attachment on the bottom.

St. Joseph Ops Sked Banquet

SOUTH BEND, Ind. — The Music Operators Society of St. Joseph Valley will hold their yearly banquet Wednesday, October 8, at Irvin's Dining Rooms, 602 S. Walnut Street, this city.

The group will start with a cocktail hour from 6 to 7 with dinner following. The affair is a yearly event with the group, and is held with no business discussed throught the evening.

SERIES SPREE

Bilotta Plans Big Weekend For Operators

ALBANY, N. Y. — John Bilotta, New York State Wurlitzer distributor, has a busy weekend planned for himself and several up-State operators. The group will travel from Bilotta's main office in Newark, N. Y., to the Albany office Thursday (2) where they will witness a demonstration of the new Wurlitzer stereophonic juke box.

Showings will be held before and after the annual meeting of the New York State Coin Machine Association which is being held that day at the DeWitt Clinton Hotel.

The next day the group goes to New York to take in the Friday and Saturday games of the World Series between the New York Yankees and the Milwaukee Braves. A sightseeing tour is also planned for the operators while they are in the big city.

Charter Op in N. M.

SANTA FE, N. M. — Music Boxes, Inc., a new corporation, was issued a charter to operate juke boxes and cigarette vending machines in Clayton, N. M.

YOUR NAME _____
ADDRESS _____

CANCER
% YOUR LOCAL
POST OFFICE

Give to the
AMERICAN CANCER SOCIETY

You'll love the way it plays and pays!

UNITED PHONOGRAPH MODEL UPB-100

Styled by
RAYMOND LOEWY

UNITED MUSIC CORPORATION
3401 NORTH CALIFORNIA AVENUE • CHICAGO 18, ILLINOIS • CABLE ADDRESS: UMCORP

Mechanically correct . . . beautifully styled . . . in colors that blend into every decor . . . delivering richest high-fidelity sound . . .

the new UPB-100 offers the soundest investment an operator can possibly make in coin-operated music equipment.

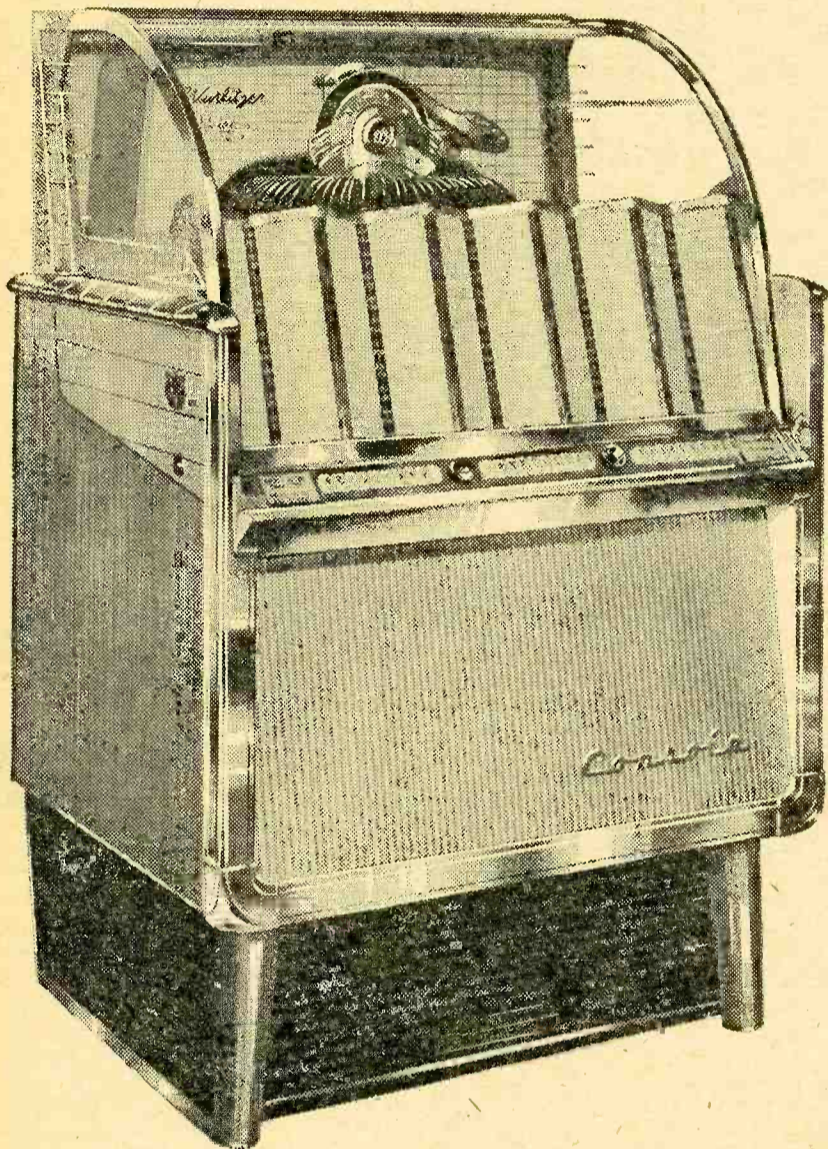
For long-lasting harmony between operator and location . . . for continuous profits year after year, cover your territory with Music by United. Write for details.

WURLITZER

GIVES YOU EVERYTHING TO

BOOST

EARNINGS



STEREOPHONIC SOUND

50-CENT PLAY

CONSOLE STYLING

LOW COST OPERATION

Wurlitzer, famous for many firsts, now offers the magic of a compatible stereophonic sound system — a wholly new dimension in music that means new high earnings for you.

DUAL PRICING AT THE PHONOGRAPH

The famous Wurlitzer coin system permits using coins of five through fifty cent denomination in combination to allow selective dual pricing at the phonograph.

You're way ahead with **WURLITZER**

NEW DIMENSIONS IN CABINETRY

NEW DIMENSIONS IN SOUND

Coinmen You Know

New York

By AARON STERNFIELD

Tenth Avenue distributors closed shop early Tuesday afternoon (23) and stayed closed all day Thursday (24) for the Jewish holidays. The previous week they had been closed Monday and Tuesday for the holidays.

The Music Operators of New York holds its annual meeting at the Park-Sheraton Hotel October 28. Nominations of officers and directors will be held. The meeting comes three days after the organization's 21st annual banquet, to be held in the Town and Country, Brooklyn.

Recent visitors on 10th Avenue were Russ Carpenter, Chester, N. Y., and Jack Wilson, Beacon, N. Y. . . . Frank Calland, son of Mrs. and Mrs. Drew Calland (Local 1690 executive), recently celebrated his fifth birthday anni-

versary with a party attended by the neighborhood youngsters.

Izzy Edelman, head of the Edolite Company, Detroit, was in town last week to line up sales for his new stereophonic juke box conversion. He leaves for Europe early next month for a two-week business trip.

Clarence McQuiston, uncle of Jack Wilson, president of the New York State Operators' Guild, was in town with his nephew seeing the sights. . . . Charles Giaccone, Liberty, N. Y., was on 10th Avenue to look over equipment.

Myron Sugerman, son of Barney Sugerman, Runyon Sales, is back at Bucknell University where he is a senior. Myron had been working at Runyon this summer. Morris Rood at Runyon says that 35 operators and servicemen have applied for the AMI service school which begins October 20.

