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Politics, Yuletide Bull Animal Market

Showmen Make Hay Via Hot Demand for Rented Elephants, Camels, Reindeer

By TOM PARKINSON

CHICAGO — Along with the hunting season for some animals comes the booking season for others. In the next couple of months there will be a seasonal high in demand for elephants, camels and reindeer particularly.

Kicking it off is the fall upswing in number of people who want to hire elephants by the hour. That's keyed directly to election time. Chairmen at various escheons are moved, usually when time is short, to find an elephant to include in campaigning and in parades.

Luckily, this peak demand comes just as the elephant-owning tented circuses are winding up their annual tours. One circus, Mills Bros., has been known to adjust the bookings of the whole circus to fit in with the scheduled appearances of two elephants that have made many political appearances, including the Eisenhower inaugural parade.

Pose Problems

But there is a measure of complication. For generally the need for political elephants is in Northern cities and the circuses are quartered on farms, frequently in the South. Often the parade chairman wants one elephant and finds the only ones close enough are available only in troupes of three or more that do an act together.

Finding elephants on short notice, however, is easy when compared to camels. Camel season opens just after election time, when thought turns to Christmas pageants, the Wise Men and yuletide decorations. Many committee chairmen go on camel hunts, but the limit is low and few connect.

A difficulty here is that altho the camels are usually in the hands of the same circuses that have the elephants, they have fewer train-

ers in the camel department than the elephant department.

Despite the drawbacks, many chairmen bag the animals they set out to get and successfully produce the desired livestock for their Christmas dramatization or decoration. Last winter a Shreveport, La., firm won decoration honors with a layout that featured several live camels from the Kelly-Miller Circus.

Deer in Yule Parades

Toughest for the chairmen to find are the reindeer. These were absolutely non-existent for local Santa Claus promotions only a few years ago. Now there are such things but they are still rare. Most of them are located thru animal farms located in the East and Upper Middlewest.

There are substitutes, however, and chances are that most of those who seek reindeer at the outset will settle for something else by the time they actually parade Santa into the town and the toy departments.

Right now several Christmas parade units are taking shape and sending out agents to book about two dozen towns to play between Thanksgiving and Christmas Eve. Some unit operators have been doing this for years and have their own camels and reindeer as well as floats and sleighs. They do business with chambers of commerce, shopping centers and individual merchants. Some parade owners have circuses in the summer. Among those expecting to go out this season are Jay Gould, who has had parades for a score

(Continued on page 50)

'VAUDE DEAD?' 'IT AIN'T SO,' SAY OLD-TIMERS

SAN FRANCISCO — The old, golden show business is not dead, according to Lulu Nethaway, veteran vaude star now a publicist-poet. The Theatrical Club here, a growing organization of oldtime troupers, is cooking up a new annual variety show, featuring the Floradora Sextette done by 60 members. Other potential acts, writes Miss Nethaway:

"Benton Wigley, president of the club, who dances like Fred Astaire. Ida Wyatt, who did a command performance for Queen Victoria and at 80 still does the split. Harry Dale, who originated the Texas Tommy Dance. Leota Hopson, delightful soprano. Raymond Zurfluh, the club's Liberator. Mabel Ryken, a grandmother 33 times. These members are up to 87 years old and prove Lillian Russell's adage, "We were 16 once and that's all we are now."

In 1917, the Majestic bill in Chicago included Willard, the Man Who Grows and Miss Nethaway in a melodrama sketch. In 1957, they found themselves on the same bill for the second time, he doing the same act, she leading "the Orchid March and doing songs and stories, wearing a dress belonging to Mrs. Wyatt Earp." Best kept secret of the Theatrical Club's new revue: Will they really do a double?

Performers in radio, TV, films and records are barred from the club unless they can prove "They've earned their living three consecutive years behind footlights." Many weddings between members are taking place, Miss Nethaway adds.

Santa's Spotlight On Albums; Fewer Holiday Singles

Warhorse Names Organ & Chimes LP's Spearhead Christmas Pattern

By REN GREVATT

NEW YORK—Christmas product on albums and singles this year can be expected to follow a pattern reflecting the same general ratio that now exists between the dollar volume of packages vs. singles product. Thus there will be a greater than ever emphasis on albums, with diskeries paying considerably less attention to singles than in years heretofore.

At the package level, major labels and leading indies, by and large, are wheeling up the big artist guns for Christmas promotion with much activity in the works for repackaged previous Christmas material and, in other cases, the same items as in other year without benefit of new packaging.

Low Price Action

More action, too, is being seen for the low-price lines than in other years. A number of low-pricers are planning special release and many traders have indicated a belief that buyers will go more for these more than ever in view of an alleged growing disinclination (because of stereo) to buy full-priced monaural disks.

Particular lack of interest in singles this year is attributed to the unusually late date of Thanksgiving, traditional kick-off time for new Christmas singles. "There's virtually no selling time left," said one manufacturer, "because the dealers stop ordering completely after about December 10 or 12. And

the jocks absolutely refuse to play Christmas stuff before Thanksgiving. In a way it's too bad they don't. If people could hear some Christmas music before Thanksgiving, it might get them in the shopping mood and help all retail business. Maybe the sponsor would like that idea. What do you think?"

Organ, Chimes Kick

In the album field, next to the warhorse artists, most interest seems to focus on the so-called organ and chimes albums. Many labels seem to have these on the docket, and in some cases where one company has two or three or four different labels at different price levels, there's an organ and chimes set in each category.

All four majors will have the spotlight on big artists in the album area. Victor is presenting such newly recorded sets as "To Wish You a Merry Christmas" with Harry Belafonte; "Christmas Holidays at Radio City Music Hall," and a de luxe packaging of "Christmas With Grandma Moses." A new Perry Como album, "When You Come to the End of the Day," tho not strictly Christmas, is nevertheless a religious and inspirational character, and will get a heavy holiday push.

Columbia has already released a "Christmas Sing Along With Mitch" album as well as a new Johnny Mathis Christmas LP. The label has new releases by Buddy Cole (chimes and organ) and Percy Faith and will re-release the Mormon Tabernacle Choir set plus the

(Continued on page 10)

NEWS OF THE WEEK

SORD Blasts Major Diskers Anew; Issues Challenge to Pic Firms . . .

The Society of Record Dealers of America has issued a challenge to the new movie-affiliated recording firms to live up to what were called normal manufacturer-dealer relationships. In return, say the dealers, they will make these new firms the majors in the record business within a few months. At the same time, the dealer Society blasted the current major companies for their clubs, deals and rack-jobbing associations. . . . Page 2

State Fair of Texas Attracts 2,757,734 in 16 Days . . .

The State Fair of Texas, Dallas, which annually racks up the largest fair attendance in the U. S., broke all records by pulling 2,757,734 people in 16 days. . . . Page 50

Heavy Disking Pace Seen as Build-Up for Possible AFM Hassle . . .

Unusually heavy recording schedules for October suggest that record companies may be building backlog in case of possible hassle in AFM-Disking negotiations on new contracts.

Observers, however, see little chance of another sustained musician strike against recording firms. . . . Page 3

ASCAP Writer Distribution Shift Cues Over-All Changes . . .

The new writer distribution plan introduced this month by ASCAP, presages changes in the publisher distribution pattern as well, according to insiders. Performances are due to become more important than ever before for writer and publisher distribution payoff. . . . Page 4

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Other Show Items Hot

CHICAGO — Townfolks' need for show property isn't limited to the animal kingdom. Besides the elephants and camels, there are many other things in the showman's bag of tricks that catch the eye of sales managers and program directors.

High on the list of items sought are high-strikers, the mallet-and-bell rigs for testing strength or for measuring the progress of such prosaic things as sales, production and fund-raising.

Also in demand are supplies of show posters, for meetings with a circus or midway theme, and dissmirrors, for anything from a supermarket to making a service club speech.

Bouquet of Perennials

NEW YORK — At least two men in the music business derive a healthy portion of their annual income from Christmas business. These would be publisher Johnny Marks and a relative unknown to the record scene, one Al Katz of California.

Marks has one hardy perennial copyright, "Rudolph, the Red-Nosed Reindeer." A second Marks tune, "I Heard the Bells on Christmas Day," is another strong annual contender. Marks' firm, in view of the Christmas nature of these tunes, is St. Nicholas Music. Katz issued a couple of LP's five years ago which continue to rack up loot for him every year. On Rheims Records he has "Merry Christmas Robert Rheims Carols" (organ and chimes) and "Christmas Songs with the Rheims Caroleers." This year the organ chimes album is also released in stereo form.

SORD Hails Pic-Affiliated Diskeries; Blasts Majors

DALLAS — The entry into the record business of movie-affiliated diskeries has been hailed by the Society of Record Dealers of America. At the same time, spokesmen for the Society leveled a slashing attack on major record companies for "forgetting how they got to be majors."

In a bold statement, Charles I. Simmons, Society prexy, declared "The so-called majors in the record manufacturing business have sold the independent record retailer down the river with their rack jobbing, record clubs and similar diabolical schemes to circumvent the normal business channels. The nation's dealers have cried for help and the powers that be have ignored their pleas."

Referring to the entry of the big movie-makers into the record business as constituting "a glimmer

of hope," Simmons continued, "The majors have written their own checks and called their own shots until now." Then Simmons singled out Decca as "the notable exception in record club endeavors."

Throwing down the gauntlet, SORD issued a challenge to the movie mahoffs: "Give the dealers of America salable merchandise without record clubs, without rack

jobbing, without illegal trans-shipment — give us good promotions which do not always mean giving away our profits—give us intelligent liaison between factory and dealer, give us a distribution system which will work with us and not against us—and in return, we will make you the majors in a few short months.

"We will promote you in our many State dealer meetings and in our national convention," Simmons continued. "We will promote you in our national publications and we will reciprocate any degree of the lost American tradition of business loyalty."

Remarking that "the current majors have apparently forgotten how they got to be majors," Simmons asserted, "the nation's retailers have not forgotten, and what these retailers did for these so-called majors, we can do for other companies which meet the standards outlined above."

Col. Snares Original Cast Album Plum

NEW YORK — Columbia Records has come up with one of the hot Broadway musical albums of the year with the pacting of the original cast rights to the forthcoming "Flower Drum Song" by Rodgers and Hammerstein. What is more unusual is that the diskery landed the original cast rights to the show in spite of the fact that one of the leads of the musical, Pat Suzuki, is an RCA Victor (Vik) contract artist.

It is not known at this time whether Victor will allow Miss Suzuki to wax the album for Columbia. Since RCA Victor refused to let Abbe Lane record for Columbia when the latter cut the "Oh Captain" score (Eileer Rodgers subbed), relations between the two companies on talent transfers have not been too smooth.

Columbia was rather miffed at R. & H. when the composing team selected Victor for the track version of the movie version of "South Pacific" early this year. However, Columbia is happily welcoming R. & H. back to the fold with "Flower Drum Song." Prexy Goddard Lieberman made the deal for the musical.

Atlantic Guns Holiday Salvo

NEW YORK — Atlantic Records has issued the heaviest salvo of packaged material in its history. Timed to hit the year-end buying spree, the label is issuing 12 stereo sets, plus three monaurals in the "1200" series, six monaurals in the "8000" series, five EP's and seven stereo tapes.

Of the dozen stereo disks, two are being issued for the first time also in monaural form. These highlight sets are "Ray Charles at Newport," and Betty Johnson's "The Song You Heard When You Fell in Love." The other 10 have all been out before in monaural form and include albums by Paul Barbarin and his New Orleans Jazz, Chris Connor, the Modern Jazz Quartet, Shorty Rogers, Joe Turner, Phineas Newborn, Joe Castro, Art Blakey's Jazz Messengers, plus "Soul Brothers," with Milt Jackson and Ray Charles and "Lavern Baker Sings Bessie Smith."

In the de luxe "1200" \$4.98 series, the two sets are Chris Connor's new "Chris Craft," and a set simply titled, "Warne Marsh." The group of five in the "8000" series, which sell for \$3.98, include "Rock and Roll Forever, Vol. II," and disks by the Drifters, Joe Turner, Clyde McPhatter and Ray Charles.

Among the EP's released are sets by the Modern Jazz Quartet, Milt Jackson and Ray Charles, Chris Connor, Wilbur de Paris and the late Chuck Willis. Stereo tapes are by the MJQ, Joe Turner, Joe Castro, Shorty Rogers and His Giants, Phineas Newborn, Wilbur de Paris and Chris Connor. Tapes retail at \$11.95.

Welker Named To New Victor Marketing Post

NEW YORK — Ed Welker has been named to the new post of manager of product planning and market development for the RCA Victor Record Division, according to a statement by Jim Davis, vice-president, record operations department. Welker will be in charge of planning and development of new uses and new markets for record division products. He will also study existing markets and distribution techniques in order to develop new or improved methods.

Welker has been with RCA since 1939, most recently as manager of pop albums a.&r.

Studebaker Closer To Diskery Buys

Stockholders' Okay Cues Possible Bids for Imperial, Cadence Labels

CHICAGO — The Studebaker-Packard Corporation is moving forward in its reported plan (see The Billboard, September 15) to purchase two record companies. Earnest negotiations are expected to begin next week with Lew Chudd, of Imperial Records, and Archie Bleyer, of Cadence, for the possible take-over of their labels.

This eventuality has become hot with the election as an S-P director of A. M. Sonnabend, and his appointment as chairman of the

corporation's acquisitions committee. Sonnabend, a financial wizard specializing in weird mergers, told The Billboard he is now actively engaged in seeking profitable companies with good management and reiterated his plan to invest in show business enterprises because of their high gross potential. He said he expects to call Chudd and Bleyer in the coming week to start talking for real. He indicated that if these talks do not lead to deals, he will listen to other firms that look attractive.

The buys, should they materialize, will be a part of a large-scale S-P program for buying up (Continued on page 14)

A-F Buys Pic Sound Track

NEW YORK — Audio Fidelity Records has snagged the soundtrack to the latest Cinerama flick "South Seas Adventure." Music for the track was composed by Alex North. A-F prexy Sid Frey made the deal with the Stanley Warner Cinerama Corporation. The track will be issued both in stereo and monaurally.

INVENTOR LOST; CLEFFER FOUND

LOS ANGELES — Elmer Meukel, missing inventor who turned up in a hobo jungle this month, will have two tunes waxed by Billy Eckstine for Mercury. The first, "Through With Me," penned 14 years ago, will be released next month. The second is "We Lived When We Loved." Meukel became the object of a wide search last summer when he left his home here for Seattle and failed to return.

Craft Cuts All M-G-M Singles

NEW YORK — Morton Craft, director of singles sales and a.&r. at M-G-M Records, is now cutting all singles for M-G-M, plus the label's two subsidiaries, Cub and Lion.

An original deal for Cub which involved the purchase of some earlier masters from Jerry Winston's Onyx label, and under which Winston was commissioned to cut a certain number of Cub sides, has been discontinued. Craft is now the man behind the control room glass at all singles sessions for all three labels.

Craft has taken on the demeanor of a real disk mahoff. Seen in prexy Arnold Maxin's office Wednesday (22), Craft appeared to be on a Wall Street clothing kick. He was sporting a conservatively tailored grey suiting with a faint stripe and a silk, blue-grey tie with a stickpin. One of the execs present said the "Craft has been killing himself on a 24-hour-a-day schedule of recording for the last three weeks," but his looks belied the late hours.

Bondy Elected ARD Prexy; 100 Members

NEW YORK — The New York record dealers' org, the Association of Record Dealers (ARD), elected Seymour Bondy president at a meeting held here two weeks ago. Other officers elected were Irving Randolph, Jerome Goldberg, and Martin Cooper, veepees; Angelia D'Alessandro, recording secretary; Ray Ratinetz, corresponding secretary; Louis Shapiro, financial secretary, and Charles Lichtman, treasurer.

The next meeting of the ARD will be held Tuesday (28) at the Henry Hudson Hotel in New York. At that time the group hopes to enroll more members. At the present time the group claims it has over 100 record dealers as paid-up members. It intends to deal with such problems as discounting, sales of records in outlets other than record stores, etc.

Late Joyce-Haley Suit Communique

PHILADELPHIA — In the latest bulletin on the Jolly Joyce suit against his former client Bill Haley, Joyce advises that he "never waived disk commissions" during the four-year period which just ended with his agency and Haley parting. Haley needed money in the early days, Joyce explains, and Joyce agreed to "wait for payment." Action was filed with the American Federation of Musicians here two weeks ago.

27 Packages On Mercury's Pre-Yule Sked

CHICAGO — Mercury Records announced this week the pre-Christmas release of 27 monaural LP's, among them 15 pops, plus seven classics and five EmArcy jazz packages.

To help dealers and distributors absorb the new issue, the company said, the release is divided into two parts, one for immediate shipment, the other for early November.

Pop items in the first portion of the release include sets by Lou Stein, the Buddy Johnson ork, the River Boat Five, the Stanley Brothers, Paquito Roca and his ork, and Jorgen Ingmann.

Classic packages are Delibes' "Sylvia" Ballet, Anatol Fistoulari and the London Symphony; Strauss Family Album, Antal Dorati and the Minneapolis Symphony; "Salome," Paul Paray and the Detroit Symphony; and Mozart's Serenade for Wind Instruments, Frederick Fennell and the Eastman Wind Ensemble.

Jazz items are "Max Roach at Newport"; "Newport '58," Dinah Washington, Terry Gibbs, Max Roach and Don Elliott; "Swinging (Continued on page 14)

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HONOR ROLL HIT TAB SLIPPED; SORRY!

Due to a tabulating error, four selections that should have appeared in the Honor Roll of Hits were inadvertently replaced by four other tunes. The tunes that should have appeared and their positions are: "The Day the Rains Came" (24), "The Secret" (25), "Call Me" (29) and "For My Good Fortune" (30). The POSITION LAST WEEK column in this issue has also been corrected to account for the error.

Col. Coupon Deal Keys Prestige Over Pay-Off

NEW YORK — The Columbia Records coupon plan, which the diskery launched with great fanfare early in September, has turned out to be less lucrative than the company had anticipated. The company is more than satisfied with the prestige brought to the firm's 46 new albums and the company's name as a result of its advertising booklet in The New York Times and other national magazines, but Columbia admits that the redemption of coupons has been less than they had planned.

The Columbia coupon plan gave the customer a chance to purchase any one of 46 new Columbia \$3.98 releases for only \$2.98 by using a coupon which appeared in the firm's ads in newspapers and magazines. The plan started September 7 and is due to end on October 31, this coming Friday. Sales of some of the top new releases, such as the Johnny Mathis "Swing Softly" set, the Mitch Miller album "More Sing Along With Mitch" and the Ray Conniff LP "Concert in Rhythm," have turned out to be very hot sellers, moving much, much more due to the coupons than expected. But the firm had

'Thumb' Sound Track on Lion

NEW YORK—Sound track of the new M-G-M musical pic, "Tom Thumb," will be released on Lion Records, low-price subsidiary of M-G-M Records. It's believed to be the first instance in which a \$1.98 line has carried a first-line sound track edition.

The picture, a George Pal production, stars Russ Tamblyn, Alan Young, Terry Thomas, Peter Sellers, Jessie Matthews, June Thorburn, Bernard Miles, the Puppets and the voice of Stan Freberg. Songs for the pic are by Peggy Lee, Janice Torre, Fred Spielman and Kermit Goell.

Chudd Signs Hawaiian Star

HOLLYWOOD — Lew Chudd this week signed Honolulu's 14-year-old Ronnie Diamond to an Imperial contract. The youthful vocalist flew in from Hawaii this week for his first recording session.

Chudd, this week, also completed recording Ronnie Deauville's album (five standards and seven originals) which is scheduled for mid-November release.

Also to be issued will be Frances Faye's first package under the Imperial banner, "Frances Faye Sings Fats Domino."

JUKE STEREO DISK LISTING

NEW YORK — The Billboard is running a list of stereo singles and EP's that are available for juke boxes in this week's issue. See complete listings in the Coin Machine section.

ASCAP Meet Cues Mounting Tension; Fireworks Likely

Gilbert Angered by Winchell Smear; Demands Brass Denial

By PAUL ACKERMAN

NEW YORK — With the annual ASCAP membership meeting only several days away—Thursday (30) — the Society's membership reached a high pitch of tension which seemed to augur an exceptionally exciting period immediately ahead. Developments of the past week were these:

1) The scramble for election to the ASCAP presidency has begun; 2) L. Wolfe Gilbert, long-time director and West Coast writer representative called upon president Paul Cunningham to deny a report in Walter Winchell's column that "the Big Brass" are feuding with Gilbert and that "he vealed that the Society had retained Arthur Dean, well-known attorney with much experience in the antitrust field. Dean has had briefing sessions with a view toward helping in the Society's negotiations with the Department of Justice (The Billboard, October 20).

At press time, Gilbert, regarded by a vast body of the membership as being dedicated to the cause of writers, had not yet received an answer from Cunningham. Gilbert stated: "If no satisfactory denial of the Winchell item is forthcoming, I will tell my story at the Thursday meeting... Just who is the Top Brass (scornfully)?"

Gilbert added that in such a period of difficulty and trial, it was unfortunate that the Top Brass could not devote themselves to matters more serious than petty bickering. Referring to recent board meetings—attended by Dean

and at which distribution problems were discussed in the light of the Society's negotiations with the Justice Department—Gilbert said: "I have always held the belief that the interests of writers and publishers are not the same."

Gilbert added: "If they don't exonerate me completely, I promise fireworks on Thursday... I have no fear of them (the Big Brass)... my only consideration is the Society. Nothing must be done to hurt ASCAP."

He continued: "They want no part of me because I'm a watchdog... They set out to get me a long time ago... I'm curious about Winchell's line that I may have to go... Where would I go? To BMI?"

Meanwhile, observers felt that the whole hassle mirrored somewhat the tension occasioned by the necessity of revamping the Society in line with the views of the Justice Department. Argument over the

weighted vote continued, and a highly-placed member stated that sentiment was crystallizing among the biggest copyright owners, and that they would resign in the event of a drastic change in the weighted vote. Mentioned were Oscar Hammerstein, Max Dreyfuss, Irving Berlin, Cole Porter, Richard Rodgers, Herman Starr's group and others. One high-ranking member stated the end of the weighted vote could mean the end of the Society as it is now known.

Meanwhile, on Broadway the names of Stanley Adams, Ned Washington and others were mentioned as possible candidates for the presidency. Cunningham's term expires in April, and ASCAP regulations do not permit him to take another term now. It is prognosticated that he will be retained to continue work on the juke box problem.

predicted a tremendous extra sale of all of the other new releases, and this didn't materialize.

Basically, the cost of launching the coupon plan, with its full-page ads and the New York Times 24-page booklet, was so expensive that the firm would have had to enjoy exceptional sales in order to make out the way it wanted to. It was unofficially estimated that the cost of launching the coupon plan ran over \$250,000.

Columbia actually had two of its best months during August and September as far as album sales (Continued on page 10)

Aaron Named Local 47-MGA Arbitrator

HOLLYWOOD — Labor arbitrator Benjamin Aaron was appointed by American Federation of Musicians prexy Herman D. Kenin to serve as referee in hearing charges brought by AFM Local 47 against members who have joined or have participated in the activities of Cecil Read's Musicians Guild of America.

The hearings originally were to be held before Los Angeles labor attorney George Bodiemand, a member of AFM's international executive board. They were delayed by a temporary restraining order granted MGA.

When board members were unable to re-schedule the Los Angeles hearings, Kenin called on Dr. Clark Kerr, president of the University of California and recognized labor affairs authority. Dr. Kerr, unable to shoulder this time-demanding chore, recommended Aaron, who is associate director of the University's Institute of Labor Relations.

Fremd to Col. Flack Post

NEW YORK — Peter Fremd has been appointed manager of pop records and product publicity for Columbia and Epic Records. Appointment was made by Debbie Ishlon, chief of the publicity department at the diskery. Fremd was formerly a publicity exec with Longines-Wittener handling radio publicity for the watch firm. He set up a deal for the Longines Symphonette to wax for Columbia, the result being a Harmony album issued this year.

82 RECORDING SESSIONS

Disk Cutting Tide Poses Question; Are Diskeries Wary of AFM Ban?

HOLLYWOOD — A swelling tide of recording sessions has engulfed majors and independents alike both here and in New York, a fact which has raised an important question. Is the disk industry girding itself for another recording ban when its American Federation of Musicians contract expires December 31?

Recording activity at a number of firms has been at peak capacity during the past several weeks and is continuing at that pace. Traditionally, this is the slow time of the year when it comes to cutting records.

AFM prexy Herman D. Kenin told members of New York's Local 802 that in the up-coming contract renewal negotiations with the record firms, he will ask for a 21 per cent pay boost to go directly to the musicians opposed to the trust fund; that he will demand pension

and welfare plans to be paid for by the employers; he will crack down on violations of tracking and dubbing restrictions; he will demand a reduction for the 15-minute cutting period to 12 minutes.

Will the record companies accept the AFM demand; and sign a new pact or are they now building up a backlog to last them thru a period of battle? Is the AFM willing to lock its horns with the record firms at this time?

If the diskeries are willing to yield to AFM's demands, then why the unusually heavy recording schedules at a time of the year when sessions usually taper off? For example, Capitol Records here usually averages 10 sessions per week. Last week, it held 19 sessions. The previous week count showed 25, with 16 sessions held during the first week in October.

At Dot Records here, prexy

Randy Wood personally has recorded some 80 sides during the past several weeks. Bob Thiele, Dot's Eastern a.&r. veepee, flew in from New York to follow a tight recording schedule of his own.

Wood, however, denied that Dot is working overtime now to lay away against a possible rainy day. He told The Billboard that virtually all that is now being produced is scheduled for release in the immediate future.

Some diskery execs will grant that a measure of their current production is being made with a protective eye to the future. Very few, however, anticipate any difficulty in gaining an equitable contract. Here's the way they see it. They say that the record industry is too eager to reap the promised stereodisk sales harvest to risk a recording ban at this time. The AFM is (Continued on page 10)

Album Records Army Contest Winners

WASHINGTON — The Army is getting out an LP package, "Army Entertainment Program of 1958," in the first effort at recorded promotion for its musical and performing talent. The sets will have four LP's covering the winners of the All-Army Contest, selected in Washington in June—winners in the "recorded" class, including country-western, rhythm and blues groups and other Army choruses; the sound track of the Ed Sullivan show featuring the contest winners; and recordings made during the Army's world tour of "Rolling Along of 1958."

The package, which was recorded in part at RCA Victor studios, is expected to be ready about the first of the year (1959), but its distribution will be limited to Army establishments, it was pointed out by Dr. Harold Arberg, head of the Soldier Music in Army's Special Services Division. Government does not allow sale or gen- (Continued on page 10)

14 NEW LABELS JOIN PARADE

NEW YORK — Fourteen labels joined the label parade this week. Here are the names and addresses of the newcomers: Vulco Records, 816 Orange Avenue, Ft. Pierce, Fla.; Whirl Records, 7115 Euclid Avenue, Cleveland 3; Scope Records, 535 Fifth Ave., New York, N. Y.; Universal Records, P. O. Box 961, Wilmington 99, Del.; Hilton Records, Box 287, Berwick, La.; Nauvoo Records, 1527 Sixth St., West Portsmouth, O.; Power Records, 1650 Broadway, New York, N. Y.; Nabor Recording Company, 243 South Summit St., Indianapolis 1, Ind.; Wondor Records, care of National Recording Corporation, 1224 Fernwood Circle, N. E., Atlanta 19, Ga.; Darick Records, care of Urania Records, 233 Main Street, Belleville, N. J.; Hit Records, 30 West Washington, Chicago, Ill.; Playhouse Records, 60 Fremont Place, Los Angeles 5, Calif.; CoCo Records, 1107 El Centro, Hollywood, Calif.; Ski Records 61 North 8th St., Beech Grove, Ind.

ASCAP Distribution Keyed for Overhaul

Change in Writers' Pay-Off System
Forecasts Similar Switch for Pubs

By BOB ROLONTZ

NEW YORK — The recent change in the sustained performance fund for ASCAP writer members has strengthened the belief among the music business fraternity that the ASCAP distribution system is undergoing a major overhaul that will affect both writer and publisher members. According to these sources the change in the writer's distribution is but the first step in a general change that will base the distribution on an even stricter performance system, with the seniority factor remaining, and with the availability factor even more diminished.

The changes in the writer's sustained performance fund were explained in a letter sent out to writ-

ers a few weeks ago by ASCAP prexy Paul Cunningham. These changes affect the current October distribution. In his letter to writers, Cunningham explains that the "comparison of classes" in determining promotions and demotions in the Sustained Performance Fund has now become obsolete, since this system was adopted in 1950 in an effort to work out a gradual adjustment from the subjective system of classification to a mathematical one that gave primary consideration to performances.

Cunningham's letter goes on to say: "Commencing with the October distribution there will be no occasion for comparing a member's rating with those of others. All members having sustained performance ratings 975 and below will automatically be classified by being assigned a rating based on an average of 40 performance credits for a point in the sustained performance fund. Each rating from 975 down to 10 will be five points apart and thereafter one point apart. Thus a member with an average of 400 credits will have a rating of 10 points, etc.

In short, this means that the basic system of classification can

(Continued on page 14)

NBC Opera Co. Drops Tour, Cuts TV Sked

NEW YORK — The NBC Opera Company, in the throes of reorganization, has eliminated its annual 10-week tour and reduced its video performances from six to three. NBC-TV will air Menotti's "Amahl and the Night Visitors" December 14, followed by Menotti's "Maria Golovin" (soon due to open on Broadway) and a third work in English. Efforts to secure sponsorship have failed, largely because interested advertisers wanted production control.

Peter Herman Adler, long-time musical director of the NBC Opera, has accepted the conductor's post of the Baltimore Symphony for 1959-'60, and will take the oke on its first national tour. "The sudden emergence of the Baltimore Symphony is largely due to a State grant of \$50,000 and a city grant of \$100,000," says Adler. "Until the inevitable federal government aid comes along, local financing will continue to increase and dominate the longhair scene."

Adler sees U. S. music development following a t-lent pool line. "The Peabody Institute under new director Peter Mennin, the Lyric Opera headed by Rosa Ponselle and the Baltimore Symphony are working hand in glove to make this the hottest classical city in the country. For 10 years the schools and civic groups have been doubling in number annually," concludes the maestro, "and the stimuli are singing in English and playing of native works."

Meisel Gets Carlton Post

NEW YORK — Carlton Records has appointed Lennie Meisel to the post of Eastern field manager for the indie label. Meisel had previously been a contact man with Southern Music for many years. Meisel is out now working on the label's three new releases, with the Chantones, Vic Donna and Al Downing.

HOIST ON HIS OWN PETARD

NEW YORK — Rudolph Friml, who's been sneering lately at popular music and such shows as "My Fair Lady," may not be such a lofty cat as his remarks may have suggested.

First Westminster single to hit the pop field is none other than the veteran composer's own batoning of "Indian Love Call," an instrumental.

Clue to Friml's unrecognized abilities in the pop field could well be drawn from a line in the Jeanette MacDonald - Nelson Eddy movie version of the operetta.

Jeanette comes bolting out of a hotel in the North Woods. "Where are you going?" asks Eddy. "I'm going to Montreal," she replies. "Crazy," shouts Eddy.

Allied Reorgs ASC Plant's Staff Set-Up

HOLLYWOOD — Allied Record Manufacturing Company, which recently acquired the American Sound Corporation plant in Belleville, N. J., has integrated that plant into the over-all Allied operation, according to Daken K. Broadhead, Allied president. Reorganization of the Allied Division of the American Sound Corporation staff set-up has been accomplished and this, according to Broadhead, will enable Allied to greatly improve its custom service nationally in both the record and transcription fields.

Walter Blumberg has been named Eastern sales chief of American Sound, and Alvin Smolin manufacturing head. Over-all management lies with Allied's Hollywood headquarters, under the direction of President Broadhead. Smolin reports to Samuel Salzman, manufacturing vice-president of Allied, and Blumberg reports to Ned Herzstam, Allied's national sales vice-

(Continued on page 14)

C&W Unit Sets Spokane Mark

SPOKANE, Wash. — A country music show highlighting Webb Pierce, Hank Snow, Little Jimmy Dickens, Judy Lynn, Pat Kelly and the Shamrocks pulled a record crowd to the Coliseum here in a single performance Sunday night (19).

According to John Kelly, of World-Famed Attractions, Nashville, who booked the show, a s.r.o. crowd of 8,121 paid, jammed the Coliseum for the performance, with extra chairs being hauled in to accommodate the patrons.

In a quote to The Spokane Review and The Chronicle, Coliseum manager, Benjamin Moore, described it as "the biggest crowd that has ever been in the Coliseum."

Kelly combined two units which he had playing in the area to work the local engagement.

Victor Inks Esquivel

NEW YORK — RCA Victor has signed Esquivel to an artist and musical director pact, it was announced by Herman Diaz, manager of pop a.&r. programs. Esquivel, a Mexican artist, has been selling well via his album, "Other Worlds, Other Sounds." Because of the artist's distinctive use of sound nuances, Victor plans to use him considerably in stereophonic sound arrangements.

EIGHT JOIN HOT 100

NEW YORK — New sides on The Billboard's Hot 100 chart for this week total eight. These are:

- 67. The Day the Rains Came—Raymond LeFevre, Kapp
- 69. I'll Wait for You—Frankie Avalon, Chancellor
- 72. I'll Remember Tonight—Pat Boone, Dot
- 82. Walking Along—The Diamonds, Mercury
- 88. Love Is All We Need—Tommy Edwards, M-G-M
- 89. Mr. Success—Frank Sinatra, Capitol
- 95. Someday—Jodie Sands, Chancellor
- 97. Tunnel of Love—Doris Day, Columbia

PROGRAM MONOTONY

Top 40 Menace to Industry, Says D.J.

NEW YORK — "The Top 40 concept of radio programming is helping to kill the single record business as we've known it." So says George Lorenz, well-known deejay on the pop record scene, now operating out of WHAY, Hartford, Conn. Lorenz, also known as "Hound Dog," quit his old post at WKBW, Buffalo, last July 4, when the station went exclusively to a Top 40 programming format.

"A few years ago, TV had radio on the ropes," Lorenz asserted. "Radio came back strongest when rock and roll began to take over pop music about five years ago. But we're being rock and roll'd to death by a flock of on-the-air juke boxes. A lot of the stations are programming 24 hours a day with no more than 50 records. Maybe that's okay, but when it's the same records ever day for a week and they

change only 10 or so a week, then it begins to get pretty monotonous. I don't know how any station can be a public service operation when they're as inflexible as that."

Lorenz feels that the Top 40 situation is hurting the record industry, is lowering radio listening, and is decreasing a new artist's chance to make it.

"The Top 40 idea," said Lorenz, "is paralyzing record sales in many markets. I can tell you what happened in one Ohio town. A record was in the Top 10 on a big city station nearby. It was being played a dozen times a day on that station. I find out from one dealer that he hasn't sold 20 copies of the record. Why? He tells me, 'Do you think any kid is going to buy what he can hear on the radio till it's coming out of his ears?'"

"Many of those top 40, top 50, however many numbers they have listed, don't reflect the market at all. They're not based on any accurate information, they're based on what the program manager or the jockey happens to like. I know. I've seen the lists put together."

"Another thing," Lorenz averred. "With this kind of programming it's harder than ever for an artist to get off the ground, because it's only hits that the stations play, and practically nothing else. A new artist hardly has a chance. And the record companies can't open their mouths. If they do, let them try ever to get another record played. It's a lousy situation. And I'll tell you something else. These Top 40 boys claim they have such and such a share of the market. Maybe they do. But if you look at the sets-in-use figures you'll see that over-all radio is listening is down as much as 20 per cent."

"They talk about all the economic reasons why the business is down. You'll notice most of the talk is about the singles markets. I can tell you that the Top 40 stations, to say the least, aren't helping it any. I repeat, they're helping to kill it for everybody. Elvis Presley's "King Creole" EP has appeared on very few of those fancy lists. Yet it has sold close to a million. If anything kills Presley, it'll probably be the charts."

S-F Skeds 4 Nov. Stereos

NEW YORK — Stereo Fidelity Records is releasing four stereo records for November. Three of the disks were never released previously, one was issued monaurally on Somerset Records, the companion label. The new stereo sets include a 101 Strings package of Rudolph Friml tunes, conducted by the old boy himself, a package of Russian Folk songs and a set called "The Table Down at Mory's." Fourth LP is "Honey moon in Italy." The three new Stereo Fidelity sets will also be issued monaurally on Somerset Records. Somerset has added two new distributors, Record Sales in New Orleans and Santone in San Antonio. Both Somerset and Stereo Fidelity are now using four color labels.

Manuti Fave In 802 Race

NEW YORK — The Musicians' Ticket of Local 802, headed by president Al Manuti, seems set to breeze into office without any appreciable opposition via an organized ticket at the next election December 2. Supporting Manuti on the ticket are Al Knopf, for vice-president; Max Arons, secretary, and Hy Jaffe, treasurer.

Should the ticket be elected as are the expectations, the new two-year term will be Manuti's fourth as 802 president. At the last election he was unopposed.

The execs running with Manuti are long-time officers of the local. Knopf for years has handled recordings, TV film, TV and radio. Arons entered the political scene in 1935 with the Blue Ticket headed by the late Jack Rosenberg and has been successively chairman of the Trial Board; in charge of recordings; member of the executive board and during the last four years assistant secretary. Jaffe also goes back to the Blue Ticket.

Aldo Ricci, present secretary, decided not to run for office. He wishes to devote more time to his professional career as a musician.

Manuti is currently enjoying

(Continued on page 14)

Pubber Opens London Branch

NEW YORK — Publisher Phil Kahl has opened a branch office—Planetary-Kahl (London) Ltd. — in London, with Fred Jackson as managing director.

Jackson, formerly with Mills Music, Ltd., for eight years will work—in co-operation with Kahl's headquarters here — to co-ordinate releases thruout the world, and will also be active in acquiring material both here and abroad.

Meanwhile, Kahl is negotiating with Chappell Music to set up offices in Australia, and with Melody Music for offices in Africa.

Tab Keys Teen Buying Drop

NEW YORK — Too many single releases and tighter finances are two of the main reasons for lagging pop singles record sales, according to a 30-city study recently concluded by Teen-Age Survey, Inc., here.

Sidney Ascher, prexy of Teen-Age Survey, Inc., listed the following findings: 1. There are so many different records on the market that confusion reigns and there's indecision as to which to buy. 2. Young people find the dollar harder to come by. 3. There's nothing exciting on records to make them want to rush into the stores and buy a record. 4. The regular weekly visit to the record shop is fast becoming a lost custom.

Also spotlighted by Ascher as a factor responsible for decreased singles sales was that: "Many people now wait for a hit record to get into an LP, and purchase the LP instead of the single for better value." On the basis of his findings, Ascher opined: "The era of ordertaking has long passed. Dealers must get a better grasp and knowledge of the business. They must utilize showmanship and salesmanship to get traffic into the stores. Business no longer comes in automatically. Dealers must reach out and bring it in."

Storz Tempoos WIBG to Top Tune Format

PHILADELPHIA — Radio station WIBG, which has been one of the hottest air outlets breaking out new records here, is now on a top tune format. The new Storz management instituted the new policy about a week ago, limiting jocks to playing only the top 100 tunes on their nighttime segs and to the top 50 tunes on their daytime shows. In addition, jocks must submit a list 24 hours before each show itemizing the records they will be playing the next day.

New policy obviously limits the station and its jockeys as hitmakers. WIBG had gained a lot of attention thru its two hot jocks, Joe Niagara and Hy Litt, who were usually the deejays that manufacturers and distributors ran to to get a new record started. New policy instituted by the station is in line with the policies followed by other Storz stations in other cities, which have resulted in big rating for the Storz chain stations.

CONCERT

Cantata Scores in Debut; Disk Natural

The N. Y. critics flipped last week at the first performance of Norman Delo Joio's dramatic cantata, "The Lamentation of Saul," featured at the second concert of the Little Orchestra Society at Town Hall. A natural for wax, the emotional, melodic 24-minute work for baritone and

six instruments (there's also a full orchestra version) uses text drawn from a D. H. Lawrence play. Met-opera star Leonard Warren proved again his brilliant dramatic powers and clean technique as soloist. The composer conducted firmly from the piano. The performance should be trans-

ferred intact as part of the Society's upcoming recording sessions.

Deelo Joio was also represented by his Ricercari for Piano and Orchestra, a work which suffers from thematic anemia and a bad case of Hindemith. Thomas Scherman batoned this, plus the charming Schubert Symphony No. 3 and Schumann's Overture, Scherzo and Finale. It was another of the Society's refreshing programs. **Bob Bernstein,**

NIGHT CLUB

Snyder Plays Well, Promotes Disks

A recording artist who makes a regular policy of "drop-in" visits at record dealers, Decca's Bill Snyder has a new gimmick to further the business link between personal appearances and his growing string of keyboard albums. On each table in the Terrace Lounge of the Hotel Statler, N. Y., his current stand, is placed an attractive printed folder listing Snyder's Decca and Vocalion

waxings by titles, catalog number, and a capsule review of the contents. It's an original and nifty stunt — and one that's likely to be copied widely by artists who work before audiences as well as recording mikes.

For his nitery stint, pianist-band leader Snyder sparks a smooth cocktail trio featuring Jack Messing on bass and Sam Ulano on drums, dispensing dreamy, ro-

mantic treatments of evergreens like "Laura," "You and the Night and the Music," "Hands Across the Table" and "Stella by Starlight" that pleased couples who wanted to dance and those who just listened. What is virtually a fourth "member" of the trio is "Oscar," Snyder's de luxe (insured for \$25,000) custom-made, air-conditioned piano — an ebony beauty with a clear, brilliant tone that's an ideal mate to Snyder's skilled, concert-oriented technique.

Charles Sinclair.

CONCERT

Great Tourel Opens Low-Price Series

If the first of four events at Carnegie Hall, N. Y., presented by Herbert Barrett was any criterion, the bargain concert formula (75 cents to \$1.50) may become a standard N. Y. pattern. The huge hall was 85 per cent full for Jennie Tourel October 21, with many young fans as well as the mezzo's usual loyal following,

many undoubtedly brought out by the low prices.

Miss Tourel was splendid in a program of operatic arias and Debussy, Brahms, Tchaikowsky and Moussorgsky songs. She had to beg off after four encores. Fine work by accompanist Paul Ulanowsky contributed much. The artist recently recorded many of

the Russian items, in which she's superb, for Decca in an album titled "None But the Lonely Heart." She'll be including some on her recital tour this season.

Barrett will present Maura Lympny, Joseph Fuchs and the Clarion Concerts ork, and chorus as the other events of this series. He may succeed in weaning some of the young set away from an all-jazz diet and he may have come up with a winning format for classical artists.

Bob Rolontz.

THEATER

L. A. Revue Has Good Songs, Potential

"Billy Barnes Revue," which just moved from the Cabaret Concert to the Las Palmas Theater, sometime lucky launching platform for Broadway, provides an evening of pleasant entertainment for legit-starved Los Angeles. The Barnes music and lyrics are refreshing and at times quite clever, the sketches by Bob Rodgers are spiced with originality.

Considerable tightening of ma-

terial to cut the unwieldy running time and prune dull spots will have to be done before this one can be aimed at more active theater towns, however. Rodgers, who also serves as director, must take a firmer hand in giving the vehicle sharper pace. Best of the material includes two ballads, "Foolin' Ourselves" and "Blocks"; a devastating vocal panning of the ill-fated Paul Muni starrer

"At the Grand"; a Beatnik routine; "Listen to the Beat"; "The Vamp, the Champ and the Tramp"; a comedy reflection of Hollywood hopefuls; "The Pembrook Story," a take-off on Connecticut life and "Transportation," a classroom item with the cast as youngsters.

The players include Joyce Jameson, a noteworthy comedienne and mime; Jackie Joseph, Ann Guilbert, Patti Regan, Len Weinrib, Bert Convy and author-director Rodgers. Glenn Tolsen's designs were functional as well as eye-appealing. **Lee Zhito.**

NIGHT CLUB

Kaye Still Hotel Smash With TV Spur

N. Y.'s Roosevelt Grill customers are swinging and swaying to delightful dance music as put out by Sammy Kaye and his ork. Back for an eight-week engagement, Kaye has his full ABC-TV ensemble on display each night. Coming off a series of one-nighters around the country, the staff was augmented for his weekly television show by adding new members to his band plus some

very capable singers. With a big band sound, plus extras such as Lynn Roberts, a beautiful blonde thrush formerly with Tommy Dorsey ork, and the Kayettes, Larry Ellis, Ray Michaels, and Hank Kanni handling the warbling, Mr. Swing and Sway has a successful formula for a pleasant evening's entertainment.

His weekly TV show will undoubtedly add to the lure of an

in-person visit to the Grill Room plus hype the sales of Kaye's albums and increase the number of personal appearance requests throught the country. Every video performance affords more exposure in a half hour than could be racked up in years of p.a.'s. Plugs for his various LP's on the market and a balanced program of pop hits of the day, standard tunes, and a few novelties thrown in for change-of-pace make for a swingin' session that pleased those in attendance the most.

Tom Noonan.

REVIEWED IN BRIEF

Dee Lawson

Village Vanguard, N. Y., has been spotlighting Irwin Corey, master of madness; the Phineas Newborn Trio, worthwhile attraction for hard bop fans, and Dee Lawson, recent Roulette Records pactee. Miss Lawson makes an impressive Manhattan debut, a stunning thrush with a sultry voice and a style which invites comparison with Anita O'Day or Chris Connor. Her selections include "Unforgettable," "Little Girl Blue" and "If the Moon Turns Green." She's a talented chick sure to gain a following. Newborn has an attractively deliberate style, with inventive, imaginative approaches. His nicely balanced set features "Where or When," "Willow Weep

for Me" and several originals. **(Cook)**

Bell, Book and Candle

Columbia Pictures has a star-studded, amusing Christmas entry in "Bell, Book and Candle," comedy about witchcraft with lovely decor including Kim Novak. Fine comedy stunts are turned in by James Stewart, Hermione Gingold and Ernie Kovacs and inventive direction by Richard Quine. The excellent score, which will be Colpix's first soundtrack album, is by George Dunning. It includes a catchy, repeated tune which could make a good single. **(Bernstein)**

The Buffalo Bills

The Buffalo Bills were featured at Montclair (N. J.) Life Hall

Auditorium, Sunday (19), in a show sponsored by the local chapter of SPEBSQSA, national barbershop singing body. In a two-hour-plus program, the boys proved themselves a versatile group with strong throats and an extensive four-square repertoire. Lead man, Al Shea, interspersed the songs with a lively flow of homespun quips. Sellout house of 1,009 could never get enough as the group easily tossed off tunes ranging from "Ol' Man River" to "Lida Rose," the latter performed by the Bills in Broadway's "The Music Man." The boys did not hesitate to plug past Decca albums and on at least three occasions there were plugs for the group's forthcoming Columbia album. The local chapter's barbershop chorus of some 80 voices entertained agreeably between stunts by the Bills. **(Grevatt)**

Mary Martin Tour Must Have Material Revamp

By **BERNIE ASBELL**

The reigning queen of the Broadway musical, Mary Martin, opened a two-night concert stand in Chicago's Oriental Theater Tuesday (21) to a nicely filled house, a key stop in a national tour. Halfway thru the second half, Miss Martin picked up her scepter and prancing thru highspots of her Broadway characterizations, she killed the people. But it was too late to save the show.

Miss Martin opened with a set of four numbers, a medley from "South Pacific," "To Keep My Love Alive," "I Get a Kick Out of You" and "There's No Business Like Show Business," all delivered in straight stand-up style before a 16-piece orchestra. The customers, obviously ready and eager to swoon for the lady if given a chance, were considerably less than enthralled. The designers of the package, casting her in the role of a band chantoosie, had completely missed the point of her talents.

After a short, irrelevant performance by a Dirk Sanders, interpretive dancer, Miss Martin returned in a new gown for eight more numbers of the same genre, with pat spoken intros and not a line of special material. Then Luiz Bonfá, a first-rate classic-styled guitarist whose instrument was insufficiently miked, played to luke warm acceptance before Miss Martin closed the half with an unfortunate adaptation of Bachianas Brasileiras No. 5, rewritten to accommodate a dance by Dirk Sanders conveying a bafflingly obscure message.

At intermission, a slightly greater number of people headed for the lobby than the number that returned for the second half.

What had been dreary in the first half became uncomfortable in the second as Miss Martin doled out still another stand-up vocal set, followed by additional turns by Sanders and Bonfa. Then, in a delayed action explosion, the star uncorked a spirited, finely staged skein of memorable moments from her Broadway hits, among them "My Heart Belongs to Daddy," "That's Him," "You Can't Get a Man With a Gun," and "Wonderful Guy." Here, Sanders the terper, was used sagely as mood setter while Miss Martin managed rapid costume changes in the wings.

Tour is directed by Andre Mertens and Humphrey Douleus, staging, such as it was, by Ernest Flatt.

'I Want to Live!' Strong Film With Excellent Jazz Score

By **HOWARD COOK**

Star: Susan Hayward. Director: Robert Wise. Producer: Walter Wanger. Screenplay: Nelson Gidding and Don Mankiewicz. Music composed and conducted by John Mandel. A. Fiaro, Inc., production for United Artists. Running time, 120 min.

"I Want to Live!" is an excellent realistic film. In addition to an outstanding performance by Susan Hayward, the film has a sound track that in every way matches the rest of the skillful production. Johnny Mandel's fine score is played by a jazz combo which includes Gerry Mulligan, Shelly Manne, Red Mitchell, Frank Rosolino, Pete Jolly and Bud Shank. The group appears in one of the pic's early sequences. The score is used effectively as background music and figures prominently in certain scenes where there is no dialog.

The film is based on Ed Montgomery's newspaper articles and the letters of Barbara Graham, first woman to be executed in the gas chamber in California. Tho there is still a controversy over Mrs. Graham's innocence, the film takes the view that she was unjustly convicted. Montgomery, a reporter who at first feels that she is guilty, is in a large way responsible for raising public sentiment against her. Later he believes her innocent and proceeds to try and help her get a new trial. The scenes of her imprisonment, the plotting of the District Attorney's office to obtain a verdict of guilty, the newspaper smear campaign, and a particularly realistic climax which shows the condemned woman in the chamber are shockingly convincing.

United Artists plans a sound track and other albums of the score. These should prove healthy sales items.

Ageless Fred Astaire Clicks In Memorable Video Special

By **JUNE BUNDY**

"An Evening With Fred Astaire" October 17 gave television one of its finest hours last week—60 tasteful minutes of relaxed showmanship, polished production values and the most effective TV choreography presented to date. Altho Astaire has enough ageless charm and effortless grace to carry a show by himself, he wisely surrounded himself with pros in every department. As a result, the NBC-TV program was superior on every count—from audio man Bill Cole's excellent sound to writer Herbert Baker's breezy off-the-cuff-styled small talk.

Utilizing Jonah Jones' smart jazz backings and David Rose's sweetly swiny arrangements as contrasting musical backdrops, Astaire achieved just the right blend of rich nostalgia and crisp modernity. A hand-picked chorus gave him solid support in the brilliant dance sequences, and young Barrie Chase (who looks like a wholesome Brigitte Bardot) was a delight as his new partner. Suffice to say, she combines the technical skill of Astaire's most talented (terp-wise) former partner Cyd Charisse with the glowing vivacity and "suitability" (personality-wise) of his best partner, Ginger Rogers.

It's difficult to choose a "best" item on the dance agenda. Each member spotlighted one of Astaire's varied terp moods—the airy romanticism of his "Change Partners" ballroom dance with Miss Chase, the infectious and originality of his "Props" pantomime stint; the haunting, stylized grace of a teen-age gang sequence; the exciting impact of his jazz ballet treatment of "St. James Infirmary"—all contributed toward making "An Evening With Fred Astaire" a memorable TV classic.

FCC Compiles Primer On Stereo B'dcasting

WASHINGTON — In view of all the hue and cry about stereophonic broadcasting, the Federal Communications Commission has issued (23) a brief rundown on the meaning and methods of stereo transmission in broadcasting.

The FCC resume does not go into the technical problems of stereo via FM multiplexing, subchannels, which is "too involved to discuss here." However, it does say that the Commission is concerned primarily with "protecting the high fidelity characteristics of regular FM broadcast."

FCC has been considering the stereo broadcast on FM regular and subchannels, among other uses for the multiplex operation, since rulemaking proceedings were initiated July 2, 1958, to consider widening the scope of the FM subsidiary services.

The Commission's ABC's of stereo defines stereophonic broadcasting by saying that the "stereo" means fidelity in its association with "phonic," or sound. It ap-

plies to a means of sound reproduction which gives the listener the illusion that the orchestra is "spread out" before him.

In stereo broadcasting, "the studio sound is picked up by two microphones placed in front of the sound source and separated by several feet." The output of the two mikes are transmitted separately and are heard separately in the home over two loudspeakers reaching listeners from two directions.

To obtain stereo effect in the pioneering types of stereo broadcasts via dual use of TV and AM, or TV and FM, or FM and AM stations, the listener must in each case use two receivers, placed normally eight feet apart, so that the sound comes from both directions.

FCC explains that in the FM-multiplex transmission, only one receiver is required, but a special adapter is necessary for the listener to extract the sound from the multiplex subchannel. A limited number of FM stations have been permitted to experiment with the multiplex stereo broadcasts.

Possibly for those who have been living down a well, or have otherwise missed acquaintance with today's world of sound, FCC notes that stereo has been in use in recordings for some considerable time, and in "stereo effect" of movie houses where loudspeakers at both sides of the theater produce the required impression.

Macero Named To Col. Slot

NEW YORK — Teo Macero, composer, performer and modern jazz arranger has been appointed to the post of associate producer in the jazz and pop album department for Columbia Records. Macero was appointed by Irving Townsend, album exec at the diskery. Macero will be responsible for recording and general album production, mainly in the jazz end, for Columbia.

NEWS REVIEW

Bardot Leg Art Can Sell Pic Soundtrack Waxing

It'll be Brigitte Bardot's leggy photo on the cover of the soundtrack waxing of "The Girl in the Bikini," more than the impact of the movie on the theater screen that will make the Poplar Records upcoming release move at dealers.

A subtitled French import that debuted on U. S. art circuits last Friday (24), "Girl" is a low-budget effort by Willy Rozier about a young Parisian student who goes skin-diving off the isle of Corsica and nets la Bardot, the nubile daughter of the local lighthouse keeper in the skimpiest of dramatic roles and two-piece swimsuits, instead of a lost underwater treasure of the Phoenicians.

There's not much attempt to play up the movie's music score, composed by Jean Yatove, during the film. But what is there, is better-than-average.

A "Sorrento"-type ballad is used effectively under a montage of island scenes at the opening. Later, in a night club sequence, there's a bright can-can instrumental and a specialty rumba vocal, "Franchucha," by Espanita Cortez. Miss Bardot "sings" later in the film, using a cafe chanteuse-type dubbed voice that neither matches her own as to sound or lip synchronization, but is nicely moody.

The sprinkling of vocals are nicely threaded together by a first-rate

Marterie Flips His Top for Marlboro

CHICAGO — Orkster Ralph Marterie sealed the flip-top box on a deal with Marlboro cigarettes this week whereby cigarette promotion will filter thru virtually every note he plays.

His band is being rechristened "Ralph Marterie and His Marlboro Orchestra," a handle that will even appear on forthcoming Mercury platters. Music stands of Marterie sidemen will be outside facsimiles of the ciggie package.

On the flip side of the promotion coin, the cig firm will feature the maestro as a Marlboro man, complete with tattoo, in magazine and newspaper ads as well as TV spots.

Dick Halpin, of Leo Burnett Company, ad agency for Marlboro, said he has been eyeing bands for five years with a view toward such a tie-in, and chose Marterie because of his demonstrated drag with the college trade.

Promotion will be co-ordinated by Jim Bolling of Philip Morris Company, Marlboro parent firm, and Frances Kaye, veteran New York music publicist.

Freebie Buy Incentive

NEW YORK — Carlton Records has initiated a new buy incentive plan for their current new releases. "Five Little Numbers" b-w "Summer Love" by the Chantones and "My Life Is in Your Hands" b-w "Dream Girl" by Vic Donna.

Initial orders will have a 100 per cent guarantee, and distributors will receive an equal number of free records. On second reorders, the diskery will send a free, additional 25 per cent of the second reorder. On the third reorder of each record an additional 10 per cent of the order will be shipped free.

Joe Carlton, prexy of Carlton Records, and Juggy Gayles, national sales manager, are leaving on an extensive trip to promote the disks this week.

SOMAC IN MEMBERSHIP DRIVE; PLANS MEET

NEW YORK — The Society of Music Authors and Composers, fledgling songwriter group which was officially organized last month, has issued letter invitations to more than 2,000 cleffers to join its ranks. In the letter, Bernie Wayne, newly appointed executive secretary of the Society, again emphasized that the organization was for all songwriters regardless of performing rights society or AGAC affiliation.

Wayne later told The Billboard that it was hoped that a mass meeting could be staged sometime next month with the purpose of further clarifying objectives and over-all operating policy of the Society. Earlier this year Wayne, a BMI writer, became involved in a running hassle with AGAC officials over alleged use of dues from BMI members to carry on the fight against BMI.

Wayne asserted that a prime consideration of the new body would be a public relations campaign to build recognition for songwriters on the part of music and record fans. "In days gone by," he said, "the songwriter was a king. Names like Jerome Kern, Cole Porter, Rodgers and Hart and a lot of others were legends known to everyone. But the songwriter of today is an unknown except to certain segments of the trade. Today it's the record artist who is king and nobody ever stops to think of who might be the writer of the song that made him king."

"We also hope that soon we can start a series of monthly meetings and forums where the songwriters can meet with artists, publishers,

record company people and others in the music business, like disk jockeys and maybe even juke box people. It would be a wonderful place to sit down in a friendly atmosphere and discuss mutual problems of importance to everyone."

In the letter to cleffers, Wayne reiterated previously stated objectives of the Society, particularly the working out of an arrangement whereby ASCAP and BMI cleffers may freely collaborate on a song, the establishment of a minimum mechanical share for songwriters of 50 per cent of the statutory rate, and the development of a standard songwriter contract for us with both BMI and ASCAP publishers.

Dot Pacts Indonesian Invasion

DJAKARTA, Indonesia — America's Dot Records will receive its initial distribution in this island empire under an agreement just signed. James Bailey, in charge of the label's international division, has granted exclusive Indonesian rights to Adam K. Wen, well-known businessman here.

Wen's purchases of Dot records are expected to run into a minimum of five figures in dollars per month, according to the word here. He was represented in the Los Angeles negotiations by Henry Song, who is also head of Trade Makers, an exporting firm.

Wen and Song, it is reported, expect to expand considerably beyond their initial commitment. They foresee a tremendous increase in business, an estimate based on a comprehensive survey just completed by Wen on a trip thruout the area. Population of Indonesia, which includes the islands of Java and Sumatra among others, is about 90,000,000. It is believed that later on Wen and Song may sign an over-all agreement for Dot thruout Southeast Asia, in all areas where present license commitments do not exist.

Krefetz Buys Sound Track

NEW YORK — Lew Krefetz, genial Poplar Records exec, has come up with his first soundtrack acquisition. The track rights to the latest flick starring Brigitte Bardot, titled, "The Girl in the Bikini," were acquired by Krefetz in a deal consummated this week with the producers.

The picture, only the second ever made by la Bardot, but never before released Stateside, will open shortly here at the World Theater, home of spicy type foreign films. Krefetz said that plugs for the Poplar disk will be included on all advertising and promotion on the film.

RE-WAXINGS CUE ACE'S REQUIEM

NEW YORK — Johnny Ace, whose tragic death a few years ago ended what promised to be a tremendous career, will live again in song. His biggest hit "Pledging My Love," written by Don Robey and J. Washington which has been getting action via a Roy Hamilton cutti g on Epic, is being released again this week by Jesse Belvin on Victor and will be released soon by Roger Williams on Kapp.

Rating Probe Postponed

WASHINGTON — Chairman G. Magnuson (D., Wash.), of the Senate Interstate and Foreign Commerce Commission, has announced from Seattle (23) that his committee would hold further hearings on radio and TV rating in January, shortly after the 86th Congress convenes.

Tentative plans had been made to hold hearings during the week of November 10th, but Magnuson in checking with the committee members found previous commitments made it difficult to obtain a quorum on that date. In addition, the chairman has directed the staff to continue further research and development of data on ratings which is to be used at the hearing in January.

The committee held preliminary hearings on this subject on June 26, 1958 at which time representatives of A. C. Nielsen, Trendex, Pulse, American Research Bureau, Videodex and other audience measurement services appeared.

Lubinsky Inks 3 Gospel Acts

NEWARK, N. J. — Herman Lubinsky, veteran New Jersey music man, continues on his swing to the spirituals with three new artist pactsings.

For the Savoy label, Lubinsky picked up chanter Jimmy Jones, formerly on VeeJay. For his new subsidiary, Gospel Records, he has signed the Raymond Raspberry Singers, a gospel group; and the Hightower Brothers, another gospel group of Newark boys ranging from seven to 17 years old. Between the two labels, Lubinsky now has a total of 16 gospel-spiritual acts.

Joyce Active On Bookings

NEW YORK — Jolly Joyce has signed a booking pact with Tommy Edwards to handle the singer's appearances in the British Isles, South America and Australia. Joyce also signed the Olsen and Johnson "Yock and Roll" Show for bookings in South America. The firm is also handling comic Alan Gale, and reportedly has him set for a movie. The Edwards booking and the Gale booking was set thru their personal manager, Harry Steinman, of the Berger, Ross and Steinman office.

(and uncredited) solo guitar that runs under many scenes, and some intriguing, eerie orchestral underlining of the underwater swimming scenes.

Says Poplar's Lou Krefetz: "Some cats will buy the album, pin the cover on the wall, and throw the record away. But those who play it will probably like it." He's right.

Charles Sinclair.

New UA R&R Pk'ge Show

NEW YORK — Universal Attractions has come up with a new rock and roll touring package starring Lavern Baker, Jackie Wilson, Bobby Day, Lee Andrews and the Hearts and the Amett Cobb Ork. The unit, which hit the road last Friday (24) is set for a 30-day tour. Show started in Richmond and then jumped to Pittsburgh and Washington. Today (27) it plays Roanoke, Va., then goes to Chattanooga. After that, it plays Macer, Ga., Columbia, S. C., Knoxville, Bluefield, W. Va., Raleigh, N. C., Portsmouth, Va., Asheville, N. C., Charlotte, N. C., Atlanta, Savannah, Ga., Charleston, W. Va., and Augusta, Ga., thru November 12.

SINCEREST THANKS
FOR THE OVERWHELMING RECEPTION
ACCORDED OUR TELEVISION SHOW OF
OCTOBER *17th* OVER NBC FOR
THE CHRYSLER CORPORATION

Barrie Chase—The Jonah Jones Quartet—David Rose and Orchestra—Bud Yorkin—Hermes Pan—Herbert Baker—Gino Malerba—Pat Denise—David Robel Alvin Stoller—Bobby Hammock—Walter Ruick—Joe Niemeyer—Mary Thomas—Darleen Engle—Joyce Horne Larri Thomas—Mary Menzies—Glenda Guilfoyle Terri Laurence—Barbara Frederickson—Roy Fitzell Bert May—Paul Rees—Ricky Gonzales—Jimmy Huntley Frank Radcliffe—Jerry Staebler—Rod Bieber—Herman Belmonte—Art Gilmore—Edward Stephenson—Ray Aghayan—William F. Wallace—Bill Cole—Jim Kilgore Chuck Smith—Roy Montgomery—Paul Rose—Bob Graner John Chambers—Frank Gaskins—Dale Applegate Jerry Weiss—Carl Petsch—George Simpson—Karl Messerschmidt—John Casagrande—Louis Fusari—Ian Taylor—Eugene Schwarz—Mark Salvani—Robert Salle Leon Fry—George Perry—Edward Colucci—William Verdier—Fred Cole—Clyde Fox—Frank Elwood Ray Beal—Bob Johnson—Larry Peterson—Frank Barnhart—John Anderson—Howard Tollefson—Paul Stanhope—Rita Bennett—Norman Salling—Lynn Burke—Bob Conlin—Milt Altman—Russ Nies—Bob Smith—Robert Grapperhaus—Carl Hansenman—Harry Glycer—Gerald Smith—Sid Provost—Gordon Ward Don Dunbar—Ken Baker—Wayne Kenworthy—Paul Murphy—Lon Stucky—Ron Olney—Bill Levitsky Marvin Cooper—Karl Ravosa—Rolf Gompertz—Virginia Gregory—Mona Clark—John Christ—Don Tennant Bernie Kamins—Elmer Holloway—Dean Craig—Marian Rees Fred Astaire, Jr.—Jerry Gershwin—Mike Levee, Jr.— Jimmy Taylor—Stanley Hall—Ava Productions

Fred Astaire



ON THE BEAT

By REN GREVATT

ABC-Paramount's Paul Anka, just returned from a spectacular Nipponese tour, was telling us about the Japanese scene. "They were really wonderful to me over there," Anka related. "When I got to the airport, they gave me a ticker tape parade and later on they gave me a gold LP record. We played Kyoto in the middle of a typhoon. We could look out the window of the hotel there in the middle of this storm and see the Japs being blown off their bicycles by the wind. Man that was some wind. But they still packed the theater in the middle of the storm."

Anka is probably one of the most widely-travelled new artists on the current scene. Within a year he's had two trips to England, the Japanese tour and now his manager, Irving Feld, has set an extensive new European tour to start November 14. On that date he opens two weeks of one-nighters in Belgium and then will do four weeks headlining the Olympia, Paris, starting the middle of December. Somewhere in between, he may appear on British TV. In January he'll do a week each in Antwerp and Brussels, Belgium and in Germany. Next May, he's expected to do a month in Sweden.

We asked the 17-year-old Canadian star about his plans for school, what with all the travelling. "When things cool a little I want to take my last year of high school by a correspondence course," he told us. "Then I'd like to study music, you know, composition and harmony. I love to write music. I've written most of my own songs and I've written them for other artists too. Sure, they can say that what I've done isn't the greatest. But I'm writing commercially today. I'd like to write other things later on."

Commenting on the current pop record situation, Anka took note of the one-shot artist. "I don't know what the trends will be tomorrow. If anyone knew that, he could make a million dollars. But I think a lot of people make a mistake by trying to follow a hit record with another that's exactly the same. You've got to think and think hard to try to come up with a sound, something new that the kids can get their teeth into. The hit record makers and the buyers too, are all under 18 today. It's a regular Mickey Mouse Club. And with them, it's the song and the sound that counts."

"Once I had the idea that a minor - key kind of song could go over. That's when I did 'You Are My Destiny,' which was a minor song. In my next record, we're going to use violins. A fiddle is a very emotional instrument. Buddy Holly just recorded one of my songs called 'It Doesn't Matter Anymore,' and they used the big sound of the rocking fiddles on that date too."

Anka is something of a fable in this business already. At 14, he badgered his parents into letting him come to New York from his native Ottawa with his songs. His persistence got him in to see Am-Par's Don Costa who listened to the songs, including "Diana," his first hit. Today he attributes his success to Don Costa, his manager Irving Feld, and a certain amount of good luck.

He thinks Hank Williams was one of the great writers and he likes Marty Robbins, the Everly Brothers and Elvis Presley. "Whenever anybody makes it big, like Elvis, everybody takes pot shots at him. Maybe that's the price of success. Maybe his gyrations were bad but they made a name out of him. They got him publicity which is one of the most important things to any artist. They used to have an expression, 'Say whatever you want to but spell the name right.'"

On the matter of rock and roll, Anka is very positive. The kids have to have it. It makes them happy. Why change it by trying to force 'Pagliacci' down their throats? You'll never stop their wanting it by banning rock and roll shows. This is important to them and if I can make any of them happy with my records I'm glad. But I want to last a long time in this business. Travelling and appearing in so many parts of the country and the world have helped me feel at home on a stage and that's important for any artist. And I'm spending a lot of money having an act written for me. Someday it's going to pay off when I don't have a hit record to carry me along."

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING

All Five Blobs Are Bernie Nee

Columbia's Five Blobs are, one and all, Bernie Nee, an ex-Seabee who got his first taste of show business leading a band on Saipan. When he was discharged from the service in 1946, the Bronx lad reentered New York University, switching his major from dentistry to music. He was fortunate enough to receive encouragement from his family.

Upon graduation in 1948, Nee began playing guitar and bass with small groups at dances and weddings in and around New York City. Then in 1951, he began to make demonstration records for



song writers. During the same year he also made 30 children's records, and sang radio and TV commercials with the Goldswan Singers.

The tall, brown-haired singer is 32, married, and the father of three children.

VOX JOX

By JUNE BUNDY

PATIENTS RATE PLATTERS:

Jack Karey, WCFL, Chicago, starts his sixth year this month as volunteer at the Veteran's Administration Research Hospital in Chicago. Karey provides unique entertainment for the patients, via a weekly "Platter Preview" show, utilizing a panel of patients. The hospitalized veterans listen to new record releases and rate their hit potential. Wherever possible Karey brings along a record artist (featured on a disk rated by the panel that week) as a guest star. In advising "Vox Jox" about Karey's activities, the VA described the jock as "an excellent volunteer—a credit the deejay profession should know about." Karey served in the U. S. Navy in World War II and in Korea. In addition to his weekly show at the hospital and a daily "Koffee With Karey Show" over WCFL, the deejay writes a record column for a Chicago newspaper.

GRADY - HURST SHOW

UNIT: Joe Grady and Ed Hurst, veteran deejay team over WRCV, Philadelphia, will head up a stagershow unit of their own for personal appearances and promotions. The team is managed by the Jolly Joyce Theatrical Agency which is building an "All-Star Record Show" around them for in-person bookings. While virtually all Philly jocks have been staging record hops in the area, it is believed that Grady and Hurst will be the first spinners with a stage-show unit of their own. The "All-Star Record Show" will make its bow November 15 and 16 at Philly's Erie Social Club. The bill will not necessarily be limited to rock and roll, since plans call for "a variety of pop fare by established record artists." Initial unit will spotlight Dickey Doo and the Don'ts, Mary Swan, Donnie Owens and Dave Appel and the Applejacks. In their earlier days, Grady and Hurst fronted a regular dance band. In view of the team's radio commitments, the Joyce Agency is limiting bookings to weekends only with a radius of 300 miles from Philadelphia.

THIS 'N' THAT: Jim Aylward, WWNH, Rochester, N. H., was spotted by a movie talent scout recently, and, as a result, recently completed a role in a feature-length film, which was shot on location in New Hampshire. The jock played the part of an 18-year-old N. H. boy, which, says Aylward, "wasn't easy considering I'm 27 and from Massachusetts."

