

All Albums Singers

The Billboard

The Billboard Eleventh Annual
MUSIC-RECORD PROGRAMMING GUIDE
 Featuring the results of the national Disk Jockey Survey
 See Page 11

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DECEMBER 15, 1958 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Stereo Builds on Nation's Airwaves

All Major Markets Now Get Some 2-Channel Sound Via 113 Outlets

By REN GREVATT

NEW YORK — Stereophonic sound on the air is moving ahead at a steady pace, technical considerations notwithstanding. In an interesting tabulation of two-channel broadcast activity conducted last week by *The Billboard*, at least 113 stations (mostly combinations of stations) were found to be programming regularly scheduled stereo-casts.

Virtually every major market area in the nation is now being served with at least a modicum of on-the-air stereo via some combination of AM and FM radio or TV or the considerably less used but potentially highly popular stereo darkhorse known as multiplexing and pioneered by New York's WBAI.

The State of California is particularly active in the stereo broadcasting field. San Francisco alone has a half dozen stations dishing up two-channel sound with individual stations now also on the air stereo-wise in Sacramento, Fresno, Berkeley, Oakland, San Jose, Glendale, Stockton and Bakersfield, not to mention Los Angeles, Hollywood and Beverly Hills.

Night Segs Best

As far as can be determined, most stereo programming so far has been relegated to nighttime hours. By Napier, WEAU, Eau Claire, Wis., a new entrant in the field, probably expressed the view of many stereo broadcasters when he said, "We are scheduling the 10:30 to 11 p.m. slot as the best hour to catch listeners with some

free moments. We feel they must give the programs full attention to fully enjoy them." Napier said that at the beginning, the show would use complete albums, but that as the library increased there would be more variety in the show.

Bob Haymes, on his new "Jazz, Voices and Strings" stereo show on WRCA, New York, not only planned programming of pop acts like Sinatra, Eydie Gorme and Shelley Manne, but himself recorded a number of stereo vocals and piano bits for the show, aired Monday thru Thursday, 10:05-11 p.m. The station is also accepting stereo produced commercials from sponsors of the show. The show is aired in AM-FM stereo.

WQXR, with its AM and FM facilities in New York, is one of the first to announce daytime programming of stereo. These 1:05 to 2 p.m. airings, Wednesday and Saturday, will be sponsored by Zenith Radio Corporation, and is designed by Zenith as a broadcast which all its dealers in the area can receive for purposes of daytime customer demonstration of stereo equipment. Zenith figures the time slot selected represents the peak retail traffic hours of the week.

Diskery Sponsors

The New York Times-owned station is unquestionably a first-rank pioneer in AM-FM stereo, having started with test airings in 1952 of all its live musical broadcasts. Stereo tape and disks were added to the broadcast schedule as they became available. Now both Angel

(Continued on page 58)

THE WINNERS

The Billboard Eleventh Annual Disk Jockey Poll

- FAVORITE MALE VOCALIST ★ FRANK SINATRA
- FAVORITE FEMALE VOCALIST ★ DORIS DAY
- FAVORITE SINGING GROUP ★ FOUR FRESHMEN
- FAVORITE INSTRUMENTAL GROUP ★ GEORGE SHEARING QUINTET
- FAVORITE BAND ★ LES BROWN
- MOST PROMISING MALE VOCALIST ★ JOHNNY MATHIS
- MOST PROMISING FEMALE VOCALIST ★ CONNIE FRANCIS
- MOST PROMISING SINGING GROUP ★ KINGSTON TRIO
- MOST PROMISING INSTRUMENTAL GROUP ★ JONAH JONES
- MOST PROMISING BAND ★ TOMMY DORSEY-WARREN COVINGTON
- FAVORITE SINGLE ★ VOLARE (Domenico Modugno)
- FAVORITE LP ★ COME FLY WITH ME (Frank Sinatra)
- FAVORITE EP ★ KING CREOLE (Elvis Presley)

Deejays Stick by Favorite Artists In Popularity Poll

Sinatra, Doris Day, the Four Freshmen Again Head Vocal List

By JUNE BUNDY

NEW YORK—Disk jockeys are far more loyal to their favorite artists than fans, according to The Billboard's 11th Annual Record Artists Popularity Poll.

The deejays' favorite male singer, Frank Sinatra, has been No. 1 the past three years. Doris Day, No. 1 favorite female singer, was No. 2 last year and No. 1 in 1956. The No. 1 favorite singing group, the Four Freshmen, were also No. 1 in 1957 and 1956.

Les Brown, favorite band, was No. 3 last year and No. 1 in 1956. George Shearing, the jocks' favorite instrumental group, was No. 1 in 1956 and No. 2 last year, while in the most promising male vocalist category, Johnny Mathis (No. 1 last year) again took top honors.

Interestingly, although many artists on the other most promising charts also made most promising lists last year, the No. 1 favorites in these categories for 1958 all appear on the poll for the first time—Connie Francis, most promising female singer; Jonah Jones, most promising instrumental group; the Kingston Trio, most promising singing group; Tommy Dorsey-Warren Covington, most promising band.

Sinatra is the powerhouse artist of the deejay favorites. In addition to making him No. 1 singer, the

jocks listed two Sinatra albums—"Come Fly With Me" and "Only the Lonely"—as their No. 1 and 2 favorite LP's, while his EP version of "Only the Lonely" was No. 8 on the spinners' favorite EP chart.

Poll results show conclusively that deejays aren't always influenced by best-selling singles, since scores of performers with top-selling disks this year (Frankie Avalon, Jack Scott, David Seville, Paul Anka, Toni Arden, Sheb Wooley, Art and Dotty Todd, Laurie London, etc.) failed to make the popularity charts, while many strictly-LP names showed up strongly.

Hard on Newcomers

In some respects the deejays' loyalty to established favorites makes it difficult for newer artists to break thru on the jockey popularity poll. One hit record seldom qualifies an artist for the No. 1 spot. Connie Francis, for instance, had a succession of consecutive hit singles this year, while Jonah Jones' LP's made the album charts regularly and his singles (albeit not big sellers) received heavy jockey play.

Exceptions to this rule are the Kingston Trio, which made No. 1 via their first Capitol single, "Tom

(Continued on page 59)

Culls Stereo For Autoists

NEW YORK — At least one prominent New York radio outlet, WRCA, is exercising extra careful selectivity in the recorded fare being aired on its experimental stereo shows. This is due to the important and substantial segment of the market which does its listening via auto radios.

Virtually no autos are equipped for FM reception, hence the second channel of a stereocast is automatically lost. Steve White, producer of the station's "Jazz, Voices and Strings" stereo show, says: "We pick numbers which avoid the real 'spread' or 'ping pong' effect and linger for stereo in one of the two tracks. Then we put the main track on AM, so a motorist can get about 90 per cent enjoyment from it."

NEWS OF THE WEEK

Indie Distributor Calls Tune In Today's Singles Market . . .

Many industry observers point to the indie record distributors as the most powerful segment of the singles business today. He is courted by manufacturers and gets all sorts of special treatment. . . . Page 2

Hot Singles Spark December Business Upturn; LP's Steady . . .

After a slow fall the pop singles business picked up with a snap last week as a result of a score of hot new records hitting the market. LP sales remained steady, as they had all year. . . . Page 3

Major Exec Shifts: Grean to Victor—Abramson Sets New Label . . .

Two major exec shifts took place in the record industry last week. Charles Grean was ap-

pointed artist and repertoire director of pop singles at RCA Victor (effective January 1), and Herb Abramson sold his stock in Atlantic and A&O Records to set up his own label, Triumph Records. Grean, will divest himself of his stock in Csida, Grean & Burton and Trinity Music, with Marvin Moore and Bob Davie set to take over most of his functions at C.G.B. . . . Page 2

DEPARTMENTS AND FEATURES

Amusement Games . . . 109	Music Pop Charts—
Audio-Arena . . . 89	Album Buying Guide . . . 70
Audio Products . . . 66	Honor Roll of Hits . . . 76
Carnival . . . 95	Hot 100 . . . 78
Circus . . . 93	Singles Reviews . . . 82
Classified Ads . . . 99	Music-Record Programming Guide . . . 11
Coin Machine . . . 101	Outdoor . . . 88
Fairs & Expositions . . . 94	Parks & Pools . . . 92
Final Curtain . . . 91	Pipes . . . 98
Hor 100 . . . 78	Radio . . . 7
Letter File . . . 90	Rinks . . . 97
Merchandise . . . 98	Routes . . . 91
Music . . . 2	TV-Music-Radio . . . 7
Music Machines . . . 104	Vending Machines . . . 101

Top 10 Disks Rep 9 Pubs

NEW YORK — Nine different publishers are represented in the list of 10 disks voted this year's favorite by deejays. ("Volare" — Robbins, ASCAP — placed twice — No. 1 and No. 9). Five are ASCAP affiliates and four are BMI.

Three of the songs represented are revivals—Tommy Edwards' "It's All in the Game," (Remick, ASCAP) recorded by Tommy Edwards several years ago; "Fever," (Lois, BMI) previously out by Little Willie John, and "Tom Dooley" (Beechwood, BMI) long a folk favorite. Two of the tunes are published by Frank Sinatra—"Mr. Success" (Barton, ASCAP) and "All the Way" (Maraville, ASCAP). Other favorite jockey tunes are "Everybody Loves a Lover" (Corwin, ASCAP); "Patricia," (Peer, BMI), and "All I Have to Do is Dream," (Acuff-Rose, BMI).

Yuletide Keys Happy Boom For Pop Singles Market

Abundant Hits Skyrocket 45's Out of Cold, Fall Doldrums

NEW YORK — After a long cold, autumn, the pop singles business—almost given up for dead a few weeks ago—has snapped back with a bang. Diskeries are moving single records in amounts they would have thought incredible back in October and there are

more hits and potential hits around now than there have been since the beginning of the year.

Wonderful Figures

Here are some of the wonderful sales figures that have pulled the singles business out of the doldrum: The Liberty Record of "The Chipmunk Song" is selling at the rate of 200,000 per day, according to sales topper Al Bennett. (See separate story.) It is reported that 240,000 records of this Christmas novelty have been sold in New York alone and many traders think it will reach a total of three million by the time St. Nick starts climbing down those chimneys. The new Elvis Presley record, "One Night" and "I Got Stung" is the fastest selling disk the king of the rockers has had at RCA Victor this year—and every one of his other disks has corraled over a million

in sales. This new one is over 1,200,000 in seven weeks. And Neil Sedaka's "The Diary" is a big seller at Victor. At Columbia Records the orders on single records one day this week were bigger than on any day this year since January. Columbia has a number of hot ones going for the firm right now, including the Johnny Mathis "Let's Love," the Doris Day "Kissin' My Honey," the Four Lads "The Girl On Page 44" and the Polly Bergen "Come Prima."

But these aren't the only firms with hit selling records. In fact the hits are spread widely among the diskeries, large firms and small, East, West and South. Imperial has the hottest Fats Domino record of the year in "Whole Lotta Lovin'"; Chess has a big one on Chuck Berry's Christmas item, "Run, Ru-

(Continued on page 85)

20th-Fox Sets British Tie With Top Rank

NEW YORK — Twentieth-Fox Records concluded an exclusive licensing agreement this week with Top Rank Records of England, disk subsidiary of J. Arthur Rank Pictures. Henry Onorati, 20th prexy, called the agreement "an alliance of two of the greatest motion picture companies in the world."

Under the arrangement, Rank Records in Britain gets exclusive licensing rights to all 20th-Fox material for release in England. Onorati said that no reciprocal deal had been set at this time, but he did not rule out this possibility in the future. The agreement, which is effective as of January 1, 1959, was signed by Rank Record chief, Malcolm McGrady; Onorati, and Louis Del Gurcio, 20th-Fox veepee in charge of the International Division.

The legal firm of Marshall and Ziffer assisted in the negotiation of the agreement. Initial releases on the Top Rank-20th-Fox label will be in January.

Columbia to Up Classical LP's to \$4.98

NEW YORK — Columbia Records will up the price of its classical LP line, the ML series, from \$3.98 to \$4.98 on January 1, 1959. The price of the label's CL series, the pop LP, will remain at \$3.98. Columbia show album line, the OL series, will remain at \$4.98 as before. Stereophonic disks on the Columbia label will all remain at the \$5.98 price for classical or popular stereo albums (MS and CS series).

At the \$4.98 price Columbia's monaural classical line will be the same as RCA Victor's classical line, as well as the Capitol, Angel (except for the economy package) and EMI classical lines.

Abramson Starts Triumph Label

NEW YORK — Herb Abramson, who in 1948 was a co-founder of Atlantic Records, sold his interest in the firm to the remaining stockholders and is organizing a new label, Triumph Records, Inc. During his period with Atlantic, Abramson had been president. New exec line-up at Atlantic is headed

by Ahmet Ertegun, president; Jerry Wexler, exec vice-president and general manager, and Neshuhi Ertegun, exec vice-president in charge of the LP department. Miriam Bienstock, who with Abramson co-founded the company, is vice-president and also president of the label's publishing wing, Progressive Music. Wexler is exec vice-president of Progressive, with the Ertegun brothers both veepees.

Abramson's Triumph label aims at January 1 as target date. Product is envisioned as pop and rock and roll singles, and LP's of audiophile quality. Latter will be stereo

(Continued on page 85)

Pa. Dealers Seek Charter

PHILADELPHIA — A new dealers group, the Association of Retail Record Dealers of Pennsylvania, will apply this week for a charter in the Commonwealth. The association is composed of retail record dealers from all over the state and has been in the formative stage since early last summer.

The Pa. dealers' association was formed, according to lawyer Isidor Ostroff (of the Philadelphia legal firm of Ostroff & Lawler, which represents the dealers), to help dealers fight what they consider to be inequities in the business. These include "discriminatory prices, under which one-stops can buy for less than dealers, and record clubs, which are in competition with dealers." Ostroff said that the dealers would file a complaint with the Federal Trade Commission (FTC) next week concerning these matters.

Grean Returns to Victor A.&R. Slot

NEW YORK — Charles Grean, of the firm of Csida, Grean and Burton, will take over as a.&r. director of pop singles at RCA Victor after the first of the year. He will report to Steve Sholes, pop a.&r. chief. This will be Grean's second tour at RCA Victor. Joe Csida, topper of the publishing and management firm, stated that Marvin Moore and Bob Davie will take over much of Grean's functions. Moore and Davie for some years have been exclusively pacted to Trinity Music, one of the publishing firms in the C-G-B set-up.

Moore and Davie, who wrote such hits as "Green Door," "Four Walls," etc., will now restrict their writing activity so as to make themselves available for the interviewing of ASCAP and BMI writers for the firms of Towne and Trinity, respectively. Csida, Irwin Schuster and Ed Burton will also step up their writer-interview schedules. Schuster will continue as professional manager of both publishing firms.

Moore and Davie will also be very active in recording, which

JAZZ BALLET ON WINDOW DISPLAY

NEW YORK — Warner Bros. Records has snagged one of the class Liberty Music Shops' Windows for a display of their album of Bob Prince's "New York Export: Opus Jazz." The display features a huge cover blow-up which shows dancers in a scene from the Prince ballet.

The album has been one of Liberty's best selling items, since its release a few weeks ago. The disk also contains ballet music from Leonard Bernstein's "West Side Story."

Pkg. Sales to Key Merc Meets

CHICAGO—Optimism in the package goods picture will keynote the semi-annual distrib and salesmen's meetings of Mercury Records to be held next week.

Eastern Merc men will gather Sunday (21) in the Park Sheraton Hotel, New York, while on the same day Midwest and Southern staffs will meet at the Sheraton Hotel, Chicago. Westerners will converge at San Francisco's Sir Francis Drake on Monday (22).

Prior to the sales meetings, the firm's entire national staff of 36 promotion managers and distrib promo reps will meet for a meeting of their own Saturday (20) at New York's Park Sheraton. Kenny

(Continued on page 85)

Epic Longhair LP's to \$4.98

NEW YORK — Epic Records will increase the price of its classical LP line from \$3.98 to \$4.98 on January 1. The price of Epic pop LP's will remain at \$3.98. Epic is following in the footsteps of the parent organization, Columbia, in raising the price of its classical line. (See separate story.)

was a forte of Grean's. In fact, Csida is known to be planning an acceleration of this phase of the firm's activity—both in singles and LP's. More than half dozen projects are already in the works.

Csida and Grean wind up their business relationship under most amicable circumstances. Deal calls for Grean to divest himself of his stock in the various segments of the firm. This returns to Csida.

Historically, the Csida-Grean-Sholes relationship is a close and warm one. In 1949 Csida headed the RCA Victor pop set-up, with Grean and Sholes working for him. Later, Csida left RCA to enter the publishing and management business—leaving Grean in the pop a.&r. slot. At Victor, Grean not only made pop singles but occasionally played bass in Sholes' country recording sessions.

Betty Johnson, hit vocalist, continues under the management of Csida, Grean and Burton, and she will continue to record for Atlantic. Grean's RCA Victor deal grants him permission to record the thrush, as he has on her past Atlantic disks.

Capitol Names More Execs in Top Brackets

HOLLYWOOD — Capitol Records, Inc., last week continued to reinforce its organizational structure with additional upper echelon appointments.

National sales promotion manager Dick Rising was promoted to executive staff assistant to Bill Tallant. Tallant's new post is national merchandising administrator reporting to Mike Maitland, newly elected CRI veepee in charge of the Sales and Merchandising Division. (The Billboard, December 1.) Forces under Rising's wing have been realigned to include popular album merchandising manager Bill Muste, classical merchandising manager John Coveney, singles merchandising manager George Sherlock, merchandising co-ordination manager Perry Mayer, and newly appointed promotional production manager Bob Bates.

Advertising production department head Steve Auld was named director of advertising. He fills the post vacated by Lou S. Churrer. Churrer became director of packaging and scheduling on December 1, reporting to Lloyd

(Continued on page 85)

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CBS-Hytron to Take Over Col. Phono Line

NEW YORK — The Columbia Phonograph line, up to now a part of Columbia Records, is being transferred from the record division to CBS-Hytron, the Columbia Broadcasting Company division which manufactures tubes and electronic components. Reason for the transfer, according to CBS prexy Frank Stanton, is the planned substantial expansion of the CBS phonograph marketing and manufacturing operation.

The Columbia phonograph line started about five years ago, and became a substantial line quickly as a result of its introduction of the "360" phonograph with extra speakers in the various table and console models. According to Dr. Stanton: "The great popularity of Columbia Phonograph line, and the growth potential in both hi-fi and stereo reproducing equipment are chiefly responsible for our decision to increase our activities in this market. In addition . . . we have at our disposal the manufacturing skill and facilities of CBS-Hytron."

The headquarters of all marketing activities of the Columbia phono line will now be at the CBS offices in New York. Operations will be centered at CBS-Hytron in Danvers, Mass. Head of CBS-Hytron is Arthur Chapman. H. C. Bonfig, veepee of marketing services of CBS, will be marketing consultant to the Columbia phono department.

Gleason Inked For Jazz Seg

NEW YORK — Jackie Gleason will host the next "Timex All-Star Jazz Show" which will be aired by CBS-TV January 7 from 8 to 9 p.m. Gleason will also perform as a conductor on the program, which is headed by Louis Armstrong, Duke Ellington, George Shearing, the Dukes of Dixieland, Gene Krupa, Dizzy Gillespie, and Dakota Staton.

Also on CBS-TV's musical agenda is an original musical by Jay Livingston and Ray Evans, "The Taming of the Squaw" with Gisele MacKenzie and John Raitt, which will be seen on "The General Electric Theater" February 8.

COL. SALES BRASS PREVIEWS '59 PLANS

NEW YORK — Columbia Records held its semi-annual meeting last week (11, 12) at the Savoy Hilton Hotel here for the company's district sales managers. Last time the 12 district sales managers were gathered together for a meeting was at Columbia's annual national sales clambake in July. Meetings were held under the aegis of Bill Gallagher, firm's sales chief.

Chairing the meet was national sales manager Jim Turnbull. Goddard Lieberman, Columbia president, and Herb Greenspan, veepee, spoke at the confabs. Meetings dealt with a presentation on the firm's plans for 1959, with the theme of the meet being "Know How," or "how to sell in a day when order-taking is on the wane in the disk industry."

In part the meet was devoted to methods whereby district sales managers could sell more merchan-

WB EXTENDS AIR ALBUM SERVICE

NEW YORK — In The Billboard of a few weeks ago, a story told of the new album subscription service started by Warner Bros. Records for radio stations. According to the new plan, AM, FM and TV stations subscribing to the service will receive a minimum of 60 (not 6) albums per year at a cost of \$15 per quarter, payable in advance. Stations desiring stereo albums will be charged \$22.50 per quarter.