Miami

By PAUL DANIEL

Harry Pearl, of New York and New Jersey, is completing Kiddie Park in 163d Street Shopping Plaza. . . . Music Masters outfitted the Cloverleaf Bowling Alley, the area's largest bowling establishment (50 alleys), with music and games. . . . AMOA is planning its annual banquet for December 13 at the Saxony Hotel, Miami Beach. . . . The William Leveys visited in New York before returning to Miami. . . . Bob Massey, of Automatic Equipment, returned from his combination business and vacation trip. . . . George Klersey, AMI district representative, was in Miami before returning north.

Henry Fine and Saul Tashman held open house in their new building, East Coast Radio Music Hall. Dealers from all parts of the State were in attendance of what is considered one of the largest and most modern high fidelity and stereophonic showrooms. Larry Lawrence, Morris Sarnow and Bert Traeger were pleased with the presentation.

Little Rock, Ark.

W. E. Lewis, Lewis Novelty Company, is putting out a lot of new equipment these days. He says he expects a big fall business and is enlarging and expanding his route. . . . Duane Faul, Faull Amusement Company, recently traded in his car and is sporting a new Chrysler Imperial.

C. O. Temple, Hope Novelty Company, Hope, was seen riding his horse out on his range where he raises some fine cattle. He enjoys horseback riding and it's seldom that bad weather keeps him out of the saddle. . . . Robert Brunner, partner in John & Frank Music Company, returned recently from a vacation with his wife in Florida. He reports they had an enjoyable time.

Memphis

By ELTON WHISENHUNT

With summer over, some operators and distributors are back from late summer vacations hitting the grind again. Charles V. McDow, service manager at Southern Amusement Company, spent his two-week vacation mostly on McKellar Lake, water skiing, boating, fishing. . . . Drew Canale, Canale Amusement Company, just returned from Chicago where they took in some night life. They saw plays, went to the Chez Paree and other spots.

Frank Smith, president of S & M Sales Company, operators and distributors, combined vacation with convention and attended the State Elks Club convention recently in Nashville. He's an active Elk in the State and gives of his time and money in many worthy civic projects.

Allen Dixon, general manager of S & M Sales Company, and his family spent a week at Horseshoe Lake, in nearby east Arkansas, where they caught a lot of fish, enjoyed swimming, boating and the sunshine. . . . Dixon reports, incidentally, that business is picking up very well and many Mid-South operators are buying a good bit of new equipment, mostly phonographs. He predicts better business this fall than last.

Douglas Highfill, owner of Rainbow Amusement Company, took off for a week's vacation Monday (22), but at
(Continued on page 89)

Tune Talk...



Joe Connors, Long Island, N. Y., operator, comments on records he is putting on his route this week.

the picks

There Goes My Heart, Joni James (M-G-M)

While rock and roll may be great for teen-age stops, it is losing ground in taverns. An operator may buy 20 or 25 copies of an r.&r. hit and end up by placing it in adult locations. I picked "There Goes My Heart" because it's a ballad, tastefully done by a top artist, and it's starting to move. The flip side, "Funny," is also by Joni James. It's a novelty tune that has possibilities.

Rock-In' Robbin, Bobby Day (Class)

This is a rock and roll tune that many locations have requested. What makes this selection unusual is that adult, as well as teen-age stops have requested this number. It's got a live beat and a tempo that doesn't let you stay still. I think this one will go.

the buyer

Aimable, easy-going Joe Connors is a fixture on the New York coin music machine scene. He entered the business in 1928 as a location solicitor, and eight years later he went into business with Bill Suessens. From 1942-45 he served in the U. S. Army's Troop Carrier Command, spending 30 months in North Africa and Europe. After his discharge, Joe began his own juke box route, Connors Automatic Music. A charter member of the Music Operators of New York, Joe is serving his second term as president of that organization. Joe is active in the United Jewish Appeal's Coin Machine Division and is chairman of that organization's executive committee. He is also a workhorse for the Lexington Avenue United Service Organization's Canteen, run by Father John Kelley, a long-time friend of the coin machine industry. Joe and Mrs. Connors make their home on Long Island.

"Tune Talk" is a special for juke box operators. Each week, The Billboard will check a different operator-record buyer to find out what records he is putting out that week and why.

50 120 200
SELECTION MODELS
A
ROCK-OLD
FOR
EVERY LOCATION

Now at your AMI distributor's!



Every element—styling, easy operation, fast servicing, trouble-free maintenance—carefully designed to give you the finest, most profitable juke box in the world.

AMI Incorporated

1500 Union Ave., S.E. • Grand Rapids, Mich.

DOES YOUR ONE-STOP SERVICE MAKE MONEY FOR YOU?

Have you been paying pennies over wholesale for your one-stop service? Have you lost business because of delay in your one-stop deliveries? Have you missed a sale because your one-stop service has an inadequate inventory?

SWITCH TO MUSICAL SALES AND GET BACK ON THE PROFIT ROAD!

Musical Sales Company, Seeburg distributors for Baltimore, Washington and Virginia, is the oldest and largest one-stop record and accessory service in the nation. The huge Musical Sales building in Baltimore houses one of the most complete inventories in the country, and the vast shipping department guarantees same day service on any order from this nation or abroad for all labels, hits and accessories.

THE MUSICAL SALES CO.
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Musical Sales sells to you at REGULAR DISTRIBUTOR WHOLESALE! Nothing over, with free title strips and in one prompt, postage saving shipment.

Remember, nobody beats Musical Sales' prices and nobody beats Musical Sales' service because Musical Sales is the oldest and largest one-stop service in the nation with worldwide distribution.

Call, write or wire your order today.



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200 to Attend Meeting Of N. Y. State Op Assn.

ALBANY, N. Y. — Some 200 game and music operators from New York State are expected to meet here at the South Room of the Hotel DeWitt Clinton Thursday (2) for the second annual meeting of the New York State Coin Machine Association.

According to Tom Greco, Glasco, N. Y., operator and president of the association, the meeting will be open to all operators, although only members will be allowed to vote on business matters. But, he added, memberships will be accepted before and after the meeting, and those who sign up before the meeting will be allowed to vote.

On the agenda is the election of officers for 1958-59, possible changes in the constitution and by-laws, adverse legislation which might come up when the State Legislature meets in January, and methods to aid local associations with their problems.

Greco said that at least one operator from every county in the State is expected to attend the meeting. Operators will be luncheon guests of John Bilotta at Pannetta's Restaurant, Thursday. From there they will go to the meeting, which gets under way at 3 p.m.

NYSMA officers are Tom Greco, Glasco, president; Bob Charles, Binghamton, vice-president; Mrs. Amelia McCarthy, Hurleyville, treasurer, and Max Cohen, Woodridge, secretary.

Greco Bros. to Get New Shop

GLASCO, N. Y. — A new 2,400 square foot building to house the shop facilities for Greco Bros., local operator and jobber, is under construction here. Work began two weeks ago, and completion is set for late October.

The 60 by 40-foot building will have a 14-foot high ceiling so that games may be stacked for storage. Construction will be concrete block, with a brick veneer.

Tom Greco said the building will cost about \$15,000 but that the brothers will do their own subcontracting. The structure will adjoin the firm's offices.

CHICAGO — Al Thoeke, Ralph Sheffield and John Casola, United Manufacturing Company sales representatives, are all traveling the country this week, according to Bill DeSelm, sales manager.

Thoeke is traveling Los Angeles and area, Sheffield is en route to Baltimore and Philadelphia from New York, Casola is in Pensacola, Fla., and traveling the coast area.

Hockey Game Scores as Location Piece

CHICAGO — Criss Cross Hockey, new upright single-player Chicago Coin hockey game, has been approved for location use here by the City Game Panel.

The game has made good sales headway here, with operators using the game in regular tavern locations. Previous hockey-type games were regarded mainly as Arcade items.