William A. Duke, station director of KDSX, Denison-Sherman, Tex., would like to hear from jocks who want to "swap short tapes, intros of top songs in their area, etc." Duke also reports a need of wax-albums and singles—from manufacturers — particularly the smaller indies.

CHANGE OF THEME:

Jack Thayer, general manager of WDCY, Minneapolis, has returned to his desk after 14 weeks of serious illness. Bill Stewart, national programming director for the Storz Radio chain, who took over Thayer's post during his illness, has returned to the Storz Omaha executive office. An ex-deejay, Thayer lost 84 pounds and is now down to 160 pounds "the hard way."

New staffers at WRBC, Jackson, Miss., include Chuck Stewart, (formerly with WTX, New Orleans) now WRBC general manager; Mike Hunter, (ex-KBOX, Dallas, Tex., staffer) now WRBC jock and promotion manager; Robert Q. Smith (formerly with WDSG, Dyersburg, Tenn.) WRBC jock and public service director; Jim Townsend (ex - WDSG, Dyersburg, Tenn.) WRBC deejay, and Nick Stevens, new WRBC account exec. The station, heretofore, affiliated with Mutual, became a full-time indie music and news operation October 1.

Gene Fullen has joined WTVN, Columbus, O., in the nightly 7 p.m. to 1 a.m. time slot. . . . Jack Reber has been appointed assistant general manager of the Cascade Broadcasting Company, Yakima, Wash. He joined Cascade last June as executive co-ordinator of the chain's four TV stations and three radio outlets.

Joe O'Neill, formerly campus radio deejay and newscaster at American University, has joined WWDC, Washington, D. C., in charge of the station's record library. . . . Ed Lionel, newly promoted program director at KRIO, McAllen, Tex., says, "KRIO is now programming full time music-news format, and is banking highly on Billboard's 'Hot Hundred' for brand new survey 'The Kay Rio Hot Hundred'." . . . Pat Matthews, formerly with WKOP, Binghamton, N. Y., has joined WLOB, Portland, Me.

Paul Berlin, KNUZ, Houston, and the other jocks who accompanied him on a "Transatlantic Record Hop" trek to Europe this summer (representing the National Council of Disk Jockeys for Public

YESTERYEAR'S TOPS—

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

OCTOBER 23, 1948

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

OCTOBER 24, 1953

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

Service) recently received personal letters of appreciation from President Eisenhower.

TEXAS REPORT: J. P.

Richardson, KTRM, Beaumont, Tex. (better known nationally as Mercury's "Big Bopper") has embarked on a tour which will include TV and stage appearances in cities from New Orleans to New York. Richardson, whose waxing "Chantilly Lace" is still a hot seller, will tour thru March. . . . Deejays at WOAI, San Antonio, will act as hosts for a dance sponsored by the station November 2, featuring the Warren Covington - Tommy Dorsey ork. A record hop will precede the live music. . . . Bob Bailey, KMAC, San Antonio, has launched an under - water marathon. Last week he submerged in a 5,500 gallon tank of water (located at the Las Palmas Shopping Center) in an attempt to establish a record. Meanwhile, the station is conducting a contest, asking listeners to guess how long they think Bailey will remain in the tank.

Ellis Gilbert, manager of KTRH-FM, Houston, is conducting what he terms "the first mystery tune contest featured on a Houston FM station." Classical music record collectors are offered a chance to increase their libraries, via the contest, whereby KTRH airs a "mystery musical excerpt" from a famous work. Listeners who correctly identify the work and its composer win the LP from which the excerpt was taken.

Successes Rain For Jane Morgan

Jane Morgan, whose latest hit is the bilingual "Day That the Rains Came," is New England born and Florida based. Her original ambition was to become a serious lyric soprano, and so she worked evenings as a band vocalist to pay her tuition at Juilliard. French impresario Bernard Hilda heard her and signed her for a club date in Paris. Successful appearances in Rome, London and Monte Carlo followed.

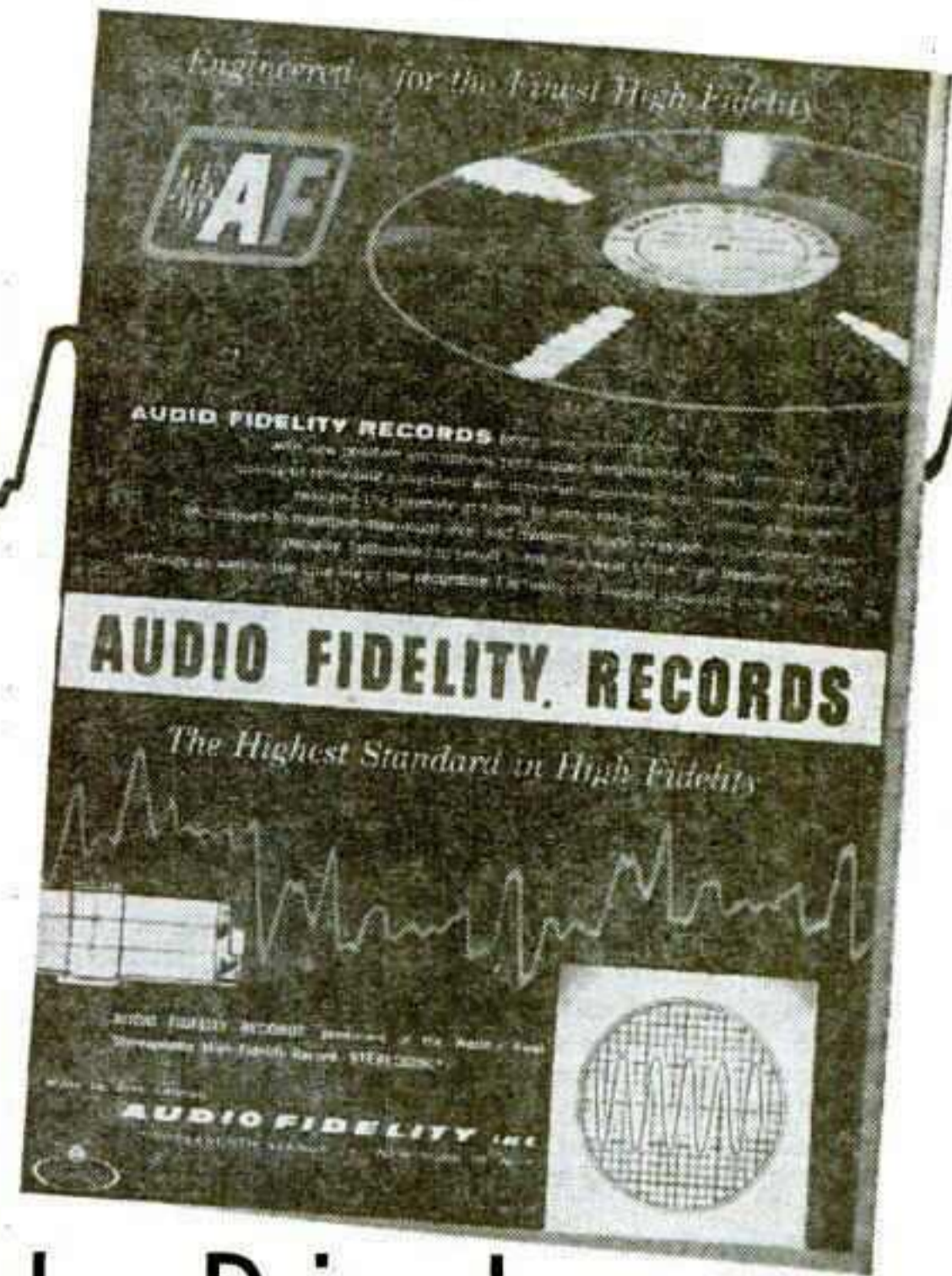
Since her return to the States, the Kapp artist has piped in swank boites including Gotham's Persian Room, Plaza and Pierre, Chicago's Chez Paree and Palmer House, the Desert Inn at Vegas and Miami Beach's Eden Roc.

Miss Morgan has also appeared on Broadway in "Ziegfeld Follies" and in summer stock. TV audiences have seen her on the Ed Sullivan Show and the Big Record. She was voted this year's "Most Outstanding Female Personality" by the Woman's Advertising Club.





Audio Fidelity records



Launches "Record" Record Sales Drive In

TRUE the MAN'S Magazine

Advertising: In the most powerfully concentrated sales drive ever to stampede the Record Industry, AUDIO FIDELITY "Lasso's" the TRUE Hi-Fi market . . . MEN! **AF** aims at men because men specify and buy High Fidelity—the same way they buy a horse . . . for performance, not the way he wears his "feed-bag."

This giant 6-page insert Ad in TRUE (that un-ux-o'-ri-ous MAN'S magazine) spells out **AF** quality throughout their entire range of high fidelity records, stereodiscs and stereotapes . . . And over 4,000,000 will read it this November.

Promotion: TO TIE YOU IN . . . AUDIO FIDELITY and TRUE have put together a dynamic selling kit of display materials to make sure that you get every advantage from this powerful pre-selling in TRUE!

Your Audio Fidelity Display Kit Works 2 Ways for You!

★ Kits are scientifically "pre-tested" for effective influence at the point of sale. ★ . . . and offer unique opportunities to win in . . .



The Fabulous TRUE • AUDIO FIDELITY Display Contest . . . The Contest That Every Dealer Wins!

How to Enter — When you receive your TRUE — **AF** display kit, set up your window display the best possible way considering the layout of your windows. THEN, get your Audio Fidelity salesman to take a picture of your display . . . (He'll do it free and send in your entry too!) TRUE Magazine will choose the best displays—based on the most effective, efficient and original use of the AUDIO FIDELITY kit. REMEMBER—INGENUITY IS MOST IMPORTANT. . . SO THE SMALLEST STORE WITH THE BIGGEST IMAGINATION CAN WIN THE TOP PRIZE.

You Can Win ONE OF THESE PRIZES!

- GRAND PRIZE \$500 Savings Bond
- 3 . . . 1st PRIZES \$100 Savings Bonds
- 20 . . . 2nd PRIZES \$50 Savings Bonds
- 40 . . . 3rd PRIZES \$25 Savings Bonds

AND . . .

. . . yes, MORE PRIZES, THOUSANDS OF 'EM! Pester your Audio Fidelity Salesman for complete details, —hints and helps! Every single store that enters the contest wins a . . . Full Year Subscription to **TRUE, The MAN'S Magazine** (A \$4.00 VALUE!)

Get your Audio Fidelity window set up, photographed and send in your entry fast!

TIE-IN TODAY FOR MORE AUDIO FIDELITY SALES WITH THE MOST POWERFUL MERCHANDISER IN THE MEN'S FIELD . . .

TRUE the MAN'S Magazine

A FAWCETT PUBLICATION

DISK MERCHANDISING

How to Turn Part-Time Help Into Full-Time Sales People

By RALPH FREAS

NEW YORK — Retailing in general is entering the period of hectic sales, long hours, heavy traffic and part-time help. Christmas selling has already started. In the next few weeks, momentum will pick up. A month from now, holiday selling will be going full tilt.

Holiday help is a perennial problem. Often, such help is ineffectual if not downright worthless. And yet, the retailer has to have it. What can be done to make inexperienced sales help pay their keep?

The dealer himself can take steps to turn an inexperienced person into an effective sales person. How? One way is to transmit your own enthusiasm for your business to the novice salesman. Enthusiasm is catching.

Another method is to establish incentives for the salesmen. Set up daily and weekly quotas. Don't penalize for not meeting quota but offer small bonuses for exceeding them. Remember, the bonus is not as important as the challenge that you throw down to the salesmen. For that reason, keep your quotas and your bonuses low. Don't make the challenge too great or the salesmen will lose interest. What you want to do is keep his enthusiasm high.

Simple Sales Training

Another thing that can be done is train the novice in simple sales principles. Wait a minute, you might say! I'm not running a school! Who's got time? Besides, who's a teacher? Sure, I know plenty about selling. I've absorbed it thru my pores. But teach it to somebody else? It'll take years.

That's right. It did take years. And you've probably forgotten more than most text books contain. But we're not talking about a college course. We're talking about simple principles, easy to grasp. And just to make the whole thing easier, here's a checklist of solid sales principles.

1. Talk in terms of the customer's interests. The only thing the customer wants to know is how the product will benefit him. Therefore, when a customer shows interest in a portable radio or stereo phonograph, don't say, "It's great, we sold 25 of them last week." This isn't talking in terms of his interest, impressive tho the sales figures are. Tell him that the portable radio is economical to run, that he'll get 500 hours of play on a pair of flashlight batteries. Tell him that the stereo phonograph will not obsolete his old records, that he can play them as well as the new stereo kind. This is talking in terms of the customer's interests.

Careful Handling

2. Don't confuse him with too many facts. Many trained sales people are proud of how much they know about the products they sell. They feel that an effective sales talk is one that tells every thing about a product. Nothing could be farther from the truth. For a starter, try to choose the feature about the product that you feel will

most likely appeal to the customer—then, hit it hard! Remember, it took you a long time to absorb all you know about what you're selling. How can you expect the customer to absorb it in a few minutes? He won't. He'll get bored and lose interest.

3. Don't high pressure. The novice salesman often takes a "do or die" attitude toward a sale. He'll do anything rather than let the customer walk out. So he presses too hard and rushes the customer into the sale. Sometimes this results in a sale to a timid customer. But more often it results in an expensively high rate of returns. How can the salesman guard against this practice? One way is to allow the customer a little time to think it over. Let the customer make the decision to buy and the sale will be permanent.

4. Let the customer take part. One of the things we've learned from self-service merchandising, particularly with records, is that the more a customer is allowed to handle the merchandise, the more is sold. If a man is interested in a portable radio, for instance, let him hold it in his hand. Let him turn it on and off and play with the volume. Handling the item suggests ownership to the customer. It helps break down sales resistance.

Other Factors

5. Borrow from Broadway. Be a showman when you're handling the customer. Dramatize the product and glamorize it. Get it into action. One dealer found sales of anti-static cloths rising rapidly simply because he cleaned the surface of every LP he sold with the cloth before closing the sale. This led to the customer asking about the cloth and gave the dealer a chance to deliver a sales pitch. At a dollar a pitch, he soon racked up a healthy profit in accessories.

6. Show respect for your merchandise. No matter what you're selling, handle it as if it were made of priceless china. This will suggest to the customer that the product has great value. No matter what it is, show it respect. The dealer who handles an LP by the edges, who doesn't get fingerprints on the grooves and who slips the disk into a sleeve with care to prevent scratching will impress the customer with the fact that he is selling first-class merchandise, not something that is shop-worn and used. If you handle a product carelessly, you lessen its value in the customer's eyes.

Try It Yourself

The ideas above are only a few of the things that distinguish the good sales person from the bad. The next time things are slow in the store, and we're hopeful they won't be for the next two months, jot down on a piece of paper a few ideas of your own. Think of other things like the above that you believe to be important to sales. Give the novice the benefit of your experience. He'll be grateful and you'll do more business.

Finally, send along any ideas you have of this nature to this column. Let other dealers benefit too.

Disk Cutting Tide a Question

• Continued from page 3

anxious to keep the support of its present membership and fight off further inroads by Cecil Read's Musicians Guild of America, which a strike might prompt.

Why are the recording sessions in high gear at this time? Diskery execs have several explanations. Indications are that stereo will emerge as an important factor sooner than had been anticipated to keep retail sales moving at a brisk pace during the usually slow post-holiday period. The national economy is pulling itself out of the recession at this time. Earlier adverse business conditions retarded the usual timetable so that some recording which normally would have been done earlier in the year for the Christmas market is now being rushed in the frantic hope of meeting the pre-yuletide deadline.

Strike Unlikely

What about an AFM recording strike? Recording execs agree this is unlikely. AFM lost its jurisdiction in the Hollywood studios to Cecil Read's Musicians Guild during the movie strike. After six months of no work, they were that much more inclined to vote in favor of MGA in the National Labor Re-

lations Board election. After its bitter defeat on the Hollywood battleground, AFM is not expected to risk losing its jurisdiction in the disk field.

Will the record companies be willing to meet AFM's demands?

Actually, AFM prexy Kenin's promise of a 21 per cent pay boost to go directly to the musician and not the trust fund is more of a concession by the AFM to its own members than a demand upon their employers. It can be expected that AFM will drop its 17 per cent trust fund bite it has been taking out of the musician's disk pay and add to it a 4 per cent increase (or whatever boost if any it will be able to win) from the diskeries to give the musician the promised 21 per cent pay hike.

The trust fund would still receive the 1 per cent royalty per disk collected from the record companies, but the members would be relieved from contributing to the fund from their own earnings. It was the weight of membership antagonism to the fund which buckled the AFM's walls here and led to MGA's capture of Hollywood movie studio jurisdiction.

Col. Coupon Deal

• Continued from page 3

were concerned. August, in fact, was the best month so far in 1958. According to some Columbia spokesmen, had business not been so soft in October the firm might have been able to boot the coupon program up to the heights that had originally been prognosticated.

However, one of the basic fallacies in the Columbia coupon plan was the fact that in the major cities, where there are more and more discounters than ever before, the special price of \$2.98 with a coupon was not a very special buy. Discounters in New York, for instance, sell \$3.98 records at \$2.30 and \$2.80, and these discounters refused to accept the Columbia coupons. Some other dealers said that the Columbia Coupon Plan required an extra step on the part of the consumer: cutting out the coupon, taking to the store, etc.

As of November all Columbia albums revert to their regular list price of \$3.98. All Columbia albums, except show albums and stereo sets, sell at the one price. Columbia claims that its classical sales have picked up considerably since both Victor and Capitol raised their price on classical disks to \$4.98.

YULETIDE PATTERN

More Albums, Less Holiday Singles

• Continued from page 1

Norman Luboff Choir Christmas LP.

Decca has a new LP of Crosby Christmas sides, not previously packaged for album release, plus four other new sets, available in both monaural and stereo form. These are by Jesse Crawford, Hans Carste and his ork, Bobby Roberts and the Schulmerich "Carillon Americana" bells. The company has prepared special display material for dealers' and salesmen's tool as part of the buildup. Vocalion, Decca's low-pricer, is featuring Frank Luther's "A Child's First Christmas."

Capitol's new lead item is "Star Carol," with Tennessee Ernie Ford, plus a set which packages a flock of notable earlier Christmas disks by Capitol artists. Capitol of the World has nine new ones while the label will be pushing catalog items by Gleason, Sinatra, Waring, etc.

Kapp will push two sets, by Roger Williams and Dennis James, while Coral will issue a pair of EP's-by the Lennon Sisters and the Lawrence Welk Chorus. The label also has a Christmas LP by the McGuire Sisters, issued in August of this year.

M-G-M Tie-In

M-G-M Records has an interesting tie-in with a Robert Q. Lewis album titled "The Wonderful World of Fairy Tales," in which a copy of Classics Illustrated Jr. is enclosed along with a half-price subscription coupon to the high-class comic magazine. Another M-G-M push disk is the sound track to the pic "Tom Thumb," on its low-price Lion label, believed to be the first sound track on a low price label (see separate story). Other M-G-M Christmas items are by Robert Maxwell at the harp, the Canterbury Choir and organist Richard Elssasser.

ABC-Paramount disclosed that it is re-releasing its highly successful "Christmas in a Monastery," plus previous sets by Hank Sylvern (organ and chimes) and Frank Raye. New on the Am-Par agenda is "Polish Christmas Carols" by Ted Maksymowicz.

Grand Award has three sets covering such items as organ and chimes, Santa Claus-type songs and favorite carols. The same general approach obtains in the case of GA's low pricers, colortone and Audition (four Christmas sets each) and Kingsize with two holiday items. Stereo-Fidelity has one entry, a new stereo set featuring the 101 Strings in "The Glory of Christmas." This is also to be issued monaurally. Somerset is re-issuing "Hark the Herald Angels Sing" but has specified that no orders will be taken after November 5.

Don Gabor's Masterseal (\$1.49) label is out again with Lou Stein at the organ in a set of carols. Gabor said this set sold about 70,000 last year. Design Records is putting its big push behind "Christmas Is for the Family," with Dennis Day, with two other sets in the works. Eli Oberstein's Halo and Allegro low-pricers have a number of previous entries for re-release. Oberstein is also issuing a de luxe stereo organ and chime disk on his full-price Rondo line.

Singles Front

On the singles front, there's little enough in the works. Victor has but one, a Harry Belafonte coupling of "Mary, Mary" and "I Heard the Bells on Christmas Day." Mitch Miller, Columbia a.&r. chief, pointing out that a Christmas single has a chance only when it is really fresh and different, said his label would release one by a high school

choir. M-G-M spokesmen indicated that some "surprise singles" were in the works but would not divulge their identity.

At Am-Par, the sole single release will be "Rudolph, the Red-Nosed Cha Cha," by Hernando Hopkins. Coral will bring out a single by Lawrence Welk's little band, while Kapp will have two singles, a new one by thrush Jo March and a reissue of Bing Crosby's "How lovely Is Christmas." There were no plans in the works, albums or singles, for Mercury, Roulette and Cadence.

IRS DECREE

Tuneless Toys Termed Tax-Free

WASHINGTON — Internal Revenue Service donned music critic mantle last week to decree that polystyrene plastic guitars and ukuleles which "distort" sound under temperature change, or even pressure of hand, are not considered "musical instruments," and are not taxable under the Code.

Said IRS rather severely of the plastic toy instruments: The material "gives under pressure; under tension it stretches, and under heat it melts." If a musical composition cannot be truly rendered on the instrument, then it is not a bona fide "musical" instrument, says IRS.

This interpretation could conceivably rouse a good many questions as to the taxability of many alleged "musical" instruments, particularly among the parents and neighbors of the learning set.

Urania Hires Morais

NEW YORK — Urania Records last week named Ira Morais Associates to handle its publicity and promotion. The firm has been associated with RKO Theaters for the past 12 years. Morais also handled Judy Garland, Danny Kaye and Betty Hutton, when they appeared in two-a-day shows at the Palace and formerly represented Jackie Gleason.

The agency is currently engaged in planning dealer aids with emphasis on exploitation that will create traffic and lead to sales.

Army Winners

• Continued from page 3

eral distribution which could compete with private industry.

However, many in the music world feel that an exception could be made for the Army talent album, in view of its intrinsic and historical interest to the American public, as well as to the music industry, servicemen's relatives and friends, and the musically minded youngsters slated for Army service. The recordings would also be valuable as souvenirs, and as good will emissaries abroad.

A bill or rider could be introduced in 86th Congress by some music-conscious legislator who believes that this important bit of American musical history should be released for sale to the general public. The competitive commercial aspect could be eliminated by having the Army put its share of the money back into its talent development program.

ACTION ON

CARLTON!



THE CHANTONES

FIVE LITTLE NUMBERS

CARLTON 485



CARLTON

345 W. 58th St.

VIC DONNA

MY LIFE IS IN YOUR HANDS

CARLTON 482

"BIG AL" DOWNING

MISS LUCY

CARLTON 489

RECORD CORP.

New York 19, N. Y. Circle 5-1240

MGM RECORDS

...NO TRICKS ALL TREATS FROM

CONNIE FRANCIS

Picked by Billboard, Cash Box
and Music Vendor

FALLIN'
AND
**HAPPY DAYS AND
LONELY NIGHTS**

MGM K12713



CONWAY TWITTY

**IT'S ONLY
MAKE
BELIEVE**

MGM K12677



MORTY CRAFT
and his
Orchestra

LOVE THEME FROM

**CAT ON A HOT
TIN ROOF**

(From MGM Film
"Cat on a Hot Tin Roof")

MGM K12726



FRAN WARREN

New Recording

**SUNDAY
KIND OF LOVE**

MGM K12718

Cash
Box
Pick



LEROY HOLMES
and his
Orchestra

A New Hit in the Making

New Recording

IN
A **PERSIAN
MARKET**

MGM K12723



SILVANA MANGANO

The Only Hit Version

ANNA

MGM K11457



DISTRIBUTOR NEWS

By HOWARD COOK

CINCINNATI: Ike Klayman of A & I Record Distributors reports strong action on "The World Outside" by the Four Coins on Epic. He states that the disk has really broken out. "Come On, Let's Go" by Ritchie Valens on Del Fi is also perking. "Pledging My Love" by Roy Hamilton on Epic is moving well. "Beep Beep" by the Playmates on Roulette is big. "Hallelujah, I Love Her So" by Count Basie with Joe Williams on Roulette is selling well. Ditto "Let Nature Take Its Course" by Julius La Rosa on the same label. Westminster has a hot single in "Indian Love Call" by Rudolf Friml. Top LP's are "Have Band, Will Travel" by Lester Lanin on Epic and "The Ohio State Marching Band" on Fidelity Sound. The latter is a huge local hit. Klayman states that stereo sales are continuing to grow. Stereo Fidelity is especially strong. In some cases, stereo versions are more in demand than the monaural counterparts.

Is Nathan and Vern Hawk of Hit Records, Inc., report heavy sales on "Jealous Heart" by Tab Hunter on Warner Brothers. The Fontane Sisters' version on Dot is also beginning to show. "Poor Boy" by the Royal Tones on Jubilee is starting. "Cimarron" by Billy Vaughn and "I'll Remember Tonight" by Pat Boone on Dot are strong. "Need Your Love" by Bobby Freeman on Cadence looks promising. "Dreamy Eyes" by Johnny Tillotson on Cadence is now the side. There's a strong, initial reaction to "Come on, Everybody" by Eddie Cochran on Liberty. Best-selling albums are "Have Organ, Will Swing" by Buddy Cole on Warner Bros., "Tab Hunter" and "You're My Girl" by Jack Webb on Warner Bros., and "Dukes of Dixieland, Vol. 8" on Audio Fidelity. London's stereo LP's are also moving well. Hottest items are "All Time Top 12" and "Hits I Missed" by Ted Heath, "Film Encores" and "Gems Forever" by Mantovani and "High Fi-Esta" by Edmondo Ros.

Lou Simon of Supreme Distributing Company list "Walking Along" by the Diamonds on Mercury as his number one platter. "Flamingo L'Amour" by the Gaylords and "If You Want My Heart" by the Foster Brothers, both on Mercury, are also selling well. Carlton appears to have winners with "Five Little Numbers" by the Chantones and "My Life Is in Your Hands" by Vic Donna. Verve has two hot singles — "Scratchin'" by Rock Murphy and "Judy, Judy" by Gary Crosby. Hottest albums are "Hot Cargo" by Ernestine Anderson and "Songs From Great Films" by Herman Clebanoff on Mercury and "Jack Scott" on Carlton. Simon states that stereo LP's are far exceeding sales expectations and are now accounting for a large share of albums business.

NOTES IN THE MAIL: Leo Cheslak of Cadet Distributing Company in Detroit writes that Cadence's Genevieve's recent appearance in "Can-Can" has created interest in her waxing of "I'm Never Gonna Kiss." Epic has two of Detroit's biggest hits in "The World Outside" by the Four Coins and "Pledging My Love" by Roy Hamilton. Two instrumentals that could be sleepers are "Trumpet Cha Cha Cha" by Danny Davis on Cabot and "Torro" by Rosco Gordon on Sun. Jimmy Clanton's Ace recording of "A Letter to an Angel" looks like a repeater. "It Don't Hurt No More" by Nappy Brown on Savoy is shaping into a big hit. Top LP's are "Julie Is Her Name, Vol. 2" on Liberty, "Have Band, Will Travel" by Lester Lanin on Epic and "The Great T. D." by Tommy Dorsey on Colpix.

Ted Kellem of Marnel in Philadelphia writes that Savoy is hot with "Deacon's Walk" by Billy Hope, "It Don't Hurt No More" by Nappy Brown and "I Love You" by the Temptations. Epic has smashes with "The World Outside" by the Four Coins and "Pledging My Love" by Roy Hamilton. United Artists is blazing with "Whispering Grass" by Sylvia Saynt, "The Green Mosquito" by the Tune Rockers and "If You But Knew" by Billy Barnes. Carlton is cooking with "Everyone Was There" by Bob Kayli. Top Specialty disk is "Peaches and Cream" by Larry Williams. Colpix has strong LP's in "The Great T. D." and "Benny Fields and His Minstrel Men." Aamco has hot items going with "Just Young" by Andy Rose and "Calla, Calla" by the Paulette Sisters.

Samuel Kaufman of Kay-Gee Distributing Company in Baltimore sends word that their organization has entered the singles field. Bob Whitesel is handling promotion for the firm. Records currently making a noise are "The Reason" by the Chantels on Deb and "Hold Me" by the Kings on Jay-Wing. Top LP is "Midnight in London" by The Eddie Thompson Quintet on Vox.

Bob Heller of Chips Distributing Company, Inc., in Philadelphia writes that Joe Leahy appears to have a click in his Felsted recording of "By Love Possessed." Roulette has fast-moving albums in "Maynard Ferguson at Newport" and "Valerie Carr." "The Soul of Spain" by 101 Strings on Stereo Fidelity is still big. Sunbeam's "Sweetheart" by Lonnie looks good. "Circus" by Bill Farrell on Cub is getting action. "Side Street" by the Intervals on Apt is stepping out.

DISTRIBUTOR DOINGS: Jerry Blaine of Cosnat Distributing Corporation in New York is off for a brief vacation and golf spree in the Catskills. St. Claire Lowe of Canadian Music Sales Corporation, Ltd., phoned to say that his firm will be handling the Colpix line. Jerry Zuckerman, sales manager of Audio Fidelity, is planning a trip to Montreal and Toronto at the end of the month to hold dealer meetings and set up a new distrib for his company. The new Canadian distrib is Phonodisc, West Toronto.

BRIEFS: Cy Segal of Warner Bros.' New York branch reports strong action of the following singles: "Pachalafaka" from the label's top selling LP, "Terribly Sophisticated Songs," "Jealous Heart" by Tab Hunter and "Mad Passionate Love" by the Mary Kaye Trio. Best selling new LP's are "Too Much" by the Mary Kaye Trio and "Twenty Million Notes" by John Scott Trotter. Top five at Columbia Record Distributors, Inc., in New York are "Call Me" by Johnny Mathis, "Firefly" by Tony Bennett, "What Do I Care" by Johnny Cash, "The Blop" by the Five Blops and "Stop Laughing at Me" by Beverly Ross. Top five at Cosnat in New York are "Susie Darlin'" by Robin Luke on Dot, "Rock-In' Robin" by Bobby Day on Class, "With Your Love" by Jack Scott on Carlton, "You Cheated" by the Shields on Dot and "This Little Girl's Gone Rockin'" by Ruth Brown on Atlantic. Current newsletter from Roulette lists Henry Droz of Arc Distributors in Detroit, who names "Beep Beep" by Valerie Carr and "Blue Moon" by Jimmy Bowen as the label's top platters.

MUSIC AS WRITTEN

By BOB ROLONTZ

ANOTHER "VOLARE" ON THE WAY?

Lots of noise and lots of excitement are being created here by an Italian tune titled "Come Prima." The tune, a hit in Italy this past spring, was first recorded in the United States by the Platters for a Mercury album. L. Sugar, the Italian publisher, had sent a copy of the sheet music to Buck Ram, manager of the Platters, and the latter wrote an English lyric for the tune, under the title "For the First Time." Before the Platters disk was issued a version was released by Tony Delardo. Since then other versions have been released by Polly Bergen on Columbia, Enzo Stuarti on United Artists, Marino Marini and the Radar Quartet on Columbia and the Dick Maltby ork version titled "Come Prima Cha Cha," on Columbia. Now Mario Lanza has cut the tune for his new picture, under the title of "For the First Time," and RCA Victor will soon bring out his version. Tune is published here by A.M.C. Music.

A HOT TUNE FROM "SEPARATE TABLES"

New tune from the flick "Separate Tables" which is due at theaters soon is stirring up some noise about the trade. Song, which is featured in the picture, was penned by Harry Warren and Harold Adamson, and is being published by Hecht, Lancaster and Buzzell. So far, the song has been waxed by Eydie Gorme for ABC-Paramount, Vic Damone for Columbia and Lou Ann Sims for Jubilee. Miss Sims, by the way, has just cut an album of Harry Warren tunes for Jubilee Records.

HABER PROFESSIONAL MANAGER FOR PORTRAIT

Bert Haber has been appointed the professional manager of Portrait and Royalty Music, the two Murray Kaufman publishing firms. Portrait has been one of the hot publishing firms over the past few months with such hits as "Splish Splash," "Early in the Morning" and the current "Sweetheart."

DREYER ACQUIRES FLICK SCORE

Dave Dreyer has acquired the score to the Spanish film "Pulgarcito," a Latin fairy tale, for his Raleigh Music firm. The music was composed by Raul Lavista and Enrique Jorin. Film has been a smash in Mexico.

NATHAN'S HIT FIRM IN NEW QUARTERS

Is Nathan & Associates, operators of Hit Record Distributing Company, Cincinnati, representing some 40 labels, dedicated their new building at 3416 Colerain Avenue, Cincy, with an open-house cocktail session and buffet Sunday (19), with some 200 deejays, record artists and music trade reps on deck for the event. Wee Bonnie Baker made a special trip in to appear as guest of honor. The new quarters occupy 6,000 square feet, with a parking lot to accommodate 40 cars. Firm was formerly located at 1403 Central Avenue, Cincinnati.

New York

The famous Lighthouse Cafe in Hermosa Beach, which has nurtured many a jazz star, has started its own record label, Lighthouse Records. First release features Howard Rumsey's Band. . . . Roulette Records has signed Patti and Marge and warbler Steve Clayton. . . . Margey Manson, 39, wife of conductor-composer Eddy Manson, passed away last week (19). Mrs. Mason was a pianist and singer. . . . The marriage of Custom Distributing (Cleveland) girl Friday Rita Molina takes place in Cleveland on November 8 at 10:00 a.m. to Frank Shary. Custom boss Sandy Beck is throwing the after-wedding party, so all manufacturers whose lines he handles are invited as well as all other distributors.

Marty Wyler, general manager of Holland Records, became the father of a baby girl, Robin Ann, last week. . . . Gene Austin has written a musical comedy titled "The Jass Story" which is being readied for production in March of 1959. . . . New flick "The Man Inside" will feature a song titled "Trudie," which is currently a hit in England. Picadilly Music is publishing the tune here, and five diskeries have already waxed the song. . . . The Cleveland Orchestra, under George Szell, will return to the CBS Radio network starting Sunday, December 28 at 1:05 p.m. Series will last for 20 weeks. . . . Multitone, publishing firm in Sweden which is owned jointly by four Swedish record firms, Metro-nome, Karusell, Decca and Philips, has acquired the Scandinavian rights to Quincy Jones Silhouette Music catalog. Arrangements was made thru Claes Dahlgren's office, the New York representative of Multitone and Orion Development Corporation. . . . Herman Chittison has cut his first album titled "Chittison With Strings." . . . The United States Air Force Academy in Colorado is in the market for bands and theatrical acts. Bookers should contact either Danny Williams or Cadet James Blackwell at the Academy.

Chicago

Nick Noble inked by Paul Cohen of Coral last week and goes to New York to cut an album backed by Neil Hefti arrangements. First Coral single, "Silver Dollar," has just been released. Noble had a brief stay with Tiffany Records after an extended stint in Mercury's stable. . . . Tony Martin opens Chez Paree Sunday (2). . . . George Treadwell, manager of Sarah Vaughan, has added Billy Holiday to roster. . . . Chess has taken on The Brothers, Shreveport rocabilly duo, and the Tracy Twins. . . . Harvey Cahn, of Pan-American Distribs, Detroit, back at work after a heart attack.

Hollywood

Marty Melcher has signed 23-year-old nitery thrush Ricki Pal to a three-year Arwin contract. Arwin a.&r. veepee Joe Lubin cut two sides with her to be released soon, "Just Outside of Love" backed with "No Need for Crying." . . . John Raitt set for a two-week stand at Reno's Riverside Hotel starting November 20. . . . KMPC deejay Johnny Grant this week received Defence Department blessings to take his "Operation Starlift" on a tour of Far Eastern military installations during the coming holiday season. Grant and his group of 17 entertainers will leave December 15 and return December 31. He's now lining up talent to accompany him on the annual holiday hop.

MGM RECORDS

NO TRICKS ALL TREATS FROM

JONI JAMES

On All Charts

THERE GOES MY HEART



MGM K12706 on 45 & 78 RPM

TOMMY EDWARDS

Smash Original Version

LOVE IS ALL WE NEED



MGM K12722

No. 1 Hit in the Country

IT'S ALL IN THE GAME

MGM K12688 on 45 & 78 RPM

New Recording

JOHNNY DESMOND

C'EST SI BON CHA CHA



K12717

JIMMY NEWMAN

YOU'RE MAKING A FOOL OUT OF ME



MGM K12707

**CONWAY TWITTY
IT'S ONLY
MAKE BELIEVE**

b/w
I'LL TRY

MGM K 12677
MARIELLE MUSIC CORP.
119 W. 57th St., N. Y.

More Hits from MILLS—

**THE MAGICIAN
DEAN MARTIN**

on Capitol F-4065

**THAT'S MY DESIRE
CREW CUTS**

on RCA Victor 47-7371
MILLS MUSIC, INC.

A World-Wide Hit!

VOLARE

NEL BLU, DIPINTO DI BLU

ROBBINS MUSIC CORPORATION

GIVE

THE UNITED WAY
to: UNITED FUNDS
COMMUNITY CHESTS

ASCAP Distribution Overhaul

• Continued from page 4

now be made—and is being made—on an average basis without worrying about classes. The shock of the switch to a performance-based fund is now over and controls no longer have to be built-in to take care of writers whose performances may not keep them up there classification-wise. Thus, performances become even more important for the writer than they have ever been before.

This is what the many members of the music fraternity are predicting is under way as well for publisher members of ASCAP. According to these tradesters, the old breakdown applied toward performances, availability and seniority, respectively, in the computation of the income paid to publishers, will eventually be something like 80 per cent performances. The reason for the shift to a more straight performance-based distribution system are manifold, but there is little doubt, these insiders opine, that the complaints that sparked the Roosevelt hearings in Washington this past summer are one of the main reasons. (The Billboard, October 20.)

If the performance bases system occurs for publisher members of ASCAP, it is believed that many of the large indie publishing firms, without either picture or Broadway show connections will have to make many changes in their mode of operation. Many of these publishers, who have been living on their catalogs, via LP sides and not worrying about or having any pop hits, may have to get out and hustle. They will have to get their hands on new pop material and scramble for the hits as they used to in the old days. Many of the fat cat professional staffs of these and even larger firms may have to get out and start getting sides once again.

Of course, firms with much-per-

formed standards will not be severely affected by a switch to performances on the part of ASCAP; in fact, they may be helped rather than hurt. For performances on standards will pay off as well as performances on current tunes.

Manuti Favorite

• Continued from page 4

great popularity not only on the local level, but also on the Federation level. Tip-off here was the fact that Hegman Kenin, AFM president, recently visited the local, addressed the men, and received a big ovation. Manuti is placing great emphasis on unity and regards the AFM-802 meeting in this light. With a similar viewpoint in mind, he has asked all the Cecil Read dissidents who left to rejoin the local.

Allied Reorgs

• Continued from page 4

president. Win Adams will handle the transcription field for American Sound, as in the past. He also reports to Herzstam. Co-ordination and finance duties will continue to be handled by Ernest Krebs, who reports to John F. Wegner, Allied administrative vice-president.

Blumberg started with the RCA Service Company in Richmond, Va., in 1953, transferred to the Bronx, N. Y., branch where he racked up an enviable record and then went into the record division where he won a sales contest in the rack jobber field. Smolin has served several years as assistant manufacturing supervisor for Columbia Records at Bridgeport, Conn.

Merc's Pre-Yule

• Continued from page 2

in Sweden," Jimmy Raney and George Wallington; and "Percussion at Work," Pete Rugolo.

The second portion of the release will be composed of sets featuring Mike Nichols and Elaine May, Bobby Christian, the Carl Stevens ork, Carmen Mastren, Patti Page, Buddy Johnson, the Carlisles, Sandor Lakatos, the Riverboat Five, Harry Arnold's Big Band, Dvorak's Slavonic Dances and Smetana's "Bartefed Bride" Excerpts, Antal Dorati and the Minneapolis Symphony, Kodaly's Dances and Bartok - Weiner "Two Roumanian Dances," played by Dorati and the Philharmonia Hungarica, and Mozart's Symphonies Nos. 39 and 41, Schmidt - Isserstedt and the London Symphony.

Studebaker

• Continued from page 2

many types of profitable companies. A stockholders meeting October 15 approved a refinancing and acquisition program.

Sonnabend already runs more than 100 corporations including Botany Mills with a large network of subsidiaries as well as a hotel chain. One of his most eye-opening deals involved furnishing a money-losing girdle manufacturer with a profitable subsidiary that sold airplane parts. He has become one of the most artful practitioners of the tax-loss carry-forward principle, offsetting the losses of a losing company by furnishing it with money-making subsidiaries to income tax advantage.

Previously, Sonnabend told The Billboard that he considers Chudd the chief attraction in his desire to buy the Imperial label. He said he would like to establish an entertainment division of Studebaker-Packard to participate in all phases of show business with Chudd as its all-over head.

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YOUR WEST COAST
RECORD SESSION!

GOOD PRODUCER

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The Billboard
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Hollywood 28, Calif.

3 HITS

IT'S ALL IN THE GAME

TOMMY EDWARDS MGM

GO CHASE A MOONBEAM

JERRY VALE COLUMBIA

YOU WILL FIND YOUR LOVE
IN PARIS

PATTI PAGE MERCURY

MUSIC PUBLISHERS
HOLDING CORPORATION

"I WISH I KNEW"

SYLVIA SYMS

Columbia

"BUZZIN'"

b/w "CRACKERJACK"

KATHY ZEE

Laurie

BOURNE, INC.—ABC MUSIC
136 West 52 St. New York 19

MEN WHO READ
BUSINESS PAPERS
MEAN BUSINESS

"BOTH SIDES ARE IN HEAVY DEMAND IN ALL OF THE LARGER C&W MARTS. LOOKS LIKE ANOTHER TWO-SIDED HIT FOR THE ARTIST" . . . Billboard

This Week's C&W Best Buys
THAT'S THE WAY I FEEL (Starrite, BMI)
I HATE MYSELF (Lu-Tal, BMI)—Faron Young—Capitol 4050
Both sides are in heavy demand in all of the major c.&w. marts. Looks like another two-sided hit for the artist. A previous Billboard Spotlight pick.

**Review Spotlight on . . .
C&W RECORDS**

FARON YOUNG

That's the Way I Feel (Starrite, BMI)

I Hate Myself (Lu-Tal, BMI)—Capitol 4050

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

**FARON
YOUNG**

"THAT'S THE WAY I FEEL"

c/w

"I HATE MYSELF"

Record No. 4050

Personal Management
Hubert Long Talent, Inc.

616 Exchange Building
Nashville 3, Tennessee
Alpine 5-4154





WATCH THE CHARTS FOR THIS ONE!

"THAT DAY"

b/w "I'm Hurt"
RICK AND THE ROCKERS

Featuring Rick Randle

Arc #4445

Group headed for all-out promotion tour beginning Oct. 3 in these cities: Baltimore, Washington, Richmond, Pittsburgh, Cincinnati, Cleveland, Detroit and Buffalo.

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Dept. **ARC RECORDS**

12-16 Jefferson Ave. Elizabeth, N. J.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

After several successful dates in the Midwest, the Johnny Cash unit moves south this week to open Tuesday (28) at the Coliseum, San Angelo, Tex., to be followed by City Auditorium; Houston, Wednesday (29); the Coliseum, Corpus Christi, Tex., Thursday (30); Mobile, Ala., Friday (31); Miami, Saturday, November 1, and Tampa, Sunday (2). Gordon Terry and Bob Luman will work the entire tour with Cash. Lefty Frizzell will appear in the package thru October 31; Johnny Horton thru October 30; Homer and Jethro join it October 30, and Ray Price is in for the last two days, November 1-2. At the conclusion of the tour, Cash wings back to Hollywood to devote his time to his planned TV show.

Jim Denny and Owen Bradley flew out of Nashville last Tuesday (2) for a business trip to New York. . . . Minnie Pearl planed to Cuba last week for a few days' vacation. . . . Webb Pierce and Carl Smith are back in Nashville following a lucrative swing thru the Pacific Northwest. At Spokane, they are reported to have attracted some 7,600 payees, 3,600 more than the management had set up for. . . . George Jones has signed an exclusive management pact with John Kelly's World-Famed Attractions, Nashville. Ray Price is passing out the

cheroots in celebration of the recent arrival of a new son, Clifton Ray, who weighed in at a whopping 8 pounds, 14 ounces. Everybody's doing just dandy. . . . "Peach State Jamboree," which for

the last four years has occupied the stage of the Nancy Auditorium, Swainsboro, Ga., each Saturday night, disbanded with last Saturday's (25) engagement, with the house again becoming available to traveling shows beginning November 8. Johnnie Bailes continues to manage the Nancy for Jim Denny and Webb Pierce.

"Hoosier Hayride" is now originating live from WGL, Fort Wayne, Ind., each Saturday at 11 a.m. The October (18) show featured Ray Kizer and His Country Gentlemen and Lee Moore, with Charlie Walter, bossman of the Trail Riders, cutting the emcee chorus. . . . The Hank Snow Show, featuring Judy Lynn and Pat Kelly, has returned to Nashville for a rest after a successful swing thru Oregon, Idaho, Washington, Nebraska, and Montana, set by John Kelly's World-Famed Attractions. Unit is slated to resume its road trek in a few weeks. . . . Ernest Tubb and His Texas Troubadours, Ray Price and the Cherokee Cowboys and Skeeter Davis, after a string of dates for Hap Peebles, of Kansas City, Mo., returned last week to Nashville for recording sessions for Decca, Columbia and RCA Victor respectively.

Hardrock Gunter's initial release for Cullman Records is in the hopper and ready for release almost any day now. Ray Sanders has an upbeat rockabilly release coming up on the same label October 29, with Bill Hall's sacred release on Cullman set for November 1. . . . John

Kelly, personal manager for Stone-wall Jackson, is sending out deejay copies on the later's new release, "Life to Go." If you're missed in the mailing, drop a card to Kelly at 319 Seventh Avenue North, Nashville. . . . Hilo Brown and gang are appearing every Monday night on Channel 3. Chattanooga, replacing Flatt and Scruggs.

Rocky Ramsey and band have just entered their second year at the Turner Club, Chattanooga, with the original personnel still intact. . . . Talent booker Steve Stebbins, of America Corporation, Woodland Hills, Calif., type-writes that the country music business out that way is pretty good, with five big c.&w. names from Nashville due in the Los Angeles sector within the next four weeks. . . . Ted Harris, discovery of Ted Daffan, head of Silver Star Music, and Joe Talbot, manager of the Hank Snow Music Center, Nashville, has just cut his first session for RCA Victor, with release set for around mid-November.

Billy Walker (Columbia), now working under the personal management of Bud Bailey, played the Beacon Club, Casper, Wyo., October 20-23, and then planed to Wichita Falls, Tex., where he appeared Saturday (25) at the M-B Corral. He'll be back on "Jubilee U. S. A." in Springfield, Mo., this weekend. Billy's new release, "Doggone Tough on Me," is reported getting solid action in the Kansas City, Mo., and Omaha sectors. . . . The Jimmy Dickens band and Jimmy Boyd occupy the

guest slot on Nat Nighberg's "Country America" over KABC-TV, Los Angeles, Saturday (1), with Don Gibson cast in that role November 8. The "Country America" cast includes Joe Allison, Ginny Jackson, Debby Kay, Freddy Hart, Gordon Terry, Shirley Caddell and the Bobby Bruce Home-town Band.

Dub Dickerson, Dallas, will receive the BMI award for the outstanding c.&w. song of 1959 for his "Stood Up," done by Ricky Nelson, on Imperial. Award will be made in Nashville during the country music deejay festival to be held there November 21-22. Dickerson's new song publishing firm, Big World Music (BMI) begins (Continued on page 81)

Knock
Knock
That's
OPPORTUNITY
check the
CLASSIFIED SECTION
this issue

ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS

GOING GREAT!
"POOR BOY"
The Royallones
Jubilee 5338

"NEED YOUR LOVE"
Bobbie Freeman
Josie 844

"I COULD BE A MOUNTAIN"
Don Rondo
Jubilee 5341

JUBILEE RECORDS
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EVERYBODY'S PICKIN' THE GREAT NEW ROCK-A-MAMBO

SMASH!!!

"AMMANNA"

By the

ORIGINALS

#48012



Stereo Broadcasts on AM Radio Just Around Corner

RCA Shows AM Stereocast System, Battery TV, Home Video Tape Set

By RALPH FREAS

PRINCETON, N. J. — Engineers and scientists at the RCA Laboratories gave 300 people a peek into an electronic future here last week. The bigdome contingent at the David Sarnoff Research Center played host to representatives from NBC affiliates around the country on Wednesday, October 22, and unveiled more than a half dozen new developments that drew sustained applause from the ordinarily blasé audience.

Of major interest to the broadcasters was a system of broadcasting stereophonically in the regular AM broadcast band and portable color TV cameras small enough to be carried by one person and capable of operating off an ordinary car battery.

In consumer product development, the RCA team has also been busy. Two completely portable, battery-operated TV sets were shown. Both are completely transistorized and operate off of battery packs contained in the chassis. The larger, with a 14-inch picture

tube, weighs only 30 pounds and that includes five pounds of batteries. The smaller, with an eight-inch "personal" picture tube, weighs 22 pounds with batteries but the RCA engineers figure they can cut even that weight down to about 15 pounds. Even more impressive was a portable TV tape system that records sound and picture on quarter-inch magnetic tape. The system is dual-track, able to record sound and picture in one direction and is then reversed to record in the other direction.

Other items pulled from the RCA bag of tricks include: an electronic light amplifier, a "Mag-acoder" paging system, the "Electrofax" electronic printing system, the electronic music synthesizer and a phonetic typewriter. An

RCA spokesman also described the firm's experimental "Stellator," a generator from which they hope to produce power by the same fusion process that takes place in the sun.

Stereo broadcasting over a regular band was described by Dr. James Hillier, vice-president of the Laboratory, as "perhaps the biggest forward stride in the standard broadcast field in the past 30 years."

A standard AM frequency is made up of a carrier wave and two sidebands of slightly higher and lower frequencies on either side of the carrier. In the stereo system demonstrated by RCA, each of the stereo channels is carried by one of the sidebands. In the stereo AM receiver, the two sidebands are

(Continued on page 22)

3 NEW MODELS

Decca's 'Modest' Stereo Pricing

NEW YORK — With the first dealer shipments of a trio of new two-track phono models now under way, Decca is about to launch a major promotion aimed squarely at modest home music budgets under the banner of "Thrift Time With Decca Phonographs."

Interestingly, the three models—termed the "Clinton," "Shelby" and "Riverside"—are designed around the idea of a "master" unit that contains amplifiers, record changer and equipment, with the speakers housed where possible in small "satellite" enclosures that can be tucked out of sight, "avoiding the problem of too much furniture in small rooms."

Under \$150

"Clinton" leads off the budget systems, with a \$149.95 tag. Unit has a four-speed changer, 10-watt (peak power, combined channels) amplifier, and twin speaker enclosures that can even be hung up like pictures on a wall.

In a more de luxe category are "Shelby" and "Riverside." Former combines an AM-FM tuner with a twin-track phono system with extensive tone and function control. It's priced at \$454.95 with the tuner, \$374.95 without it. Latter phono is a more lavish console model, priced at \$469.95 with tuner, \$405 without one.

In addition, Decca will have

a number of speaker-enclosure combos, some with amplifiers (if one is needed to complete a stereo of such Decca models as "Allegheny," "Ardsley" series, etc., is simple. All Decca monaural phonos except the very low-price models now are equipped with stereo cartridges, and frequently a second amplifier. To convert to stereo is just a matter of plugging in the associated unit with no major re-wiring needed.

OVER-THE-COUNTER

Heath Expands Dealer Network, Sets Promos

By CHARLES SINCLAIR

BENTON HARBOR, Mich. — After more than six months of field testing in key markets, the dealer distribution program of Heath Company is now moving into high gear as a major operation of the firm, ranked as the nation's biggest producer of wire-it-yourself kits for audiophiles and servicemen.

Total of 37 dealer outlets in some 20 major cities are now selling Heathkits over the counter—some in special new "hobbyist" departments—at prices that average about 15 to 20 per cent more than the prices in Heath's lavish mail-order ads.

The system, first tried out in Boston at the Audionics retail outlet there, came into being "due to demand from both our customers and dealers for local-level outlets," according to one source at Heath.

"A lot of audio customers, it seems, are willing to pay the differential in order to get immediate delivery without freight charges, expert advice and assistance from dealers, and a chance to examine the merchandise in closeup before they buy," the Heath exec told The Billboard.

Hand-Picked Dealers

Heath is still screening dealers, and has its eye set on "national sales coverage" in the retail field, altho the number of dealers in any

HOW MANY TV SHOWS YOU GET ON A GALLON?

NEW YORK — Even the driver may be able to enjoy TV on the road if RCA Laboratory scientists have their way.

When Dr. James Hilliard introduced RCA's experimental battery-operated TV sets in Princeton last week (see separate story), he said they would operate off a car battery via the cigarette lighter connection. Many States, he pointed out, have laws that forbid automobilized TV being placed in a position of viewing by the driver. But RCA expects to lick this problem, too.

Their engineers are currently working on car guidance systems for the nation's highways. These systems would take over complete control of the car and leave the driver free to pursue other interests — presumably watching TV.

Or, with stereo broadcasting on AM, cars will be fitted out with two speakers so that the driver can give his complete attention to two-channel sound.

Car guidance systems may be in operation sooner than most people think, said Dr. Hilliard, particularly on limited access toll roads.

Electro-Voice Plans 'Power Point' Promos

BUCHANAN, Mich. — Electro-Voice is reported planning a major fall-winter promotion schedule on behalf of its Power Point phono cartridges at both national and

(Continued on page 22)

New Loader Can Up Reel-to-Reel Popularity

CHICAGO — Armour Research Foundation will demonstrate a principle of automatic loading of reel-to-reel type tape before manufacturers of tape decks and pre-recorded tape November 12 that may add more enthusiasm to the proponents of pre-stereo cartridge tap playback.

Marvin Camras, senior physicist and generally considered father of magnetic tape recording thru his post-World War II research, will show a new self-threading procedure, which will simplify the loading of a reel-to-reel type playback machine.

"We are showing only a laboratory model," W. M. Cousins, assistant director of ARF, emphasized to The Billboard. "To make this tape playback principle commercially available, a great deal more design and engineering work must be done by the manufacturers who will be invited."

Reel-to-reel type tape which has already been produced can be converted to the new self-threading playback procedure by simply splicing on a special leader. It is claimed that the ARF method will not obsolete reel-to-reel machines already on the market. A simple conversion unit will also be available to complete outfitting the present machine for the new self-threading device.

The ARF principle will operate with tape at 7½ inches per second and will work, it's said, either monaurally or stereophonically.

Webcor \$6 Mil Consolidation Of Facilities

CHICAGO — Webcor Inc., major supplier of record players, tape recorders and record changers this week announced a \$6,000,000 consolidation of its manufacturing plant and administrative offices in the western suburbs to take place in about two years. Titus Haffa, chairman of the board, told The Billboard that work will begin next spring on the multi-million dollar building program which will be located jointly in two adjoining western suburbs, Berkeley and Bellwood.

When the building program is completed in the fall of 1960, all of Webcor's production and administration facilities, now spread over five buildings in the Chicago area, will be concentrated on the

(Continued on page 22)

FM Stereocasting Gives a Boost in Equipment, Disks

WILMINGTON, Del. — Airing stereocast music via FM multiplexing in a music-minded area has an immediate effect on everything from audio equipment sales to the attitude toward the station on the part of major record labels.

So reports John B. Reynolds Jr., general manager of Wilmington's WJBR, local FM-only station now entering its fourth week of two-channel broadcasting utilizing the Crosby "compatible" system of multiplexing.

"We started stereocasting coincidentally with the audio show staged by the Delaware Electrical Dealers Appliance group, using the Madison - Fielding adapter with

other equipment in the display," says Reynolds. "It has an immediate effect on audio sales. Retailers are now stocking — and selling — multiplex adapters, even tho our stereocast schedule approved by FCC is only two hours in the evening on weekdays, two hours on Saturdays, and an hour on Sunday in our regular schedule. We have also been getting a large write-in response for a free booklet explaining the compatible Crosby system."

Another surprise for Reynolds has been the changed interest on the part of diskery labels. "We're now getting stereo album review

(Continued on page 22)

Boston Hi-Fi Show Doubles '57 Audience

By CAMERON DEWAR

BOSTON — The season's round of audio shows in major cities continues to underline booming public interest in stereophonic sound, and in two-channel audio products of all types from packaged phono consoles to hi-fi components. Music-minded Bostonians, by all indications, are no exceptions.

The fifth annual Hi Fi Show which closed Sunday (19) after a three-day stand here exceeded expectations of the promoters and almost doubled the attendance of

(Continued on page 20)

SALES TROPHY



Trophy in current Hoffman Electronics campaign to increase ranks of firm's dealers is shown above by Paul Bryant, sales v.-p. of the radio-phono-TV firm. First round of dealer drive has already resulted in distributor salesmen lining up 714 new Hoffman dealerships in less than six weeks.

Hi-Fi Show Dates Set for Far West

NEW YORK — Dates for High Fidelity Music Shows on the West Coast have been set, according to an announcement from the Institute of High Fidelity Manufacturers.

The 1959 show in San Francisco will be held on February 7 thru 10. On February 16, the show opens in Los Angeles and runs thru the 23d.

Contracts and complete information will soon be in the hands of manufacturers who expect to exhibit, says Abe Schwartzman, executive secretary of the IHFM.

PAST PERFORMANCE SHOWED IT . . . CURRENT RELEASES PROVE IT!



has the
GOLDEN TOUCH
for
TEEN TASTE!

APT-25017

GOODNIGHT
The Elegants

APT-25018

HOW COME
 and
OH YEAH!
Bobby Hamilton

The Original!

APT-25019

SIDE STREET
Intervals

APT-25012

WHEN
I FOUND YOU
Bobby Baron

APT-25013

COME ON
AND LOVE ME
Davey Jones

APT-25015

UNTIL I DIE
The Fawns

APT-25016

WORDS
OF WISDOM
The Terracetones

APT-25014

MY HEART IS YOURS
 and
I AM SO
 (In Love With You)
The Dozier Boys

DENVER SUCCESS**New Demo Room Cues
Phono Sales Spurt**

By BOB LATIMER

DENVER — Because a separate room, acoustically modified, has been set up at the rear of their showroom, LeMoine's, music and appliance dealership here, has seen phono sales on the rise. According to Averett Harding, manager, emphasis on phonographs lagged only briefly after the introduction of television to the Denver area, and, after some six months of doldrums, began picking up speed.

The separate demonstration room is a 12 by 10-foot room in the right-rear corner of the store, with a soundproof door, which closes the listener away from the sounds of traffic from the 16th and Champa intersection in downtown Denver. Broad shelves at either side of the room display top lines

of high fidelity phonographs, including Columbia, RCA Victor and Webcor. Signs urge the listener to call a salesperson to demonstrate high fidelity equipment to best advantage, as well as to "compare your favorite record on these sets and a standard set."

There are usually 16 phonos racked along the walls of the Denver store, with a choice selection of high fidelity records. Classical music predominates.

"It might be well to point out that the high fidelity market is by no means made up of long-hair buyers," Harding says. "Often the man who merely follows the hit parade in buying his records is as likely to buy high fidelity as the more serious music lover. At first

(Continued on page 20)

**English Firm
Has Portable
Stereo Phono**

NEW YORK—Ercona Corporation announces a new stereo phono imported by them from England where it is made by the Trix Electrical Company, Ltd. The unit is portable and consists of a hi-fi record player and two full-range speakers in acoustically balanced enclosures. A unique feature of the unit is that the speakers attach to the sides of the record player case, making the entire unit portable. In operation, the speakers are detached and placed on either sides of the player for maximum stereo effect.

Called the "Trixtereo," the unit is comprised of a Garrard RC-121 Mark II four-speed record changer. The circuit is designed around a "conservatively rated" eight watt amplifier. Controls are on a recessed front panel. Total weight of the unit is 34½ pounds.

**Hoffman Sets
Stereo Bonus**

LOS ANGELES — Hoffman Electronics has created a special bonus promotion package to help dealers promote their stereo phonos. Dealers will be able to offer six new Bel Canto stereo albums, valued at \$37.50, as a premium with the purchase of complete Hoffman stereo phonos beginning at \$289.90.

In addition to the albums, which include Dixieland, Latin American, dance tunes, polkas and jazz music, a special stereophonic demonstration record will be made available to dealers. The dealer promotional package also includes a store banner, window banners, customer invitations to stereo demonstrations, mailers suggesting that hi-fi owners convert to stereo, and newspaper advertising mats.

The premium offer is being made thru Hoffman distributors this

(Continued on page 20)

NEW ROUTE**Air Stereo
Via Pair of
AM Outlets**

CHICAGO — A unique experiment in stereo broadcasting has been originated and is currently being tried by Frank J. Kearns, Motorola distributor in Atlantic City, N. J.

The novel approach to stereo listening involves the first known use of two AM stations to simulcast the two tracks necessary for true stereophonic sound. Previous stereo broadcasts have employed one AM and one FM station or one TV outlet plus one AM or FM station; but these Atlantic City broadcasts are believed to be the first employing two of the standard broadcast AM stations.

Co-operating in the effort are Atlantic City radio stations WFPG and WMID. Programming originates from the studios of WFPG which broadcasts the left half track while WMID handles the right half.

An initial broadcast was tried on

(Continued on page 20)

**\$12 Buys
Altec Stereo
Gain Control**

NEW YORK — Altec Lansing Corporation is introducing a new master gain control for stereo component systems. The S41 Master Stereo Control is equipped with two pairs of shielded cables and pin jacks to connect to two combinations of monaural amplifiers and preamps.

It is specifically designed to work with Altec 440C control pre-amplifier and the new 350A 40-watt power amplifier. However, it can be used with any Model 440 preamp with 340, 341 or 350 power amplifiers in any combination.

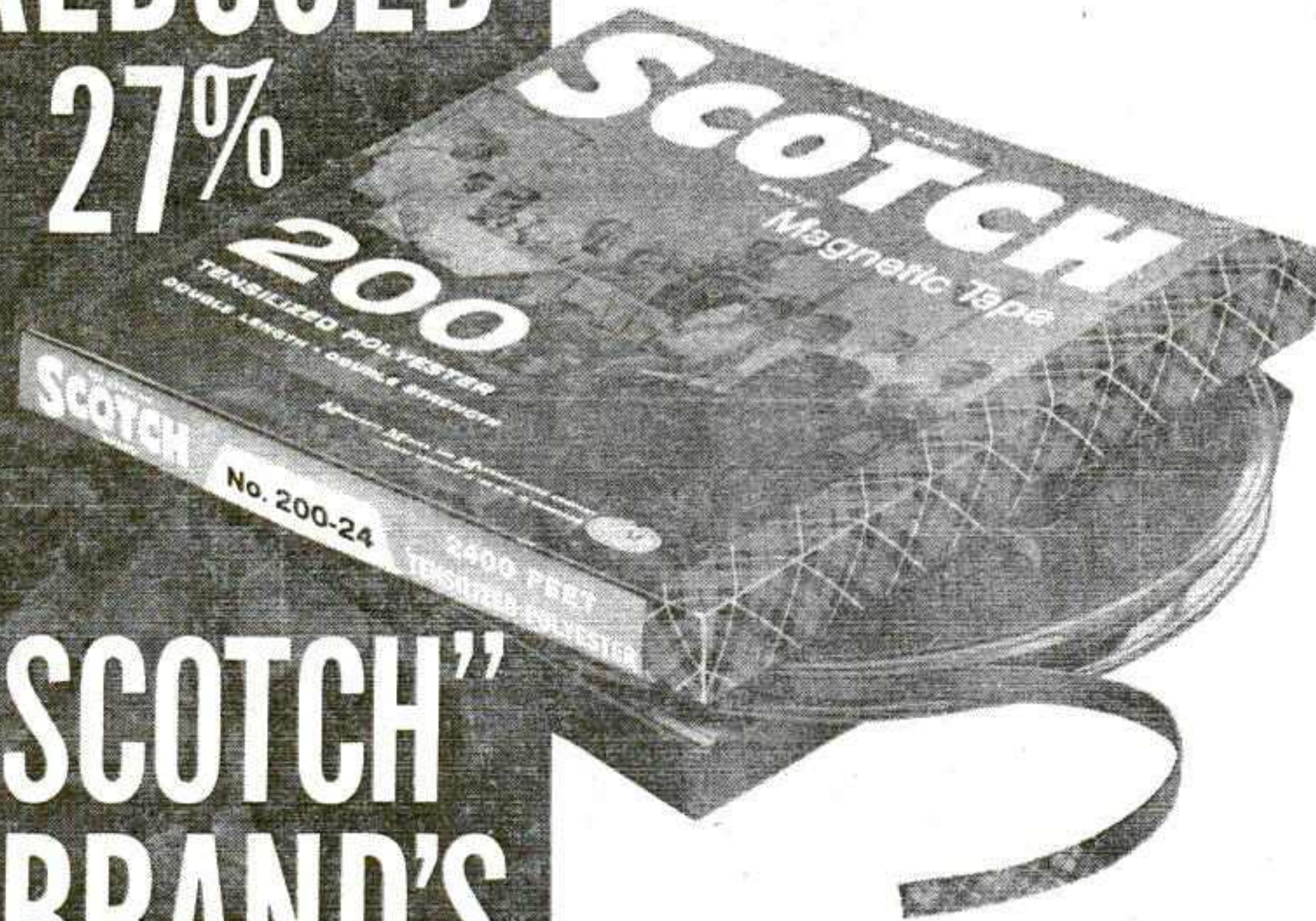
It provides master gain stereo control for any program source—tape, records or radio. Price is \$12.

**Factory Sales of
Transistors Leap
To Highest Marks**

WASHINGTON — The trend toward "miniaturized" portable radios and record players is really giving the transistor industry a boost.

Latest figures from the Electronic Industries Association here show that factory sales of transistors in August (latest month checked) attained "the highest level for any one month in the history of that industry."

So far, sales of transistors to manufacturers in the first eight months of this year has nearly equaled the sales of the miniature units in the entire calendar year of 1957. Dollar value of the sales in the January-thru-August period were set at \$59,419,783.

**PRICE
REDUCED****27%****"SCOTCH"
BRAND'S
PREMIUM
TAPE!**

NOW YOU CAN OFFER your customers premium quality magnetic tape at the price of many ordinary tapes! Prices have been reduced 27% on "SCOTCH" BRAND 200 Tensitized Double-Length Tape. This big saving will help make this high profit tape one of your biggest sellers, too! Normal trade discounts apply.

TWICE AS STRONG! Invisible Polyester "muscles" make "SCOTCH" BRAND 200 Tensitized Double-Length Tape the toughest magnetic tape ever sold — twice as strong as ordinary tapes with the same playing time — and definitely stretch-resistant. You can guarantee your customers years of trouble-free use on any home or professional recording machine.

PLAYS TWICE AS LONG! This truly remarkable, super-thin tape actually provides as much recording time as two reels of conventional tape. Standard 7" reel gives one hour's playing time at 7½ IPS without reversing reels. "SCOTCH" BRAND's new low price makes this the best buy in recording tape today!

"SCOTCH" AND THE FIDELITY DESIGN ARE REGISTERED TRADEMARKS OF THE 3M CO., ST. PAUL 5, MINN. EXPORTS BY FERRAZ, NEW YORK 36. CHANGELI, CHICAGO, ILLINOIS.

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NEW SMASH HIT!



"It's the most played record in the city of Detroit and exploding sales wise!"

ARC DISTRIBUTING CO.
DETROIT

"I Want To Be Happy Cha-Cha makes us most happy"

BENART DISTRIBUTING CO.
CLEVELAND

"Looks like a big one"

SCHWARTZ BROTHERS, INC.
WASHINGTON, D.C.

"Sensational record! Excellent sales"

MALVERNE DISTRIBUTORS
NEW YORK

"We've got a winner!"

RECORDS, INC.
BOSTON

"Taken off like wild fire!"

STANDARD DISTRIB. CO.
PITTSBURGH

106,000 SOLD FIRST WEEK! HEADED FOR ONE MILLION!

by ENOCH LIGHT and the LIGHT BRIGADE

B/W

Cara Mia (Ciribiribin) Cha-Cha

Grand Award No. 1020

GRAND AWARD RECORDS

HARRISON, NEW JERSEY

Sparton of Canada Ltd.
Peerless De Mexico, S.A.

SEPARATE LEADS

Glaser-Steers Unit Has Stress on 4-Wire Hookup

BELLEVILLE, N. J.—“A large number of stereo systems represent expansion from monaural systems by means of an additional amplifier and speaker, and will therefore present serious hum problems unless hooked up with a four-wire pickup arm,” says Julius Glaser, president of the Glaser-Steers firm. G-S is now marketing a stereo-antenna version of its U. S.-made changer, which uses separate ground lines for cartridge output, a stereo-monaural output switch on the changer deck, quick-change cartridge holder, a switched A.C. receptacle and a newly designed four-pole motor. The unit, termed the GS 77, is handled under a Fair Trade policy. Protection of the dealer's profit margin has been, and will continue to be, a keystone of our marketing,” says Glaser.

NEW YORK — Glaser-Steers Corporation, manufacturer of the FS-77 high fidelity record changer, has been elected to general membership in the Institute of High Fidelity Manufacturers.

The firm thus joins 110 other manufacturers of high fidelity components in a national education program to further the cause of good music reproduction in the home.

Hoffman Bonus

• Continued from page 18

week on the “Chula Vista” radio-phonograph console combination (Model 801 stereo-fi phonograph or Model 8001 with AM-FM tuner) used in conjunction with the Concerto extension speaker amplifier unit (Model 2ST).

Stromberg Hi-Fi Booklet Gives Complete Data

ROCHESTER, N. Y. — The Special Products Division of Stromberg-Carlson is distributing a new color brochure covering its new line of high fidelity components.

With 16 pages, 7” by 14” in size, the brochure gives full descriptions and specifications of 34 items in the program source, amplifier, speaker, enclosures and speaker system categories. Besides illustrations of the products in actual color, including Stromberg-Carlson's red-cone speakers, a two-page spread in the back of the booklet details complete specifications of all amplifiers and speakers in easy-to-read tabular form.

Copies may be obtained by writing to: C. K. Juno, Advertising Manager, Special Products Division, Stromberg - Carlson, 1400 North Goodman Street, Rochester 3, N. Y.

Olympic Sets New Finishes for Stereo Products

NEW YORK — Olympic Radio & Television is introducing additional finishes in several models of its 1959 line of stereo phonograph and radio products.