BONANZA

'Chipmunk' A Yulefide Skyrocket

HOLLYWOOD — Liberty Records' "Chipmunk" this week leaped into the number 10 spot on The Billboard's "Hot 100" chart to become the fastest moving disk of the year, and possibly, in the history of the record business. Its sales, now quoted at 2,500,000 are expected to comfortably pass the three million mark by year's end. According to Liberty's sales vice-president Al Bennett, Shipments are continuing at a rate of 200,000 per day.

Liberty has had eight plants going on the David Seville (nom de disk for Ross Bagdasarian) Christmas novelty. These include Capitol in Hollywood and Scranton, Pa.; RCA Victor's three factories in Hollywood, Indianapolis and Rockaway, N. J., and three plants here including Monarch, Alco and Ralph's Records.

A spot check of pressing plants confirmed Liberty's figures on ship-
(Continued on page 9)

Indie Airers Band For ASCAP Fee Fight

NEW YORK — More than 600 top indie radio stations represented by the All Industry Radio Music License Committee have unanimously voted to institute proceedings for the fixing of a "reasonable fee to ASCAP" under terms of the ASCAP consent decree of 1950. The move came in the wake of

meetings held by representatives of ASCAP and the Radio License Committee early this month which found the parties so far apart in their view of proper terms for a new agreement, that the meetings were dropped. Robert T. Mason, chairman of the Radio group referred to the fact that a number of meetings had been held but that ASCAP had refused to make any concessions to the radio industry.

Under the consent decree, any station, by applying to ASCAP for a license, has the right to sue all composition in ASCAP's catalog, and the rate to be paid under the license will be fixed in a rate proceeding brought in the United States District Court for the Southern District of New York.

Indie Distributors in Catbird Seat Crack Singles Whip

Labels Dream Up Gimmicks, Grant Special Favors to Get Action

By BOB ROLONTZ

NEW YORK — To many shrewd observers of the contemporary music - record scene, the most powerful, potent and affluent part of the contemporary singles record business is the independent record distributor. Standing firmly astride the pipelines that extend from the record manufacturer to the dealers, the one stops, the rack jobbers and the disk jockeys, choosing what labels to take on or spurn, the indie distributors are courted by manufacturers and publishers, and by all but the most powerful one stops, dealers and deejays. They are the recipients of free records, special return privileges, special

dating plans and special discounts. And as they receive all these extra privileges and special kid glove treatment, their profit margin expands while that of the manufacturer and the dealer becomes squeezed.

The indie record distributor enjoys his powerful position due to the tremendous influx of new labels into the business — ranging from large movie company labels to one-shot one-record release firms — and by virtue of the fact that there just aren't enough indie distributors around to handle all of the new labels easily. There are about five or six indie distributors in each of the major markets in the United States, with New York

tops with seven, and towns such as Detroit, Philadelphia or Chicago averaging six. Altho the number of new labels jumped skyward in 1958, the number of distributors has increased by only about 10 per cent in the same period. And so manufacturers must take their line to the best or the better of the indie distributors in each city, even tho that distributor may already be a representative for 30, 40 or 50 lines.

With anywhere from 20 to 40 lines in his pocket, the indie distributor doesn't really have to promote any record except the one that is already happening, or the ones that his most powerful lines make him go put on. This doesn't mean all indie distributors lay down on promotion — some are promotion minded — but many are lax. In fact, the laziest of these let every label lay quiet until the manufacturer himself makes one of his records happen. Many indie distributors will not waste plays they have on tap with deejays for untried disks.

Thus in order to get a new rec-
(Continued on page 85)

U. S. Armed Forces Huge Wax Market

Survey Tabs PX's Biggest Single Buyer Of Disks; Serve 6 Mil GI Customers

By JUNE BUNDY

NEW YORK — The present U. S. Armed Forces are "the most music-conscious, music-loving, music-appreciating fighting force in the history of armies," according to a study of record-buying habits of servicemen here and abroad by market consultant John J. Ryan.

The study maintains that "Exchanges (PX's) are by far the largest single customer for the music record industry," representing a total of 6,000,000 record customers. An estimated \$8 is spent for every man in the Armed Forces

for disks each year, with a total of more than 20,000,000 sold per year, and some \$7,500,000 on phonos in PX's and ships stores.

The unbreakable LP, according to the study, was responsible for the great impetus in military record buying during the last 10 years, since servicemen rarely own furniture or a permanent home, so they buy only those items which they can take with them anywhere. The military market is a young market (average age 23) and the average GI prefers albums to singles in a ratio of about three to one, and pops to classics, altho some 25 per cent of all disks purchased by Armed Forces men are classical.

Overseas only the top pop singles make it due to procurement practices but in the U. S. the pop single market is almost identical with the civilian pop single market, with "perhaps a shade of preference for country and western in certain areas."

Each of the approximately 300 PX buying locations around the country buys independently of the other and must be sold individually. Overseas PX buying is centralized at Army, Air Force and
(Continued on page 85)

Allied Plant Back on Beam After Fire

HOLLYWOOD — Allied's Huntington Park, Calif., pressing plant, destroyed by fire two weeks ago, will be operating at full capacity within a week, Allied topper Daken Broadhead told The Billboard. Damages, resulting from a fire at a nearby engineering plant, were estimated at \$300,000.

Broadhead said his plant is already turning out pressings at half capacity. He has installed presses at a nearby warehouse pending reconstruction of the destroyed building. Immediately following the fire, Broadhead contracted pressing at Alco, Columbia and RCA plants to fulfill clients' orders. Among clients whose product was damaged were ABC-Paramount, Mercury and Aladdin.

Mercury's "Smoke Gets in Your Eyes," its current hot seller, was among disks destroyed.

In addition to the Huntington Park factory, Allied has two other plants in Hollywood. (Las Palmas and one at Citrus and Santa Monica Blvd.) plus one in Belleville, N. J.

Tops Prepping Big January Release

NEW YORK — Tops Records is planning a batch of new product for January. The 99-cent 45 packages will include "Honky Tonk Piano," "Roaring Twenties" and the Ink Spots. In the regular 12-inch merchandise there are 10 new packages including Hawaiian, organ, Western wax, and material by Billy Daniels, Beatrice Kay, a package of Glenn Miller Greats, etc.

Tops' Mayfair Stereo catalog selling at \$2.98 will have a flock of new January material including "My Fair Lady," a Dixieland package with Matty Matlock, the Pied Pipers in a tribute to Tommy Dorsey, packages by Beatrice Kay, Billy Daniels, Johnny Desmond and others—12 in all.

TIMELY PITCH

Power of The Press Hypes Sales

NEW YORK — The Record Hunter, Fifth Avenue record shop here, cashed in on last week's New York newspaper strike, via a clever store traffic-building gimmick.

Altho no papers were available on the stands, the Record Hunter picked up a pile of New York Times last Wednesday (11) at the Times office, and offered its customers a free paper with every record purchase. Two signs in the window advertised the giveaway, and local radio stations WINS and WOR carried free plugs for the stunt on their newscasts. The shop gave away 500 Times Wednesdays, and planned to continue the gimmick until the strike is over unless all New York papers suspend publication.

Death Claims Jazz Artist

HOLLYWOOD — Death claimed Julia Lee, 57, last week (9), jazz and blues singer - pianist - composer. She was one of Capitol Records' top selling artists from 1944-52, whose hits included "King Size Papa," "Ya Gotta Gimme What Ya Got" and "Snatch and Grabit." She died at her home in Kansas City, Mo., where she was employed at the time at the Hi-Ball Club. She is survived by a son, Frank Duncan Jr., and two grandchildren.

Stereocast Bug Bites Broadcasters

NEW YORK — Stereo continues to play a major role in program planning by forward thinking radio broadcasters. A round-up of stereo programming by stations across the country appears in the special disk jockey section in this issue. However, the following information on station stereo activities was received too late to include in the section.

Station KDKA, Pittsburgh, for instance, is currently seeking to take the initiative in the FM-FM stereo field. The Westinghouse outlet has filed an application with the FCC to conduct tests with stereo transmission on FM and FM in addition to its present AM-FM arrangement.

The station has been airing its weekly stereo music show "Stereo: New Horizons in Sound," which features both pop and classical stereo tapes, since November, 1957. The program is emceed by John Stewart and programmed by Charles Klug, the Westinghouse chain's FM co-ordinator.

Active on the stereo programming level in Minneapolis is WLOL, which—with its sister outlet WLOL-FM—presents an hour stereo jazz show (with Vern Stevenson) three times a week and a two-hour Sunday night show, featuring Broadway musical scores.

At the same time, WLOL-FM has joined with a competitive AM station KUOM to present a regular 90-minute Saturday afternoon stereo classical show starting December 20. The station's first live stereo broadcast will be aired on Christmas Eve, as the climax of its annual five-hour stereocast on that date. Every WLOL stereo broadcast now on the air is sponsored.

Still another stereo-minded station is KTOW, Oklahoma City, which, with station FEFM-FM,

airs a regular hour-long "Sunday Spectacular" stereo music show (AM-FM) sponsored by RCA Victor. However, KTOW program director Nick Reyes has some reservations about stereo. He writes "There is little or no equipment available for broadcasting the present stereo product."

Reyes says he uses tapes, because while stereo tape catalogs are limited, "we find that a tape recorder-playback is more reliable." He also prefers one mike ("rather than lose half your audience") and emphasizes the importance of promotion "prior to actual stereo broadcast" in newspapers, record stores, etc. In addition to emceeding KTOW's weekly stereo show, Reyes does a closed-circuit "Stereo-Hop" every week at local hospitals, civic meetings, Army bases, etc., "to help educate the public to stereo."

Calif. Booker Sets Up C.&W. Nitery Dates

WOODLAND HILLS, Calif.—With auditorium dates for country and western talent becoming increasingly scarcer in this area and with ballrooms using c.&w. acts operating only on Saturdays, Steve Stebbins, of Americana Corporation, c.&w. talent agency with headquarters here, is directing his efforts toward night club bookings. Stebbins last weekend announced the signing of 16 clubs in Southern California territory for once-a-week appearances of name c.&w. acts for the next 13 weeks. He is at present using on these dates Tex Williams, Lefty Frizzell, Freddie Hart, Rose and Cal Maddox, Gordon Terry and Tommy Duncan. The route is good for from 10 to 15 days' work for the artist, Stebbins says.

He expects to launch a similar project in the Northern California area after the first of the year.

Stewart Sets Overseas Org

NEW YORK — Mike Stewart, president of Korwin Music, and Sid Parnes have set up an organization to represent American music and disk companies overseas. They intend to set up branches in major European countries. Parnes, who recently resigned as editor-in-chief of The Cash Box, will headquarter in London but will take regular trips to New York.

HOLLYWOOD—The Champs expect to have recovered sufficiently from their recent car crash injuries to resume their tour December 31 in Albuquerque, N. M. Challenge Records is currently issuing a single plus the instrumental group's second package (stereomonaural), "Everybody's Rockin' With the Champs."

NARAS B'DCAST WAX PREMIUM

NEW YORK — An album, featuring highlights of the first annual awards presentations on TV by the National Academy of Recording Arts and Sciences, will be used as a self-liquidating premium for Pepsi-Cola Bottlers.

Pepsi-Cola is sponsoring the 90-minute spectacular which will be aired over a major network (probably NBC-TV) in mid-April. The Goodson-Todman package will spotlight "Oscar" counterpart awards for the best male and female vocalists, best LP, etc.

Altho the star line-up isn't set up, Goodson-Todman is negotiating with Dean Martin, Bing Crosby, Frank Sinatra, Leonard Bernstein, Van Cliburn, Jo Stafford, Pat Boone, and Dinah Shore.

Longhair Disk Poll Toppers

NEW YORK — RCA Victor packages won top position in the opera and concert categories in the 1958 national critics' poll sponsored by Irving Kolodin and the Saturday Review. Winners were "Madame Butterfly" and the Van Cliburn's Tchaikovsky First Piano Concerto. The "Madame Butterfly" featuring Anna Moffi, Cesare Valletti and conducted by Erich Leinsdorf was recorded in Italy under the supervision of George R. Mare, vice-president and general manager, RCA Victor Record Division.

Winner in chamber music category is "The Play of Daniel," with Noah Greenberg conducting the New York Pro Musica, on Decca. In piano, Beethoven's "Diabelli" variations, by Rudolph Serkin, on Columbia; in solo vocal category, Christoff, on Angel; orchestral, Mahler's Symphony No. 2, Bruno Walter on Columbia, were the winners. Most commendable enterprise was listed as "Great Recordings of the Century," on Angel.

Charles Wall Dies at 59

NEW YORK — Charles A. Wall, president of Associated Music Publishers, vice-president in charge of finance and treasurer of Broadcast Music, Inc., and a colonel in the U. S. Army Reserve (retired) died Monday (8) after a short illness, at Roosevelt Hospital. He was 59. Wall, who was educated at Manlius Military School and Harvard University, was principal clarinetist with the John Philip Sousa band for three years. He also had been a member of the Pryor, Conway, Innis and Goldman bands.

Wall received many decorations for his war service. In 1947 he returned to the National Broadcasting Company as assistant to the vice-president in charge of finance, and in this year he was made vice-president and treasurer of BMI. In 1952 he became president of AMP. He also served as member of the board of AMP and treasurer of BMI Canada, Ltd.

DISK JOCKEY CHECK LIST

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

- Radio - ASCAP Page 3
- Deejay Survey Roundup ... Page 1
- Stereo Programming Page 1
- Deejay Special Section Page 11
- More About Stereo Deejays .. Page 4
- Warners LP Service Page 3
- Stereo Committee Page 9
- Boston Jockey Changes Page 7

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

The Jim Denny Artist Bureau, Nashville, has just added to its talent roster a pair of acts from the Columbia Records waxing stable—the Three G's and Carl (Blue Suede Shoes) Perkins. The G lads hail from Canton, O., and their newest Columbia release couples "These Are the Little Things" with Wonder." Perkins' latest Columbia etching is "You" b.w. "This Life I Live."

A unit headlined by Brenda Lee and Ernest Tubbs, augmented by Lonzo and Oscar and Bill Carlisle, played to a record-breaking throng of 7,100 paid in a matinee and night performance at Braden Hall, Wilmington, N. C., Saturday, November 29. According to Dub Albritton, who holds the managerial reins on Miss Lee, Maj. H. E. Williamson, of the Wilmington Police Department, estimated the matinee crowd at "close to 3,000," and ordered the box office closed after 4,200 had been jammed into the 3,700-seat auditorium for the night performance. Williamson further described it as "undoubtedly the largest paid attendance for any event we have had in the history of Braden Memorial Hall."

"Red Foley for Christmas Seals" is the title of a quarter-hour radio show which will be programmed by two-thirds of the nation's stations between now and Christmas, according to the National Tuberculosis Society. Written by Don Richardson, publicity director of Crossroads TV Productions and RadiOzark, Springfield, Mo., the musical features Betty Foley, Red's daughter. . . . Hugh Mark postals from Montreal: "Shocked to read in your column of the death of Jay Perkins, Carl's brother. His memory will live forever in the country and western music field. My sympathy goes out to the entire Perkins family."

Little Eller Long has shifted her headquarters to St. Petersburg, Fla. . . . "Louisiana Hayride" stars Jimmy Martin and Johnny Mathis are plugging new releases these days. Jimmy is laying on his new Decca platter, "Rock Hearts," with Johnny concentrating on his "I've Been Known to Cry" on Pappy Daily's "D" label. . . . Martha Carson's first Cadence release, just out, brackets "That Ain't Right" with "The Light of Love." Deejays may obtain a copy by writing to Martha at 146 Seventh Avenue North, Nashville.

Smiley Monroe, now headquartering in Pasadena, Calif., where he emceeds a talent show each Tuesday night at one of the local clubs, shows his wares at Jubilee Ballroom, Baldwin Park, Calif., December 19. Smiley has been keeping busy on nitery dates in the California sector in recent months. He emceed the recent Hollywood Santa Claus Parade, in which a slew of Hollywood movie and TV personalities participated. . . . Johnny Sea, who records for the NRC label, has joined the cast of regulars on "Louisiana Hayride," Shreveport. . . . Ray Price will star with KCUL's "Cowtown Hoedown," Fort Worth, December 20, in a special Christmas program. Billy Walker was the "Cowtown" opry's guest December 6, with the Howard Crockett band filling that slot last Saturday (13).

Hank Snow and His Rainbow Ranch Boys, Teddy and Doyle Wilburn, Bobby Helms,

Wanda Jackson, and the Starlighters, Dallas western swing band, play a string of dates for promoter Hap Peebles, opening at the Auditorium, Kansas City, Kan., December 28. Package is routed for St. Joseph, Mo., December 29; Sioux City, Ia., 30; Omaha, 31; Wichita, Kan., January 1, and Topeka, Kan., 2. . . . Jim Reeves, who guested Saturday (13) on "Louisiana Hayride," Shreveport, his first appearance there in three years, is set for a guest appearance on "Jubilee U. S. A.," Springfield, Mo., January 10.

Betsy Gay, singing comedienne, who took a leave of absence from Nat Nigberg's "Country America," KABC-TV, Los Angeles, to await her fourth visit from the stork, returns to the cast this week. She'll alternate weekly with Shirley Caddell. . . . Hank Thompson and His Brazos Valley Boys do the guest chores on "Country America" this Saturday (20). Jean Sheppard and the Elites were last Saturday's (13) gueststars. . . . Weldon Rogers and Wanda Wolfe appeared with a "Grand Ole Opry" package featuring Justin Tubbs, Benny Martin, Dell Wood and Stonewall Jackson at Albuquerque, N. M., December 2, to introduce their new Jewel Records release, "Everybody Wants You" b.w. "This Song Is Just for You." Jockey copies are available by writing to Rogers at KLOS, Albuquerque, where he spins five hours of c.&w. music nightly.

We goofed recently in announcing the newly appointed officers of the recently organized Country Music Association. We inadvertently dropped one of the important names. The officers stack up as follows: Connie B. Gay, president; Eddie Arnold and Harold Moon, vice-presidents; Mac Wiseman, secretary, and Hubert Long, treasurer. Gov. Frank Clement and Sen. Albert Gore of Tennessee were named honorary co-chairmen of the association's board of directors.

After eight months on the road, the Wonderland Ranch Boys, under the leadership of George Featherstone Jr., are back at Wonderland Ranch, Dunnville, Ont., as the regular Saturday night attraction. Featured with the reorganized combo are Andy Pontello, Lloyd Furgeson, Billy Hoto and Miss Avain. . . . After more than a year of deejaying at WKIK, Leonardtown, Md., Pete Roberts has joined up with the Country Gentlemen, Starday recording group, whose latest release couples "Rollin' Stone" and "The Devil's Own." Roberts is one of the writers of the up-tempo side, "Rollin' Stone." Deejays may obtain a copy by writing to Pete at 4838 North 25th Road, Arlington, Va.

Country singer Jackie Dee, who has been stirring considerable attention in the pop field, put in most of last week in Boston promoting her newest Liberty Records release, "Buddy," which is beginning to happen in the Midwest, where she has been promoting the tune with deejays in recent weeks. Jackie appeared on the mammoth teen-age party staged in honor of WLW-WLW-T deejay, Bob Braun, at Cincinnati Gardens, Cincinnati, Sunday afternoon, November 30, and introduced her "Buddy" tune during an hour-and-a-half telecast of the Braun party doings.

Disk Names in Cincy Lounge

CINCINNATI — The remodelled Keyhole Bar in the Sheraton-Gibson Hotel here had its formal opening Tuesday night (9) as the Gibson Girl Lounge, introducing a new policy of using recording names on a regular basis.

First in under the new deal was the Marian McPartland Trio, formerly heard on Savoy and Capitol and now on the Argo label. The McPartland threesome concluded its engagement Sunday (14) with a special jazz concert in the hotel's Sidewalk Cafe, with duets pegged at \$1.25. Pianist-singer Buddy Greco, heard on the Coral and Kapp labels, moves in with his group Monday (15) for a three-week stand.

Joseph Curry is hotel general manager, and Joe Robbins, is manager of the refurbished room. Booking is handled by Al Banks, Boston, director of entertainment for the Sheraton Corporation of America.

HOT 100 ADDS 11

NEW YORK — Eleven new sides appear for the first time this week on The Billboard's Hot 100 Chart. Details are:

- 66. Donde Esta Santa Claus?—Augie Rios, Metro.
- 78. It's Just About Time—Johnny Cash, Sun.
- 80. Try Me—James Brown, Federal.
- 81. Goodbye, Baby—Jack Scott, Carlton.
- 83. Run, Rudolph, Run—Chuck Berry, Chess.
- 85. I Just Thought You'd Like to Know—Johnny Cash, Sun.
- 90. Merry Christmas, Baby—Chuck Berry, Chess.
- 92. Philadelphia, U. S. A.—Art Lund, Coral.
- 96. Pretty Girls Everywhere—Eugene Church, Class.
- 98. Seven Minutes in Heaven—Poni Tails, ABC-Paramount.
- 100. Come Prima—Polly Bergen, Columbia.