Distributors say that the upright features of the game, as well as its new score system, have put the game in the category of an all-around location piece.

Games currently prevalent on Chicago locations include shuffle bowlers, pool games, ball bowlers and some guns. Few other types of games are spotted on standard locations.

No Action on Chi Licensing

CHICAGO — Atty. James A. Brown, counsel for the Chicago Independent Amusement Association, said last week that he hopes to meet with representatives of the city corporation counsel's office in an effort to talk over proposed changes in the city's coin game licensing system.

He said, however, that the corporation counsel's office is currently "too busy" to discuss licensing. Brown said he hoped that some action might be taken before licenses come up for renewal on the first of the year.

Brown said that CIAA, once an active game operator association here, is currently in a "dormant" state.

OPS DISAPPOINTED

Long Vigil for 1958 'Big Game' Near End

By KEN KNAUF

CHICAGO — Hopes of the trade to uncork a new business-building all-around location game model in 1958 have just three months left to run. Expectations were that such a new game might appear early in the fall season, in time to make the most of a usual upswing in machine sales and gross receipts.

A number of new types of games did appear—but none did a land-office business. Perhaps some of these new games were inadequately promoted, but operators and distributors have come to the conclusion that manufacturers have simply not hit the target this year.

There has been no lack of new ideas on the market. To mention a few, manufacturers bowed games based on croquet, golf, baseball, new types of shuffle puck games, new types of pool games, shuffleboards, miniature bowlers with mannequins or guns propelling the balls, and a number of Arcade-type games that could conceivably have been successful on regular locations.

But for one reason or another, none of these machines measured up to a solid success on regular locations.

Retrenchment Due?

It now is questionable whether in the remaining months of 1958 manufacturers will continue to bring out new types of games with the hope that one may prove a big winner, or whether they will retrench for the rest of the year and concentrate on improving current standard models such as ball bowlers, shuffle bowlers, pool games and five-ball pins.

Other years have had their big games: The ball bowler, which

hit its stride in 1957; the pool game, the boom game of 1956; the .22 rifle gun game of 1955.

There is a fair chance that the next big game might be developed and introduced by a small manufacturer. The smaller manufacturers in the industry, while not as well equipped for experimentation and development as their bigger brothers, have a lower capital investment in personnel and production equipment, and thus are more prone to try something new, risking a smaller loss. The bumper pool game had its beginning in such an environment.

Open to All

One major drawback saddling all manufacturers is the fact that when a solid new game is introduced, it is almost always immediately copied by all other manufacturers. Thus, the cost of development and experimentation borne is not shared by all, but the sales of the product, in a sense, is. This factor no doubt has its effect on the drive for new ideas and products in the industry.

Some of the new 1958 games have done fairly well. But none have measured up to anywhere near the success of the original pool game, rifle game, ball bowler or shuffle bowler.

Manufacturers advise, however, that new ideas are on the drawing boards, and that any one of these ideas could be fashioned into the big game of 1959—if not 1958.

In the meantime, operators are depending mainly on good used games to do the bulk of the route business, mixed with a sprinkling of new models.

New Chi Coin Bowler Offers 2-Way Play

CHICAGO — Player's Choice, a new ball bowling game combining two games in one, was shipped to distributors last week by Chicago Coin Machine.

Player flips a toggle-switch on cabinet to set game for either regulation or high-score play, as desired.

A score of 900 is possible on high-score play, with 300 top score in regulation play. High score gives varying points for strikes and spares ranging from 30-20 to 120-80. Models are available that are set for straight dime play or for two-for-quarter play.

Game uses 4½-inch ball, and is available in lengths of 13, 16 or 20 feet. It has contact switches below pins on alley, and ball hits bottom of pins as well as switches.

According to Chicago Coin, the game is designed for relatively quiet operation. Plastic backglass is standard equipment on all models.

A.B.T. Finishes Rockford Move

ROCKFORD, Ill. — A.B.T. Manufacturing Corporation has completed its move of production and sales facilities here from Chicago.

George Kozy, sales manager, said that some engineering and research work would continue at the Chicago plant.

Most of the A.B.T. products, including slug rejectors, timers, coin changers, totalizers and other coin control units, are now being manufactured at the Atwood Vacuum Machine plant in Rockford. Atwood bought A.B.T. late in 1955.

Kozy said that currently the biggest demand for coin chutes was coming from coin-operated washing machine manufacturers. The machines are designed for use in automatic laundries. Up to 1,100 chutes are ordered daily by these manufacturers, Kozy said.

The A.B.T. move to Rockford was announced last June (The Billboard, June 2).

INCREASE IN NUMBER, SIZE

Bowling Alley Locations: They're Choice Spots for Fall Operations

CHICAGO — U. S. bowling alley establishments—prime spots for location of coin-operated amusement games—have increased 12.5 per cent in number since 1954.

According to American Bowling Congress figures, the current number of establishments (for the annual period ended July 31, 1958) number 7,900.

The number for the 1957 period was 7,459; for 1956, 7,190; for 1955, 7,062, and for 1954, 6,911.

At the same time, the bowling alley establishments show a tendency to expand in size, the average establishments adding two or three additional lanes. The average number of lanes per establishment has risen from eight to 10 over the past 10 years.

Games Important 'Extra'

A study of 93 10-pin bowling alley establishments made by the Bowling Alley Proprietors' Association of America for 1956, showed coin-operated amusement devices accounting for an average 1.1 per cent of receipts, with the highest percentage reported at 6.8 per cent.

The steady increase in the number and size of bowling alleys has had a definite effect on the prospects for operator location of coin games. An increasing number of

operators see the bowling alley establishment as a top revenue producer—a location where traffic and receipts are at a peak thru a good portion of the year.

A newly developing trend in this respect is for the operator to set up a separate game room or Arcade on the bowling alley premises, but in many cases, this must be arranged at the time the alley is constructed. Some operators currently have as many as 20 games spotted in such alley set-ups. While city alleys tend to be cramped for space, the great number of alleys sprouting up in suburban and outlying areas generally lend themselves to this type of operation.

Show Added Income

On the other hand, some alley proprietors are apparently only now catching on to the added revenue available to them with the installation of coin games on their premises. Even in city alleys, generally tight for space, operators find they can easily move in two or three games with the proper sales approach—simply by showing the proprietor how much added annual revenue these machines can bring in. The idea of added revenue is appealing to alley proprietors, for according to the 1956 report, referred to above, they now get considerable added revenue

from a fair number of extra services: billiards (average .5 per cent of total receipts); shoe rentals (1.8 per cent); sales of balls, bags, shoes (2.2 per cent); bar (17.3 per cent); restaurant (7.4 per cent); counter sales—cigars, cigarettes, etc. (2.1 per cent).

Since the composite average operating profit before taxes of these 93 establishments surveyed in 1956 was 8.2 per cent, it can readily be seen that these "extra services" are actually needed services profit-wise.

According to ABC figures, the number of alley establishments in the U. S. over the past 10 years has increased 31 per cent, while the number of lanes in operation increased 61 per cent. Following are the States showing major increases in the number of alley establishments: Arizona, 175 per cent gain; Nebraska, 145 per cent; Georgia, 460 per cent; Colorado, 100 per cent; Florida, 150 per cent; Washington, 96 per cent; Oregon, 92 per cent; Iowa, 82 per cent; Texas, 81 per cent; California, 47 per cent; Ohio, 32 per cent. Michigan showed an 18 per cent gain; Illinois, 15 per cent. New Jersey showed a 4 per cent decrease in number of establishments, but a 33 per cent net increase in the number of lanes in operation.