In keeping with current style trends are walnut and ebony finishes as well as French Provincial styling for speaker enclosure Model 821 and speaker amplifier Model SA-813.

These models had previously been available only in mahogany and blond finishes.

Hub Hi-Fi Show

• Continued from page 16

last year. A crowd in excess of 50,000 was recorded, as against some 27,000 in 1957.

Richard Kaye, president of the event, attributed the big crowds to the growing interest in stereo. Almost every exhibitor had stereo in one form or another in the four floors used for the exhibits. Last year only three floors of the Hotel Touraine were used.

Value Received

The hotel's location is excellent for such a show, since it is right in the heart of the city and the free admission attracted many who were merely passing. One exhibitor remarked that by Friday night he had drawn his expected attendance and gotten the value of what he'd paid for. The show then had two more nights and days to run.

More than 90 exhibitors occupied space on the four floors, with Capitol, Mercury, London and Boston record firms being represented. The exhibition itself had two features in Frederick Sennell, conductor for Mercury records on hand for two days, with Arthur Fiedler of the Boston Pops Orchestra for the opening. Nat King Cole also made several appearances.

Biggest purely-audio interest of the entire show, Kaye said, seemed to be focused on the Wright-St. George full-range electrostatic speaker, a novel unit launched this year. The majority of the exhibitors were showing component parts with a dozen or more showing hi-fi stereo packages.

Denver Success

• Continued from page 18

we attempted to pick out our prospects carefully according to their seeming likes and dislikes, but now we have found that the customer is likely to fool us. The wisest way to sell high fidelity is to merely give it plenty of demonstration to all customers entering the store.”

Because LeMoine's maintains a huge service department, capable of handling the complex of television, radio and phonograph repairs or adjustments, the store will probably get into component sales in the near future. Phonograph sales are rolling along smoothly, in the meanwhile, with “packaged hi-fi” in the \$150 to \$350 bracket showing up strong.

LeMoine's maintains a large piano department and has been an important factor in the music field in Denver for many years. Therefore, there has not been a great deal of newspaper promotion, other than the use of manufacturer's mats and “word-of-mouth,” Harding added. “We are a highly logical outlet for high fidelity equipment,” he emphasized, “and we began building inventory as soon as we found we began getting calls for it. We decided from the outset to concentrate only on electronically matched and tuned sets. When we tell the customer that we are offering him high fidelity, we want to be certain that he is satisfied, even if it means selling a remote speaker to supplement the speaker in the set.”

Altec Lansing Joins Move to Small Speaker

NEW YORK — Development of a compact speaker system, with “big speaker” bass and clean reproduction at an economical price has been announced by Altec Lansing. Called the Monterey 834A, the system is designed to be especially well suited for stereo.

Internally, the small bass reflex enclosure has two new “controlled linear excursion” 8-inch bass speakers, which operate from 40 to 3,000 cycles; a 3,000 cycle dividing network with a 10db continuously variable switch, and the Altec 3000B high frequency speaker with sectoral horn.

The cones of the new low frequency speakers are specially suspended to permit greater freedom of movement and longer excursion. This provides the speakers with lower cone resonance than conventional units making superior bass reproduction possible, says Altec Lansing.

Long magnetic gaps and light voice coils reduce distortion at low frequencies. Over-all greater efficiency means that the Monterey requires only 1/3 the amplifier power to develop sound output than other small speaker systems, the firm believes.

The cabinet is a double tuned bass reflex with a resistance controlled port.

It is made of high density wood composition which is pressured into heavy panels to eliminate “boomingness.” The inside is lined with 3-inch fiberglass to prevent internal cabinet resonance.

It is 14 by 26 by 14 1/2 inches in size and finished on all four sides so that it may be used vertically or horizontally. Price is \$165.

AM Outlets

• Continued from page 18

October 3. Regular programming began October 15 with a daily hour-long program being aired each evening between 7 and 8 EST. Sponsorship will be by Motorola exclusively. Range of the broadcasts is about 50 miles around Atlantic City.

In announcing the trial broadcasts, Mr. Kearns pointed out, “Census figures show the average American home has 5 1/2 AM radio receivers; FM ownership is, of course, more limited. Therefore, we believe the way to program stereo now is on an all-AM set-up. Our trial broadcast was very well received and we are hopeful for a good audience for the evening programs.”

BEST NEEDLE ON ALL 5 COUNTS

	DUOTONE
SHAPE	✓
POLISH	✓
TOLERANCE	✓
MOUNTING	✓
CONSTRUCTION	✓

PROOF TEST LAB

DUOTONE DIAMOND

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

DUOTONE

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

The BIG HITS are made on

Conn Organs!

Perez Prado's recording of "Patricia" ... NUMBER ONE HIT SONG in the nation for more than twelve weeks... was played on the magnificent Conn Organ!

In the LP field, all these were recorded on Conn:

- Charles Paul, "Console Magic", RCA-Victor 1668;
- Bert Buhrman, "Nostalgia in Hi Fi", ABC-209;
- Glenn Derringer, "Accent on Youth", ABC-193
- Al Bollington, "Organ Hues in Hi Fi", Dot-3110;
- John Gart, "Parade of Hits", Kapp-1073;
- John Gart, "South of the Border", Kapp-1074;
- John Gart, "Rodgers & Hammerstein", Kapp-1075; plus
- "George Wright Plays The Conn Electronic Organ", HI-FI-R-712.

*And now his fast upcoming "Guaglione" and "Paris" on RCA-Victor.

Find out how good you'll sound on a Conn. Take a tip from recording artist Perez Prado...discover the noticeable difference in a

CONN ORGAN

The Bright New Stars are on...



**PAM
GARNER**

**ME AND MY
SHADOW**

b/w

PINCH ME

9-62041



**NICK
NOBLE**

**BON JOUR, BON
SOIR, BONNE NUIT**

b/w

**A LUCKY SILVER
DOLLAR**

(A Penny With the Lord's Prayer)

9-62050



**BURT
KEYES**

**IF YOU ARE
BUT A DREAM**

b/w

I GOT EYES

9-62040



**ANNE
McCREEDY**

**MIRACLE OF
THE JUGGLERS**

b/w

**EACH NOW
AND THEN**

9-62044

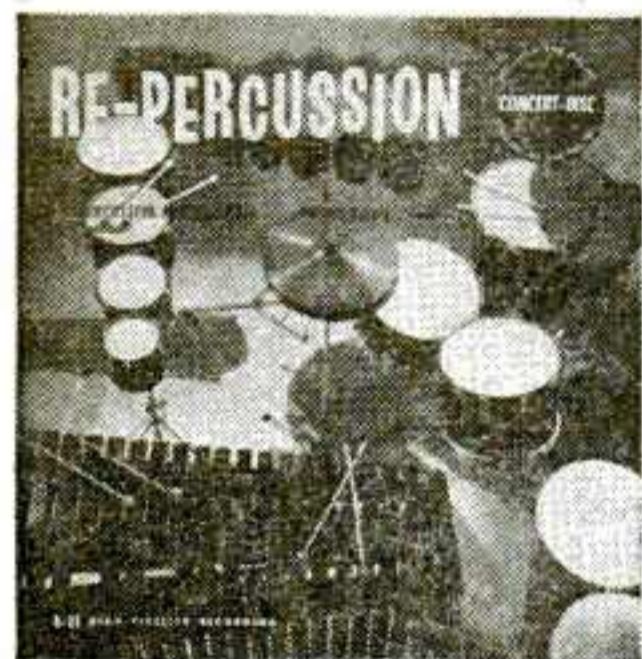


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Audio Feedback

By CHARLES SINCLAIR

ADVENTURES WITH A STEREO PICKUP

We've been having our own brand of problems lately with the three-prong, four-prong question in stereo pickups, and pass on some of what's happened in the event that it may be helpful. It all came about during one of those periodic upheavals of the family hi-fi rig that afflict all audiophiles.

It's currently in its third stereo disk hookup. The first was a makeshift, using the spare input on a tape recorder for the Channel Two phono line and a record changer fitted with a low-price stereo ceramic. As soon as we found time, we rewired our transcription table's arm with two shielded lines, added another amplifier and preamp, and—since we had long been using a pair of speakers for monaural-in-parallel—went into a more sophisticated set-up, using a four-pin magnetic cartridge.

Well, we got lots of stereo sound—and a hum that sounded like a swarm of bees. After much checking thru the system, we shorted the ground terminals at the cartridge, establishing a common ground line. In other words, a three-prong operation. The hum cleared up like magic.

"Aha," we said. "Larry LeKashman was right," and started mentally composing a charming note to the astute Electro-Voice exec who defends three-prong cartridges as St. George was wont to defend fair maidens in distress.

Came the third—and probably ultimate—reshuffle of the rig. This time, one of the preamps was replaced with a unit that combines monaural tone controls and a master stereo balance and function. Otherwise, it is a match for the first preamp. Everything was plugged in, and — you guessed it — everything hummed like mad.

Same business of checking all the lines for reversed connections, bad connections, etc. Naturally, everything checked out fine. On a hunch, we went back to a four-pin, separate-ground arrangement from the three-pin operation. Again, the hum cleared up.

Moral of the story? None, really—except that which of the two modes of stereo cartridge output termination is best seems to shift with circumstances. In the case of the earlier hookup, the two preamps and amplifiers were on separate, unrelated chassis (as many an auxiliary-amplifier-speaker combo would be in a "converted" phono). Possibly, the common grounding avoided hum by linking the two chassis in an over-all ground. In the case of the second, the separate grounding probably ducked a "hum loop" since the two preamps are now tied together, with the output of one feeding into the stereo control of the second, and then on to the amplifier.

All the equipment, of course, is AC, so the AC-DC shock hazard factor is no problem. All of it is top-notch gear, and the kind of thing used by audiophiles all over the country. Even the polarity of the AC plugs was checked during the height of the hum hassle, so that wasn't it. The solution came out of the take-your-choice hookups possible with the four-pin cartridge—alho it's a problem far more likely to plague the perfectionist audio hobbyist than it is one that will ever confront packaged phono manufacturers or their dealers.

But we'd still like to hear some theories (including those of the E-V cats out in Buchanan, Mich.) on just what happened during the period when our living room was littered with soldering irons, screw drivers, stylus pressure gauges, and suchlike.

THE PRINTED CIRCUIT

There were several executive-level shuffles in the audio field last week. Colonel James W. Anderson Jr. has been named General Manager of the Magnavox Company's Urbana, Ill. Division. He'll have complete supervision of the facilities there, which include making a number of secret and semi-secret gadgets for the military. . . . Southeast Sales, of Atlanta, has been appointed the Southern rep for the revamped line of Hallmark Records and stereo equipment. . . . Francis A. Bonner Jr. has been appointed sales manager of Admiral International Corporation and Admiral Interamericana, succeeding Earl Nissen, who has resigned. . . . Edward Claffey has been appointed Eastern Divisional Sales Manager for Reeves Soundcraft Corporation, covering a territory ranging from Maine to Florida. . . . Sid Cottin has been appointed show director for the Institute of High Fidelity Manufacturers, replacing Elliot Davis. Cottin was formerly with Crest Records.

HIYO SILVER IN HI FI

Members of the Audio Engineering Society had a chance, last week, to have a close-up look and listen at the latest techniques for producing everything from gunshots to galloping hooves. The demonstration was staged at the New York studios of American Broadcasting Company, under the direction of ABC's Walter Gustafson, the network's chief off-stage sound specialist.

AUDIO DEVICES EXPANDING

The country's consumption of recording tape in everything from the music industry to computers keeps rolling along. Audio Devices, Inc., is now readying a 20,000 - square - foot area for magnetic tape production adjacent to its present Stamford, Conn. plant. It's the second addition within a year, execs say.

Stereo on AM Around Corner

• Continued from page 16

separated and fed to two speakers to reproduce the stereo effect broadcast by the station. The system is compatible, that is, in a conventional AM receiver, there would be no separation of the two channels and the program would be heard as a conventional monophonic program. The receiver would also be compatible in the other direction. It would pick up conventional monophonic broadcasts and play them thru one speaker or both without any stereo effect.

AM Advantages

Dr. Hillier mentioned the following advantages of the new stereo AM broadcast system:

1. Stereo music and all other broadcast material, live or recorded, can be sent from a single transmitter operating at the station's present AM frequency.
2. Stereo reproduction needs only one receiver feeding into two speakers and with one control maintaining balance.
3. It can be used in car radios for which FM systems are impractical.
4. Since it is adapted to present broadcast techniques, it could be introduced without obsoleting present AM receivers.

Electronic Movies

RCA's portable TV tape system offers exciting possibilities for home use. In the home, it would become a form of electronic motion picture photography. The consumer would use an electronic camera which would reproduce images in the form of a magnetic pattern on tape. It could be played back immediately thru a tape reproducer hooked up to a TV receiver. RCA engineers also point to the possibility of buying video programs on tape much as film programs are bought today for home entertainment.

The TV tape system shown is the second and highly - advanced system. The first was shown two years ago. And, of course, console video-tape systems are now used by TV networks and figure in current production plans. Present developments incorporated into the new player are special magnetic heads and perfection of FM equipment to carry the low frequency part of the picture signal. Another important innovation is the use of twin-track tape which doubles the amount of program that can be recorded on a reel. Now in development is a small hub reel capable of holding enough tape for an hour program. Limit of recording on a seven-inch reel is 10 minutes at present.

Transistorized TV

The battery - operated TV sets were developed with two objectives, an RCA spokesman said. The first is to show the practicability of using transistors thruout a TV circuit and create a transistor counterpart of existing TV circuits. The second is to show how the use of transistors can cut power requirements so drastically that the set can be operated from batteries small enough to fit inside the receiver chassis.

These laboratory sets use 25

FM Stereocasting

• Continued from page 16

copies from labels like Columbia, RCA Victor, Vox and Vanguard, and some from London. We have yet to get any from Capitol, Mercury, Angel, Westminster, Audio Fidelity, among others, but this seems to be changing.

Reynolds feels WJBR has a strong charge to make good in stereo FM in its area, since, according to the station exec's figures, "some 40 per cent of the homes in this area already have FM radios or tuners and interest in classical and semi-classical music is high. Buying income for our market is over nine billion dollars."

transistors and only one tube—a high voltage rectifier—in addition to the picture tube. It operates by using either a rechargeable storage battery or a dry battery within the set. Or it may be powered by a 12-volt auto battery thru a connection with the cigarette lighter in a car. It can also be operated with house current from a conventional outlet.

Vague Timetable

Dr. Hillier emphasized that all of the new electronic wonders are still in various stages of research and development. He hesitated in saying when any of them will be in commercial product form. Stereo AM broadcasting he feels is at least three years away. Battery-operated TV is out of the laboratory stage and is being studied by the Product Division. However, Dr. Hillier pointed out that the laboratory is still working on the transistors. Some of the transistors used in their laboratory models were hand-made, he said.

As for the portable TV tape recorder, Dr. Hillier doesn't believe commercial models could be produced in less than two years. But he feels that units will be available in less than 10 years.

Heath Expands

• Continued from page 16

with strong reputations and financial structures, and the knowledge and facilities to handle and sell the line properly.

Mail Order Push

Despite the continuing growth of the dealer operation, Heath's basic business is—and will probably continue to be for many years—a sort of Sears, Roebuck of audio, with the dealer end of the business a relatively small one, albeit one with a healthy dollar potential particularly in stereo units.

However, Heath will start to put the promotion spotlight on its dealers very soon. Already in the works, and slated to break in January, are Heathkit national ad spreads in audio-slanted print media that will list Heathkit local dealers in the manner of ads in the clothing, auto and certain appliance fields.

"Heath Company," states the firm, "is happy to provide this new service for its customers."

Electro-Voice

• Continued from page 16

local levels aiming it at servicemen and consumers.

Promotions for the Power Point—a unit which combines cartridge and needle into one replaceable unit — will involve national ads, publicity and point-of-purchase material.

The cartridge unit has proved a major seller for Electro-Voice. According to figures from Larry LeKashman, sales veepee, there are "over 4,000,000 E-V Power Point cartridges now in use." It was recently granted a set of patents by the United States Patent Office.

Webcor \$6 Mil

• Continued from page 16

45-acre plot at St. Charles and Wolf Rd.

Consolidation's purpose is twofold, Haffa said, with merging of all facilities resulting in tremendous cost savings and acceleration of production and assembly.

During 1956-57, Haffa said that phonograph sales accounted for 50 per cent of the Webcor volume, tape recorders 40 per cent and record changers, 10 per cent. Record changer sales went up 22 per cent during the two-year period, while tape recorder business vaulted 28 1/2 per cent.



**TRAVEL
WITH DORIS
THROUGH
"THE
TUNNEL
OF LOVE"**

DORIS DAY'S
SMASH FOLLOW-UP
TO "EVERYBODY LOVES A LOVER"

b/w RUN AWAY, SKIDADDLE, SKIDOO
4-41252

ON HIGH-FIDELITY RECORDS

BY **COLUMBIA** 

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The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING OCTOBER 18

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

This Week		Last Week	Weeks on Chart
1.	Only the Lonely	1	5
	Frank Sinatra, Capitol W 1053		
2.	Tchaikovsky: Piano Concerto No. 1	4	13
	Van Cliburn, RCA Victor LM 2252		
3.	But Not for Me	16	6
	Ahmad Jamal Trio, Argo LP 628		
4.	The Music Man	2	35
	Original Cast, Capitol WAO 990		
5.	Johnny's Greatest Hits	6	29
	Johnny Mathis, Columbia CL 1133		
6.	South Pacific	8	31
	Sound Track, RCA Victor LOC 1032		
7.	Sing Along With Mitch	3	16
	Mitch Miller, Columbia CL 1160		
8.	King Creole	4	7
	Elvis Presley, RCA Victor LPM 1884		
9.	Stardust	7	14
	Pat Boone, Dot LP 3118		
10.	The Late, Late Show	10	33
	Dakota Staton, Capitol T876		
11.	Swing Softly	9	6
	Johnny Mathis, Columbia CL 1165		
12.	My Fair Lady	14	134
	Original Cast, Columbia OL 5090		
13.	Concert in Rhythm	19	5
	Ray Conniff, Columbia CL 1163		
14.	Oklahoma!	13	157
	Sound Track, Capitol SAO 595		
15.	Elvis' Golden Records	11	24
	Elvis Presley, RCA Victor LPM 1707		
16.	South Pacific	12	239
	Original Cast, Columbia OL 4180		
17.	Gems Forever	15	13
	Mantovani, London LL 3032		
18.	Film Encores	18	62
	Mantovani, London LL 1700		
19.	Gigi	22	19
	Sound Track, M-G-M E 3641 ST		
20.	Volare (Nel Blu Dipinto Di Blu)	17	6
	Domenico Modugno, Decca DL 8808		
21.	'S Awful Nice	20	15
	Ray Conniff, Columbia CL 1137		
22.	Dynamic!	—	1
	Dakota Staton, Capitol T 1054		
23.	Billy Vaughn Plays the Million Sellers	21	3
	Dot DLP 3119		
24.	Around the World in 80 Days	24	78
	Sound Track, Decca DL 9046		
25.	Belafonte Sings the Blues	25	2
	Harry Belafonte, RCA Victor LOP 1006		



The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value,

as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Pop Albums

GIVE THE LADY WHAT SHE WANTS

Lena Horne with Lennie Hayton Ork—
RCA Victor LPM 1879

Miss Horne is at her sultry, sexy best in her latest offering. Arrangements by Ralph Burns and Lennie Hayton back the thrush all the way. Tempos vary from slow and caressable to torchy and exciting. Tunes include "Diamonds Are a Girl's Best Friend," "Speak Low" and "You'd Better Know It." Beautiful cover shot of the artist.



WHEN YOU COME TO THE END OF THE DAY

Perry Como with Mitchell Ayres Ork & the Ray Charles Singers—RCA Victor LPM 1885

A fine new album by Perry Como that should have very wide appeal, especially over the next few months. It contains inspirational songs such as "He's Got the Whole World in His Hands," "Whither Thou Goest," "I May Never Pass This Way Again," and "In the Garden." They are sung by Como with the sincerity and meaning that marks all his work over simple backing by the Joe Reisman ork. An excellent release for Como's many, many fans.



Jazz Albums

CAL TJADER'S LATIN CONCERT

Cal Tjader Quintet—Fantasy 3275

Cal Tjader conjurs up a delightful dish of tabasco flavored jazz sure to have wide appeal. The free-style conceptions shimmer with originality. The performance is clean and crisp, and above all, the highly intriguing Afro-Cuban rhythmic creations captivate the ear and spice its sales potential.



Jazz Talent Albums

HALFWAY TO DAWN

Marian Bruce—Riverside RLP 12-826

Miss Bruce has a sultry alto that she projects in listenable fashion on a wonderful series of tunes. Her style is her own and, it's refreshingly difficult to draw comparisons. Backing unfortunately hampers, but the chick is talented, and the set rates exposure. It can attract both pop and jazz interest.



Jazz Special Merit Albums

PETE KELLY LETS HIS HAIR DOWN

Warner Bros. 1217

STEREO & MONAURAL

Jazz buffs will get a pleasant surprise from this one. Eight of the West Coast's top sidemen, from Eddie Miller and George Van Eps to Dick Cathcart and Nick Fatool, are spotlighted in improvised jazz tracks with a riverboat flavor, with each soloist set against a subtle rhythm backing and turned loose in ad-lib fashion. Feeling of the first side is "blues." The "red" flip side is brighter in tempo. But all of it is highly listenable and the artists couldn't ask for a better showcase, in both one-track and two-track sound.



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

MAL/3 SOUNDS

Mal Waldron Sextet—Prestige 8201

The talented young pianist's third in his series is by all means his best. His fine technique is shown to advantage with interestingly voiced support from trumpet, flute, 'cello, bass and drums and vocals by his wife, Elaine Waldron on some of the numbers. It's an imaginative and inventive set with great piano offered by Waldron and excellent group support. "For Every Man There's a Woman" is an excellent demo side. Set deserves exposure. Prime appeal is to hard bop fans, but others can be sold.



Jazz Specialty Albums

JAZZ CANTO, VOL. 1

Poems read by John Carradine, Hoagy Carmichael, Ben Wright, Bob Dorough, Roy Glenn to music by Gerry Mulligan, Chico Hamilton, Fred Katz, Jack Montrose—World Pacific WP 1244

STEREO & MONAURAL

Here is one of the finest weddings of speech and syncopation on record since poetry and jazz started going together. It's outstanding on a number of counts. Artistically, it's a superb combination of the right ingredients. It dips into the writings of Walt Whitman, Dylan Thomas, William Carlos Williams, among others. Its readers appropriately range in style from the classic, rich toned John Carradine to the twangy Hoagy Carmichael. The music settings are brilliant in conception and outstanding in performance, and could stand quite well on their own sans verse. Commercially, this package combines the current appeal of jazz and poetry with the marquee value of such names as Carradine, Carmichael, Chico Hamilton and Gerry Mulligan.



Opera Albums

PONCHIELLI: LA GIOCONDA (3-12")

Zinka Milanov, Soprano; Giuseppe Di Stefano, Tenor; Leonard Warren, Baritone with Various Artists & The Orch. & Chorus of The Accademia De Santa Cecilia, Rome (Previtali)—RCA Victor LM 6139

An exciting waxing of this melodrama, with Leonard Warren a stand-out as the villain, powerful in his malignancy and in brilliant voice. The others are all fine, too, bringing passion to extravagant situations. A Metopera-Victor Club choice, handsomely packaged with text, with superior sound. Despite competition, this should thrill opera buffs.



Classical Albums

DEBUSSY: IBERIA; RAVEL: VALSES NOBLES ET SENTIMENTALES, ALBORADA DEL GRACIOSO

The Chicago Symphony Orch. (Reiner)—RCA Victor LSC 2222

As in other stereo sets featuring Reiner helming the Chicago Symphony, this package has the benefit of superior sound, among the best put out by Victor. Previously spotlight material, the 3-D version rates equally high in its class.



BEETHOVEN: EROICA SYMPHONY

The Boston Symphony Orch. (Munch)—RCA Victor LM 2233

A leisurely, introspective reading, moody rather than dramatic, will interest "Eroica" fans for its fresh viewpoint. Wide competition, but fine sound and ork's name should win adherents.



FANTASIA (3-12")

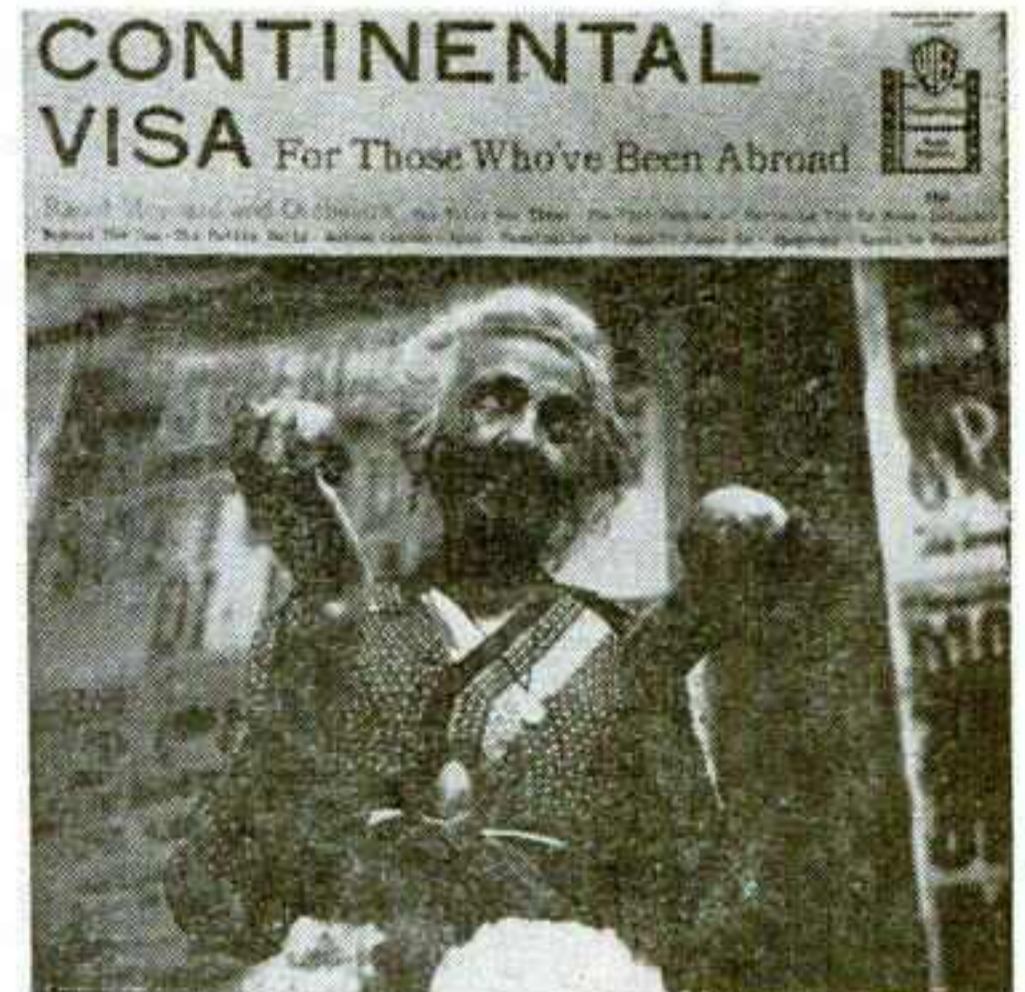
The Philadelphia Orch. (Stokowski)—Disneyland WDX 101

STEREO & MONAURAL

This handsomely packaged double-fold album should fare well in the Christmas gift market this yuletide. The pioneer, stereo effort—cut 15 years ago for the Disney film "Fantasia"—should hold interest for stereo addicts; while exciting performances and colorful bound-in booklet containing descriptions and paintings of selections—"Ave Maria," "Night on Bald Mountain," "Nutcracker Suite," etc., carry strong appeal to beginning collectors. *(Continued on page 26)*



ALBUM COVER OF THE WEEK



CONTINENTAL VISA, Warner Bros. 1215. Wonderfully detailed cover photo by Kosti Ruohami of old woman holding potatoes in her hand imparts a strong old-world flavor, that catches perfectly the mood of the album. Sure to attract. Fine three-dimensional effect.

Most Played by Jockeys

FOR SURVEY WEEK ENDING OCTOBER 18

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

1. ONLY THE LONELY Frank Sinatra
Capitol W 1053
2. SWING SOFTLY Johnny Mathis
Columbia CL 1165
3. LESTER LANIN GOES TO COLLEGE..... Lester Lanin
Epic LN 3474
4. BAUBLES, BANGLES AND BEADS Kirby Stone Four
Columbia CL-1211
5. POLITELY Keely Smith
Capitol T 1073
6. THE KINGSTON TRIO Kingston Trio
Capitol T 996
7. STARDUST Pat Boone
Dot DLP 3118
8. MORE SING ALONG WITH MITCH Mitch Miller
Columbia CL 1243
9. HOT CARGO Ernestine Anderson
Mercury MG 20354
10. SING ALONG WITH MITCH Mitch Miller
Columbia CL 1160
10. CONCERT IN RHYTHM Ray Conniff Ork
Columbia CL 1163



Best Selling Pop EP's

FOR SURVEY WEEK ENDING OCTOBER 18

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1. KING CREOLE, VOL. 1.... Elvis Presley, RCA Victor EPA 4319
2. KING CREOLE, VOL. 2.... Elvis Presley, RCA Victor EPA 4321
3. JOHNNY CASH SINGS HANK WILLIAMS..... Sun EPA 111
4. HYMNS Tennessee Ernie Ford, Capitol EAP 1-756
5. EVERLY BROTHERS Cadence CEP 105
6. NEARER THE CROSS, Tennessee Ernie Ford, Capitol EAP 1-1005
7. STARDUST Pat Boone, Dot DEP 1069
8. JAILHOUSE ROCK..... Elvis Presley, RCA Victor EPA 4114
9. THE LORD'S PRAYER..... Pat Boone, Dot DEP 1068
10. COLE ESPANOL..... Nat King Cole, Capitol EAP 1-1031

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 ★★★★★

COCKTAILS WITH CAVALLARO

Carmen Cavallaro Ork. Decca DL 8805
Carmen Cavallaro plays a group of recent pop hits in his own pretty and attractive piano style on this listenable new release. The tunes include "A Very Precious Love," "Till," "Witcher," and "Twilight Time." The pianist is supported by a rhythm group. A first-rate album that should have strong sales appeal.

ROS ON BROADWAY

Edmundo Ros Ork. London PS 118

STEREO & MONAURAL

Ros takes a flock of Broadway—show tunes, adds his typical infectious Latin beat plus the stereo treatment: and the result is another fine set with full, around-the-room sound quality. Tunes include "I Could Have Danced All Night" and "I Love Paris." Fine for listening or dancing, and an excellent stereo demonstration.

HIGH FI-ESTA

Edmundo Ros Ork. London PS 105

STEREO & MONAURAL

Colorful Latin-American stylings by Ros provide ideal stereo showcase in this collection of danceable instrumentals served up in varying temp-rhythms — tango, waltz, baion, cha cha, mambo, fox trot, etc. Nice jockey wax, chatter angle being that this is the first time Ros has included dances other than those from Latin America.

MY FAIR LADY—GREAT FILM SONGS

Various Artists, London PS 121

STEREO & MONAURAL

A most attractive package, with a host of London's British performers giving the "My Fair Lady" tunes almost a more naive and realistic treatment than the original cast. Featured acts include the Beverley Sisters, Vera Lynn, Pete Murray and David Whitfield. Side 2 is a collection of pleasant movie tunes done instrumentally by Mantovani, Edmundo Ros, Frank Checksfield, etc. A most entertaining and salable hunk of stereo wax.

LOVE AND MARRIAGE

The Ray Charles Singers, Decca DL 8787
The Ray Charles chorus makes its bow on Decca and it's one to crow about. Arrangements have never been more interesting and the group does a fine job in making them come to life. Various complements are used—nine men, mixed chorus of four gals and eight men and 10 ladies by themselves, making for good pacing. Dick Hyman adds much to the session with his tasty piano and organ work. All the tunes deal with love and/or marriage. Salable and spinnable.

JERRY GRAY AND HIS ORCH. AT THE HOLLYWOOD PALLADIUM

Liberty LST 7813

STEREO MONAURAL

For cleanly defined dance music in an up-dated Glenn Miller style, it takes Jerry Gray to turn out the type of music that makes for easy listening and dancing. In this offering, Liberty packages 23 standards presented as two uninterrupted medleys to give the buyer more than his buck's worth in solid dance music.

POPULAR ★★★

SING A SONG OF ITALY

Toni Arden with Nick Perito Ork. Decca DL 8765

Miss Arden sings in Italian and English—a currently popular style—doing "Arrivederci Roma," "Non Dimenticar," "Souvenir D'Italie" and other Italian songs. Her performances are excellent, and she is backed by lush, Neapolitan-flavored arrangements. Cover shows colorful Italian scenes.

THE SWINGIN' ACES

The Four Aces Featuring Al Alberts with Jack Pleis Ork. Decca DL 8766

Oldies like "Amapola," "Bye Bye Blackbird" and "I May Be Wrong" get more of the warm Aces treatment with strong solos by Al Alberts. Good Jack Pleis orking and firm dance beats will help please.

IT'S MAGIC

Abbey Lincoln, Riverside RLP 12-227

Miss Lincoln has a set that should draw coin from both pop and jazz buyers. She

has a warm sound on such fare as "It's Magic," and "Out of the Past" and a smooth approach on "Love." Backing is provided by a group of top jazz artists. Fine cover photo of the artists is an additional lure.

FROM THE HIGHLANDS

Robert Farnon Ork. London LL 3007

Robert Farnon shows a skillful, gentle touch in translating the simple melodies of Scotland into lush "mood music" listening that's off the well-trodden path of show tunes and Hollywood favorites. Most of the great Highland airs are here ("Loch Lomond," "Robin Adair," "Wi' a Hundred Pipers," and so on), and it should delight any Scot within hearing distance, as well as those who like their melodies on the romantic side.

TOO MUCH!

The Mary Kaye Trio, Warner Bros. 1222

STEREO & MONAURAL

This is the group's initial outing on Warner Bros., and a noteworthy one it is. This one does not, however, have the extreme arrangements and vocal readings that characterized earlier Kaye disks. Here, it's more on the pretty side, with fine solos by both the gal and brother Norman. Stereo in this case doesn't have any great impact but it's smart, well-programmed listening in any event. Distinctive cover.

LET'S FACE THE MUSIC AND DANCE

Eddie Bergman Ork. Coral CRL 87236

A fine dance album by the maestro of the Los Angeles Statler Hilton. The rhythms are crisp and infectious. Sides include many great standards and medleys by the great show writers of past and present, as well as big pop standard material.

ERNIE HECKSCHER AT THE FABULOUS FAIRMONT

Ernie Heckscher & Ork. Verve MGV 4028

Ernie Heckscher, for the past decade the nabob of Nob Hill, is heard in a characteristic set of hotel-styled dance medleys which have kept them filling the floor at San Francisco's Fairmont. Based on the brisk business enjoyed by his earlier package, the 29 standards packed into this album will attract a healthy share of the society band buying clan.

HAVE YOU MET?

Don Rondo, Jubilee JLP 1081

All of the tunes are girls' names. Rondo is supported in the fine set by good ork arrangements from Sy Oliver and Dave Terry. Tunes vary nicely from ballads with lush, string backing to up numbers. It's an excellent jockey programming set. Rondo has a warm, intimate sound that should attract buys from both teens and adults. Good potential.

POPULAR ★★

CONTINENTAL VISA

Raoul Meynard Ork. Warner Bros. 1215

STEREO & MONAURAL

Subtitled, "For Those Who've Been Abroad," this LP spotlights pleasant, nostalgic instrumental treatments of such well-known imports as "The Poor People of Paris," "April in Portugal," "Anna," etc. Colorful mood music for jocks and okay stereo sound. Striking cover of ancient European grandmother bargaining in food mart.

KORAL PANDIT PLAYS MUSIC OF THE EXOTIC EAST

Koria Pandit, Organist. Fantasy 3272

STEREO & MONAURAL

Musically, Pandit's arrangements are quite ordinary and reveal little to excite the ear as the album title promises. It will snare sales on the strength of such commercial selections as "Song of India," "Misirlou," "Kashmiri Love Song."

LOLA WANTS YOU

Lola Albright, vocalist. Kem LP 101

Lola Albright has a pleasing voice, but having heard that it's sex that sells today, tries a bit too hard to market her song wares. What was obviously intended to sound seductive, thus ends up being pushy at times. Despite this self-inflicted handicap, some sales appeal shines thru. With the help of an eye-worthy cover, this package should bring some returns.

(Continued on page 28)

Review Spotlight on Albums . . .

Continued from page 25

Classical Special Merit Albums

MOUSSORGSKY: MELODIES (4-12")

Boris Christoff, Bass with Alexandre Labinsky & Gerald Moore, Piano & The Orchestre National de la Radiodiffusion Francaise (Tzipine)—Angel 3575 D/L

Here is an impressive package—a complete recording, in strict chronological order, of Moussorgsky's melodies. Christoff's richly expressive bass does full justice to all 63 songs. The four LP's are handsomely packaged with an 86-page booklet, featuring a flock of photos and descriptions of the material, composer and artist. A strong entry in the field.



DOHNANYI: CELLO CONCERTO; KODALY: SONATA FOR SOLO CELLO

Janos Starker, Cello, with The Philharmonia Orch. (Suskind)—Angel 35627

Neither of these works is currently in the catalog, yet both have considerable interest and the Kodaly work, especially, may be regarded as a "must" for cello fanciers. It explores the technical and sonic resources of the instrument in music running the gamut of moods. The Dohnanyi concerto is a full-throated melodic litany, with great emotional intensity. Starker, considered the heir to Casals by many, supplies both tenderness and strength, as needed, in addition to the required virtuosity.



Ballet Albums

TCHAIKOVSKY: THE SLEEPING BEAUTY (2-12")

The Philharmonia Orch. (Weldon)—Angel 3579 B

A fine, glowing interpretation of one of the most popular ballets. The complete version is available via several other versions, but this can hold its own against any. It's a beautifully and elaborately packaged set, which includes a descriptive and informative booklet.



International Albums

LA VIOLETERA

Sara Montiel—Columbia WL 139

This is one of the best so far in the frequently-intriguing "Adventures In Sound" series. Sara Montiel, whose Hollywood and European films have won her a growing list of followers, is showcased in a roundup of her top international hits, including two versions of her original soundtrack waxing of "La Violetera" ("Won't Somebody Buy My Violets") as well as a mixture of tunes from the Madrid-Paris-Rome circuit. Her vocal style is much like Italian thrush Nilla Pizzi and the platter should please anyone with a taste in Continental music. Attractively covered.



Folk Albums

SONGS OF A BOLD BALLADEER

Ed McCurdy—Riverside RLP 12-828

Here's an outstanding new set for true folk fans by Ed McCurdy, one of the most listenable and enjoyable of contemporary balladeers. The charm of the album lies not only in the excellent selections but the forthrightness and the quality with which McCurdy endows each song, and the guitar work of the singer and Erik Darling. Folk songs include "Worried Man Blues," "Big Rock Candy Mountain," "I've Got No Use for Women," "Blood on the Saddle," etc. A real treat for followers of the folk idiom.



THERE'S A MEETIN' HERE TONIGHT

Bob Gibson—Riverside RLP 12-830

Gibson's latest LP compares most favorably with his previous releases. The talented artist accompanies himself on banjo with other plucked string support on some selections. Numbers include traditional folk tunes and spirituals. He's one of the better of the younger folk artists. Set should move with folk music enthusiasts. Fine cover photo will help.



Spiritual Albums

AMEN!

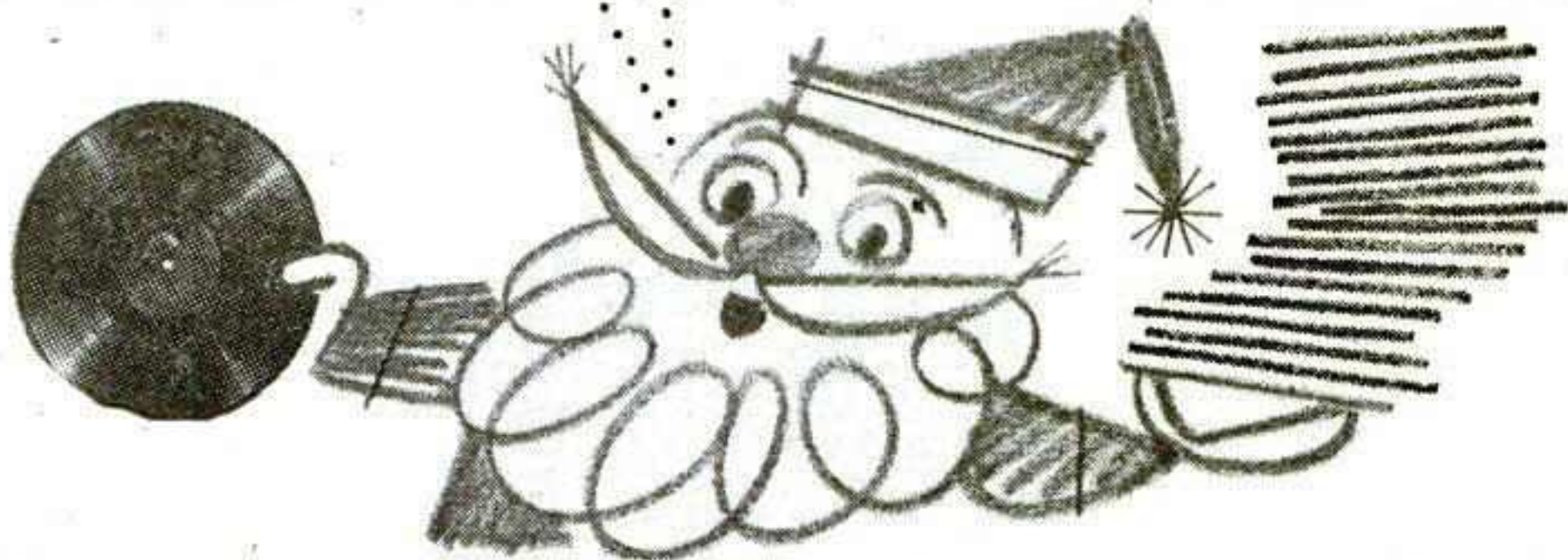
Della Reese and Her Meditation Singers with Ernestine Rundless—Jubilee JLP 1083

Miss Reese turns to a group of spirituals, gospel songs and sacred themes in her latest album. She is given wonderful support by the Meditation Singers. Organ and piano accompaniment is provided by Emory Radford and Kirk Stuart, respectively. Those who know Miss Reese only as pop artist are in for a pleasant surprise. Her renditions are warmly sincere. Good cover shot of the artist.



(Continued on page 28)

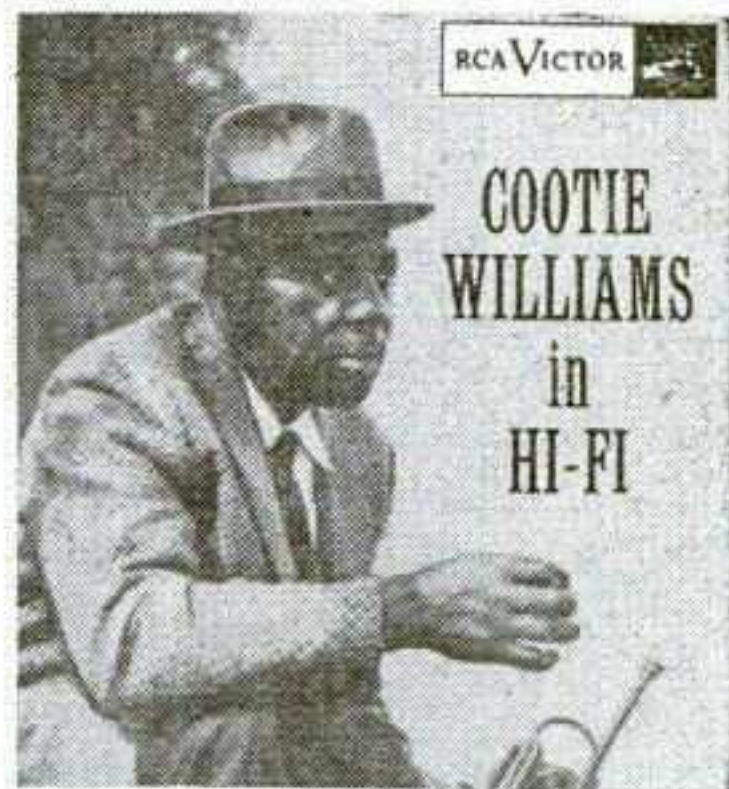
Get set for **BIG HOLIDAY SALES** with these new pop releases from **RCA VICTOR!**



Sinatra sings the songs that made him famous. Night and Day, The Song Is You, 10 others. A sales wow! LPM-1632



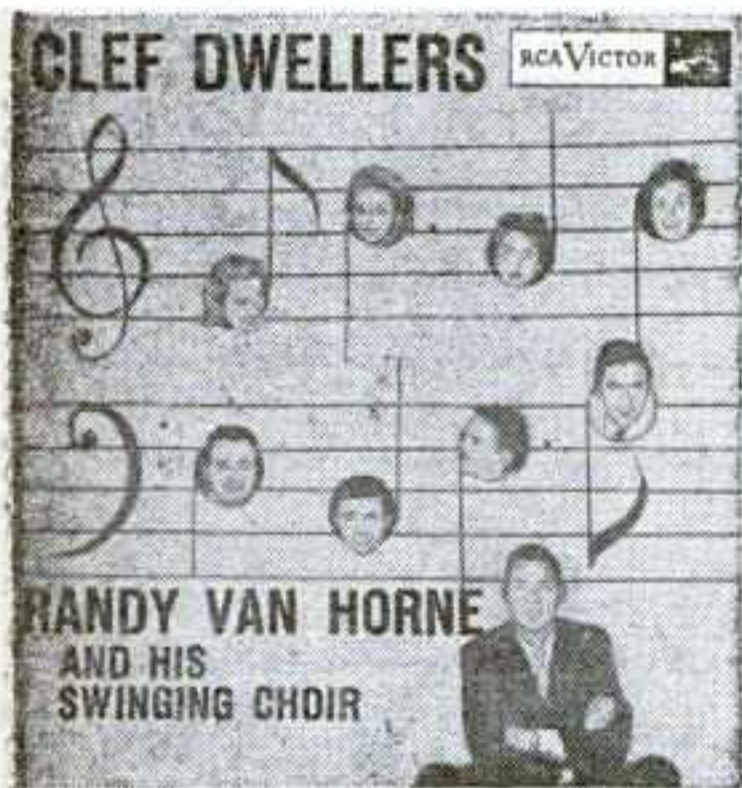
Leonard Leigh with another hit album of big, bouncy 1910 hits. Sure to be a great holiday seller. LPM-1795*



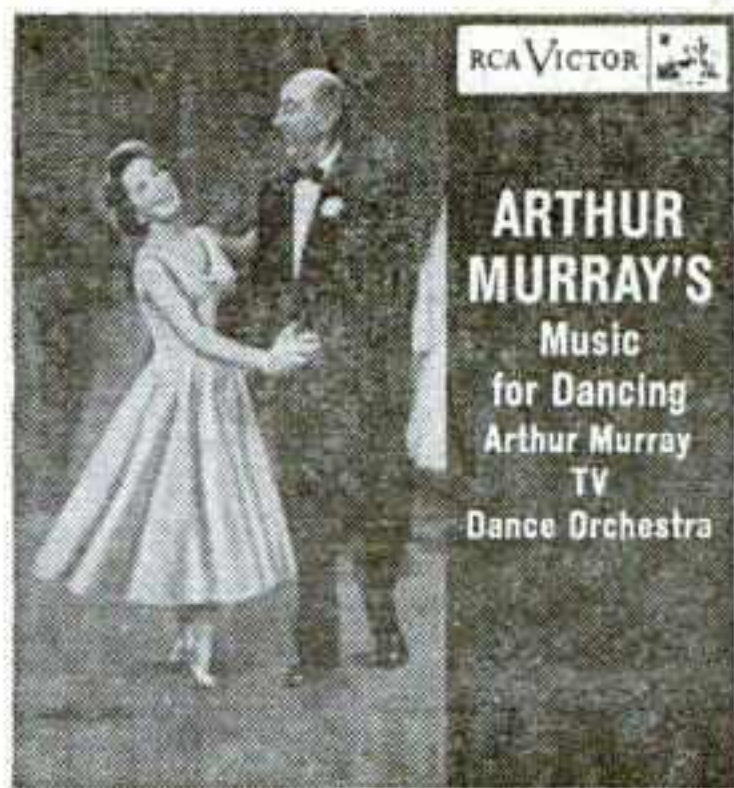
Here's a big entry for the jazz market. Album includes Concerto for Cootie, 11 other sure winners. LPM-1718*



Urbie Green turns 30 top McHugh hits into a terrific pop album. Includes Lovely to Look At, Don't Blame Me. LPM-1741*



Randy Van Horne's swinging choral group swings into high gear with Dinah, Harbor Lights, 11 others. LPM-1751*



12 selections in 9 popular dance tempos. Dance Instructions appear on liner. It's a self-seller—a hot seller! LPM-1909*



A great big show package featuring Rise Stevens, Robert Merrill and Peter Palmer. A winning sales trio! LOP-6005*



Frankie Carle with a new album of old favorites—Somebody Loves Me, Dancing in the Dark. A certain hit! LPM-1868*



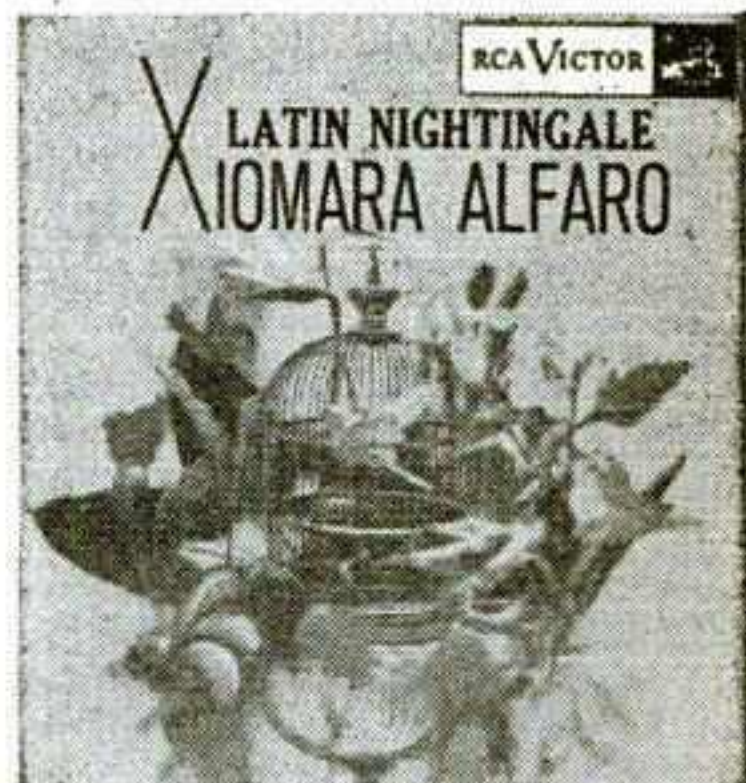
The unusual sound qualities of this novelty album will delight hi-fi fans. Great holiday album, too! LPM-1867*



A collection of his hits, including Eh, Marie!, The Sheik of Araby. Going big with teens and the café crowd. LPM-1877



Esquivel with some astounding sounds in the Latin mood. Already racking up top sales. A hi-fi must! LPM-1753*



Cuban singer Xiomara Alfaro sings 12 big Spanish songs. Strong Latin Market assures big interest on this item. LPM-1787

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Reviews and Ratings of New Popular Albums

Continued from page 26

ARISTOCRATIC SWING
King Arthur, Piano; Roy Kudirin, Bass; Andy Spriggs, Drums. Audiolophile AP 49

STEREO & MONAURAL

Quiet performances of old favorites, such as "Penthouse Serenade," "Moonglow," "Blue Skies" and "Perdido" are tastefully served up here by this capable trio. While not calculated to startle via off-beat musical approaches, the performances reflect a sound small-group approach to pop music which is listenable and also makes for excellent background or mood music.

LOW-PRICE POPULAR ★★★★★

LES DANCE
Les Brown Band. Vocallion VL 3618
Here's a fine collection of sides recorded by the Les Brown crew when he was cutting sides for Decca Records a few years ago. The band swings just as it always did and the sound is good. Tunes include "My Heart Belongs to Daddy," "If I Loved You," and "Red Sails in the Sunset." There are instrumentals and vocals in the set, with the vocals handled by Lucy Ann Polk and Ray Sims. A bargain package for fans of the Les Brown ork.

LOW-PRICE POPULAR ★★★

THE BEST OF OKLAHOMA! & CAROUSEL
Various Artists with Lew Raymond Ork & Chorus. Tops L 1620
Colorful packaging and outstanding numbers from two great shows make this a likely good seller in the low price field. Ork and chorus by Raymond, with male and female vocalists. Instrumentation gives a full, big sound.

TONY MARTIN
Vocallion VL 3610
"South of the Border," "Lilacs in the Rain," "Last Time I Saw Paris" and other oldies are reissued here in a smooth, warm recital by the baritone. Good support by four orks. Martin admirers will be delighted.

DICK HAYMES
Vocallion VL 3616
With three orks and the Ken Darby

Singers, Haymes croons sweetly thru reissues of "I'll Never Smile Again," "Love Letters," "Mam'selle" and other ballads. Good traditional romantic wax for the price.

THE ROARING 20's VOL. 2
Hal McShay & His Charleston Band. Tops L 1630

More infectious reminders of the Charleston era, starring banjo, cymbal and muted horn. Colorful cover for the racks. A treat for those who like to dance the old steps.

MUSIC OF JEROME KERN AND IRVING BERLIN
Stanley Black Ork. Richmond B 20011
Attractive arrangements of "Heat Wave," "The Way You Look Tonight," "Pretty Girl Is Like a Melody" (as a cha cha), "Say It With Music" and other evergreens. Danceable, with good sound. Romantic cover shot a display item.

TWO HEARTS IN 3-4 TIME
Robert Stolz Ork. Vocallion VL 3620
Lush, full ork sound on a group of well-known waltzes provides a good programming set and a good buy for bargain hunters. The Stolz crew presents the melodies in lilting fashion. It's fine for either listening or dancing. Low price tag should attract.

POPULAR PIANO CLASSICS
Bill Snyder, Piano & Ork. Vocallion VL 3623

This is one of the best of the musical bargains offered in the budget-priced Vocallion series. Bill Snyder, who has a fine, romantic sense of piano style, is showcased in selections from six of the most popular keyboard works ever written (Fantasie Impromptu, Warsaw Concerto, Malaguena, etc.) plus four of his own penings in the lush style of Victor Young. With correct handling, this album could develop a real "mass market" appeal. Even sophisticated will admire Snyder's great sense of phrasing.

AMES BROTHERS
Vocallion VL 3617
Older wax by the boys comes thru with a fair enough sound. Various ork backings provide the settings for such as "Hoop De Doo," "Sheik of Araby," etc. Cover shot can draw rack attention.

GEMS
Pearl Bailey with Don Redman Ork. Vo-

callion VL 3621
Some of the older classics performed by Pearl Bailey wherever she goes are included here. "Say Si Si," "World Weary," "As Long as I Live" and "Chiribip" are included, with the ork helmed by Don Redman. Some jocks will find this an interesting collection and it can be moved by racks as well.

A SALUTE TO GLENN MILLER
Jerry Gray Ork. Tops L 1627

Gray, an Artie Shaw alumnaus who was responsible for many of the arrangements in the Miller band, conducts his own ork in faves like "Elmer's Tune," "Jersey Bounce" and "Perfidia." The old big band sound is smoothed down and more sophisticated for the '50's, and the tunes are as great as ever. More for dancing than listening, because of surface noise.

LOW-PRICE POPULAR ★★

RIDIN' HIGH
Frankie Carle, Piano with Instrument Accompaniment. Vocallion VL 3622
The facile pop pianist does a flock of standards, including "Rosalie," "Nice Work If You Can Get It," "In the Still of the Night." Technique in each performance is excellent, as is the sound. Will appeal to many who don't cotton to the rock and roll groove.

PORGY AND BESS
The Hollywood Grand Studio Ork. (Williams) with Various Artists. Tops L 1641
Colorful packaging makes this a good display item. Material includes the great songs from the folk opera, sung by various male and female artists. Ork has a big sound.

STARDUST
Robert Farnon Ork. Richmond B 20002
Pleasant performances of popular standards such as the title tune by the Robert Farnon Ork. Other tunes include "One Night of Love," "When I Grow Too Old to Dream," and "Blue Skies." They are played instrumentally by the large ork and are a satisfactory buy at the price.

COCKTAILS FOR TWO
Robert Farnon Ork. Richmond B 20005
Enjoyable instrumental performances of a group of tunes from the '30's by the large Robert Farnon Ork. In addition to the title tune items include "Two Cigarettes in the Dark," "The Touch of Your Lips," and "Where or When." Good wax for the low-price fan.

BAND ★★★

THE SCOTS GUARDS PLAY GILBERT & SULLIVAN
Angel 35625
All the ceremony and nostalgia of a band concert at Buckingham Palace are present in this tune-filled album, and it's sure to

please the dedicated Savoyists. One side of the platter is devoted to a long suite from "Iolanthe." The flip offers selections from "The Mikado" and "Pirates of Penzance." The band—no stranger to U. S. ears, thanks to recent tours—has a fine, virile sound, and the cover shot of the band in formation is a stopper.

LOW-PRICE CHILDREN'S ★★★★★

STORIES FOR RAINY DAYS
Frank Luther. Vocallion VL 3624
Luther presents the fairy tales in song form with cute ork accompaniment and special sound effects. There's lots in the set to hold tot interest. Attractive cover shot of kids at play just right. Sketches include "The Ugly Duckling," "Sleeping Beauty" and "The Tick Tock Shop." Good potential.

FOLK ★★★

LANGUAGES OF LOVE
Cynthia Gooding. Riverside RLP 12-827
Cynthia Gooding, a versatile thrush, offers a collection of folk-flavored songs dealing with the topic of "love" in a variety of languages that range from English to Spanish to Turkish. She has a warm, engaging style that's captured nicely in this album, and the platter should develop sales interest in the folk field. She's particularly effective in "Johnny, I Hardly Knew Ye," a bitter Irish tune that is the father of the Confederate marching song.

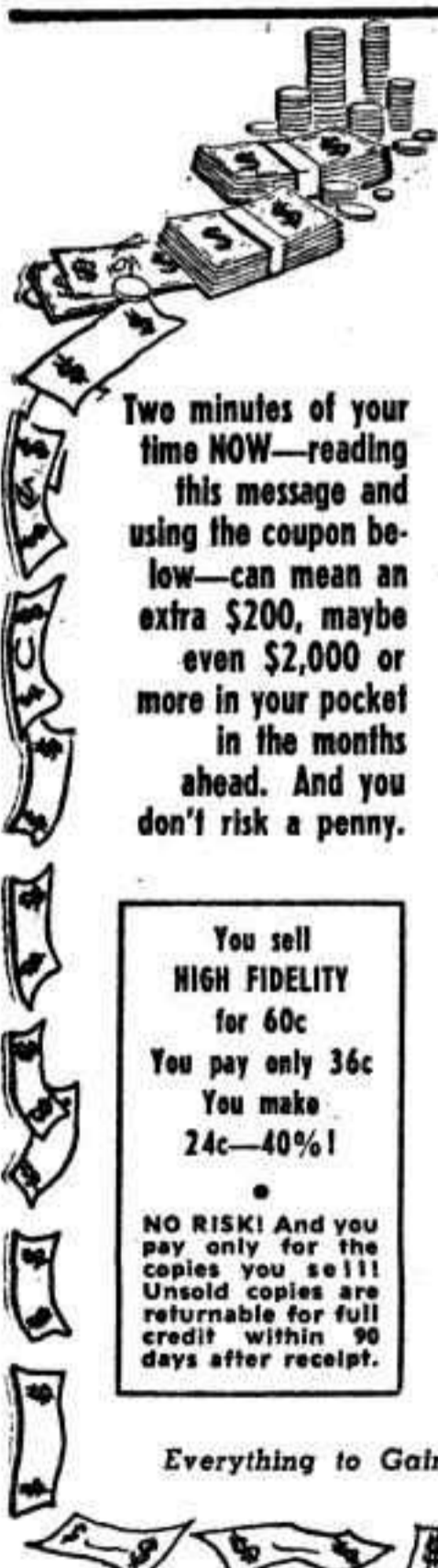
DANCES MADE FAMOUS BY THE MOISEYEV DANCE ENSEMBLE
Moiseyev Dance Ensemble Ork. (Galperin). Bruno BR 50046
Ronty cashes in on the internationally famous Moiseyev name with this surprisingly good reproduction of European-made tapes. The sound is good and the selection of dances represents a fair cross-section of the items offered by the Moiseyev troupe on its recent tour here. Part of the label's "Around the World" series, this can be sold.

FOLK ★★

MUSIC OF AFGHANISTAN AND IRAN
Evergreen EVR 002
Solo instruments and songs taped in tea-houses in isolated Afghanistan prove fascinating for ethnic fans. Iran is represented by two excerpts. For the educational market.

INTERNATIONAL ★★★

GERMAN BEER GARDEN
Great Symphony Ork & Great Entertainment Ork. Dana DILP 8005
Dana has captured nicely the feeling of a Munich band concert with this platter of
(Continued on page 30)



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Review Spotlight on Albums . . .

Continued from page 26

Novelty Albums

SHOCK

The Creed Taylor Ork—ABC-Paramount ABC 259

Jocks in search of something different should latch onto this package of spooky mood music with appropriate sound-effects (screams, groans, etc.) and tasteful, haunting jazz-flavored instrumental treatments (by top jazz musicians) by composer-arranger Kenyon Hopkins. A good, off-beat album idea for late-night jocks and/or TV horror show emcees—serious or satirical. LP is subtitled "Don't Dare to Listen to This Music Alone."

MORT SAHL AT SUNSET
Fantasy 7005

Mort Sahl, the most refreshing and highly original entry in the U. S. humor derby in many a year, displays his rib tickling wares to good advantage in this package. This slice of Sahly satire was cut in 1955, but it sparkles with up-to-the minute smartness of tonight's performance at the hungry i, Frisco basement bistro where he got his start and still favors. Thru his numerous TV network guestshots, personals at class clubs and his recent album releases, Sahl has built a legion of followers. To them, this album will be a "must."

Low-Price Children's Albums

A CHILD'S FIRST RECORD
Frank Luther—Vocallion VL 3625

There's plenty of sales potential in this attractive album by Frank Luther, particularly with its modest price tag. Tailored for the very small fry, the Luther-penned tunes deals with kiddie toys, games and childhood pets, with several tunes in each section. Luther has a warm, friendly manner that kids will love and adults will not find cloying. Could be pushed as an ideal gift item for shoppers seeking something that will appeal to moppet tastes.



Walt Disney's
story of
SLEEPING BEAUTY

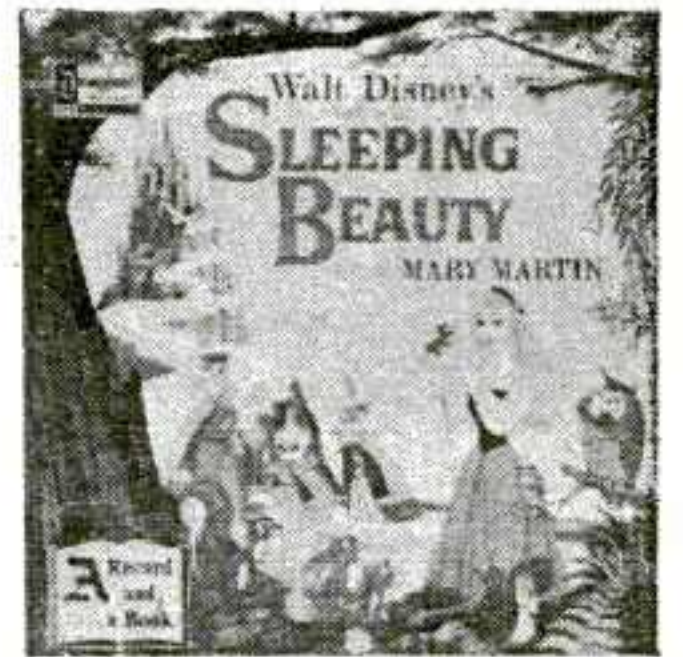
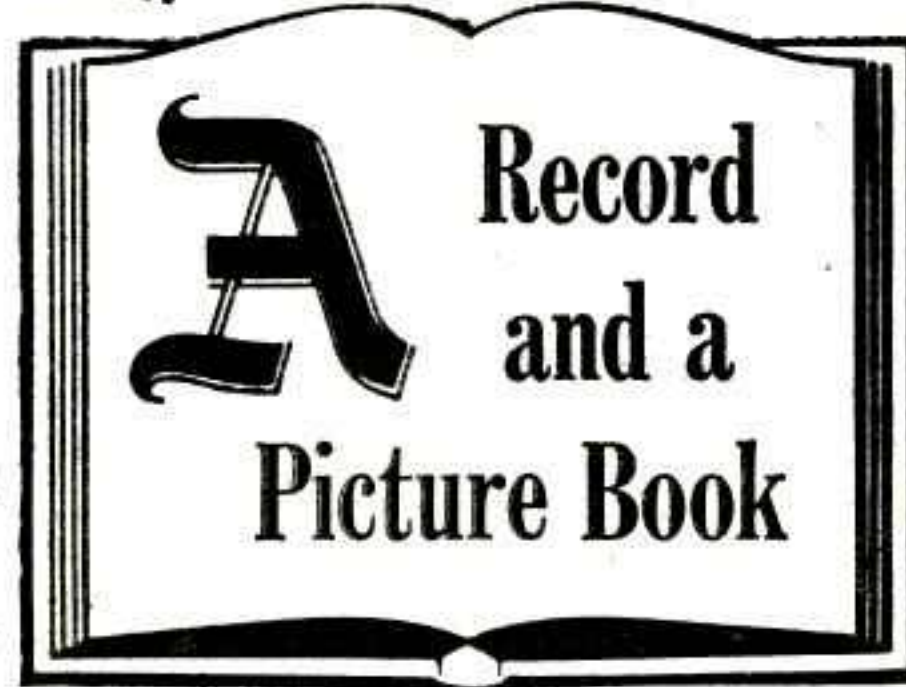
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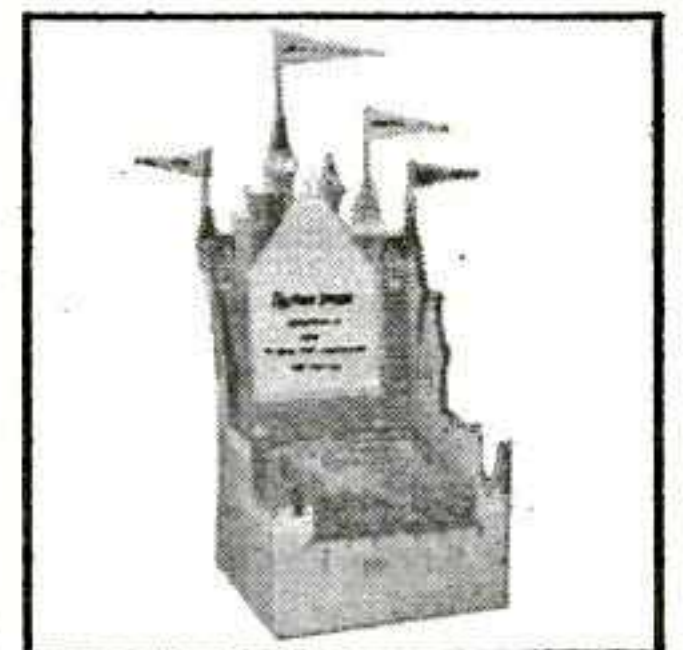
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A BILLBOARD PICK
1593 **SOMETHIN' ELSE—**
Cannonball Adderley
with Miles Davis

(courtesy Columbia Records)

Here's one of the outstanding jazz sets released in the past few months and perhaps one of the best of the year. An album that will be important to all jazz fans.

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- 1566 Swing and Soul—Lou Donaldson
- 1551 All Day Long—Jimmy Smith
- 1554/55 Orgy in Rhythm—Art Blakey
- 1562 The Stylings of Silver—Horace Silver Quintet
- 1881 Sonny Rollins at the "Village Vanguard"
- 1578 The Cooker—Lee Morgan
- 1577 Blue Train—John Coltrane

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Reviews and Ratings of New Popular Albums

Continued from page 28

brassy schmaltz, oom-pahed or fiddled by two European orks that are casually identified. Tunes include Continental evergreens like "España Waltz" and "Hunting Polka," and should attract buyers with a taste in the "Mitteleuropa" brand of musical entertainment. Liner notes are a general plug for the label, with no attempt to detail the performance here.

REFRAINS DE PARIS

Rene Albi, Piano & Ork; Jean-Pierre Hebrard; Sandro Baldy with Raymond Legrand Ork. Bruno BR 50052
Baritone Hebrard, who accompanies himself on the guitar, is simply tremendous in his renditions of tender and amusing ballads. He deserves an album all to himself. Disk also offers Albi's accomplished cocktail piano in a medley of familiar songs about the City of Light by Trenet and others, plus pleasant-voiced Baldy and the smooth arrangements of Raymond Legrand. A fine package for francophiles.

SHEER FLAMENCO!

Anita Sheer. Riverside RLP 12-829
Anita Sheer, one of the few women who can both play and sing flamenco material, comes thru very capably on this exciting new flamenco set. She studied under Carlos Montoya and Nino Pavon, and she shows on this set that she is extremely talented in the idiom. Tunes include sevillanas, jotas and fandangos, and the liner notes are literate and informative. A set that will interest all followers of flamenco guitar.

INTERNATIONAL ★★

CAFE DE PARIS

Raymond Jouart, Accordion & His Ensemble Musette. Bruno BR 50041
Accordianist Jouart is backed up by piano and rhythm section in a pleasant collection of waltzes, polkas, paso-dobles and jvas that barely withstand the sea voyage. Jacket blurb states jvas are currently in favor with Parisian apaches. From their soporific effect, the old left bank ain't what it used to be. Poor sound thruout.

PARIS JUKE BOX, VOL. 2

Eliane Lubin, Jean-Pierre Tutin with the Albi, Franca & Gonclaves Orks. Bruno BR 50045
Fans of current French pop tunes may dig this second album in the series on the Bruno label titled "Paris Juke Box." The tunes were all penned by Eliane Lubin and Jean-Pierre Tutin and sung by the writers, accompanied by various orks and combos. The material is light and popish, and altho they are sung in French their meaning is not too hard to follow.