Her M-G-M [👑] Minence



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thanks for being so good
to me - Love
Joni*

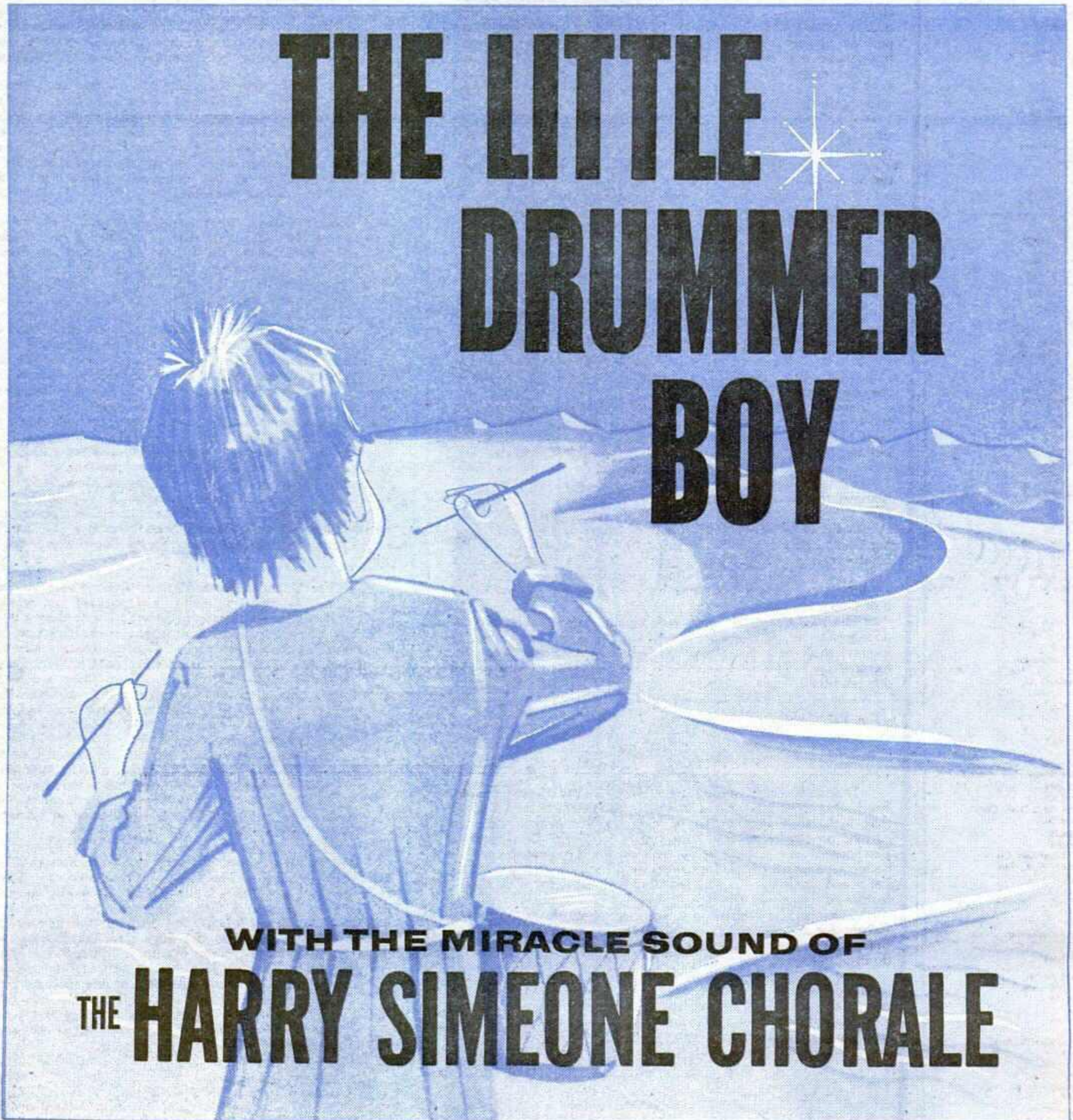
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3705 Wai'alae Ave.
P. O. Box 2839

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Mr. George Keane
Quality Records
380 Birchmount Road
Toronto, Ontario, Canada

RADIO-TV REVIEWS

'Magi' Charm Keys Air Repeats

CBS-TV turned O. Henry's "The Gift of the Magi" into a charming musical hour December 9, with strong help in all departments. It's worth repeated airings and the absence of a cast album is a loss. Richard Adler's seven-tune score is mostly a literate delight, tho perhaps not fodder for singles, and it was rendered with class by Gordon MacRae and Sally Ann (Mrs. Adler) Howes. Standouts were the ballads "A Better Word Than Love" and "What to Do" and the bright novelty "Two Different People."

With fine support from Howard St. John, Bea Arthur and Bibi Osterwald, the videotape special boasted a beguiling cast which kept the pace of the Wilson Lehr adaptation hopping nimbly from vignette to vignette in an expanded version of the Christmas tale. Don Walker's orchestrations and the use of traditional carols as bridge music also helped mightily.

On the debit side were an under-rehearsed barber shop quartet in an unfunny "My Sugar Is the Salt of the Earth" and some lapses in the quality of the tape. But MacRae and Miss Howes showed warmth enough and the score was fine enough to turn the telecast into an amusing and moving experience.

Bob Bernstein.

* * *

Sugar Ray Scores in Allen Show

Sugar Ray Robinson, the middle-weight boxing champion of the world, made his singing debut on Steve Allen's NBC-TV show last Sunday (7). Altho his voice doesn't have any great quality, the handsome champ has sufficient sales-savvy and personal magnetism to make his the best sports figure-bet for show business stardom since Esther Williams.

He registered well on "Mr. Success" and a duo—"The Lady's In Love With You"—with Allen, and scored highest, audience-wise, with an infectious song-and-dance routine, "Nice to Go Traveling." Quality-wise, musical honors went to the Hi-Los, who displayed their usual tasteful phrasing and smooth vocal blend on "Dancing on the Ceiling" and a joyous "Clap Your Hands." Pianist Andre Previn opened the show with a pleasant jazz-flavored solo—"Fascinating Rhythm."

The show was low on comedy spots. Allen, Joan Davis, Leo DeLyon and regulars Tom Poston, Don Knotts and Louis Nye tried hard, but the material wasn't there.

June Bundy.

* * *

'Benny in Brussels' Fine TV Spec

Westinghouse Broadcasting Company has put together a one-hour TV spectacular, filmed at the Brussels World's Fair, titled "Benny in Brussels." It has been shown on the five WBC-stations in Baltimore, Boston, Cleveland, Pittsburgh and San Francisco, and is being offered to educational TV stations across the country.

"Benny in Brussels" is an exciting and interesting hour-long show, that is long on music by the Goodman band and also contains much footage of the Brussels Fair, including shots of the buildings, the people and the grounds. It is well narrated and produced and should interest a large segment of the TV audience.

Film covers the opening night of the Goodman crew, and features the Goodman band in such standards as "One o'Clock Jump," "Sing, Sing, Sing," "Roll 'Em," and "Stealin' Apples." It also shows off blues singer Jimmy Rushing to advantage singing "Going to Chicago" and "Brussels Blues," and thrush Ethel Ennis' version of "I've Got a Right to Sing the Blues." Soloists Taft Jordan, Zoot Sims and Roy Burnes on drums stood out, as did Benny himself with this hard driving, swinging World's Fair Goodman crew.

The photography thruout was generally good, altho the indoor scenes did not come off as well as the outdoor ones. Human interest shots of kids at the Fair were often enchanting. Unfortunately the sound was not always up to par, with many of the ork renditions fuzzy sounding.

Bob Rolontz.

THEATER REVIEW

Music Fails to Fit Drama's Action

Despite many charming melodies by Alfred Brooks (music) Ira J. Bilowit (lyrics) and a script by Wilson Lehr and Bilowit that includes the essentials of the the Steinbeck work, the current production of "Of Mice and Men" at the Provincetown Playhouse does not come across as a musical. Among the show's better aspects are the performances by principals, Art Lund, Leo Penn and Jo Sullivan. Charles Brandon's sets are also a fine feature of the show.

Chief fault is the lack of relation of the music to the action. Except for the opening number, "Nice House We Got Here," the rest of the score represents a flock of pleasant melodies which do little to enhance the plot.

Art Lund cops top honors with a fine performance of the retarded Lennie. Miss Sullivan is pretty and in good voice, but not at all convincing as the trapped wife. Leo Penn as George, Lennie's protective and understanding side-kick, also fares well in the best part in the show.

Howard Cook.

Elektra Adds 3 to Staff

NEW YORK — New personnel added to the staff of Elektra Records since the firm's move to new quarters include David Jones, Bruce Allan and Mel Osner. Jones, formerly of Empirical Re-

cording, in the post of Chief Engineer, will tape all sessions and will be in charge of supervising engineering personnel, maintenance and quality control. Allan, who was with Joy Manufacturing, has become assistant to Elektra prexy Jac Holzman, while Posner, formerly head of shipping, was named office manager. New artists to be released on Elektra during 1959 are Sandy Paton and Mort Freeman.

MUSIC AS WRITTEN

By BOB ROLONTZ

THE SWINGING PHILADELPHIANS

Joe Carlton, head of Carlton Records, threw his party for notable Philadelphians in New York last week at the Essex House. Party was in honor of the firm's hot dishing of "Philadelphia, U. S. A." by the Nu Tornados. We attended the meeting as a Philadelphian, not a reporter, but we are happy to report that it was a most enjoyable affair. Present were such ex-Quaker Cityites as Eddie Heller, now of RCA, Larry Newton, now of ABC-Paramount, Bernie Miller, now of RCA, George Dalin, now of Ardmore and Beechwood Music, Milt Kelllem of Kelllem Music, and his brother Ted Kelllem promotion man of Marnel Distributors in Philadelphia. Nelson Verbit of Marnel Distributors was also present, up from Philadelphia with his wife. Did Heller talk to Newton and vice-versa? Certainly—Philadelphians always mind their manners. Given out were such items as salt and pepper shakers shaped by the Philadelphia Whiskey Company, packages of Philadelphia Cream Cheese and Phillies Cigars, as well as prizes.

Syd Nathan and Hal Neely, King Records execs, were in Los Angeles last week to wax Earl Bostic. On their way back to Cincinnati they will stop off in Dallas to wax newly signed thrush Tini Lopez. . . . Jubilee Records has snagged the soundtrack rights to the Paramount flick "Geisha Boy" starring Jerry Lewis. Track was penned by Jubilee artist Walter Scharf. Sound track album will contain excerpt's of Scharf's score, recorded by the Sinfonia Orchestra of London conducted by Muir Matheson. . . . Hal Schaeffer has been signed by United Artists Records as an independent producer to cut six jazz albums a year for the UA label. Appointment was made by Max Youngstein, head of UA Records.

Art and Dotty Todd are now at the Roney Plaza in Miami Beach. . . . Holland Records has signed Del Porter. . . . Jazz man John Hammond is profiled in the January issue of Esquire Magazine. . . . Frankie Avalon headlines at Loew's State Theater in New York at the Alan Freed show starting December 24. . . . Reese Markewich and his Jazz Quintet will be at The Bohemia in Greenwich Village, New York starting December 19.

Fletcher Butler, veteran cocktail pianist, died last week. . . . Pink Angel Records, with first artists being the Golden Sons, spiritual group, and the Debutantes, r.&r. group, has been formed in Chicago. . . . Chuck Berry set for an acting and singing role in a forthcoming picture to be produced by Alan Freed. . . . Tommy Edwards will play the Orchid Room in Kansas City for one week starting January 7. . . . Urania Records has leased new offices in New York City and will carry on its sales and promotion activities from there. Its general offices and disk pressing plant will remain in Belleville, N. J. Bill Nielsen, sales director and Dave Kleger, sales promotion head, will work out of the New York site. . . . Jack Kanes, who recently signed with Dot Records, will record two albums for the label in January. He has his own TV show on the Canadian Broadcasting Company network emanating from Toronto. . . . James Martin, head of Copa and Marquee Records in Houston, will release sides featuring Mildred Jones, Don Wilkerson and Liz Gray. First sides will be out in January. . . . Vanguard Records is releasing a new LP of Liturgical Music sung by the men and boys of the Washington Cathedral in Washington, under director Paul Callaway. LP will mark the 50th anniversary of St. Labans, the National Cathedral School for Boys. . . . The Playmates will appear on the Peter Lind Hayes Show over ABC-TV next week.

The Miller Brothers, Mercury artists whose new record of "Let Me See You Smile" was released last week, are now at the Apollo Theater in New York with deejay Herman Amis' Show. . . . Don Elliott opens at the Grate in Miami Beach on December 25. . . . Carlton Records has signed thrush Arlene Tye. . . . Teddi King starts at Mr. Kelly's in Chicago December 29. . . . The Four Voices are set for a 20-week tour of theaters and night clubs with Pearl Bailey, starting in January. . . . Pianist Paul Knopf and thrush Morgana King open a series of Monday night jazz concerts at the Banker's Club of New York tonight (15). . . . Atlantic jazz chief Neshui Ertegun's research on jazz for Life Magazine will be used as part of Life's special entertainment issue of December 22. . . . Jazzmen Phil Woods has set A. A. Milne's "Now We are Six" (about Christopher Robin, remember?) to music and is now looking for an adventurous diskery to record it.

Ray Quinlan, owner of dance studios in Kansas City and St. Louis, has started a new label, Ansero Records. First release features the Chuy Reyes Ork. . . . Matt Edwards, recording chief for Century Records of Pittsburgh, has signed a new group, The Doubles. . . . Trudy Adams' first sides for 20th Fox Records, "The Power of Love" and "You Can Sure Play That Pianna" were both penned by her hubby, Norm Martin. . . . Tina Robin has been re-signed by the Eden Roc in Miami for another appearance in January. . . . The Signatures are now on the road on the first leg of their GAC-booked winter tour. . . . Jester Records has opened its new offices and has signed a flock of new artists, including Buzz Roberts, Lynn Stevens, Don Connors, Lance Larson and the Dreamtones.

Harold Dittshoefer, product manager for Columbia Phonographs, became the father of a baby girl, Ellen Jill, last week. . . . Polly Bergen, the Four Voices and deejay W. B. Williams appeared at Andy & Dick's Record Shop in White Plains, N. Y., last weekend. "Andy" is comic Andy Griffith, "Dick" is bright-eyed manager Dick Linke. . . . Columbia Records has signed Hank (Sugarfoot) Garland to to make sides under Don Law down in Nashville. . . . Vanguard Records is re-releasing a single with the Weavers. Sides will contain two folk songs from their new album "The Weavers at Home." One side is "Aunt Rhodie," the flip is "Bury Me."

VOX JOX

By JUNE BUNDY

DEEJAY SPECIAL: Since this is the issue wherein we feature the annual Record Artist Popularity Poll, Vox Jox will be turned over to opinions expressed by deejays across the country in answering the survey. Unfortunately, one of the sagest comments on the survey (one reflecting the time and thought given by all of you) was made by a deejay who requested that his name not be used. Altho we don't usually run anonymous quotes, we think you'll find them particularly interesting, so here they are:

DEEJAY ANONYMOUS: "In answering the questionnaire I made a conscious effort to refrain from listing those who have enjoyed a brief fling at stardom and have attempted to list those who have attained a majority status or those who I believe will attain such status. Further I listed those who made and are making an attempt toward lasting contributions. Certain categories, such as instrumental and band listings, were extremely difficult for obvious reasons; while others (i.e. male and female singers categories) were capable of a wide range of choices. Therefore the choices were of necessity subjective, and were made with regard to a maximum of taste, a minimum of controversy and with at least a modicum of success on popularity charts, listener preference and personal regard."

BILL RANDLE, WERE, Cleveland: "I think tastes have changed and I'm just trying to reflect public taste. Rock and roll is being integrated into popular music. It's no longer a novelty. Rock and roll was an earthy, virile influence, but the authentic artists were destroyed by the gimmick imitators. I'm still playing Elvis Presley and other authentic rock and rollers, but you'll hear none of the junk on my show. By junk I mean out and out, crude, raucous fare—deliberately bad. There's a point where you can't cater to the mediocre any longer. Before the earth satellites were launched, what did youngsters have to look forward to? The draft and the H-bomb. They were frustrated and rock and roll was one outlet for these frustrations. But now look, kids have the frontier of space opened up to them. They no longer despair. Rocketeers, not racketeers, are the big thing now. Kids are tired of being called hoodlums. Now they track sputniks, build rockets. They read. It's no longer smart to be dumb. Elvis Presley is

setting an example now. He's in the Army. He was in an impossible position before. Now he's a genuine culture hero. He's a healthy, swingin' influence."

HOWIE LEONARD, OF WLOB, Portland, Me.: "I wish to register a loud complaint. Timing on each record is vital. Several companies—large and small—consistently fail to put the time on the label. Others deliberately put the incorrect time on the label. Some deejay LP's also do not include the time. This is vital and necessary and should not be overlooked. More and more records arrive warped, bent, damaged, etc. A good deal of this is not only the result of mail handling and packaging but sloppiness somewhere else. Listing release dates on the label would help."

GORDIE BAKER, WSPR, Springfield, Mass.: "Congratulations to RCA Victor for a laugh with each release; to Cadence for consistent good material; to Roulette for energy and good programming; to Warner Brothers for rushing in with new material; to Capitol for swinging material; to Columbia for material in good taste; to Mercury for their 'shorties'; to Decca for different material; to Billboard for providing many extra services. To everybody for keeping me working and No. 1 in our market."

AL NELSON, of KRLC, Lewiston, Idaho: "It's a waste of time for record companies or their distributors to send stations a copy of every cotton-pickin' record they cut! Out of shipments of seven or eight records, by the time they are 'culled' you keep one!"

JIMMY SMITH-HENRY BOGGAN, WAYN, Rockingham, N. C.: "Better and quicker cover service for small-town deejays and stations is needed. Everyone isn't privileged to hear Tommy Edwards, Martin Block, etc."

ART SCHWENT, KSGM, Ste. Genevieve, Mo.: "The record companies should expand their disk jockey sample service to include even the smaller stations. Because of limited service by many labels many hit recordings are never heard by listeners to lower powered stations."

BY NAPIER, Eau Claire, Wis.: "A familiar cry—more selectivity of artists and material, fewer releases

YESTERYEAR'S TOPS—

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

DECEMBER 11, 1948

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

DECEMBER 12, 1953

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

by the recording companies. With four hours a day, I can't possibly give the exposure to a good record that it deserves. Haven't even time to properly audition all new releases. (In that case, thank heavens for Billboard's record reviews!) I feel the over-all quality of pop music would improve with fewer releases.

JIM WINTERS, WABI, Bangor, Me.: "For those that bemoan the fate of the 'Big Bands,' let these people look to today's crop of record artists as to which direction they should go. We do not drive a 1930 or 1940 model automobile if we are financially able to afford a 1958. This is the music of today—1958—and if the big bands want to come back they've got to have the 1958 sound. Rock and roll is not here to stay but the beat will be with us for many r.p.m.'s to come. Whether it's cha cha, calypso or folk, the kids will always be dancing."

RAY SCHREINER, WRNL, Richmond, Va.: "It is with great joy that I receive records with a great non-singing sound. It gets a little tiresome to have nothing but vocalists around. Trying to keep a well-balanced program you have to lean heavily on albums to find the instrumental sound. Yet in comparison with the number of records released more instrumentals turn out to be hits than singing records on a percentage basis. I wonder if somebody is missing a bet?"

ON THE BEAT

By REN GREVATT

With a certain amount of discussion going on in the trade in recent weeks about a possible musicians' strike at the end of the year, there has been accompanying talk among disk men about "cram" diskings sessions, in which a stockpile of sides is built for possible use during a period when the industry might conceivably be without the services of musicians. Generally, the belief now seems to be that there will be no strike. But assuming that one came along, it's interesting to contemplate just what these record men might be cutting in anticipation of future demand.

How do you know what today's market is going to be buying even next week, let alone next month? Look back at the charts for the last three months. Notice the wide variety of records that have made the number one slot, and then try to figure out what's going to be at the top of the heap on say February 9, 1959. There was "Volare," a strictly Italian tune by Domenico Modugno, who has failed to make it on a second attempt even on three different labels.

On the other hand, there was the interesting and offbeat Civil War period folk song, "Tom Dooley," by the Kingston Trio, a group which has a strongly Hawaiian background. Then, Cozy Cole, veteran swing era drummer, came thru with his first number one hit, "Topsy II," the second half of a Part 1-Part 2 record. One of the more recent entrants is the Teddy Bears' recording of "To Know Him Is to Love Him," a rockaballad and a sample of what might be more nearly expected on the singles charts. But then, too, there was the cha cha influence, with Perez Prado's "Patricia" also hitting the top rung. Tommy Edwards, on the other hand, made it with a re-creation of an old hit, a fact which in itself brought about a trend.