Kennedy Sued By Bufalino For \$4 Million

DETROIT — William Bufalino, head of the Detroit juke box union, filed a \$4,000,000 damage suit against Robert F. Kennedy, chief counsel for the Senate Labor-Management Rackets Committee, in Federal-District Court here last week.

Bufalino, president of Teamster local 985, charged that Kennedy launched a "vicious, calculated, unfounded and caloused attack" on his personal and professional reputation.

The suit was actually in two parts. One by Bufalino, one by the local. Each asked \$2,000,000.

Local's Charge

The local charged that Kennedy and others were conspiring to destroy the union.

The case was assigned to district Judge Clifford O. Sullivan. Kennedy has 20 days to file a written answer.

Bufalino and others were questioned several times about threats and bombings in the coin machine industry here. He and six others were acquitted by a jury August 6, 1954, on charges of conspiracy and extortion.

New Louisville Firm

LOUISVILLE — Earl Franklin Amusement Company, Inc., is a new firm dealing in coin-operated machines here, incorporated at \$25,000.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

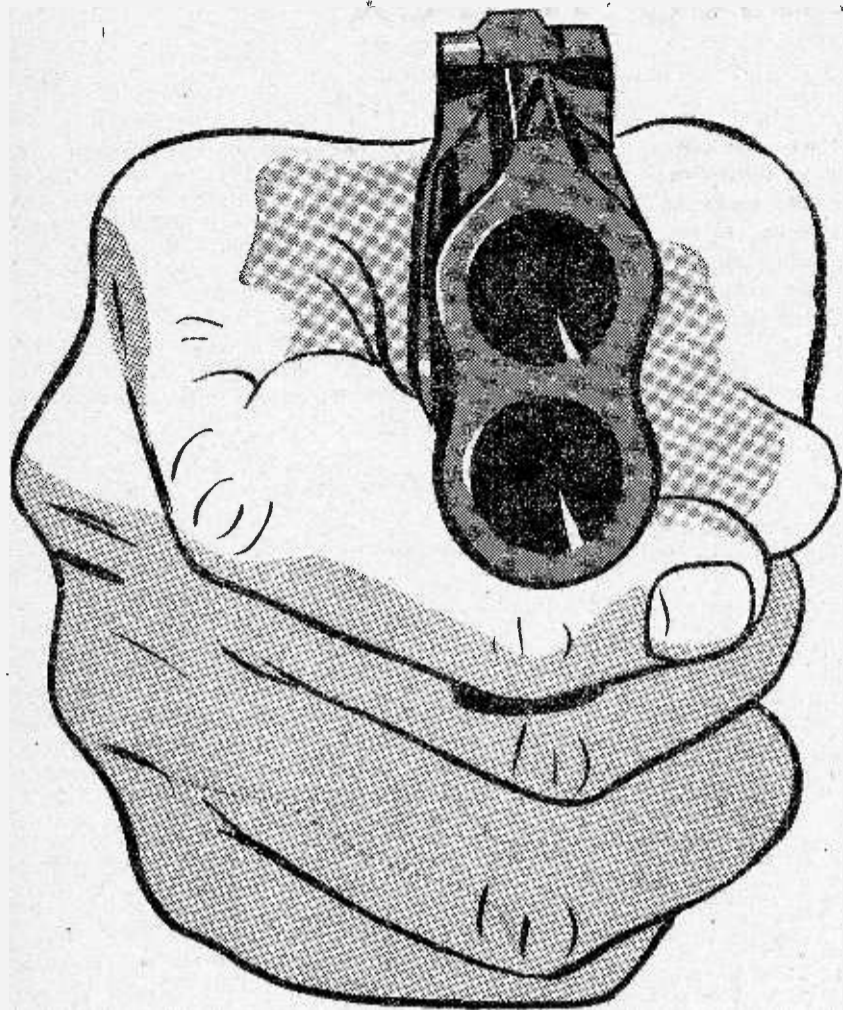
HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of September 22, 1958)

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.

Main table containing coin machine price index data. Columns include High, Low, Mean Avg. prices for various machine models and categories like Music Machines, Gottlieb, Shuffle Games, Arcade Equipment, Pinball Games, and Williams.



It's
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1958
Fall
Coin Machine
Market Report Issue
dated: OCTOBER 6
advertising deadline:
OCTOBER 1

In The Billboard you get maximum results from every advertising dollar you spend. Manufacturers, Distributors, and Suppliers, tell the operators about your new and current products thru smart selling advertising copy in an issue jam-packed with reader interest . . . an issue geared to put operators in a "Buying Mood."

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Frank Joerling

FALL COIN MACHINE MARKET REPORT ISSUE

DON'T MISS IT IT'S LOADED

WITH BUYING POWER . . .
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to get fast action . . .
to sell equipment and services . . .

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Yep, it's a double-barreled opportunity for sales-minded advertisers.

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When competition is tough, as it is today, remember you always get more for your money in The Billboard.

Week after week, month after month, year after year, coin machine distributors choose to place the bulk of their trade-paper advertising in the columns of The Billboard. In 1957, coin machine distributors placed 78.8% of their advertising in The Billboard and only 21.2% in other trade publications.

Why? Results!

•
REGULAR
ADVERTISING RATES
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Remember
advertising
deadline is
OCTOBER 1

Get your ad in
today

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Your
Nearest
Billboard Office

Chicago 1, Ill.
188 West Randolph St.
CENTRAL 6-9818
Dick Ford, Jack Sloan, Dick Wilson

New York 36, N. Y.
1564 Broadway
PLaza 7-2800
Murray Dorf

CLEARANCE
250 Late GOTTLIEB & WILLIAMS PIN GAMES

- 1 & 2 Players
- Manufactured in 1957-58
- Available for rental or purchase

WRITE FOR PRICES

Exclusive Gottlieb, Williams and Seeburg Distributors



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IN NEW ENGLAND
IT'S TRIMOUNT!

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PHONOGRAPHS

Seeburg 100A	\$ 95.00
Seeburg 100R	575.00
AMI 200 JAH	795.00

United 14 Ft. Bowling Alley (Regulation) \$365.00
 Bally Jet Bowler 139.00
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NEW ComCo HI-FI SPEAKERS
 The Only True Low-Priced High Fidelity Speaker!
 Hi Fi Wall Model \$19.95 | Hi Fi Corner Model \$23.95

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Write or Phone Your Requirements.

WANTED: BINGOS, FIVE BALLS, BOWLERS, SHUFFLES, PHONOS. CASH PAID.