QUEL CHA-CHA-CHA

Yvon Alain & Rene Albi, Their Pianos & Orks. Bruno BR 50037
Boleros, sambas and b.iaos as well as cha chas, including four Cugat compositions, make danceable sides in refined arrangements. Instrumentals have a French sound.

BAR PLEASANT MONDAIN

Raymond Legrand Ork. Bruno BR 50029
Danceable current French pops arranged neatly by Raymond Legrand, father of Michel. Attractive instrumentals, plus two sultry vocals by Simone Carlo, should please mood music fans.

LEGRAND AT LARGE

Raymond Legrand Ork. Bruno BR 50039
A most pleasant package of French pop and folk fare is presented by the Legrand ork via a series of spicy, imaginative arrangements. Several gimmicks are used to give the numbers a happy sound. It can appeal in this market.

INTERNATIONAL ★

PARIS JUKE BOX

Eloi Brothers, Guy Marly, Claude Rehaut with Raymond Legrand Ork. Bruno BR 50040

LOW-PRICE

LATIN AMERICAN ★★★

TANGO TIME

Pancho & His Ork. Vocalion VL 3619
From the vaults of the parent Decca label comes this collection of tango sides by Pancho and his ork. Tunes include "La Cumparsita," "Adios Muchachas" and other Latin favorites. They are played neatly by the Pancho crew and many low price LP customers will enjoy this set.

RELIGIOUS ★★★★★

HOLY, HOLY, HOLY

Richard Ellsasser, Organist. M-G-M E 3647
Twelve of the best-loved, traditional hymns are rendered with reverence and good taste by organist Richard Ellsasser. The pipe organ used, that of the John Hays Hammond Museum of Gloucester, Mass., is reputed to be the largest privately owned instrument of its type, and it provides a lovely tone to the works. Ellsasser has a considerable following who will be pleased by these quietly moving performances, which perhaps will best be appreciated as background for meditation or worship.

RELIGIOUS ★★★

YOUTH FOR CHRIST

Choir, Brass Band & Musicians Directed by Paul Mickelson. Word W 3055
Recorded at the YFC International Convention last July, this rally features gospel songs, marches for brass band, anthems with piano and choir, all sincere, stirring and informal. Strong outdoor feeling, but sound is good.

RELIGIOUS ★★

YES, GOD IS REAL

Frank Boggs. Word W 3046
Boggs is an accomplished baritone soloist who has a strong feeling for a spiritual. In this set, he accompanies himself on piano on a number of favorites, including "Deep River," "Steal Away," "Oh, Mary, Don't You Weep" and "Just a Closer Walk With Thee." Very satisfying listening for troubled souls in need of peace.

SOUND ★★★★★

JUNGLE MATING RHYTHMS

Chaino. Verve MG V 2104
Jungle drums have been beating a sales-spurring tattoo along the record front for several decades, but it has been the call of the hi-fi which has gotten members of the sound tribe restless for this kind of stuff. Chaino's ingenious rhythmic patterns and the album's sales provoking title should help drum up rather impressive business.

SOUND ★★★

A FAREWELL TO STEAM

Railroad Sounds. Hifirecord R 901
The steam locomotive lately has been riding the disk track more than its own rail bed. This album is a sentimental offering aimed at bringing a tear to the rail-roader's eyes. It's a sound documentary which records for all time the sad adieu to and era as the last Santa Fe steam-powered locomotive makes the Los Angeles-San Bernardino run. In light of other successful train sound sellers, this one should click.

SPIRITUAL ★★★★★

PACKING UP

The Ward Singers. Savoy MG 14020
The five famous Ward Singers are pictured in their colorful robes on the cover of this wild, and hard-driving, collection of gospel and revival songs. All of these numbers are gems, with certainly one of the most exciting being Marian Williams' lead solo on "Packing Up." As the first tune on the set would indicate, this is "Pure Gold."

SPOKEN WORD ★★★

THE TORCH IS BURNING

Franklyn MacCormack with Russ Garcia & Ork.
Franklyn MacCormack, master of the sacharin soliloquy, reads the love lyrics of a dozen standard ballads against a rich instrumental tapestry skillfully woven by Russ Garcia and his ork. It's slushy stuff but

tastefully done and is sure to stir the embers of nostalgia for those who fondly recall his "Moon River" nightly broadcasts.

SPOKEN WORD ★★

INTERVIEWS OF OUR TIMES

Fantasy 7001
Chuckle-spurring interviews a la exaggerated Bob & Ray should appeal to the comedy-seeking trade. Flashes of originality punctuate an otherwise so-so effort aimed at the off-beatnik market. Funniest and worth the cost of the album, is an interview with a real cool cat.

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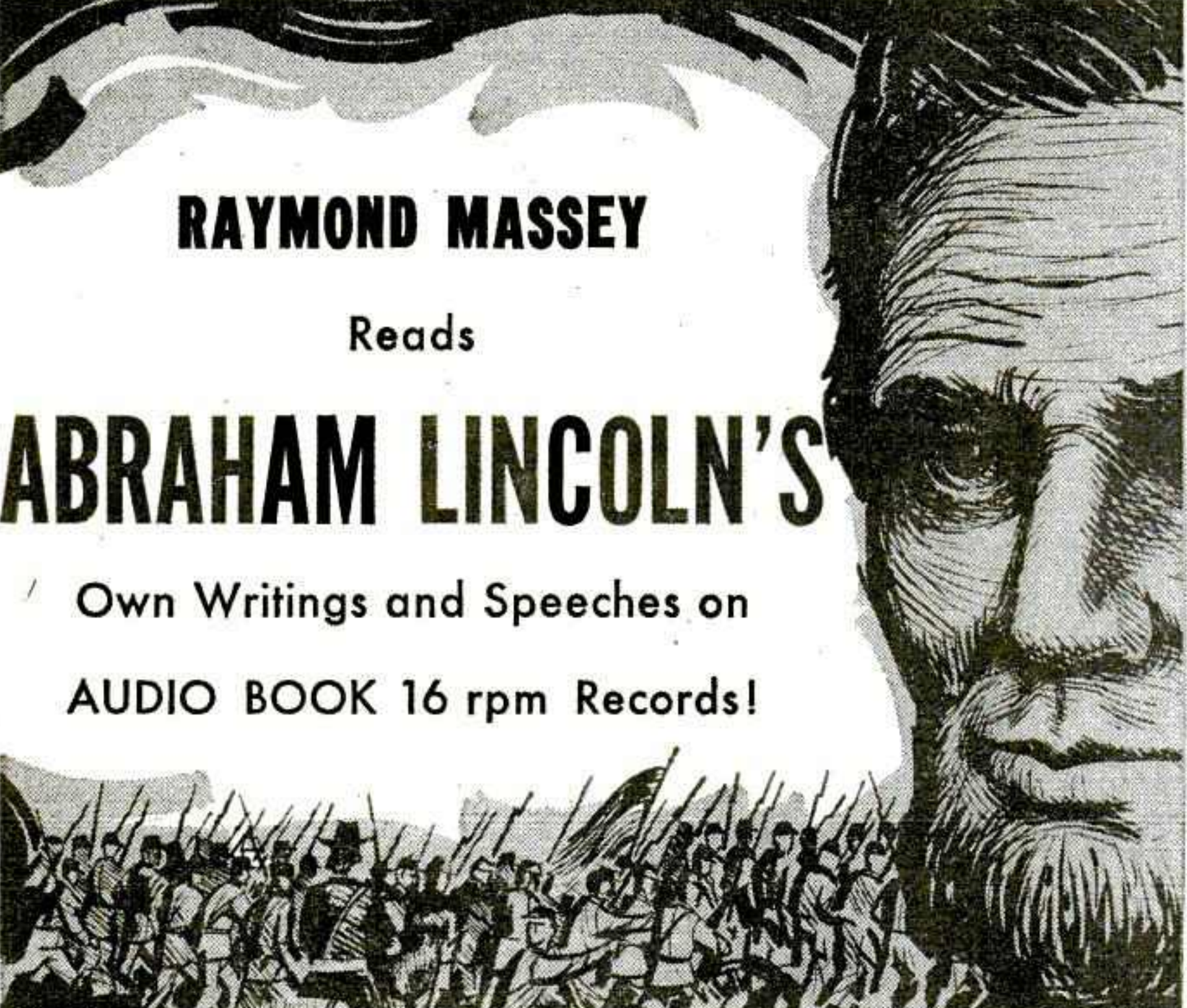
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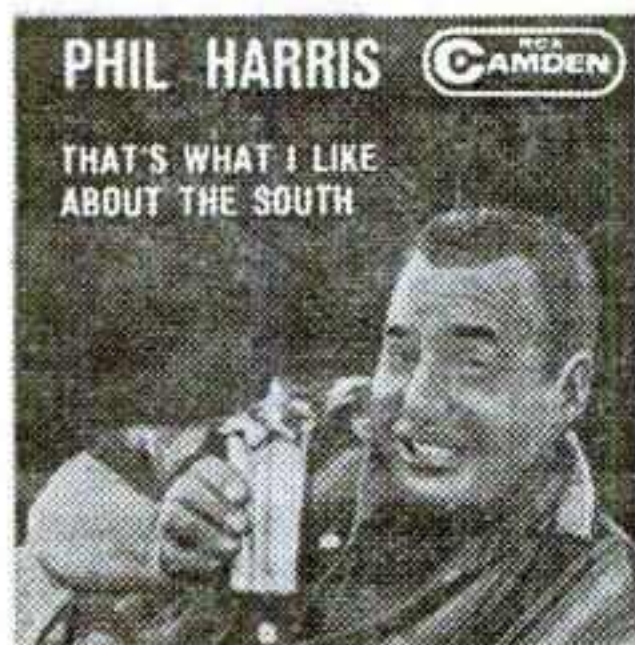
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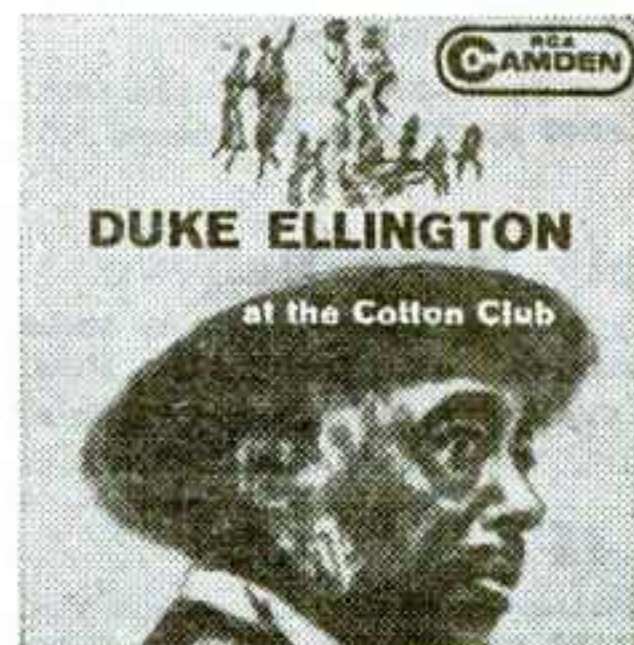
CAL-456. Phil Harris with all his best numbers: The Dark Town Poker Club, That's What I Like About the South, 10 others. Hi-fi sound!



CAL-457. RCA Camden's first Original Cast album. Stars PHIL SILVERS, NANETTE FABRAY. Papa, Won't You Dance with Me, and 7 others.



CAL-458. Beethoven's best-known piano sonatas, beautifully performed in New Orthophonic High Fidelity. Eye-catching cover, special liner notes.



CAL-459. The great Duke's first appearance on low-priced Camden. A jazz collector's item, including famous Ellington sides from a great era.



CAL-447. Another great Camden debut. All selections were runaway best-sellers as pop singles: Heart, Dungaree Doll, Fanny, 6 others.



CAL-444. AL GOODMAN triumphs again, this time with Jerome Kern's great musical, "Roberta." Show was a smash on TV this fall!



CAL-450. Covers opera, concert stage, and popular music. Includes Friml's Some Day; Song of India, others. A sure hit!



CAL-454. The Three Suns present a gay package of favorites: Fiddle Faddle, Donkey Serenade, Perdido, Sleepytime Gal, plus 8 other winners.



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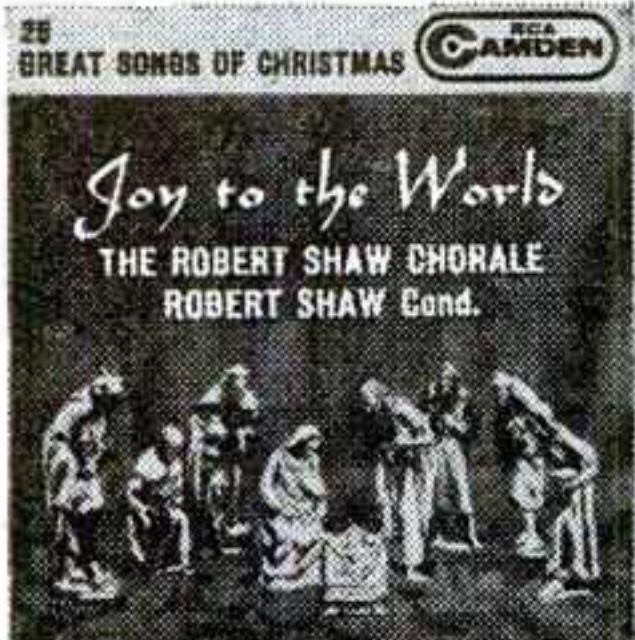
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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending October 18

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. It's All in the Game By Dawes and Sigman—Published by Remick (ASCAP) BEST SELLING RECORD: Tommy Edwards, MGM 12688.	1	9	6. Tea for Two Cha Cha By Vincent Youmans-Irving Caesar—Published by Harms (ASCAP) BEST SELLING RECORD: Tommy Dorsey Ork-Warren Covington, Decca 30704.	9	6
2. It's Only Make Believe By Conway Twitty & Nance—Published by Marielle (BMI) BEST SELLING RECORD: Conway Twitty, MGM 12677. RECORD AVAILABLE: Ray Rainwater, Debbie 101.	6	3	7. Bird Dog By Boudleaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1350. RECORD AVAILABLE: Don Woody, Dec 30277.	3	11
3. Topsy II By Battle-Durham—Published by Cosmopolitan (ASCAP) BEST SELLING RECORD: Cozy Cole, Love 50034.	4	4	8. Tears on My Pillow By Sylvester Bradford & Al Lewis—Published by Vanderbilt-Bonnie (ASCAP) BEST SELLING RECORD: Little Anthony & the Imperials, End 1027.	7	11
4. Tom Dooley By Dave Guard—Published by Beechwood (BMI) BEST SELLING RECORD: Kingston Trio, Cap 4049.	8	3	9. Volare (Nel Blu Dipinto Di Blu) By Domenico Modugno, F. Migliacci and M. Parish—Published by Robbins (ASCAP) BEST SELLING RECORDS: Dean Martin, Cap 4028; Domenico Modugno, Dec 30677. RECORDS AVAILABLE: Jesse Belvin, Vic 7310; Dalida, Verve 10146; Alan Dale, MGM 12699; Aurelio Fierro, Col 41223; Marty Gold, Kapp 232; J. J. Jones, Morocco 1002; Rosa Linda, Challenge 59016; Charles Magnante, Grand Award 1019; Umberto Marcato, Kapp 228; McGuire Sisters, Coral 62021; Nilla Pizza, Vic 7361; Nelson Riddle, Cap 4024.	5	13
5. Rock-In' Robin By J. Thomas—Published by Recordo (BMI) BEST SELLING RECORD: Bobby Day, Class 229.	2	10	10. Chantilly Lace By J. P. Richardson—Published by Glad (BMI) BEST SELLING RECORD: Big Bopper, Mer 71343.	11	5

Second Ten

11. Susie Darlin' By Robin Luke—Published by Congressional (ASCAP) BEST SELLING RECORD: Robin Luke, Dot 15781.	10	7	16. To Know Him Is to Love Him By Phillip Spector—Published by Warman (BMI) BEST SELLING RECORD: Teddy Bears, Dore 503. RECORDS AVAILABLE: Cathy Carr, Roulette 4107; Evelyn and Towers Kingsley, Cap 4069.	17	2
12. The End By Jimmy Krondes-Sid Jacobson—Published by Criterion (ASCAP) BEST SELLING RECORD: Earl Grant, Decca 30719.	13	5	17. The Day the Rains Came By Sigmund-Becaud—Published by Garland (ASCAP) RECORDS AVAILABLE: Dalida, Verve 10152; Raymond Le Fevre, Kapp 231; Jane Morgan, Kapp 235.	24	3
13. Near You By Craig Goell—Published by Supreme (ASCAP) BEST SELLING RECORD: Roger Williams, Kapp 233. RECORD AVAILABLE: Francis Craig, Dot 15159.	12	8	18. You Cheated By Don Burch—Published by Balcones (BMI) BEST SELLING RECORD: Shields, Dot 15805. RECORDS AVAILABLE: Del Vikings, Mer 71345; Slades, Domino 500.	15	7
14. Forget Me Not By Larry Martin-Larry Kolber—Published by Aldon Music (BMI) BEST SELLING RECORD: Kalin Twins, Decca 30745.	-	1	19. Lonesome Town By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545.	-	1
15. Little Star By Venosa-Picone—Published by Keel (BMI) BEST SELLING RECORD: Elegants, Apt 25005.	14	14	20. Mexican Hat Rock By John Sheldon—Published by Maryland (BMI) BEST SELLING RECORD: Applejacks, Cameo 149.	20	3

Third Ten

21. Pussy Cat By Sunny Skylar & Tom Glazer—Published by Paxton (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 7315.	23	3	25. Ten Commandments of Love By M. Paul—Published by Arc (BMI) RECORD AVAILABLE: Harvey & the Moonglows, Chess 1705.	-	1
22. I Got a Feeling By B. Knight—Published by Eric (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5545.	18	2	27. Patricia By Perez Prado—Published by Peer (BMI) RECORDS AVAILABLE: Morty Craft Ork, MGM 12672; Jerry Martin, Chock 106; Ray Peterson, Vic 7305; Perez Prado, Vic 7245.	-	17
23. Summertime Blues By Eddie Cochran & J. Capeheart—Published by American (BMI) RECORDS AVAILABLE: Eddie Cochran, Liberty 55144; Rene Hall Trio, Decca 48217.	21	7	28. How the Time Flies By Cole Porter—Published by Music Productions (ASCAP) RECORD AVAILABLE: Jerry Wallace, Challenge 59013.	-	2
24. Firefly By Carolyn Leigh-Cy Coleman—Published by Morris (ASCAP) RECORDS AVAILABLE: Tony Bennett, Col 41237; Mitt Mittens, Mira 110.	26	3	29. Just a Dream By Jimmy Clanton-C. Matassa—Published by Ace (BMI) RECORD AVAILABLE: Jimmy Clanton, Ace 546.	16	13
25. This Little Girl's Gone Rockin' By Garin-Curtis—Published by Leeds (ASCAP) RECORD AVAILABLE: Ruth Brown, Atlantic 1197.	-	1	30. For My Good Fortune By Blackwell-Stevens—Published by Roosevelt Music (BMI) RECORDS AVAILABLE: Pat Boone, Dot 15825; Mahalia Jackson, Col 41258.	30	2

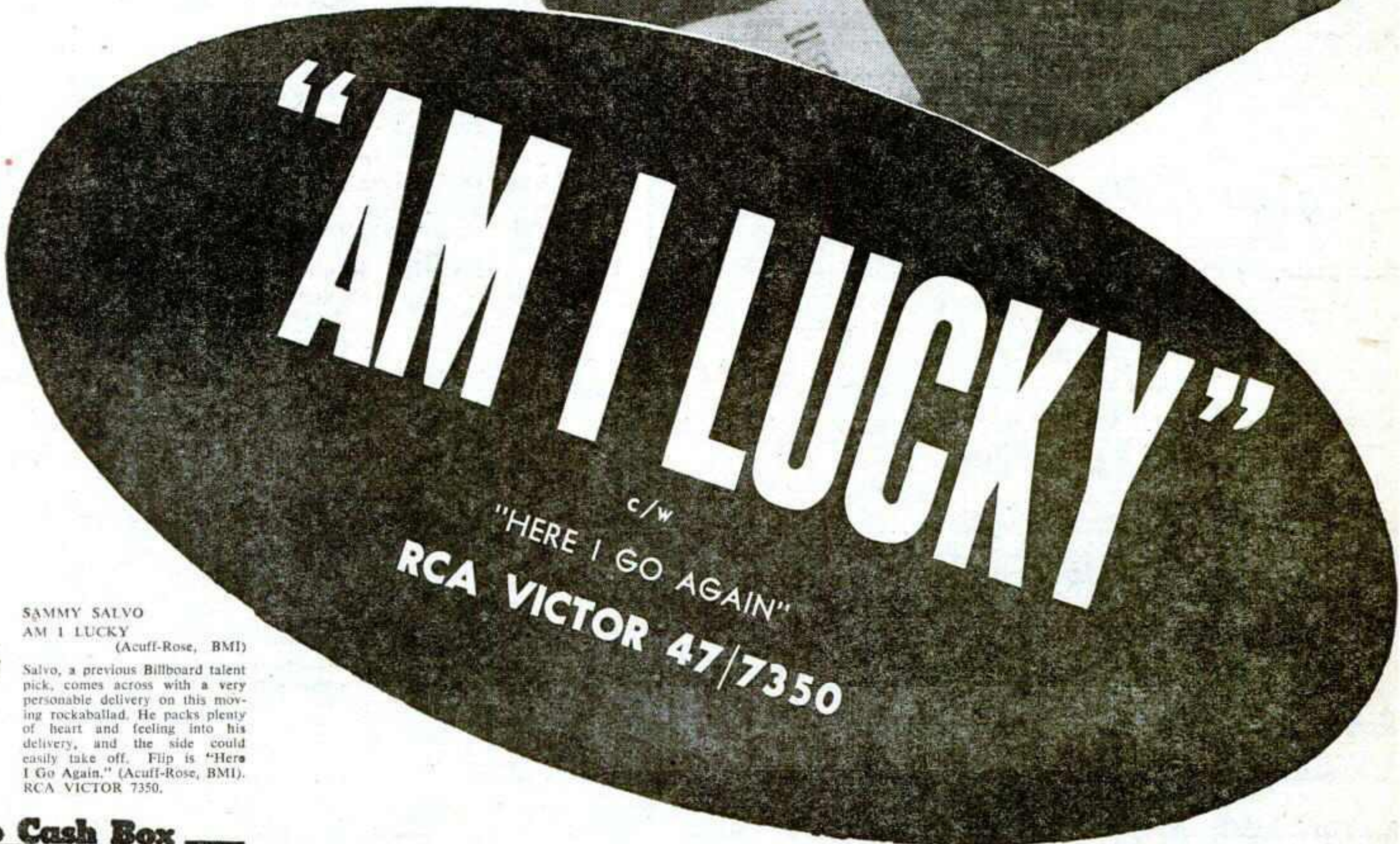
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The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

Announcing
A HIT!

SAMMY SALVO

singing



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.

The Cash Box Sleeper of the Week

"AM I LUCKY" (2:02) (Acuff-Rose BMI-Salvo)
SAMMY SALVO (RCA VICTOR 7350)

Sammy Salvo, a talented songster on the brink of stardom, could make the grade with his latest Victor pressing, "Am I Lucky." Ably accompanied by a vocal combo called the Jubilaires, Sammy chants a catchy romantic rock-a-ballad that could meet with vast teenage approval. Lad has a great sound on this platter. Keep a tab on it.



RCA VICTOR
RADIO CORPORATION OF AMERICA



The Billboard

HOT 100

FOR THE WEEK
ENDING
NOVEMBER 2

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
1	1	1	1	IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	10
20	16	5	2	IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	7
37	17	8	3	TOM DOOLEY	Kingston Trio, Capitol 4049	5
22	13	3	4	TOPSY II	Cozy Cole, Love 50034	10
3	2	2	5	ROCK-IN' ROBIN	Bobby Day, Class 229	13
6	4	7	6	TEARS ON MY PILLOW	Little Anthony & the Imperials, End 1027	12
2	3	4	7	BIRD DOG	Everly Brothers, Cadence 1350	13
8	9	9	8	TEA FOR TWO CHA CHA	Tommy Dorsey Ork-Warren Covington, Decca 30704	9
7	5	6	9	SUSIE DARLIN'	Robin Luke, Dot 15781	12
15	11	10	10	CHANTILLY LACE	Big Bopper, Mercury 71343	13
13	7	11	11	THE END	Earl Grant, Decca 30719	7
75	62	35	12	★ FORGET ME NOT	Kalin Twins, Decca 30745	5
5	8	13	13	LITTLE STAR	Elegants, Apt 25005	13
4	6	12	14	VOLARE (Nel Blu Dipinto Di Blu)	Domenico Modugno, Decca 30677	13
56	40	16	15	TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dora 503	6
10	10	14	16	NEAR YOU	Roger Williams, Kapp 233	11
16	15	15	17	YOU CHEATED	Shields, Dot 15805	10
—	—	86	18	★ LONESOME TOWN	Ricky Nelson, Imperial 5545	2
34	29	22	19	PUSSY CAT	Ames Brothers, RCA Victor 7315	5
9	12	23	20	SUMMERTIME BLUES	Eddie Cochran, Liberty 55144	13
40	27	17	21	MEXICAN HAT ROCK	Applejacks, Cameo 149	7
68	41	36	22	★ THE TEN COMMANDMENTS OF LOVE	Harvey & the Moon Glows, Chess 1705	7
—	70	21	23	I GOT A FEELING	Ricky Nelson, Imperial 5545	3
50	38	57	24	★ THIS LITTLE GIRL'S GONE ROCKIN'	Ruth Brown, Atlantic 1197	7
11	18	24	25	HOW THE TIME FLIES	Jerry Wallace, Challenge 59013	11
48	25	27	26	THE DAY THE RAINS CAME	June Morgan, Kapp 235	6
78	55	46	27	★ TOPSY I	Cozy Cole, Love 50034	7
54	23	26	28	FOR MY GOOD FORTUNE	Pat Boone, Dot 15825	6
12	14	19	29	JUST A DREAM	Jimmy Clanton, Ace 546	13
23	20	29	30	FIREFLY	Tony Bennett, Columbia 41237	8

★ THE STAR PERFORMER designation shows the outstanding upward changes of position in The Hot 100 since last week's chart. Its purpose merely is to provide quick visual identification of the sides which moved up most dramatically or to new entries which first entered the chart at an unusually high position.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
95	78	44	31	★ QUEEN OF THE HOP	Bobby Darin, A&O 6127	4
39	39	18	32	THE SECRET	Gordon MacRae, Capitol 4033	7
60	46	28	33	CALL ME	Johnny Mathis, Columbia 41269	5
74	52	34	34	WITH YOUR LOVE	Jack Scott, Carlton 483	5
27	24	30	35	NO ONE KNOWS	Dion & the Belmonts, Laurie 3015	10
51	61	33	36	THERE GOES MY HEART	Joni James, M-G-M 12706	7
17	22	20	37	PROMISE ME, LOVE	Andy Williams, Cadence 1351	9
—	—	72	38	★ A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	2
44	32	40	39	LA-DO-DADA	Dale Hawkins, Checker 900	9
41	33	50	40	★ WIN YOUR LOVE FOR ME	Sam Cooke, Keen 2006	13
55	50	43	41	BABY FACE	Little Richard, Specialty 648	7
21	19	25	42	DEVOTED TO YOU	Everly Brothers, Cadence 1350	12
92	76	47	43	NEED YOU	Donnie Owens, Guyden 2001	4
86	63	48	44	LEAVE ME ALONE	Dickey Doo & the Don'ts, Swan 4014	5
88	88	64	45	★ ALL OVER AGAIN	Johnny Cash, Columbia 41261	4
71	69	70	46	★ GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7330	5
57	79	53	47	HIDEAWAY	Four Esquires, Paris 520	6
46	48	39	48	FIBBIN'	Patti Page, Mercury 71359	6
97	83	65	49	★ THE BLOB	Five Blobs, Columbia 41250	5
—	—	51	50	POOR BOY	Royal Tones, Jubilee 5338	2
25	36	61	51	★ ITCHY TWITCHY FEELING	Bobby Hendricks, Sue 706	13
73	47	32	52	THE HULA HOOP SONG	Georgia Gibbs, Roulette 4106	4
26	28	37	53	TREASURE OF YOUR LOVE	Eileen Rodgers, Columbia 41214	10
14	21	42	54	BORN TOO LATE	Poni Talls, ABC-Paramount 9934	13
99	74	38	55	THE HULA HOOP SONG	Teresa Brewer, Coral 62003	4
84	80	99	56	★ COME ON, LET'S GO	Ritchie Valens, Del Fi 4106	6
—	97	59	57	NON DIMENTICAR	Nat King Cole, Capitol 4056	3
19	34	54	58	CAROL	Chuck Berry, Chess 1700	10
35	44	31	59	GEE, BUT IT'S LONELY	Pat Boone, Dot 15825	6
—	87	66	60	LOVE MAKES THE WORLD GO 'ROUND	Perry Como, RCA Victor 7353	3

★ THE STAR PERFORMER designation shows the outstanding upward changes of position in The Hot 100 since last week's chart. Its purpose merely is to provide quick visual identification of the sides which moved up most dramatically or to new entries which first entered the chart at an unusually high position.

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

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

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

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	74	61		PLEASE LOVE ME FOREVER	Tommy Edwards, M-G-M 12688	2
24	31	63	62		MY TRUE LOVE	Jack Scott, Carlton 462	13
—	85	69	63		GUAGLIONE	Perez Prado, RCA Victor 7337	3
31	35	41	64		DOWN THE AISLE OF LOVE	Quin-Tones, Hunt 321	11
63	58	58	65		NINE MORE MILES	Georgi Young, Cameo 150	6
62	67	68	66		LOOK WHO'S BLUE	Don Gibson, RCA Victor 7330	5
—	—	—	67	★	THE DAY THE RAINS CAME	Raymond LeFevre, Kapp 231	1
—	—	76	68		LETTER TO AN ANGEL	Jimmy Clanton, Ace 551	2
—	—	—	69	★	I'LL WAIT FOR YOU	Frankie Avalon, Chancellor 1026	1
—	86	77	70		FALLIN'	Connie Francis, M-G-M 13713	3
65	53	45	71		NO ONE BUT YOU	Ames Brothers, RCA Victor 7315	5
—	—	—	72	★	I'LL REMEMBER TONIGHT	Pat Boone, Dot 15840	1
18	30	78	73		PATRICIA	Perez Prado, RCA Victor 7245	13
79	77	62	74		THUNDER ROAD	Robert Mitchum, Capitol 3986	7
58	65	67	75		SHE WAS ONLY SEVENTEEN	Marty Robbins, Columbia 41208	13
29	37	55	76		SOMEBODY TOUCHED ME	Buddy Knox, Roulette 4082	13
70	75	75	77		THE WAYS OF A WOMAN IN LOVE	Johnny Cash, Sun 302	10
69	73	56	78		HOOPA HOOLA	Betty Johnson, Atlantic 2202	4
30	26	60	79		ARE YOU REALLY MINE?	Jimmie Rodgers, Roulette 4090	13
42	51	52	80		I WISH	Platters, Mercury 71353	7
100	92	71	81		JUST YOUNG	Andy Rose, A&M 100	4
—	—	—	82	★	WALKING ALONG	Diamonds, Mercury 71366	1
—	—	90	83		WHAT DO I CARE	Johnny Cash, Columbia 41251	2
59	59	87	84		WHEN I GROW TOO OLD TO DREAM	Ed Townsend, Capitol 4048	5
—	89	94	85		GO CHASE A MOONBEAM	Jerry Vale, Columbia 41238	3
—	—	96	86		CIMARRON	Billy Vaughn, Dot 15836	2
85	84	85	87		BLUE-RIBBON BABY	Tommy Sands, Capitol 4036	9
—	—	—	88	★	LOVE IS ALL WE NEED	Tommy Edwards, M-G-M 12722	1
—	—	—	89	★	MR. SUCCESS	Frank Sinatra, Capitol 4070	1
—	—	98	90		JEALOUS HEART	Tab Hunter, Warner Bros. 5008	2

THE BILLBOARD'S BEST BUYS

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

POP

- COME ON, LET'S GO **Ritchie Valens**
(Marna, BMI) Framed (Quintet, BMI) Del Fi 4106
- LOVE IS ALL WE NEED **Tommy Edwards**
(Sheldon, BMI) Mr. Music Man (Yukon, ASCAP) M-G-M 12722
The above are previous Billboard Spotlight picks.
- A LOVER'S QUESTION **Clyde McPhatter**
(Eden-Progressive, BMI) I Can't Stand Up Alone (Marpal, BMI) Atlantic 1199
- THE DAY THE RAINS CAME **Raymond LeFevre**
(Maurice, ASCAP) Butter Fingers (Maurice, ASCAP) Kapp 231
- WALKING ALONG **The Diamonds**
(Maureen, BMI) Eternal Lovers (Marks, BMI) Mercury 71366
- GO CHASE A MOONBEAM **Jerry Vale**
(Witmark, ASCAP) Around the Clock (Reis, ASCAP) Columbia 41238
- MR. SUCCESS **Frank Sinatra**
(Barton ASCAP) Sleep Warm (Sands, ASCAP) Capitol 4070

C&W

NO SELECTIONS THIS WEEK

R&B

NO SELECTIONS THIS WEEK

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
28	43	49	91		STUPID CUPID	Connie Francis, M-G-M 12683	13
76	60	91	92		YOU CHEATED	Slades, Domino 500	11
43	66	92	93		VOLARE (Nel Blu Dipinto Di Blu)	Dean Martin, Capitol 4028	13
—	—	—	94		MANDOLINS IN THE MOONLIGHT	Perry Como, RCA Victor 7353	1
—	—	—	95		SOMEDAY	Jodie Sands, Chancellor 1023	1
—	—	—	96		BIG DADDY	Jill Corey, Columbia 41202	2
—	—	—	97		TUNNEL OF LOVE	Doris Day, Columbia 41252	1
—	81	80	98		JUST YOUNG	Paul Anka, ABC-Paramount 9956	3
36	45	81	99		SUMMERTIME, SUMMERTIME	Jamies, Epic 9281	11
61	54	97	100		THE GREEN MOSQUITO	Gene-Rockers, United Artists 139	10

Jerry WALLACE

follows his smash—

"HOW THE TIME FLIES"

-with-

"ALL MY LOVE BELONGS TO YOU"

and

"DIAMOND RING"

#59027



CHALLENGE
Sparton Records • Canada

The Billboard HOT C & W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	1	1	CITY LIGHTS	Ray Price, Columbia 41191	2
—	—	2	2	ALONE WITH YOU	Faron Young, Capitol 3982	2
—	—	6	3	THE WAY OF A WOMAN IN LOVE	Johnny Cash, Sun 302	2
—	—	4	4	BLUE BOY	Jim Reeves, RCA Victor 7266	2
—	—	3	5	SQUAWS ALONG THE YUKON	Hank Thompson, Capitol 4017	2
—	—	17	6	PICK ME UP ON YOUR WAY DOWN	Charlie Walker, Columbia 41211	2
—	—	13	7	TUPELO COUNTY JAIL	Webb Pierce, Decca 30711	2
—	—	30	8	ALL OVER AGAIN	Johnny Cash, Columbia 41251	2
—	—	14	9	GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7330	2
—	—	8	10	HALF A MIND	Ernest Tubb, Decca 30685	2
—	—	9	11	ALL GROWN UP	Johnny Horton, Columbia 41210	2
—	—	19	12	WHAT DO I CARE?	Johnny Cash, Columbia 41251	2
—	—	24	13	WOULD YOU CARE?	Jim Edward, Maxine and Bonnie Brown, RCA Victor 7311	2
—	—	15	14	THAT'S THE WAY I FEEL	Faron Young, Capitol 4050	2
—	—	5	15	YOU'RE THE NEAREST THING TO HEAVEN	Johnny Cash, Sun 302	2
—	—	23	16	INVITATION TO THE BLUES	Ray Price, Columbia 41191	2
—	—	20	17	TOUCH AND GO HEART	Kitty Wells, Decca 30736	2
—	—	—	18	JEALOUSY	Kitty Wells, Decca 30662	1
—	—	7	19	BIRD DOG	Everly Brothers, Cadence 1350	2
—	—	10	20	FALLING BACK TO YOU	Webb Pierce, Decca 30711	2
—	—	25	21	LOOK WHO'S BLUE	Don Gibson, RCA Victor 7330	2
—	—	—	22	I HATE MYSELF	Faron Young, Capitol 4050	1
—	—	—	23	I WILL	Ferlin Husky, Capitol 4046	1
—	—	22	24	HEY, SHERIFF	Rusty and Doug, Hickory 1083	2
—	—	11	25	MY BABY'S GONE	Louvin Brothers, Capitol 4055	2
—	—	16	26	TALK TO ME, LONESOME HEART	James O'Gwynne, D 1006	2
—	—	26	27	BLUE BLUE DAY	Don Gibson, RCA Victor 7010	2
—	—	28	28	HEY, MR. BLUEBIRD	Ernest Tubb and Wilburn Brothers, Decca 30610	2
—	—	18	29	LONELY ISLAND PEARL	Johnnie and Jack, RCA Victor 7324	2
—	—	27	30	GUESS THINGS HAPPEN THAT WAY	Johnny Cash, Sun 295	2



The Big

New BEAT

Record Smash

Pretend Cha Cha
RALPH MARTERIE

and his Marlboro Orchestra

COUPLED WITH
FLIGHTY
MERCURY 71379



SOLID SELLING HITS

Walking Along
THE DIAMONDS

71368

FLAMINGO
L'Amore
THE GAYLORDS

71369

Chantilly Lace
BIG BOPPER

71343

Prisoner Of Love
BILLY ECKSTINE

71372



TODAY'S HIT TRADEMARK

ALL HITS!

THE PLAYMATES
BEEP BEEP
R-4115

JULIUS LA ROSA
LET NATURE TAKE ITS COURSE
UNTIL HE GETS A GIRL
R-4110

PATTI and MARGIE
NO NO BABY
R-4111

TONY BRENT
GIRL OF MY DREAMS
R-4113

JIMMY NABORS
THERE'S NO TOMORROW
R-4105


VALERIE CARR
BAD GIRL
R-4092

JIMMY BOWEN
BLUE MOON
R-4102

The Billboard HOT R & B SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	5	1	TOPSY II	Cozy Cole, Love 50034	2
—	—	3	2	IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	2
—	—	2	3	TEARS ON MY PILLOW	Little Anthony and the Imperials, End 1027	2
—	—	4	4	WIN YOUR LOVE FOR ME	Sam Cooke, Keen 32006	2
—	—	1	5	ROCK-IN' ROBIN	Bobby Day, Class 229	2
—	—	7	6	HOLD IT	Bill Doggett, King 5149	2
—	—	10	7	I'M GONNA GET MY BABY	Jimmy Reed, Vee Jay 298	2
—	—	17	8	A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	2
—	—	8	9	IT DON'T HURT ANYMORE	Nappy Brown, Savoy 1551	2
—	—	9	10	TEN COMMANDMENTS OF LOVE	Harvey and the Moonglows, Chess 1705	2
—	—	14	11	CLOSE TO YOU	Muddy Waters, Chess 1704	2
—	—	18	12	CAROL	Chuck Berry, Chess 1700	2
—	—	13	13	YES, I WANT YOU	Ivory Joe Hunter, Atlantic 1191	2
—	—	11	14	LITTLE BOY BLUE	Bobby (Blue) Bland, Duke 196	2
—	—	12	15	MY LIFE	Chuck Willis, Atlantic 1192	2
—	—	16	16	BABY FACE	Little Richard, Specialty 645	2
—	—	23	17	KEY TO THE HIGHWAY	Little Walter, Checker 904	2
—	—	6	18	DOWN THE AISLE OF LOVE	Quin-Tones, Hunt 321	2
—	—	24	19	TELL IT LIKE IT IS	Little Willie John, King 5147	2
—	—	15	20	CHANTILLY LACE	Big Bopper, Mercury 71343	2
—	—	30	21	THE END	Earl Grant, Decca 30719	2
—	—	21	22	LITTLE STAR	Elegants, Apt 35005	2
—	—	27	23	YOU CHEATED	Shields, Dot 15805	2
—	—	19	24	SUMMERTIME BLUES	Eddie Cochran, Liberty 85144	2
—	—	—	25	BIRD DOG	Everly Brothers, Cadence 1350	1
—	—	26	26	SUSIE DARLIN'	Robin Luke, Dot 15781	2
—	—	20	27	ITCHY TWITCHY FEELING	Bobby Hendricks, Sue 706	2
—	—	28	28	JUST A DREAM	Jimmy Clanton, Ace 546	2
—	—	—	29	WHY ME?	Ruth Brown, Atlantic 1197	1
—	—	25	30	IT'S SO FINE	Lavern Baker, Atlantic 3001	2

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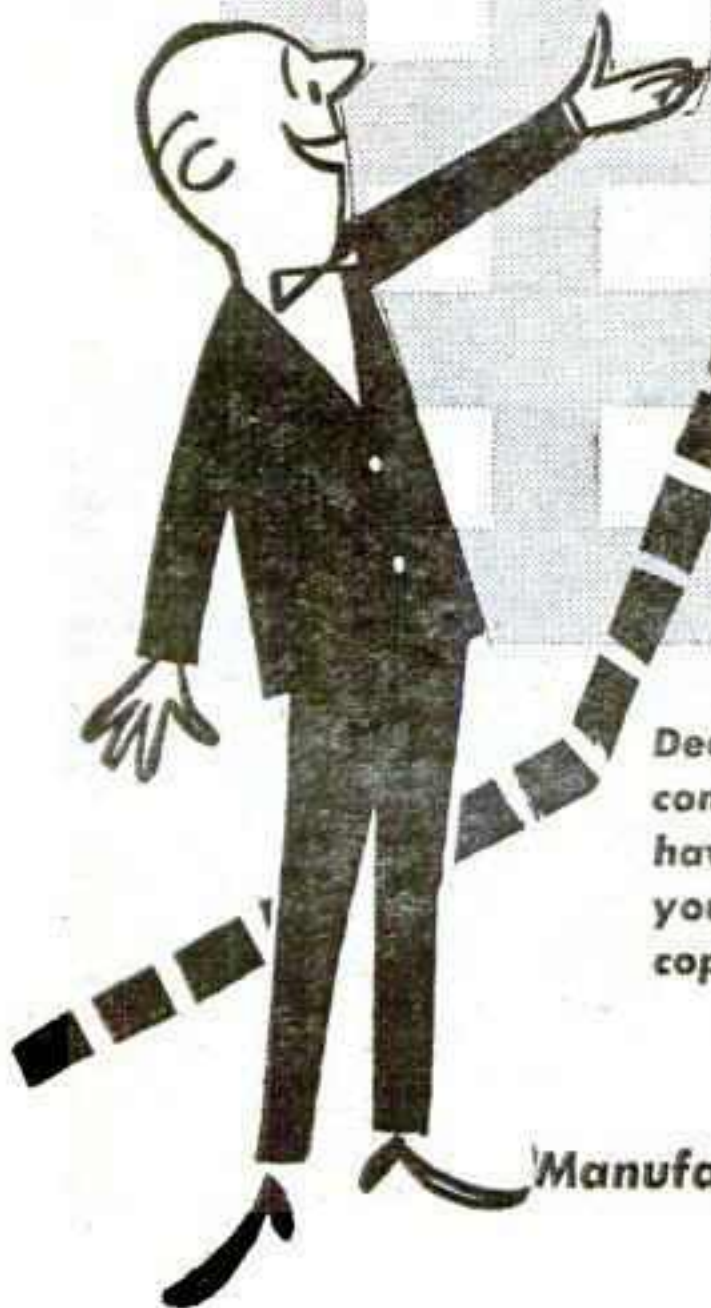
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• Best Selling Sheet Music in U. S.

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

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

• Best Selling Sheet Music in Britain

(For week ending October 18)

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

• Best Selling Pop Records in Britain

(For week ending October 18)

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

This Week		Last Week
1.	STUPID CUPID/CAROLINA MOON—Connie Francis (MGM)	1
2.	MOVE IT—Cliff Richard (Columbia)	3
3.	COME PRIMA—Marino Martini (Durium)	9
4.	KING CREOLE—Elvis Presley (RCA)	2
5.	BIRD DOG—Everly Brothers (London)	6
6.	BORN TOO LATE—Poni-Tails (HMV)	5
6.	IT'S ALL IN THE GAME—Tommy Edwards (MGM)	12
8.	A CERTAIN SMILE—Johnny Mathis (Fontana)	8
9.	VOLARE—Dean Martin (Capitol)	4
10.	MAD PASSIONATE LOVE—Bernard Bresslaw (HMV)	10
11.	POOR LITTLE FOOL—Ricky Nelson (London)	11
12.	MORE THAN EVER—Malcolm Vaughn (HMV)	17
13.	WESTERN MOVIES—Olympics (HMV)	16
14.	HOOTS MON—Lord Rockingham's XI (Decca)	—
15.	WHEN—Kalin Twins (Brunswick)	7
16.	VOLARE—Marino Marini (Durium)	15
17.	SOMEDAY—Jodie Sands (HMV)	18
18.	VOLARE—Domenico Modugno (Oriole)	12
19.	REBEL ROUSER—Duane Eddy (London)	—
20.	MOON TALK—Perry Como (RCA)	—

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ABC 9963	FAKE OUT Frankie Sardo	CAMEO RING Sonny Vito	ABC 9958
ABC 9962	OHO AHA Frank Verna	A THIEF Danny & The Juniors	ABC 9953
ABC 9965	CAN'T HELP LOVIN' DAT MAN Shorty Allen	I LOVE YOU SO The Internationals	ABC 9964
ABC 9961	CHA CHA CHERIE Enric Madriguera	SNEAKY ALLIGATOR The Ellis Brothers	ABC 9954

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

CLASSICAL ★★★★★

TCHAIKOVSKY: SYMPHONY NO. 4
The Philharmonia Orch. (Schippers). Angel
35443

Twenty-nine-year-old Schippers does many fine things in this reading. He has an insight into the symphony's delicacy and lyricism. His phrasing here is very expressive, and his control of the orchestra is excellent, except for occasional overloud brasses. But some of the spirit and brilliance of the work is muted. Competition is razor-sharp.

BRUCKNER: SYMPHONY NO. 8
The Berlin Philharmonic Orch. (Von Karajan). (2-12") Angel 3576 B

A distinguished addition to the growing list of Bruckner works available in first-rate recordings. The large-scale work (the composer considered it his best) is given a large-scale, romantic reading by Von Karajan, with the Scherzo emerging as a particularly beautiful orchestral creation. Attractively boxed in somber colors, with a thoro — but readable — set of liner notes by Mosco Carner.

CLASSICAL ★★★

**SONGS BY GRIEG AND
RICHARD STRAUSS**

Anse Nordmo Loeberg, Soprano, with
Robert Levin & Gerald Moore, Pianists.
Angel 35590

The soprano, soon to make her Metopera debut, reveals a clear, fresh, powerful voice equipped admirably for the eight Strauss lieder and the nine Norwegian songs from Flagstad's repertory. Handsomely packaged with texts, the album is a strong U. S. wax debut with superior accompaniments.

BRAHMS: SYMPHONY NO. 1
The Royal Philharmonic Orch. (Kletzki).
Angel 35619

Beautiful interpretation on the romantic symphony can attract, despite heavy competition. Sound is excellent. Contrasts in fourth movement, especially, show Kletzki's obvious feeling for the work. There are

several other potent recordings available, but there is definitely a market for this.

THE CELLIST'S HOUR

Pierre Fournier, Cello, with Gerald Moore,
Piano. Angel 35599

An ominous album of transcriptions and original works by Bach, Haydn, Rimsky-Korsakov and Saint-Saens, among others. The French cellist gets graceful, airy results with his light touch in selections that fit his style, altho his technique is something less than fastidious. As usual, Moore's support leaves nothing to be desired. Fine typography on jacket.

CLASSICAL ★★

SCHUBERT: PIANO SONATAS, VOL. 1
Beveridge Webster, Pianist. M-G-M E
3711

Webster demonstrates the technical finish and straightforward approach which he has shown in recital in the C Minor Op. Post. and the E Flat Major Op. 122. The some may prefer a more lyric conception to the pianist's dignified manner, scholars and music lovers will welcome this first disk in M-G-M's projection edition of all Schubert's piano sonatas. No competition to speak of.

WALTON: FACADE SUITES, JOHANNESBURG FESTIVAL, PORTSMOUTH POINT, CROWN IMPERIAL, ORB AND SEPTRE

The Philharmonia Orch. (Walton). Angel
35639

The witty, bubbling charm of "Facade" is known to many thru its service as the score for one of the Royal Ballet's (Sadlers' Wells) most popular numbers. The others are more traditionally "British" in feeling—particularly the Coronation marches, which are practically trimmed in ermine—and lack the universality of the ballet score. Under the composer's baton, the performances by the Philharmonia are bright and lively.

LOW-PRICE SEMI-CLASSICAL ★★

BLUE DANUBE

Ronnie Munro Ork. Richmond B 20015
Good wax for chains, supermarkets and dealers in low-price field. Repertoire includes many of the popular Viennese waltzes, well done, but without that big symphony sound. Included are title piece, "Emperor Waltz" and "Artists' Life."

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

JAZZ ★★★★★

PAL JOEY - JAZZ IMPRESSIONS

Kenny Drew Trio. Riverside RLP 1112
STEREO & MONAURAL

Effective stereo technique heightens listening values of these tasteful, smartly-styled jazz treatments of memorable Rodgers and Hart standards from the stage and movie versions of "Pal Joey"—"Bewitched, Bothered and Bewildered," "The Lady Is a Tramp," etc. Drew's delicate, modern pianistic are heard to excellent advantage, while Wilbur Ware on bass and Philly Joe Jones on drums turn in fine backing.

JAZZ ★★★

ZONKY!

Buddy Charles & Ace Harris. Audio Fidelity AFLP 1876

The piano duo presents a group of pop and jazz tunes in listenable fashion. The jazz approach, if it may be termed so, is more or less mainstream. Sound is excellent. Rhythm accompaniment backs the piano stylings. As a sound demonstration disk or pop-jazz set, it can attract. Good cover shot of artists.

CALLIN' THE BLUES

Tiny Grimes with J. C. Higginbotham.
Prestige 7144

Blues is the feature in Grimes' first outing for the label. The guitarist is backed by Higginbotham on trombone, R. Bryant, piano; W. Marshall, bass and Osie Johnson on bass in the four-track package. Set can appeal to a wide range of buffs. "Airmail Special" is a fine demo band. Tempos are funky and up.

SOULTRANE

John Coltrane with Red Garland. Prestige 7142

A quieter Johnny Coltrane is noticeable on this new waxing. He turns in some soulful solos, only once ripping in with the driving style that had been his trade-mark, supported by pianist R. Garland, P. Chambers on bass and A. Taylor on drums. "Good Bait" and "Theme for Ernie" are the best of the originals, and "Russian Lullaby" features the swinging Trane.

FARMER'S MARKET

Art Farmer Quintet with Hank Mobley & Kenny Drew. Prestige 8263

Art Farmer gets a chance to show off his warm and intelligent style on this new release. He turns in some pleasant, if not especially noteworthy readings of a group of original jazz items, including the somewhat familiar "Farmer's Market." H. Mobley on tenor, K. Drew on piano, A. Farmer on bass and E. Jones on drums complete the cast. Farmer's many fans will dig this set.

BIG DIXIE

Harry Zimmerman & Ork. Hi-Fi record R 608

STEREO & MONAURAL
Dixieland loses much of its warmth and tightly-knit texture when it's given the big band blowup. Its characteristic free-swinging style sounds fenced in by arrangements. But even Dixie must yield to progress and hi-fi's demands for the big, full sound. Aside from these inherent shortcomings, the musicianship here is tops, and the big sound they deliver is excellently recorded to show off any hi-fi or stereo rig to its fullest advantage. And that'll sell 'em.

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"JO JO GUNNE"
CHUCK BERRY
Chess 1709

"SO FAR AWAY"
THE PASTELS
Argo 5314

"WALKING ALONG"
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Argo 5316

**"A HOUSE, A CAR &
WEDDING RING"**
b/w
"MY BABE"
Checker 906

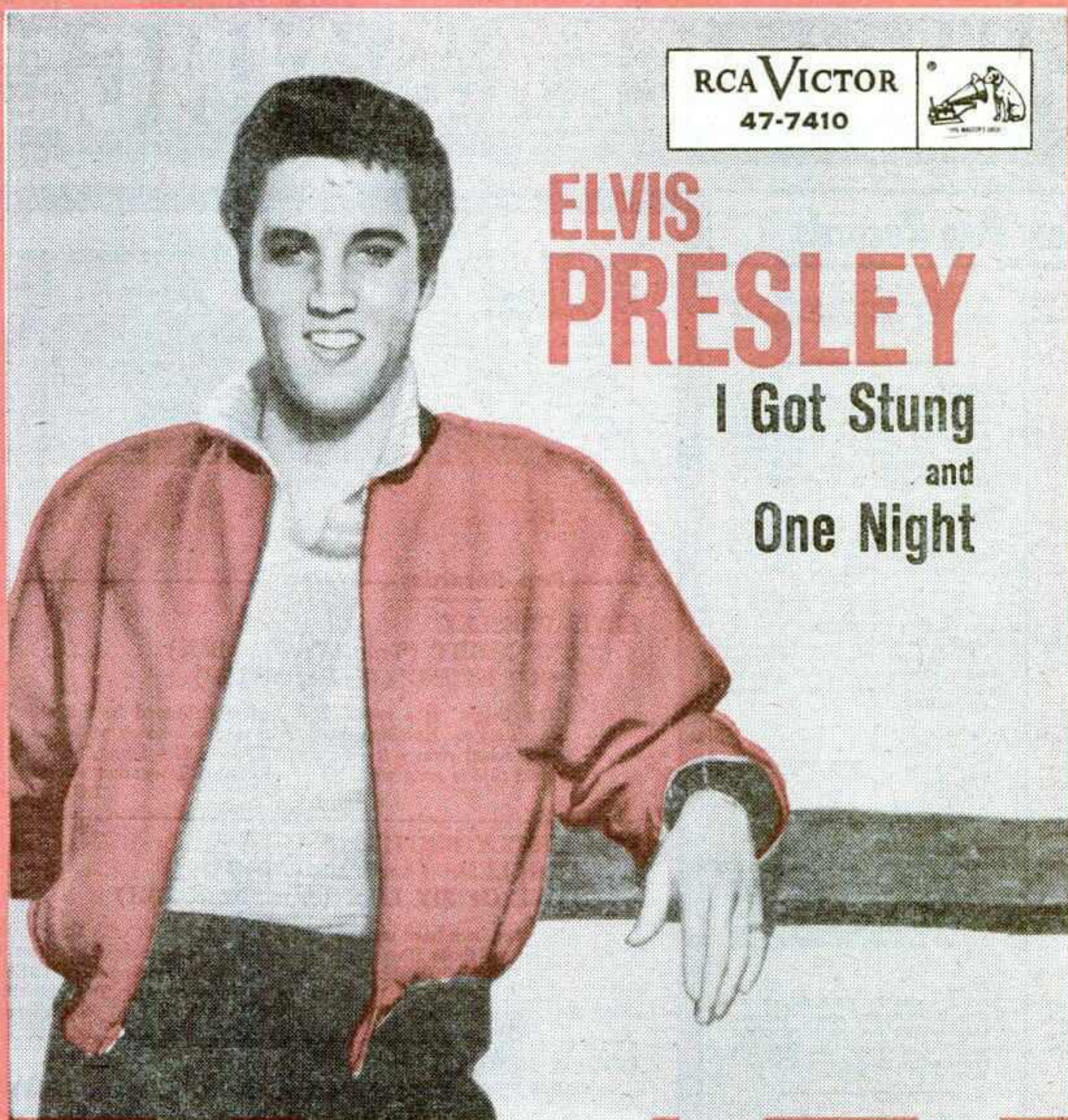
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The Girl Next Door	Secret Love
I Wish I Knew	Squatty Roo
	That's All



**ELVIS
PRESLEY**

**I Got Stung
and
One Night**

NEW

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I GOT STUNG / ONE NIGHT
47/7410



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The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

EDDIE COCHRAN
C'Mon Everybody 82
 LIBERTY 55166 — Uptempo blues receives a bright, breezy reading by the lad over pounding combo support. Side has a lot of drive and could grab coins. (Metric, BMI)

Don't Ever Let Me Go....78
 Listenable ballad is sung with much heart by the lad over warm, celestial type backing. Flip has more power. (American, BMI)

BAME COOKE
Blue Moon 81
 KEEN 2008—Warmly tender reading of the great standard. Strong contender. (Robbins, ASCAP)

Love You Most of All....77
 Pleasant warbling tint of folk-flavored ditty. Flip, tho, appears side to watch. (Hermosa, BMI)

DOMENICO MODUGNO
Come Prima 81
 DECCA 30777—Pretty Italian import is given a strong warble by the "Volare" cat. Vocal is in Italian. Light ork backing accompanies the good vocal. It has a chance. (A.M.A., ASCAP)

Strada N' Foss....76
 Light medium-beater was formerly coupled with "Io." Flip appears top side. (Leeds, ASCAP)

BUDDY HOLLY
Heartbeat 81
 CORAL 62051—Calypso type is nicely delivered by the artist with good string backing. Tune tells of a lad whose heart skips a beat when his chick comes into view. It could happen. (Nor Va Jak, BMI)

Well . . . All Right....80
 Minor-key rockabilly is given Holly's usual fine outing. Performance matches that on flip, and potential appears similar. (Nor Va Jak, BMI)

THE TOMMY DORSEY ORK
STARRING WARREN COVINGTON
I Want to Be Happy Cha Cha 80
 DECCA 30790 — The Dorsey crew, now on top with a big hit, could have another big one here with this swinging cha cha version of the standard. This could burst loose. (Harms, ASCAP)

Satan Takes a Holiday....76
 Tune, waxed by the original Dorsey crew years ago, is handed a good reading by the current Dorsey crew under Warren Covington. Another good side. (Lincoln, ASCAP)

JACKIE WILSON
Lonely Teardrops 80
 BRUNSWICK 55105—Jackie Wilson pulls out all the stops on his emotion-packed reading of Latinish effort that moves all the way. He is backed by a group of chicks who wail. Watch it. (Pearl, BMI)

In the Blue of the Evening....76
 The fine standard receives an attractive ballad reading from Wilson that is filled with heart. Should get spins, but top side appears stronger. (Shapiro-Bernstein, ASCAP)

THE FLAMINGOS
That Love Is You 80
 END 1035—A deeply soulful ballad reading. Lead shows much spirit and the backing moves nicely. This side's worth watching. (Regent, BMI)

Lovers Never Say Goodbye....76
 A slow, meaningful ballad is handled with dedication by the group with fem chorus backing. A pleasant side. (Ivy-Gee, BMI)

THE WEBTONES
My Lost Love 80
 M-G-M 12724—A deeply philosophical message here is presented in slow rocking tempo with a big fiddle backing. Chanting is dedicated, and the disk could easily move out. Watch this one. (Cranford, BMI)

Walk, Talk and Kiss....72
 A bouncing rocker a la the old Haley style. Flip offers more. (Cranford, BMI)

UMBERTO
Come Prima 78
 KAPP 245—Umberto does the pretty tune ballad style in Italian. Lush strings accompany the warm vocal. Good prospects, despite other current versions. (A.M.C., ASCAP)

Fantastica....78
 Haunting ballad is given an attractive reading by the artist with romantic ork backing. Light, rhythm side can move well. (B.I.E.M.)

FRANCOIS CHARPIN TRIO
El Rancho De Maria 78
 KAPP 243—Vocal is in French on the cute ranchero-type with a Continental flavor. Good deejay material. (Cromwell, ASCAP)

Bambino....78
 Italian folk song is warbled in French by Charpin. Rhythmic performance provides good jockey wax. (Raphael, ASCAP)

JESSE BELVIN
Pledging Me Love 78
 RCA VICTOR 7387—The old Johnny Ace hit is undergoing several current revivals. Belvin has a smooth, rockaballad approach on the pretty tune. It could step out. (Wemar & Lion, BMI)

Funny....76
 Funky outing by the artist on the oldie is given fine chorus and ork backing. Solid chanting effort should draw jock spins and loot. Tune is a bluesy ballad. (Chappell, ASCAP)

THE CHANTONES
Five Little Numbers 78
 CARLTON 485—This starts with the dialing and ringing of a phone followed by some chanted observations about the lady's phone number. (Sound, ASCAP)

It Was Just a Summer Love....76
 Nice group harmonies on a pretty shuffle-pace ballad. Topical theme can create teen interest. Flip appears a bit stronger. (D. Jones, BMI)

LITTLE WILLIE JOHN
Why Don't You Haul Off and Love Me 78
 KING 5154—The artist handles the rocker in solid fashion. Tune is the old country and pop hit. Strong side can get both pop and r.&b. action. (Lois, BMI)

All My Love Belongs to You....75
 Tune has also been waxed recently by Jerry Wallace. This is also a good side that should offer strong competition. (Lois, BMI)

CLIFFIE STONE
I Don't Want to Walk Without You...77
 CAPITOL 4079—This side features the Billy Liebert Choir in a most appealing choral reading of the oldie, assisted by Cliffie Stone and ork. A good jock side that could create interest. (Paramount, ASCAP)

Maybe....76
 A fine oldie gets a pleasant treatment by Stone in a dual-sax harmony style a la Billy Vaughan. Leibert group comes in for a nice wrap-up chorus. More good jock wax. (Robbins, ASCAP)

JO STAFFORD
Hibiscus 77
 COLUMBIA 41281—Rhythmic ditty is given a salable chant by the artist. It's a danceable side that can attract teen buys. Tune has a slight country flavor. Fine deejay item. (Melrose, ASCAP)

Lazy Moon....74
 The thrush presents a cute reading of one of the tunes from "Goldilocks." It's a cute novelty effort that should garner lots of jockey spins. (Ankerford, ASCAP)



----- Pop Records -----

ELVIS PRESLEY
ONE NIGHT (Tranis-Presley, BMI)
I GOT STUNG (Gladys, ASCAP)

"One Night" is a rockaballad that is delivered in the artist's usual smash style. Excellent New Orleans-type backing with the emphasis on plucked strings is effective. Flip, "I Got Stung," is a rockabilly effort that is sung with vigor and drive. Tri-market appeal.
 RCA Victor 7210



THE EVERLY BROTHERS
PROBLEMS (Acuff-Rose, BMI)
LOVE OF MY LIFE (Acuff-Rose, BMI)

The brothers have another likely two-sided click with their great warbling on these fine sides. "Problems" is a rockabilly, done with a "Bo Diddley" rhythm. "Love" is a warm reading of a Latin-tinged medium-beater. Both tunes are by the Bryants. Top potential.
 Cadence 1355



CHUCK BERRY
SWEET LITTLE ROCK AND ROLL (Arc, BMI)
JOE JOE GUN (Arc, BMI)

Berry has two hot sides to follow up "Carol." Top tune is similar to "Sweet Little Sixteen." Berry handles the rocker-blues in his form. Flip, "Joe Joe Gun," is a novelty rocker about a cat who lives in the jungle and has encounters with various beasts. Strong r.&b. prospects
 Chess 1709



MARTY ROBBINS
AIN'T I THE LUCKY ONE (Acuff-Rose, BMI)
THE LAST TIME I SAW MY HEART (Famous, ASCAP)

Robbins follows his "She Was Only Seventeen" with two sock readings. "Ain't I" is a country-flavored rockabilly which the artist sings against fine string backing. "The Last Time" is a pretty three-quarter melody with a Spanish flavor. Both sides can click in pop and c.&w. marts.
 Columbia 41282



LITTLE ANTHONY AND THE IMPERIALS
SO MUCH (January, BMI)
OH YEAH (Real Gone, BMI)

"So Much" is somewhat along the lines of "Tears on My Pillow." Anthony's fine vocal is given listenable group support. Tune is a rockaballad. "Oh Yeah" is a brighter tune in the rocker groove that also has a money sound. Two likely pop-r.&b. clicks.
 End 1036



BILLY DAWN
SUSIE, WE GOOFED AGAIN (Winneton, BMI)

The new artist has a fine sound on the rockabilly-styled ditty. The side has drive and rhythm. It's already getting action in some areas. Cat could have a winner with his first effort. Flip is "This Is Real."
 Roncom, ASCAP. Coed 504



BILLY GRAMMER
GOTTA TRAVEL ON (Sanga, BMI)

The lad delivers the folkish ballad with feeling. Bright, cheerful backing with banjos featured helps sell the side. Disk is moving well in Southern marts, and it figures to break thru nationally. Flip is "Chasing a Dream" (Combine, BMI). It's being handled thru London Records.
 Monument 400



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AND **PARADISE**

METRO K20002



• **Reviews of New Pop Records**

• Continued from page 45

'Bluebird' type tune with a fetching do-do-wah backing by the fem vocal group. Another good performance by Chapman. (Robin Hood, BMI)

THE FIVE CHORDS

Don't Just Stand There 75
JAMIE 1110—Slow, deliberate ballad in a bluesy groove. Fervent vocal by the lead is nicely assisted by the group. Group is telling that they want action. It can cop coin in both pop and r.&b. marts. (Robey, ASCAP)

Love Is Like Music.... 74
Honking tenor introduces this happy rocker. It's a rhythmic and danceable side, but flip appears more potent. (Eastwick, BMI)

MALCOLM DODDS

This Is Real 75
DECCA 30766—Tune out on a few other labels, is sung nicely by Dodds over good rhythm backing. Side could get some action, if exposed. (Roncom, ASCAP)

I'll Always Be With You.... 73
Pretty ballad is sung with emotion by Malcolm Dodds on this pleasant waltz. (Broadway, ASCAP)

PETE MANN

High Heel Tennis Shoes 75
POPLAR 113—Pete Mann bows on the label with a bright reading of a clever novelty item. It could get plays. (Jell, BMI)

I Followed My Heart.... 73
New lad on the label sells this up-tempo effort nicely, backed sharply by the ork and vocal chorus. (Jell, BMI)

JIMMY SCOTT

I May Never 75
SAVOY 1548—Scott wraps up flavo-some rockaballad in an effective vocal. (Savoy, BMI)

What?.... 73
Scott packs plenty of emotion into meaningful reading of poignant rockaballad. (Savoy, BMI)

JO-ANN KING

Bigger Than Texas 75
RCA VICTOR 7378—From the forthcoming flick, "Mardi Gras," comes this driving rock and roller which is handed a happy, up-tempo reading by the thrush. (Fest, ASCAP)

Cha Cha Choo Choo.... 73
Attractive train song is sung in happy fashion by the lass over a snappy cha cha backing. (Towne, ASCAP)

LILLIAN BRIGGS

Hey! Ba-Ba-Re-Bop 75
SUNBEAM 114—The Lionel Hampton oldie is given new excitement by chick, group and organ. A highly listenable, danceable rocker, with some coin indicated. (Leeds, ASCAP)

I've Got Your Heart.... 73
Rockaballad finds thrush adopting Mae West style with fair results. (Indano, ASCAP)

TONY MARTIN

She Serves a Nice Cup of Tea 75
RCA VICTOR 7376—A clever tune by Sid Wayne and Bix Reichner is in the "Hernando's Hideaway" pattern. Martin gives it a pleasant go which is definitely good jock material. Side gets a good choral assist. (Alamo, ASCAP)

Lolita.... 71
Martin is on the ballad kick here, employing his crooning style to the Latin tune Flip would have an edge here. (Warren, BMI)

ALAN ARKIN

Dody Lee 74
ARROW 737—Alan Arkin comes thru with a listenable vocal on this moody tune with a touch of country feeling. Arrangement is good and side has a chance if exposed. (Graphic, BMI)

900 Miles.... 74
Train tune with a gospel feel receives a strong vocal from Arkin over a vocal chorus and good combo support. Arkin sings well and could make some impress. (Sanga, BMI)

LITTLE BUDDY

Let's Make Love 74
NRC 010—Little Buddy bows on the label with a song about school, or rather about the teacher he is in love with at school. Record is cute. (Gam, BMI)

Love Me, Shirley Lee.... 74
On this side the young singer comes thru with a listenable reading of bright bouncer in which he proclaims his love for Shirley Lee. (Gam, BMI)

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Spotlight Winners of the Week . . .

Continued from page 45

Pop Disk Jockey Programming

LEROY HOLMES ORK
IN A PERSIAN MARKET
 (Bosworth & Belwin, ASCAP)
SPANISH ROCK (Haworth, ASCAP)

The orkster has a bright colorful sound in his up-beat treatment of "Persian Market." The old tune takes on attractive new life in this swingin' version. "Spanish Rock" is a rhythmic adaptation of the "Habanera" theme from "Carmen." Smart sides are great jockey material.



C & W Talent

SLIM DUSTY
THE PUB WITH NO BEER (Lawrence, BMI)

Strong performance by the Australian artist on the folkish theme makes for interesting and different wax. Pop jocks could also take to this. The cat has a real way with a lyric. Flip is "walkin' On My Way" (Nicholson's Pty., Ltd.) Capitol 4077



R & B Records

NO SELECTIONS THIS WEEK.