Well then, in view of all these recent number one hits, who is to say what will make the grade in the new year? Experts have opined that the only trends to last in the pop field, will be those which emphasize a beat. That's why some feel the cha chas may be here for quite a spell. In this corner, we feel that there is likely to be a continuing integration of the basic rocking beat with other rhythms. We have seen plenty of the rock-a-cha cha, rock-calypso and some rock-a-hula. It is possible in this crazy business that we will see such things as rock-a-folkas, rock-a-polkas, rock-a-sambas and maybe even rock-a-Indian war dances. Who knows, we repeat?

Between and between these various possibilities, there are other potential trends. Some say we are likely to see a turn away from what might be called the "popsified" versions of rhythm and blues and country music. There may be some leaning back to the more authentic sounds, as exemplified by Fats Domino's current opus, "Whole Lotta Loving," which has a strong flavor of the great New Orleans cat's earlier, down-to-earth sides.

Only a few artists on the scene today stand a chance of making the charts in sustained fashion, despite the vagaries of general industry trends. Randy Wood arrived from the Coast late last week for what were described as "marathon" recording sessions with Pat Boone. Dot is probably safe in this course for such is the depth of Boone's popularity. It has already been done by Victor with Elvis Presley. Few others would be safe in trying to make records in advance in this day and age.

Lillian Cumber, owner of the r.&b. and rock and roll talent agency on the Coast which bears her name, was recently married to Edward Fisher, co-owner of Bordan's Victory Drugstores in the Los Angeles area. Arthur Lee Simpkins was a soloist at the nuptials. The bride wore chantilly lace, which seemed quite appropriate for the occasion. At the gala reception, champagne flowed from a gold fountain.

Martha Carson has her first Cadence release. Sides are "That Ain't Right" and "The Light of Love." Miss Carson is also the cleffer of "I Can't Stand Up Alone," a recent disk by Clyde McPhatter. . . . Don Pierce has alerted the trade to great Christmas disks in his Starday catalog. These would include Charles Brown's original "Merry Christmas Baby," "Sleighride" by Lloyd Glenn, Lowell Fulson's "Lonesome Christmas," and "Christmas Eve Baby," by Johnny Moore.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING

LaVern Baker a Hit At Home and Abroad

LaVern Baker was born on November 11, 1929, in Chicago. On her 17th birthday, she signed a contract that brought her into Chicago's Club DeLisa. The thrush's next stop was Detroit's Flame Show Bar. Club manager Al Green originally signed her for two weeks, but held her over and signed her to a personal management contract.

Miss Baker left the Flame to tour and record with the Todd Rhodes band. Later she decided to try her luck abroad. After six successful months in Europe she returned home. In 1954 the artist began recording for Atlantic.



During 1956 and 1957 Miss Baker junketed from continent to continent, bringing rhythm and blues to the far corners of the world. She appeared a year or so ago in the film "Rock, Rock, Rock." Her latest Atlantic release, which bears watching, is "I Cried a Tear."



Neil Sedaka Scores As Singer, Composer

Brooklyn-born Neil Sedaka spent most of his 19 years studying piano and composition, intending to be a classical concert artist. His maternal grandmother had been a

concert pianist, and Sedaka's father encouraged his son to pursue a concert career.

In 1956 the great Artur Rubinstein selected the youth to play on WQXR's "Musical Talent in Our Schools" program, and Juilliard awarded him a two-year piano scholarship. He still studies piano at Juilliard.

With lyricist Howard Greenfield, a former high school classmate, Sedaka had two of his songs recorded, "Stupid Cupid" and "Fallin'." Al Nevins, of the "Three Suns" heard a demo record, and rushed him over to RCA Victor's pop a.&r. man, Steve Sholes. Sholes signed the lad for RCA. His first recording is "The Diary," now making its way up The Billboard's charts.

WILD Sale Sparks Big D.J. Switch

BOSTON — The sale of local radio station WILD, formerly owned by Bartell, to Nelson B. Noble has sparked a flock of key deejay changes.

Stan Richards moved over from WORL here to take over as program chief and deejay with a daily 10 a.m. to 2 p.m. show; Bill Marlowe resigned from WBZ to become WILD's morning man, and Joe Smith was inked to be WILD's Dick Clark, with an afternoon show for teen-agers.

Marlowe's slot at WBZ has been filled by Bill Clark, with an afternoon show for teen-agers.

Marlowe's slot at WBZ has been filled by Bill Givens, the station's music director, who will double as a programming exec. New general manager at WILD is Harold Siegal, long time WORL salesman.

11 NEW LABELS JOIN PARADE

NEW YORK — Eleven labels joined the label parade this week. Here are the names and addresses of the newcomers: B & B Records, 5054 Western Hills Avenue, Cincinnati 38, O.; Decoy Records, 600 Beaman Street, Clinton, N. C.; Disc-co Records, 4278 North Hazel Street, Chicago 13, Ill.; Hilarity Records, Andrews Building, 12198 1/2 Ventura Boulevard, Studio City, Calif.; Interior Records, Suite 8-A, 118 West 79th Street, New York 24, N. Y.; Jewel Records, 106 Kirkman Drive, S. E., Albuquerque, N. M.; Oro Records, 122 John Muir Court, Modesto, Calif.; Parkway Records, care of Cameo Records, 1405 Locust Street, Philadelphia, Pa.; Play Records, KYW Radio, Cleveland, O.; Punch Records, care of Milt Grant, Raleigh Hotel, WTTG-TV, Washington, D. C.; Wanderlust Records, care of Gordon J. Vanderburg, P. O. Box 1725, Hollywood 28, Calif.

DISTRIBUTOR NEWS

By HOWARD COOK

MILWAUKEE: Benn Ollman, The Billboard's Milwaukee correspondent, reports the following action among distributors in that city. Holiday business began kicking off at a strong pace after Thanksgiving, tho the fall volume was slightly under expectations on the whole. A big bash was held at the Schroeder Hotel to herald the debut of Garmisa Distributing Corporation of Wisconsin. The event drew a heavy turnout of dealers, juke box ops and deejays. Top items at Garmisa, according to manager Johnny O'Brien, are "The Teen Commandments" by Paul Anka, George Hamilton, IV and Johnny Nash on ABC-Paramount and "Turvy II" by Cozy Cole on Love. Former dealer Jack Wajer has been added to the new distributor's sales staff. "The Kingston Trio" LP and their single "Tom Dooley" are racking up big volume for Capitol Records, notes Bob Thompson. "That Old Black Magic" by Keely Smith and Louis Prima is also hot. Don Thornton of Mercury records reports that their top records are "Smoke Gets in Your Eyes" by the Platters, "Big Bopper's Wedding" by Big Bopper and "The Wedding" by June Valli. Thorn also mentions good sales for "Lollipops to Lipstick" by Laura Leslie on Hanover. Decca promotion man Ken Wendel claims strong activity on the "Tommy Dorsey in Hi-Fi" LP. Decca singles that are moving well include "This Is Real" by Malcolm Dodds and "Secret Love" by Caterina Valente. "Heart Beat" by Buddy Holly on Coral is also hot. Harold Reitz of Taylor Electric Company, RCA Victor distributor, lists Neil Sedaka's "The Diary" among his top sellers. Numerous deejay contests are stimulating interest in the tune. Jerry Puboda has joined the firm as a salesman. Distrib Vernon Sherkow put in a two-week stint substituting for c.&w. deejay Curley Williams on WMIL. Sherkow mentions that Lenny Herman's "Music in Motion (Parts I & II)" are going strongly on both disks and tape. Ray Runch has shifted to a sales post with Sherco Distributing Corporation. Don Smith, Records Unlimited, Inc., lists a batch of good sellers. Topping his list are "Whole Lotta Loving" by Fats Domino on Imperial, "Philadelphia, U. S. A." by the Nu Tornados on Carlton and "Goodbye Baby" by Jack Scott on Carlton.

NOTES IN THE MAIL: Ted Kellem of Marnel Distributors in Philadelphia writes that Cameo is swinging with "Rocka-Conga" by the Applejacks and "Sing, Sing, Sing" by the Bernie Lowe Ork. Carlton has hot ones with "Philadelphia, U. S. A." by the Nu Tornados and "Goodbye Baby" by Jack Scott. United Artists is moving "If You But Knew" by Billy Barnes, "Black Nightgown" by Gerry Mulligan's Jazz Combo and the two sound tracks of "I Want to Live." Top Imperial records are "Lonesome Feeling" b-w "I Got a Feeling" by Ricky Nelson and "Whole Lotta Loving" by Fats Domino. Strongest Specialty items are "Early in the Morning" by Little Richard, "Hiccups" by Roddy Jackson and "Peaches and Cream" by Larry Williams. Epic is hot with "The World Outside" by the Four Coins, "Shoe Leather Express" by Richard Denning, "Pledging My Love" by Roy Hamilton and "I Go" by Coby Dion. Savoy is still selling "It Don't Hurt No More" by Nappy Brown. Other good Savoy sellers are "Somebody Bigger Than You and I" by Jimmy Jones and "Golden Slippers" by Ferko. Laurie Records has a big one with Dion & the Belmonts' "Don't Pity Me."

Phil Markman of Marnel of Maryland in Baltimore sends word that Epic is still headlining sales with "Pledging My Love" by Roy Hamilton and "The World Outside" by the Four Coins. Epic stereo LP sales are also big. United Artists' "Maybe You'll Be There" by Lee Andrews and the Hearts is getting heavy air play, and sales are good. The label's new jazz LP's are moving well. Marnel recently acquired Fraternity, which has a big platter in "All-American Boy" by Bill Parsons. "The Trial" by Jerry Fields and the Philadelphia Lawyers looks like a sure hit for Parkway. Strongest albums are "Have Band, Will Travel" by Lester Lanin on Epic, "With All My Love" by Roy Hamilton on epic, the sound track of "The Vikings" and "The Gift of the Magi" by Sally Ann Howes.

Dave Greenman, national promotion manager for Joy Records, writes that Joy has added the following distributors: Astor Records, Inc., Pittsburgh; Atlas Distributors, Albany, N. Y.; Sparks Music Distributors, Philadelphia; Indiana State Record Distributors, Indianapolis and Lieberman Distributing Company in Milwaukee. Joy's "Chickery Chick" by the Gorman Sisters is getting strong action at the St. Louis and Kansas City branches of Commercial Music. Johnny Farrow left recently to promote the record in the Midwest.

BRIEFS: Fanfare Record Distributors, formerly of Oakland, are now located at 270 6th St., San Francisco. The firm's top platters are "Just a Dream" by Jimmy Clanton, "Letter to an Angel" b-w "A Part of Me" also by Clanton, "Don't You Know, Yokomo" and flip, "Well, I'll Be John Brown" by Huey Smith on Ace, "This Is It" by Solomon Burke on Apollo and "Wicked Ruby" by Danny Zella on Fox.

ROULETTE RAMBLINGS: Latest newsletter from Roulette lists the following activity with their distributors: Lou Leventhal of C & C Distributors in Seattle reports that it will be a big holiday season in his area due to the success of "Beep Beep" by the Playmates, "Bimbombey" by Jimmie Rodgers and "That's Why I Cry" by Buddy Knox. There has been great dealer acceptance to Roulette's "Christmas Stocking Plan" which offers two stereo LP's free for every 18 purchased and one stereo demonstrator LP for every seven monaural albums bought from the label's December LP release. Pete Garris, Tico Distributors in New York, is singing the praises of "Wedding Bells" by Tiny Tim and the Hits, which took off in Harlem and is now catching on thruout the metropolitan area. Jimmie Bowen's Roulette waxing of "Wish I Were Tied to You" is gaining.

Harry Finfer of Universal Record Distributors in Philadelphia names "Donna" by Ritchie Valens on Del Fi as one of his top items. Also moving are "16 Candles" by the Crests on Coed, "To Know Him Is to Love Him" by the Teddy Bears on Dore, "Cannon Ball" by Duane Eddy on Jamie, "Tomorrow" by Donnie Owens on Guyden and "Cha Cha Louise" by the Rogues on Guyden. Top LP's are "Ahmad Jamal" on Argo, "Organ Chimes" by Robert Rheims on Rheims and "Duane Eddy" on Jamie.

EIA COMMITTEE TO SET STEREOCAST STANDARDS

WASHINGTON — A National Stereophonic Radio Committee has been set up by the Electronic Industries Association with authorization to develop a set of standards for stereo radio broadcast. The EIA standards will be submitted to the Federal Communications Commission.

The committee was authorized by the EIA board during a five-day industry conference at the Roosevelt Hotel in New York, N. Y. (Dec. 1-5). Dr. W. R. G. Baker, Director of Engineering Department, presented the plan for the National Stereo Radio Committee.

Aim of the committee will be to establish broadcast stereo standards which will be most economical to the public; will permit full compatibility; to the extent economically feasible; that is, all reasonable systems of multiplexing plus regular FM transmissions.

Committee operations will have a steering group headed by Baker and David B. Smith, of Philco Corporation, as vice chairman. Philco recently submitted request to FCC for a trial of its Am stereo system (The Billboard, December 8).

Graydon Lloyd, of General Electric, will head the operating committee itself. Panels of industry engineers will be formed to study the various problems of stereo radio, and participation in the NSRC

will be open to qualified engineers whether or not they are members of EIA.

Baker says development of stereo radio transmission standards will mean new business for electronics in the consumer products field. He said NSRC would operate similarly to the two National TV System Committees which brought about accord in TV and color TV transmission standards.

C&W Org Sets Up Own Shop

NASHVILLE — The newly formed Country Music Association last week moved into its own offices at 604 Exchange Building here, with Mrs. Jo Walker appointed office manager.

A steering committee, comprising W. D. Kilpatrick, chairman; Hubert Long, Wesley Rose and Mac Wiseman, is presently directing CMA operations until the appointment of an executive secretary.

A board of directors and officers meeting is scheduled for Saturday and Sunday, January 10-11, at the Hermitage Hotel here, to complete organizational plans and project 1959 activities of the CMA. Various committees will be appointed by the board of directors at the meeting. It is also expected that the board will announce the appointment of an executive secretary at the close of the January 11 meeting.

Chess Freres Buy WTAC, ABC Affiliate

CHICAGO — Leonard and Phil Chess, mahoffs of Chess and Checker Records, have bought WTAC, an ABC radio affiliate in Flint, Mich., for a reported \$278,000. They immediately announced appointment of a general manager, Dave Croninger, who has been program director of WIND, Chicago.

WIND replaced Croninger with Dom Quinn, vet announcer and deejay.

'Chipmunk'

Continued from page 3

ments. Monarch said its production (including Alco and Ralph's) was close to the million mark. An RCA Victor plant exec said that its Indianapolis plant alone has produced over a million while the three Victor factories issued a combined production of close to two million.

GERMANS DIG MITCH 1 MIL

NEW YORK — Mitch Miller's recording of "The Bridge on the River Kwai" became the first record to sell a million copies in Germany, according to Philips Records officials. In honor of the occasion Phillips reps presented Mitch Miller with plaque at the semi-annual Columbia Records district managers meeting held last week at the Savoy Hilton Hotel here.

Mills HIT REMINDERS

- ★ SLEIGH RIDE 100% Recorded
- ★ SCARLET RIBBONS from PERRY COMO'S album "When You Come to the End of the Day" RCA Victor LPM 1885
- ★ THE KINGSTON TRIO on Capitol Records F-3970

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THE BILLBOARD ELEVENTH ANNUAL
music-record programming guide

featuring the results
of the national
Disk Jockey Survey



EDITORIAL

An Educational Role

Maturity and growth entail obligation and responsibility. A thoughtful perusal of this disk jockey section cannot but impress the knowledgeable reader with the fact that the jockey, in matters of musical taste, has matured. His favorite artists, his favorite types of music, indicate a sophistication far beyond the range of his listeners.

This is as it should be, as the teacher is expected to know more than his disciples.

It naturally follows that the jockey's knowledge of what is good in jazz, in pop, in classical, his knowledge of what constitutes good recording technique and engineering gradually raises the level of musical America. His obligation and responsibility, therefore, is a very real one. He is not only the chief level of song and record promotion, but also an arbiter of taste. While heeding the requirements of his listeners, he also subtly improves the general level of musical discernment. This educational function is a dominant one.

Requirements for 1959

A glance at this disk jockey section will also reveal additional features whereby The Billboard provides the jockey with more information in keeping with his expanded horizon. This is apparent not only in the range of story material, but also in the more elaborately developed chart features. The charts, for instance, in addition to listing jockeys' favorites, contain artists' personal managers and booking agencies—information desired by many knowing jocks who feel that agents and managers contribute to an artist's activity and success in the record field. This information, too, will be helpful to those deejays setting up record hops, shows and tie-ups. Too, it provides a deejay with more complete information, just as do the stories accompanying each chart. These accompanying stories analyze trends, cite reasons for same, etc.

Such additional features mirror this trade paper's increasing attention to the jockey's needs, and such emphasis is increasingly evident in normal weekly issues. All of us, it would appear, have expanded responsibilities, common goals and a sense of high seriousness.

Let us all implement our obligations and responsibilities to make the coming year a great one for music, records, for the broadcaster and all the segments of our business. There is no better resolution for 1959.

Paul Ackerman
 Music-Radio-TV Editor

TABLE OF CONTENTS

	PAGE
Editorial	11
What's New?	11
Capitol Hottest in Latest Polling	11
DEEJAY POLL RESULTS	
Favorite Male Vocalist	12
Favorite Female Vocalist	12
Favorite Singing Group	18
Favorite Instrumental Group	18
Favorite Band	18
Most Promising Male Vocalist	24
Most Promising Female Vocalist	24
Most Promising Singing Group	30
Most Promising Instrumental Group	30
Most Promising Band	30
Favorite Single	36
Favorite Album	36
Favorite EP	36
Chart Toppers of 1958	44
Survey Shows GAC Tops	42
Spinners Sound Off on Diskery Policies	42
Directory of Stations Programming Stereo	58
Talent Split Among Many Managers	53
"Hot 100" Shows Talent Trend	51
Movie Diskeries in DeeJay Romance	52
L.A. Dealers Find D.J. Shows Sell	53
Name Jocks in Format Fracas	63

29 DISKERIES WIN

**Capitol Is Hottest Label
 In Latest DeeJay Polling**

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

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

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

Other Capitol artists making second or third positions on the various charts were Ray Anthony, Peggy Lee, Keely Smith, Nat Cole and the Four Preps. Rounding out the chart positions in slots below the top three were the following Capitol names: Dean Martin, Nelson Riddle, Stan Kenton, June Christy, Sue Raney and Dakota Staton.

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

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

Sinatra's Twin Win

Sinatra also held down the first two places on the favorite LP chart with "Come Fly With Me" and "Only the Lonely." Also placing on the LP chart for Capitol were the Broadway original-cast album "The Music Man" and a Jonah Jones package.

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

Deejays are deemed of such importance that in addition to its regular promotion men all of Capitol's salesmen on the distributor

level are expected to work on deeJay promotion as well as sales. The label strives to establish "personal contact" between its artists and jocks across the country, and, a spokesman for the label said, on-the-air-interviews are "secondary to personal meetings."

Columbia, RCA Victor

Columbia, another label eminently deeJay-conscious these days, walked off with two first places—Doris Day, favorite female singer, and Johnny Mathis, most promising male singer. Other Columbia artists scoring in the top three spots on various charts were Ray Conniff, Kirby Stone and the Four Lads.

Columbia dominated the favorite singing group chart with the Four Lads, the Hi-Los and Kirby Stone making the top 10. On the LP chart appeared the following Columbia names—Mitch Miller's "Sing Along With Mitch" album, Johnny Mathis' "Swing Softly" and two Conniff packages. Other Columbia artists making the charts were Tony Bennett, Les Elgart, Art Van Damme, Dave Brubeck and Norman Petty.

RCA Victor chalked up four entries among the top three winners: Elvis Presley's "King Creole" EP was the deeJay's favorite EP, while Perry Como placed second in the

favorite male singer poll; the Three Suns were No. 3 on the favorite instrumental group chart, and the Ames Brothers were No. 2 on the favorite singing group list.

Other Victor artists showing up on the charts were Esquivel, Dinah Shore and Eddie Fisher. On the favorite singles chart, Victor was represented by Perez Prado's "Patricia," tied for No. 4.

Showing up with five artists on the various charts was Mercury Records. Mercury artists making the lists included the Platters, the Diamonds, Ernestine Anderson, Gus Bivona and Patti Page (No. 2 favorite female singer).