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 318 North Elston Avenue Chicago, Ill. Phone: IN 3-2210
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Empire COIN MACHINE EXCHANGE
 1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

DETROIT BRANCH—14344 Fenkell, Detroit, Mich. Tel.: BRoadway 3-2150

ARCADE	Kiddie Whips \$150.00	Razor Blade Dispenser \$ 4.95
Auto Photo M9 \$1,395.00	CC Tournament 129.50	Kirk Astrology Scale 49.50
Roy Rogers Trigger 395.00	Ski Bowl 129.50	
CC Baffer Up 395.00	Ex. Pop Gun (new) 395.00	POOL GAMES
Wms. Four Baggar 250.00	Wms. Ten Strike (new) 375.00	Kaye Eldorado Pool (new), slate Write
Genco Hi Fly	Bally All Star Bowler 195.00	Kaye Competitor Pool (new), slate Write
Baseball 150.00	Air Hockey 195.00	Valley 6-Pocket Pool (new), slate Write
Un. Pool Alley 95.00	Air Football 195.00	Kaye Eldorado Pool (used), slate \$250.00
Genco Davy	CC Steam Shovel 125.00	CC Croquette Pool 178.00
Crockett 250.00	Sidewalk Engineer 100.00	CC Clover Pool M35 (new) 95.00
Genco Gun Club (slightly used), like new 425.00	Lord's Prayer 295.00	Genco Rotation Pool 100.00
Genco Wild West 225.00	Genco Space Age 395.00	
Genco Big Top 225.00		BINGO
Genco Circus Gun 350.00		Key West \$295.00
Genco State Fair 245.00		Playtime 225.00
Genco Rifle Gallery 150.00		Beach Club 65.00
Un. Bonus Score Gun 195.00		Night Club 185.00
Genco Horoscope (new) Write		Palm Beach 60.00
Standard Metal Typers 275.00		Yacht Club 60.00
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Bulk Banter
 • Continued from page 78

thing, the customer who finds he doesn't have a penny in his pocket will seldom ask for change just to operate the penny machine. The chances are that he will have a nickel, however, and will plunk it into the 5-cent machine." Shannon's best nickel nut locations are service stations, and pistachios are a favorite. For one thing, pistachios stay attractive, tasty and clean much longer than other nut products. There is no arduous globe cleaning chore, which is the case with peanuts and frequently with cashews. Then, service stations, which must constantly sweep and hose down the driveways, don't mind pistachio shells as much as indoor locations elsewhere.

Charles Flowers, with 50 5-cent venders scattered over his routes, repeats Shannon's observations. He prefers cashews, however, since he doesn't operate in as many service stations as the former. Cashews stand up well for long periods of time, Flowers has found. He does an aggressive selling job in getting location owners to experiment with a 5-cent machine, pointing out that it isn't actually the nut which goes stale, but rather the oil and salt used for seasoning. Stressing the fact that cashews have less oil used than peanuts has won him plenty of busy locations.

Like Shannon, Flowers believes in giving a big portion of nuts for every nickel, enough that the customer recognizes it as a bargain. He holds costs down by buying cashews in 50-lb. cartons, services his 5-cent machines far more frequently, and has never had a complaint of rancid taste. Big, chrome-plated 5-cent venders help a lot to call attention to the nickel machines. Flowers' best locations are taverns, cocktail lounges, etc., where cashews sell swiftly without creating the floor litter problem usually associated with pistachios.

Kap's Vending Company, formerly operated by Kap Kaplan and sold a few months ago to Lou Malone, is the biggest user of 5-cent venders in the Denver bulk vending industry. Malone has around 150 5-cent machines which offer primarily cashews and peanuts, along with 5-cent charms. Despite the work involved in cleaning peanut globes, Malone feels that the popularity of all types of peanuts justifies it, and he has many locations with three-machine stands. One penny machine offers Spanish peanuts, the other 1-cent machine ordinary roasted peanuts, and the 5-cent machine roasted large peanuts (big ground runners). In single machine locations, cashews are usually vended. All locations are good for 5-cent peanuts. Malone reports, particularly service stations with a big turnover of people, bus stations, railroad depots, corners near bus stops, etc.

Dissenters are Frank Thorwald of Denver and C. A. McCathren of Golden. Both operate big, extensive routes covering many cities and long distances, and neither uses 5-cent machines. Thorwald concentrates on charms and bubble gum, using usually three 1-cent machines on a stand, and has practically every type of location known. He feels that absolute standardization of both fill and machines is necessary for maximum efficiency on the routes, which automatically eliminates 5-cent venders. McCathren, who covers up to 600 miles on his routes, prefers a fill of mixed charms and bubble gum, at a straight penny, and lacks space and time to "fool with the 5-cent vender at all."

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New All Star Deluxe Frax Play	275.00
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COINMEN YOU KNOW

Continued from page 84

this writing he didn't know where he was going. . . . Edward H. Newell, owner of Ormatt Amusement Company, spent some of his time this summer in a worthy cause: on outings with a Boy Scout troop.

Parker Henderson, general manager of Southern Amusement Company, reports his company is now Mid-South dealer for Rowe Cigarette Machine Company. Henderson also reports his company's business is increasing and predicts a much brighter fall than last year when the mild recession began to set in. . . . Allen Dixon, acting president of Memphis Music

Association, reports officers will be elected at the January meeting.

Lee Miller, former phonograph operator, died last week of a heart attack. He was 67. He operated a route from 1940 until 1951, when he suffered a heart attack. He retired from activity then and sold his route to Service Amusement Company, which in turn sold out three years ago to Canale Amusement Company.

Milwaukee

By BENN OLLMAN

Cap Carlson, Tomah, Wis., operator and wagon jobber, has turned over the jobbing phase of his concern to his salesmen. They will do all the buying for their own routes, and Cap will be on hand for consultation when needed. New set-up, says Carlson, will provide him with more time to devote to his candy and cigarette vending machine route.

(Continued on page 91)



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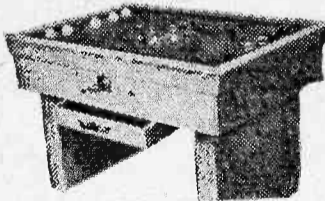
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Gun Game Field Lacks Variety of Yesteryear

CHICAGO — The coin-operated gun game, as always, has been a highly popular and high-grossing piece of equipment for operators in recent years. A few years back it monopolized production lines in the form of the .22 rifle unit operating on direct electrical contact.

But recently few variations of gun games for regular location use have been introduced, with the .22 rifle now regarded as standard and superior to other types. Perhaps the rifle is superior, but there aren't enough variations on the market to make a fair comparison.

While no other type of gun game received such wide popularity and hit such high sales marks as the .22 rifle unit did in its first year of introduction, other types of

guns, thru the years, have enjoyed a following.

What other types of guns have been introduced?

In 1946 Parr Amusement Company, Moline, Ill., exhibited a small caliber rifle using carbon-dioxide gas as a propellant. The propelling gas was manufactured in the rifle's magazine from dry ice, creating the gas thru evaporation. When the trigger mechanism was tripped a valve in a tube connecting the magazine to the barrel was opened, allowing the gas to escape into the barrel, forcing out a bullet. The gun boasted low operational costs.

Another 1946 machine consisted of a B-29 turret gun revamped from war surplus materials and made by the Electronic Amusement Corporation, Rochester, N. Y. The guns were fashioned into electric machine guns operating from turrets against set-up targets. The guns were highly promoted on the B-29 theme and spotted in Arcades.

In 1945 a pistol game manufactured by the MacClashan Air Machine Gun Company, Los Angeles, used the nickel deposited by the player as its ammunition. Designed like a .38 automatic, the gun actually shot the nickel at prizes backed by cloth to catch the coin. The nickel was inserted thru the top of the pistol, the pistol was cocked and fired by pulling the trigger. The coin shot out of the barrel with enough force to topple a set-up prize.

A unique target theme was featured in the Six Shooter, an Exhibit Supply gun game bowed in 1950. Players shot at a moving target set-up depicting the bandit gang attacking a stage coach, the bandits falling off their horses when hit.

A game combining bowling and gunnery was bowed in 1948 by Speedway Amusements, Chicago. Players shot a pistol at a regular bowling pin set-up, with five bowling frames permitted per nickel.

While such games as these might do poorly at the modern tavern or Arcade location, they do indicate the wide variety available to operators of gun games a decade or more ago. No doubt some good variations in location guns would be welcome today.

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- 14 Ft. Bowling League.... 345
- 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 pieces \$345
- 1 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 4-3529

COINMEN YOU KNOW

Continued from page 89

About 50 per cent of his music stops are now on dime play, according to Harry Cisler. What about EP's? "If people would be permitted to dance in taverns in this State, then we would probably do a big job with EP's. As it is, they do us very little good here," he says.