PAGE CAVANAUGH TRIO

I'll Remember April74
 LEEDS 778—Hip-styled new lyrics to lovely standard are chanted with showmanly phrasing by trio and a tasteful, attractive beat. Smart jockey wax. (Leeds, ASCAP)

All Or Nothing at All74
 The boys accord a similar hip-lyric treatment and catchy tempo to another great standard. Also a sock turntable entry. (Leeds, ASCAP)

THE SCARLETS

Dear One74
 EVENT 4287—The r.&b. hit of a few seasons ago is handed a smart rockaballad reading by the crew with pounding piano triplets prominent in support. It can attract in pop and r.&b. markets. (Ark, BMI)

I've Lost74
 Rockaballad is done in similar fashion to the flip. It's a pretty tune that can attract with exposure. Tune is adapted from "La Mer." (Bob Dan, BMI)

JUANITA HALL

Jack Daniel74
 COUNTERPOINT 009 — The artist renders this folkish ditty with jazz ork support. It's a fine side with lots of honking tenor in support. It has a slight spiritual flavor. Good jockey side. (Serena, ASCAP)

A Good Man Is Hard to Find74
 The oldie is done in Dixie style. Another good side for jocks. (Mayfair, ASCAP)

LITTLE ANTHONY GUARDINE

Must Be Falling In Love74
 SAVOY 1552—Lively vocalizing by leader and group on bouncy, fast-moving rhythm-rocker. (Ninny, BMI)

You74
 Guardine wails plaintively on moving rockaballad. Dual market appeal. (Ninny, BMI)

BUZZ CLIFFORD

For Always74
 BOW 308 — The chanter sells this moody ballad nicely over warm rockaballad support by a vocal chorus and combo. Lad has a good feel. (Lowell, BMI)

Piddle73
 Buzz Clifford sings this up-tempo rocker with spirit over a swinging backing. Style is rather dated. (Graphic, BMI)

FRANKIE VAUGHAN

One Thing Led to Another74
 COLUMBIA 41279 — Vaughan gives this a mildly rocking treatment with the help of a chorus of fems. Pleasant side. (Roncom, ASCAP)

So Happy in Love73
 Vaughan opens with a la-la-la chorus and then breaks into the title line. Nice backing by Wally Stott ork. (Pickwick, ASCAP)

KENNY LEE MARTIN

The Rock Keeps Rollin' On74
 DECCA 30754—A good idea for a tune and Martin gives it an okay

reading. Good bright guitar backing with hand-clapping sounds. Can catch spins. (Daniels, ASCAP)

The Shape I'm In73
 The cat's in terrible shape, since he can't sit and he can't stand. He's all shook up and Martin has the rockabilly sound. Moderate chances. (Roosevelt, BMI)

BERNIE WAYNE ORK

The Telegraph Operator and the Chorus Girl74
 ABC-PARAMOUNT 9967—This has the staccato sound of dots and dashes built around a rhythmic "chorus girl" theme. Cute image music wax which again can appeal to programmers. (Peer, BMI)

The Cool Caballero73
 A flashy little Latinish piece with pizzicato strings and piano intermingling thru the instrumental side. Appealing jock side. (Marks, BMI)

THE GOOFERS

Scotch on the Rocks74
 PORT 70006 — Interesting bagpipe sounds are the feature of this rocker with a Scotch folkish melody. Bridge is in straight rocker tempo with tenor sax taking the lead. It merits jockey play. (Melhedd, ASCAP)

The Head Hunter73
 Side begins with jungle sounds and a cat yelling a la Tarzan. Sounds are repeated thruout the instrumental side. Some jock interest. (Roncom, ASCAP)

ENZO STUARTI

Come Prima74
 UNITED ARTISTS 149—Tune has several waxings. Stuarti's platter will be facing other strong versions. Nice sound by the lad on the pretty import. (A. M. C., ASCAP)



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My Blue Heaven73
 Peepy rendition of the oldie marks the artist's first on this label. Cheerful backing assists. Fair prospects. (Felt, ASCAP)

spirit by the Rockingham crew. (Southern, ASCAP)

Blue Train72
 Medium beat rocker is played neatly by the group. Flip is louder. (Southern, ASCAP)

LORD ROCKINGHAM'S XI

Hoot's Mon74
 LONDON 1839 — Rocker with a touch of the heather is played with

THE GALANES BROTHERS

Ting a Ling a Tango74
 LEEDS 777—First release on Leeds (Continued, on page 48)

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GENE ALLISON

VeeJay 299

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I'M GONNA GET MY BABY 1 ★
 Jimmy Reed, Vee Jay 298

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and
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CUB K9009

JIMMY WILLIAMS
ONE MORE TIME
and
LAUGH AWAY

CUB K9017

• Reviews of New Pop Records

• Continued from page 47

Music's new label spotlights infectious Cuban-American tango ditty with nice dance tempo and good chanting by trio. Spinnable wax. (Leeds, ASCAP)

Fire in the Night...73
Stirring English-lyric version of German bolero is accorded strong vocal treatment by group. (Leeds, ASCAP)

DONALD SIMPSON
Save Me Your Love...74
MAJOR 1002—Personable reading of enthusiastic rocker with overtones of Little Richard in Simpson's delivery. (Grandwealth, BMI)

Woe-Oh Baby...72
Appealing rendition of rockaballad, but flip is better side. (Grandwealth, BMI)

ANDY & THE GIGOLOS
The Bug...74
UNIVERSAL 10158—Exuberant vocalizing by Andy on a bouncy, raucous rhythm tune with a solid, danceable beat. (Vince Rego, BMI)

Flying High...72
Strong sax work marks this catchy instrumental rocker. (Vince Rego, BMI)

THE HI-FIVES
Lonely...74
DECCA 30744—A tone of dedication to a chick done by the group with a roving guitar backing in a Latinish rocking beat. Song winds up with an Italian lyric bk. Has a chance. (Jason, BMI)

What's New... What's New?...72
A gently rocking hymn of tragedy by the group. Lead has something of the meshuga sound. Flip has more of the commercial sound. (Aldon, BMI)

BOBBY & HIS ORBITS
Bandstand Dancing...74
SEECO 6005—Slow rocker with country flavor discusses TV dance parties. Good job by group, strong backing. (Garlock, BMI)

Felicia...72
Bobby's own pounding rocker gets a strong reading from him, plus sweet whistling. (Garlock, BMI)

JERRY STONE
My Baby...74
FREEDOM 44002—Ingratating performance by Stone and group on attractive r.&r.-styled rhythm tune. Freedom is Liberty's new subsidiary label. (Metric, BMI)

It's Heaven...72
Feelingful vocalizing by warbler and group on pretty pop-ish ballad. (Kix, BMI)

THE BELVEDERES
Suzanne...74
DOT 15852—An old waltz gets a nice sound in this new instrumental reading which employs a choral backing without lyrics. (Dena, ASCAP)

Hey Honey...72
Chick group gives this an enthusiastic sound, but flip has a bit more interest. (Juke Box Alley, ASCAP)

THE PLANETS
Sharin' Lockers...74
NU-CLEAR 7422—The young lovers share adjacent lockers in school. This is the beginning of a romance according to this rockabilly ditty. It can move. (Nu-Clear, BMI)

I Need You So...71
Bluesy rockaballad is done in so-so fashion by the youngsters. Flip appears better side. (St. Louis, BMI)

THE PEPPER POTS
Coffee And...74
CRYSTAL 10055—A calypsoish approach contains a cute enough message about what happens at the end of the big date. Nice arrangement frames the teen-slanted message. Could catch spins. (Brandon, ASCAP)

Fly Pretty Baby...78
An okay medium beater develops a good rhythmic sound by the group, with a honking backing. Watch the flip, however. (Fredrick, BMI)

NORMAN BROOKS
Bella Madeleine...73
SCOPE 501—Putting a new lyric to "Alouette" makes a cute rocker, with Brooks, noted for his Jolson mimicry, carrying the Jolson voice into his own reading. (Interdisc, BMI)

Bluebird of Happiness...73
Rockaballad version of this evergreen is nicely handled by chanter and choir, with Brooks sounding startlingly like Jolson again. Disk is to be re-

released on the GB label. (Harms, ASCAP)

JUNIOR DEAN
Surrender...73
MIKE 7328—Moving rockabilly delivery by Dean on okay rockaballad. Merits play. (Renown, BMI)

Chick Chick...73
Pounding beat marks this rockin' rockabilly ditty with commendable warbling stint. (Renown, BMI)

FRITZ & JERRY
Pad...73
RIP 202—Another good version of this instrumental, this time as a slow rocker for strong results. (Lizann, BMI)

Rat Race...71
Driving rocker makes an attractive instrumental. (Lizann, BMI)

SANDY RICHARDS
They...73
RIP 203—Inspirational rockaballad gets intense performance from Richards. Fair potential. (Saracen & Warman, BMI)

How Long...71
Rockaballad boasts a mellow job from chanter. (Saracen & Maryjane, BMI)

IRVING ASHBY
Rock-A-Chu...73
KNIGHT 2004—Instrumental with an unusual rhythm pattern. Horns join the ensemble midway, but much of the arrangement is made up of strings. (Travis, BMI)

Feelin' Blue...78
A relaxed, bluesy instrumental which catches a mood. (Travis, BMI)

JOEY ROGERS
They Didn't Believe Me...73
NU-CLEAR 1300—The Jerome Kern standard is done as a rockaballad. Smooth approach by the group on the lovely tune. With exposure this might start something. (Harms, ASCAP)

Jeanine...69
Trite rendition of a so-so rockaballad. Flip is the side. (Nu-Clear, BMI)

THE ROMANS
Wild Ideas...72
M. M. I. 1238—Emotional rendition of the lead states that he gets wild ideas when he dances with his chick. Rest of the crew offers listenable support. Also possible r.&b. coin. (Clockus, BMI)

Uh Huh...72
Rocker is sold with lots of vocal gimmicks by the boys to fair effect.

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b/w
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King 5154

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King 5157

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Prospects appear similar to flip. (Clockus, BMI)

MIKE FIGLIO
 How Do I Know? . . . 72
 PAYSON 105—Bouncy ballad with beat is given a cheerful warble by the lad with group and plucked string backing. Pleasant side can attract. (Henry, BMI)

More Than Anything . . . 72
 Rockabilly blues is handled with appeal by Figlio. He has a slight Buddy Holly sound on this side. Potential appears similar to flip. (Henry, BMI)

JOHNNY ANGEL
 Starlight . . . 72
 POWER 250—A slow ballad reading with gently rocking backing. The boy

sings with a good bit of feeling. (Admiration, BMI)

The Story of Love . . . 71
 An emotional ballad, again with the rocking beat behind it. (Admiration, BMI)

PAT RICHMOND
 Honey Bee Baby . . . 72
 VULCO 1500 — Folkish rocker is nicely handled by chanter for warm results. (Sherlyn-Pent, BMI)

Don't Stop the Rockin' . . . 70
 Rocker gets a refined performance from Richmond. (Sherlyn-Pent, BMI)

JOHN SUHR
 Hey Hey, Sugar Baby . . . 72
 WEEREBEL 101—Blues rocker gets an effortless reading from good chanter. (D & K, BMI)

Maybe I Do . . . 70
 Ballad fails to impress. (D & K, BMI)

CAPRI SISTERS
 Run-A-Round . . . 72
 DOT 15851—A bouncy reading by the gals has a bright sound. Worth spins. (Aldon, BMI)

Hawaiian Sway & Honolulu . . . 70
 This is a dance idea, applied to the Hawaiian kick. Might get some TV jockey interest. (Vernon, ASCAP)

JUDY HARRIET
 Tall Paul . . . 72
 SURF 5027—A rocker with a folk quality. The thrush gets off a spirited vocal here, with a male voice chiming in for effect. Unusual material. (Music World, BMI)

So Young . . . 67
 The thrush sings a romantic lyric to the melody of La Paloma. Pleasant. (Lealani, BMI)

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FOUR JACKS
 Becky Ann . . . 71
 REBEL 1313—Fast rockachacha with some teen appeal. (Jec, BMI)

I Can't Forget . . . 69
 Slow rocker gets so-so reading. (Jec, BMI)

HARVEY DAVIS
 Calling All Cats . . . 71
 CINDY 3011—A handclapper employing the usual hip phraseology normal to the teen set. Main asset is the beat. (Michele, ASCAP)

Come Back Baby . . . 68
 Neither the tune nor the artist offer anything new or distinctive. (Real-Gone, BMI)

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

THE BAY BOYS: My Gelger Counter Heart/I'm Gonna Sit Right Tight On My Satellite—Big Ben 1578

MIKE CALLAHAN: Foolish Dreams/I Can't Help It—Protone 204

JONI DINA: Johnny & Frankie/St. Louis Blues—Bomarc 301

DON ELLIS: Come In World/Blue Diamonds—Bee 1111

SHELLA GUYSE: Run/Mean to Me—MGM 12719

BOB INGRAM: Goodbye Love/Ring Around Rosie's Finger—Cavalier 878

DONALD KING: I Love My Baby/A Touch of Gentleness—Rose Beth 7419

RONNY MANN: The Hula Hoop's/Last Night—Rip 201

MARIO: Where Were You?/Let Hearts Rule—DeWitt 7063

BRAD MOONEY: The Kissing Waltz/My Thoughts of You—Glad 109

ORELLA MYERS: My Paradise/Ask Lucille—Wonder 108

ELMER SCHMIDT: Tamba/Haunted Honkytonk—Protone 206

BOB STRAUSS: Where Were You Last Night/Nameless—Curtis 750

GARRET WILLIAMS: Little Darlin'/Cry Baby Cry—Airway 104

Christmas Novelty

THE WITCHES 3 & FRIENDS
 Jingle Bones . . . 75
 DISNEYLAND 114—A Halloween-Christmas song, with a bright lyric and attractive arrangement. Captures the spooky quality of Halloween. (Disney, ASCAP)

Jungle Tree . . . 73
 The animals in the jungle happily celebrate. Cute arrangement captures the spooky quality of the tune. (Disney, ASCAP)

Novelty

EDDIE LAWRENCE
 Space Philosophers . . . 80
 CORAL 62049—The Old Philosopher is back, this time on Mars, talking to the spacemen making their first trip out in space. It's as funny as most of the Eddie Lawrence records are, and it's a lot of fun for everyone who wants a laugh. (Merrick, BMI)

Outta This World . . . 76
 On this side Lawrence talks about flying thru space as the guide on a space tour. It's hip and smart and rather funny. Flip side is more important. (Merrick, BMI)

AB KOK
 Polka Pigalle . . . 73
 LONDON 1821—Happy polka is accented by cheerful shouts, guffaws and yahoos by the crew. Some coin possible. (Burlington, ASCAP)

Big Bang Polka . . . 73
 Same comment. (Gala, BMI)

FRANK WOJNAROWSKI ORK
 Hula Hoop Polka . . . 73
 DANA 3280—A lively instrumental, with a chorus chanting the title theme. For polka lovers. (Dana, BMI)

Fantasy Tango . . . 70
 Instrumental in tango rhythm and a melodic line reminiscent of "Softly as in a Morning Sunrise." (Dana, BMI)

Rhythm & Blues

OTIS WILLIAMS & HIS CHARMS
 The Secret . . . 77
 DE LUXE 6178—Late cover of the tune which is currently big for Gordon MacRae. Good performance, but it may be late for big coin. (Daywin, BMI)

My Friends . . . 76
 Williams has a strong sound on the ballad with beat. Good group backing on the listenable side. It can move. (Jay & Cee, BMI)

BO TOLIVER
 Begging . . . 72
 AIRWAY 105—The chanter begs his chick to come back home. It's a blues, and there's a fetching primitive quality in the vocal. Real r.&b. vocal. (Singlow, BMI)

Farm Dell Rock . . . 68
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STATE FAIR OF TEXAS GETS RECORD 2,757,734

Gate Tops 250,000 on Four Days; 'Music Man' Grosses \$298,343

DALLAS—The State Fair of Texas ended its 16-day run Sunday (19) with a total attendance of 2,757,734, a figure which easily exceeded last year's total of 2,540,967 and shattered the all-time record of 2,672,253 set in 1956.

The 1958 fair had four days on which attendance exceeded a quarter of a million. The biggest day was the middle Saturday (11), when 320,866 visited the fairgrounds. The middle Sunday (12) was the biggest Sunday the fair ever had and its biggest day without a football game to bolster the crowds.

The other big days were the opening Saturday (4), when the SMU-Notre Dame football game and Rural Youth Day both contributed to the 260,306 attendance, and Elementary School Day Friday (10), when attendance was 295,954.

The final Saturday (18) was also in the nature of a whopper, with the 226,175 attendance being spiked by the crowd at the SMU-Rice football game that evening.

"Music" Tabs 298C

A total of 66,158 patrons paid a total of \$298,343 to view the 24 performances of "The Music Man," which held sway at the Music Hall during the fair. The gross, after taxes, was \$271,221, the third best ever racked up for a State Fair Music Hall attraction, following the 1950 "South Pacific" pace-setter and last year's "My Fair Lady," which ranks second.

"Ice Capades" was a smash winner, playing to a total of 96,000 people for its 23 performances in the Ice Arena. The show actually had 11 sellouts, six in a row on the middle weekend and five on the last weekend. The gross beat the previous record for the Ice

Arena set in 1950, said Clarence Linz, president of Dallas Ice Sports, Inc.

In the important Junior Livestock and Poultry Auction Sales during the final week of the fair, 882 boys and girls sold 2,196 steers, lambs, pigs, turkeys and broilers for a total of \$136,585.

The midway and concessions scored heavily during the fair, with everything up over previous years. With rides, shows, games, foods and novelties all up from 22 to 35 per cent, it was one of the best money years the fun zone has ever seen.

This held true down thru other phases of the fair as well, and General Manager James H. Stewart said that it would not be surprising if the fair should end up with its biggest gross in history, topping the previous high tallied in 1956.

The financial picture will be clarified by the time the fair's board of directors get together for their annual meeting in December, he said.

Tentative dates for the 1959 State Fair of Texas have been set for October 10-25, with the Texas-
(Continued on page 62)

Louisiana State Fair Races Ahead At Record Pace

Attendance Well Ahead of 1957; All Attractions Score Big Gains

SHREVEPORT — The Louisiana State Fair last week was racing at a pace that could well have been record-breaking in nearly all segments.

Warm, clear weather was helping the fair pile up big attendance and whopping earnings. Joseph T. Monsour, general manager, reported that thru Thursday (23), a total of 364,007 had paid their way into the grounds. This was sharply ahead of last year when for the entire nine days the fair had chalked up 522,640. Monsour said that given good weather the final three days the fair should top its previous record of 563,039 set in 1955 and could go over the 600,000 mark.

Experiment No. 1—moving the Barnes-Carruthers No. 1 Revue into the Hirsch Youth Center (coliseum) proved an excellent move and Monsour said he would never hold the show outdoors. As of Thursday, the show, in for eight evening performances, was 20 per cent ahead of last year.

Experiment No. 2—a much broader program of auto racing under the aegis of Frank Winkley's Auto Racing, Inc., was proving a strong move. Last year the fair had two programs of auto racing. This year it had a total of seven plus a motorcycle race and three performances by Earl Newberry's auto thrill show. Several of the

auto races were at night and scored well.

Royal Wins

No lack of spending money was noted on the fairgrounds and even Monsour was pleasantly surprised at the big ride and show gross racked up by Royal American Shows. As of Thursday the fun zone was a whopping 46 per cent ahead of last year.

Opening day, Saturday (18), was
(Continued on page 62)

Mobile Fair Pulls 137,500 For New High

Heth Rides, Shows Score Big; Top '57 by 40 Per Cent

MOBILE — The Greater Gulf Coast Fair wound up its six-day run here Saturday (18) with a total attendance of 137,500. Jim Hamrac, general manager, disclosed that this was a new record for the four-year fair.

Weather was ideal thruout the entire run and Heth Shows, which provided the midway attractions, reported rides and show income was 50 per cent ahead of '57.

Major attractions in Ladd Stadium, central point of the fair, was James Arness of TV's "Gunsmoke"; Ted Andrews, who is Major John Mosby in the video series, "Gray Ghost" and a fireworks pageant "Out of the Darkness" brought in by the Ohio Fireworks Company.

Hamrac said that the expected profit of \$10,000 would be put back into stadium improvements. He also indicated that long-range plans are being discussed for the construction of a new fair grounds. Hamrac is scheduled to attend the Chicago outdoor meetings.

50-YR. CENT A GOOD DEAL: FOR SCALPERS

DANVILLE, Va.—So successful was the 50-year-old penny promotion at the fair here that scalpers were offering 1-cent pieces outside the grounds for 75 cents each. The coins were being accepted for \$1 admissions during fair week.

Scalpers were run off with no arrests made, Bill Finch reported. Nobody knew where the supply of 1908 pennies came from.

Raleigh's 600,000 Beats All Records In Ideal Weather

Tops for 5 Days; Strates Gross New Record; Autry, Outdoor Shows Click

RALEIGH, N. C. — The nation's biggest five-day exposition went healthily over the top in attendance last week, with a tremendous crowd estimated roughly at 600,000, populating the North Carolina State Fair in ideal weather.

There was no stemming the attendance from Tuesday (14) on. All elements were perfect and combined to shoot the totals a good 15 per cent over previous records, J. S. (Doc) Dorton, manager, reported.

On the midway, the James E. Strates Shows raked in the best week it had ever known, with 50 rides of all categories in action including the first assemblage in one spot of the Wild Mouse, Sky Wheels and Rotor.

Dorton, claiming no special formulas, cited temperatures which at times hit the 80's plus the State's richest tobacco crop in history, good for \$400,000,000 to change hands at harvest time. The Gene Autry unit in the Arena did consistently good business, hitting the 6,500 capacity mark a couple of

Ringling to Play 7 Mexican Stands; May Add More

Opens November Tour at Juarez; Plays Mexico City in December

JUAREZ, Mexico — Ringling Bros. and Barnum & Bailey Circus is all set to play a route of seven Mexican cities, topped by a repeat stand in Mexico City. The route opens at the Juarez Bull Ring, November 8-9, immediately following the show's Phoenix, Ariz., stand.

Harry Dube, routing executive of the show, confirmed the Mexican route Friday (24) in New York. While the Ringling show played Mexico City last year and American acts play the country frequently, this is the first time in 50 years a U. S. circus has played this kind of route in this country. Sells-Floto, Norris & Rowe and 101 Ranch all played similar routes a half century ago.

Ringling's route goes like this: Juarez, November 8-9; Teorreon, bull ring, November 11-12, Monterrey, baseball park, November 14-16; San Louis Potosi, bull ring, November 18-19; Guadalajara, ball park, November 21-23, and Pueblo, bull ring, November 28-30.

May Add Cities

This will be followed by Mexico City, where the show will open about December 10 at the National Auditorium. The stand is to be about four weeks.

There is a possibility that other cities, among them Tampico and Vera Cruz, will be added between the Pueblo and Mexico City dates.

Ringling promotion will be handled thruout the tour by Luis Yanez and his Espectaculos Internacionales, which also had last year's date in the Mexican capital. This year the show will take its

regular fleet of trucks overland rather than piggy back them by rail. As usual, the show animals will be moved on three railroad baggage cars. The show will have two coaches assigned to it for moving personnel.

These same cities have been played by U. S. ice shows in recent years. Their population exceeds 2,000,000, and several are major industrial centers. The ball parks and bull rings seat 9,000 and 9,500 persons in some cases. Prices will be scaled from six pesos (48 cents) to 30 pesos (\$2.40). Prices in Mexico City will be slightly higher than last year.

Stephan Spiegel, immigration attorney for circuses, is in Mexico to arrange for Ringling personnel's entry.

Strates, Autry Order Wild Mouse Rides

RALEIGH, N. C. — James E. Strates, owner of the James E. Strates Shows, placed an order with B. A. Schiff, president of B. A. Schiff & Associates, Inc., for a Wild Mouse, to be delivered in time for the opening of the Orlando (Fla.) Fair in February, during a recent visit on the show here by Schiff.

At the same time, said Schiff, Gene Autry indicated he would place an order for the same ride for his Melody Ranch in California.

Politics, Yule Up Animal Mart

Continued from page 1

of Christmases, and several operators who have had circus acts playing at shopping centers all year.

This specialized demand for menagerie animals drops to nil right after Christmas and the owners again take up routes of indoor circus engagements. But between now and then it is open season.

Middletown Adds Area; Strong, Howard Named

MIDDLETOWN, N. Y. — The first addition in 50-odd years here is the acquisition of 12 acres of parking space for the Orange County Fair. Ben Strong, president of the Orange County Society, made the announcement last week following years of negotiations.

Middletown edged into the 100,000 attendance class in 1957 and kept pace with that record this year. Strong said part of the new property will be developed for parking 2,000 cars, and the rest into a picnic grove and enlarged farm equipment display area.

The tract adjoins the fairgrounds and is of equal width, with a depth of 600 feet. Its acquisition increases the grounds by nearly one-third its size.

Two other developments of interest took place last week involving the fair management. The post of general manager, filled by Fred Germain until his death last summer, will be handled by Ben Strong, president of the society. Al Howard of the I. T. Shows, holder of a long term contract for the midway, was named assistant to the general manager.

TAKES OVER REINS

State Fair of Texas to Operate Western-Type Amusement Area

DALLAS—The State Fair of Texas will build and manage "Grand Ol' Texas," the Western-type amusement and recreation area conceived by Peter Wolf Associates of Dallas, it was announced here.

James H. Stewart, executive vice-president and general manager of the State Fair, said the fair will build the project according to the proposed Peter Wolf designs. The Wolf organization will have responsibility for the artistic direction of the project, he said.

Peter Wolf Associates had originally intended to build "Grand Ol' Texas" under a lease arrangement with the fair.

The project will cost an esti-

mated \$2,500,000, Stewart said. It will cover some six-and-a-half acres and will be somewhat expanded from the version originally proposed.

"It is contemplated that plans will be completed and construction will begin during the spring of 1959 and the opening of 'Grand Ol' Texas' will take place some time during the spring of 1960," Stewart said.

Charles R. Meeker Jr., vice-president and assistant general manager of the fair, will be in charge of the State Fair management end of the project.

After the project is built, Peter Wolf Associates will continue to be responsible for the artistic direc-

tion of "Grand Ol' Texas" and will share in the revenues, Stewart said.

The project will be built on a tract on the east side of the fair's main parking lot and south of the Cotton Bowl. The main entrance would be from the midway.

"Grand Ol' Texas" will be a year-round operation, and is expected to be a prime tourist attraction as well as a top fairtime feature. The project will be a living re-creation of some of the glamorous and exciting years of Texas history from frontier days thru the early oil booms.

Detroit, Windsor Plan Joint Cele

DETROIT—Plans for combined international celebration for Detroit and its sister city, Windsor, Ont., have been made by their respective mayors, Louis C. Miriani and Michael J. Patrick.

A tentative name, according to Ray Pearson, executive secretary to Mayor Miriani, is Freedom Festival. The event will be built around the twin events of July 1, Canada's Dominion Day, and this

(Continued on page 62)

S. C. State Runs Big to Mid-Week

Gate, Midway Reports Encouraging; Revue Grosses Slip, All Space Sold

COLUMBIA, S. C. — Good weather smiled on the South Carolina State Fair on most of its running period, with the result that attendance was highly satisfactory thru midweek. Big Thursday (23), featuring the annual Clemson-South Carolina football game, had a good crowd on hand even during the stadium game.

Paul V. Moore, veteran manager, said the night GAC-Hamid revue was weathered out on Wednesday but that turnouts were expected to pick up nicely by week's end. Early days revealed an attendance letdown for a typical grandstand revue, he reported. Two shows were scheduled for Thursday night.

Also on tap was a Saturday show by the Jack Kochman Hell Drivers.

On the midway the World of Mirth Shows pulled in from winning weeks in Winston-Salem, N. C. and Anderson, S. C. It was geared for big business: on Friday (24), children's day, one of its best one-day grosses of the season.

The fair's annual prevue free day Monday (20) was heavily attended all day. Accounts indicated close to 50,000 persons turned out. Total attendance for the fair was

expected to run close to 200,000. On the exhibit end the big Steel Building and other available display space were completely occupied.

Sweeney Race Tour OK Despite Rainouts

CHICAGO — National Speedways (Al Sweeney) suffered six complete rainouts and had run-offs of there auto race dates postponed by rain, Sweeney, now back at his Chicago headquarters, said.

The weather was the worst his organization has experienced in its 17 years of operation, he added, pointing out that in all of the previous years only 10 days had been lost to rain.

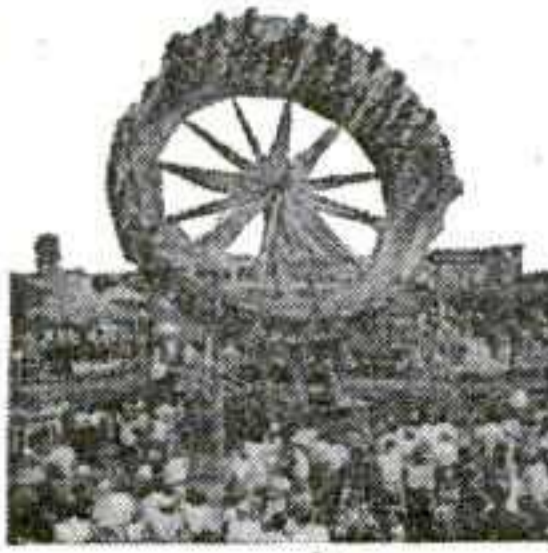
Despite the inroads made by weather, the gross for the year was off only slightly more than 5 per cent, as crowds surpassed those of last year when weather was good. Two record days at the Iowa State Fair, Des Moines, and all-time high turnouts at Nebraska State Fair, Lincoln; Missouri State Fair, Sedalia, and Clay County Fair, Spencer, Ia., helped to narrow losses caused by rain. Bonus checks and trophies were presented the top 10 drivers.

Sixty-four race dates were on the schedule, an increase of seven over last year. Speed programs were presented in 10 States—Florida, Missouri, Kansas, Iowa, North Dakota, Illinois, Wisconsin, Nebraska, Tennessee and Alabama. The more days were slated than in '58, the season was three weeks shorter.

(Continued on page 62)

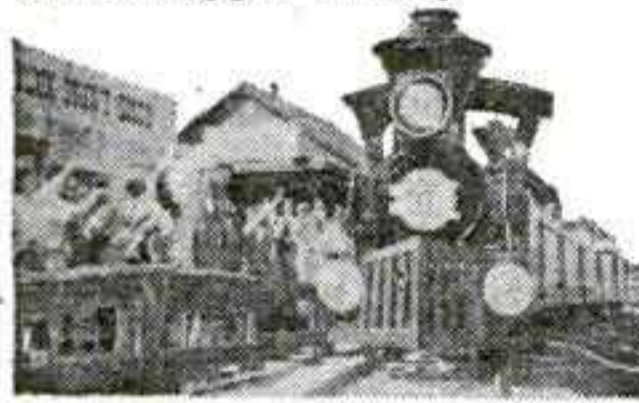
Levine Opens P. R. Agency

ALLENTOWN, Pa.—Max Levine has opened his own public relations agency in Allentown, following his resignation as public relations director for Ritter-Lieberman, Inc., local ad agency. He had handled the Dorney Park and Great Allentown Fair publicity accounts.



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Van Tilsburg Sets Expanded St. Paul Boat Trade Show

ST. PAUL — Fourth annual Land-O-Lakes Boat, Vacation and Travel Show is scheduled for January 16-24 at the St. Paul Auditorium. Show manager is Noel Van Tilsburg. Promotion stresses the big market in the St. Paul area for recreation and recreational equipment. Most of the space in the Arena and Exhibition Hall is reserved for boating displays. Limited space at the sides of the two halls is available for other types of displays. Rates are \$1, \$1.25 and \$1.50 per square foot.

ARENAS & AUDITORIUMS

British Designer Comments On Exposition Procedures

By TOM PARKINSON

LONDON — A visit to the recent Food Fair at the Olympia in London brought an interview and tour of the show with Richard J. Bartle, exhibition designer, and observations from him about the exposition business in Great Britain. Some observations may be unique; some point up the similarity between shows in various parts of the world.

Size of a trade show or exhibition is limited because "people have a limit to their energy" and will view only a certain amount of area. A program of entertainers has a place in the exhibition field because acts give the public a break in touring the show and tend to reduce fatigue of the viewers, Bartle feels. Pitchmen, too, have a proper place in these shows, helping to bring variety and action to relieve the routine of a show.

If a show in England has a free gate, chances are that it will look much like similar shows in many fields, Bartle observed. But if it is a "controlled show," with a paid gate, more can be done about over-all decor. The Food Fair had a gate charge and there was an attractive decor thruout the huge hall.

IN BRITAIN THERE are few portable booths because of the high costs. Most booths of national exhibitors, however, are portable. There are companies to build displays for individual exhibitors at these shows, and they are called interior designers. They handle other designing as well as show exhibit work. And it seems that much of their effort is for displays to be used at a single place, not for something an exhibitor would expect to transport to a series of shows. Bartle said that some of the portable equipment was turned out by regular employees of the food firms that used them.

Booths here had three dimensions sharply defined by a ceiling as well as width and depth. The show management supplies the booth base, railing and the pillars which support the ceiling and top side panels. Within the defined cube is the space to be handled by the interior designers. This together with the banner decorations in the upper reaches of the building put a top on the entire show. While the style of booth gives continuity, sufficient variety comes with the non-standardized portable booths and the great fluctuation in handling the interiors of the standardize booths.

Cost of space in typical British shows runs at about \$1 per square foot. But to that is added a considerable list of charges for utilities and services that bring the rate to somewhere around \$3.35 to \$3.85. Bartle makes this added point: The smallest booth space is 10 by 12 feet, but the smaller the stand the greater is the proportionate cost of booth construction. Some costs are fixed, remaining unchanged regardless of the size of a booth. So the ratio of this cost to the price of a small booth is greater than the ratio of the same fixed costs to the price of a larger booth.

Not only Bartle, but also Robert Aylwin, publicity man for the show, formerly were with important British circuses, while Edward Trow, of The Daily Express, sponsor of the show, is familiar with fairgrounds and circus business in Britain. Bartle believes that British trade shows and expositions owe much of their success to procedures developed long ago by the circus, but he recognizes that others in the exposition field would be either unaware or in disagreement with this theory.

New Rodeo Site To Be Chosen November 6-7

DENVER—Selection of the site for the new National Finals Rodeo, "rodeo's world series," is scheduled to be made at a commission meeting in San Francisco November 6-7.

This was announced by John VanCronkhite, general manager, here last week. The National Finals Rodeo Commission is affiliated with the Rodeo Cowboys' Association.

Early major decision facing the commission meeting is whether to hold the finals rodeo indoors or outdoors. VanCronkhite said that he believes sentiment favors an indoor site for five of the rodeo events and a different site later for two events to be held outdoors.

22 Cities Vie

Governors of 33 States and mayors of 49 cities asked the commission to consider their locations for the rodeo finals. The general field of prospects has been trimmed to 22 cities in 18 States, it was stated.

Requirements include facilities with at least 7,000 seats, an arena large enough for a top rodeo, facilities for handling stock, hotels, and acceptable weather in December. VanCronkhite said that no site could be considered if it also is the location for an established RCA rodeo, unless the sponsors of the existing rodeo request it. Several existing rodeos have applied to have the world series rodeo in their cities in future years.

VanCronkhite pointed out that the initial selection will be for 1959 and 1960 events, but that future selections would be for one year at a time.

He said that the candidates among indoor facilities had been narrowed to three front runners. They are the State Fair of Texas Coliseum, Dallas; Kentucky Coliseum & Exposition Hall, Louisville, and the new sports coliseum at Los Angeles.

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Court Rules City May Limit Use of Arena

SPOKANE—Washington State Supreme Court ruled last week that a city is not required to treat equally all applicants for use of a municipal auditorium. Nor, said the court, must applicants be handled on a first-come, first-served basis.

The ruling came in connection with a legal action involving the Spokane Coliseum and its availability for hockey. The city council had granted exclusive hockey rights to a pro team. It denied use of the building to an amateur hockey team.

The amateur team sued and a lower court ruled the city was required to rent to the second team if dates were available. The supreme court ruling reversed the lower court.

"Equal treatment is physically impossible, owing to the limitations of space and time," the majority opinion stated.

"The fact the council took into consideration the probable benefit to the professional team resulting from the lack of competition does not establish such an abuse (of discretionary powers)," the court stated.

Raleigh's 600,000

Continued from page 50

formance Friday (17) filled the grandstand, with clown Jim (Slappy) Mason making an appearance on crutches after being trapped in an overturned convertible two days earlier.

Dorton had a Village of Yesterday set up, featuring his much-used old waterwheel and other antique farm items. Shown were an ancient cider mill, molasses stove and others. Autry expressed interest in transporting the display to his Melody Ranch in California, where it would survive as a farm museum.

Still projected in Dorton's master plan is a weatherproof fairgrounds, into which Raleigh can be converted in about 10 years by gradual moves. Involved are covered walkways and modernistic pitched roofs thruout the grounds.

The Autry show, also arranged thru GAC-Hamid, had Hag Oakley, the Lucky Girls, acrobatic; the Strongs, rope spinning; Chief White Cloud Tronoknife, arrow and gun skills, and western music. Grandstand's Sands Manhattan Rockets dance line was backed by the Diving Horse act; Helicopter Girls, thrill act; Mad Tuck, foot juggler; Lona and Her Dogs; Cathalas, perch and acrobatic, Art Craig Mathews, emcee; Charley Basile and band, and Jim Applegate, organist.

Ray Bickford has finished two months at Santa's Land USA in Putney, Vt. . . CFA Mrs. Percy Osborn fell and broke her shoulder recently at Shreveport, La.



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CENTRAL Canvas Company

THE FINAL CURTAIN

BIESMAN—Paul, 69, manager of the St. Louis Municipal Opera for 28 years, past vice-president of the Independent Booking Offices, manager of the American Theater in St. Louis for 36 years, and past president of the Legitimate Independent Theaters of North America. He died at St. Louis Sunday (October 19). Survived by his widow and three sons. Burial at St. Louis.

BRAINERD—Arthur T. 81, veteran outdoor showman and concessionaire, October 23 in Kansas City, Mo., following a long illness. He was an active member of the Heart of America Showmen's Club where he served on a number of committees over the years. He was also a theatrical electrician. Survivors include his wife, Bird, and his sister Mrs. Abner (Virginia) Kline.

BULLOCK—John S., 67, former carnival owner and veteran concessionaire, recently in Charlotte, N. C. In outdoor show business since 1909, he had owned and operated his own show for close to 20 years under

the title Bullock's Amusement Company. In addition he had been a concessionaire with Cetlin & Wilson, Dodson's World Fair and Bolts B & B shows. He left the road in 1949 to operate concessions at Airport Park in Charlotte. Survivors include his widow, Clara; a daughter, Mrs. Mary Allen Armentrout; two sons, John and Paul; a sister, Mrs. B. C. Pitt; a brother, Jesse; a stepdaughter, Mrs. Virginia Coumter, and a stepson, Clarence L. Poplin.

CONNOLLY—Charles, 64, operator of portable lighting systems for fairgrounds and race tracks, at Kenton, O., September 27. He was first to light a night baseball game, first to light a major league game and first to light night pro football. He also illuminated many other special events, and in recent seasons was handling the lighting at about 50 fairgrounds. Survivors include his widow, daughter and son-in-law, all of Lake Success, N. Y., who will continue his business.

LLOYD—Gardner, 46, concessionaire, for the past three years with William T. Collins Shows, October 20 on the Ross Manning midway at Selma, Ala., following a heart attack. In years past he had been with Conlin & Garrett and Carroll Greater shows. During the winter of 1956-'57 he served as bartender in the Chicago clubrooms of the Showmen's League of America. The remains were sent to his home in Aurora, Ont., by the League for burial. He was a Canadian war veteran. Survivors include a brother and a sister.

O'HARE—Thomas, 55, former usher and advance ticket seller with the Ringling circus, one of four men killed in a New York restaurant October 19, when an off-duty policeman entered and shot them. Among survivors is a brother, Walter, who also had been with the Ringling circus.

PETTERA—John, 71, owner and director of the Rose Park Zoo at Prairie du Chein, Wis., October 11 after a four-month illness. Survivors include his widow, two daughters and a son.

SHOCK—James V., 54, former ride operator and electrician with the Gooding Amusement Company and Dodson Shows, October 21 in Columbus, O. In recent years he has been with Midwest Amusement Rides. His mother and six brothers and sisters survive.

TROICI—Joe (Trocey), 59, widely known chameleon concessionaire, of a heart attack at a hotel desk in Boston as he arrived to work a rodeo date October 15. He joined Sells Floto Circus in 1921 and moved to 101 Ranch Wild West in 1925. He sold chameleons on the Ringling-Barnum circus from then until 1956, taking time off to make the Century of Progress in 1933; Dallas Centennial, 1935-'36, and the San Francisco World's Fair in 1939-1940, where he managed the Sally Rand Dude Ranch. He also worked principal State fairs for many seasons. He was with the Clyde Beatty Circus until about a month ago, when he moved to the Roy Rogers Rodeo. Surviving are a daughter, Jill, Sarasota, Fla.; a sister, and his former wife, Millie. Burial was October 18 at Raritan, N. J.

WARD—B. W., 80, for 60 years a showman, recently in Council Bluffs, Ia., of a heart attack. For many

years he operated a medicine show and for the past 10 years had a religious exhibit depicting the Last Supper. Survived by his widow, Marie; a son, Robert; a daughter, Mrs. Paulyne Williams, and two sisters. Burial in All Saints Cemetery, Jensen Beach, Fla.

MARRIAGES

BURCH-CORRELL— Ernie Burch, clown, and Moran Correll, acrobat, at Miami October 18 in a ceremony under the big top of the Clyde Beatty Circus, with which both are employed.

KAUFMAN-KRUM— Judith Carol Kaufman and Robert Joseph Krum October 12 in New York. Bride is the daughter of Mr. and Mrs. Albert Kaufman of Chicago. Her father is a veteran concessionaire on World's Finest Shows.

MACEY-HOSS— C. P. (Jerry) Mackey and Beverly Hoss September 12 in Reno. Mackey is a West Coast concessionaire and one of the owners of Burrard Amusements, Ltd., of Vancouver, B.C. The bride has operated concessions for many years on Siebrand, Meeker and Royal Canadian Shows.

BIRTHS

JONES— A daughter, Laura Lynn, to Gloria and Ward Jones October 5. The mother's parents are Onalee and Bill Jones, of Jones' Bingo. The child's great grandparents are Mr. and Mrs. James E. Strates, of the Strates Shows.

LA CROSS— A son, Daniel Paul, to Airman 2c Bob La Cross and his wife, Nancy, at Eglin Air Force Base, Fla., on September 6. Grandparents are Paul La Cross, general agent for the Continental Shows, and Mrs. La Cross.

MOORE— A daughter, recently to Mr. and Mrs. Harvey Moore in Fort Stockton, Tex.

SJOLUND— A son, Fabian Kent, October 18 in St. Francis Hospital, Topeka, Kan., to Lt. and Mrs. David C. Sjolund. Mother, Valerie, the daughter of Mr. and Mrs. Doc Milton Bartok, owners of the Bardex Medicine Company, formerly assisted her parents on the show and is the granddaughter of Doc Jacobs, well-known tent show owner. Father, a nonpro, is connected with the Strategic Air Command at Topeka.

STRONG— A son, John Augustus Jones, October 16 to Mr. and Mrs. John A. Strong Jr., at Los Angeles. Parents operate the John A. Strong Circus. Son is named for a circus owner of 40 years ago.

TREVENA— A son, John Jr., to Mr. and Mrs. William E. Trevena, October 14 at Washington, Pa. Father formerly was a ride foreman for the Gooding Amusement Company.

VIVONA— A son, Morris Joseph Jr., to Morris and Ethel Vivona on October 11 in St. Michaels Hospital, Newark, N. J. Father is general agent for the Amusements of America carnival. It is the couple's third child, first boy.

Redden Recuperates
SOUTH BEND, Ind.—Earl J. Redden Sr., of Playland Park here, is recovering at his home following a heart attack sustained last week.

Carnival Routes

A-1 Am.: Lepanto, Ark. (Season ends.)
Amusements of America: (Fair) Charleston, S. C.
Big State: Kingsville, Tex., 28-Nov. 9.
Blue Grass: (Fair) Panama City, Fla. (Season ends.)
Burkhart: St. Joseph, La.; (Fair) Villa Platte 3-9.
Capell Bros.: Stanfield, Ariz.
Capital City: (Fair) Moultrie, Ga.; (Fair) Thomasville 3-8.
Cetlin & Wilson: (Fair) Albany, Ga.; (Fair) Waycross 3-8.
Crystal United: Millen, Ga.; Wau-chula, Fla., 10-15.
Drew, James H.: (Fair) Dublin, Ga.; Fitzgerald 3-8.
Dyer's Greater: West Helena, Ark. (Season ends.)
Geren, W. R.: (Meadows Shopping Center) Indianapolis, Ind.
Glades Am. Co.: (Fair) Walterboro, S. C.
Gooding Am. Co., No. 3: (Fair) Tallahassee, Fla.
Hammond, Bob: Houston, Tex.
Hoard & Mullis: (Fair) Louisville, Ga.
Lee Am. Co.: (Fair) Pascagoula, Miss.; De Funiak Springs, Fla., 3-8.
Leeright Midway: San Simon, Ariz., 27-29; Bowie 30-Nov. 1.
Leonard Am. Co.: Greenwood, Miss.; Winona 3-8.
Marks-Manning: (Fair) Marianna, Fla.
Merchants Jubilee: Silsbee, Tex.
Miller Am. Co.: Starke, Fla.; Bushnell 3-8.
Moore's Modern: Ozona, Tex.; Uvalda 3-8.
Motor State Expo.: (Fair) Greenville, Miss.
Orange Bros.: Blair, Okla.
Page Combined: Fort Rucker, Ala., 31-Nov. 6; (Fair) Brooksville, Fla., 3-8.
Penn Premier, No. 1: (Fair) Henderson, N. C.
Penn Premier, No. 2: (Fair) Tarboro, N. C.
Powelson Am. Co.: Newark, O.
Prell's Broadway: (Fair) Columbia, S. C.
Rock City: Osceola, Ark.
Rohr's Modern Midway: Risco, Mo.; Marston 3-8.
Schafer's 20th Century: (Fair) Gilmer, Tex. (Season ends.)
Siebrand Bros.: Phoenix, Ariz., 31-Nov. 11.
Smiley's Am. Co.: (Fair) Lorin, S. C.
Stephen's, C. A.: Millen, Ga.; New-ington 3-8.
Strates, James E.: Jacksonville, Fla., 30-Nov. 8.
Stumbo's Tri-State: Humnoke, Ark.
Sugar State: Port Barre, La.
United States: Albany, Ga.
Virginia Greater: (Fair) Sumter, S. C.
Wolfe Am. Co.: McCormick, S. C.
Wonderland: Elfrida, Ariz., 27-30; Fort Huachuca 31-Nov. 8.
World of Mirth: Augusta, Ga.

Circus Routes

Beatty, Clyde: Fort Myers, Fla., 27; Lakeland 28; Orlando 29; De Land 30; Ocala 31; Gainesville Nov. 1; Palatka 2.

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Clyde Bros.: Cedar Rapids, Ia., 27.
Hagen Bros.: Philadelphia, Miss., 27; Meridian 28; Laurel 29; Hattiesburg 30; Picayune 31; Hammond Nov. 1; Baton Rouge 3.
Kelly-Miller: Hugo, Okla., 27.
Mills Bros.: Punta Gorda, Fla., 27.
Polack Bros.: Jacksonville, Fla., 30-31.
Ringling Bros. and Barnum & Bailey: Los Angeles, Calif., 27-Nov. 2.

Miscellaneous

Grenadier Guards Band, Scots Guards, Pipers & Dancers: Minneapolis, Minn., 27; Milwaukee, Wis., 29; Toledo, O., 30; Detroit, Mich., Nov. 1-2; Kitchener, Ont., 3; Peterborough 4; Ottawa 5; Montreal, Que., 6; Boston, Mass., 8-9.
Griffin, Ken, Show: Ipswitch, S. D., 27; McLaughlin 28; Beulah, N. D., 29; Ellendale 30; Fessenden 31; Madison, S. D., Nov. 1.
Matchstick City: Albany, Ga., 27-Nov. 1; Waycross 3-8.
Tilden, Magician: Houston, Tex., 31.

Ice Shows

Holiday on Ice of 1959: Indianapolis, Ind., 27-Nov. 2; Providence, R. I., 4-9; Charleston, W. Va., 11-14.
Ice Capades, 18th Edition: San Antonio, Tex., 28-Nov. 2; Odessa 4-10; El Paso, 11-16.
Ice Capades, 19th Edition: Buffalo, N. Y., 28-Nov. 2; Toronto, Ont., 3-7; Montreal, Que., 9-16.
Shipstads & Johnson's Ice Follies of 1959: Chicago, Ill., 27-Nov. 9; Detroit, Mich., 11-23.

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Wife—**IMOGENE RILEY**

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Who passed away November 1, 1954.
Dearest Pat, Father and Husband.
BOBBY, HAZEL, LEE & WOODY MRS. R. N. McBRIDE

P. R. PROGRAM CLICKS

Aggressive Coney Regaining Stature

NEW YORK — It has taken three years to do it, but Coney Island is finally starting to look forward to each season's opening with confidence rather than trepidation. Early-season business, usually slim, has increased steadily since 1955, and ought to be even better this year than last, when one of the highlights was a 1,000,000 turnout on a rainy day.

Major reason for this improved business outlook is the stepped-up promotion and public relations campaign which operates on both long and short-range objectives. As a long range project, for instance, the Armed Forces Day military display is one of the elements which is regaining for Coney much of its stature of bygone years. Still another is the "Blessing of the Fleet." Also important is "Operation Paintbrush."

It is no coincidence that these successful promotions, which are now annual fixtures, got under way with the acquisition of Milton H. Berger as publicity and special events man. Berger, a veteran of 20-odd years in public relations, brought with him a solid history of activity in the theatrical and allied amusement fields. Back in 1935 he was representing Steeplechase Park when he also acquired the island's Chamber of Commerce account.

Won Vital Parking

A first move, brought about in an emergency situation, was to help forestall the city's plan to build retail stores on Surf Avenue and development housing on the old Luna Park site. It was successfully pointed out that Luna was better suited for off-street parking and that numerous other sites were available for housing. This gave the amusement zone vital parking right off the busiest intersection.

Berger's next move was to establish an early-season and official opening consciousness in the public's mind. With its myriad independent operators, the Island al-

ways had opened in fits and starts, never being in full swing until after Decoration Day. The 1956 season saw the public being informed through pictures and stories that Coney Island was officially opening on Palm Sunday. This plan necessitated a big cleanup campaign which came in for its share of publicity, Bill Olsen, ride tester for the city, became the center of newspaper and magazine articles as he made his pre-season rounds. Since then the Transit Authority has seen fit to agree to modernize its Stillwell Avenue subway station, in keeping with the annual facelifting.

The Armed Forces Day program is one of several special events initiated by Berger. Originally just a flyer, it expanded in its second and third years to major significance with active displays of all the services. Initial announcement of the event, through Berger's efforts, was made jointly by Mayor Wagner, John Ward of the Chamber, and Lt. Gen. Thomas Herren of the Armed Forces Day Committee. Congressman Victor Anfuso has the proclamation put in the Congressional Record. Berger's concept, that Coney's Boardwalk and offshore zone is the world's largest staging area, was pressed for three seasons with the desired results.

It is hoped that a permanent public address system can be installed along the Boardwalk, and partial success here has been won with temporary systems. They functioned during six military band concerts in 1958, plus the offshore events, one of which was a Mercury outboard motor water ski championship. Benefit of the speaker system for speeches, returning of lost children, civil defense and other announcements, and musicales, is seen.

Opening's Plus Revenue

The early-season business and official opening are of paramount importance to Coney's operators, especially during spotty spring weather. Earnings derived therefrom during two of the last three years was strictly plus money, and the big crowds turning out for the

(Continued on page 62)

NAAPPB Plans Taking Shape For Convention

Bowman, Singhiser Confer, Seek More Promotion Panelists

CHICAGO — Arrangements for the 40th annual convention of the National Association of Amusement Parks, Pools and Beaches are nearing completion, it was announced last week by John S. Bowman, executive secretary.

The NAAPPB convention will be November 30-December 3 at the Hotel Sherman in Chicago.

Bowman returned from a conference at Louisville with John R. Singhiser, Fontaine Ferry Park manager and program chairman for the NAAPPB convention.

Singhiser urged park operators to volunteer or nominate others as participants in a roundtable discussion scheduled to consider top promotion plans of the past season.

To be eligible for an award for promotion this year, a park owner must be represented on the panel. Arrangements can be made through either Singhiser or Bowman.

Bowman also revealed that nearly all of the display space for the NAAPPB trade show has been reserved. Of approximately 180 booth spaces, all but four large ones have been bought. Bowman also is handling hotel reservations for NAAPPB members.

Weather Clips Salisbury Take

SALISBURY, Mass. — The record is in for the season of 1958 and beach businessmen who complained of last year's dryness—no liquor that is—now say this past summer was too wet. But this time it isn't the liquor they refer to.

They blame the weather for a season that fell far short of expectations businesswise. This was despite the return of liquor to the beach, something that was made possible by a special legislative action last spring.

Roger Shaheen, president of the Salisbury Beach Association and a veteran operator of rides and games sums up the situation thus: "It was the coolest and wettest season I've ever experienced." He said he'd gone back 15 years in his books to come up with the pronouncement. There were those who labeled it the worst in 30 years.

While money was a little tight this year, Shaheen pointed out that it isn't a matter of whether there is a lot of it that counts, but whether the patrons have a chance to spend what they have. This depends more on the weather than on any economic factor.

Shaheen made a chart which listed weather conditions for 14 weekends, from June 6 thru September 21. In that entire period only two days were rated as "perfect." Nine of the 42 weekend days were rated "warm," but on one, showers fell part of the day. On another rated "hot," rain also fell and the day was overcast. Eleven days were cool or cold; rain fell on 11 others.

Shaheen also pointed out that September thru the middle of October had many bright sunny days, but that every Sunday was poor. "This business," said Shaheen, "is like baseball. Wait till next year."

ROLLER RUMBLINGS

Nat'l Queen Contest Kicked Off in East

By STAN FISCHLER

NEW YORK—Roller operators in New York and New Jersey are in the midst of picking representatives for the national skate queen contest at Miami Beach, November 17-19.

One New Jersey girl will be chosen Miss America On Wheels at a contest in AOW's Twin City Rink, Elizabeth, N. J., November 10, and will represent the Garden State in the national finals.

Contestants from New York, Westchester and Long Island will have an opportunity to compete at co-operating rinks in their respective areas. Then New York Journal-American judges will select a final winner.

The two local champs will get an expense-free trip to Florida with accommodations at the Crown Hotel. The contest will shower the winner with prizes, including a college scholarship or its cash equivalent.

In addition the queens will be enthroned on the roller skating industry's float in the Macy's Thanksgiving Day Parade.

Celebrating his 40th year in the business will be Victor J. Brown, guiding spirit of the Roller Skate Rink Operators' Association, who will be tendered a salute at the skate queen shindig.

Industry leaders, rink operators and distributors will gather in Miami for three days of serious business and a valuable exchange of ideas besides enjoying the contest festivities.

As for the 1958 queen, she'll be selected by a panel of judges that includes Milwaukee First Baseman Frank Torre; Mayor Kenneth Oka, of Miami Beach, and Joseph F. Shevelson, vice-president of the Roller Skating Foundation of America and the Chicago Roller Skate Company.

Complimenting the over-all queen balloting, contestants also will be judged and separate prizes awarded in personality, talent and dress categories. In event of a tie among judges in the queen selection, the personality and talent scoring will be used to break the deadlock.

Final judging will take place at the hotel swimming pool at 11 a.m., November 19, with coverage by Associated Press and United Press International as well as by local newspapers and television stations.

For the accommodation of rink operators attending the contest, Jerry Sussman, managing director of the Crown Hotel, has arranged with the RSFA for a three-night-four-day package rate of \$42 for two persons on the European Plan.

Martin Exits RSROA For Coast Rollery Post... CINCINNATI — Robert D.

Wildwood Seeks City Publicity

NORTH WILDWOOD, N. J. — The North Wildwood Businessmen's Association will approach the City Council with several suggestions for making this seashore resort better known.

At its monthly meeting, the association came up with the idea of setting up an information bureau such as Wildwood and Wildwood Crest have. The association also agreed the city should allocate funds in the budget for advertising. The advertising would concentrate on the city's attractions as a summer resort.

Martin is understood to have accepted a position with a West Coast Roller Rink, it was learned last week after the Roller Skating Rink Operators of America, which he served as secretary-treasurer for a number of years, announced Martin's resignation and the appointment of Charles E. Cahill to succeed him.

Cahill, who served the RSROA as assistant secretary for seven years, was appointed to Martin's post by the association Board of Control upon the recommendation of Victor J. Brown and his advisory committee. Cahill, a lawyer, has served as RSROA legal counsel and also holds a degree in business administration.

Martin has been with the RSROA in various capacities since its inception 21 years ago. As the son of Fred A. Martin, former RSROA secretary and for many years a speed skater and operator of the old Arena Gardens, Detroit, he became thoroughly versed in all branches of roller skating. At one time he served as Arena's professional and was one of the pioneers of international style skating at the Arena. He holds numerous RSROA medals in various types of skating.

Morvay Opens New One In Vineland, N. J. . . .

VINELAND, N. J.—Vineland Roll-O-Rink opened for the first time recently with a skating show by Henry Haffkie, professional, who will teach at the new rink. Vineland officials were invited to the opening at which door prizes were awarded.

Mr. and Mrs. Gus Morvay will operate the 100 by 160-foot rink providing 12,000 square feet of roller skating space on South Del.

(Continued on page 62)

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Philadelphia Plans 600G Playland Area

PHILADELPHIA — The Fairmount Park Commission approved the Recreation Department's plans for a \$600,000 International Playland in the park near George's Hill.

Recreation Commissioner Robert W. Crawford told the park commissioners the playland would be both a recreational and educational area and assured them that construction would be the highest quality.

The proposed site is an eight-acre tract which includes an abandoned reservoir. The major portion of the playland is designed as a series of artificial islands in a two-foot deep lake formed by the reservoir. On the islands and the shore of the lake would be placed recreational facilities and foreign and commercial exhibits.

City Council has agreed to provide \$250,000 for plans and initial construction, and Crawford hopes to raise a part of the additional money needed from exhibitors and concessionaires.

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CIRCUSES

OCTOBER 27, 1958

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THE BILLBOARD

55

TEXAS TOWNS GOOD TO KELLY-MILLER

Season Ended Sunday; Show to Hugo; Destinations of Personnel Listed

MENARD, Tex. — The Al G. Kelly & Miller Bros.' Circus had some rain and mud as it played a stretch of Texas that has had considerable bad weather. But the show's luck was good and business held strongly. Season ended Sunday (\$8).

At Alpine, Tex., Wednesday (15) the show had a capacity house in the rain at night. Fort Stockton (16) had half and three-quarter houses; Ozona (17) had two capacity houses on a gumbo lot where all equipment had to be winched off. Sonora (18) gave a

pair of three-quarter houses. Menard (19) had a full house for the Sunday afternoon-only schedule. Show reports cattle, cotton and oil business is good in Texas this fall.

Destinations

After closing the season, personnel will split up, with some staying in Hugo, Okla., quarters, some going to homes in other parts of the country and some making winter circus dates. Destinations include:

Advance—Francis and Elsie Kitzman, car manager, to Rochester, Minn.; Phillip Marcus to Cincinnati and then Springfield, Mass.; Warren Gordon, Idaho Falls, Idaho; H. C. Gordon, Blackfoot, Idaho; Bob Boatman, Hugo. The advance closed October 18 at Athens, Tex.

Show staff—The Kelly Millers and D. R. Millers, Hugo; H. D. Retherford, 24-hour agent, Hot Springs; Jack S. Smith, auditor, Sarasota, Fla.; Charles W. Bentley, Sheboygan, Wis.; Erma V. Bradley, Hugo; Ione Stevens, Hugo; Donald, Dave, A. D. and Flo McIntosh, Hugo; Lilly Strepetow, Sarasota.

Guy Shmuck, Side Show manager, Hot Springs; E. L. Robb, Hugo; Frank Ellis, legal adjuster, Hugo, and Art Miller, Walnut Ridge, Ark.

Band—R. H. Voss, band leader, Orange, Tex.; Paul Bolton, Compton, Calif.; T. H. Cliffford, Grifton, N. D.; John McGlothlin, Florida; L. F. Grabs, Gibsonton, Fla.; Eugene Morse, St. Petersburg, Fla.; Harry Smalley family, Rich Hill, Mo.

Captain and Mrs. Fred Logan, Houston Shrine Circus; Capt. John Narfski, Houston Shrine Circus; Joseph K., Jerry and Diane Pressly, Hugo; Pete Smith, general superintendent, Hugo.

The Anchia Troupe, Havana; Lou Walton, Hugo; Henry and Mrs. Craig, Thousand Oaks, Calif.; W. K. and David De Lock, Hugo; Chief and Mrs. Keys, Hugo, and then to Fort Towson, Okla.; the Loyal Troupe, Sarasota.

Col. and Mrs. Calvin Miller, Hugo; Maurice Marmolejo, Hugo, and then California; Oklahoma Shorty and Mrs. Shearer, Mooreland, Okla.; Robert and Los Stanley, Dallas, and then winter dates. Shorty and Mrs. Sylvester, winter dates, then Groveland, Fla. Roy and Della Thomas, Houston Shrine Circus; Harry Rooks, Hugo; Glenn Shearer, Mooreland, Okla.

COMEDY XMAS PARADE FIGURES
35 Heads and Costumes for SANTA PARADES available for Parade Producers with a route or individual parades after November 18.
Write FRANK CAIN
c/o Arabia Shrine Circus, Houston, Tex., November 3-17.

PHONEMEN
Book, banners, tickets. Repeat deal. Phone: 4481, New Bedford, Ill. Also good Newspaper Men. Write 3456 E. Layton Ave., Cudahy, Wis., Humboldt 1-0416.
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EDDY

PHONEMAN
Top Producer needed. Phone open, year 'round deal. Reload protection. Write **ROY BELL**
2847 W. 8th St. Los Angeles, California
DUUnkirk 8-6085 (No collect calls.)

GIVE TO DAMON RUNYON CANCER FUND

Ringling Bros At San Diego Reaches 85G

SAN DIEGO, Calif.—Ringling Bros. and Barnum & Bailey Circus grossed approximately \$85,000 during the scheduled four days ending Sunday (19). Between 7,000 and 8,000 were turned away at the two shows Saturday and the closing day's matinee, Tom Haynes. (Continued on page 62)

Packs Reveals Set-Up For New Orleans Show

ST. LOUIS — Tom Packs Circus headquarters here has announced details and line-up of acts for its 13th annual New Orleans Shrine Circus to be held November 22-30, with the opening heralded with a Canal Street parade November 21. Participating in the parade in addition to circus personnel and animals will be units of the New Orleans Shrine Temple and other organizations.

An innovation this year will be the Richiardis, South American illusionists, who will perform routines designed for locations with an audience on all sides. According to Jack Leontini, Packs spokesman, event marks the group's first appearance in any American circus, altho it has been with Medrano in Paris and other shows.

Included in the line-up are the following:

Aerial Ballet (16); Pat Anthony's Wild Animals; Les Oriols, aerial rigging act; Don Mario, headbalancing trapeze; the Skecons, ladder-trapeze combination; Konyot's Chimps; Allen's Bears; the Gaonas, comedy casting act; camels, llamas, guanaco and zebra, worked by Toni Smaha; the Stebbings, Risley; the Six Symphonettes, tumbling; Knox Trio, tight wire; Natal, "the Missing Link"; the Gretonas, high wire; Aldo Cristiani's Doberman Pinschers; the Flying Ray Dels and the Flying Palustres; Dieter Tasso, slack wire juggling; Toni and Inge Smaha, performing elephants; the Honeymooners, comedy

UNDER THE MARQUEE

Bob Porter is working with Red Rumble, manager of a new high school stadium in Houston. They formerly trouped together on the Cole and Dailey shows. . . Earl and Hattie Shipley are wintering at the Giant's Trailer Park, Gibsonton, Fla. They visited Merle and Nena Evans before their Orrin Davenport dates began.

Acts appearing in Frank Hildebrand's Fun-o-Rama Circus in Omaha included Leo Carillo, Jimmy Lee, the Noble Trio, Les Blue and Yvette, Chester (Bobo) Barnett, Sill Sisters, Cimce's Collies, the Langs, the Henneberrys, the Five White Guards and Jim Snell.

Visitors on Paul Miller's shopping center circus at Grandview, Mo., were Mollie Henly, Ray Thompson, Pink Barnes, Harry Somerville, Sis Henderson, Bud Hockett and CFA's Bert Sheldon and William M. Brown. . . Lew Hershey, clown, is now-playing a school assembly program for the 22d consecutive winter.

Huge Miami Crowds Jam Beatty Big Top

2 Extra Shows, 4 Straw Houses, 2 Near-Full Houses in 3 Days

MIAMI — Three-day weekend stand in Miami brought tremendous business for the Clyde Beatty Circus.

The show opened to near-capacity business for the two Friday (17) shows. Saturday followed with two straw houses plus an extra show to handle the turnaway crowds. Sunday was more of the

same, with scheduled shows packed to the straw and an extra performance added for the overflow.

Billing was good. Three TV shows and favorable newspaper attention helped stack up the business. Columnist George Burke gave the circus attention in his amusements feature.

Show has another week to go on its season. Finale comes November 2, when it will go to winter quarters, probably at De Land, Fla.

THE LIONS ARE COMING

LION BROS.' CIRCUS & JUNGLE OF ODDITIES
featuring
Tarzan, Boy & Cheeta
Opening January 1 indoors till May. Then under canvas.
Want to hear from the following:
Floyd King, Norman Anderson, L. Luxemburg. Want Union Billposters and Acts. Colored Runts who are Fire-Eaters. Prop Boss and Contracting Agents.
All answer: BOX 175, The Billboard 1564 Broadway New York 36, N. Y.

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WANT TOP ACTS
I am the NEW YORK representative of 8 out of town bookers who operate from coast to coast. NEED many new Acts of all kinds: Novelty Acts, HIGH ACTS, Animal Acts, Circus Acts, STAGE ACTS, good COMEDY ACTS.
CAN GIVE YOU QUICK ACTION.
Send photos, complete details and price.
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Judson 6-3345

WANTED
10 TOPFLIGHT PHONEMEN
8th ANNUAL HANDICAPPED CHILDREN'S BENEFIT SHOW
Tickets, Book, 25%, Pay Daily. No drinks. Deal opens Monday, Nov. 2 (Harry Ward, come in.)
RALPH W. STEVENS
838 Bedford Bldg., San Antonio 6, Tex.
(Phone: Capitol 4-1762) No collect.

3 PHONEMEN
New deal starting. Plenty of deals for the winter for the Police and Firemen throughout Ohio. Contact
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VPW, Circleville, Ohio, Phone GR 4-9087.
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Sloan & Blackie Burns, come in at once.

PHONEMEN
3 towns opening. Good sponsorship. Advertising and tickets. 25% pay daily. Call **JACK BELL** at home after 7 p.m., Naugatuck, Conn., Park 9-1735.
Windy O'Neil, call me.

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State-wide deal for prominent sponsor that has State-wide publicity. Book only. Phones are in. You can make your Christmas B.R. here. Coffee breaks. Pay daily. No collect.
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CLYDE BROS.' CIRCUS WANTS
Acts, Clowns and Musicians for 1959 season.
HOWARD W. SUESZ
Box 8634, Oklahoma City, Okla.

ATTENTION—ALL PHONEMEN AND PROMOTERS
The organization is still in effect and 25% paid daily. We move every day, this is a brand new deal. Call
GLADYS POWER, Gen. Mgr. in charge; DENNIS POWER, Vice Pres.
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PHONEMEN
We have the deals. Year around work. Need four Men. If you can produce without heat, phone.
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PHONEMEN
Office opened Monday, October 27.
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Call GL 2-9718, Canton, Ohio.
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PHONEMEN--PROMOTERS
OK, boys, come to sunny California. Lots of deals ready to go. Tix. Banners, Program & UPC's—Lions, Legion, Fire & Police deals. Year 'round work. TR, JE, JCP, TM, EO & Wally, contact. Big Ed S., where did you go? **JAMES BROS. CIRCUS**, 8600 Estates Drive, Oakland, Calif. Olympic 5-1962. No collect, or lush.

PHONEMEN
Last week on Legion; Lions' start Nov. 3; 30% daily; \$10,000 Taps; running deal myself. **R. A. (BOB) MALLORY**
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P.S.: Oish, Bennett, Bomar, you have money coming on mail. Send me your address.

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Year 'round deal if you can stand prosperity.
HERB LEHMAN
SWetbriar 1-9317, Cleveland, O.

PHONEMEN
Can use two sober Phonemen. No promoters, please. State-wide Police Publication. Contact
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PROMOTERS and TELEPHONE SALESMEN
Can place several high-class Salesmen and Promoters. All dates booked until Christmas week. Those who called or wrote before, get in touch. **SHELLEY "BUD" SNYDER**, Phone: Days, MURRAY 1-0652, Maywood, Ill.; Nights, Maywood Hotel. If not at this number, contact **HERB ELLINGSWORTH**, Pioneer 9-1936, Berwyn, Ill.

WANTED—PROMOTER
FOR EARLY 1959—HIGH-CLASS MAN TO HANDLE CIRCUS PROMOTION IN ONE OF AMERICA'S LARGEST INDUSTRIAL CITIES. APPLICANT MUST BE SOBER AND RELIABLE, CAPABLE OF HANDLING LARGE CREW AND IN POSSESSION OF HIGHEST REFERENCES.
TOM PACKS' CIRCUS
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HUMAN ODDITY PHOTOS, ETC.
FOR SALE—Nearly 800 8x7 actual Photos of most top notch human oddities (no fakes) from Barnum's to the present, such as four-legged woman, three-legged man, mule-faced woman, chinless man, frog boy, dog and lion faced men, three and four breasted women, double sexed (but malleable), rubber skinned, two-headed man, etc. 12 photos for \$2.50 for \$5 and all with complete texts. Also available, 652 Circusiana Photos such as ornamental wagons, parades, owners, acts, etc., plus 949 highly tattooed men and women of the world. These photos same size and price as freaks and with descriptive texts for all.
BERNARD LYLE KOBEL, 16 N. San Remo Ave., Clearwater, Florida

Spartanburg Pulls Big 200,000 Week

Weather Ideal; New Pony Show and Flower Display Both Big Successes

SPARTANBURG, S. C.—A week of ideal weather helped all departments of the Piedmont Interstate Fair, which rolled up 200,000 admissions during the six days ending Saturday (18). No hint of coldness or rain appeared, a welcome change from previous years.

On the midway the Cetlin & Wilson Shows turned in a record gross for their appearances here. Also satisfactory were the Jack Kochman Hell Driver shows and the night grandstand production, also provided by Kochman.

As in former years a highlight of the fair was the flower show, one of the nation's outstanding. Utilizing the theme "Winter Wonderland," Mrs. George B. Moore created a delightful Southern manor house scene in the Arts Building. A mansion front with lawn fountain was decorated with flocked pine for a snow effect, and five bubble machines spewed streams of bubbles thruout the display. Oversized snowflakes were suspended in rows from the ceiling, and subdued lighting transformed the exhibit into an impressive, snowy plantation scene.

There were 60 flower show judges this year, 40 of them appearing on Thursday. Special guests included Mrs. Bradley Morrah, of Greenville, past president of the National Council of Federated Garden Clubs; Mrs. J. T. Rut-

ledge, president of the South Carolina Federation of Garden Clubs, and Mrs. Leonard Slasson.