Tied with four artists each on the charts were ABC-Paramount and M-G-M Records. The former label was represented by Eydie Gorme, Johnny Nash, the Accidentals and the Poni Tails. M-G-M won No. 1 most promising female singer honors with Connie Francis. Also scoring for M-G-M were Joni James, Tommy Edwards and Dick Hyman.

Dot, Coral and Decca each showed up with three artists on the charts. Dot placed among the top three winners on four charts. Billy Vaughn was No. 3 on both the most promising and favorite

(Continued on page 59)

NEW FACES?

What's New?

One of the most important functions of an industry survey such as The Billboard's Annual Record Artists Popularity Poll is to throw the spotlight on the newer talent emerging and standing on the threshold of established stardom. While this function is one of the survey's most important objectives, it's also one of the most perplexing and difficult to achieve with crystal-clear accuracy.

The problem arises from the simple fact that disk jockey respondents to the survey have their own strong ideas about whether a performer is an established star or one of the newer most promising artists. In an attempt to clarify this question to the greatest possible degree The Billboard this year introduced the section of the survey dealing with newer artists with this detailed explanation:

"In the questions which follow we ask you for your favorites among the newer artists. The term 'newer' here must obviously be used most loosely. The artist may be someone who has just started his professional career yesterday, or it may be someone who has been making steady progress for as long as four or five years. What we are attempting to determine is the artists who have not yet quite made it as full stars, but who show greatest promise in the opinion of America's jockeys of becoming lasting stars."

Despite this attempt at clarification of the question, the poll as usual resulted in such situations as Johnny Mathis being voted No. 1 most promising male vocalist at the same time as he was voted No. 5 favorite male vocalist; Pat Boone, No. 5 most promising and No. 4 favorite; Steve Lawrence, No. 8 favorite and No. 8 most promising.

Girl singers, groups and other artists were also victims of this situation, to which there seems to be only one answer. An artist has just got to stay up there long enough and consistently enough for all jockeys to vote him "favorite" rather than "most promising."

And that takes time, it seems.

THE BILLBOARD ELEVENTH ANNUAL DISK JOCKEY POLL

favorite male vocalist

LAST YEAR	THIS YEAR	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
1	1	FRANK SINATRA, Capitol	Wm. Morris	Hank Sanicola
2	2	PERRY COMO, RCA Victor	GAC	Dee Beline
4	3	NAT KING COLE, Capitol	GAC	Carlos Gastel
3	4	PAT BOONE, Dot	GAC	Wood-Spina
5	5	JOHNNY MATHIS, Columbia	GAC	Helen Noga
—	6	DEAN MARTIN, Capitol	MCA	—
9	6	TONY BENNETT, Columbia	GAC	Mort Farber
7	8	BING CROSBY, Freelance	—	Everett Crosby
—	8	STEVE LAWRENCE, Coral	GAC	Ken Greengrass
8	10	ELVIS PRESLEY, RCA Victor	Wm. Morris	Colonel Tom Parker
6	10	EDDIE FISHER, RCA Victor	MCA	Milton Blackstone

Slight Shifts Seen, But Top 5 Male Stars Still Lead the Pack

There is virtually no change among the deejay fraternity as to its favorites among the male singers, not only from last year, but from 1956 as well.

The top five in the current "favorite male singer" balloting by the jockeys are the same as last year. The only change was one of position, which found Nat Cole moving up from four to three spot, with Pat Boone dropping from three to four.

Among the top five of Sinatra, Como, Cole, Boone and Mathis, the first four also finished in the top four spots in 1956. Johnny Mathis, the only relatively new artist in the lot, had yet to have his first big record in '56.

Oddly enough, three of those artists who finished in the money of the "favorite" category were also named in the balloting for "most promising new male singer," tho Pat Boone, Johnny Mathis and Steve Lawrence hardly qualify as new names in the field (see separate story).

Of the entire group of 10 top artists listed on the poll, the rocking artist was almost completely ignored by jockeys. Only Elvis Presley, tied with Eddie Fisher for last place, was named in the top group.

Also attesting to the loyalty of the jocks toward their favorite artists was the fact that in the top 10 this year, only two new artists appeared that were not listed last year. These were Dean Martin and Steve Lawrence.

Major labels also continued to dominate, with only one artist of the top group, Pat Boone, affiliated with a non-major. Also notable was GAC's appearance as agent for six of the top 10 acts.

favorite female vocalist

LAST YEAR	THIS YEAR	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
2	1	DORIS DAY, Columbia	—	Martin Melcher
1	2	PATTI PAGE, Mercury	GAC	Jack Rael
6	3	PEGGY LEE, Capitol	Wm. Morris	Jim Hines
3	4	ELLA FITZGERALD, Verve	—	Norman Granz
—	5	JONI JAMES, M-G-M	GAC	Tony Aquaviva
—	5	KEELY SMITH, Capitol	Wm. Morris-MCA	Barbara Belle
5	7	JUNE CHRISTY, Capitol	GAC	Carlos Gastel
10	8	EYDIE GORME, ABC-Paramount	GAC	Ken Greengrass
7	9	DINAH SHORE, RCA Victor	—	Henry Jaffe
8	10	JO STAFFORD, Columbia	Wm. Morris	Mike Nidorf

Doris Day Tabbed Fem Topper; Joni, Keely Join Winner Ranks

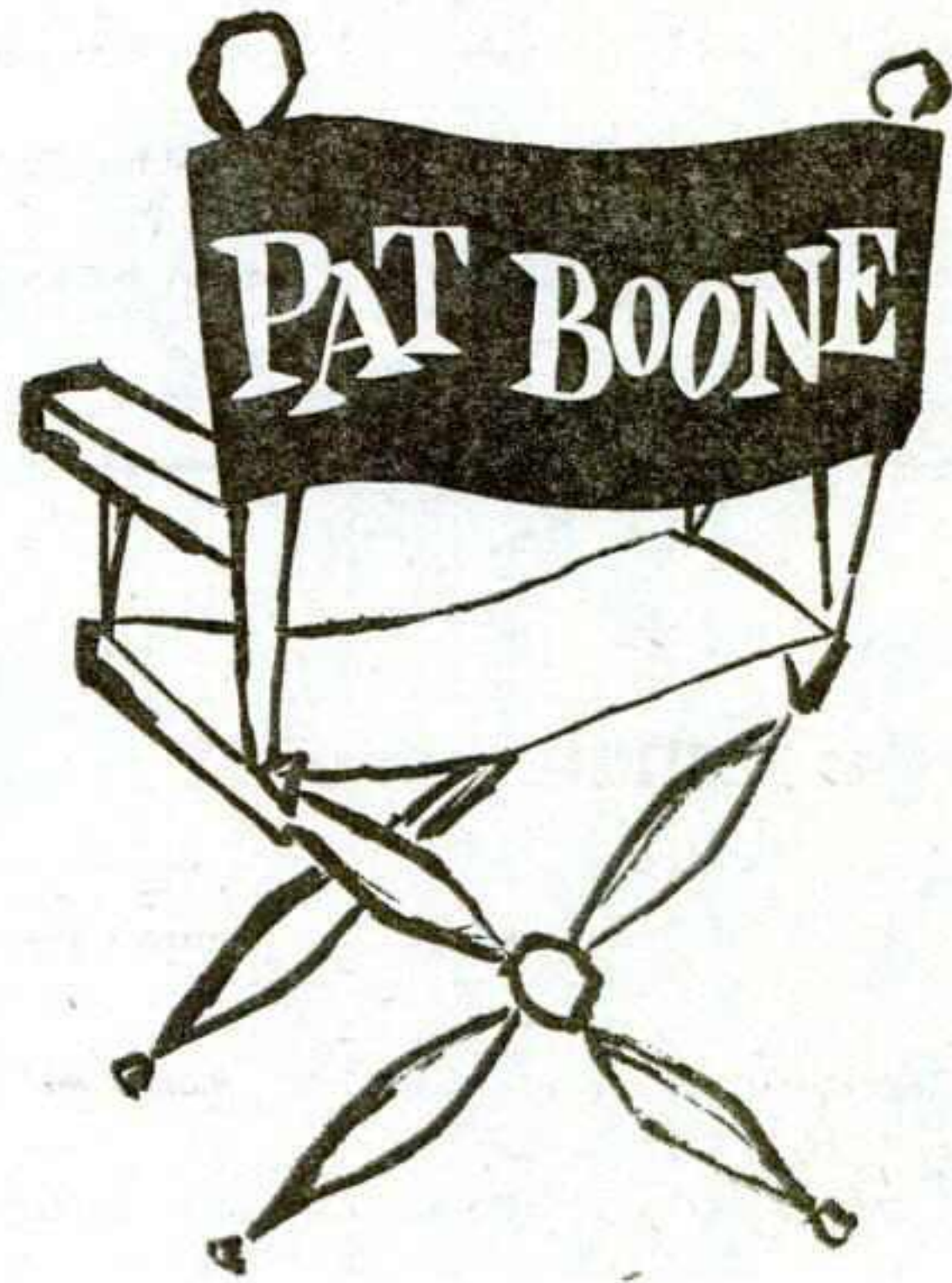
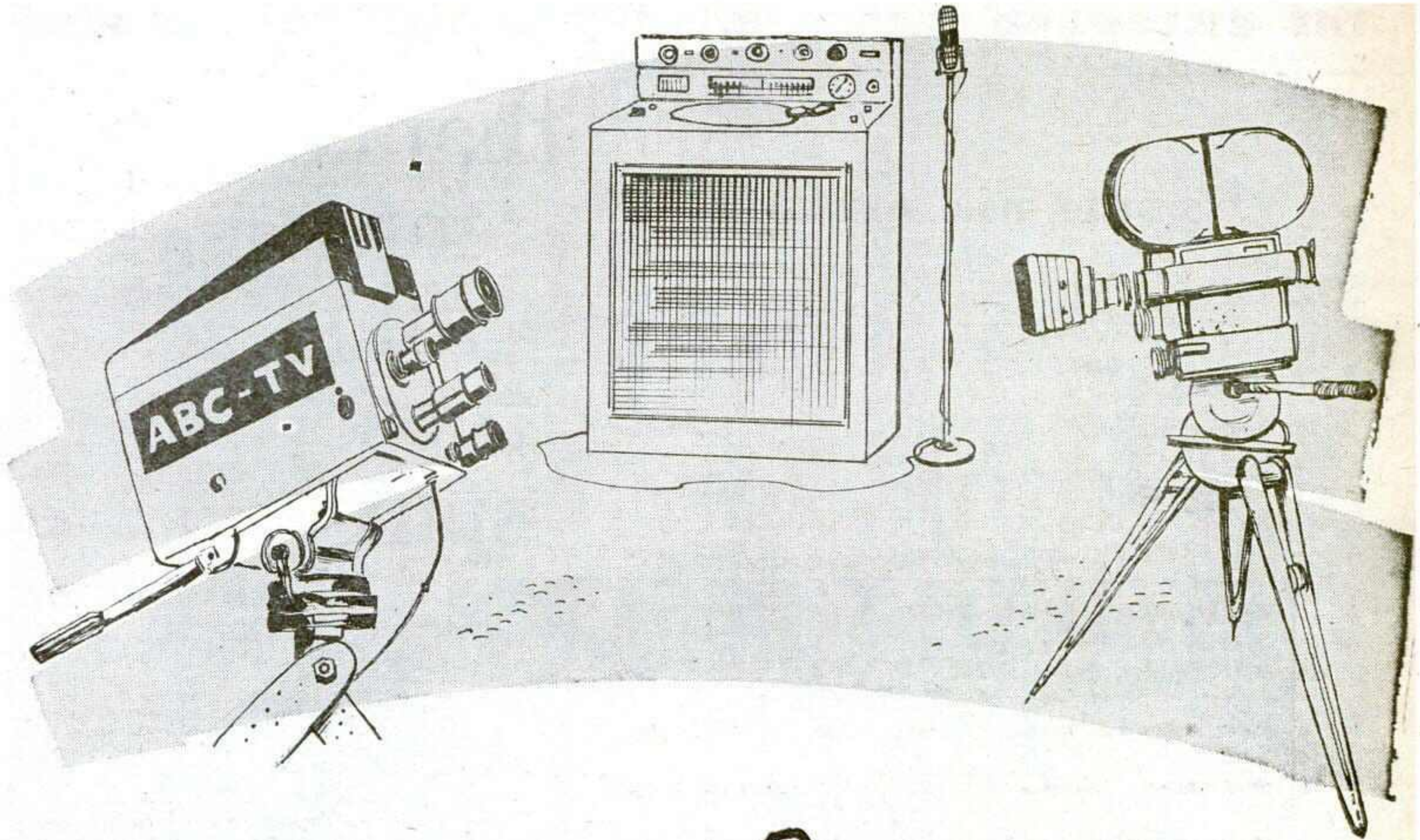
For the third year in a row, American jockeydom has left little doubt as to its girl singer favorites. In 1956 it was Doris Day and Patti Page in that order. Last year the positions were switched, while in the current voting the 1956 order was re-asserted, with Miss Day the laurels winner.

Loyalty is again seen a strong factor in the jockey voting in The Billboard poll for "favorite female artist," with eight of last year's first 10 again finishing at the top of the heap. New entries this year were Joni James and Keely Smith. Of the group of eight who showed last year, six were also named in the 1956 balloting as well.

Tho Eydie Gorme finished in eighth position, there is some reason to believe she could have finished higher, in view of the fact that she was also named in fifth position in the voting for "most promising female vocalist." Had the voting been concentrated in one category, her position might have been raised.

Peggy Lee's interesting rise from sixth position last year to the third spot now can likely be traced to her re-emergence this year as a hit single artist with "Fever." Also impressive was the return of Joni James to the list. Miss James currently has the hit, "There Goes My Heart." Likewise, at least part of Keely Smith's current popularity can be attributed to her current disk of "Old Black Magic," which she does with hubby, Louis Prima.

Several artists have continued to stay in the top-line of jockey favorites by dint of album activity alone. These would certainly include the gal who has been often called the singer's singer, Ella Fitzgerald, and June Christy. Dinah Shore and Jo Stafford both have been rather cool on disks, singles or albums, but they both continue to enjoy strong jockey loyalty.



Thanks DJs

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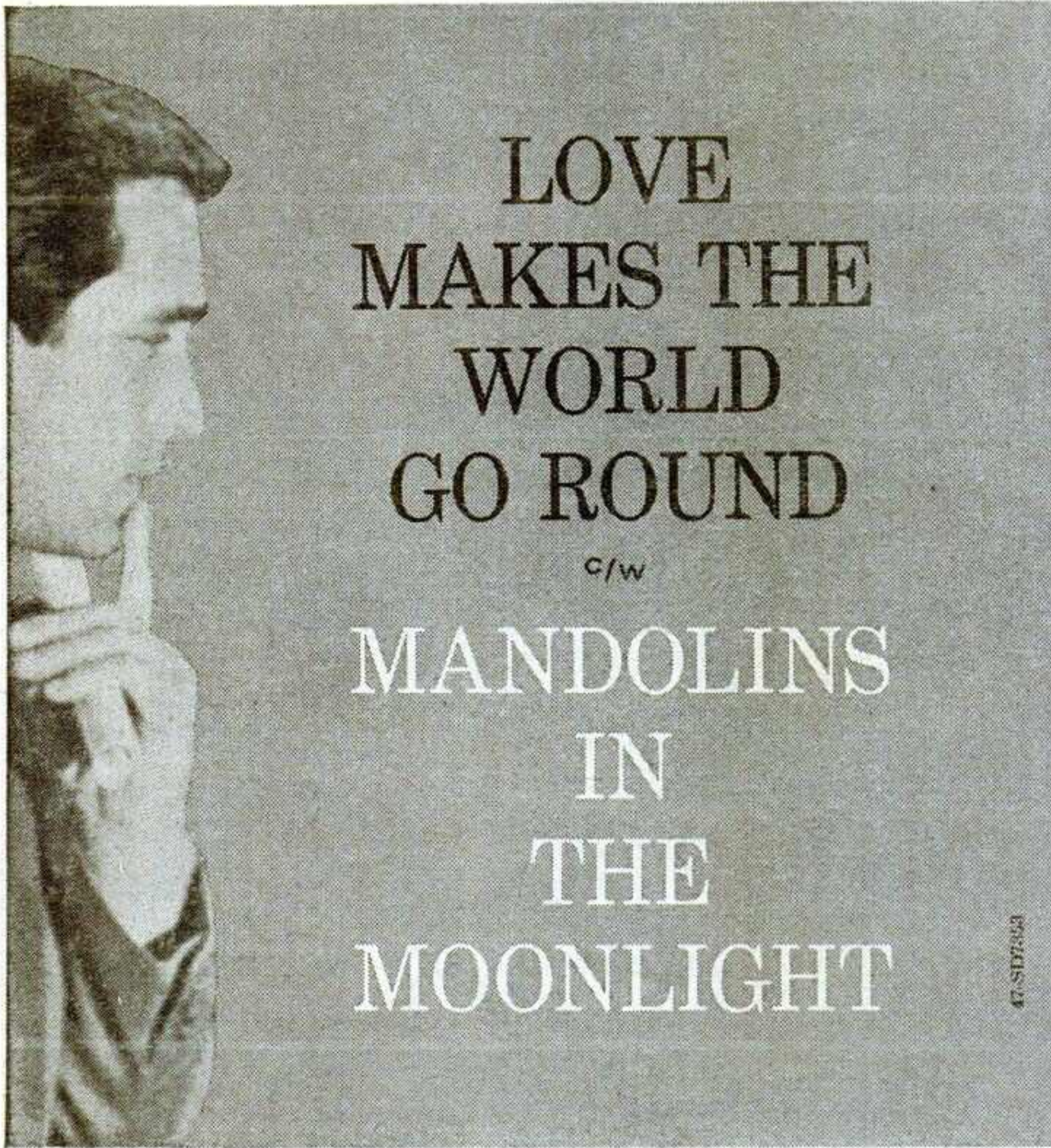
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current album
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that such a demanding idea could be carried off successfully will be no surprise to those who have seen nichols and may perform



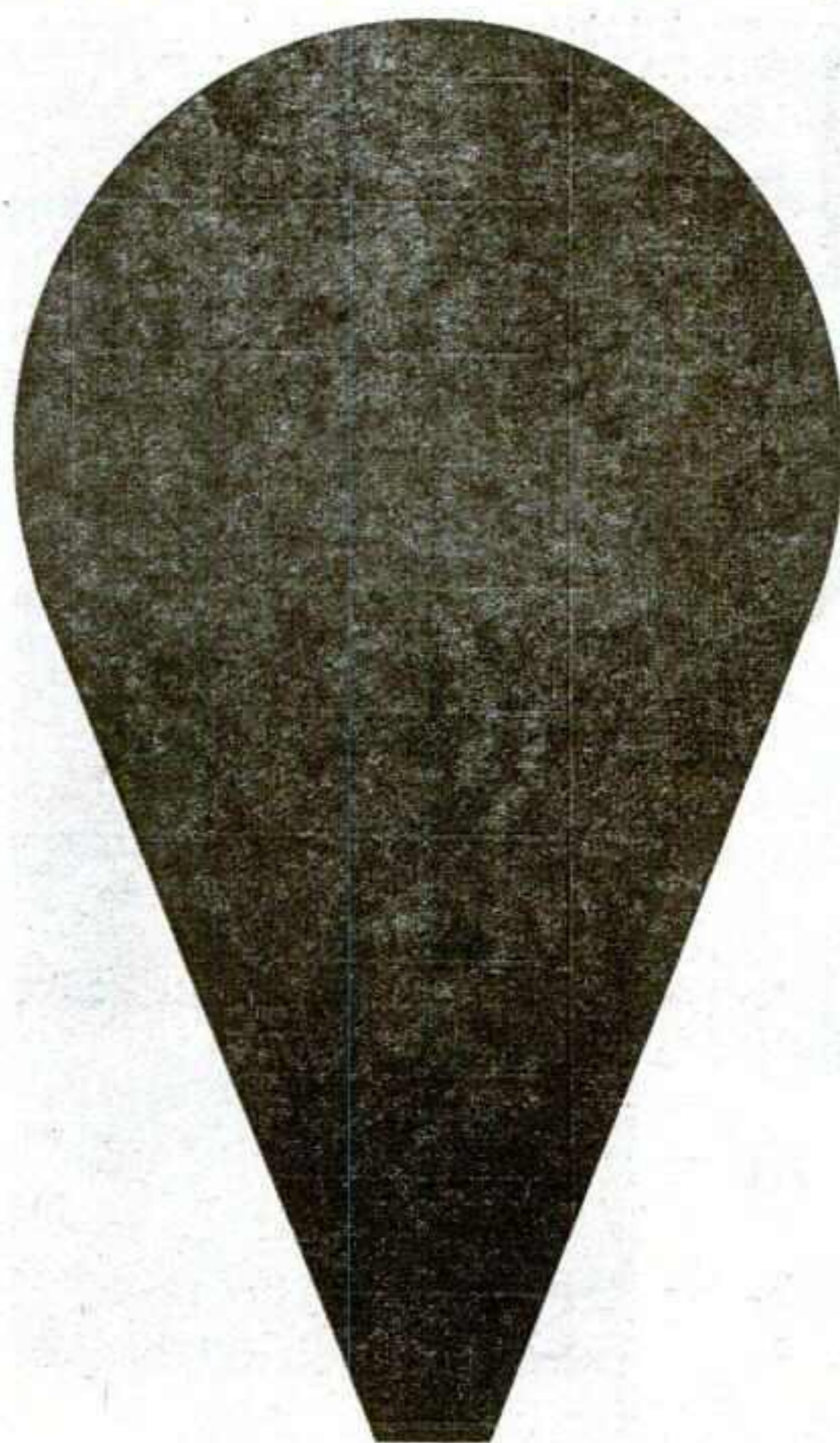
& ELAINE MAY

at some of the country's top supper clubs. their ability to improvise entire skits around opening and closing lines suggested by the audience is one of the most-requested portions of their act.

about the artists mike nichols is not a member of the actors studio, which has produced such stars as marlon brando, julie harris, ben gazzara, eva marie saint, carroll baker, and others too numerous to mention. he has never toured with mr. roberts and has never appeared on such television programs as the goodyear playhouse and the kraft theatre.

miss may does not exist.