Herb Wagner and Glen Ceadtke, G. & W. Novelty Company, South Milwaukee, are sponsoring several bowling teams this season.

Walter Tetting, veteran music and games operator, is marking his 29th year in the industry this week. He is also celebrating his 30th wedding anniversary date. Herman Paster and his sons are planning to come to Milwaukee to attend the World Series.

Pete (Pitch) Picciurro recently purchased the Delicious Popcorn & Distributors Company, Inc., firm here. The purchase included the jobbing firm's retail outlet and three wagon jobbing routes. "Pitch" will also continue to operate his candy and cigarette routes.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!



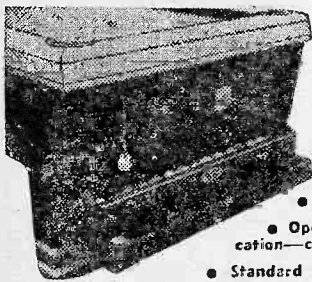
Get into the Profit Picture
—Get **WORLD WIDE**
QUALITY and VALUE!

WANT TO BUY

Chicago **ROCKET SHUFFLES** • United **SHOOTING STARS**
WILL PAY TOP \$ \$
Or Trade Late Gottlieb 5-Balls, Bally All Star Bowlers, Bally—United **BINGOS**

BINGO GAMES

MISS AMERICA	\$495	MIAMI BEACH	\$110
SUN VALLEY	525	GAYETY	75
SHOW TIME	375	BRAZIL	145
KEY WEST	295	SOUTH SEAS	135
BIG SHOW	245	MONACO	125
DOUBLE HEADER	195	STAR DUST	115
NIGHT CLUB	175	STARLET	95
BROADWAY	155		



Now Delivering—
Fischer 6-POCKET POOL TABLES with
New "VISIBALL" Feature

- Balls played are visible at FRONT of table!
- Open ball tray: balls can be turned for identification—can't be removed for replay!
- Standard on IMPERIAL VII, IMPERIAL VI, DELUXE.

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	195	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	365	2-PI. FLAGSHIP	245
4-PI. REGISTER	245	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. BRITISH STAR	375	2-PI. GLADIATOR	175
2-PI. WHIRLWIND	345	2-PI. DUETTE	145
2-PI. SUPER CIRCUS	325		

All Equipment in Stock—Prompt Shipment!

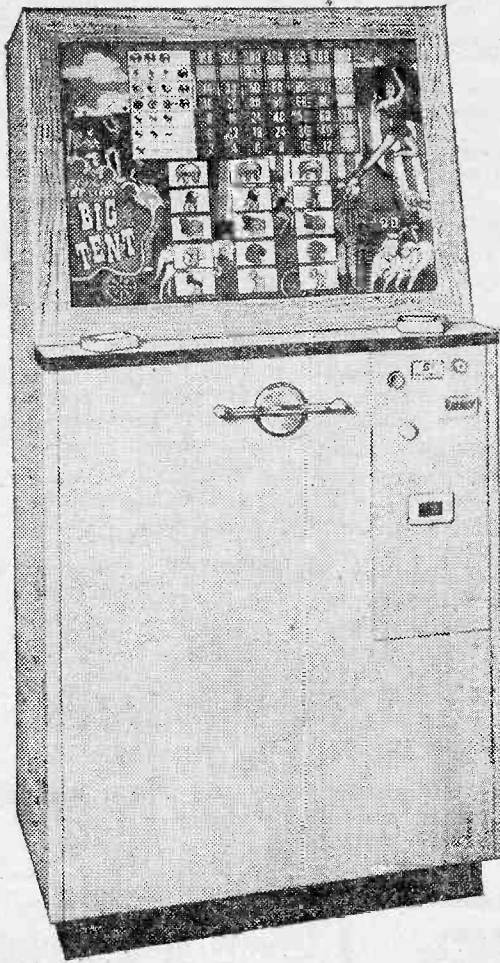
Cable Address
"GAMES,"
Chicago

Terms: 1/3 Deposit, Balance
Sight Draft.



Chicago
2330 N. Western Ave

Phone: EVerglade 4-2300



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

NEW Bally Junior Shooting-Gallery SPOOK GUN



FAST DIME PLAY INSURES

Big Earnings in Small Space

COLORFUL CABINET

OCCUPIES ONLY 1 1/2 FT. BY 3 FT. FLOOR SPACE

EXCITING "SHOCK-SHOW" TARGETS

Targets are ghosts, skeletons, owls and other spooky, scary figures popularized by "shock-shows" of television and Saturday movie matinees.

REALISTIC "SIX-SHOOTER" GUN

Swivel-mounted gun is authentic full-size replica of frontier-model "six-shooter" revolver—familiar to youngsters in western movies and television-shows.

POSITIVELY SAFE

No bullets or pellets are released, hits registering when gun is accurately aimed and trigger pulled.

AUTOMATIC-RATER INSURES REPEAT PLAY

Depending on skill, player may rate as MARKSMAN, SHARPSHOOTER or EXPERT, rating automatically flashing on score-glass. Desire to improve rating insures plenty of profitable repeat play.

EARN \$25 TO \$100 A WEEK

Packed with appeal to junior marksmen, boys and girls, from 6 to 16, SPOOK GUN is a gold-mine in every location frequented by youngsters. Depending on type of location, SPOOK GUN easily takes in \$25 to \$100 a week. Get your share. Get Bally SPOOK GUN now.

See your distributor . . . or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

SHAFFER'S SPECIALS

SEEBURG V-200

VL Receiver
Speed-Read Program

\$695.00

HF100R \$595.00
HF100G 495.00

WURLITZER

1800 \$425.00
1700 369.50

AMI

G-200 \$495.00

SEEBURG

3WI Wall Box (100 Sel.) \$49.50

EASTERN

8 Col. Cigarette Vendor \$39.50

GUARANTEED BY

SHAFFER

MUSIC COMPANY

Write for Illustrated Catalog

819 North High Street
Columbus 8, Ohio
Phone AX 4-4614

Good Bookkeeping

Continued from page 78

ducing enough profit. Stops that over a period of approximately six months fail to attract a reasonable volume are dropped. "You can't be sentimental about retaining unprofitable locations," warns Enders. "No matter how long you may have been servicing a particular location, if the volume slumps and experience shows that shifting the machines around, or offering varied types of merchandise won't revive the receipts, my advice is to yank the equipment and look for a new location."

Dozen Counties

Covering a dozen counties surrounding his Milwaukee base, Leroy Enders entered the bulk vending business after spending a number of years as a filling station operator. One of his customers offered his string of peanut machines for sale. Enders bought it and built it up until the route grew large enough to demand his complete attention. In 1946 he sold the filling station and entered the vending business in earnest.

Most of the accounts on the Automatic Sales Company routes are relatively small business places, primarily filling stations, garages, bowling alleys and small machine shops.

Peanut Machines

Peanuts are still the primary item vended, but Enders says that he plans to place more stress on ball gum in the near future. "People apparently aren't eating peanuts any more the way they used to years ago," he says. "Gum balls are

becoming a more staple item in bulk vending than peanuts."

Complete honesty in his approaches is relied upon to land new locations. "I don't believe in using high-pressure tactics—offering location owners fancy promises and unrealistically high commissions. I want them to buy my services. I'm not trying to push the equipment on them."