The fair's first pony show attracted more than 400 ponies, fair President Paul Black reported. Col. Art Roberts, Harrodsburg, Ky., presided over the auction at the cattle barn, where 200 animals were purchased. Art Litsey, Nashville, was ringmaster, aided by C. M. Williams, Jonesboro, Ga., and R. D. Blackman, Spartanburg. Black said the event would be continued in the future. Several tents were required for the livestock overflow.

It was Spartanburg's best fair from virtually every angle. Closing day's matinee feature was a NASCAR stock car program by local promoter Joe Littlejohn, who operates the track during the summer. Premiums this year were around \$20,000. Also awarded was a new car, \$1,000 scholarship and 12 free trips to the International Livestock Show in Chicago.

Elect H. Gordon Love C. of C. Vice-President

CALGARY, Alta.—H. Gordon Love, first vice-president of the Calgary Exhibition and Stampede, has been elected national vice-president of the Canadian Chamber of Commerce. He is president of Radio Station CFCN, Calgary.

Dallas Bowl Names Draw 50,000 Total

DALLAS—State Fair of Texas "Shower of Stars" events played to an estimated 50,000 people in the fair's Cotton Bowl during the exposition.

Another show had four performances on the Magnolia Midway stage before a roving audience impossible to accurately estimate.

Only one show was a paid gate attraction, the Cotton Bowl show Sunday night, October 5, starring Ernie Ford and Molly Bee. Show grossed some \$6,500 with ticket prices \$1.25 in advance and \$1.75 on the day of the show. Audience was estimated at about 5,500. Weather was cloudy.

All other shows were free. Along with estimated crowds and weather, they included:

Tito Guizar, Cotton Bowl, Monday night, October 6; a Mexico Day show with fireworks, 7,500, cloudy.

Music Festival, Cotton Bowl, Tuesday night, October 7, Meredith Willson, composer of "The Music Man" conducting, 7,000, clear, fireworks.

Children's Show, Friday, October 10, Cotton Bowl, Elementary School Day, Kirby Grant and Gloria Winters, the "Sky King and Penny" of children's TV show, fireworks, 11,500, cleared up after threatening weather all day.

Lavern Baker and Buddy Johnson's band, Magnolia stage, four

(Continued on page 61)

ALWAYS SOMETHING DOING

String of Activities Busies Va. State Fair

RICHMOND, Va.—With the State Fair safely over, activity on the grounds is resuming its regular busy pace. The State Fairgrounds here is one of those which has a continuing program of events earning benefits in the form of publicity and revenue, manager J. A. Mitchell notes.

Wrestling is held here on a regular Friday night basis, locally promoted thruout the year in a brick building. Also year-round are cattle sales.

On Sundays there are stock car races held, also locally promoted. Midgets were raced once during the year so far, with pretty good results.

Steeplechase Racing

Several other events are held during the year, such as the Deep Run Races of the steeplechase variety, sponsored by the Deep Run Hunt Club in early April. On Memorial Day there are motorcycle races (also once during fair week). In April there is the Chamber of Commerce - sponsored Spring Fat Stock Show.

Building has been rented for barn dances and country music shows. Tractor dealers have also taken advantage of the popular fairgrounds location to hold equipment displays. Evangelists have

utilized the grounds as a site for their tent meetings.

The list of activities will keep the fairgrounds well occupied until the 1959 edition, for which dates are set as September 25 to October 3. Fair board elections will be held in January.

Directors Set 150G Project For Allentown

ALLENTOWN, Pa.—Directors of the Great Allentown Fair last week voted another \$150,000 worth of improvements for the 1959 edition. To be completed is an 80 by 200-foot addition to the Agricultural Hall, which was constructed in 1957, and a new livestock arena.

For the first time in the fair's history, the Lehigh County Agricultural Society grossed more than a quarter million dollars from gate receipts, grandstand ticket sales, rentals and other returns. The 1957 gross was \$248,513.

FAIR MEETINGS

Western Canada Fairs Association, Regina, Sask., October 25-28. George K. Ross, 59 20th Street, Prince Albert, Sask., secretary.

Oregon Fairs Association, Gearhart Hotel, Gearhart, November 13-14. Hallie Huntington, Route 2, Box 277, Eugene, secretary.

Canadian Association of Fairs and Expositions, Royal York Hotel, Toronto, November 25-26. Emery Boucher, the Coliseum, Exhibition Park, Quebec 2, Que., secretary.

Western Canada Association of Exhibitions, Sherman Hotel, Chicago, November 29-December 3. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, December 1-3. Frank H. Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 8-10. Eugene R. Moore, Tipton, secretary.

West Virginia Association of Fairs, Waldo Hotel, Clarksburg, January 3-4. Mabel Hetzer, P. O. Box 589, 307 First National Bank Arcade, Huntington, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, (Continued on page 61)

Greenville, N. C., Registers 43,006; Cite Attractions

GREENVILLE, N. C.—A record of 43,006 visitors was counted during the five-day run of the Pitt County Agricultural Fair, Manager Norman Y. Chambliss reports. The total includes both paid and free admissions, and was boosted by the best kids day ever, on Friday (10).

Saturday publicity was aided considerably by the appearance on Saturday of Green Jeans, of the Captain Kangaroo network TV show. Chambliss said the attraction proved to be a cordial and willing worker, visiting hospitals and co-operating otherwise for publicity purposes. Following the big kids' day the presentation pulled

only 843 persons into the staging area. Kids paid 25 cents at the gate and 50 for the show.

Chambliss is satisfied, however, that a children's TV attraction is the solution to some of the gate problems of fairs.

Greenville did nearly as good as his other fair in Rocky Mount, with the key factor being a Saturday hurricane warning which put the damper on closing day in Rocky Mount. The O. C. Buck Shows played both fairs, did well and was awarded the 1959 midway contracts. Daily feature at both fairs was Joan Brandon, hypnotist.

Next year's dates are set as follows: Rocky Mount, September 21-26, and Greenville, October 5-10.

Spectacular Return Engagement
JOAN BRANDON
WORLD'S GREATEST HYPNOTIST
 "By popular demand, Joan Brandon again played, for the second time, before our grandstands at the Rocky Mount, N. C., and Greenville, N. C., Fairs. Her performances during the 5 days at each Fair were enthusiastically received by all our grandstand patrons. Her great personality and showmanship contributed to the success of our Fairs."
NORMAN Y. CHAMBLISS, MGR.
 JUST CONCLUDED: Home & Auto Show, October 21-26, Armory, Teaneck, N. J.
 Publicity: J. Brandon, 450 W. 24th St., New York 11, N. Y.

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1959

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EDITION

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Royal Outpaces '57 At Shreveport Fair

Big Crowds, Good Weather Helps; Claxton Show, Mouse Top Lineup

SHREVEPORT — Aided by strong attendance at the Louisiana State Fair, ideal weather and good spending, Royal American Shows were racing far ahead of 1957 grosses as of Thursday (23). With three more days to go, rides and shows were up a hefty 46 per cent over 1957 when rain early in the run cut attendance and fun zone patronage.

Leading the potent list of front-end attractions was Leon Claxton's Harlem in Havana, followed by the show-owned Mitzi unit and Dick Best's Side Show. The Wild Mouse again led the rides, and the Kiddieland received the best play it ever had at this fair.

Visitors to the midway here included Douglas K. Baldwin, John Libby and Mike Heffron, Minnesota State Fair; J. M. Dean and N. S. Hand, Mississippi State Fair; Mr. and Mrs. Maurice Fager, Kansas Free State Fair; G. W. (Bill) Wynne, Mid-South Fair, Memphis; Mr. and Mrs. Barney Gerrety, Charles McDougal; Pat Ford, Arkansas Livestock Exposition, Little Rock, and C. G. (Pete) Baker, Oklahoma State Fair.

The Royal American Shrine Club paid its annual visit to the local

Carl Sedlmayr Feted at Party

SHREVEPORT — Carl Sedlmayr Sr. was feted here Monday night (20) at a birthday party in the Mirror Steak House hosted by his son, C. J. Sedlmayr Jr.

Guests included Douglas K. Baldwin, Harry Julius, O. J. (Whitey) Weiss, J. C. (Tommy) Thomas, Bob Parker, Bobbie Hasson, Leo Overland, Herb Pickard, Mr. and Mrs. Frank Winkley, Mr. and Mrs. Sam J. Levy Sr., Mr. and Mrs. Jack Duffield, Mr. and Mrs. Maurice Fager, Frank Morrissey, Mr. and Mrs. C. J. Sedlmayr Jr., and Mrs. C. J. Sedlmayr Sr.

Injured Ride Man Moved to Texas

EDMONTON, Alta.—Severely injured when he was pushed into the side of a Rotor ride at the Edmonton Exhibition on July 19, Stephen McNitt, of Tampa, a Royal American Shows employee, has been flown to a hospital in Brownwood, Tex.

McNitt testified from his hospital bed in Edmonton Wednesday (8) at the preliminary hearing of an attempted murder charge against Gordon Steadman, of South Cooking Lake, Alta.

Continental in Barn, Two N. E. Fairs on 1959 List

LOWELL, Mass.—With his Continental Shows tucked away in winter quarters, Owner-Manager Roland Champagne last week reviewed the season, termed it okay by any standard and set to planning for 1959.

Up to and including Labor Day the fair season was okay and at least as good as 1957. Since then Champagne had been spotting ride units at various fairs, and combined

Shrine Hospital for crippled children on Thursday where they treated the youngsters to a show. Acts from the Barnes-Carruthers' grandstand show included Carl Marx, Robertis Trio and the Atterbury Hornbeck helicopter turn. Harlem in Havana provided its band and the Four Pennys, while the Mitzi show sent out Dean Allen, Molly Parks and Bozo Harrell. The Side Show contributed Jose DeLeon, Manueletto, Scotty McGregor, Baby Ruth, and R. Smith, sword swallower.

Lash LaRue and Fuzzy St. John flew here from Beaumont, Tex., where they were with the Olson Shows, to participate in the benefit performance. L. Tatum, former president of the Beaumont Shrine Club and president of Beaumont's South Texas State Fair, accompanied them in an airplane donated by A. G. Vananaman.

Buck Awarded Rocky Mount And Greenville

WASHINGTON, N. C.—Rough weather chilled the season's closing here for the O. C. Buck Shows, which heads home to Troy, N. Y., with a bagfull of 1959 fair dates already contracted. All five New York spots are set, plus two key dates in North Carolina.

Norman Y. Chambliss, manager of both the Rocky Mount Agricultural Fair and Pitt County Fair in Greenville, announced that they have been awarded again to Buck for next year.

Cumberland Is 11th Signed for A. of A.

1959 Routing Pattern Now Set; Also Set Sumter Repeat; Grosses Hold OK

CHARLESTON, S. C. — The Cumberland (Md.) Fair has been announced for Amusements of America's 1959 fair route, giving the show 11 fairs already under contract. Announcement by the Vivona family came on the eve of its appearance at the Exchange Club fair here this week.

With the 1958 season a week from over, the show has the nucleus for a solid route for the coming season, and will be looking

to fill in during the winter meetings. Following the fair here, it repeats for the Colored Farmers Fair and then heads to Sumter for winter quarters storage.

Cumberland had been played by the Prell show since 1949. Also announced is a repeat engagement at the Sumter Fair for next year. A. of A. had six satisfactory days there recently and was aided greatly by fine weather in addition to increased earnings power. There were 29 rides and 15 shows working, and three cars were given away. Lancaster, S. C., which followed, proved okay as the show spruced up for the big one here.

Lagasse Back In Barn After Okay Season

July Fourth Big, Prepare Work on Christmas Lights

HAVERHILL, Mass.—Season's work is ended for the Lagasse Amusements, but holiday lighting contracts are keeping a crew of two dozen men busy. The amusement outfit strings Christmas lighting in as many as 10 cities, continuing in a line developed by the late Eli Lagasse.

Carnival work ceased at the fair in Belchertown, Mass., on October 12. Orville Wesley, general manager, termed the over-all results excellent when favored by the weather. The organization fielded 22 office-owned rides, and had up to five ride units in operation simultaneously.

One of the peak weeks was that which encompassed July Fourth. In addition to a fourth straight visit

(Continued on page 60)

C&W'S WEEK BIG AT SPARTANBURG

Weather Perfect, Grosses Upped Daily; Eye Jacksonville Windup

MACON, Ga.—Back in winning stride toward season's end, the Cetlin & Wilson Shows tucked a record gross under its collective belt during six days at the Piedmont Interstate Fair, Spartanburg, S. C.

Morale and finances were in good shape when the railroader pulled onto the State Fairgrounds

DALLAS MIDWAY OPS RAKE IN \$\$

Tennant Sees Possible Record; Rides, Shows, Concessions Win

DALLAS—It was a winning run for everybody at the 1958 State Fair of Texas. The midway and concessions had possibly the best year in the fair's history, according to Fred Tennant Jr., midway superintendent for the fair.

Clif Wilson's shows all did well, with Charlie Taylor's Cotton Club Revue leading the parade.

Rides, boasting an unusually impressive line-up, had one of their best runs. Sammie Bert's Roller Coaster and his new Wild Mouse, along with the Velare Bros.' Space Wheels, topped the list.

Desplinter Bros., with novelties and hats, did their best business ever in 40 years of coming to the Dallas fair, according to Tennant. He also reported foods and games were way up over previous years.

Summing up, Tennant reported that for a time when money was

supposed to be somewhat tight, he had never seen it any looser. Crowds were among the "spendingest" he has ever seen, he said. Obviously there were no signs of the recent so-called "recession" and the effects of the Texas drought, broken only last year, have now been shaken off, and people have got it to spend once more, he declared.

Penn Premier Scoring Well; Signs Mt. Airy

HENDERSON, N. C.—One of the strongest windups in recent years is in the cards for the Penn Premier Shows after splitting last week between the fairs here and in Tarboro, N. C. Following a satisfactory season up north, highlighted by the fair in Indiana, Pa., the show had a pair of solid winners in the Mount Airy and Winston-Salem (Colored) fairs.

Mount Airy produced nicely, thanks to the best weather in several years. Saturday night (11) saw them coming out early and staying late, to everyone's satisfaction. Lloyd Serfass signed the spot again on closing night.

There were 24 rides and 11 shows working. Six additional back-end units joined for Winston-Salem the following week, including the King Reid dark ride. Tommy Auger had a good week with the bingo.

Dolly Young Leases Florida Park Site

COCOA BEACH, Fla.—Lease of a site here for installation of an amusement center was announced last week by Mrs. Dolly Young, of Glades Amusement Company. The area adjoins government property at Cape Canaveral.

Mrs. Young said that work will begin on the property immediately following close of the Glades show. The opening is scheduled for November 23. Under terms of the lease there will be rides, concessions and a free gate.

Gooding Sets Mark At Atl'ta, Columbus

ATLANTA — The Gooding Amusement Company piled up a \$160,901.55 ride and show gross at the recent 10-day Southeastern Fair here to establish an all-time record for the fair.

The record total, announced by Col. E. Lee Carteron, fair manager, eclipsed the previous high of \$157,034, set in 1956 when the fair was given perfect weather. Only seven days of the recent run received ideal weather. The record gross topped last

year's ride and show receipts by close to \$25,109, the Gooding units then having registered \$135,792 in ride and show receipts.

Top money-getter for Gooding in setting the new high was the Wild Mouse. It grossed \$12,167.

COLUMBUS, Ga.—The Gooding Amusement Company turned in a 20 per cent higher midway gross than last year at the recent Chattahoochee Valley Exposition here for a new record.

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

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1245 E. Adams St.

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Elgin 3-0535

JAMES H. DREW WORLD'S FAIR SHOWS

5-County Fair, Fitzgerald, Ga., Nov. 3-8; 2-State Colored Fair,
Augusta, Ga., Nov. 5-10.

CONCESSIONS: Will place Prize-Every-Time and Merchandise Concessions of all kinds.

SHOWS: Will place one outstanding Grind Show with modern equipment.

NOTE! We are now booking and contracting for the 1959 season. Route will include 20 fairs and many special events. All address this week JAMES H. DREW WORLD'S FAIR SHOWS, Dublin, Ga. Note! Please do not phone.

A. & D. SHOWS

Want for Charleston County (S. C.) Colored Farmers' Fair

Concessions of all kinds.

For Sale: 12-car Ridee-O, can be seen in operation.

DOM VIVONA

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Hampton Roads Agricultural Fair, Portsmouth, Va.

October 31-November 9—Ten Days, two Saturdays and Sundays; Kiddy Days, Quarter Million Dollar Plant, Lighted Parking Facilities, 5,000 Cars, Low Gate, Agricultural and Commercial Exhibits, new Half-Mile Track, Auto Races, Horse Races, Attractions, Fireworks. Something new daily. 20,000 School Tickets distributed.
Want Rides—Scrambler, Round-Up, Coaster, Rides not conflicting.
Shows—Colored Girl Show, small Circus, Snake, Illusion.
Concessions—All open except P.C. Wire or phone:
J. BARR, Fairgrounds, Portsmouth. Exchange 38813.

Sullivan Wraps Up Good '58 Season

Concessions Off; Rides, Shows Up; Increased Rail Rates Hike Nut

SIMCOE, Ont.—J. P. (Jimmy) Sullivan's World's Finest Shows wrapped up a profitable season here after a tour that began April 21 in Brantford, Ont., and took the show far into Western Canada.

Still dates were generally successful due to good weather, Sullivan said. On the Canadian B Circuit of fairs, concessions were down but rides and shows were up an average of 15 per cent. Charles Taylor's Rock and Roll Revue and John Planalp's "Vive Les Girls" took top honors on the back end.

Roy Cooper's Monkey Thrill-A-Rama led the remainder of the shows with Frank Hall's "Salu" a close contender. Cooper's "Fallen Angels" and George Burn's Torture Show rounded out the show division for the Western tour.

Kiddieland, managed by Phil Cronin, was augmented with the addition of a new Helicopter and racked up a whopping 25 per cent increase on the season. The Helicopter took top money consistently, with the Turnpike and Allan Herschell Boats fighting it out for second place. The Rodeo Round-up (live ponies), Sky Fighter, Kiddie Merry-Go-Round and Tank ride also proved important revenue producers, as did the Miniature Train, the Kiddie Autos, Tubs o' Fun, pony cart ride and Swinging Airplanes. Much of the success of the operation was attributed to a strip ticket plan.

Scrambler Leads

Top gross spot in the major ride division was retained by the Scrambler for the second year, with the Roller Coaster a close second. The Tilt-a-Whirl, Octopus, Rock-o-Plane, Auto Scooter, Ferris Wheels and Moon Rocket were all important revenue producers. The Roll-o-Plane, big Merry-Go-Round, Tunnel of Love (dark ride) and the Round-Up completed the major ride section.

At the completion of the Western circuit at Prince Albert, Sask., the show jumped 2,200 miles to Trois Rivieres, Que., to open under the Conklin banner for the three Quebec exhibitions at Trois

Rivieres, Sherbrooke and Quebec City. Show was joined at Trois Rivieres by Frank R. Conklin and augmented by the addition of the Hi-Ball and Fly-o-Plane in the ride line-up and the Siamese Twins and the Circus Side Show under canvas.

Trois Rivieres and Sherbrooke both came up with an 18 per cent increase, while the Exposition Provinciale at Quebec City, despite the worst weather in many years, came thru with a 10 per cent increase.

From Quebec City the show moved to Renfrew, the first of the Conklin Ontario annuals, where business was down from previous years. This was attributed to the city's centennial celebration which was held on the city streets three weeks prior to the fair opening. Fortune smiled again at the Lindsay Fair where bad weather in past years dampened business on the big days. This year near perfect weather prevailed, altho cool, and the show scored heavily with a 20 per cent increase. At the Kingston Fair a tremendous improvement was noted. This was the second year for the Conklin showing and they had paved the midway area. This innovation received excellent publicity and helped greatly. Kitchener, Ont., for the Jaycee Industrial Exhibition, followed Kingston, which was followed by the closing exhibition at Simcoe.

While the season, as stated, was most successful, there was an important setback financially, when Sullivan was informed during the Winnipeg, Man., date that Canadian railroads were increasing tariffs immediately. These increases amounted to approximately one-third greater transportation costs for the remainder of the season. The Board of Transport Commissioners is presently hearing applications for still further increases of approximately 19 per cent in tariffs.

At Quebec City, a benefit jamboree conducted by Pat Marco, concession manager, produced close to \$1,400 for the Showmen's League and the Canadian Showmen's Association, and at London, Ont., during the Great Western Fair, another benefit jamboree, conducted by Chick Schloss and Pat Marco, produced almost \$2,000 more for the two associations.

Frank Conklin Adds Blue Man To Stables

BRANTFORD, Ont.—Frank R. Conklin, Canadian midway biggie and owner of Conklin Farms here, has purchased the noted race horse, Blue Man, and will syndicate the horse for stud duty in Canada.

Conklin, who has become one of Canada's leading breeders of race horses, purchased the animal from A. W. Abbott, Lexington, Ky., and the animal arrived here in early October.

Blue Man is a son of the top race horse, Blue Swords, and a grandson of the late Col. E. R. Bradley's famous Blue Larkspur. During his brief racing career, Blue Man won the Preakness, Flamingo Stakes, Experimental Handicap No. 2, the Yankee Handicap and the Dwyer Stakes. He placed second in the Belmont Stakes and was third in the Kentucky Derby.

During his brief three-year-old career, Blue Man won \$259,585. He won five races while a two-year-old and amassed a total of \$277,035 in less than one and one-half years of racing.

Thomas Heads Home After N. C. Windup

KINSTON, N. C.—A 400-mile run home to Circleville, O., caps the season for the L. I. Thomas Shows, which wound up in fairly good shape despite a streak of spotty weather during still dates this year.

Chase City, Va., was one of the high spots, with the show fielding 17 rides, 9 shows and some 50 concessions, including the show-owned bingo. Line-up had a Scrambler, Merry-Go-Round, two Ferris Wheels, Tilt, Scooter, Rock-o-Plane, Roll-o-Plane, Octopus, Caterpillar, Airplane and six kiddie rides.

Backend had the Crazy House; Bubbles, Vic Hamid; Snake Show, Jack Knoehl; Harlem After Dark, Sean-Dolls and Cairo, Joe Mooney; Side Show, Charley LeRoy; Monkey Circus and Mirror Maze.

RIDES FOR SALE

BARGAIN—REPOSSESSED!! Can be moved immediately from Bristol Farmers Market, Bristol, Pa.
1 big Merry-Go-Round, 50-footers, Maggals makes, completely overhauled, good as new, fluid drive.
1 Roll-o-Plane, used, completely overhauled.
1 8-car Octopus, factory reconditioned.
1 complete Choo-Choo Train, standard make, 50' circle, 4 locomotives, 1 caboose, electric driven.
1 Kiddie Rocket Sky Fighter, complete with 5 rockets, capacity 25.
1 Kiddie Fire Engine, 8 fire engines, capacity 32.
1 Kiddie Circus Ride, 6 cars, capacity 36.
1 Kiddie Ferris Wheel, 8 enclosed cages, capacity 24.
1 Four-in-One ride, consisting of 2 tanks, 2 caterpillars, 2 tractors, 2 ponies & buggies.
1 Kiddie Water Boat Ride, 6 fibreglass boats, capacity 25.
These Kiddie Rides 1 year old, excellent condition, completely equipped. Includes for each ride, steel fences, electric signs, all switches.
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Fairgrounds, Starke, Fla., this week, or
Bushnell, Fla., Nov. 8-8.

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Hardie County Fair, Wauchula, Florida, November 10 thru 15.
Concessions: Hanky Panks of all kinds. Good opening for Arcade. Rides: Fly-o-Plane, Spitfire or Roundup, Kid Auto Shows: Pit Show with something behind it or what have you. All winter's work in Florida. Low Riley, Owner; Earl Miller, Bus. Mgr. All replies: Millen, Ga., Hotel Millen, Hill Nov. 1; then Fairgrounds, Wauchula, Florida.

Concession Equipment FOR SALE

Tents, Cushions, Popcorn, Snow and Floss Machines, Hot Plates, Steam Table, Hot Dog Warmers, Cash Register.
Write: LEON KUHN
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LARGE BEAUTIFUL CARNIVAL FOR SALE

Fully equipped, full transportation. Write BOX 7247, Minneapolis 12, Minn., for further information.

C. A. Stephens Shows

WANT FOR MILLEN, GA., Oct. 27-Nov. 2, followed by Nowington, Ga.
Concessions for stock only. Have for sale: Photo Booth, 1 1/4 inch or will trade for Wet Boat Ride or Kiddie Auto.
C. A. STEPHENS, as per route.

AVAILABLE ROAD SECRETARY

For Carnival. Male, 39, single. Bondable. After New Year's.
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c/o The Billboard Cincinnati 22, O.

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Caterpillar, good condition, \$4,500. May be inspected. Reason for selling, losing lease.
NORWOOD AMUSEMENT PARK
2025 E. Main St. Columbus 5, Ohio

FOR SALE

Short Arm Octopus with Trailer, \$6,500.00. Schiff low model road Roller Coaster and Trailer, \$5,300.00.
E. CAMPBELL
4329 Ravenwood St. St. Louis 20, Mo. (EVergreen 2-7307)

Okay Year Nearly Ended for Prells

Most Fairs Beat Poor Weather; Wilson Ahead, Rock Hill Good

LAURENS, S. C.—Fair weather aided by overflow crowds boosted the gross of Prell's Broadway Shows at Rock Hills, S. C. Tuesday (14) was a big Kids' Day.

This has been a good enough season, and ends following the fair in Columbia, S. C. (Colored), Sam Prell noted. Weather has been spotty but spared most of the meaty end of the season. Wilson, N. C., preceding Rock Hill, was up 20 per cent.

The lot here held 13 major rides, 12 kiddie ones, 8 shows and around 60 concessions, including the bingo of Harry Weiss and Max Pincus. Carl Prell has been working with the bingo staff.

Back end had the Side Show and Illusion, Earl Myers; Oasis, Baby Doll and TNT, Johnny Gambino; Rock 'n' Roll, Mrs. Simpson; Motordrome, Johnny Burro, and Baby Thelma Fat Show.

With it this year were MacIntyre's cookhouse, Muer's glass pitch, Charley Gross, Homer's dig-

gers, Sydney Lebow's jewelry stands, Harry Stephens with floss, custard and popcorn, Joe Prell's ice cream, Sonny Poplar, Mary and Larry Laureson, Charley Anderson's kiddie rides and concessions, Mrs. Palmer with ponies and novelties.

Joe Prell again was manager and agent, Abe and Ben Prell in the office, Maxie Sharp, concession manager; Johnny Hoffman, lot man; Al Reysinger, ride superintendent; Mary and Larry Laureson, billposters.

Show will again winter in Goldsboro, N. C. Frederick, Md., drew rain on Wednesday but wound up okay. Salisbury, during storm week, escaped rainfall. The Weiss-Pincus bingo had nearly a complete season in, and reportedly did well for its operators and the show.

Macon Fair Registers 16% Hike for C-W

MACON, Ga.—At the halfway point of the six-day Georgia State Fair, grosses of the Cetlin & Wilson Shows had gained over the same days last year, averaging 16 per cent. Biggest gain was about 25 per cent on Monday, Kids' Day. Fair gates showed a 35 per cent increase over the same days last year.

Midway had 31 rides and 15 shows and weather was good.

Bob Edwards, who has several rides with the show, added a Spitfire which he bought last week from Ernie Farrow in Jackson, Miss. Edwards and his wife, Virginia, who have played the fair here for 27 years, said Monday's business passed all former Macon records.

The fair's grandstand lights failed Monday night due to electrical trouble and the show turned on its large sky-lights enabling the performance to go on as scheduled. Fair officials praised Issy Cetlin and Jack Wilson, co-owners, for their co-operation in this emergency.

The owners and fair manager, Bob Wade, and a committee from the show and fair decorated the mausoleum of the late E. Ross Jordan and held brief memorial services on the third anniversary of his death Wednesday. Jordan was general manager of the fair for about 35 years.

Rides were getting the heaviest business at mid-week, altho the Raynell Girl Show and Jerri Jackson's Colored Revue reported business on a par with 1957.

Mrs. Irene Moore, widow of William B. Moore, former business manager, and Mrs. Claude Sechrest, wife of the present business manager, visited from Miami.

Louis (Peasy) Hoffman, press and special agent, arranged for a 400-foot television film to be made of midway activities Monday. A shorter news film was made Tuesday of Hoffman escorting a party of 450 orphans on a midway tour.

Les Nichols, former Side Show operator, is working school and lyceum shows for the Division of Supervised Studies of the State College Station, Fargo, N. D. He is doing a lecture on birds plus imitations of various birds and animals.

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CAN PLACE: Several experienced Workmen in all departments. We furnish you union welfare and benefits.

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We are now booking Attractions for next season to open Petersburg, Va., about May 30, 1959. Winter Quarters at Fairgrounds in Petersburg, Va.

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OUT ALL WINTER IN THE COTTON. Hanky Panks of all kinds (winter rates). Any worth-while Shows (small percentage). Agents for Buckets, Six Cats and Ball Games. Contact BOB CAPELL, Stanfield, Ariz. P.S.: Johnny Graves, contact.

WANT

Hanky Panks only. Privilege \$21.50 (out all winter) for St. Joseph, La., Oct. 27 to Nov. 1; Villa Platte Colored Fair to follow, Nov. 3 to 9. Will be in the Cotton, Cane and Potatoes all winter.

BURKHART SHOW

FOR SALE

Scrambler with tractor and trailer, \$23,000.00 cash. Can be seen on Schafer's Shows at Gilmer, Tex., this week. MRS. CHAS. OLIVER 3612 Lafayette St. St. Louis, Mo. Phone: PProspect 6-5197

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Greenwood, Miss., Oct. 27-Nov. 1; Winona, Miss., Nov. 3-8; then south. Want Hanky Panks of all kinds. Need Agents for Pin Store, Razzle and Skillo. SHOWS: Book any Grind Shows. Contact C. R. LEONARD, per route.

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JIMMIE WRIGHT

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D. J. ROHR

Risco, Mo., this week; then per route.

Important Notice HARRY W. (WHITEY) LAMON

Contact NETTIE immediately in Starke, Florida. Death in family.

Walter Lamon

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G16 Rensselaer (Suburban), 3 coaches 1,800' track, 2 sets signals, \$9,500. No. 5 Ell Wheel (new covers and upholstery), LeRoF gas, V-belt drive, \$5,500. One large Smith & Smith Chairplane, \$2,500. One 1913 40' Parker 2-abreast Merry-Go-Round, complete with band organ, new nylon plastic top, all brass covered, perfect condition—the best antique Merry-Go-Round in the United States—\$19,000. One new Miller Roller Coaster, six chrome stainless steel cars, size 40'x125', only one ever built this size, \$150 per hour; park model but could be mounted on semi for the road, \$19,000. Hodges Hand-Car Ride (six cars and 450' track), like new, \$2,000. 14 Kiddie Tractors, 2 years old, \$150 each. 14 Kiddie Tractors, 1 year old, \$200 each. Six King Boats (no tank), \$750. Homemade Car Ride, new canvas center, \$400. Homemade Swing, new top, \$500. Homemade Kiddie Horse Ride, new canvas center, \$400. Homemade kiddie mounted Ferris Wheel, real nice, \$1,000. One Wurlitzer No. 146 Band Organ, completely overhauled and tuned; complete with shipping crates, single tracker; one of the best playing organs in the country, \$1,000. All kinds of concession equipment, deep freezers, popcorn machines, ice cream machines, cotton candy, snow cone, coffee machine, picnic tables, dry pop coolers, six-case wet coolers. Rides will be up until Nov. 10. One Long Range Shooting Gallery mounted on tandem trailer, new top, six 241 Rem. auto. guns, loading tubes; cost \$4,000 to build, will sell for \$1,600. Terms: CASH—no deals.

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CeMar Amusement Center, Box 207, Marion, Iowa. Phone: DR 7-2685 or DR 7-9024.

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Chimp Show and Rock & Roll. Will buy for cash—40x80 Top or similar size. Want Mouse Game, Rat Game, Age & Scale, Big Six, other percentage open; Name on Hats, Long Range or Short Range. Red Silverburg, Cracker White, Eddie Moore—please contact.

ROBERT BAUMAN

c/o Western Union, Albany, Ga., this week. (No phone calls, please.)

BOB HAMMOND SHOWS

WANT FOR HOUSTON, TEXAS, SHRINE CIRCUS, NOVEMBER 4 THRU 17 ORGANIZED SIDE SHOW

Sword Box, Electric Chair, Magic, Torture Board, Fire Eater, anything that appeals to children. This Show will go inside of Coliseum Annex. Weather no factor. Call: BOB HAMMOND, Oxford 4-8647, Houston, Texas.

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Cookhouse and Sitdown Crab, limited number of Hanky Panks. No percentage, no alibis.

Address:

H. S. "TOMMY" THOMPSON or N. L. CRESON Pascagoula, Miss., Fair this week.

Club Activities

Showmen's League of America

CHICAGO — First Vice-President Bill Carsky opened the Thursday (23) meeting assisted by Ed Sopenar, third vice-president, and Hank Shelby, secretary. Eddie Levinson served as treasurer. Al Sweeney and Ned Torti assisted on the platform.

New additions to the plaque are Robert Hickey, Ernie Wenzik, N. Perry Luster, Steven Goby, Archie Wagner, Joe J. Custock and Andre Dumont.

William K. White is a new member. Johnny Criss is still in Alexian Bros. Hospital here. Dave (Foxy) Goldfen and Morie (Mush) Mossman are in Chicago's Veterans Administration hospital. Tommy Bozza is recuperating at home. Henry Polk went to Selma, Ala., to ship the body of Gardner Lloyd to his Aurora, Ont., home.

Hadi Delgarian served spaghetti and meat balls after the meeting.

Clubroom visitors included Lou Leonard, Chick Bohdan, Sam (Insurance) Solomon, Ed Sopenar, Whitey Lehrter, Bill Hetlich, Max Brantman, Charles Zemater Sr. and Tom Sharkey.

Pacific Coast Showmen's Association

LOS ANGELES — Matthew (Jimmy) Lantz, president of the Pacific Coast Showmen's Association, was given a standing vote of thanks for his work in raising approximately \$6,000 for the club during the season. Lantz presided at the regular weekly meeting Monday (20) when he returned from the road with the Crafts Shows.

On the rostrum with Lantz were Art Andersen, first vice-president, and Al Flint, executive secretary, who served in the absence of Bob Matthews, secretary. He invited Ed Harris, Hunter Farmer and Ted LeFors, all past presidents, to the rostrum. Also seated there were Lou Dufour and R. H. (Dick) Searce.

Checks for shows-within-a-show were presented to the club by Sam Dolman. He reviewed action on the West Coast Shows during the summer, when more than \$1,000 was raised at functions and ticket sales.

C. E. Marsh Jr. and Orville M. Perry were voted into the organization as members.

Al Flint reported that John Backman had suffered a fractured leg but was coming along well. C. E. (Candy) Moore, who has been on the sick list, visited the club. Meyer Schlom is doing well in a rest home and M. M. Buckley continues to improve in Phoenix.

Lantz called on several members to re-introduce them to the club. They included Charles Smith, Harry Lewis, Norman Schue, Dave Cohen, Dave Kann, Charles Crouse, W. L. (Bucket Brownie) Brown, Ernest Hoblitz and Messrs. Schwarbborg and Dufour.

Midwest Showmen's Association

Ladies' Auxiliary

MINNEAPOLIS — The first fall meeting was held in the clubrooms Thursday, October 9, with President Mickey Collins in the chair. Verna Winkley, Betty Car-

roll, Peggy Junkin, Evelyn Spence, Gladys Erickson, Blake Lambert, Belle Signor, Mary Dean and Neva Lanke answered the roll call.

Due to efforts of Mickey Collins, Betty Carroll, Mary Dean and Evelyn Spence, the following applications for new members were balloted on and accepted: Caselene Stanley, Margaret Maupen, Jo Ann Maupen, Lucille White, Mae Baldwin, Maida Rollins and Sylvia Hirschberg. Sylvia Hirschberg and Margaret Maupen were present and welcomed into the club.

Reports were received from members on various financial endeavors during the summer. Because of the outstanding work done by Mickey Collins, Jeanne Wells and Vera Harrison, of the William T. Collins Shows; Betty Carroll, of the Carroll Greater Shows, and Peggy Junkin and Verna Winkley, the auxiliary swelled its bank account considerably.

The first annual homecoming party will be held in the clubrooms Saturday night, November 1.

A prayer by chaplain Belle Signor closed the meeting, which was followed by lunch served by Neva Lanke, with the assistance of Mary Dean.

Miami Showmen's Association

Ladies' Auxiliary

MIAMI — Secretary Hilda Roman announced that the nominating committee of the Ladies' Auxiliary will meet at the clubrooms Wednesday, November 19, at 2:30 p.m., with Agnes Grosso as chairlady.

The first regular meeting will be held at 7:30 p.m. the same day.

MIDWAY CONFAB

At the Gayety Theater in Norfolk, Va., is Flame LaMarsh, who is off the road and would like to hear from friends. . . . Joe Behoff is working on the Jacksonville, Fla., exposition promotion for the Strates Shows.

Ted and Dorothy Webb, aided by their son, Butch, had their two custard stands at Dallas where they wound up a successful season. From Dallas they went home to Topeka and then for a three-week vacation in Arizona. . . . Wallace Cobb, Royal American trainmaster, was in St. Louis recently en route to Chicago on a business trip. He returned to Shreveport on Friday (24) to be on hand for the show's home-run move. . . . Walter B. Fox, who recently underwent eye surgery, is confined to his apartment

at 753 Conti Street, Mobile. Recent visitors there included Mr. and Mrs. George B. Flint, Charles Crichton, Mrs. Ernest Dalrymple, Mrs. Eugene Pedna, Mr. and Mrs. Earl Chapman, George Crowley and Johnnie Adams.

Mrs. Robert (Jo-Ann) McCandless is ailing and would like to receive mail in care of Ethel W. Gillespie, 10414 Palestine, Houston. Her husband is confined in a Waco hospital. . . . Mrs. Stanley Johnson, who with her husband, operates popcorn on W. E. Page Shows, writes that Stanley is on the road to recovery after a long siege. . . . Woodrow Arnold is now with Pepper's All-State Shows managing one of Bobby Sickel's photo concessions. . . . J. Lee (Buck) Smiles played the fair at Mobile and then headed for the Jacksonville, Fla., event.

New members of the National Showmen's Association and their sponsors are Frank A. Ryan, by Frank Rappaport; Russell L. Higgins, by Jess Harris; Joe Matocha, by Harry Nelson; Lester J. Lawler, by Joe McKee; Roy Wise, Jerome Wiley, Herbert Smith and Anthony Brown, by Al Howard; David Kessler, Zanis Mantarakis, Ted Seidel, Raymond J. Maher, Daniel Adelman, Herbert D'Inzillo, Samuel Jay Grable, Ralph Hotkins, Harry Alexander and Arthur F. Silbert, all by Leo Willens; Paul Finkel and August Longo, by Al McKee, and Johannes Mazor, Irving Katzen and Ray Thompson, by Angelo Peppe.

PCSA Skeds Annual Fete

LOS ANGELES — November 17 has been set as date for the annual homecoming party at the Pacific Coast Showmen's Association clubrooms here, Sam Dolman and Sam Steffin, co-chairmen, announced.

Steffin said that food and beverage for the night would be free. Dolman reported that the board of governors had appropriated sufficient funds for the event, with a number of the members making donations of money and beverages for the occasion.

Dolman advised that the event will be held at the conclusion of the Arizona State Fair, Phoenix. He said that all show people at that event will be invited to attend thru a special invitation which he personally will issue.

Lagasse Back

• Continued from page 57

to the big Lowell Commons date, there were units operating on Hamilton, Waltham and Webster, Mass. Fine weather was the case and a good week was registered.

Few changes have been made in routing in recent years, with 65 per cent of the dates being under church auspices. Staff in addition to Wesley included unit managers Harry Ryan, Renie Desjardin, Al Cartier, Bucko Homer and Dave Manning. Marie Lagasse continues in charge of the operation.

A fourth Merry-Go-Round is to be added for next year, Wesley said. The show also has four Ferris Wheels among its rides.

C&W Week Big

• Continued from page 57

for charities thru the Variety Club wishing well, with the division being made equally between the Miami and Jacksonville Variety Clubs. Jack Wilson estimated income averaging \$100 weekly at recent fairs.

Fairs in Albany and Waycross, Ga., are being played prior to the windup date, the Greater Jacksonville Fair, November 12-22.

The
BILLBOARD'S

BIG ANNUAL

1959

CAVALCADE of FAIRS

EDITION

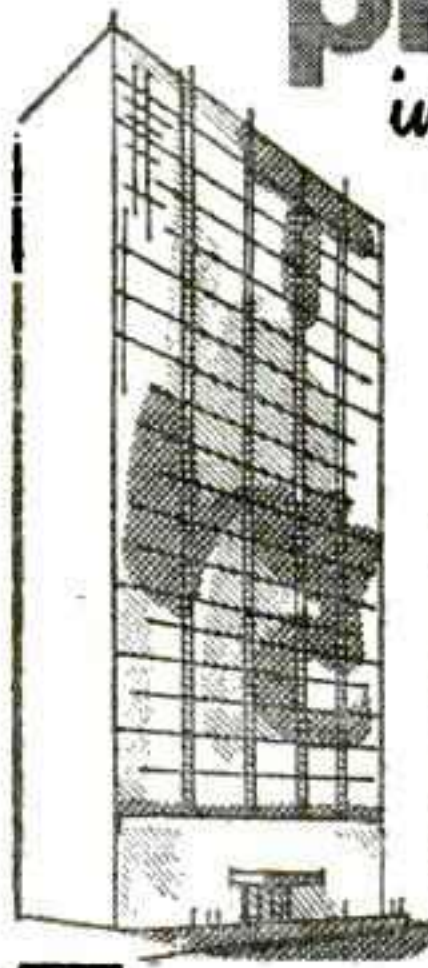
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MERCHANDISE

61

COMING EVENTS

Arizona

Ajo—Ajo Rodeo, Nov. 15-16. Gene Tally, Phoenix—Home and Garden Showing, Nov. 19. Phoenix—Intl. Auto Show, Nov. 19-24.

California

Los Angeles—Los Angeles Auto Show, Nov. 14-23. Los Angeles—Stockyards Rodeo, Nov. 29-30. San Diego—Southern Calif. Marine Assn. Boat Show (Electric Bldg., Balboa Park), Jan. 23-Feb. 1. San Francisco—Grand Natl. Livestock Expo. (Cow Palace), Oct. 31-Nov. 9. Nye Wilson. San Francisco—San Francisco Rodeo, Oct. 31-Nov. 9. Turlock—Far West Turkey Show, Dec. 2-4. M. S. Johnson, Chamber of Commerce, 207 Crane Ave.

Colorado

Denver—Denver Auto Show, April 8-11, 1959. Denver—Denver Rodeo, Jan. 16-24.

Florida

Cocoa—Cocoa Home Show (Armory), Nov. 7-10. Al Stern, P. O. Box 1225. Miami—Intl. Foreign and Sports Car Show, Jan. 25-Feb. 1, 1959. Miami Beach—1959 World-Wide Auto Show, Feb. 27-March 8, 1959. Tampa—Greater Tampa Better Living Expo. (Fort Hesterly Armory), Oct. 28-Nov. 1. Lew Nachman, 1704 Florida Ave. Tampa—Tampa Auto Show, Jan. 22-27, 1959.

Illinois

Chicago—Chicago Auto Show, Jan. 17-25, 1959. Chicago—International Livestock Expo. Nov. 28-Dec. 6. W. E. Ogilvie.

Kentucky

Louisville—Motorama Rod & Custom Show (Fairgrounds), Nov. 14-16. N. Perry Luster.

Louisiana

Baton Rouge—La. Livestock Show & Dixie Horse Show, Nov. 6-9. W. M. Babin, Box 8637, University Station. New Orleans—Mid-Winter Fair & Poultry Show, Nov. 14-16. Frances C. Smith, 6449 Vicksburg St.

Maryland

Timonium—Eastern Natl. Livestock Show, Nov. 15-22. Joseph M. Vial.

Michigan

Detroit—Detroit Auto Show, Nov. 22-30. Detroit—Junior Livestock Show (Stockyards), Dec. 9-11. G. F. Ridley, 8750 Dix Ave.

Minnesota

Minneapolis—Midwest Auto Show, Jan. 9-18, 1959. St. Paul—Land-O-Lakes Boat, Vacation & Travel Show (Auditorium), Jan. 16-24. Noel Van Tilburg.

Missouri

Kansas City—Kansas City Boat, Sports & Travel Show (Auditorium), Jan. 30-Feb. 8. F. W. Kahler. St. Louis—St. Louis Rodeo, Oct. 28-Nov. 2. St. Louis—St. Louis Auto Show, Nov. 21-30.

Nevada

Carson City—Admission Day Celebration, Oct. 31.

New Mexico

Albuquerque—Albuquerque Auto Show, Feb. 19-23, 1959.

New York

New York—Florida Preview of 1959 (Colliseum), Nov. 15-23. New York—Intl. Festival of Pets (Colliseum), Nov. 26-30. New York—National Horse Show (Garden), Nov. 4-11. New York—National Motor Boat Show (Colliseum), Jan. 16-25. Joseph E. Choata.

Ohio

Cleveland—Mid-America Boat Show (Auditorium), Jan. 3-11. Cleveland Press & Marine Trades Assn. Columbus—Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), Jan. 18-25.

Oregon

Portland—Sports Show (Masonic Temple), Nov. 5-9. Jack Matlack.

Pennsylvania

Harrisburg—Harrisburg Rodeo, Nov. 10-15. Harrisburg—Natl. Livestock Expo., Rodeo & Truck Show (Farm Show Bldg.), Nov. 10-14. Harrisburg—Standardbred Horse Sale (Farm Show Bldg.), Nov. 25. Harrisburg—Feeder Pig Sale (Farm Show Bldg.) Nov. 25. Harrisburg—4-H Club Tractor Clinic (Farm Show Bldg.), Dec. 8-10. Nazareth—Nazareth Farm Product Show, Nov. 20-22. P. R. Selfert. Philadelphia—Philadelphia Auto Show, Nov. 22-29. Pittsburgh—Pittsburgh Auto Show, Jan. 10-17, 1959.

Tennessee

Pleasant View—Tobacco Festival, Dec. 12. Lewis H. Hunt.

Texas

El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1. Fort Worth—Fort Worth Rodeo, Jan. 30-Feb. 8. Houston—Houston Auto Show, Nov. 29-Dec. 7.

Utah

Ogden—Golden Spike Livestock Show, Nov. 14-19.

Washington

Seattle—National Boat Show (Natl. Guard Armory), Nov. 28-Dec. 7. Hal Hamper.

CANADA

Alberta Edmonton—Fall Livestock Show & Sale, Oct. 28-31. A. J. Anderson.

Ontario

Toronto—Royal Agrl. Winter Fair, Nov. 14-22. C. S. McKee.

Saskatchewan

Saskatoon—Dressed Meat & Poultry Show and Sale, Dec. 10-11.

Fair Assn. Meetings

Continued from page 56

January 5-7. Hubert Ransom, Saint James, secretary.

Massachusetts Agricultural Fairs Association, Bancroft Hotel, Worcester, January 6-7. Paul Corson, Topsfield, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Dresher-Hilton Hotel, Columbus, January 13-15. Goldie V. Scheible, Fairgrounds, 1043 South Main Street, Dayton, executive secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 13-15. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 18-20. H. B. Kelley, Hillsdale, secretary-treasurer.

Maine Association of Agricultural Fairs, Portland, January 21-22. Roy E. Symons, Skowhegan, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-23. A. D. Scott, Box 68, Fargo, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 25-27. Clifford D. Coover, Shelby, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 25-27. Clifford C. Hunter, Taylorville, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 26-27. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 28-29. William Arthur Morris, 522 Court Street, Reading, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 5-7. Bob Murdoch, 102 E. Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 9-10. Clyde E. Byrd, Box 907, Little Rock, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 22-23. L. (Doc) Cassidy, Box 73, Shelby Station, Louisville 17, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 12. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Dallas Bowl

Continued from page 56

performances, Monday, October 13, clear.

George Gobel, Tuesday, October 14, Cotton Bowl, fireworks, East Texas Day Show with Apache Belles and East Texas queens, 9,000, showers.

Red Foley, Wednesday, October 15, Cotton Bowl, with talent from "Jubilee U. S. A." TV show, 9,500 sprinkling just before show.

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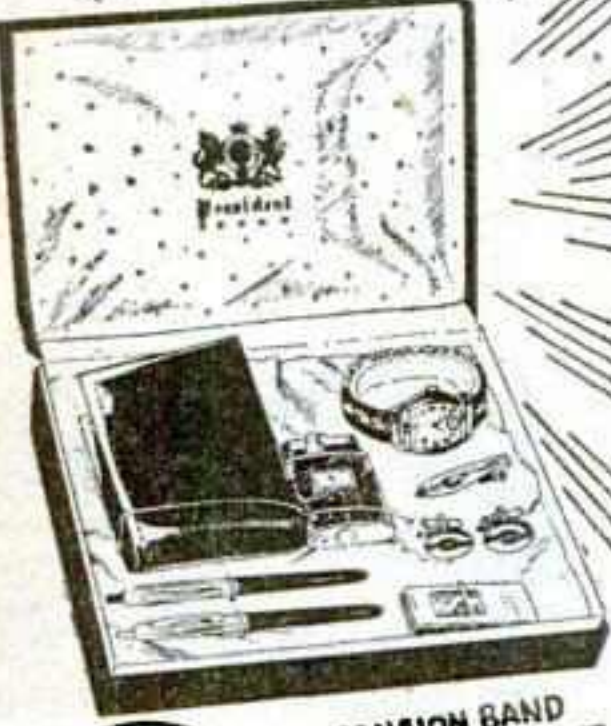
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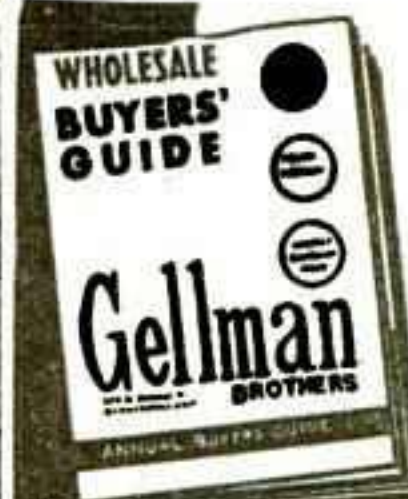
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Ringling Gross • Continued from page 53... promoter for this date and Phoenix, said. The gross was approximately \$30,000 more than in 1957...

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SAME DAY SHIPMENT! BUBBLE ELEPHANT \$30.00 dz. BUBBLE MONKEY \$36.00 dz. NEW SANTA CLAUS \$9.60 dz.

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GIVE TO DAMON RUNYON CANCER FUND

Record Tex. Gate • Continued from page 50... Oklahoma football classic due to be played in the Cotton Bowl on the opening day.

Roller Rumbblings • Continued from page 54... sea Drive in front of a drive-in theater. Morvay operated Vineland Roller Rink...

Sweeney Tour • Continued from page 51... with the wind-up October 3 at the Alabama State Fair, Birmingham. A dinner by Sweeney to 60 drivers...

La. State Ahead • Continued from page 50... one of the biggest attendance days on record. In addition to a big first-day turnout, 25,000 attended the football game...

THANKS!!! for the wonderful response on the Swiss Chalet Music Box—It was a sellout. All pending orders will be serviced. J & N COOK

Det., Windsor • Continued from page 51... country's Independence Day, three days later. A variety of entertainment is planned...

Record Tex. Gate • Continued from page 50... Oklahoma football classic due to be played in the Cotton Bowl on the opening day. Ready for the opening of the 1959 fair...

P. R. Program • Continued from page 54... Armed Forces Day and Interfaith Blessing of the Fleet also produced previously unknown revenues...

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THIS IS A 14 LINE AD FOR ONLY \$14

You can buy this space to profitably buy or sell used show equipment.

SHERIFF'S SALE

By virtue of levy duly made on Court order in the matter of Southern Tire and Battery Company, Inc., vs. Lloyd D. Serfass, trading and doing business as Penn Premier Shows, I will offer for sale at public auction at the Super Service Motor Freight Co., Inc., garage located 1 mile north of Winchester, Va., on U. S. Route 11, on WEDNESDAY, NOVEMBER 12, 1958, at 10 a.m., one CHEVROLET TRACTOR and TRAILER loaded with complete MOTORCYCLE, including 4 motorcycles, 1 FORD VANETTE TRUCK loaded with 2 welders, air compressor, tools, parts, etc. Terms of sale: Cash. Can be seen by appointment.

ROBERT L. DeHAVEN
Sheriff, Winchester, Va.
Tel. MOhawk 2-6192

\$90,000 RIDES AND PARK EQUIPMENT FOR SALE

Check my ad in Carnival Section this issue.

DON McELHINNEY

Box 207 Marion, Iowa

Help Wanted

AGENT CAPABLE OF BOOKING FIRST money contract under auspices. If you understand small town promotions, this is a money maker. No phones. 712 West 20th, Hutchinson, Kans., or per route Ken Griffin Show.

BOY AND GIRL FOR HIGH ACT, AROUND 5 ft. 5 in., must be able to do handstands. Box 174, c/o The Billboard, 1564 Broadway, New York 36, N. Y.

CONTRACTING AGENT WITH CAR, START contracting at once. Also small Circus Acts. Indoor Circus, 144 W. Walnut St., Jefferson, O.

LEAD TRUMPET AND SECTION TENOR Men wanted for traveling orchestra. Contact immediately. Jess Gayer Orchestra, 1612 Broadwell, Grand Island, Neb.

TENOR CLARINET, IMMEDIATELY FOR traveling commercial band; must read, no lusher. Sammy Stevens, 1611 City Natl. Bank Bldg., Omaha, Neb. no17

Instructions & Schools

LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. no3

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NEW 152-PAGE ILLUSTRATED CATALOG—Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Handwriting. Sub-miniature transistorized Radiophone for mentalists. Brochure, prices on request. Catalog 50¢. Nelson Company, 336 South High, Columbus, Ohio. no3

Miscellaneous

FISHING EXHIBITION TANKS, 100x20 AND 50x20. Easy to knock down, transport and assemble. Lucky Fisherman, P. O. Box 214, Bronxville, N. Y. oc27

SASP-WAISTED CORSETS, PHOTO CATA-log, \$1. Bundercraft, Box 43, Zion, Ill. oc27

20 LEADING COSMETIC FORMULAS, USED by large cosmetic companies, all twenty for \$1. Send to: Ed Bullis & Company, P. O. Box 2348, New Orleans 16, La.

10,000 PHONOGRAPH RECORDS, 78's, 2 1/2¢ each. Cash with order. Birmingham Vending Co., 540 2nd Ave., North, Birmingham, Alabama.

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NEED SPACE—MIDGET MOVIES, \$100; 3-D Movies, \$150; Panorams, \$225; Counter Model Machines, Arcade Equipment. Write Meyer Wolf, 539 Boardwalk, Atlantic City, New Jersey.

Personals

REWARD

Twenty-five dollars (\$25) reward offered for information of the present location of ALLEN TOBELL—approximately 35 years of age, white, married to the former Mary Rafferty. Originally from St. Petersburg, Fla., but is known to be advance representative for different circuses. Call

AMERICAN DISCOUNT CO.

Tampa, Florida. Phone 2-0121 collect. Reward money will be sent promptly.

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PHOTO BOOTHS, CAMERAS, D.F. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

Ponies

15 NICE MARE PONIES, ALL FOR \$1,200. Truck available for delivery. 2 Burros for \$100; 1 Midget Cow, \$100. No time for letter writing. Phone day or night, 9317. P. L. Cobb, Amite, La.

Printing

LETTERPRESS AND OFFSET—PROMPT service. Lowest prices. Samples free. Ayers Printing Co., 2136 Lee Highway, Arlington 1, Va. no10

200 8½x11 LETTERHEADS AND 200 6¼ Envelopes, \$3.95; black or blue ink. Mailo Press, 6468-B Clovis Ave., Flushing, Mich. no10

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AD MATCH SALES! YOUR OWN BUSI-ness, without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part or full time. Match Corporation of America, Dept. D-206, Chicago, 32. oc27

AD SALESMAN—A GROUND FLOOR OP-portunity in advertising sales. Nationwide, non-competitive year around business. This is new. Earnings of \$300 or more per week to those who can qualify. Write about yourself giving phone to: Box C-406, Billboard, Cincinnati, O. An interview will be arranged in your area.

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WE SEARCH THE WORLD OVER FOR THE unusual so you may have something different to sell. Write for details. Frank Chandler, 2055 Ala Way, Honolulu, T. H. Airmail reaches us overnight.

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SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$29.50 each; like new Folders, direct factory prices. USP Co., 100 Grand, Waterbury 2, Conn. oc27

WATLING SCALES—SCALES—WATLING 500 Guesser, Watling Fortune, \$35 ea.; Watling 500 Fortune, A.B.T. Kirk HiBoy Scales, \$45 ea.; renewed, reconditioned. Send deposit and shipping instructions, bal. sight draft. Gayco Distributors, 4866 Woodward, Detroit 1, Mich.

16 VICTOR SUPERMART 25¢ CAPSULE Vendors; new; original cartons; make offer. Augustine Co., Marshalltown, Iowa.

75 CHICAGO AND WHITLOCK COIN MA-chine Locks, 50¢ ea. 12 Metropolitan Timers, \$5 ea. Franklin, 3713 Brooklyn Ave., Cleveland 9, Ohio.

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 - E2—Stone Earrings, Asst. Gr. 21.00
 - E3—Stone E'Rings, Etc., Asst. Gr. 12.00
 - O1—Odd Lot Neck & Bracelets, Gr. 15.00
 - W1—Men's 5-Piece Watch Set 8.15
 - W2—Ladies' 5-Piece Watch Set 6.25
 - R3—Gent's Stone Rings, Asst. Dz. 2.50
 - B2—Boutiques, Boxed, Asst. Dz. 3.00
 - L2—Ronson-Type Lighter, Dz. Cd. 4.50
 - 620—Snapshot Camera, Boxed, Dz. 14.40
 - R-164—Religious Medallions, Boxed, Dz. 5.75
 - 2256—3-Piece Pearl Set, Boxed, Dz. 7.20
 - 2357—Hunting Knife & Sheath 7.20
 - 9967—2 Hunting Knives & Sheath 12.00
 - 1165—Tri-Color Flashlites, Boxed, Dz. 4.00
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AT LIBERTY—MAN AND WIFE FOR Southern tour. Lady refined lecturer; man contracting agent.

PUBLICITY-BUSINESS MGR.—AVAILABLE in the Chicago area. Recording, radio-TV, press, nite club contacts.

Bands and Orchestras

4 TO 8 PIECE ORCHESTRA, SINGS, PLAYS rock & roll and jazz.

Hypnotists

HYPNOTIST FOR YOUR CLUB, LODGE, Party. A very funny show. Also looking for good Agent.

WORLD FAMOUS HYPNOTIST AVAILABLE for immediate bookings after Nov. 1. Contact Dr. Morton Greene, 5040 N. Kenmore Ave., Chicago 40, Ill. AR 1-9635.

Miscellaneous

ANNOUNCER-ACTOR-DEEJAY—MATURE, single, available Nov. 15 for employment of any kind, temporary or permanent.

AT LIBERTY—TUBA, TRUMPET, CLARINET. A-1 musicians. Sober. Frank Robyns, Apt. 217, 4625 Second, Detroit 1, Mich. no24

MAGIC SHOW—FAMILY TYPE, 12 TO 30 minutes. Available Pennsylvania area. Contact Mr. Love, 2110 Seventh Ave., Altoona, Pa. no3

THE BILL GOLLY STRAITJACKET ESCAPE Under Water. Shown on network TV "You Asked for It" as "Attempt."

TUBERCULAR—STRONGEST—PHYSICAL. Wishes work, will travel in Fairs, Expositions, Shows, Carnivals. Lectures, etc.

Musicians

A-1 RHYTHM DRUMMER—20 YEARS' complete and thorough experience. Play all styles. Strictly sober.

AT LIBERTY—ALL AROUND PIANIST, available immediately. Prefer hotel or combo work; consider all offers.

AT LIBERTY—DRUMMER WITH WAYNE King and Henry Busse. Jeff Hudspeth, 606 MacArthur, Odessa, Tex. Federal 2-4871.

BASS MAN-VOCALIST AVAILABLE NOW. Replies 1118 First St., Chillicothe, Mo. Phone 2330-W.

CONTINENTAL PIANIST, SINGS, WISHES job in the South. Don Pasquale, 154-23 19th Ave., Whitestone, N. Y. Tel.: IN 3-0404.

DRUMMER—BONGOS, VIBIST, SOLID Drums, Latin Rhythms, solo Vibes on standars. Beautiful new Drums, Deagan Imperial Vibes.

DRUMMER—READ, FAKE, SOLO, TRAVEL, own car and custom-made drums. Voice and good appearance; 10 years' all-around experience.

DRUMMER—DOUBLING VOCALS; SOLID beat, two or four; any style, age 30, 15 years' experience, no habits, own transportation.

PIANIST—DOUBLE MAGIC, PREFER shows. Have electronic piano. Free middle November; agencies, contact, Bob Fisher, c/o Bisbees Comedians, Dyer, Tenn. oc27

PIANIST, GOOD REPERTOIRE, CLEAN habits, well experienced, desires position. Write: Pianist, 1756 Dauphin St., Mobile, Ala., or call GA 6-6649 after 8 p.m.

PIANO MAN—CAN HANDLE ALL. C/O Gen. Del. and Western Union, Jacksonville, Florida.

TRUMPET, BALLAD VOCALS, NAME EXPERIENCE, age 27, excellent appearance, read or fake any book. All offers considered.

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BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. no17

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act.

Vaudeville Artists

BUSTER BOSS VARIETY REVUE—MAGIC, Clown, Music, Vent. Act. Experienced all type dates. Phone dates, etc. Box 243, Rouston, Texas.

Danish Expo Clicks

COPENHAGEN — The 1958 Horticulture Show, which occupied the big Forum exhibition hall, September 25-October 8, broke all attendance records.

Whale Show

COPENHAGEN — Richard Stangerup, who handles "Holiday on Ice" tours of Scandinavia and most of the American name bands appearing here, exhibited "Jonas," a huge whale, for a five-day stand on the Bellahoj circus lot.

Frank Cain, clown, worked his comedy figures in the October 17 parade of the Crowley (La.) Rice Festival and the October 25 Abbeville (La.) Dairy Festival parade.

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.

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HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

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- Acts, Songs, Gags
Advertising Specialties
Agents, Distributors Items
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Business Opportunities
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Collectors Items
Costumes, Uniforms, Wardrobes
Food & Drink Concession Supplies
Formulas and Plans
For Sale—Secondhand Goods
For Sale—Secondhand Show Property
Help Wanted
Instructions and Schools
Locations Wanted
Magical Supplies
Miscellaneous
Mobile Homes, Accessories
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Talent Availabilities Headings
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M. P. Operators
Musicians
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- REGULAR CLASSIFIED AD—20c a word, Minimum \$4
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TALENT AVAILABILITIES AD—5c a word, Minimum \$1
Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Please insert the above ad in..... Issue
NAME I enclose
ADDRESS remittance of
CITY STATE \$

Roll of Coins Best Way to Pay Spot: Op

GOLDEN, Colo.—Paying a location owner his commission in currency or by check is actually "defeating the very purpose of the vending machine operation," according to Clyde McCathren, veteran Colorado bulk vending operator whose routes cover several States.

McCathren, who travels as far out as 400 miles on servicing his far-flung routes, has worked up a special arrangement with his location owners. He never counts out the pennies from each machine in the location owner's presence. Instead, McCathren makes each commission payment on the following service trip, and invariably he pays the customer off in rolls of pennies. "This puts plenty of pennies back in the cash register, ready to make

(Continued on page 66)

DAVE WEINBERG IS YOUNGEST BULK OPERATOR

PHILADELPHIA — David Mark Weinberg is probably the youngest bulk vending operator in the business. Weinberg, who recently celebrated his four (month) birthday, is owner of a 15-machine peanut, ball gum and charm route.

Mannie Rake, local distributor and grandfather of the young operator, gave the operation to Weinberg as a birthday present. Contracts are made out in Weinberg's name and profits are placed in a special account in his name.

Weinberg probably won't take over active management of the route, tho, for another 15 or 20 years. In the meanwhile, granddaddy's servicemen are handling young Weinberg's locations.

Koritz Cashew Route Built on Policy of Complete Uniformity

By JOHN HICKS

Second in two-part series

ST. LOUIS — If one word could describe the reason for the success of the Marjay Vending Company at operating 2,000 5-cent cashew vending machines, it would be "standardization." The entire operating procedure is uniform, from the method used to service the route and using interchangeable parts for machines, to having only one key which fits every piece of the equipment, says owner Jason Koritz.

He explained that the success of the company also is the result of using a quality product. All the cashews, including those used by the Chicago division of the firm, are obtained from a St. Louis company and prepared to his order of being dry-cooked. This preparation eliminates oily film and grease inside the globe container. (Koritz displayed a half-filled globe from a machine left in a filling station that had been closed for nine months. The only sign the container had not been in use was a small accumulation of salt at the bottom. There was no oily film anywhere.

Amount Dispensed

Nine to 11 cashews are dispensed from the machines for a nickel. Koritz said he pays top prices, and that costs have increased and are still going up. Present price of cashews, he continued, is about 10 cents more a pound than when he went into the business three and a half years ago. Fortunately, Koritz said, the company which supplies the nuts affords protection, at least until

the new crop comes in some time in February. He explained that already he has estimated how much he will need and has placed an order for 13,000 pounds of cashews for the remaining months of the year.

Speaking of taxes, the operator said the levy varies from city to city—from \$1 to \$5 per machine a year. In some cities, he said, there is no tax, and in Chicago the levy is \$100 for a license from the Board of Health and a small charge for each employee, regardless of the number of machines in operation. A certified public accountant is engaged for auditing and keeping accounts of the firm, and the company utilizes the five years for depreciation for each machine allowed by the government, Koritz said.

The Marjay Vending Company is by no stretch of the imagination

a one-man operation. Active in the business locally are Mrs. Koritz, who was a jewelry buyer before her marriage, and their son, Mark.

The Chicago division of the company is handled by Saul Cohen, who has about 800 machines in use in the Chicago area and parts of Indiana and Wisconsin. Cohen, 50 years old, is a first cousin of Mrs. Koritz and has an interest in the Chicago operation.

The Chicago division is a separate corporation and came into existence the first of the year. Cohen is assisted there by his father, Joseph Cohen, both of whom were in the garment industry as manufacturers and sellers of coats and suits. Saul Cohen and his wife, Bess, have two sons, Steven, who was recently married, and Howard.

(Continued on page 67)

Put Jumbo Capsule Vender In Quality Spot, Says Graff

DALLAS — Jumbo capsule vending is most successful in the quality adult location, says Everett Graff, owner of Graff Vending Company. Busy restaurants, cocktail lounges, and hotel lobbies are examples of the type location operators in his area are finding best for quarter capsule merchandise, reports Graff.

A large distributor, Graff works closely with operators in his area who have the quarter capsule vender on location. "Operators are finding that the quarter machine will get attention because of its strong eye appeal," he says, "but it must be located in the better-type location."

Indications are that the tourist trade is one of the best markets. Out-of-town visitors are apt to buy the charms to take back home as souvenirs, Graff reports.

One of the best locations is an all-night restaurant located in the downtown business district, which attracts a large number of tourists. The vender dispenses such charms as miniature cigarette lighters, earrings, cuff links, necklaces, money clips, tie bars and costume jewelry. The machine is placed next to the restaurant's juke box, where it has the best chance of being repeatedly noticed. (See picture, elsewhere in this section.)

(Continued on page 67)

NUT FRESHNESS

Crisman: Vacuum Pack Worth Cost

CHICAGO — The advantages of vacuum-packed nuts for use in bulk vending machines more than offset the increase in price, says Paul Crisman, co-partner in King & Company.

Since the nuts are put up in airtight metal containers, the problem

of spoilage is eliminated. This also means that operators too distant from a distributor to make regular trips can buy in enough quantity to save on freight, said Crisman.

Often the problems of spoilage and minimum freight charges makes nut vending prohibitive for out-of-town operators, said Crisman. Minimum freight generally begins at 100 pounds. Many operators can't use this quantity of nuts in their machines in a month's time, which is the maximum period that nuts generally stay fresh, said Crisman.

On the average, vacuum-packing adds 5 cents to the cost of a pound of nuts, said Crisman. A large processing plant in Chicago puts the nuts up in five-pound tins for King & Company. This is approximately the amount of nuts needed to fill a globe, and thus any problem of spoilage is almost completely eliminated. Further, individual containers may be easily bent so that machine loading is accomplished without having to transfer the nuts to another receptacle, said Crisman.

King & Company began vacuum packing two years ago and currently has every type of nut and popular mix available, said Crisman. The firm currently sells approximately 5,000 pounds of vacuum-packed nuts a month, he concluded.

NAMA Sessions Apply To Bulk Vending Too

CHICAGO — Business sessions that are most likely to interest bulk vending operators at the National Automatic Merchandising Association convention were commented upon last week by Herb Beitel, legislative counsel of the association.

Two sessions Monday morning should be of interest to bulk vending operators, said Beitel. The first, entitled "You Are Losing Money and Don't Know It," is a speech devoted to the economics of proper business control. Book-keeping and accounting procedures to follow in determining the profitability of an operation will be ex-

plained in the speech. Bulk vending operators should find much here that is of direct application to their business, said Beitel.

Session Following

The session immediately following is a panel that will discuss the topic "Selling Vending Services." Panel members are location salesmen, and effective ideas and techniques will be discussed during the session. Basic principles of location selling apply to all types of vending, and bulk vending operators should profit from the panel, said Beitel.

Two speeches on Tuesday dealing with the problems and future of the vending industry should be of interest to bulk vending operators, he said. It will be an opportunity to see how the problems of

(Continued on page 66)

Daylight Thief Hits Chi Spots

CHICAGO — Broad-daylight thefts of bulk venders has been noted during the past month, said Bob Kantor, Confection Specialties, Inc., last week. Both he and a few other operators here have lost a number of machines reminiscent of a similar pattern of theft years back, he said.

The thief simply walks into the location and out again with the machine under his arm, giving a casual explanation, if any, to the location. Careful not to arouse location owners unduly, operators are asking them to note the license number of any unauthorized person taking a machine out of their store, said Kantor.

This same method was used in the previous instance, and the thief was eventually apprehended, said Kantor. In handling the problem, Kantor said it is paramount not to give the location the idea that the machine is a liability.