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THE BILLBOARD ELEVENTH ANNUAL DISK JOCKEY POLL

favorite singing group

LAST YEAR	THIS YEAR	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
1	1	FOUR FRESHMEN, Capitol	GAC	William Wagner
4	2	AMES BROTHERS, RCA Victor	—	Bill Ficks
3	3	FOUR LADS, Columbia	GAC	Mike Stewart
2	4	HI-LO'S, Columbia	MCA	Gabbe, Lutz, Heller & Loeb
5	5	FOUR ACES, Decca	GAC	Durgom-Katz
6	6	McGUIRE SISTERS, Coral	Wm. Morris	Murray Kane
7	7	PLATTERS, Mercury	Assoc. Booking	Buck Ram
—	8	KIRBY STONE FOUR, Columbia	GAC	George Grief
—	8	KINGSTON TRIO, Capitol	Saphier	Art Rush
9	10	MILLS BROTHERS, Dot	GAC	Arthur Lake

Four Freshmen Get 'Cum Laude' Rating Among Singing Groups

The list of 10 favorite singing groups as chosen by deejays in this year's poll includes exponents of the new and old and the modern and the mainstream. The Four Freshmen, prime exponents of progressive vocal harmony, and a repeat as first-place winners, had several hot albums this year, but no hit singles. The Ames Brothers moved up from fourth position in last year's poll via their several hit recordings this year, particularly "Pussy Cat." The Four Lads, again in third place, have also been registering well in the singles field.

New additions to this year's list include the Kirby Stone IV, whose night club and TV appearances plus several smart singles gained them attention. The Kingston Trio via "Tom Dooley," a hit single, also won a berth among the top 10. (See separate story covering artists placing in one or more polls.) The McGuire Sisters, repeaters from last year, are the only girl group among the top 10. The Hi-Lo's, also proponents of the modern, repeat from last year. The Platters and perennial favorites, the Mills Brothers, complete the lists indicating a wide variance in styles among the top 10 favorite jockey groups.

favorite instrumental group

LAST YEAR	THIS YEAR	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
2	1	GEORGE SHEARING QUINTET, Capitol	Assoc. Booking	John Levy
—	2	JONAH JONES QUARTET, Capitol	—	Sam Berke
3	3	THREE SUNS, RCA Victor	GAC	Al Nevins
—	4	AHMAD JAMAL TRIO, Argo	MCA	John Levy
—	5	CHAMPS, Challenge	GAC	Joe Johnson
4	6	ART VAN DAMME QUINTET, Columbia	—	—
1	7	DAVE BRUBECK QUARTET, Columbia	Assoc. Booking	Mort Lewis
5	8	DICK HYMAN TRIO, M-G-M.	—	—
—	9	BILLY VAUGHN, Dot	—	—
9	10	NORMAN PETTY TRIO, Nor-Va-Jak-Coral-Columbia	Assoc. Booking	Mike Stewart

Three Newcomer Groups in Top 10 'Favorite Instrumental' Lists

The Favorite Instrumental Groups listing is notable in that three of the top five groups this year, Jonah Jones, the Ahmad Jamal Trio and the Champs, were not even in the top 10 last year.

Also interesting is the wide variety of small groups listed this year ranging from the jazz stylings of George Shearing, Ahmad Jamal, Dave Brubeck and the Art Van Damme combo, to the out-and-out rock and roll styling of the Champs, and the pop work of Jonah Jones, the Three Suns, Dick Hyman, Billy Vaughn and Norman Petty.

Biggest drop this year was by the Dave Brubeck group, which finished first last year and in seventh place this year. George Shearing in the No. 1 position and the Three Suns in No. 3 indicate the staying power of both combos, since both Shearing and the Suns have been active on the musical scene for many, many years. Jonah Jones and the Ahmad Jamal groups zoomed to popularity as the result of a string of hit albums on Capitol and Argo respectively.

favorite band

LAST YEAR	THIS YEAR	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
3	1	LES BROWN, Capitol	Assoc. Booking	Don Kramer
2	2	RAY ANTHONY, Capitol	GAC	Fred Benson
—	3	BILLY VAUGHN, Dot	—	—
—	4	COUNT BASIE, Roulette	W. Alexander	—
1	4	LES ELGART, Columbia	GAC	Paul Brown
7	6	STAN KENTON, Capitol	GAC	Bob Allison
—	7	TOMMY DORSEY, (WARREN COVINGTON), Decca	W. Alexander	Ben Altman
—	8	TED HEATH, London	W. Alexander (U.S.)	—
4	9	NELSON RIDDLE, Capitol	—	Charles A. Brown
5	10	RAY CONNIFF, Columbia	—	—

Veteran Bands Finish Strongly As DJ Favorites in '58 Poll

Three veteran orks captured the No. 1, 2 and 4 slots in the Favorite Band poll this year. The Les Brown ork took the top slot, the Ray Anthony band positioned No. 2, and the Count Basie crew, which didn't even make the top 10 last year, moved into slot No. 4.

Surprisingly, the Les Elgart band, which finished first last year, slid to No. 5 this time. On the strength of a lot of hit records ("Sail Along Silvery Moon," "Tumbling Tumbleweed," etc.) the Billy Vaughn crew finished third.

The Stan Kenton band, Nelson Riddle's ork and Ray Conniff's crew, all on the top 10 last year, stayed close to last year's positions. The hit single, "Tea for Two Cha Cha," made by the new Tommy Dorsey band under Warren Covington, helped the T.D. crew jump into seventh position on the band poll chart.

Ted Heath's American tour, with its attendant publicity, jockey visits, etc., undoubtedly made this fine English band one of the U. S. jockey favorites. It is interesting to note that all but two of the favorite bands (Conniff and Riddle) in this year's list are traveling orks.

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YET, THE SONGS POURING FORTH
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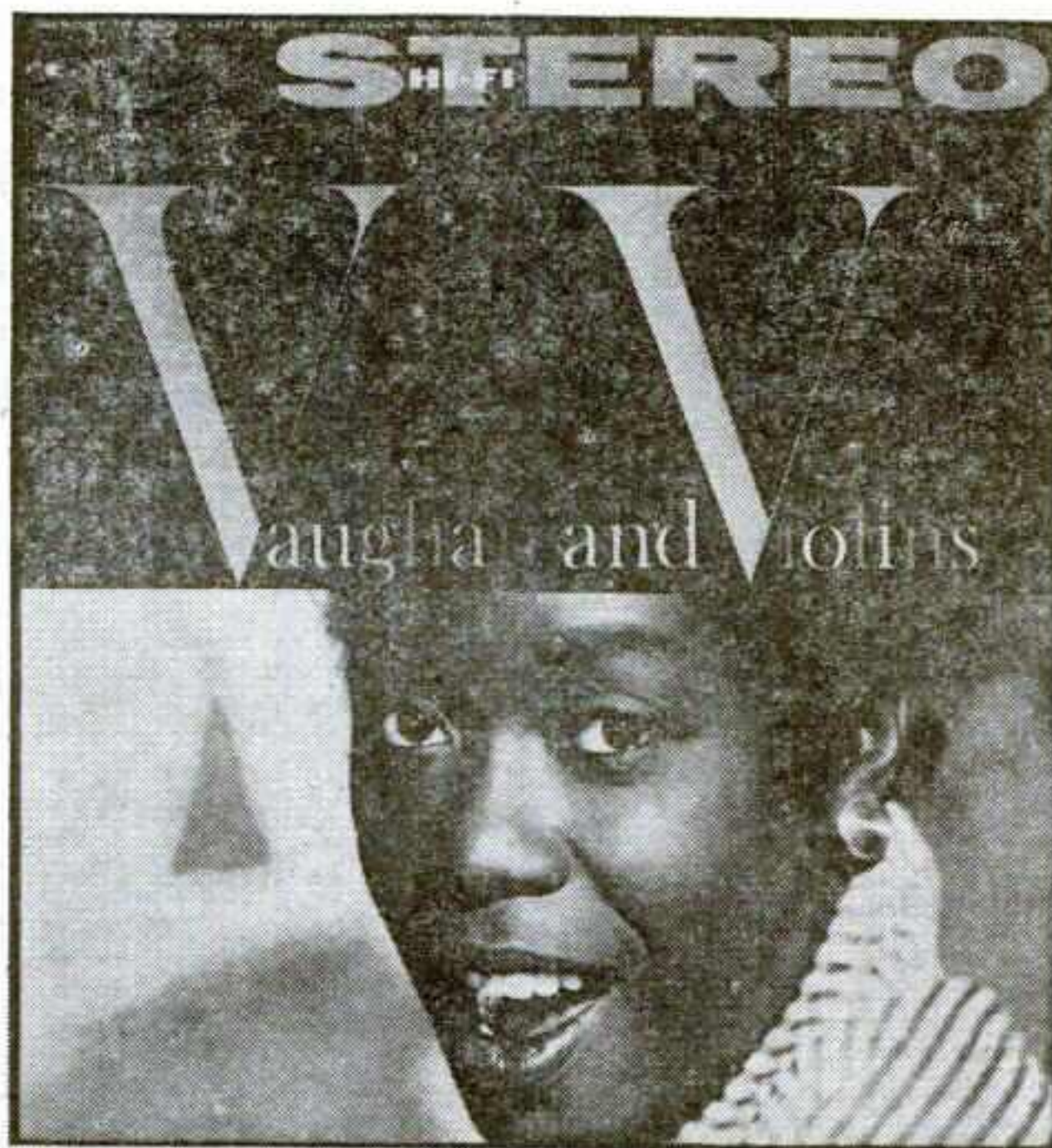
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THE BILLBOARD ELEVENTH ANNUAL DISK JOCKEY POLL

most promising male vocalist

LAST YEAR	THIS YEAR	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
	1	JOHNNY MATHIS, Columbia	GAC	Helen Noga
5	2	JIMMIE RODGERS, Roulette	GAC	Gabbe, Lutz, Heller & Loeb
—	3	TOMMY EDWARDS, M-G-M	Wm. Morris	Harry Steinman
—	4	JOHNNY NASH, ABC-Paramount	Wm. Morris	Peter Dean
—	5	PAT BOONE, Dot	GAC	Wood-Spina
—	5	EARL GRANT, Decca	Wm. Morris	Mickey Goldsen
4	7	RICKY NELSON, Imperial-Verve	—	Ozzie Nelson
—	8	STEVE LAWRENCE, Coral	GAC	Ken Greengrass
—	9	ANDY WILLIAMS, Cadence	GAC	—
—	10	BOBBY DARIN, Atco	GAC	Csida-Grean-Burton

Boone, Mathis, Ricky Nelson as Newcomers (Huh?) Say the Jocks

Various interesting aspects of the balloting by America's disk jockeys for their selection of the most promising new male singer somewhat defy analysis.

For example, among those artists named this year, such acts as Pat Boone, Johnny Mathis, Jimmie Rodgers and Ricky Nelson show prominently. Yet many traders would hesitate to name established artists such as these as "promising" and "on their way up."

Then, too, Mathis, Nelson and Rodgers were also named last year as "promising new artists." Apparently, in the view of some jockeys, these artists have yet to really consolidate themselves in a position of having arrived.

Also notable and perhaps more easily explained in the light of current general tastes is the fact that among the jocks' 10 top selections, only three could be considered rockers. These would be Ricky Nelson, Bobby Darin and Earl Grant. Darin, on the other hand, has shown equal adeptness with straight ballad singing and Grant, primarily an organist, gets the rocker tag on the basis of his one hit disk, "The End."

This compares with at least seven in the rocking category out of 10 named by the jockeys in the 1957 poll.

Label-wise, the majors were represented sparsely among the new talent group. Aside from Johnny Mathis on Columbia, Earl Grant on Decca and Steve Lawrence on Decca's subsidiary, Coral, all acts cut for indie outfits.

The General Artist Corporation again takes the honors, with six of the top 10 artists in its fold. William Morris books three others.

most promising female vocalist

LAST YEAR	THIS YEAR	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
—	1	CONNIE FRANCIS, M-G-M	GAC	George Scheck
—	2	KEELY SMITH, Capitol	Wm. Morris-MCA	Barbara Belle
—	3	KATHY LINDEN, Felsted	Wm. Morris	Joe Leahy
2	4	JANE MORGAN, Kopp	MCA-GAC	John Greenhut
—	5	EYDIE GORME, ABC-Paramount	GAC	Ken Greengrass
6	6	BETTY JOHNSON, Atlantic	GAC	Csida-Grean-Burton
5	7	SUE RANEY, Capitol	MCA	Pierre Cossette
—	8	ERNESTINE ANDERSON, Mercury	W. Alexander	John Levy
—	9	VALERIE CARR, Roulette	Shaw Artists	George Treadwell
—	9	DAKOTA STATON, Capitol	Shaw Artists	John Levy

Hot Singles Help Boost Trio of Thrushes to 'Promising' Fem List

The girls finishing in the top four spots in the balloting for "most promising new female singers" by America's deejays got there largely by dint of one or more hot singles during the past year. Of these, the first three have not been mentioned in previous polling.

Connie Francis, winner in the voting category, had actually been on the scene for several seasons when her first big hit "Who's Sorry Now" broke thru during the past year. Then it was a succession of four additional hits which helped endear her to the hearts of the jocks.

Keely Smith, too, had been known, but her recent single disk of "Old Black Magic" (with Louis Prima) moved her into the charmed circle. Kathy Linden, a complete newcomer in the past year, moved into the limelight with her Wee Bonnie Baker type stylings, particularly on "Billy."

Fourth-place winner, Jane Morgan, something of a veteran on the night club and international scene, continued in the "most promising" category with several strong follow-ups this year to her first big hit, "Fascination," which won her a second place last year.

Betty Johnson finished in sixth position in the "most promising" voting both last year and again in 1958 due to a regular flow of solid disk performances, particularly "The Little Blue Man." On the other hand, Sue Raney, another finisher in both the '57 and '58 polls, is mentioned strictly on the basis of potential. Miss Raney has yet to achieve hitdom with a disk.

Valerie Carr, in eighth spot, developed a considerable following with her Roulette disk of "When the Boys Talk About the Girls." Dakota Staton, on the other hand, has won her acclaim strictly on the basis of albums, with several showing in the best seller list. Ernestine Anderson, too, has made her first impression with her Sweden-made album, "Hot Cargo."

That Fascination Girl...

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everything -
Jane Morgan*



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a great
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- George*

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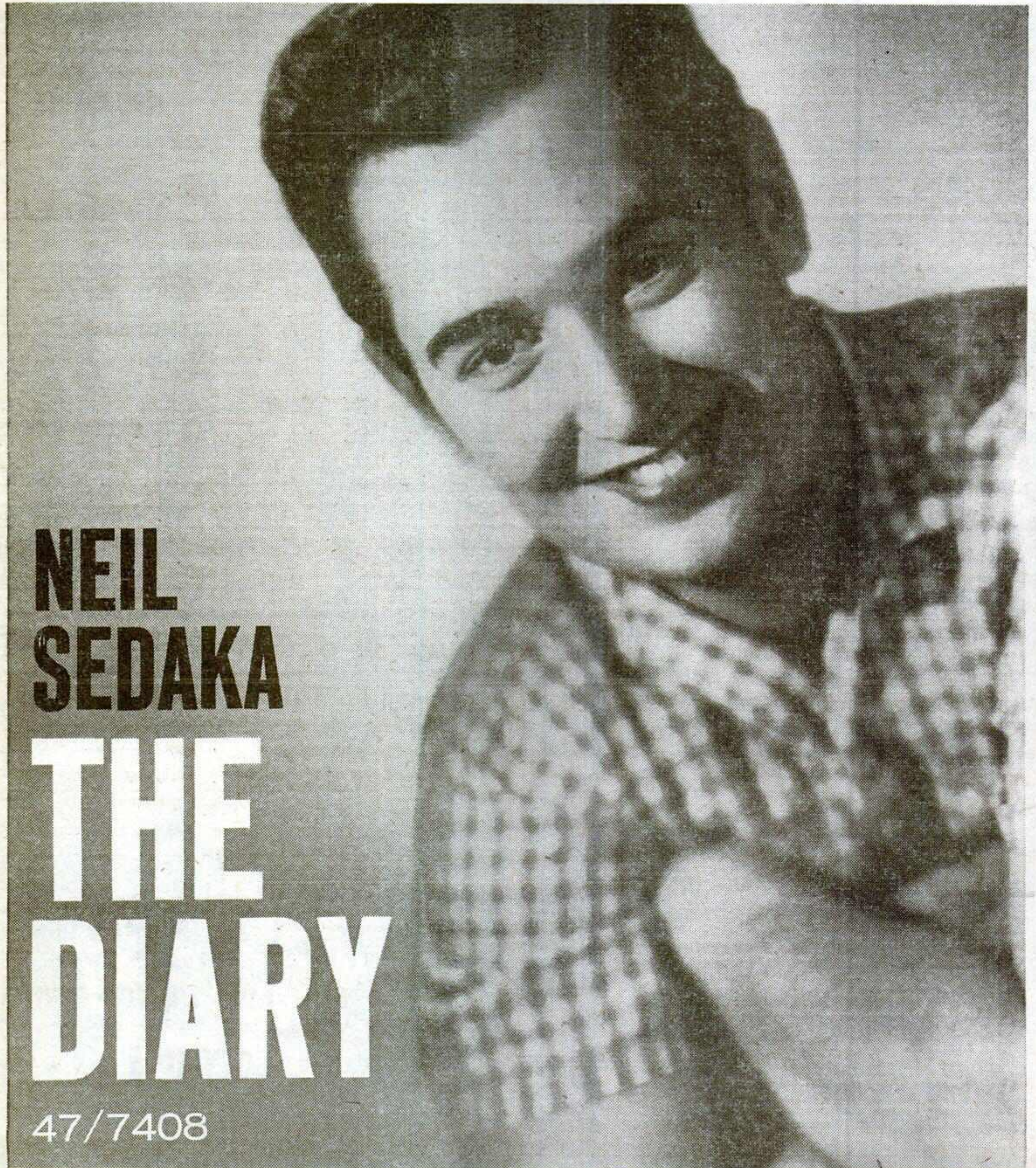
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THE BILLBOARD ELEVENTH ANNUAL DISK JOCKEY POLL

most promising singing group

LAST YEAR	THIS YEAR	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
—	1	KINGSTON TRIO, Capitol	Saphier	Art Rush
—	2	KIRBY STONE FOUR, Columbia	GAC	George Grief
7	3	FOUR PREPS, Capitol	Wm. Morris	Mel Schauer
1	4	AXIDENTALS, ABC-Paramount	Assoc. Booking	Norton Wais
—	5	FOUR ESQUIRES, Paris	GAC	Jack Gold
—	6	PLAYMATES, Roulette	Wm. Morris	Gabbe, Lutz, Heller & Loeb
—	7	FOUR COINS, Epic	GAC	Danny Kessler
—	8	PONI TAILS, ABC-Paramount	GAC	Tim Ilius
—	9	DIAMONDS, Mercury	GAC	—
—	9	EVERLY BROTHERS, Cadence	GAC	Wesley Rose

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

The Kingston Trio, a versatile new group, copped first-place honors among newer singing groups in The Billboard's annual disk jockey poll. The folk-based trio hit the top position on the charts with "Tom Dooley," their first effort.

The Kirby Stone IV, altho they did not produce a hit single, placed second. They are also newcomers to the list. Third-place winners were the Four Preps, who moved up from seventh place on last year's list. The group had several hit platters this year. Their big one was "26 Miles."