The average commission paid to the location is 15 per cent, altho Enders admits that locations capable of giving above average volume deserve and receive 5 or 10 per cent more. A good share of his stops are not paid any commissions at all, either because the volume does not warrant it or they have been firmly sold on the idea that he is actually providing them with a worthwhile service.

**CONSISTENT MONEY-MAKER IN '58
WILL CONTINUE MAKING PROFITS
THROUGHOUT 1959—1960—1961—1962, etc.!!!**

BIKE RACE

One of the oldest and most successful coin machine pieces with all NEW money-making features: MILEAGE SPEED-RECORDER, HIGH SPEED BIKES, THRILLING HOMING FINISHES! EXCITEMENT THAT MEANS PROFITS FOR YOU!



SEE "Bike Race" at the N.A.A.P.P.B.

DISTRIBUTORSHIPS AVAILABLE!
Write! Wire! Call!

EXPORT! — ALL MACHINES

MIKE MUNVES CORP.
577 Tenth Avenue New York 36, N. Y.
BRyant 9-6677

45 RPM CONVERSION

for M100A and MH100A 78 RPM SEEBURGS

SIMPLIFIED
LOWER PRICED
FASTER
INSTALLATION

NOW ONLY **\$44.50**

FAST CARRIAGE GEARS AVAILABLE—\$5.00 EXTRA

33 1/3 RPM
ONLY \$22.50



50 CYCLES AVAILABLE

CHECK IN ADVANCE • SHIPPED PREPAID

CALCOIN CORPORATION, 11173 W. Pico Boulevard • Los Angeles 64, Calif.

Your key to
SALES RESULTS—
the advertising columns of
THE BILLBOARD!

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES



It's Loaded with New Player Appeal...

Gottlieb's

Sunshine

Has "Whirling Numbers" in the Lite Box!

Look at these terrific features:

- "Whirling Numbers" create all new lite box animation
- Triple rollovers and triple holes spot numbers indicated by arrows around "Whirling Numbers"
- Making red and white numbers to complete corresponding circles in lite box scores specials
- Lifting both circles re-lites rollovers for specials
- "Double Star" feature scores specials throughout entire game
- 5 on-off pop bumpers
- 2 super-powered flippers
- Match feature
- 2 cyclonic kickers

See your distributor today!

D. Gottlieb & Co.
1140-50 North Kostner Avenue • Chicago 51, Ill.

New "Rating Chart"
Lites Automatically
Indicating Player
Score Progress!

Amusement Pinballs
as American as Baseball and Hot Dogs!

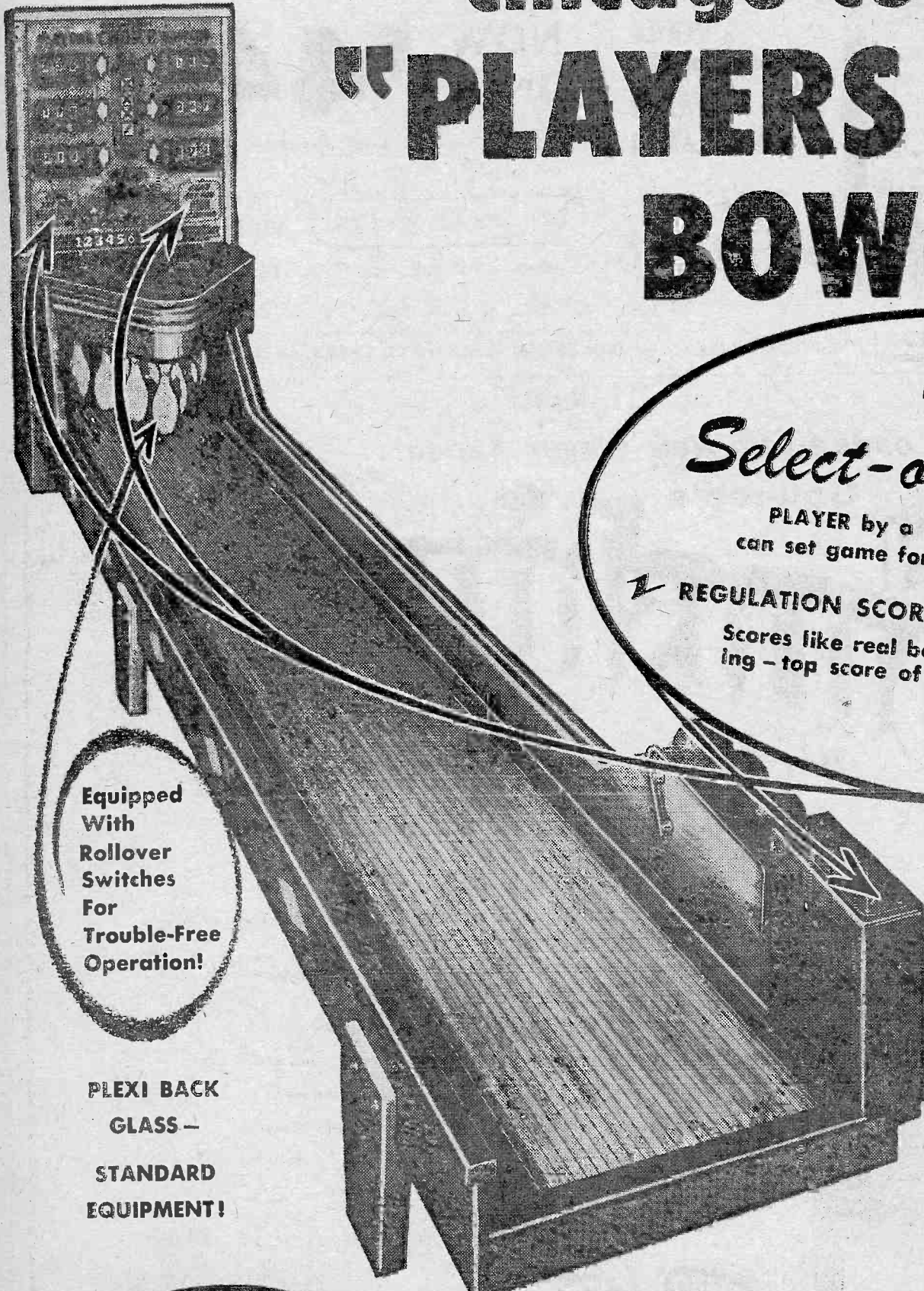
ALL GOTTIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

TWO GAMES IN ONE

Player Easily Sets Game For
REGULATION Or HIGH Scoring!!

(By The Flip Of A Toggle Switch)

chicago coin's New **"PLAYERS CHOICE"** **BOWLER**



FEATURING
Select-a-Matic **SCORING**
PLAYER by a mere flip of a control switch
can set game for **REGULATION** or **HIGH Scoring!**

REGULATION SCORING **HIGH SCORING**
Scores like real bow-
ling - top score of 300
Gives player every thrill
of attaining high count
score - top score 900

Equipped
With
Rollover
Switches
For
Trouble-Free
Operation!

PLEXI BACK
GLASS -
STANDARD
EQUIPMENT!

- Entire Ball Return Runway is Rubber Lined!
- Formica Playfield Sound-Proofed with Cork Backing!
- Back stop is Sound-Proofed with Cork and Rubber!
- Available in 13-16-20 ft. lengths!
- Available in 10c or 2/25c models!

ANOTHER
chicago coin
PRODUCT

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS



Bally BEACH TIME

SMASHING IN-LINE EARNING RECORDS

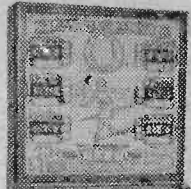
Biggest array of popular play-features ever built into a pinball game brighten the backglass of Bally BEACH TIME ... all adding up to biggest earning-power in years.