Bulk Banter

By FRANK SHIRAS

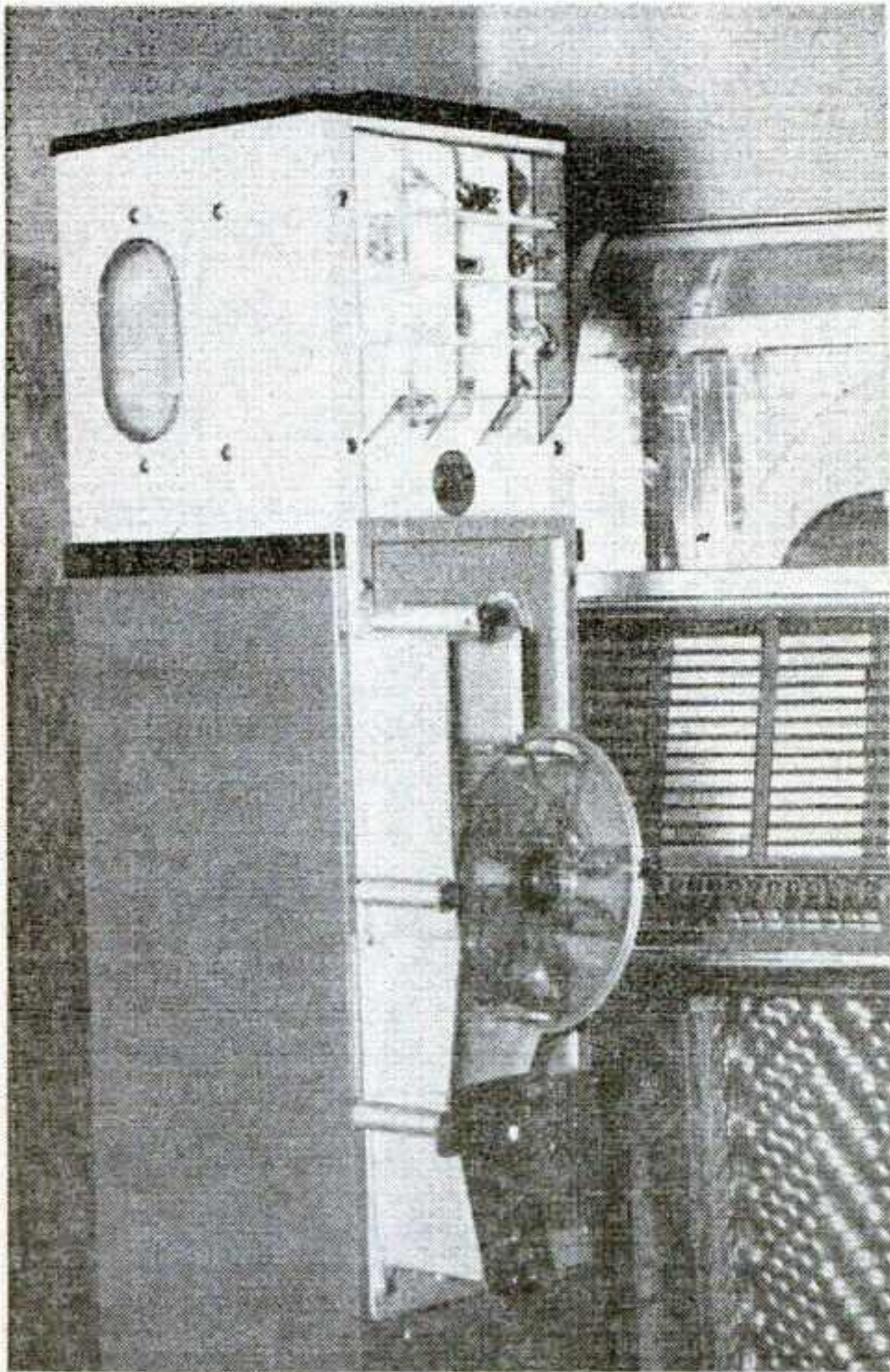
Both inflation and recession are said by different people in the industry to be beneficial to bulk vending. Curiously enough, both camps could be correct. This becomes evident when one listens to the reasons cited—they refer to different factors. It's something like saying, "Both heat and cold are beneficial to health." Up to a point, this is true as long as you are talking about different factors of health.

Inflationists argue that the less money is worth, the more inclined a person is to spend small coins. As coins lose their value, children are less apt to have them in order to buy something they like. Presumably, if inflation went far enough

a piggy-bank would become an anachronism. Since the price of nuts, gum, trinkets and candies actually decreases during inflation, children are more likely to buy these things they like with their coins. And they have more coins to spend because their parents are more apt to dole out change during an inflationary cycle.

On the other hand, the deflationists contend that the purchase of small items is the last luxury that people want to forgo when money is scarce. The living on a tight budget, people want to feel that there is something they can be indulgent about. The purchase of small items is a way of keeping up spirits in spite of having to skip the new car or coat of paint on the

(Continued on page 66)



RESTAURANTS are ideal spots for jumbo capsule machines, says Everett Graff, distributor in Dallas. Next to a juke box, as above, the machines get maximum play.

**WINTERTIME OPERATIONS
CANDY BALLS**

210 Count, with CHARMS;
also 100 Count Candy Balls.
FREE: Candy Ball Labels.

**SO ROUND, SO SWEET,
SO PROFITABLE**

Samples and information on request.

EPY

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Bulk Banter

• Continued from page 65

house. In this way, bulk vending holds firm during a depression while other businesses take a nose-dive.

Both of these points of view can be correct because each refers to a different factor in the health of bulk vending. People with a lot of loose change that is cheapened may very well spend it without much thought. Wanting to spend money in some way during hard times can also help a business such as bulk vending.

This outlook, however, takes the bulk vending industry as a whole.

Paradoxically, bulk vending may be booming while individual operators may be hurting. The more operators with machines on location there are, the more the industry is encouraged to expand. But the individual operator finding himself faced with more and more competitors may actually lose business. This situation becomes aggravated during inflation, when performance an operator must eventually put more machines on location in order to realize the same real earnings of years gone by.

There are some indications that this is starting to occur, especially in metropolitan areas. Diminishing returns—each additional machine earning less than its predecessors—is a not uncommon complaint. Such a situation puts a premium on new ideas and approaches. Some operators diversify in a restricted area. Others use a single fill and take to the highways. Others turn to high-traffic spots and install special installations. Still others retrench and try to simplify servicing and bookwork in order to have more time to solicit locations. Unfortunately, some simply watch the penny become thinner and the old corner store white-wash its plate glass.

L. I. Operator Exhibits at Trade Show

HICKSVILLE, L. I., N. Y.—County Cigarette Service, a vending operation which has recently gone into the juke box field, represented the coin machine industry Thursday thru Saturday (9-11), at the Hicksville Chamber of Commerce Festival, a large tent set-up, with local industry displaying its wares to businessmen and the general public.

Partners Dave Hoffman and Bob Hirsch displayed two cigarette machines, drink units and a juke box. The box provided the music for the affair and was popular with the teen-agers.

While County Cigarette participated in the festival primarily as a public relations gesture, several local businessmen were interested in the equipment and the firm wound up with a few location leads.

NAMA Sessions

• Continued from page 65

bulk vending compare to major equipment vending. This is useful information to have, especially if an operator plans on buying major equipment. Commissions, direct selling to the location, financing and obsolescence of equipment will be dealt with in detail, said Beitel. The mutual responsibilities of manufacturer, operator and supplier will be explored in the speech on the future of automatic merchandising, he said.

Cigarette Clinic

Tuesday evening there is a cigarette clinic and another for medium and small-size operators. In the cigarette clinic the various problems confronting operators will be discussed. One of the main subjects in the second clinic will be specialization versus full-line vending. Both clinics should be of interest to bulk vending operators, said Beitel.

There promises to be a large turnout of bulk vending operators at the convention. At press-time, 130 exhibitors had signed up for the show, according to Walter Reed, director of public relations for NAMA. More than 5,000 are expected to attend the convention, November 2-5 in Kiel Auditorium, St. Louis, Mo.

Rolls of Coins

• Continued from page 65

change for small fry and adult customers who want to use the machines," McCathren pointed out. "We have never had an instance in which a location owner objected to taking his cut in pennies—even tho they may be a long time in being used up, the store never runs out of pennies to make the venders useful."

Paying the commission on the return trip means a fine reception in every case since McCathren's first act is to hand over the rolls of pennies when he arrives. "Just as business everywhere benefits by plenty of fluid currency in circulation, we like to keep a lot of pennies in our spots," McCathren said. "Naturally, making up the rolls of pennies or procuring them from banks where necessary means extra time and effort, but the results have always been worthwhile."

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S-Stick Gum, 100 packs	\$1.90
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- Premiere Card Machine 17.50
- Hot Nut Machine, 3 Col. 22.50
- Stamp Machine, 2 Col. 15.00
- Shipman Stamp Machine, 3 Col. 22.50
- Pen Machines 14.50
- N. W. 10 Col. Tab Machine 19.50
- Mills Tab Machine 14.50
- DuGrenier Tab Gum Machine.... 14.50
- Advance Comb Machine 14.50
- Pen Machines, 50c. 6.50



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 Consists of all
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H. N. Hardy Named To Reynolds Post

NEW YORK — The R. J. Reynolds Tobacco Company has elected H. Noel Hardy chairman of the executive committee, succeeding E. A. Darr, who died last week. Hardy, who has been with the firm for 43 years, has been a vice-president since 1949 and a director since 1945.

Elected vice-presidents were Spencer B. Hanes Jr. and Francis G. Carter. Hanes has been a director since 1948. Carter was formerly sales manager and has been with the company since 1934.

Cutchins Named B&W President

NEW YORK — William S. Cutchins has been elected president of the Brown & Williamson Tobacco Company, manufacturer of Viceroy, Kool, Raleigh and du-Maurier cigarettes. He succeeds Emery M. Lewis, who has retired.

Cutchins joined the company 30 years ago and was elected a director in 1944. He was also vice-president in charge of advertising and had been executive vice-president since 1955.

Cigarette Manufacture

Cigarettes manufactured in July totaled 39,795,126,418, an increase of 4.13 per cent over July, 1957, according to Treasury Department. For the first seven months of this calendar year, manufacture totaled 268,648,110,024, up 3.21 per cent over the first seven months of 1957.

Tobacco Production

Production of all types of tobacco in 1958 is forecast at 1,751 million pounds by Agriculture, as of September 1. This is 5 per cent above 1957 production, but 18 per cent below 1947-'56 average. However, yield per acre of 1,608 pounds will be highest on record, according to Agriculture estimates.

Flue-cured production estimated at 1,071 million pounds is 10 per cent above 1957, but 18 per cent below the 10-year average. Burley prospects are for 483 million pounds, 1 per cent below 1957, 14 per cent below the 10-year average,

Koritz Cashew Route Built

• Continued from page 65

In St. Louis, Koritz's son, Mark, has enrolled as a freshman at Washington University. He will be 19 in November and has arranged his schedule so that he can have enough time off to take over operations of the Marjay Company in the St. Louis area or territory west of the Mississippi River. This will leave his father time to concentrate more in out-State Missouri, Illinois and Indiana. Mark recently was separated from military service under the six-month Armed Forces Reserve Act plan.

Beside their business interests, the Koritz family is active in civic activities. Mark is in training to become an auxiliary policeman in University City, a municipality in the St. Louis area where the family lives. Mrs. Koritz has contributed about 1,500 hours in three years of volunteer work at the John J. Cochran Veterans' Administration

Hospital. She has given the service as a member of the local chapter of B'nai B'rith.

Koritz, also an auxiliary policeman in University City, has been on leave of absence from the civilian police force since he was appointed a member of the Civil Defense and Disaster Relief Commission by the city council of the municipality. He has contributed about 1,600 hours of voluntary time to the auxiliary force since he became a member about four years ago. He also is working on donating a second gallon of blood for the Red Cross vounteer blood bank.

He is 49 years old and was a sales manager of consumer credit firms before going into the bulk cashew vending business. The name of the vending company, he explained, is a combination of letters from his and his son's first names. The operator and his wife, 43, are natives of Boston and celebrated their 21st wedding anniversary October 3.

Capsule Vender

• Continued from page 65

Experience has shown that about four of five customers in the restaurant are hotel guests in the area. Sometimes they want to play the juke box, and then look-over the capsule vender. Often the machine itself will attract them. Most of the people in this location seem to patronize the machine with the idea of taking a souvenir back home with them.

The revolving wheel in front has compartments that hold the next three capsules to be vended. The paneled section on top holds representative selections of novelty and utility items vended thru the machine.

and second only to 1955 as smallest in 15 years.

Cigar-filler production is 53.7 million pounds, up 17 per cent over last year. Cigar binder crop of 26.6 million pounds is in prospect for 1958, but will still be 5 per cent below last year, and lowest on record. Cigar wrapper production estimated at 17.8 million pounds is 6 per cent below last year's, but would be second largest on record, Agriculture reports.



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 1c
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\$13.25
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Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 33 1/4", width 4 3/4", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection, coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet, capacity approximately 200 combs; size of comb, 4 1/4" long, 1 1/8" wide, 7/64" thick.

Prices quoted are net, F.O.B. Brooklyn.
 Deposit required with order—balance C.O.D.

PRICE OF MACHINE	
10c Operation—	Each
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- Cashew Whole66
- Cashew Butts58
- Peanuts, Jumbo32
- Spanish42
- Mixed Nuts37
- Baby Chicks30
- Rainbow Peanuts32
- Boston Baked Beans32
- Jelly Beans28
- Licorice Gems28
- Leaflets, 650 ct.40
- M & M, 550 Ct.55
- Hershey's47

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210 ct.30
- Rain-Bo Ball Gum, 100 ct.37
- 200 lb minimum, prepaid on all
Rain-Bo Ball Gum.
- Adams Gum, all flavors, 100 ct.45
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- Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
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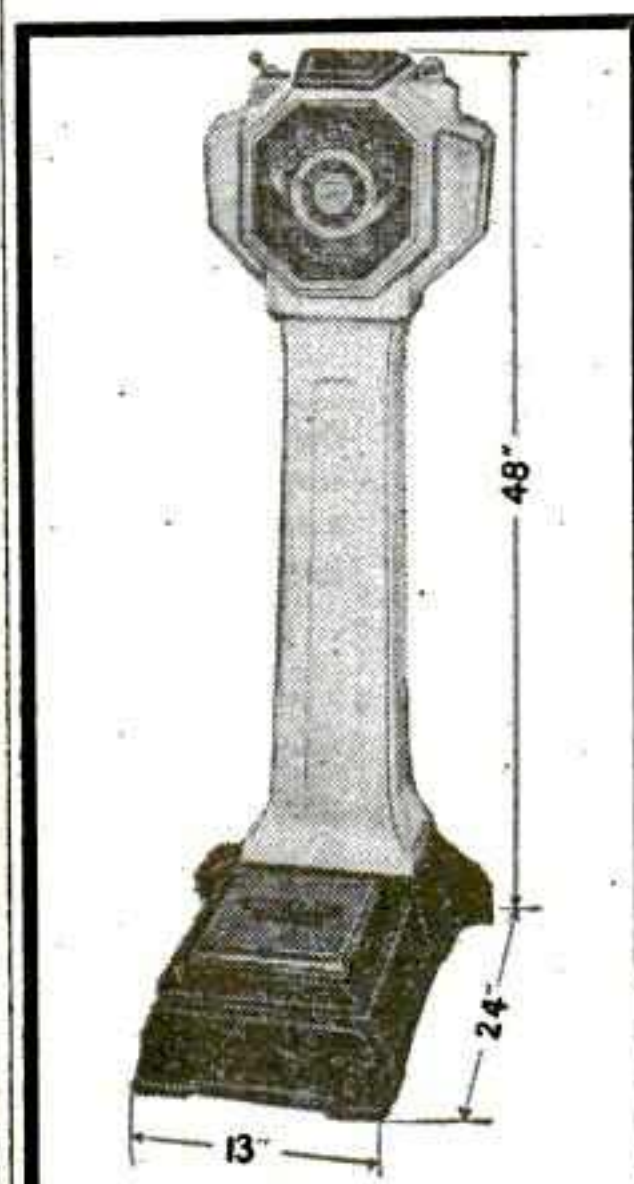


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Coinmen You Know

New York
Tenth Avenue distributors report that the recession seems to be tapering off and that sales are what they should be for this time of year. ... Runyon Sales recently donated

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Golden 59



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Balance \$10 Monthly
ALL WEATHER SCALE
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a 45-r.p.m. juke box to the Jewish Center of West Orange, N. J., and Barney Sugarman, of Runyon, received a warm letter from the organization thanking him for his gesture.

Harry Rosen is sunning himself in Miami. ... Nearly everyone in the trade here planned to attend the annual dinner-dance of the Music Operators of New York at the Town and Country Saturday night (25).

John Bilotta, Newark, N. Y., Wurlitzer distributor, became a grandfather recently; parents are Bob and Pat Button. The youngster, Bilotta's first grandchild, is John Brayton Button.

Irving Kaye is busy with his new Deuces Wild game. ... Nash Gordon and Delores Tripo at MONY have been working hard on the organization's banquet.

Little Rock

By **ELTON WHISENHUNT**
Little Rock operators report business good despite the involved legal maneuvering and uproar over the integration question. ... C. O. Temple, owner of Hope Novelty Company, Hope, reports his recent entry into the cigarette vending field was a good investment. In a similar vein, J. Earl Gill, Gill Amusement Company at Hot Springs, reports his 5-cent gum machine route is doing well. He added those machines to his music, cigarette and game routes.

R. G. Jennings, R. G. Jennings Coin Machine Company, was seen on a recent Sunday piloting friends in his new four-seater plane. He recently finished flying lessons, bought a new plane.

E. J. Mahfouz, Mahfouz Amusement Company at Stuttgart, had a series of bad breaks recently. He was in a wreck five months ago, suffered a serious head injury and fractured skull. A month later he blacked out while driving from Memphis to Stuttgart, had another wreck. A month ago his house burned down. Cause was believed to be faulty wiring. He is recovering now.

W. E. Lewis, Lewis Novelty Company at Hot Springs, reports a big upswing in game collections in recent weeks. Winter vacationers are swarm-

ing to the resort city, he said. ... Fred Swan, Swan Amusement Company, Forrest City, reports his change-over to dime play a few months ago has been quite successful.

Lloyd Barber and Wayne Carttler report their newly formed B & C Music Company at Forrest City is getting off the ground nicely. They've got a good-sized route out now and are working hard on expansion. Both were roulemen for other operators before taking on a route themselves. ... Delores Bokker, Bokker Amusement Company, Forrest City, reports that cleaning and relocation of machines on her music route has upped collections.

(Continued on page 79)
J. SCHOENBACH
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L&M Presented Award by NATD
NEW YORK — The National Association of Tobacco Distributor's Award for the "Most Original Exhibit" at the 26th annual NATD convention was presented to the Liggett & Myers Tobacco Company at a special luncheon at the Fifth Avenue Club.
The award was given by Henry Gunst, NATD director at large, to W. B. Lewis Jr., L&M vice-president.

VACUUM PLATED RINGS
ZORRO RINGS \$21.50 per M
WESTERN SERIES RINGS 11.00 per M
ROCKET SERIES RINGS 11.00 per M
VACUUM PLATED CHARMS
ROCKING HORSES \$ 9.40 per M
TELEPHONES (2 pcs.), unassembled 13.25 per M
POCKET WATCHES 9.40 per M
TRAINS—Asst. cars 6.25 per M
BAG CHARMS
TORR DELUXE MIX \$3.50 per bag (450 to 500 charms per bag)
POSTAGE PAID ON ALL CHARMS
COIN COUNTERS—1c-5c Combination, \$1.25 postpaid
STAMP FOLDERS—Plain white, 10,000 for \$7.00—Express Collect
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Save Money!
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Occupation

UMBO JUKE POLL:

Most Ops Report 200's Don't Up Play

Second in a series.
By BOB DIETMEIER

CHICAGO—The chart tells the story: most operators report 200-selection juke boxes do not increase play.

A majority of operators have reported this to The Billboard consistently since shortly after the introduction of the first models. Altogether, the exact percentages of operators answering this way has changed slightly from survey to survey, at least a majority have consistently told The Billboard that 200s do not increase play.

The figures shown in the accompanying chart indicate the breakdown of operator reports on a survey conducted earlier this year. The preceding survey about a year ago, the percentage of operators reporting that 200s do not increase play was slightly higher.

Why? Poor programming or the simple fact that people do not play more despite more selections? No one knows for sure. The important fact, however, is that most operators explain 200s do not hike collections.

Perhaps more important is the fact that an overwhelming majority of operators reported in this year's survey that a 200-selection juke box does not help them get a better commission split.

Finally, for nearly six operators of 10, the 200 has not proved more helpful than a smaller phonograph switching to dime play.

Operators polled have had considerable experience with 200s. Most of the operators surveyed have operated 200s 18 months or

more. More than 75 per cent reported having operated them for at least 18 months; 21.1 per cent, 12 to 18 months; just 3 per cent report having operated them less than one year.

Despite the fact that 200s definitely do not look good according to this check, more than 40 per cent did say that they helped them convert to dime play and nearly 30 per cent did report they did increase play.

Why did operators buy 200s in such great numbers? Here are some typical operator comments:

BERT G. LIESCH, Milwaukee: "I believed when 200-selection machines were introduced, they would increase 'takes' quite a bit. However, even in my best locations, I am not getting any more money than I did with 104-selection machines. I will buy more only if my locations demand it because on my route 100-selection (type) machines are quite adequate."

L. R. McKIBBEN, Hillsboro, O.: "I was forced to buy 200s for competitive reasons and I was partly sold on the idea that they were the coming demand. But since then I have found out that they were a very expensive investment, as there are a very small percentage of records played per machine."

THOMAS SHERFICK, Shoals, Ind.: "We bought several of the very first ones (200s) in order to hold our good locations and get some other top spots we wanted. The trend is now definitely to the less-than-200-selection phonograph."

CHARLES HUGHES, Ladoga, Ind.: "I thought it might pay off with EP play. My answer is no. I've no intention of buying more. It has not paid any better than lesser-selection models."

TWO SEEBURG HEADS HIT THE BIG 'TIME'

CHICAGO — An interesting story on the two principals of Seeburg, President Delbert Coleman and Chairman Herbert J. Siegel, appeared in last week's Time.

The story, bearing the unmistakable Time stamp, starts out with this sentence:

"A fascinating rhythm blared last week from Chicago's Seeburg Corporation, the world's biggest juke box maker. Three years ago Seeburg gave mankind the 200-selection machine. This year the sound in Seeburg's gaudy new juke is stereophonic."

It tells of the rise—in good Cash McCall style—of Messrs. Coleman and Siegel and how they worked themselves into the enviable position (as corporate operators) of needing a firm with healthy earnings (Seeburg) to take advantage of tax losses on another (Fort Pitt).

According to the piece, they have "already given Seeburg hearty shots in the arm by introducing stereo juke boxes, getting into the profitable cigarette vending business, giving new financial backing to Seeburg dealers."

The story ends with these two sentences:

"In the 1958 fiscal year ending this month, they expect Seeburg to earn only about 50 cents a share, owing mainly to the cost of scrapping unprofitable old products. Next year, with enough stereo orders already to run at full production well beyond the current quarter, they expect Seeburg to triple earnings."

MILLER VENDING COMPANY, Grand Rapids, Mich.: "We buy '200s' to meet competition" (Continued on page 74)

MOA's Insurance OK'd on Condition

Policies in Effect; Assn. Gets 90 Days to Meet Minimum 600 Enrollment

CHICAGO—A \$10,000 life insurance plan for Music Operators of America members is going into effect on a conditional basis. Although MOA failed to meet the required 600 minimum enrollment, the association was given an additional 90 days to meet the quota. In the meantime, the policies written are in full force, according to MOA president, George Miller.

The MOA chief said he was confident that the association would go over the top within the 90-day grace period. He said over 500 memberships had already been received, and was certain the remainder could be made up shortly.

The life insurance plan, long an objective of the association, was to

go into effect October 1. It is being written by the California Life Insurance Company thru A. R. Perkel & Company, Inc., San Francisco insurance advisors.

Basically, the plan provides \$10,000 life insurance for an annual \$126 premium. No physical or other type examination is needed, with MOA membership the only requirement.

The \$10,000 policy is available until age 61 for \$10.50 a month, after which coverage is reduced to \$5,000 at \$5.50 per month. While MOA membership is a starting requirement, any operator leaving or retiring from the operating business and the association may convert the policy to an individual life insurance plan.

'SO-SO' YEAR!

Portland Revenues Lag But Fall Outlook Good

By WILLIAM HILLIARD

The year 1958 wasn't a bad year, but it wasn't a good year either for operators and distributors of juke boxes in the Portland area.

Most distributors reported less sales for 1958 with one estimating his business off 30 per cent from last year.

Most Portland distributors were unable to say just how much off their juke box sales were because they won't take stock of individual coin-operated machine markets until December.

Most of the distributors lump their entire operation together, and

since 1958 saw their lucrative pinball machines dumped from the Portland area, they can only guess at their gain or loss in the juke box industry.

Budge Wright, of Western Distributors, one of Portland's largest, put it this way:

"It's really hard to say. There was a great change here because of the ouster of in-line pinballs and other machines considered illegal. My business was way off."

Wright is also an operator and he reported route collections on his juke box machines were up over 1957, "but we invested a lot and it's hard to say just how much it is up."

Other operators, with the exception of one of the 10 in the Portland area, said 1958 business was either down slightly or about the same as that of 1957. Their estimates ran from 5 to 10 per cent.

Melody Amusement Company reported its business "about the same." Like most of the operating firms, Melody purchased about 5 (Continued on page 78)

Coven New AMI Dealer in Chicago

CHICAGO—Coven Music Corporation, headed by president Ben Coven, has been named a dealer in AMI products for the Chicago and northern Illinois territory. The announcement came last week from Mike Spagnola, manager of AMI Sales Company, the local AMI distributor.

Spagnola said Coven Music Corporation would augment AMI sales in the distribution of AMI products. Both firms would continue to service identical territories. Spagnola said the appointment was made to "... give operators another source thru which they can buy AMI products. I invite operators to utilize the facilities of either AMI Sales Company or Coven Music Company," he added.

Full Parts

Coven will stock a full line of AMI phonographs and parts, with complete service facilities.

Coven, who recently handled the Gurlitzer line, keeps his full sales and service staff and will operate out of his present Elston Avenue address. His sales staff includes Ed Paris, Irving Ovitz and Herb Sedenkap. Henry Sehger is in charge of parts with Al Nash and Benny Peterson in the shop. Office reception duties are split between Jeri Frankovoglia and Gary Robertson.

Besides phonographs, the firm continues to handle all types of new and used amusement games and vendors.

Here's Complete List of Stereo Singles and EP's Now Available

STEREO SINGLES

- Almost Square-Little Bird—Larry Fotine and Ork—Bel Canto 45-01
- Bye Bye Blues-The Breeze—Larry Fotine and Ork—Bel Canto 45-02
- Plain Vanilla-Charleston Forever—Larry Fotine and Ork with The Beale Street Buskers—Bel Canto 45-03
- Monkey Shine-Chicken Rag—Larry Fotine and Ork with The Beale Street Buskers—Bel Canto 45-04
- There Goes My Heart-Funny—Joni James—M-G-M Stereo K12706
- You're Just in Love-When You Grow Too Old to Dream—Della Reese & Kirk Stuart—Jubilee 9000
- My Baby Just Cares For Me-I'll See You in My Dreams—Lois Kahn—Jubilee 9001
- Diane-Charmaine—Don Rondo—Jubilee 9002
- Peg O' My Heart-Ramona—Don Rondo—Jubilee 9003
- The Lady Is a Tramp-Bewitched, Bothered and Bewildered—Bobby Sherwood and Ork—Jubilee 9004
- Cachita and Mi Bumbane-Adele and Wham!—Mark Monte and His Continentals—Jubilee 9005
- Third Man Theme-The Gypsy—Frank Ortega Trio—Jubilee 9006
- Lover Man-Stormy Weather—Della Reese—Jubilee 9007

STEREO EP

- RCA VICTOR
- On the Bandstand—Skitch Henderson—ESP-4166
- Have a Wonderful Weekend—Mitchel Ayres—ESP-4197
- A Session With Tito—Tito Puente—ESP-4198
- South Pacific—Rogers & Hammerstein—ESP-4211
- The Roving Piano of Frankie Carle—Frankie Carle—ESP-4214
- A Flanagan Dance Serenade—Ralph Flanagan—ESP-4219
- Under Western Skies—Melachrino—ESP-4223
- Coffee Break—Reg Owen—ESP-4253

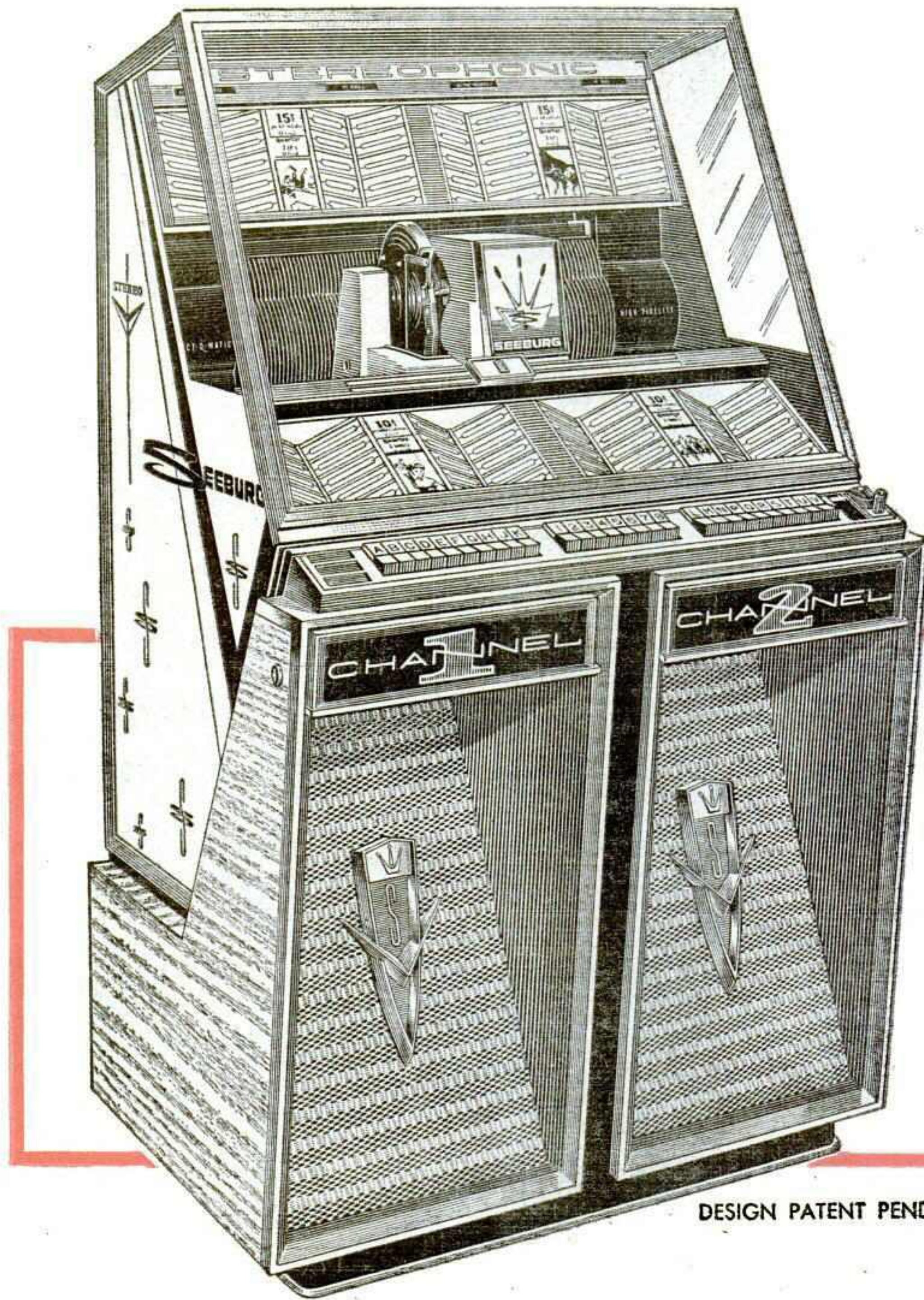
- Between 18th & 19th On Any Street—Bob Scobey—ESP-4257
- Saturday Night With Mr. C.—Perry Como—ESP-4285
- The Band of the Coldstream Guard—Maj. Douglas A. Pope—ESP-4296
- The Lass With the Delicate Air—Julie Andrews—ESP-4298
- Lavalle in Hi-Fi—Paul Lavalle—ESP-4299
- Be Mine Tonight—Abbe Lane with Tito Puente—ESP-4300
- The Things I Love, in Hi-Fi—Three Suns—ESP-4301
- The New Glenn Miller Ork in Hi-Fi—Ray McKinley—ESP-4302
- Party Night at Joe's—Joe Reisman—ESP-4303
- Walter Schumann Presents the Voices—Voices of Walter Schumann—ESP-4304
- Around the World—Frankie Carle—ESP-4305
- Sketches By Skitch—Skitch Henderson—ESP-4306
- Sweet Seventeen—Ames Brothers—ESP-4307
- Lena Horne at the Waldorf-Astoria—Lena Horne—ESP-4310
- Straight Down the Middle—Sauter-Finegan—ESP-4311
- Dancing With the Blues—Al Nevins—ESP-4313
- Prez—Perez Prado—ESP-4314
- The Best of the Ames—The Ames Brothers—ESP-432
- STEREO-CRAFT
- The Big Three—Marty Napoleon, Mickey Sheen, Chubby Jackson—EPS 310
- Bud Freeman Group—EPS 308
- Adele Girard—EPS 306
- Carl Kress Sextet With Helen Carroll Quartet—Country Club Dancing—Lauderman Brothers Society Ork—EPS 307
- Joe Marsala—EPS 304
- Marty Napoleon—EPS 302
- Pee Wee Russell—EPS 303
- Al Stefano—EPS 309
- George Wettling—EPS 305
- DISNEYLAND
- The Little Lame Lamb—Mary Martin—STEP 1002

BB to Stage Stereo Clinic For Chi Assn.

CHICAGO — Local juke box operators will hear a special demonstration on stereophonic sound staged by The Billboard Thursday evening (30).

The showing will be conducted for the regular monthly meeting of Recorded Music Service Association, the local operator group. The gathering will be held at the Bismarck Hotel at 7:30. The stereo demonstration will kick off the evening, with the regular RMSA meeting to follow.

The demonstration, designed to acquaint operators with the fundamental principles of stereo, will be conducted by Billboard's John Sippel and Nick Biro. Discussed will be a basic definition of stereo, recording techniques, practical applications in playback technique and record availability for the juke box industry.



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STEREO
REALISM!**

**THE NEW
STEREOPHONIC**

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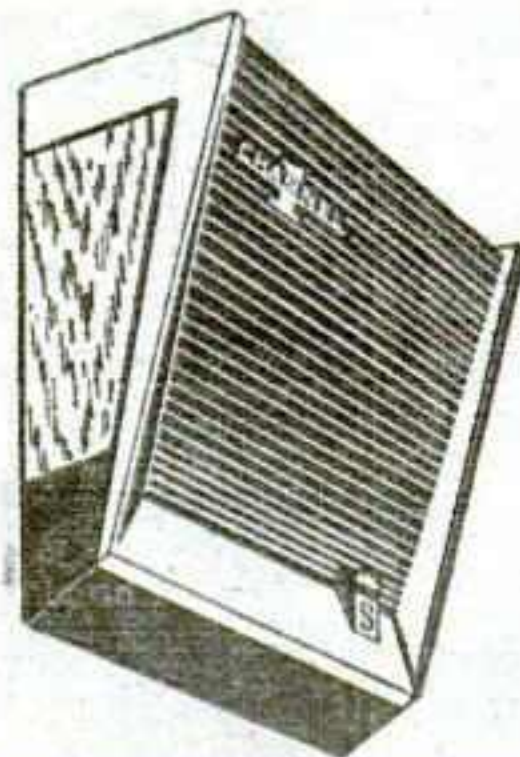
Completely equipped with dual programming and dual pricing as standard equipment. 160 selections. Upper and lower display panels. Select-O-Matic mechanism. Remote control. Tormat memory unit.

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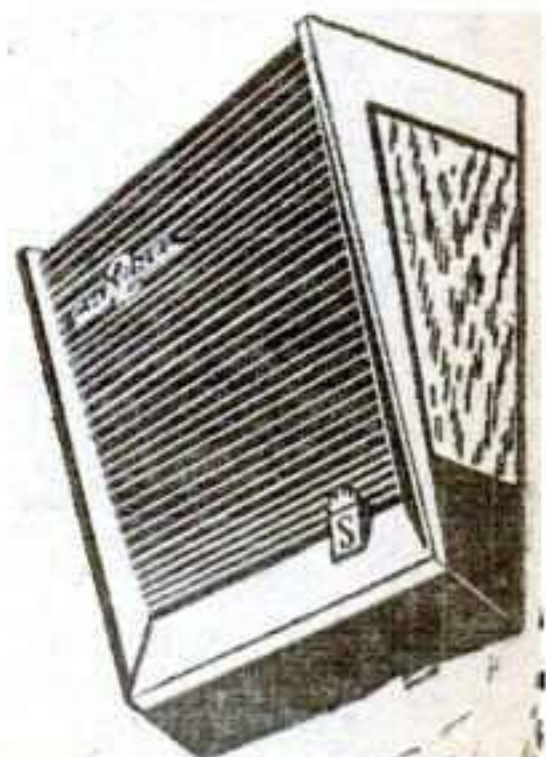
SEEBURG

TWIN STEREO SPEAKERS

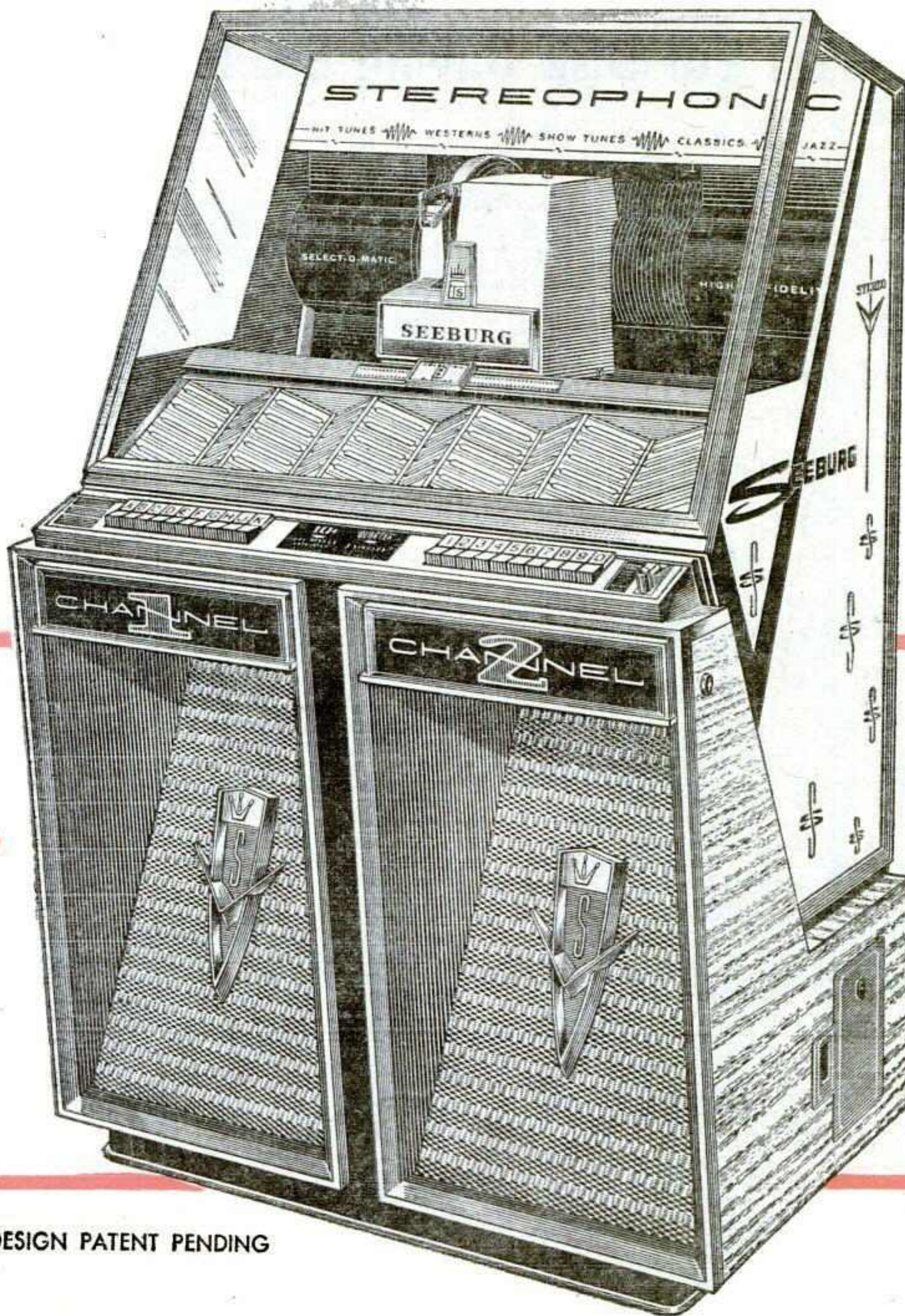
These speakers, available only in pairs, are the key to full, beautiful stereophonic reproduction in every location. Heavy duty, 8-inch high fidelity type. Attractive, modern housing. For wall or corner installation.



**ALWAYS
INSTALLED
IN PAIRS
AND DIRECTLY
OPPOSITE
ONE ANOTHER**



**HEAR IT
ANYWHERE**
in the
LOCATION*



**THE NEW
STEREOPHONIC**

SEEBURG "220"

Finest single pricing phonograph ever offered the coin-operated music industry. (Dual pricing optional). 100 selections. Select-O-Matic mechanism. Remote control optional. Tormat memory unit.

DESIGN PATENT PENDING

STEREO

Now bring the listening magic, brilliance and realism of stereophonic music to every location. *With Seeburg Two-Channel Stereo every listener, wherever seated, has the illusion of being present at a "live" performance of the recording musicians. Both of the two new Seeburg phonographs are stereo all the way—from the pickup, through the dual amplifier to the newly developed twin stereo speaker systems. And, both are completely compatible—monaural records sound better than was ever possible on even the finest single channel systems.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
THE SEEBURG CORPORATION
Chicago 22, Illinois

SIGNS OF UPTURN PLAINER

Detroit Collections Lag; Ops Buy Less Jukes But Disk Buying Stable

By HAL REVES

DETROIT — Local juke box business is in a perplexing state at present. Average business levels are down from 1957, with a resultant effect upon sales of new machines and supplies. Records, however, are different. Some operators, following a purchasing formula, are playing slightly fewer disks, while others keep on buying as usual under adverse conditions.

General economic conditions look more hopeful than a few weeks ago, but this is far from a strong upturn.

Yellow Pages

One significant point is that out of seven firms doing enough business to advertise in the local classified phone directory, two have gone out of business.

According to Frank Alluvot of Frank's Music, the purchase of new phonographs has been cut down because of the lack of money coming in. This company allocates a percentage of revenue to new record purchases. With the decline in volume, record buying drops proportionately. There have been no visible signs of a pickup, Alluvot Jr. says, and the company is taking a different tack by going into more games installations to make up for the drop in juke revenues.

Business is "down from last year," says a spokesman for Mel-tone Music. However, there are signs of a very slight pickup now, perhaps because "during the summer months people didn't have faith, and now of course the strikes are somewhat settled."

Lou Fisher of Fisher Music Company estimates business for the year 20-25 per cent under 1957. Fisher has been buying just as many records as a year ago, but has temporarily stopped buying new jukes for his 100-unit route. Encouragingly, he says, "there has been a little seasonal pick-up in the last few weeks—nothing spectacular—summertime is always pretty bad. But I've seen no lift in the economic picture yet."

Erwin B. Moss of Moss Music Company considers business "awful, compared to 1957, down a

fat 25 per cent." But in the last two weeks there has been an encouraging pickup of about a per cent, and he looks for more. "Settlement of strikes has helped a little," he notes.

Another factor that has helped business has been the lengthy beer strike in Canada. Thirsty Canadians have been crossing the border, and playing jukes liberally in downtown locations.

Moss is buying far less machines than a year ago, but his disk buys are about the same. "We still have to furnish our locations with records, whether they do business or not."

Turning to distributors, the picture parallels the greater situation. Art Miller, manager of Miller-Newmark Distributing Company, is uncertain but thinks business has been about the same as in 1957. "There is a big upsurge now," he notes.

Music Systems salesmanager Al Golman reports business under 1957, but better than the year before. He said 1957 was an excellent year for this firm.

"There is a fall pickup. Our business has picked up in the past few weeks to the same weekly level that we were enjoying in the record year of 1957. Our sales are roughly equal to last year for the same period, per week.

"The reasons are a little more stability in business conditions in town, labor conditions being straightened out slowly but surely, and the possibility of people going back to work. Where operators have been holding off the buying of equipment, they are now starting to buy."

AMI Names Monarch New Canada Distrib

WINNIPEG — Monarch Coin Machine Company, Winnipeg, Man., has been named distributor by AMI for the provinces of Manitoba, Saskatchewan and a portion of Ontario west of 88 degrees longitude.

The firm is headed by Andrew Petrakos and Sedo Savage, and will maintain complete sales and service facilities at 211 Rupert Avenue, Winnipeg. Liaison with the AMI factory will be maintained thru Joseph Collins, AMI district sales representative and Henry Hoevenaer and Monty West, field service engineers.

COIN CALENDAR

Association Meetings scheduled. Check for changes.

October 27—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

October 28—Music Operators of New York, Inc., quarterly meeting, 250 West 57th Street, New York City.

November 3—California Music Merchants' Association, Oakland Division, 311 Broadway, Oakland.

November 3—United Music Operators of Michigan, monthly meeting, Ft. Wayne Hotel, Detroit.

November 3—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

November 4—Washington Music Merchants' Association, monthly meeting, Seattle, Wash.

November 4—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

November 5—Music Operators' Association of St. Joseph Vally, monthly meeting, offices of Carl Zimmer, 130 N. Ironwood Dr., Mishawaka, Ind.

November 5—Summit County Music Operators' Association, monthly meeting, Akron, O.

November 6—California Music Merchants' Association, Sacramento Division, Sacramento Hotel, Sacramento.

November 6—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

November 6—Eastern Ohio Phonograph Operators' Association, 4104 Rush Boulevard, Youngstown, O.

November 11—California Music Merchants' Association, Los Angeles Division, association headquarters, monthly meeting, Los Angeles.

November 11—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati.

November 12—California Music Merchants' Association, Bakersfield Division, Bakersfield Inn, monthly meeting, Bakersfield.

November 12—Music Operators' Society of St. Joseph Valley, monthly meeting, 130 N. Ironwood Drive, Mishawaka, Ind.

November 12—Western Massachusetts Music Guild, semi-monthly meeting, Chalet Restaurant, West Springfield, Mass.

November 12—Tri-County Juke Box Operators, monthly meeting, office of Elum Music Company, Massillon, O.

November 13—California Music Merchants' Association, San Diego Division, U. S. Grant Hotel, San Diego, Calif.

November 13—Music Operators' Association of Massachusetts, monthly meeting, Beaconsfield Hotel, Boston, Mass.

November 17—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

November 19—Automatic Equipment & Owners' Association of Indiana, monthly meeting, 550 Broadway, Gary, Ind.

November 19—New York State Operators' Guild, monthly meeting, Gov. Clinton Hotel, Kingston.

November 20—Country Music Association, Nashville, Tenn.

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Styled by RAYMOND LOEWY

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.

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NOVEMBER 2nd THROUGH NOVEMBER 8th, 1958

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SETS THE

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of the Industry with the Phonograph Line of '59



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A M A Distributors, Inc.
601 South Broad Street
New Orleans, Louisiana

Amusement Distributors, Inc.
1615 St. Emanuel
Houston, Texas

Automatic Games Supply Co.
1934-38 University Avenue
St. Paul, Minnesota

Automatic Music Company
1214 West Archer Street
Tulsa, Oklahoma

Badger Novelty Co., Inc.
2546 N. 30th Street
Milwaukee, Wisconsin

Border-Sunshine Novelty Co.
2919 4th Street, N. W.
Albuquerque, New Mexico

H. M. Branson Distributing Co.
811 East Broadway
Louisville, Kentucky

H. B. Brinck
825 East Front Street
Butte, Montana

Calderon Distributing Co., Inc.
433 N. Alabama
Indianapolis, Indiana

Capitol Music Distributing Co.
135 East Amite Street
Jackson, Mississippi

City Music Company
624 West Washington Street
Phoenix, Arizona

Coin Automatic Distributing Co.
241 West Main Street
Johnson City, Tennessee

Fabiano Amusement Company
109 Liberty Avenue
Buchanan, Michigan

Fabiano Sales & Service Company
7001 Fenkell Avenue
Detroit, Michigan

Franco Distributing Co., Inc.
24 North Perry Street
Montgomery, Alabama

General Music Sales Co., Inc.
245 W. Biddle St.
Baltimore, Maryland

Hallgren Distributors, Inc.
1626 Third Avenue
Moline, Illinois

H. Z. Vending & Sales Co., Inc.
1205 Douglas Street
Omaha, Nebraska

Lake City Amusement Co., Inc.
4533 Payne Avenue
Cleveland, Ohio

Paul A. Laymon, Inc.
1429-31 West Pico Blvd.
Los Angeles, California

B. D. Lazar Company
1635 Fifth Avenue
Pittsburgh, Penna.

LeSturgeon Distributing Co.
2828 South Boulevard
Charlotte, North Carolina

Modern Distributing Company
3222 Tejon Street
Denver, Colorado

Overland Music, Inc.
6309 Mountain Blvd.
Oakland, California

Pan American Sales Co., Inc.
812 South Presa Street
San Antonio, Texas

Patton Music Company
611 Eye Street
Modesto, California

Puget Sound Novelty Co., Inc.
114 Elliott Avenue, West
Seattle, Washington

Robinson Distributing Co.
335 Edgewood Avenue, S. E.
Atlanta, Georgia

J. Rosenfeld Company
4701 Washington Blvd.
St. Louis, Missouri

Ross Distributing Company
3401 N. W. 36th Street
Miami, Florida

Ross Distributing Company
90 Riverside Avenue
Jacksonville, Florida

Royal Distributing, Inc.
3726 Kessen Avenue
Cincinnati, Ohio

S & H Novelty Company, Inc.
1406 Texas Ave.
Shreveport, La.

S & M Distributing Co., Inc.
1074 Union Avenue
Memphis, Tennessee

Sanders Distributing Co.
415 Fourth Avenue, South
Nashville, Tennessee

Scott-Crosse Company
1423 Spring Garden Street
Philadelphia, Penna.

Scott-Crosse Company
330 East Locust Street
Scranton, Penna.

Seacost Distributors, Inc.
1200 North Avenue
Elizabeth, New Jersey

Dan Stewart Company
140 East 2nd South Street
Salt Lake City, Utah

N. J. Steinke Company
731 Main Street
Buffalo, New York

Superior Music Company
128 Kent Street
Hartford, Connecticut

Uni-Con Distributing Company
3410 Main Street
Kansas City, Missouri

Walbox Distributing Company
3909 Main Street
Dallas, Texas

Western Distributors
1226 Southwest 16th Avenue
Portland, Oregon

World Wide Distributors, Inc.
2330 North Western Avenue
Chicago, Illinois

HAWAII

Automatic Vending Machine Co.
583 California Avenue
Wahiawa, Oahu, Hawaii

CANADA

Jack L. Howey
Bay Cliff Inn
Milford Bay, Ont., Canada

Lawrence Novelty Company
540 Boucher Street
Montreal, Que., Canada

William Pound Agencies, Ltd.
St. John's, Newfoundland, Canada

A. Pullmer Company
145 Scotia Street
Winnipeg, Man., Canada

Select Music Company
1803 Commercial Drive
Vancouver, B. C., Canada

Van Dusen Brothers
10528-123rd Street
Edmonton, Alberta, Canada

Van Dusen Brothers
723-10th Avenue
Calgary, Alberta, Canada

ROCK-OLA MANUFACTURING CORPORATION 800 North Kedzie Ave., Chicago 51, Ill.

Tune Talk...



Sally Hansen, youthful record buyer for Western Automatic Music Company, Chicago, comments on records she is having put out on the route this week.

the picks

Old Black Magic, L. Prima, K. Smith (Capitol)

"Here's a record that's been out a couple of weeks, and lately has received a lot of air play. Personally, I think this is important. It usually has a lot of influence on customers we have. Especially in kid spots. They hear the tune on their car radios and stop in the location and want to hear the same thing. In this case, we're especially safe because of the Prima and Smith names. They each have done well for us in the past, separately, and together they should be a natural. You're usually safe with any new release by a name that's been going well for you. I don't think this is any exception."

Miserlou, Earl Washington (Checker)

"This is what I would call a beat record. It ought to go good in jump spots. I'm not recommending it for locations with older people—that is, older people who like quiet music. I bought this strictly on customer request. Washington is a newcomer to me, but I did hear him on radio a few times. When the locations started asking for the tune, I decided to try it."

the buyer

Pert and vivacious Sally Hansen looks more like a teen-age juke box customer than an experienced record buyer. But at the ripe old age of 22, Sally has probably amassed more record experience than most people many years her senior. Literally born into the business, she's helped her father, Paul Brown, since she was old enough to answer the phone, which Sally says used to ring almost 24 hours a day. While a student at Chicago's Amundsen High School; Sally also worked part-time in her dad's retail record store, a later year addition to Brown's Western Automatic Music, Inc. She went on to three years of nurse's training, and may well be the only record buying expert in the country who is also a Registered Nurse. More recently, her parents have spent more and more time operating Brown's Camp, a resort in Kenora, Canada, and Sally has been left in complete charge of record buying for the route. Happily married for nearly two years, Sally also numbers swimming, fishing, water skiing and sail-boating as free time activities with her husband.

"Tune Talk" is a special feature for juke box operators. Each week The Billboard interviews a different juke box operator or route record buyer to find out what records they are putting out on their route that week, and why.

St. Joseph Valley Ops Host Banquet

SOUTH BEND, Ind.—Music Operators' Society of St. Joseph Valley held their annual banquet here at Irvin's Dining Room, last week (8), with an excellent turnout helping to make the event a success.

Altho no business was transacted, the group was addressed by Secretary Al Evans on the association's progress during the past few years, and by Frank Fabiano, who spoke on activities of Music Operators of America during the past nine months.

All Free

The evening started and ended with cocktails being served, with an excellent steak dinner in between. A short entertainment fare was also provided, and most pleasant, the entire evening was hosted by the association.

The group will hold their next meeting the second Wednesday in November (12), with all subsequent meetings to be held the second Wednesday of each month at Carl Zimmer's office, 130 North Ironwood Drive, Mishawaka, Ind.

Attending

Attending the recent banquet were: Frank Fabiano, president; Dick Diltz, vice-president; Al Evans, secretary and treasurer; and Ira Green, Jack Burns, Jose MacQuivey, Tom Traux, Albert Miller, Sol Silvers, Bob Silvers, Paul Paden, Earl Leonhard, Mike J. Lanko, Paul McCarthy, Bob Scott, Jim Diltz, Ben Coven, Nobel Heidrich, Vern Daly, George Burh, Larry Hornbeck, Carl Zimmer, Bill Haines and Ralph Sommers.

Grazio New AMI Distrib In Boston

BOSTON—Atlas Distributors, the local AMI outlet, has been bought by Anthony (Tony) Grazio, who operates Globe Automatic Vending Company of Quincy, large juke box and cigarette operation.

The firm was bought from Louis and Barney Blatt, who are retiring from the music business.

Grazio will dispose of much of his operating interests, to devote full time to the distributorship.

The distributorships will do business under the Atlas name, and will retain the full staff of the organization. The firm will continue to represent AMI in Maine, New Hampshire, Vermont, Rhode Island and Massachusetts, according to AMI Veep E. R. Ratajack, who confirmed the transaction last week.

Remodel Qtrs.

A complete remodeling program of Atlas premises is now under way. Besides juke boxes, Atlas will also handle used games, but will not represent any manufacturer in new lines.

From Quincy, Grazio is bringing Bud Robinson, who will take over (Continued on page 78)

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.

RESULTS AT A GLANCE

(Percentage figures refer to percentage of operators participating in the survey)

- In instances where you've substituted a 200-selection phonograph for a lesser-selection model, has play been increased, decreased or about the same?

Increased	Decreased	Same
29.7%	9.4%	60.9%
- Has the 200 been more helpful for you in obtaining dime play than a lesser-selection phonograph?

More Helpful	Same
42.4%	57.6%
- Has the 200 helped you obtain a better commission split than you could have gotten with a lesser-selection phonograph?

Better	Same
16.4%	83.6%

200's Don't Up Play—Ops

Continued from page 69

only, and probably will not buy any more except for this reason. The '200' is not practical for the operator; it's in the same category as the over-grown cars. You can get only the same number of plays in an hour."

P. J. MALARKY, Pottsville, Pa.: "I feel that 100-selection juke boxes are ideal but competition and conversion to dime play are two factors that the 200 helps overcome. Aside from these, the 200 cannot be justified for the majority of locations."

Here are the comments of some operators who reported they were satisfied with 200s:

LOUIS GLASS, Madison, Wis.: "It (200) satisfies the location and he is the boss. As long as a better and larger machine is available, the location wants it. Our EP sections are making money at two for 25 cents. An operator with 200-

selection machines makes himself competition-proof (all other things being equal, of course)."

RICHARD RILEY JR., Evansville, Ind.: "The 200 is the best buy. It helps: on records you can go longer without changing."

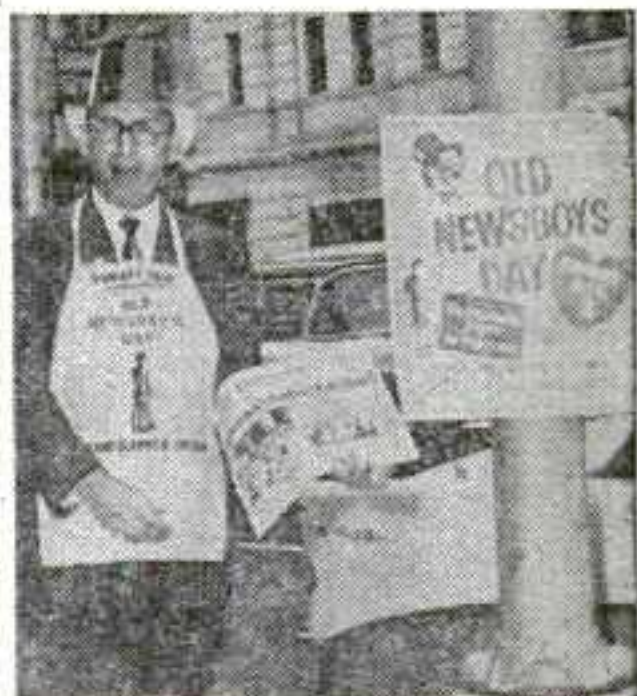
ERNEST KRAUTER, Maplewood, N. J.: "I believe that I can use 200s on the better-paying stops but that it doesn't make much sense to move them down to locations that do not play more than a few records."

The next article in this series will contain more comments from operators on 200s, both pro and con. (The first article in this current 200 series appeared in the October 6 issue.)

GOOD CAUSE

D. Rosen Hawks For Tots

PHILADELPHIA — Dave Rosen donned black top hat, bright gold and red apron and proceeded to hawk papers, just like the kids do. Only instead of like



the kids, Rosen did it for the kids. Dave, who heads up the AMI distributorship in Philadelphia, was doing his bit for a worthy cause. The Philadelphia Variety Club, of which Rosen has long been a member, was raising funds for the club's Camp for Handicapped Children. The Philadelphia Inquirer published a special Old Newsboys' Day edition, which leading businessmen were pitching in to sell for the fund-raising drive.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.

Payment enclosed

Bill me

825

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

200 V CONVERSION

Eliminates 2D21 Tube Failures Forever!

Convert original 200V Seeburg amplifier to trouble free operation with Adro's reliable conversion. Adro's conversion eliminates the need for a 2D21 in your machine. Can be installed by anyone in two minutes. Send \$10, ck. or m.o. for each conversion. Satisfaction guaranteed.

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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.

Musical Sales sells to you at **REGULAR DISTRIBUTOR WHOLESALERS!** 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.

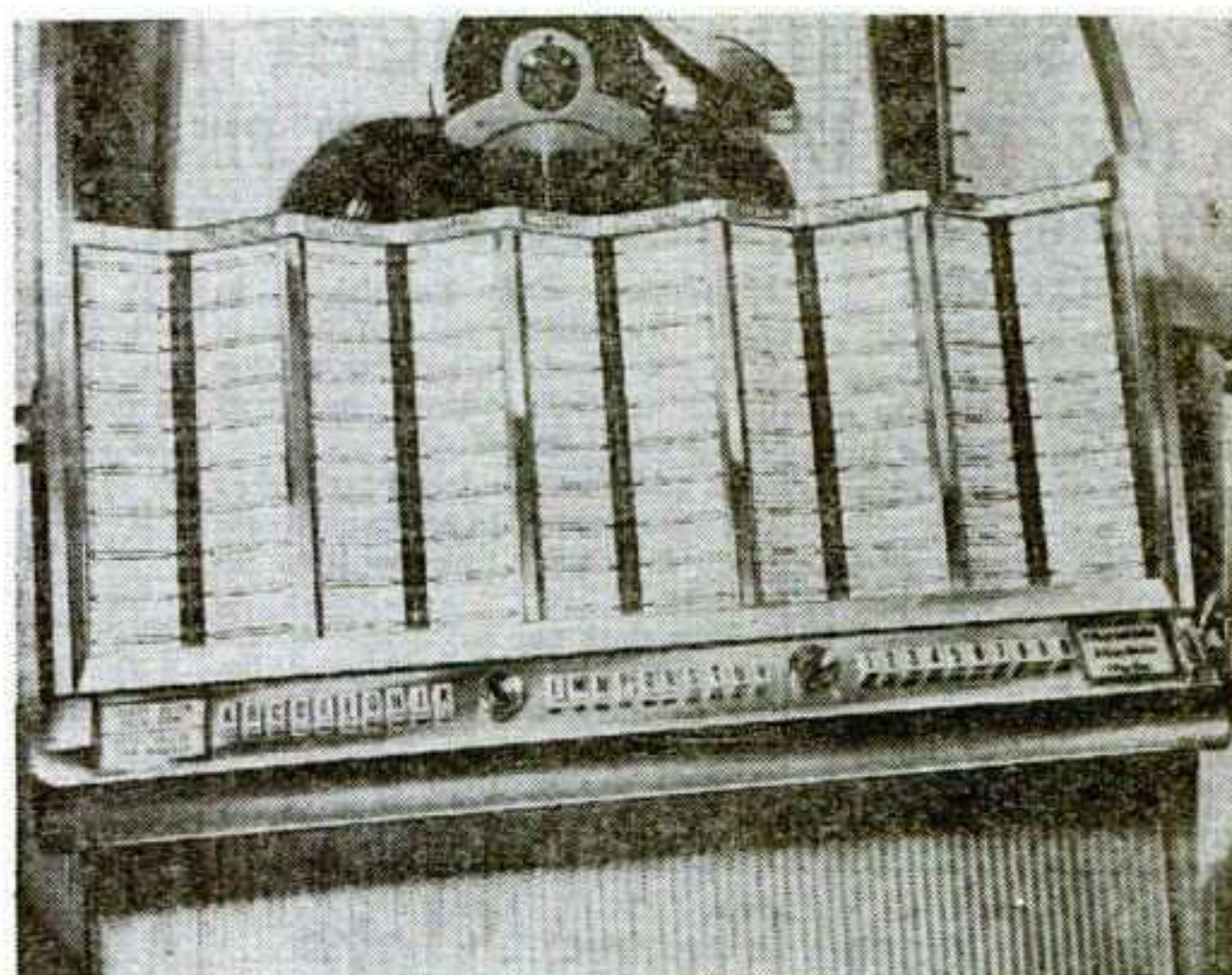


THE MUSICAL SALES CO.

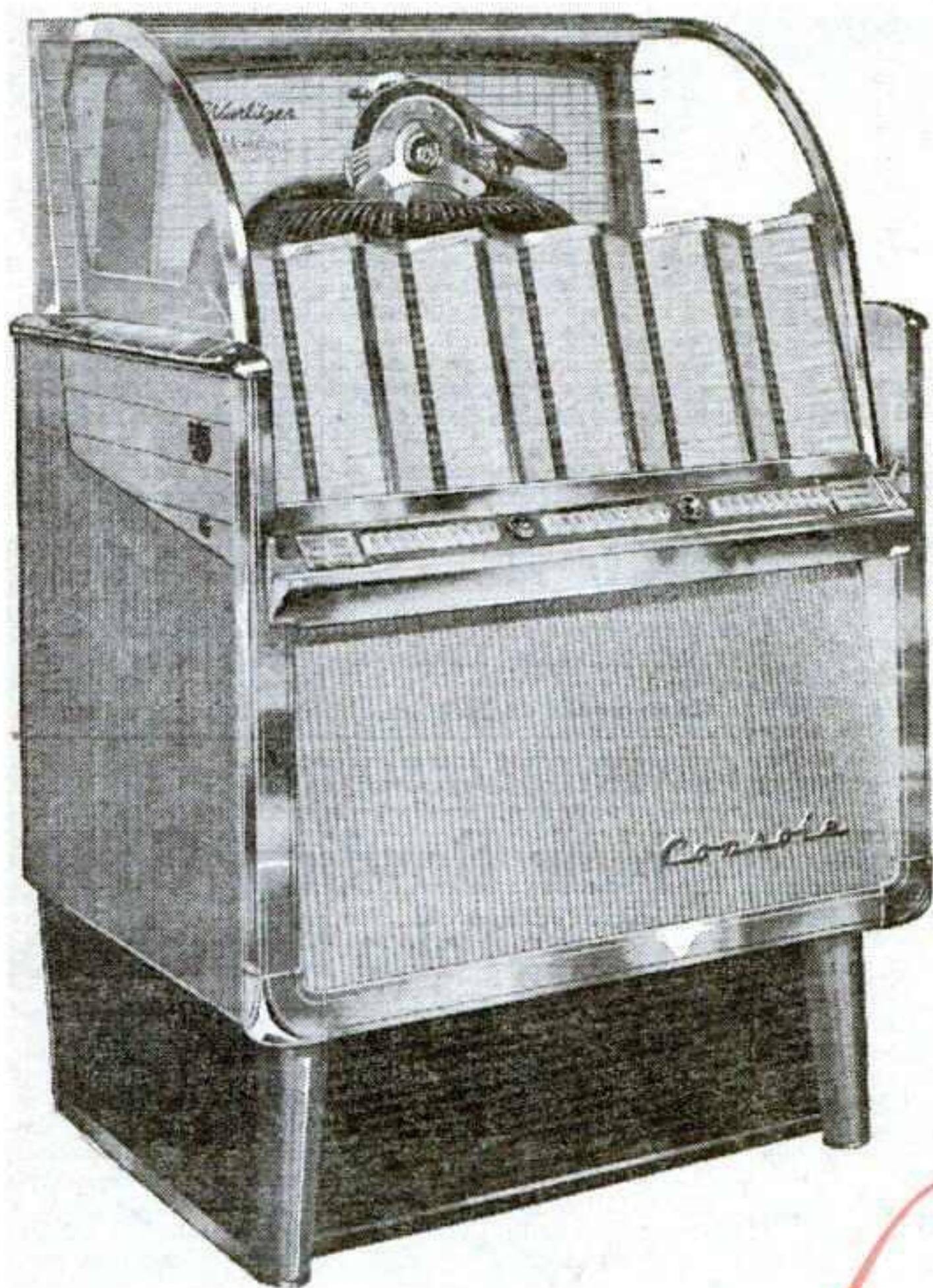
Musical Sales Bldg. Baltimore 1, Md. Vernon 7-5755

**COMPLETE
PROGRAM**

right up front



**with Today's
top tunes in the
center panel**



**TWO OUTSTANDING
SELECTION SPEEDING
FEATURES OF THIS
FASCINATING
PHONOGRAPH
THAT MEAN**

**MORE PLAY
MORE PAY**

200 or 104-Selection Models
SEE YOUR WURLITZER DISTRIBUTOR

WURLITZER

Console

PHONOGRAPH

**THE WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
Established 1856**

See Flood of State Tax Bills: 45 Assemblies Meet in 1959

In 1958, 12 of 17 Sessions Eyed 21 Bills Affecting Games, Juke Boxes; 5 Passed

By BOB DIETMEIER

CHICAGO — States are expected to vote record budgets in 1959. Tax legislative activity will probably reach an all-time high. These facts are of prime concern to operators.

Even tho 1958 was an off-year for State Legislatures, with just 17 meeting in regular session and 18 in special session, there was an unusual amount of legislative activity.

This may foreshadow unprecedented legislative activity in 1959 when 45 States will meet in regu-

lar session. Only Legislatures in Kentucky, Mississippi and Virginia will not meet in regular session (altho special sessions in these States could be called).

In addition, municipal tax bodies can be expected to continue to explore increasing revenue from all sources.

This does not mean that operators should be unduly alarmed. On the contrary, the record indicates that operators generally fared pretty well during 1958 in avoiding unfair States taxes (see below).

It does mean that operators should be able to find out when unfair legislation is proposed and be prepared to fight it. It means that operators should prepare now for the coming legislative sessions.

It is important that operators *(Continued on page 82)*

Tom Callaghan, Colorful Bally Aid, Dead

CHICAGO—Thomas J. Callaghan, former assistant to the late Ray Maloney, head of Bally, died in his home here recently. He was 73.

Because of ill health, he retired from his job as assistant to the president of Bally Manufacturing Corporation last March after nearly 13 years.

Callaghan joined Bally after returning from a long and colorful career as head of the Secret Service's ninth district (which includes Illinois, Indiana, Wisconsin) headquartered in Chicago. He had been with the Secret Service 35 years and first came to Chicago in 1926.

(Continued on page 83)

Cincy Firm Bows Coin Pony Ride

CINCINNATI — A new mechanical pony ride, Sandy, is being marketed by United Tool and Engineering Company here. The firm has tested the ride a locations in this area in supermarkets, shopping centers and t rmpike restaurant plazas, and is now extending sales to other area.

Designed as a ranch pony, Sandy has Western leather saddle and trappings. Motion simulates a gallop. The ride, according to the firm, is built lower to the ground than most rides of its type with a wide platform for easy mounting. The ride may be operated indoors or out, equipped with aluminum castings.

The firm provides financing arrangements where required. Territories are open for distribution and operation.