Last year's poll included three fem groups. This year the Poni Tails were the only girl group to place among the top 10. The Axidentals, in fourth place, are the only group to carry over from last year. This group was also dormant in both singles and LP fields.

The Four Esquires, the Playmates, the Four Coins, the Diamonds and the Everly Brothers are new additions. All of these groups have had one or more best selling singles this year.

Missing from last year's tally are the Crickets, the Bobbettes, the Anita Kerr Singers, the King Sisters, the Rover Boys and the Hawkeyes.

most promising instrumental group

POS.	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
1.	JONAH JONES, Capitol	—	Sam Berke
2.	AHMAD JAMAL, Argo	MCA	John Levy
3.	CHAMPS, Challenge	GAC	Joe Johnson
4.	DUANE EDDY, Jamie	GAC	Al Wilde
5.	COZY COLE, Love	—	Chauncey Olman
6.	KIRBY STONE FOUR, Columbia	GAC	George Grief
7.	KINGSMEN, East-West	—	Jack Howard
8.	DUKES OF DIXIELAND, Audio Fidelity	Assoc. Booking	Joe Delaney
9.	THE ORIGINALS, Jackpot	—	—
9.	APPLEJACKS, Cameo	—	Jolly Joyce
9.	MODERN JAZZ QUARTET, Atlantic	Various	Monte Kay

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

This was the year of Jonah Jones and his quartet. He turned out three hot albums for Capitol, including "Swinging on Broadway," "Muted Jazz" and "Jumpin' With Jonah," and they were hits with both jazz and pop fans.

Ahmad Jamal also came thru with two solid sellers this year for Argo Records, including "But Not for Me" and one simply titled "Ahmad Jamal."

Of the other new small groups picked by jocks this year six made their name or re-made their name via hit single diskings, including the Champs, Duane Eddy, the Kingsmen, the Applejacks, the Originals and the Kirby Stone Four, altho the latter also came thru with a hot album.

Of interest to deejays is the fact that the first record made by the Kingsmen, "Weekend," was actually recorded by a well-known hit-making combo under a pseudonym. As for the Dukes of Dixieland and the Modern Jazz Quartet, these two groups are perennial favorites, but they indicate that both good Dixieland and good cool jazz interest jockeys. All of the new instrumental groups voted as "comers" by the jocks record for different labels.

most promising band

POS.	ARTIST & LABEL	AGENCY	PERSONAL MANAGER
1.	TOMMY DORSEY (WARREN COVINGTON), Decca	W. Alexander	Ben Altman
2.	RAY CONNIFF, Columbia	—	—
3.	BILLY VAUGHN, Dot	—	—
4.	GUS BIVONA, Mercury	—	—
5.	PEREZ PRADO, RCA Victor	MCA	Miquel Baca
6.	JACK KANE, Coral	GAC	Ken Greengrass
7.	LES ELGART, Columbia	MCA	Paul Brown
8.	ESQUIVEL, RCA Victor	GAC	—
9.	RAYMOND LEFEVRE, Kapp	—	—
10.	LESTER LANIN, Epic	GAC	Lanin Asso.

Everything From Latin Crews to Dixielanders Among 'New' Bands

Some of the most interesting choices of the entire disk jockey poll shows up in the voting on the most promising new bands by the jocks.

All types of new orks made the top 10, including the new Tommy Dorsey crew under Warren Covington (which also finished way up in the Favorite Bands poll); two Latin orks, Perez Prado and Esquivel, the French crew led by Raymond LaFevre; Gus Bivona's Dixieland unit, Ray Conniff's big swinging band, the new Jack Kane pop-jazz crew, the Les Elgart ork and Lester Lanin's society-styled orchestra.

In finishing in the No. 1 slot the Covington-Dorsey crew appears to truly be headed for stardom over the next few years. And the hot showing of such new names as Billy Vaughn, Jack Kane and Esquivel, indicates a bright future for these bands, too. Unlike the Favorite Band poll where eight out of the top 10 were traveling bands, of the orks selected as most promising by the jockeys, only the Dorsey, Vaughn, Prado, Elgart and Lanin groups hit the road, and some of these only sparingly.

N
A
T

Thanks, D. J.'s-

*I really appreciate
your help!*

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G

NEW SINGLE

"Non Di Menticar"

BEST SELLING ALBUMS

**"The Very Thought
of You"**

"Cole Espanol"



C
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TOMMY EDWARDS

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climbing fast

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your great assist in
making this a big
year for me -
Tommy*

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Current Best Seller

MY HAPPINESS

MGM K12738

WINNER:

Cash Box Poll

Best Female

Vocalist 1958

CONNIE FRANCIS

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for a great
year
Connie*



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Personal Management

George Scheck

1697 Broadway, N.Y.C.

AMERICA'S #1 DRUMMER
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COZY COLE



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Dealers and Operators for
making 1958 my most
exciting year in show
business.

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Latest Hit! TURVY I & II

DISK OF THE WEEK
AWARD O' THE WEEK
BILLBOARD SPOTLIGHT PICK
HIT PARADER
SCOOP OF THE WEEK
STAR SELECTION
BILLBOARD BEST BUY

THE CASH BOX "TOP 100" # 42
RECORDS D.J.s PLAYED MOST
D.J.s REGIONAL RECORD REPORT
CASH BOX SURE SHOT
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LOVE BEST-SELLER

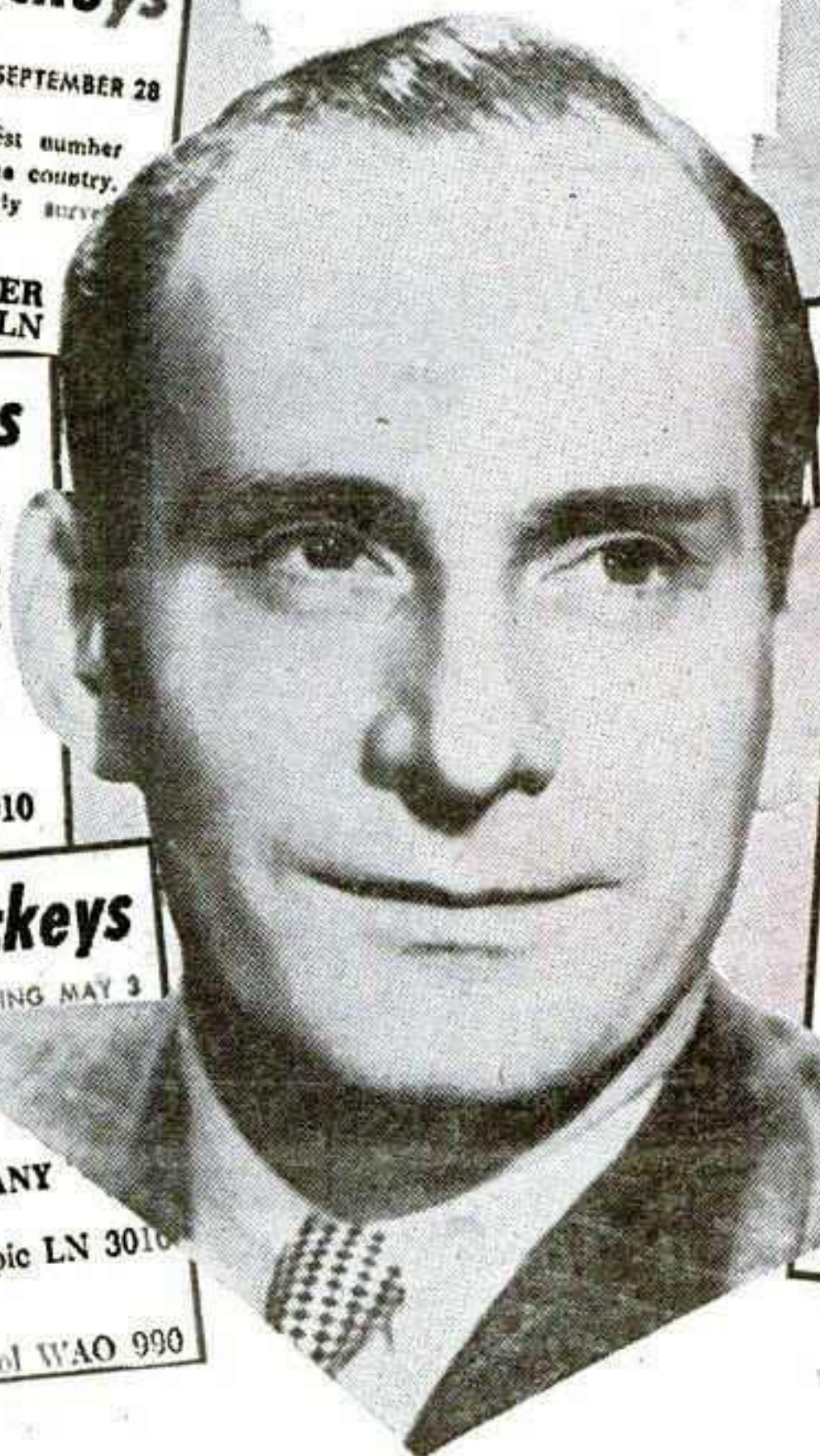
BEST INSTRUMENTALIST 1958
#2 COZY COLE
BEST BAND 1958
#3 COZY COLE
BEST R & B INSTRUMENTALIST 1958
#2 COZY COLE
ONE OF THE BEST RECORDS
AND BEST R & B RECORDS OF 1958
TOPSY II

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"most played by jockeys"



• Most Played by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 28

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

1. DANCE TO THE MUSIC OF LESTER LANINEpic LN
2. A SWINGIN' AFFAIR

• Most Played by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 1

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

3. LESTER LANIN AT THE TIFFANY BALL
Lester LaninEpic LN 3010

• Most Played by Jockeys

FOR SURVEY WEEK ENDING MAY 3

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

2. LESTER LANIN AT THE TIFFANY BALL
Lester LaninEpic LN 3010
3. MUSIC MAN
Original CastCapitol WAO 990

• Most Played by Jockeys

FOR SURVEY WEEK ENDING MAY 24

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

1. LESTER LANIN GOES TO COLLEGE Lester LaninEpic LN 3474
2. DREAM GIRL
Ray Anthony

• Most Played by Jockeys

FOR SURVEY WEEK ENDING AUGUST 23

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

2. LESTER LANIN GOES TO COLLEGE.....Lester Lanin
Epic LN 3474
3. BILLY VAUGHN PLAYS THE MILLION SELLERS
Billy Vaughn
Dot DLP 3119

• Most Played by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 22

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

1. ONLY THE LONELYFrank Sinatra
Capitol W 1053
2. HAVE BAND, WILL TRAVELLester Lanin
Epic LN 3520
- INDEEDPat Boone
Dot DLP 3121
- VOICES IN LOVEFour Freshmen
Capitol T 1074

LESTER

my most humble thanks

LANIN

LATEST!



LESTER LANIN AND HIS ORCHESTRA
Epic LN 3242



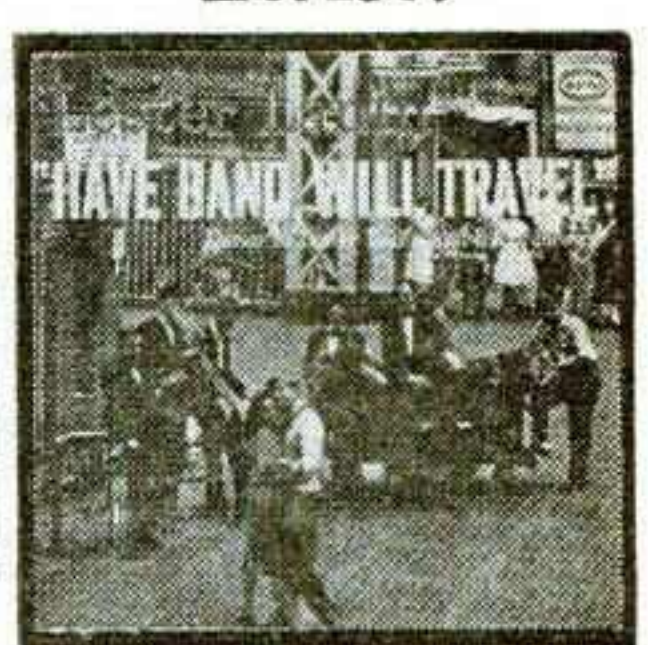
DANCE TO THE MUSIC OF LESTER LANIN
Epic LN 3340



LESTER LANIN AT THE TIFFANY BALL
Epic LN 3410



LESTER LANIN GOES TO COLLEGE
Epic LN 3474



HAVE BAND, WILL TRAVEL
Epic LN 3520

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Dear D.J.'s, Librarians, and P.D.'s,
Do you have all our albums? Please write me.
WITH EVERY GOOD WISH FOR THE NEW YEAR,

LESTER LANIN

1776 Broadway, New York, N. Y.

THE BILLBOARD ELEVENTH ANNUAL DISK JOCKEY POLL

favorite single

POS.	TITLE & ARTIST	LABEL
1.	VOLARE (NEL BLU DIPINTO DI BLU), Domenico Modugno	Decca
2.	IT'S ALL IN THE GAME, Tommy Edwards.....	M-G-M
3.	EVERYBODY LOVES A LOVER, Doris Day	Columbia
4.	TOM DOOLEY, Kingston Trio	Capitol
4.	PATRICIA, Perez Prado	RCA Victor
6.	FEVER, Peggy Lee	Capitol
7.	ALL THE WAY, Frank Sinatra	Capitol
8.	MR. SUCCESS, Frank Sinatra	Capitol
9.	ALL I HAVE TO DO IS DREAM, Everly Brothers	Cadence
9.	VOLARE (NEL BLU DIPINTO DI BLU), Dean Martin	Capitol

All-Italian "Volare" Makes Grade as Top Single

"Volare," by Domenico Modugno, the No. 1 favorite single of the nation's deejays, was really a left-field hit. The close to two million seller was one of the few disks in recent years with a non-English lyric to reach the top.

"It's All in the Game" by Tommy Edwards also has major significance. On the wake of this hit (a rewaxing of an old Edwards disk), several other artists tried for disk clicks by recording up-dated versions of their former hits.

"Everybody Loves a Lover" by Doris Day was one of the few records of the year by a fem artist to reach the top 30. "Tom Dooley" by the Kingston Trio proved that a non-danceable platter could become a best seller if given enough spins and exposure.

"Patricia" by Perez Prado revived interest in the cha cha and paved the way for several other hits which used this Latin rhythm. "Fever" by Peggy Lee was also

an interesting side. This sultry reading of Little Willie John's former r.&b. click brought her back in a big way.

"All the Way" was an Academy Award winner, and "Mr. Success," also recorded by Frank Sinatra, scored heavily with jocks. Both were also chart disks. "All I Have to Do Is Dream" was a change in style for the Everly Brothers whose former hits were rhythmic rockabilly numbers. Dean Martin's English-lyric version of "Volare," the Italian prize-winning song, was also a huge favorite with jocks.

The preference in tunes indicates that no one type of song or artist reigns supreme among jockeys. Virtually all of the popular vocal and instrumental approaches are reflected by the artists and songs included in the list.

The list also includes several types of songs with many extremes, ranging from an old folk song to European, Latin American and tunes by American clefters.

favorite album

POS.	TITLE & ARTIST	LABEL
1.	COME FLY WITH ME, Frank Sinatra	Capitol
2.	ONLY THE LONELY, Frank Sinatra	Capitol
3.	STARDUST, Pat Boone	Dot
4.	MUSIC MAN, Original Cast	Capitol
4.	SING ALONG WITH MITCH, Mitch Miller.....	Columbia
6.	SWINGING ON BROADWAY, Jonah Jones	Capitol
7.	SWING SOFTLY, Johnny Mathis	Columbia
8.	S'AWFUL NICE, Ray Conniff	Columbia
9.	CONCERT IN RHYTHM, Ray Conniff	Columbia
10.	BILLY VAUGHN PLAYS THE MILLION SELLERS	Dot

Jocks Pick Wide Range of LP's as Their Favorites

The top 10 favorite deejay albums show a wide variance. Four are by male artists, three are pop instrumentals, one is jazz, one is an original cast and one invites listener participation.

Frank Sinatra without the benefit of a consistent string of singles hits holds first and second places with "Come Fly With Me" and "Only the Lonely." Pat Boone's "Stardust" placed third showing a large teen and adult following. (Note EP ranking.)

"The Music Man" was the only "original cast" of several recorded to place on the list, altho none of the singles recordings from the score were disk successes. Jonah Jones' muted trumpet style clicked strongly, and the pop-jazz set is entering its second year as a jockey and sales favorite.

Mitch Miller revived the gang sing with his infectious sing-along LP's. The album included a booklet of lyrics to encourage

listener singing. Johnny Mathis scored with "Swing Softly," after clicking with two mood sets and a religious album.

Ray Conniff's distinctive chorus and ork sound caught on again with jocks in "S Awful Nice" and "Concert in Rhythm," after he had previously clicked with "S Wonderful" and "S Marvelous." Billy Vaughn's clever and contagious use of reeds accounted for a big album of hit tunes that had been recorded by artists whose versions had sold a million or more.

All of the albums selected as favorites were also best sellers. This was a rough year for gal vocalists. None of the top 10 were by fem artists.

While the list of albums does include packages by artists who also had hit singles, it does show a separation between the two markets. All of the singers or orks also produced singles, but only four had hits in both markets.

favorite ep

POS.	TITLE & ARTIST	LABEL
1.	KING CREOLE, Elvis Presley	RCA Victor
2.	STARDUST, Pat Boone	Dot
3.	JIMMIE RODGERS SINGS FOLK SONGS	Roulette
4.	JAILHOUSE ROCK, Elvis Presley	RCA Victor
5.	JOHNNY CASH SINGS HANK WILLIAMS	Sun
5.	THE LATE, LATE SHOW, Dakota Staton	Capitol
5.	LOVE IS THE THING, Nat King Cole	Capitol
8.	COLE ESPANOL, Nat King Cole	Capitol
8.	EVERLY BROTHERS	Cadence
8.	ONLY THE LONELY, Frank Sinatra	Capitol

R.&R. Artists Score on EP Chart; Elvis Tops List

Deejays are playing comparatively few EP's these days—because the same sides are available on LP's or because the record companies aren't servicing them—according to The Billboard's 11th Annual Record Artists Popularity Poll.

It is interesting to note that whereas rock and roll artists failed to make much of a dent on the other popularity charts, r.&r. personalities show up more prominently on the EP list.

Johnny Cash, for instance, who didn't place on any of the other charts, is No. 5 here; while Elvis Presley is No. 1, pulling almost twice as many votes as the runner-up—Pat Boone with "Stardust." Presley also placed in the No. 4 spot with "Jailhouse Rock." Altho practically all of the EP's on the chart are also available as LP's, only two of them were listed by the jocks on the LP popularity chart—Boone's "Stardust" and Frank Sinatra's "Only the Lonely."

Again Capitol scores with the most EP's on the chart—two by Nat Cole, Dakota Staton's "The Late, Late Show," and the Sinatra package. Runner-up is RCA Victor with two Presley packages.

In terms of actual votes, Victor should be ranked first since Presley's total vote for two EP's was considerably higher than the total racked up by the four Capitol EP's.

A sidelight on EP and LP programming was contributed by deejay Dick Spalding, WCAZ, Carthage, Ill., who notes:

"We use automatic programming and I don't feel qualified to answer (chart questions on EP's and LP's) since this equipment does not permit the use of EP's or LP's.

Some jockeys indicated that they don't particularly like to program EP's. John Nash, KIOX, Bay City, Tex., for instance, wrote, "Personally, I do not like EP's. I prefer LP's."