4
MAGIC SQUARES
plus **2**
MAGIC LINES

"STOP AND SHOP" FOR HIGHER SCORES BEFORE 3RD, 4TH OR 5TH BALL

Get your share of the big BEACH TIME money. Get new Bally BEACH TIME at your Bally distributor today.

Bally LUCKY ALLEY



4" RUBBER BALL or 4" HARD BALL

- Official bowling scores
- 1 to 6 can play
- Streamlined cabinet
- Quiet-roll alley
- Extra husky pins
- Protective foul-light

3 Popular Sizes 11 ft., 14 ft., 18 ft.

2 COIN STYLES DIME-A-GAME or 2-FOR-QUARTER

SEE YOUR *Bally* DISTRIBUTOR FOR OTHER TOP MONEY-MAKERS



LUCKY SHUFFLE

STAR SHUFFLE

(MATCH MODEL LUCKY SHUFFLE)

ALL-STAR DE LUXE BOWLER

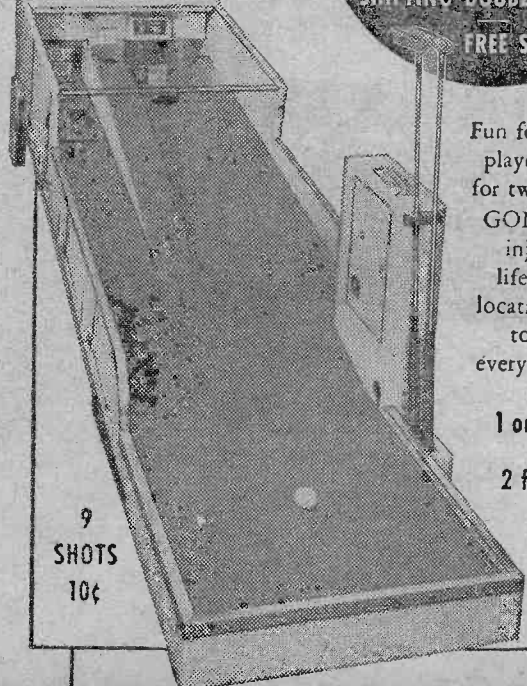
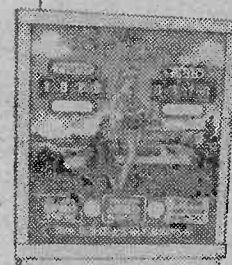
SUPER-BOWLER

SKILL-ROLL

U.S.A.

KIDDIE-RIDES

Sensational *Bally* GOLF CHAMP



3
TRICKY GREENS
FLAT - UP-HILL - SIDE-SLOPE
EXCITING "19TH" HOLE SCORES UP TO 200
SHIFTING DOUBLE SCORES
FREE SHOTS

Fun for one player, double fun for two players, GOLF CHAMP injects new life into slowest locations, earns top money in every location.

1 or 2 can play
2 ft. by 8 1/2 ft.

9 SHOTS
10¢

UNITED'S

playtime

BOWLING ALLEY

**new
player appeal
feature**

PLAYER'S CHOICE OF
easy strike OR
normal strike

SIMPLY PRESS BUTTONS FOR CHOICE

new look
REGULATION BOWLING
**1 to 6
can play**

**new drum units
on backglass**

INDICATE } NUMBER OF PLAYERS
AT A GLANCE } FRAME BEING PLAYED

Bonus 5th frame ADJUSTABLE FEATURE

Big 4½ inch composition ball

DROP CHUTE COIN MECHANISM WITH
NATIONAL REJECTOR ON PULL-OUT DRAWER
FOR EASY SERVICE

4 SIZES

13 FT. LONG

16 FT. LONG

Expandable with 4-ft. Sections
to

17 FT. LONG

20 FT. LONG

2 FOR 25¢ PLAY

Special CREDIT UNIT accepts up to
20 quarters at one time for future play

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

Also obtainable as one game
for 25¢

Easily convertible to 10¢ play

Extremely Quiet Play

See Your
UNITED DISTRIBUTOR Today!

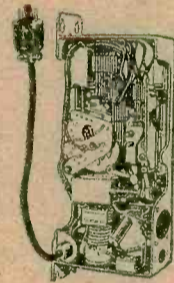


SEEBURG HAS **DUAL** PROGRAMMING



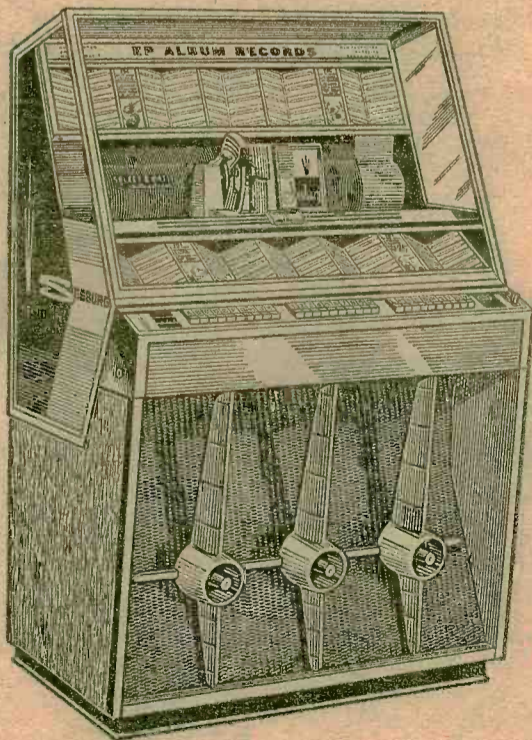
Dual programming recognizes the fact that musical tastes vary. That's why the upper half of the Seeburg display panel provides for programming show tunes, standards, jazz and classics on EP album records; the lower half for programming current releases on singles.

SEEBURG HAS **DUAL** PRICING

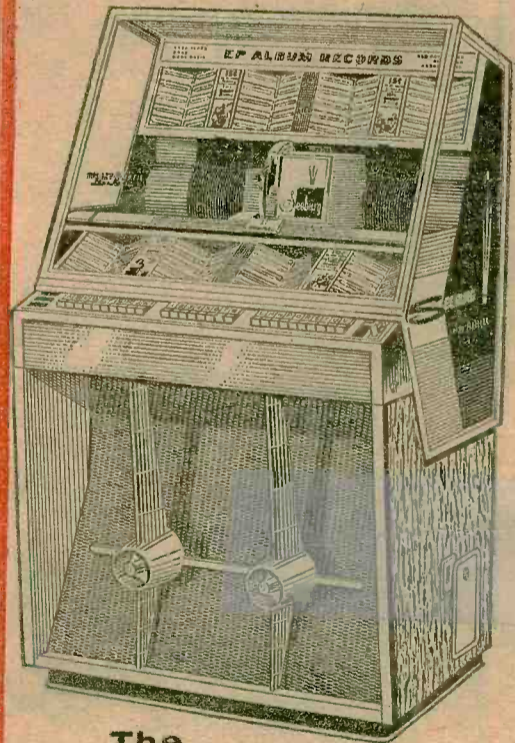


The answer to increased earnings. Seeburg Music Systems (and Wall-O-Matics, too) provide for programming singles at one price and EP album records (two tunes per side) at a proportionately higher price.

SEEBURG HAS THE
TWO FINEST MUSIC SYSTEMS
EVER DEVELOPED



The
SEEBURG
"201"



The
SEEBURG
"161"

America's Finest and Most Complete Music Systems

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
THE SEEBURG CORPORATION
Chicago 22, Illinois