NUNS FLIP OVER PINS

MILAN, Italy — The unlikely scene of a group of nuns at play on pinball machines in a cafe was snapped up by the Fotovedo photo service and published in the picture section of The Cincinnati Enquirer.

Shot in a Milan cafe, where the nuns stopped for coffee, the group of three photos shows the nuns having an intriguing and entertaining time.

Caption with the pix reports: "It wasn't long before the sisters were flipping levers and tilting with the best, applying body English to each ball and gleefully comparing scores."

Dozen Coin Firms Slate '58 Park Show Exhibits

CHICAGO — Twelve firms in the coin machine field have already signed up for exhibit space at the annual National Association of Amusement Parks, Pools & Beaches convention at the Hotel Sherman here November 30 thru December 3. Some 15 coin companies exhibited at last year's meet.

Coin machine exhibitors traditionally put on their own show "within" the convention of the park trade which is devoted primarily to outdoor amusement equipment.

Signed for this year's show are: Auto Photo Company, Los Angeles; Bally Manufacturing Company, Chicago; Capitol Projector Corporation, New York; Chicago Dynamia Industries, Inc., Chicago.

J. F. Frantz Manufacturing Company, Chicago; Irving Kaye Company, Inc., New York; Logan Distributing Company, Chicago; Mike Munves Corporation, New York.

Philadelphia Toboggan Company, Philadelphia; Standard-Harvard Metal Typer, Inc., Chicago; United Manufacturing Company, Chicago; Williams Manufacturing Company, Chicago.

Other exhibitors will most likely be added in the final weeks before the convention.

The 1958 show marks the 40th convention held by the NAAPB. John S. Bollman is executive secretary of the association, with permanent offices at 203 N. Wabash, Chicago.

STARTS FROM SCRATCH

Central Out 700 Units In \$300,000 5-Alarmmer

ST. LOUIS — Business was re-umed from scratch by Central Distributors here in the Gulf Oil Building in St. Louis after a spectacular five-alarm fire destroyed its former four-story location (The Billboard, October 20).

The distributing firm's previous headquarters was in the same area of the city, about three blocks southwest of its present location.

Anthony R. Koupal, an officer of the Central firm, said nothing could be salvaged after the fire, which caused damage estimated at \$100,000 to the building and \$200,000 to the contents. He said about 700 pieces of equipment, including music and games machines, were destroyed.

Central's new location is a large one-story structure, acquired the week following the fire. Koupal said business was to be resumed with five or six pieces of equipment which had been ordered earlier.

Clean-Up Week

The entire week, Koupal said, was practically a total loss, altho all of the firm's employees were retained. They assisted in cleaning up, pulling out what records they could and preparing the new location for occupancy, Koupal said.

The fire was discovered by a passing motorist at 7 p.m., and brought 41 pieces of equipment and 160 firemen to the scene. Fireman fought the blaze for hours as flames burned fiercely, sweeping up an elevator shaft and breaking thru the roof. Juke boxes, games,

record players, TV sets and electrical appliances plunged thru the structure as floors collapsed.

Nine fireman were injured fighting the fire. They suffered either smoke inhalation or puncture wounds of the foot and were taken to city hospital where they were treated and released. Smoke was extremely dense and hampered firemen, five of whom were overcome in spite of the use of masks. After the flames were brought under control several engine companies were directed to remain at the scene during the night to pour water on the smoldering debris. The building was somewhat isolated with a parking lot to the west and a tire company to the east.

Origin Undetermined

Origin of the fire was not determined. Director of Public Safety Joseph P. Sestric said there were several cans of fluid found on the first floor, where the blaze apparently started. These were turned over to police for investigation.

Beside Central Distributors, the building was occupied by Midwest Appliance Distributors Corporation, which is incorporated as a separate vending company. Other officers of the firms are Norwood Veatch, president of Midwest, and Charles Kagels, president of Central.

Koupal said the burned-out building will have to be completely razed. The fire occurred, he stated, at a time when business had begun to pick up. "We were going at breakneck speed," he added.

EDITORIAL

Forgotten Customers

Do we have a coin amusement game that appeals to teen-agers? The teen population in the U. S. (15 to 19 years of age) numbers over 12,000,000. Current games that might attract them—bowling games in particular—are designed primarily for tavern locations, out of bounds to most teen-agers. Few such games fit into restaurant or snack bar teen hangouts.

The one type of game that teen-agers generally come in contact with is the pinball, often located in restaurants and snack bars. It is questionable, however, whether the pinball is suited to youngsters. Most communities frown on teen pinball play.

Too often the teen-age group—in other industries as well as ours—is looked upon as a burden rather than an important segment of potential customers.

The game industry can take a tip from the juke box field in this respect. Where would the juke box trade be today without the patronage of the nation's young set? The game industry should give this group of potential customers deserving thought.

Taverns are and should be the focal point of the game trade, for they remain tops in terms of number of locations available. However, the trade should not continue to largely neglect an impressive portion of its potential customers—the teen-agers. Can we come up with a game that would be equally as entertaining to teen-agers as the juke box? Let's put on our thinking caps.

ACK-ACK ACTION

United Sky Raider New Machine Gun Game

CHICAGO — Sky Raider, a new type of electrically operated game featuring mounted twin ack-ack guns, was shipped to distributors last week by United Manufacturing Company.

Targets, reflected from revolving drum unit at cabinet bottom onto slide-in glass atop cabinet, consist of a series of bombing planes traveling from left to right at intervals across the field of fire.

Player lines up plane in bull's-eye gun sight and squeezes triggers of both guns simultaneously to fire. Direct hits bring red flash over plane and score automatically according to number of hits made before plane disappears.

Player is scored for both accuracy and fast firing, with a timing unit adding bonus scores at end of game. Bonus score and shoot-again-for-high-score features are optional.

Guns provide realistic ack-ack

action, with simulated repercussion, barrels flying back slightly after each round fired.

Cabinet is one piece and compact, measuring 28 by 26 inches and standing, with gun mount, 62 inches high. Thus full unit takes up less space than standard .22 rifle game.

Sky Raider features easy servicing, with back door swinging out to provide access to drum unit and inner mechanisms. Drum unit is set on roller bearings. Mirror unit also slides out easily from top of cabinet. Each gun opens on side closed by four screws.

Scoreglass of the game is reinforced plexiglass to check breakage. Scoreglass is actually at bottom section of cabinet rather than top. Game is a single player, single coin chute unit. Individual reels on scoreglass show player's score and time. Player presses button after play to register time bonus score.

FEWER BREAKDOWNS

New Bowling Games Can Take Punishment

CHICAGO — Perhaps no other coin game takes the physical beating that a bowling game does on locations. But manufacturers have taken this into consideration and provided many new safeguards against breakdowns and abuse over the past year. While the safeguards haven't eliminated breakdowns in general, they certainly have cut the number—possibly in half.

How does today's bowling game differ from earlier models? Actually, models of a year or more ago presented fewer difficulties to manufacturers in some respects, but at the same time they did not have the over-all appeal that today's game presents.

The biggest difference is in the manner in which the ball hits the target. About one year ago manufacturers came up with a new scheme in which the ball was to actually hit the pins, rather than simply make contact with trip switches below the pins.

While this new idea added greatly to the realism and action appeal of the game, it brought with it a problem not so often encountered previously—breakage of pins

and breakdown of pin fly-back mechanisms.

After initial experimentation with this new idea, and some grumbling from operators in the field, manufacturers put the switches back on the games, designed so that the ball made contact with both pins and switches. Producers also added a rubberized pin which would give with impact of the ball. Rubber balls, as an option to hard wood or composition balls, have since been added. Besides cutting down on breakage, these balls cut down on the noise factor inherent in a bowling game play.

Ten-pin set-ups were further protected by the addition in some models of guards around the pins, preventing badly aimed or high-speed shots from damaging the pins and mechanisms. Plexiglass scoreboards helped cut breakage of backlasses.

Latest new rub on the bowling game scene is the emergence of a rounded-top shuffle puck for use on new shuffle bowlers. This adds some bowling realism to shuffle games which always used flat pucks before and also checks pin damage to some extent.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of October 20, 1958)

Main table containing coin machine price index data, organized into columns for High, Low, and Mean Avg prices across various categories like Music Machines, Shuffle Games, Arcade Equipment, and Pinball Games.

FINEST RECONDITIONED EQUIPMENT

WURLITZER

1800's	\$495.00
1900's	545.00
2000's	625.00
2100's	Write

BINGOS

Starlet	\$ 85.00
Pixie	60.00
Caravan	90.00
Balls-a-Poppin'	125.00
Mystic Marvel	95.00
Lady Luck	95.00
Star Pool	75.00

ARCADE

6 Pocket Slate Pool Table	\$165.00
C.C. Croquet Pool	195.00
C.C. 11-Ft. Bowler	345.00
C.C. 14-Ft. Bowler	355.00
Seeburg Coon Hunt	85.00
Universal 2-Way Arrow Bell	345.00
Keeney Wild-Bell	345.00
Dale Gun	25.00

¼ down, balance C.O.D.

Lew Jones Distributing Co
Exclusive Wurlitzer Distributor
1301 North Capitol Avenue
Indianapolis, Indiana
Phone: ME1rose 5-1593

New Klopp Catalog Lists Coin Counters

LIVONIA, Mich.—Klopp Engineering, Inc., makers of coin counting and sorting units, has prepared a new brochure showing its present line of equipment.

Included is the electric coin counter, Model DE; hand-operated coin counter, Model D; portable coin counter, Model D2; electric coin sorter, Model JE; hand-operated coin sorter, Model J; and the electric coin package crimping.

The electric coin counter counts over 2,400 coins per minute and wraps 12 packages per minute. The hand-operated counter counts 1,800 coins per minute, wraps eight packages per minute, as does the portable unit.

The coin sorters sort 1,000 mixed coins per minute.

The package crimper crimps the open end of a coin package, creating a tamper-proof rolled edge. Coins cannot be removed without evidence of wrapper mutilation.

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!



AFTER DINNER, discussion went into the late hours of the night as members of the St. Joseph Valley Music Operators' Society held its annual banquet in South Bend, Ind., recently.

J. P. Seeburg, Juke Pioneer, Dies at 87

STOCKHOLM, Sweden—Justus P. Seeburg, 87, founder of the juke box company bearing his name, died last Monday (20) in Stockholm, where he moved in 1954 after retirement from his many diversified business interests. Services were held here Friday (25).

Seeburg, born in Gothenburg, Sweden in 1871, came to Chicago in 1885, becoming an American citizen seven years later. He founded the J. P. Seeburg Company in 1902, manufacturing pianos and organs. The firm subsequently entered the juke box business, becoming a leader in the field.

He was also active in banking, mining and real estate interests in Chicago and Los Angeles, where he moved in 1937. He was a founder of the Swedish-American Steamship Line and a director of the Scandinavian-American Foundation a student exchange program.

Philanthropist

His philanthropic interests were many. He was particularly noted for his help to educational institutions.

Upon retirement in 1954, the elder Seeburg turned over most of his business interests to his son, N. Marshall Seeburg, who still heads a real estate development and investment firm in Chicago, bearing his name.

The family sold their interests in the juke box firm to its present Fort-Pitt ownership in 1956.

Seeburg is survived by his son, his widow Gurli in Stockholm, two grandsons and four great-grandchildren.

'No Let-Up' in Spokane Raids

SPOKANE—There will be "no let-up" in arrests of location owners charged with pinball payoffs here, Inspector Robert B. Piper said last week after arresting two men and grabbing three games.

"We have been conducting a continuous investigation and whenever we receive complaints arrests are made," said Piper.

Complainants in the recent arrests said they received payoffs of \$1.60 and \$3.20 after playing \$32 and \$10, respectively. Those arrested were released after posting \$300 bonds.

Portland Revenue

• *Continued from page 69*
per cent more new equipment in 1958.

The John Welch Music Company reported business down about 25 per cent, buying down about 20 in both boxes and records. The decrease in business was attributed to the loss of locations mostly.

Operators were optimistic about fall business. They planned to push their juke boxes a little harder and a few planned to purchase new models.

Grazio for AMI

• *Continued from page 74*
as general manager. Jim McCarthy will also join the firm as service manager.

Grazio will head up the sales department, assisted by George Cappy and Louis Adelchi. The rest of the staff will include Tom Byrnes, Al Hovasse, Jack Bradley, Tom White, Ralph DePaulo, Al Afeinko, Bill Greenwald, Bob Martini, Neal Chivoral, Henry Nattson and John Brann.

Field Engr.

AMI, meanwhile, is moving Gerard Vadeboncoeur, field service engineer, from New York to Boston to help the beginning indoctrination of the staff.

The Blatt brothers, who have spent 27 years in the music business, will retire from this activity. Barney has been indisposed for some time. Louis, who is also an agent for Mutual Funds, an investment concern, will continue, but plans to take it a "bit easier and travel." The Blatts were Seeburg distributors for 18 years, and retired in 1952. They came back in 1954 to take over the AMI line.

Jackson Ops Merge

JACKSON, Mich.—Jackson Amusement Company and Servall Music Company have merged. William R. Jay heads Jackson Amusement and Edward Westheimer owns Servall. The two firms will maintain separate offices, but will be under joint management. Jackson operates games and cigarette machines. Servall has juke boxes and cigarette machines.

Knock Knock
That's
OPPORTUNITY
check the
CLASSIFIED SECTION
this issue

LATEST MODEL NICKEL DISPENSER

\$14.95
List Price

THE MOST TROUBLE-FREE COIN DISPENSER ON THE MARKET TODAY

IT CAN'T MISS—IT CAN'T FAIL

- * Interchangeable Units (arranged for individual needs)
- * Choice of 25c, 10c, 5c, 1c Units
- * Choice of 2, 3, 4 or 5-Unit Bases
- * Sturdy—All Metal
- * Feather-touch, Smooth, Easy Operation
- * Guaranteed Accurate
- * Chrome-Plated Mechanism
- * Die-Cast Mechanism
- * All Dispensers Available in Quantity
- * Discounts on Quantity Purchases

\$32.95
List Price

The new model nickel dispenser is now available in quantity. This new Kwik-Koin unit is remarkably improved over the older model. The mechanism is die-cast made and chrome plated with unerring accuracy. The units are precision-machined to prevent clogging or jamming. The "wearing" parts of the old dispensers have been eliminated. Non-scratch base bottoms. Sturdy, accurate, fast coin mechanism with smooth operation.

The Kwik-Koin saves time and money for operators of Arcades, Transportation Depots, Clubs, Taverns, Restaurants, Drug Stores, Tobacco Stores and all other locations having coin machine equipment.

The Kwik-Koin is speedy, unfailing and simple in operation . . . a light touch of the lever delivers the coins into your palm.

Each unit is quickly removed for exchanging, emptying or re-arranging.

SPECIFICATIONS			
25c Unit	10c Unit	5 10.00	1c Unit
Capacity	Capacity	Capacity	Capacity
\$30.00	\$20.00	5c Unit	\$1.50
Dispenses 4 Quarters	Dispenses 5 dimes	Dispenses 5 nickels	Dispenses 5 pennies

Patented—Patents Pending

DUNIS DISTRIBUTING CO.

100 ELLIOTT AVENUE WEST SEATTLE 99, WASH.
(Inquiries accepted now for local distributors)

GIVE TO DAMON RUNYON CANCER FUND

200 Attend AMI School In St. Louis

ST. LOUIS—More than 200 persons here and from nearby Illinois and Missouri communities attended a week-long service school for operators at Central Distributors in St. Louis recently (September 15-19), and plans are under way to conduct a similar course one night each month, Central's shop foreman, Lewis Hutsel, announced.

Instructor for the school was John Hickman, field service engineer for AMI. The course of instruction was open free to all operators. (Central is the local AMI distributor.)

Subjects

Principal subjects covered at the service school were mechanical and electrical theory. Classes were held from 7:30 to about 11 p.m. each of the five nights, with time out for a coffee and doughnuts break.

Hutsel said circulars have been sent out to operators in an effort to determine which night is best to conduct the once-a-month service school. The course, he said, will be taught by men in the shop at Central Distributors, with each man assigned a certain part of the instruction.

The school, the shop foreman stated, will serve as a training program as well as for the benefit of operators, especially in rural areas, because everything now is going toward the electronics approach. Hutsel will be in charge of the school.

State Grabs \$26,483 in Coins

COLUMBUS, O.—Pinball collections totaling \$26,483 have been confiscated by the State of Ohio since the games were ruled illegal by the Ohio Supreme Court.

Money from games seized by State liquor inspectors goes into a special State fund.

Last week \$1,097 was added to the fund when inspectors confiscated 23 pinballs on location and emptied them of nickels and dimes.

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Carousel Conditioned
FEATURE
STAR GALLERY . . . \$75.00
A.B.T. CHALLENGER (with chrome stand). 39.95

Super Jet	\$250.00
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Williams Crane	125.00
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Good condition—operating order—parts complete.
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COINMEN YOU KNOW

• Continued from page 68

Milwaukee

The Wurlitzer stereo juke box floor model at United, Inc., has stirred considerable interest among operators, according to Harry Jacobs Jr. Other items from the United, Inc., headquarters: Andy Wise, the firm's ace mechanic, has left them to return to his old job in Tucson, Ariz., with Canyon States Distributing Company. George Groskopf, in charge of United, Inc.'s, parts department, has retired.

Harold Lieberman, head of Lieberman Distributing Company, Inc., was in town for the World Series. His guests at the games included Mercury Record toppers Morrie Price, Irwin Steinberg and Art Tallmadge. Up in Wisconsin Rapids, Russ Dougherty, Rapids Coin Machine Company, informs business holding up close to last year's levels.

"One of the best summer seasons we've had from a profit standpoint," according to Andy Waterman. He attributes the good season to the fact that he kept overhead down by not purchasing new equipment. . . . Erv Beck, Mitchell Novelty Company, claims that the juke box stimulator developed by the firm's owner, Joe Beck, is doing a fine job of building route receipts.

Lucky ticket holders for a couple of the World Series games were coinmen Mike Young and Hi Turnmeyer, of Soldiers Grove. . . . "Most Valuable Player Award given by Mercury Records went to John Heidner, of the Lieberman Distributing Company, Inc.

The first stereo juke box was put in location here last week by P. & P. Distributing Company. Route foreman Carl Betz reports initial reaction has been excellent. "This looks like it can be a terrific thing for the juke box industry," he says. "It has to be properly sold to the location, however. There has to be a realistic guarantee off the top and straight dime play, three for a quarter."

According to Joe Jarnusz, Music Mart counterman, there has been only a slight interest displayed among coinmen concerning stereo disks for juke boxes. "It should start to pick up soon, tho," he predicts.

A cracked rib that will keep him on the sidelines was suffered recently by Joe Pelligrino, P. & P. Distributing Company. His partner, Bob Puccio, will handle office details in the meantime. . . . Red Jacomet has joined the throng of hunters aiming for pheasants in the North Dakota fields. . . . Ed Grownowski, Red's Novelty Company route foreman, reports that the firm is putting out an increasing number of Auto-Photo units.

A new line was added last week for United, Inc. The firm is now the State distributor for Sine-Sonic Music, background music equipment produced by Edelco, of Detroit.

United, Inc., according to Harry Jacobs Jr., is planning to put several men out in the territory to sell the Sine-Sonic systems.

Memphis

Drew Canale, owner of Canale Amusement Company, has a big football party planned for a crowd of friends who worked to help get his cousin, Robert A. Hoffmann, elected chancellor in August. Canale has chartered a bus which will take the group to Oxford, Miss., for the Mississippi-University of Houston football game. Canale will have refreshments and lunch served on the bus to the party.

George Sammons, president of Sammons-Pennington Company, is looking hale and hearty these days. He's back to work and going strong after a stay in the hospital with a dislocated disc suffered while helping move a juke box. He's not moving anything anymore, however, on doctor's orders.

George and his partner, Cotton Pennington, had interested operators from Memphis and the Mid-South looking over the new stereophonic juke boxes they were showing. . . . Clarence A. Camp, president of Southern Amusement Company and other enterprises, reports interest growing in coin-operated horses for children.

Edward H. Newell, owner of Ormatt Amusement Company, reports a good increase in business has overcome losses suffered earlier in the year due to the mild recession. . . . Ditto for Allen Dixon, general manager of S & M Sales Company.

Douglas Highfill, owner of Rainbow Amusement Company, seen changing equipment on his route. He has built his route up considerably in the past few years, put in a lot of hard work and it is now beginning to pay off for him. . . . Bill Forsythe, Forsythe Amusement Company, has most of his route in rural areas in West Tennessee. He reports collections have increased tremendously due to the good cotton crop.

Mike Solomito, owner of Ace Music Company, seen at the big Mississippi-Kentucky football game in Memphis recently. . . . Charles Kahn, partner in Tri-State Amusement Company, reports his EP's are still going well on his route. He uses almost 10 per cent EP standards in his programming.

Bill Fitzgerald, manager of Music Sales Company, reports orders for records among Mid-South operators have picked up considerably since the fall season got under way. He's selling more records to operators now than in a long time. . . . Eddie and June Bodenheimer, Shelby Amusement Company, report a big jump in the popularity of pop records on their route and a corresponding fading of interest in rock 'n' roll.

Denver

By BOB LATIMER

Lou Shulman, head of Modern Music Company, is taking it easy these days. Altho he still sets policy and spends a part of every day at his desk, the veteran Denver operating firm head has put responsibilities in the hands of various department managers. . . . Andy Anderson, owner of Star Novelty Company, has completed remodeling in his bulk vender showroom. Included has been a new tile floor, repaneling of the walls, a new

(Continued on page 80)

WANTED TO BUY

50 Panorams—original models—also extra Projectors. Advise best price, condition and quantity available. Cash waiting.

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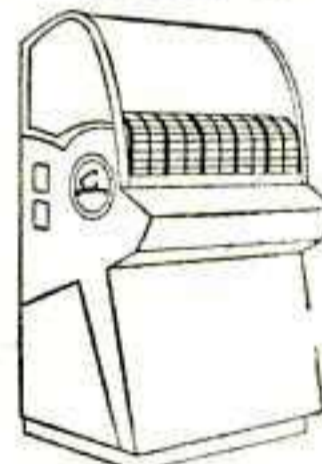
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★ ★ SPECIAL ★ ★

1442 Rock-Ola, 50 Sel.	\$395.00
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1448 Rock-Ola, 120 Sel.	545.00
All-Star Deluxe Bowler, new	295.00
Trophy Bowlers, new	Write
Like New A.B.C. Bally Bowling Lanes, 14'	395.00
Like New Strike Bally Bowling Lanes, 14'	575.00
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used	145.00
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All machines have been checked, cleaned and ready for location.

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Flying Aces	450.00
Gott. Criss Cross	\$245.00
Genco Fun Fair	275.00
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Bally Circus	245.00
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BINGO GAMES

Cypress Garden	\$575.00
Miss America	450.00
Key West	300.00
Big Show	250.00
Gaytime	110.00
Variety	75.00
Gayety	75.00
Miami Beach	125.00
Hi Fi	50.00
Dude Ranch	50.00
Beauty	55.00

ARCADE

Wms. Deluxe Four Bagger	\$245.00
Space Gunner	Write
Old Smokey	Write
Chi Coin Steam Shovel	\$125.00

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6 POCKET POOLS, \$150	Seeburg A	\$145	AMERICAN 12 FT. BANKBOARDS \$175
	Seeburg C	395	
	Seeburg R	545	
	Wurlitzer 1800	445	
	Wurlitzer 1900	585	

4322-24 N. WESTERN AVE.

CHICAGO, ILLINOIS

JUNIPER 8-1814

PURVEYOR DISTRIBUTING CO.

Better Buys

Coinmen You Know

Continued from page 79

lighting system and air conditioning.

Ralph Torgerson, son of bulk vending route operator Torger Torgerson, was injured when his motor scooter was struck by a truck. . . . Charles Flowers, Denver bulk operator, took a trip to Chicago where he bought several lines of new equipment, along with seeing the sights and enjoying meeting friends in the Windy City.

Most friends of Walter Bujack, formerly a police officer and now a justice of the peace for the Fort Collins district, don't know that Bujack was Northern Colorado's biggest bulk operator at one time. Retired several years ago to devote all of his time to the legal profession, Bujack ran ball gum, charm and peanut routes thruout this section of the State.

Miami

By PAUL DANIEL

Lucky Skolnick's champion quarter horse, Rambling Lady, gave birth to a filly. Mother and filly doing fine, but Lucky is stuck for a name. . . . David Friedman now has enlarged his operations, just took over a new route from Max Lebow. . . . Bert Lane returned to his activities in the area after visiting his New York operations. . . . Harry Baron, veteran operator from New York, has regained his health

and now has a large scale route in Miami.

A. Saxon bought out Ruth Michalson's Music route. . . . Coinmen who are planning to be in Miami around December 13, are invited to the annual AMOA shindig at the Saxony Hotel. Contact Willie Blatt. . . . Music Makers enlarged their operations by taking over K&P Juke and Game operations.

PAL is gaining a foothold due to the support of AMOA. A new high that has been attained is a full hour program on WPST-TV, Channel 10, including every activity from boxing to variety entertainment by youngsters aged four to 16 years. Weekly prizes for events are donated by business firms in the area and AMOA offers kiddie records thru Music Masters for the weekly PAL event.

Visiting coinmen are making Art Bruns King Arthur's Court a regular meeting place, looking forward to greeting National Association of Concessionaires during their convention.

St. Louis

By JOHN HICKS

Norman Drieman is a mechanic for W. B. Distributors here, but spends his weekends in a completely unrelated field—growing mushrooms. His weekend chore re-

cently was to add 1,000 square feet of the plants to the 1,500 square feet he already has. Within the next few weeks the number of square feet of mushrooms will be increased by another 1,000, he said. Mushrooms, he said, grow best in a place where an even temperature can be maintained and are planted so many to the square feet.

The Milton Schraiers also are awaiting the arrival of their third child. Schraier, office manager of J. Rosenfeld Company, and his wife, Marilyn, already have two sons. He has been with the Rosenfeld Company for 10 years. . . . Florine Davies, of Rite-Way Distributors, said operators are beginning to start purchasing again, and a great many are from out of town. "People we have not seen for months are dropping by," she said.

William C. Geiger, president of Amusement Supply Company, recently displayed a six-pound bass among his catch from the Du Quoin (Ill.) reservoir, about six miles from the city of Du Quoin where he lives. He and his wife are apartment dwellers during the week in East St. Louis, where their company is located, but make a retreat each weekend to their home. Almost every weekend they are hosts to a group of friends at barbecues at their Du Quoin home.

Boston

By CAMERON DEWAR

There is great joy these days at Atlas Distributors, 1024 Commonwealth Avenue. Tony Grazio has happily taken over and Louis and Barney Blatt are enjoying a well-earned rest. Adjoining is Jack Sager, with One Stop, Inc., which is picking up business from the added activity. Jack, in fact, is so rushed that he has practically given up his night-time role of musician. He played sax with a Dixieland group around Boston.

Kenneth Ghiorse, of K & H Music Company, Brockton, says it's amazing how easy it is nowadays to convert to dime play. The locations not too long ago used to scream, he says. Now he gets little resistance and feels that people

almost expect to pay 10 cents and most spots can be converted with only a very slight amount of grumbling.

Phil Swartz, of Winrox Vending Company, Brookline, had a bit of bad luck last week when one of his trucks was stolen from a downtown parking spot. The robbers cut the burglar alarm and made off with cash and cigarettes valued at \$2,000. This is the second such case in as many weeks. Dave Baker, of Melo-Tone Vending Company, Arlington, lost \$1,300 under similar circumstances.

Ralph Lackey, of Karel Music Company, Roxbury, is rushing around these days on the program book for the third annual banquet of the Music Operators of Massachusetts, which is slated for Monday, November 10, in the Sheraton Plaza Hotel. . . . Dave Gropman, of Beacon Hill Music Company, Boston, is also active as chairman of the ticket committee.

Arnold Blatt, Brookline operator, finds his radio service of great help. For a nominal fee he gets a call every hour from a firm which broadcasts on a short-wave to businessmen in various fields. He simply tunes in on a little pocket set and they tell him who wants him and why. . . . Peter Pompeo, of Pompeo Music Service, Milton, picking up some new equipment around town. . . . Silas Redd, Redd Distributors, back and feeling fit after a back sprain put him out of commission for a bit.

Washington

By DELORES NEWCOMB

The G. B. Macke Corporation's report for the fiscal year ended last month was a good one, according to advertising manager Bill Goulet. He says many more machines were on location than in earlier years, and collections were good. Macke has several college locations, and business will pick up sharply in those spots now that classes have resumed.

Hirsh Machines continues to enjoy good business, says Roger Squitiero. Collections during the summer held up better than anticipated, he says. Roger, who is also president of the Washington Music Guild, says the Guild will be holding meetings more regularly now that vacations are over, and will be formulating definite plans for the future. . . . Funland Arcade is going thru a slow period, according to Herbert Brown. He blames cool weather, plus general economic conditions.

ALLEYS	
United 16' JUMBO	
BOWLING ALLEY	\$525
14' BOWLING ALLEY	345
11' BOWLING ALLEY	345
CAPITOL S. A.	225
MERCURY S. A.	145
RAINBOW S. A.	125
CC 16' T. V. BOWLING LEAGUE	525
Genco SKILL BALL (2-player)	145

ARCADE	
Genco STATE FAIR GUN	\$265
DAVY CROCKETT	245
CHAMPION BASEBALL	145
HI-FLY BASEBALL	175
Williams TEN STRIKE	275
KING OF SWAT	145
SHORT STOP	395
4-BAGGER	225
Bally BULL'S-EYE GUN	250
Chi Coin BIG LEAGUE	
BULL'S-EYE B. B.	195
Exhibit TREASURE COVE GUN	195
League SHUFFLE ALLEY	115

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AMI JAH 200 779.00	CoMco Extended Range SPEAKERS Wall \$11.95 • Corner \$15.95 • Colling \$11.95
Wurlitzer 1700 429.00	
Wurlitzer 2000 599.00	Wanted—Cash or Trade— Bingos, Shuffles, Phonos
Seeburg V-200 529.00	
United 14' 350 ct. 369.00	
Seeburg Coon Hunt 89.00	
Lehigh Px Cig. Vend., 8 col. 59.00	

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GAMES

Table listing games and prices: BEACH BEAUTY \$150, Broadway 125, Big Show 250, Night Club 175, Gay Times 85, Flag Ship 200, Sea Belles 200, Harbor Lites 125, Register 190.

THE HUB ENTERPRISES

2216 DIVISION ST. BALTIMORE 17, MD. LAfayette 3-3525

FOLK TALENT & TUNES

Continued from page 15

operation in Dallas around November 1. . . Charles Wright, Dallas agent, is conducting auditions each Sunday afternoon at his Dallas offices, 5513 1/2 East Grand, for new songwriters and prospective recording talent. He invites writers to shoot him tapes and demos.

Joe Taylor and His Indiana Red Birds are still featured each Saturday noon over WGL, Fort Wayne, Ind. On October 18, the crew worked the showroom of the local Chevrolet dealer to promote the 1959 models. Guesting with the group for the occasion were the Stewart Brothers, Bob and Bryan. . . Lanie Walker has been set as the regular Friday night feature at the Wagon Wheel, Salisbury, Md. . . Cowboy Howard Vokes and His Country Boys (Skeets Martin, Lost John Grolz and Bob Rose) have just cut four sides for Blue Hen Records. Tunes are "This Prison I'm In," "Ghost of a Honky-Tonk Slave," "Tears at Grand Ole Opry" and an instrumental, "Steel-Guitar Chimes."

One of the highlights of the Country Music Disk Jockey Convention to be held in Nashville, November 21-22, will be the appearance of Hank Thompson and His Brazos Valley Boys at a dance at the Andrew Jackson Hotel Ballroom on Friday night of the convention. Thompson and his lads are playing the date gratis under sponsorship of the newly formed Country Music Association. . . Peanut Faircloth and his aggregation, the Hot-Roast Hillbillies, played the recent Dade County Fair in Georgia, pulling satisfactory attendance in the face of inclement weather. Faircloth continues as c.&w. deejay and farm editor of Station WAPO, Chattanooga.

Slick Norris, the c.&w. promotion expert from down Highlands, Tex., way, typewrites under date of October 22: "Sure was great to see the big step taken in The Billboard this week on the country charts. The Hot 30 C.&W. Sides is great, as it gives all phases of the industry a much greater scope as to what is and isn't happening

to country records. It was also great to note the drop of so many names that have been appearing in the country charts who didn't have country records and weren't country artists. This to me is one of the biggest steps that has been taken in the country field in the last three years. . . Bill Morgan and Carroll Hunt, who work with Paul Howard and the Arkansas Cottonpickers thru Texas, Louisiana, Mississippi and Arkansas, have a new release on the Dixie label, "Feel So Good" b/w "In My Heart." They have recorded for Goldband Records in the past.

The Hank Snow unit is set for the Casino Theater, Toronto, November 6-8. . . Stringbean, of "Grand Ole Opry," graces the boards at Monticello, Ky., November 1. . . "Country music is coming back strong and we are readying our catalog for 1959 with all country material," writes Jack Swanson, of San-Lyn Publications, Syracuse, N. Y. Swanson reports that Bob King's recording of "Josephine" on RCA Victor is presently one of the hottest country tunes in Canada. Deejays may obtain a copy by sending a post card listing their name and station call letters to Swanson at 414 Cortland Avenue, Syracuse 5.

With the Jockeys

Gene (Country Boy) Springer has just begun his second year as c.&w. platter spinner on the 5,000-

watt KGCX, Williston, N. D. Springer is on the air from 9:30-10:30 p.m., Monday thru Friday, and 4:35-5:30 p.m. and 9:05 to 12 midnight on Saturdays. He also spins a gospel and hymn program

Sundays, 6-7 p.m. Gene says he'd appreciate hearing from all c.&w. artists. . . Bill Anderson, deejay at WJJC, Commerce, Ga., and writer of "City Lights," which has been getting a solid ride on the charts, says he has a release coming up soon on Decca, coupling two of his own tunes, "That's What It's Like to Be Lonesome" and "Inspiration." Both ditties are being published by Jack Stapp's Tree Music, Nashville, managed by Buddy Killen.

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Flood of State Tax Bills

• Continued from page 76

take action before a bill becomes law, since it is much harder to change it then. National associations providing legislative services know this. For example, Norval B. Rader, chairman of the National Automatic Merchandising Association legislative committee, stated in a recent bulletin of that group that "we can accomplish a great deal in heading off unfair tax proposals if we know about them promptly. Once an inequitable law is passed, the job of removing or altering it is 10 times harder than heading off such legislation when it is being considered."

Knowing the legislators is a basic consideration to presenting a case for a business. Next January, The Billboard plans to publish the names and addresses of all elected officials and congressmen of the States on tax committees and will have available for operators the names and addresses of all State congressmen and officials.

Legislative activity during 1958 indicates that a high percentage of States continue to propose legislation unfavorable or unfair to either the juke box or amusement game business or both. This is reason enough for operators to be alert to State legislative activity. As indicated above, however, most of the legislation proposed died during the session. Also this in turn indicates that legislators will treat the operator fairly if they know all the necessary facts, it also shows that legislation is continually being proposed which requires operator action.

1958 Record

Of the 17 State Legislatures which met in regular session, 12 considered 21 bills directly affecting either juke box or amusement games or both.

Of these 21 bills, 11 died in either the House, the Senate or in committee; 5 were either referred to committees for further study or were otherwise shelved; 5 were passed. In addition to bills considered directly touching on music or amusement machines, a high percentage of the total bills proposed were concerned with business taxes which would affect operating companies. Here's a sampling of the types of bills considered:

Two States—Kansas and Louisiana—considered per-machine taxes which would include both juke boxes and amusement games. The Kansas bill, providing for a \$25 license fee on the operation of each automatic amusement device, died in the Senate; the Louisiana bill, which would have imposed license taxes on all coin-operated machines (\$25 per 1-cent-type; \$100 for 2 to 5-cent types; \$250 on 5-cent and over types), died in the House.

Georgia considered three bills concerned with the regulation of pinballs. Also these three bills died, a fourth was approved. It authorizes the licensing by counties of pinballs. Kentucky consid-

ered a bill relating to gambling machines which would have removed a section excepting pinballs from the act. This bill died.

Massachusetts passed a bill providing for the study by a special commission of the licensing, regulation and operation of "so-called automatic amusement devices."

New Jersey considered a bill which would authorize games of chance or skill where awards were limited to merchandise of less than \$15 in value and where the charge for playing them does not exceed 25 cents. It passed the Senate, but the House referred it to a county commission.

The New Jersey Senate passed a bill creating an amusement games control commission which also was referred to a county commission by the House. A bill considered by Rhode Island to legalize gambling died in the House.

The consideration of such bills during an off-year for State Legislatures is enough evidence of the need for operators to be informed and prepared to argue against unfair legislation.

How can operators do this? The answer is basically simple. At the Music Operators of America convention last May, Harlan Wingrave, of Emporia, Kan., outlined what Kansas operators did in defeating legislation in Kansas that would have licensed every coin-operated machine \$25 annually. An article including his remarks appeared in the May 19 issue of The Billboard. A large part of those remarks follow:

Wingrave said operators appeared before the State committee on taxes with only one argument: Figures and facts showing that operators were already being taxed more than any other business.

"We had analysis of statistics showing that with our income taxes, federal licenses, city licenses, ad valorem taxes, use tax and State 2 per cent gross sales tax, we were already paying more taxes—percentage-wise—than any other business in our community," he explained.

Wingrave said that the State senators "were amazed because (in the absence of facts) they had been led to believe we had not been paying our fair share."

"Twenty minutes after we were dismissed by the committee (following our testimony), we were notified that it had passed the bill out of committee with the recommendation that it not be passed (in other words, killed)," he said.

Wingrave made it plain that it was the duty of operators as independent merchants to bear their fair share of the tax burden and that only unfair, discriminatory or excessive taxation should be fought by operators.

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Tom Callaghan

Continued from page 76

He was a well-known and very popular man in Chicago, and the subject of lengthy and colorful obituaries last week in Windy City newspapers. The Chicago Sun-Times, for example, characterized his government career as a colorful one "packed with all the thrills of a Nick Carter dime novel." The paper wrote of him as "the man who talked back to Presidents and laid down the law to Al Capone."

Callaghan guarded the lives of eight Presidents during his government career. The first was William Howard Taft; the last, Harry S. Truman.

The Sun-Times obituary details a World War II exploit he was involved in when he waged war against ration coupon fakers. In 1944, he smashed one of the largest black market operations in the Middle West, according to the newspaper.

Callaghan was buried in All Saints Cemetery. Requiem Mass was offered Saturday (18) at Our Lady of Mount Carmel Church. Survivors include his widow, Angie, a brother and two sisters.

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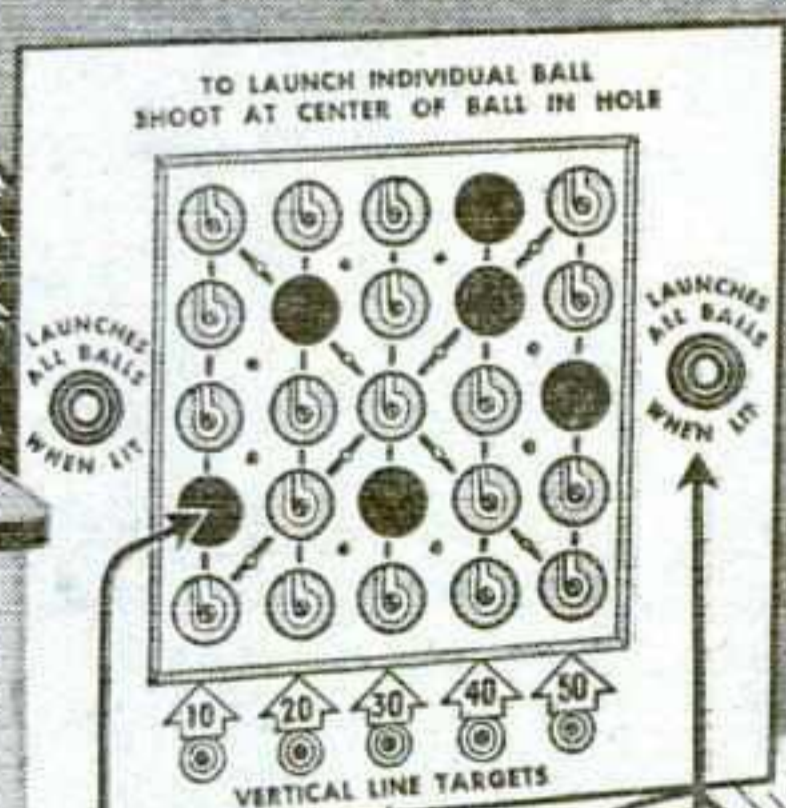
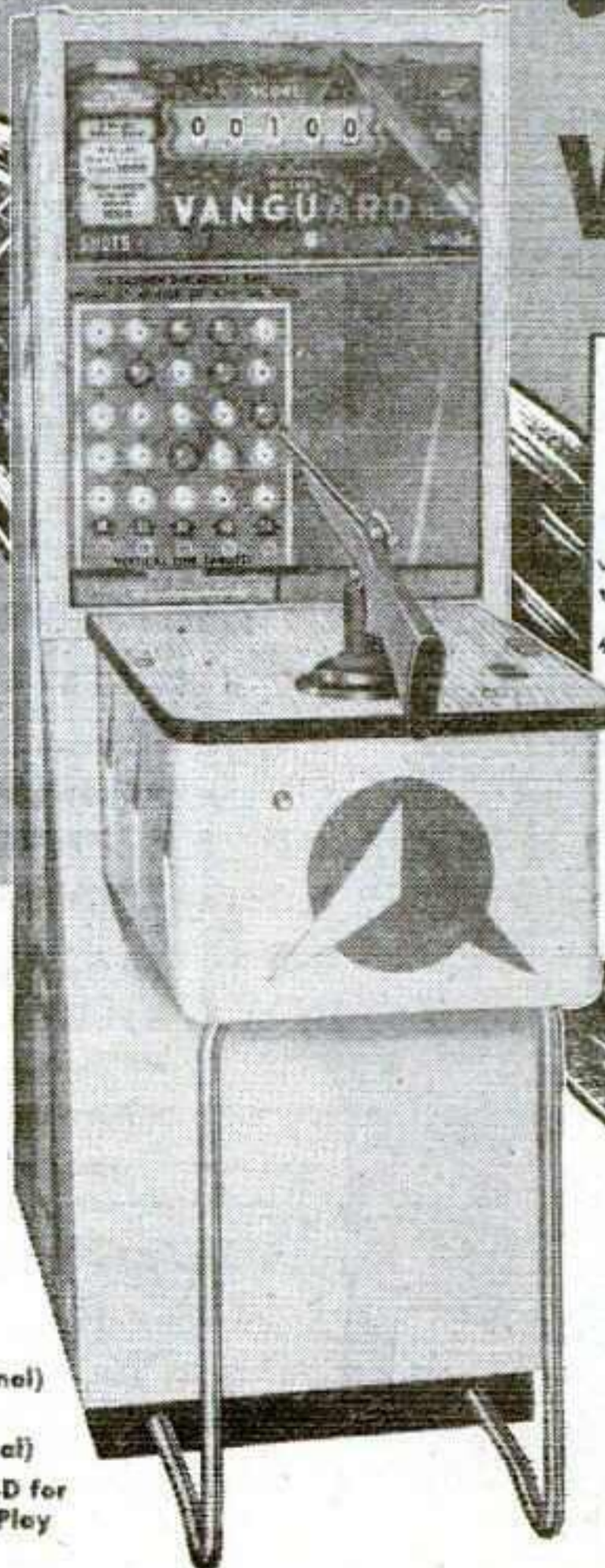
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Kaye Adds Pool Trim

NEW YORK — Irving Kaye's Deluxe Competitor six-pocket pool ball viewer model 's now shipped with a new finish. The cabinet is finished in rich mahogany with gold trim and matching mahogany Formica top rails. Ball return mechanism is modified. Viewer model has slate top and table accessories.

Arcade Doubles Business With Novelty Line

DALLAS—One of the best investments ever made by The Fun House, downtown Penny Arcade here, is a \$1,500 inventory of puzzles and tricks.

The Arcade, in operation for more than five years, is set up in what was formerly a retail store, with two board display windows, one on either side of the entrance. Formerly, this space was used only to display posters and signs, not particularly flattering to the building's appearance.

Two years ago, however, it was decided to experiment with retailing puzzles, novelties and table games, and the Fun House management filled up an entire window with the display. Included were such familiar novelties as Groucho Marx's mustache, nose and spectacles; exploding cigars and matches; humorous books and magic tricks. With the combination of the novelty inventory and long line-up of coin games, the Penny Arcade immediately increased its business by one-third, and during the next six months actually doubled it.

Another stunt successfully used to build interest and traffic is a display of antique amusement machines in the shop entrance. Included are antique gum venders, penny "dribblers," early movie machines, viewers and kaleidoscope.

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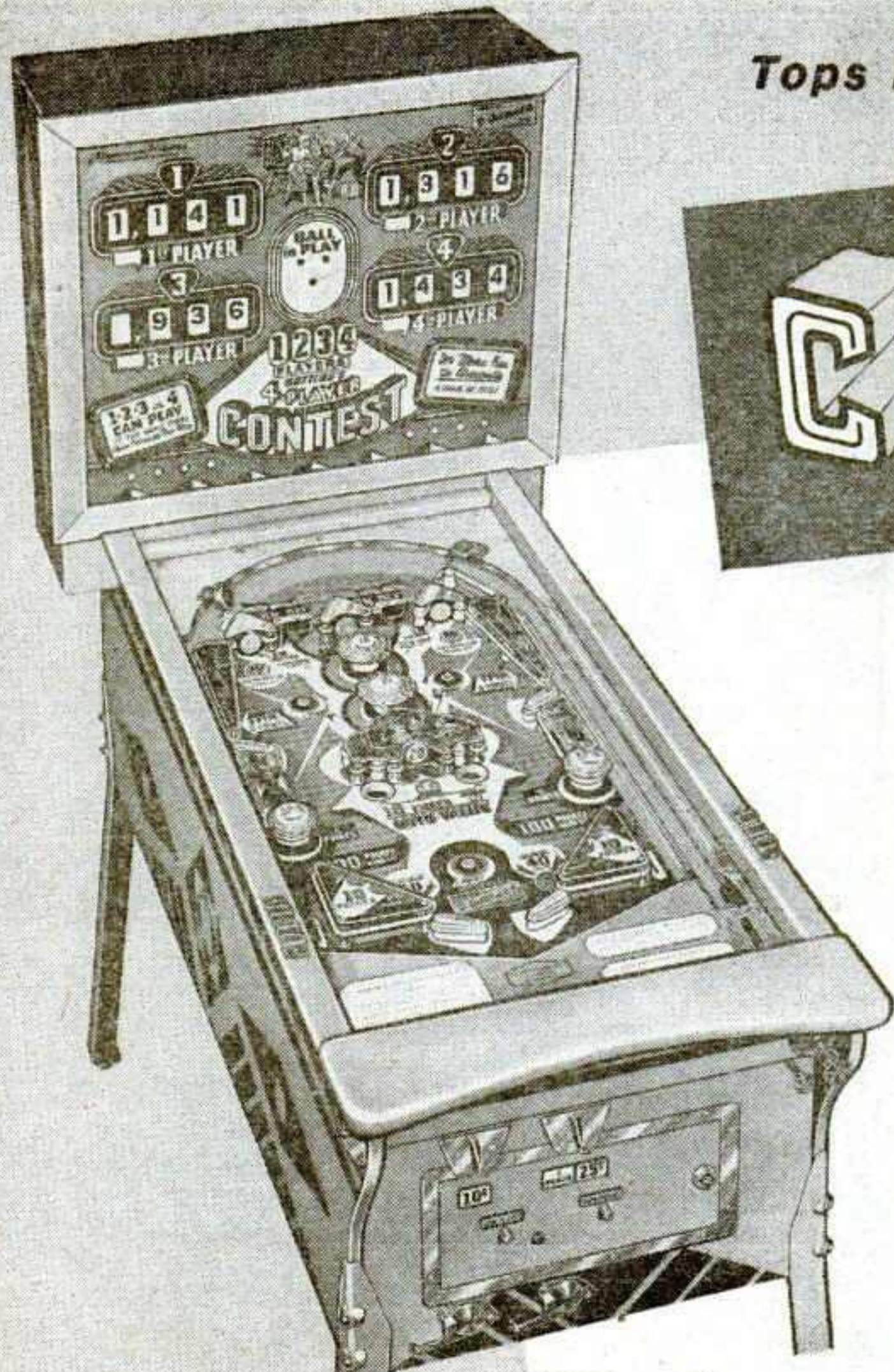
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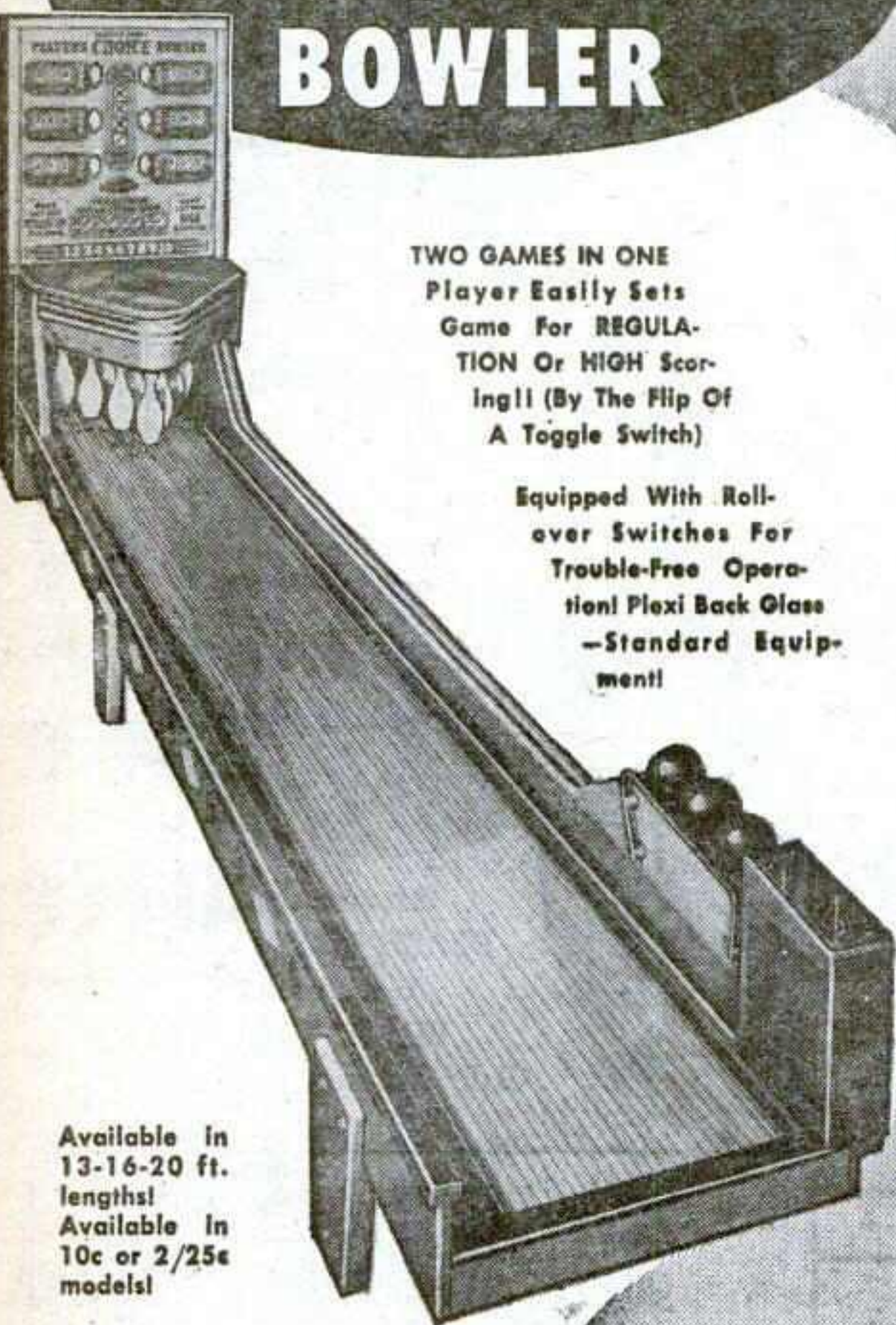
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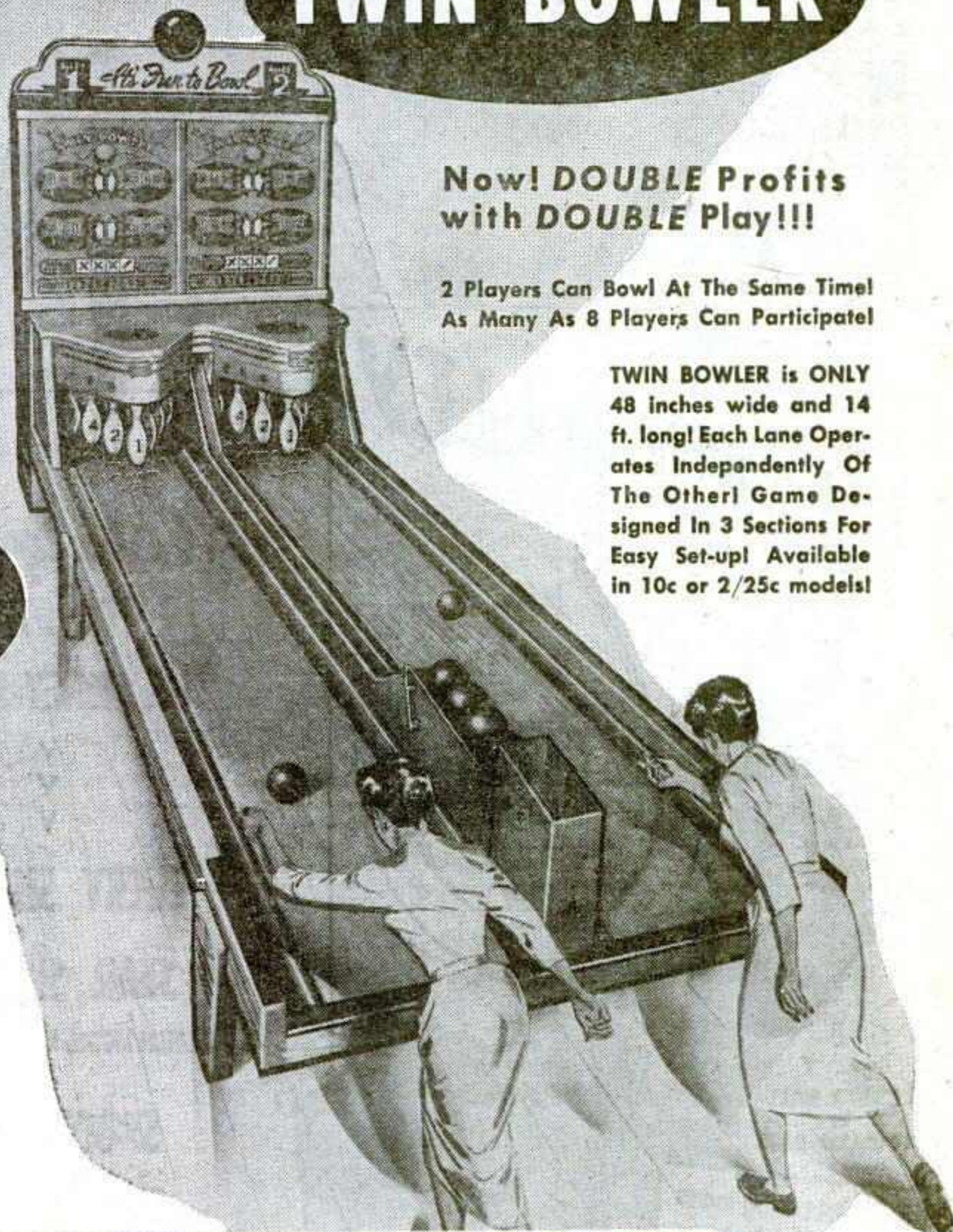


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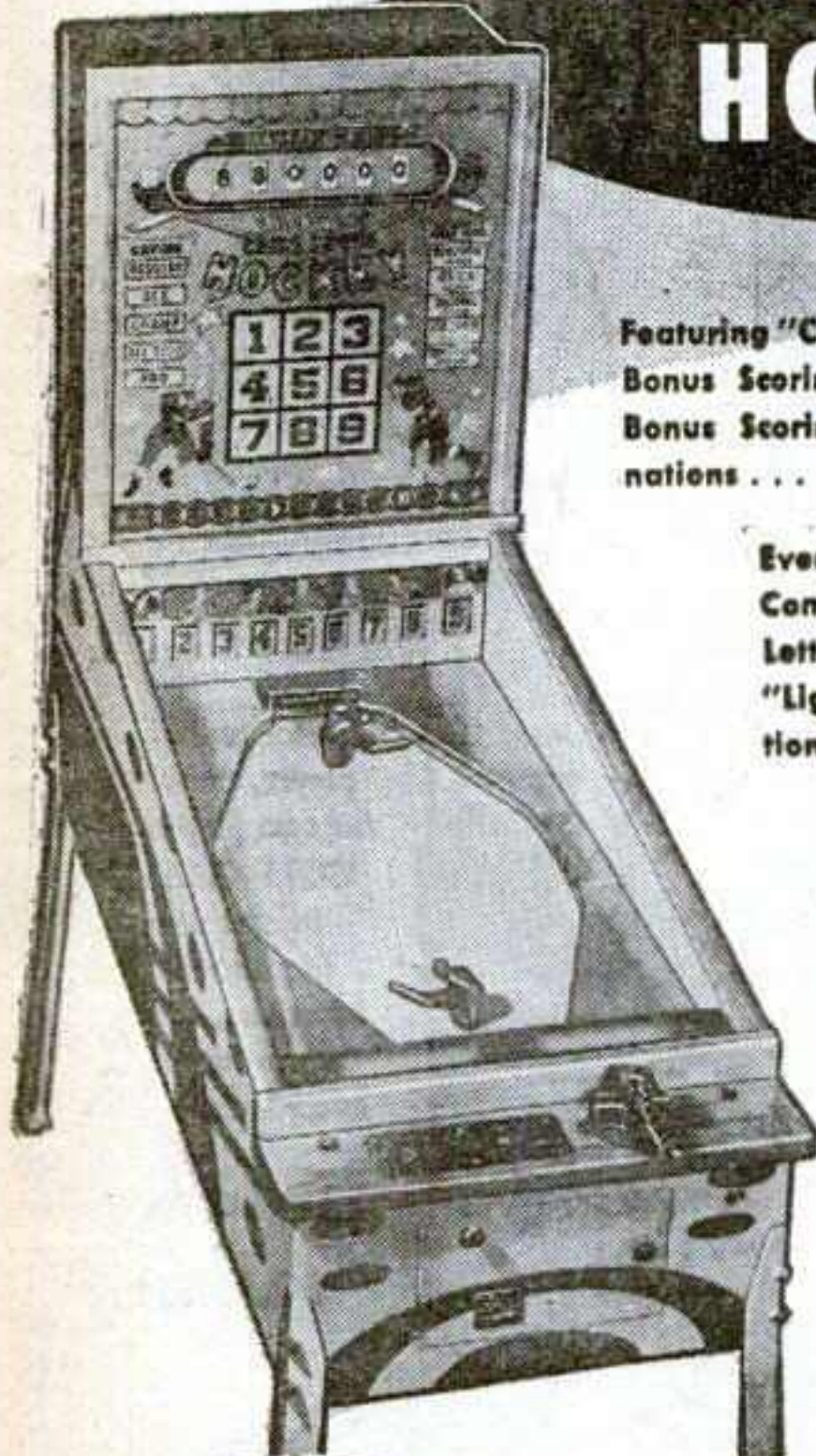


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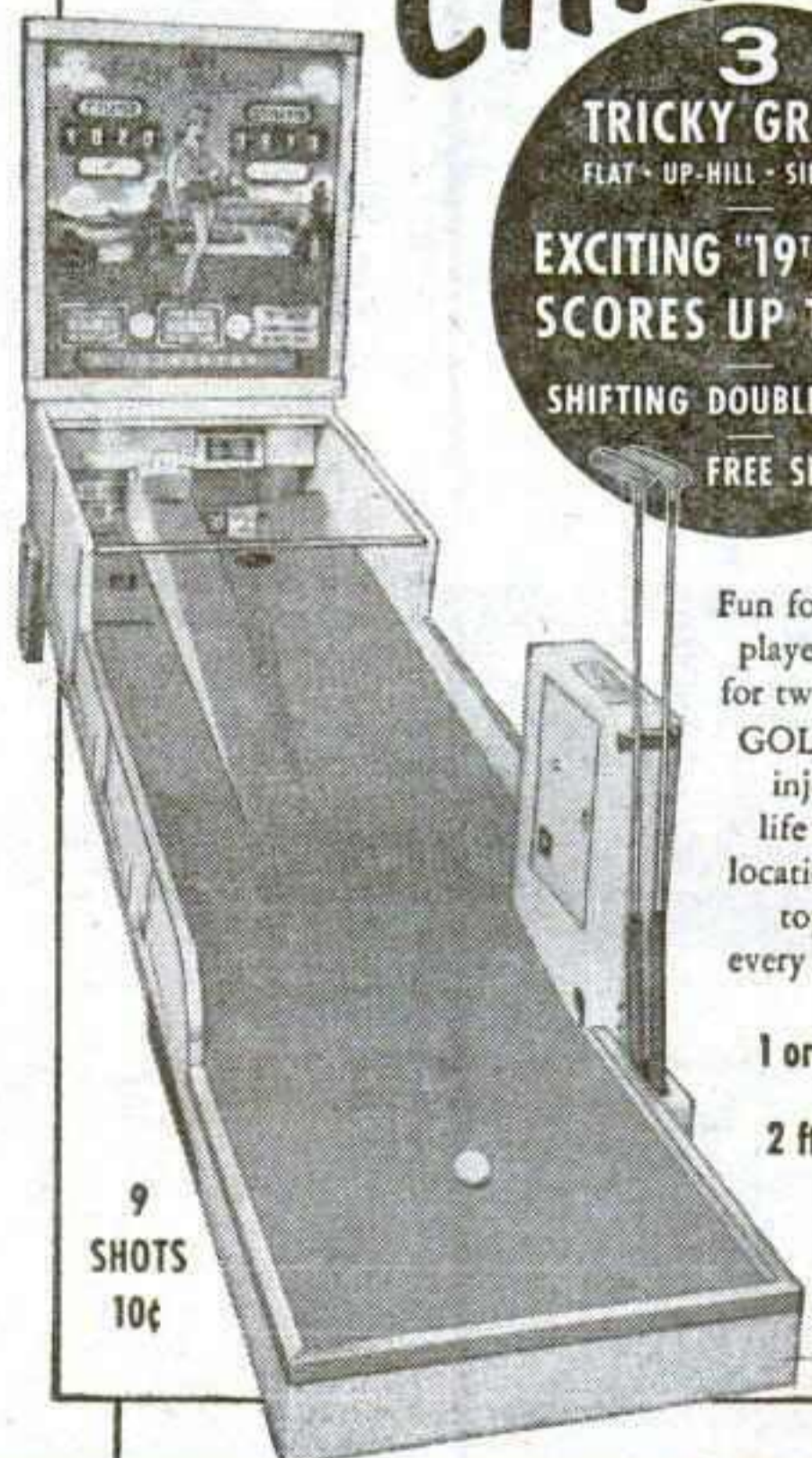
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FREE SHOTS

Fun for one player, double fun for two players, GOLF CHAMP injects new life into slowest locations, earns top money in every location.

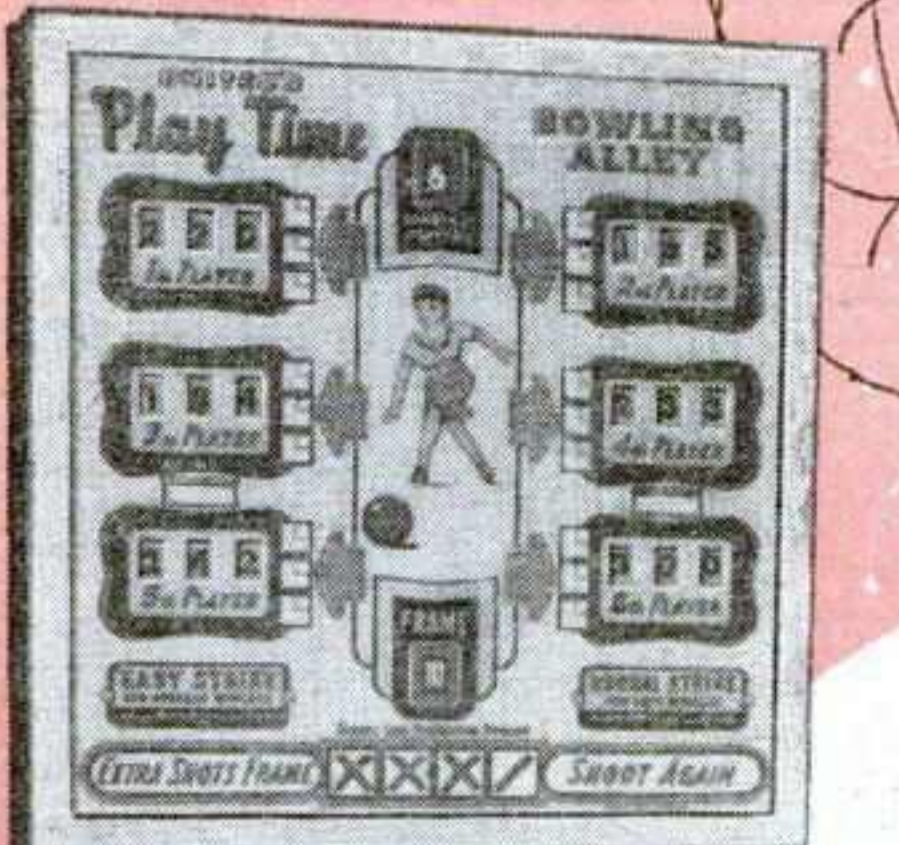
1 or 2 can play
2 ft. by 8 1/2 ft.

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
- 17 FT. LONG
- 20 FT. LONG

Expandable with 4-ft. Sections to

2 FOR 25¢ PLAY

Special CREDIT UNIT accepts up to 20 quarters at one time for future play



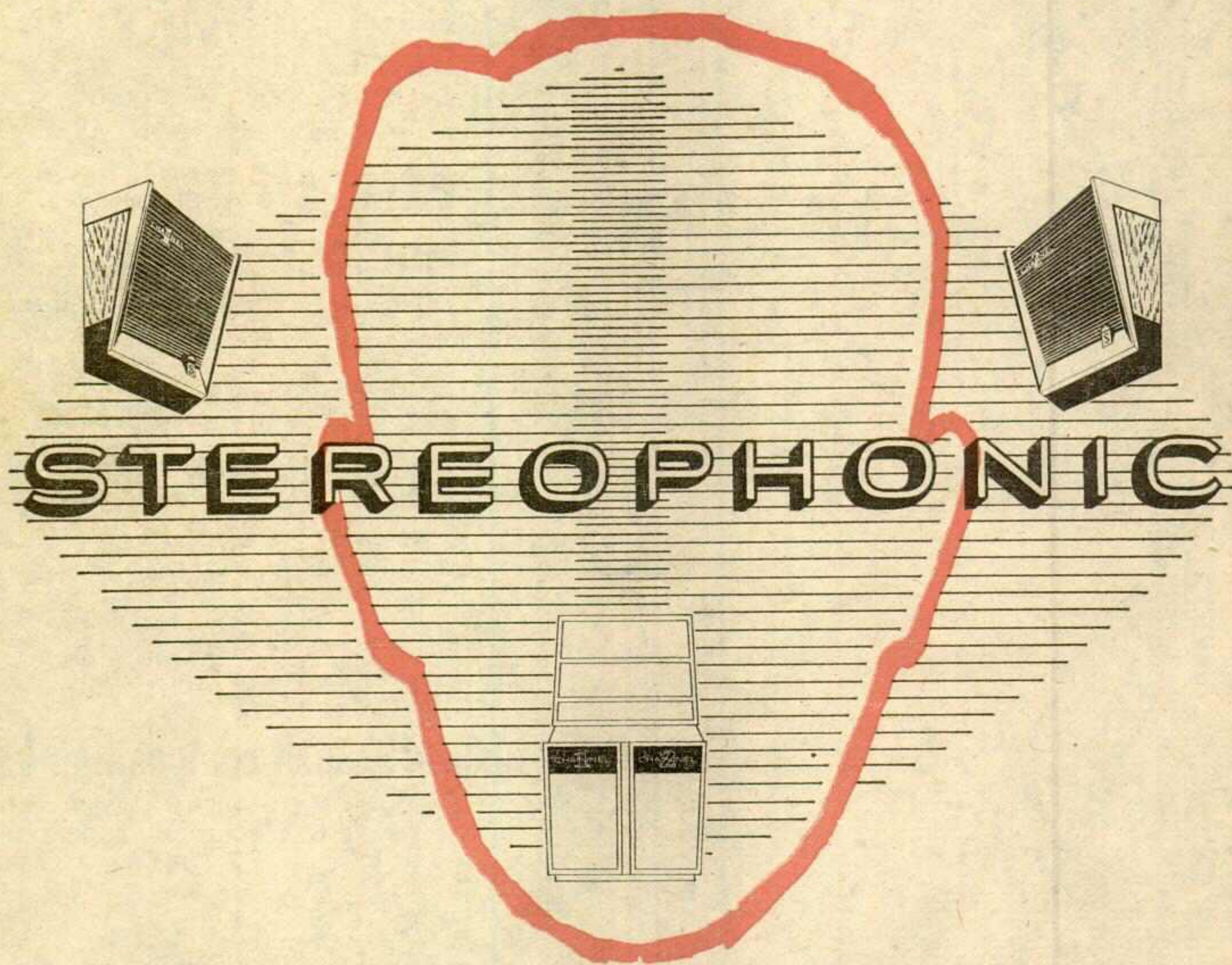
Also obtainable as one game for 25¢

Easily convertible to 10¢ play

Extremely Quiet Play

See Your
UNITED DISTRIBUTOR Today!

**NOW! HEAR STEREO PLAYED WITH
MORE REALISM AND BRILLIANCE
THAN EVER BEFORE...ANYWHERE!**



**SEEBURG INTRODUCES TWO SENSATIONAL NEW
TWO-CHANNEL STEREO MUSIC SYSTEMS!
SEE OTHER TWO-PAGE AD IN THIS ISSUE**

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DEPENDABLE MUSIC SYSTEMS SINCE 1902
THE SEEBURG CORPORATION
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SEE SEEBURG STEREO!
NOW PLAYING AT YOUR
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