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Thanks
to JESSE KAYE
for "Purple People Eater"

Thanks
to MORTY CRAFT and LEROY HOLMES
for "It's All In The Game"

Thanks
to MORTY CRAFT
for "Stupid Cupid"

Thanks
to JIM VIENNEAU
for "It's Only Make Believe"

Thanks
to MORTY CRAFT
for "There Goes My Heart"

Thanks
to MORTY CRAFT
for "My Happiness"/"Never Before"

Thanks
to LEROY HOLMES
for "Donde Esta Santa Claus"

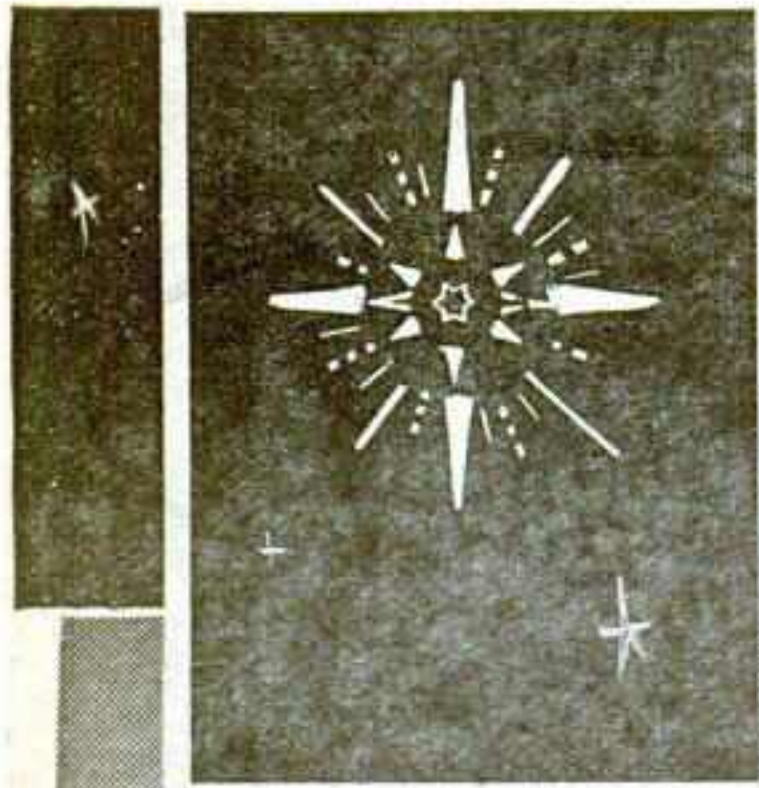
and Thanks to everyone else in the MGM Organization
who helped create, promote, sell and distribute
the MGM product.

Sincerely,

Arnold Maxin

Arnold Maxin
President, MGM Records





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Thanks for all those spins .
Frankie*

"Another HIT for Eddie!"

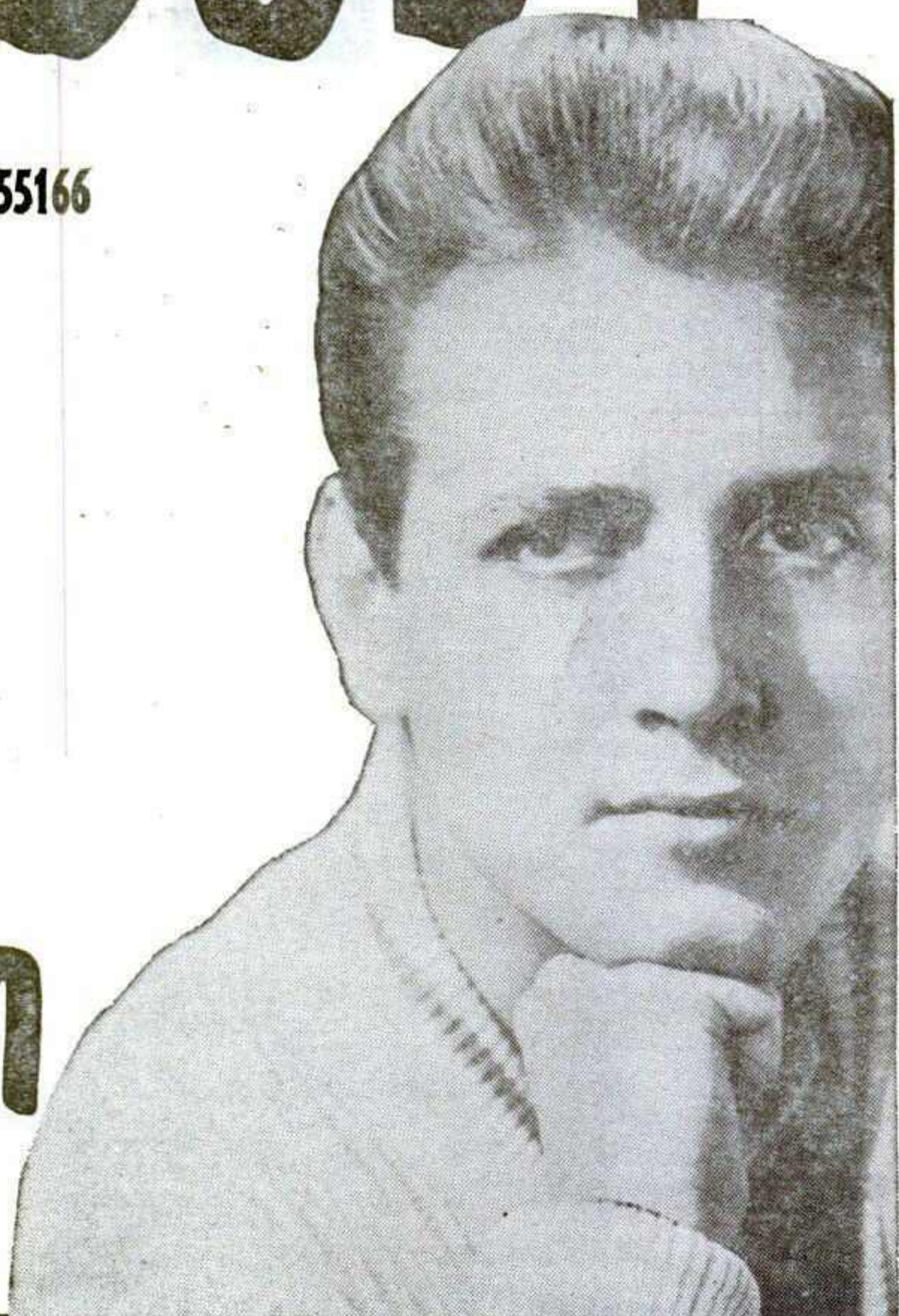
"C'MON

EVERYBODY"

LIBERTY #55166

Thanks --

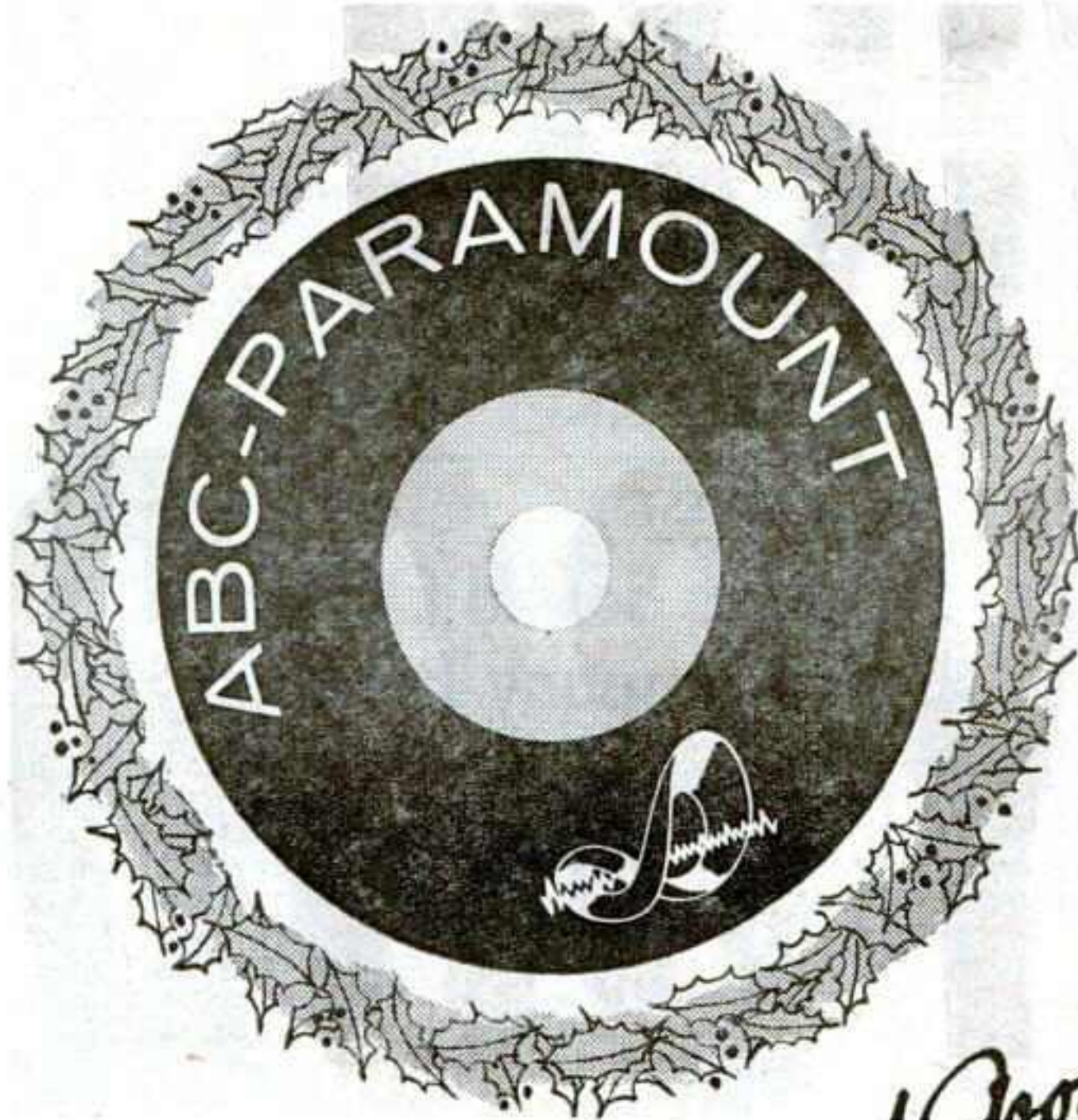
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to you disk jockeys, dealers, operators and one-stops
for your understanding and cooperation.

With your help, it's been a wonderful,
wonderful year for us. May we wish the same
for you in '59—and a

*Merry Christmas
and
Happy New Year*
to start it off right!

Sam Clark
President

THIS IS
SHERM FELLER
FROM BOSTON.
HAPPY NEW YEAR
AND DIG THESE
NEW SONGS
OUT OF YOUR
SNOW BANK!



Survey Shows GAC Tops in Booking D.J. Favorites

General Artists Corporation handles more than three times as many artists on the deejay favorite charts as any other booking agency. GAC represents 35 artists on the poll, William Morris and Music Corporation of America each book nine, and Associated Booking handles seven.

Willard Alexander books four of the chart names, while Shaw Artists rep two (Valerie Carr and Dakota Staton) and the Saphier Agency one (the Kingston Trio). GAC also had more artists on the individual popularity charts, with two exceptions. Alexander showed up strong on the favorite band list, and Associated was big on the favorite instrumental group chart.

Among the No. 1 favorite artists, GAC represents three—Connie Francis, Four Freshmen and Johnny Mathis. William Morris has two,

Frank Sinatra and Elvis Presley. Alexander has one, the Tommy Dorsey-Warren Covington band, and Associated has two, Les Brown and George Shearing.

While William Morris and MCA have in the past concentrated on TV packages and talent, GAC has made a determined drive to corral record names. The emphasis on wax artists became even stronger when Larry Kanaga moved over from his post as head of RCA Victor to become GAC's headman.

In addition to established record names, GAC has gone after the upcoming young disk artists, signing them up at such a tremendous rate that at one point this fall more than 50 per cent of the disks on The Billboard's best-selling charts were cut by GAC talent.

In line with this mass-packing, GAC benefits from its tie-up with

Irvin Feld, whereby Feld and GAC send out package show-units (featuring GAC talent, of course,) on a regular basis. The shows spotlighting top rock and roll stars keep the newer GAC acts working and also provide an invaluable training ground for the youngsters, many of whom are woefully lacking in audience sales-savvy.

Recently GAC and Feld launched plan to tie-in local deejay and radio stations across the country with the Feld-GAC show packages. The promotion involves the sale of \$1 Show Club Value Books by jocks to their listeners. The books contain half-price coupons for a group of GAC-Feld stagshows, which the jocks agree to sponsor during the year. In return, GAC provides the booklets and various other promotional services (free records, photos, etc.).

The stunt was staged successfully a few months ago by Milt Grant, WITG-TV, Washington, and GAC has been pitching it to jocks and stations in other cities for the past two months.

In addition to the artists named above, GAC handles the following performers on the deejay popularity charts: Perry Como, Nat King Cole, Tony Bennett, Patti Page, Joni James, June Christy, Eydie Gorme, Jimmie Rodgers, Pat Boone, Steve Lawrence, Andy Williams, Lester Lanin, Jack Kane, Esquivel, Les Elgart, Stan Kenton, Ray Anthony, Bobby Darin, the Champs, Duane Eddy, Kirby Stone, Betty Johnson, Four Esquires, Four Coins, Poni Tails, Diamonds, Everly Brothers, Four Lads, Four Aces, Mills Brothers, Three Suns and Jane Morgan (also with MCA).

Popularity chart winners handled by William Morris are Kathy Linden, McGuire Sisters, Peggy Lee, Jo Stafford, Earl Grant, Tommy Edwards and Keely Smith (also with MCA). Winners booked by MCA include Les Elgart, Perez Prado, Eddie Fisher, Dean Martin, Ahmad Jamal, Sue Raney, Hi-Lo, Miss Morgan and Miss Smith.

Additional chart artists represented by Alexander are Count Basie, Ted Heath, and Ernestine Anderson; while Associated handles the Dukes of Dixieland, the Accidentals, Platters, Dave Brubeck and the Norman Petty Trio.

Shelby, N. C., who wrote: "We have a problem; a record problem! We are not a 'Top 50' station, but it's very hard to keep from being one! Our little deals with the two local record dealers would probably keep us stocked with the 'Top 50'; but we'd like to have a few tunes before they appear on the charts! This is hard to do, because we have to be selective in the tunes we select downtown.

"I must admit that the smaller companies have been giving us pretty good service, but what I want to know is how do you get the larger companies to send you records! I may be wrong, but as I said before, I believe this is the main reason a lot of the so-called small stations have converted to the 'Top 50'.

"Our station is very active in running record hops. We have an article on records in the local paper and have done what I consider to be a good job of selling people on new tunes (when we can get them) before they appear on the charts. I'm convinced that we are 100 per cent better off than a majority of the stations our size when it comes to obtaining records, but we, too, could and would use more variety in our musical programming!"

SNOW TRAIN

c/w

WHEN THE SUN
GOES DOWN

The Jamies

on Epic

WHY DON'T
YOU GO HOME
FOR
CHRISTMAS

Jim Backus

on Jubilee

WHIRLPOOL!

Muvva
Hubbard

on ABC Paramount

ROCKIN'
WITH
RICHARD

Earl Bostic

on King

Thanks, DJ's
DEALERS AND JUKE OPS—
EVERYONE!

for the many
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PEELED FOR MY NEW RE-
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OFF THEIR CHEST

Spinners Sound Off on Disk Company Policies

A survey of comments submitted by jockeys voting in The Billboard's 11th Annual Artist Popularity Poll indicates that most of today's deejays think record companies are putting out too many records.

The spinners also object to an overabundance of gimmick disks and many voice a preference for swing and jazz-flavored wax, with emphasis on ballads and big bands.

Jocks report that they are playing more LP's than ever, and several deejays admit a growing fondness for disks by foreign artists, a trend borne out by the poll. A sizable number of jocks, mostly in smaller cities, echo the perennial deejay complaint about lack of service, particularly from the major labels.

Altho space doesn't permit printing all jockey comments in this story, deejay opinion-reports will be carried in Vox Jox beginning with this issue. Veteran big-city jock Jerry Marshall, WMGM, New York, summed up the thinking of many deejays when he wrote: "There is much too much quantity and not enough quality in singles. In quantity, albums, too, are reaching this state. There is too much emphasis on 'lists' which should merely be used as a guide for a program rather than used as the program itself. Proper promotion and variety could reintroduce adults to the singles market. The entire industry is a slave to copycatism."

Hugo Di Salvo, WIOU, Kokomo, Ind., seconds this statement. He maintains: "The record industry needs to be more selective with its releases and its talents. Flooding stations with too many labels and too many sides is not a way of doing it. Too often good sides lay hidden for quite a while because you just can't get to them for plays and auditions."

Several jockeys spoke approvingly of the Cadence operation. For instance, Johnny Martin, Springfield, Mo., commented: "I would like to see fewer records published by the industry. Perhaps the best example has been set by Cadence with its minimum amount of published tunes and, therefore, its high percentage of best sellers."

Thumbs Down

Altho most jocks registered a dislike of the more raucous rock 'n' roll records, opinions on r.&r. ranged from mild disapproval to extreme disgust. Typical of the latter was Jim Turner, WEND,

Baton Rouge, La., who wrote: "If the current rock 'n' roll gig keeps up, American, in fact Western culture as well as civilization is doomed."

In a somewhat milder groove but nonetheless expressive, Gordon Bussey, KERG, Eugene, Ore., said: "For the past 10 years, KERG has quite happily programmed 'Music for Squares,' secure in the knowledge that the industry will always produce one Sinatra per 100 Twittys. Emphasis is placed on the 'Top 10,000.' Thanks to this pleasant sound we have never had a deejay go stark, raving Elvis."

Public Decides

On the other hand, Bill Davis, WLOW, Norfolk, Va., contends: "Being a deejay, I like the music just the way it is. To me, it's the listeners who are the judge. What they like goes with me every time. If they take the time to write, phone or stop you on the street and ask for a song it's worth playing."

One of the most interesting comments on r.&r. was submitted by a teen-ager himself, 15-year-old deejay Dan Imel, WCBC, Anderson, Ind., who wrote: "I believe I can safely state that we will see more and more ballads and orchestral numbers appearing on our hot charts. I believe the rockin' tunes will slowly recede from the record lists, with a few of them protruding up but not in the present-day stream."

Disks From Abroad

Speaking out for foreign wax talent, Mike Heuer, KCUE, Red Wing, Minn., opines: "I believe there are many foreign artists still to be heard from in America. Recently Ted Heath's band appeared here in person. The show was great and the highlight was Dennis Lotis, the Sinatra of England. Actually, he'd be classified as one of my favorite male vocalists, but I can't give him credit because we don't have his records."

In a similar vein, Bruce Holland, Mason City, Ia., writes: "I would like to see more records in the U. S. by English recording stars, such as Chris Barger, the Mudlarks, Cliff Richard, Ray Ellington and others. I was in England for two years and I feel the English artists are as good as our American artists."

Perennial Problem

One of the most provocative opinions on the service problem was contributed by Harold R. Watson, program director of WOHS,

MAN ... WHAT CAN WE SAY ... BUT THANKS

Our current hits

Ray Charles

THE RIGHT TIME

Atlantic 2010

Ruth Brown

I'LL STEP ASIDE

Atlantic 2008

LaVern Baker

I CRIED A TEAR

Atlantic 2007

Betty Johnson

**I WANT A GOOD
HOME FOR MY CAT**

Atlantic 2009



Bobby Darin

QUEEN OF THE HOP

Atco 6127

Ray Charles

ROCKHOUSE

Atlantic 2006

Clyde McPhatter

**A LOVER'S
QUESTION**

Atlantic 1199

Chuck Willis

**KEEP A-
DRIVING**

Atlantic 2005

ATLANTIC & ATCO RECORDS

CHART TOPPERS OF 1958

POPULAR

A recapitulation of The Billboard's Pop Singles chart for the entire year of 1958. Note: Some records reached their potential late in 1957 or had not yet reached this level when 1958 ended—thus their position in these few instances does not necessarily reflect their total popularity.

Position	Title	Artist & Label
1	VOLARE (NEL BLU DIPINTO DI BLU)	Domenico Modugno, Decca
2	ALL I HAVE TO DO IS DREAM/CLAUDETTE	Everly Bros., Cadence
3	DON'T/I BEG OF YOU	Elvis Presley, RCA Victor
4	WITCH DOCTOR	David Seville, Liberty
5	PATRICIA	Perez Prado, RCA Victor
6	SAIL ALONG SILVERY MOON/RAUNCHY	Billy Vaughn, Dot
7	CATCH A FALLING STAR/MAGIC MOMENTS	Perry Como, RCA Victor
8	TEQUILA	The Champs, Challenge
9	IT'S ALL IN THE GAME	Tommy Edwards, M-G-M
10	RETURN TO ME	Dean Martin, Capitol
11	IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M
12	PURPLE PEOPLE EATER	Sheb Wooley, M-G-M
13	BIRD DOG/DEVOTED TO YOU	Everly Bros., Cadence
14	GET A JOB	The Silhouettes, Ember
15	LITTLE STAR	The Elegants, APT
16	TWILIGHT TIME	The Platters, Mercury
17	STOOD UP/WAITIN' IN SCHOOL	Ricky Nelson, Imperial
18	HE'S GOT THE WHOLE WORLD IN HIS HANDS	Laurie London, Capitol
19	SECRETLY	Jimmie Rodgers, Roulette
20	AT THE HOP	Danny and The Juniors, ABC-Paramount
21	YAKETY-YAK	The Coasters, Atco
22	WEAR MY RING AROUND YOUR NECK/DONCHA' THINK IT'S TIME	Elvis Presley, RCA Victor
23	ROCK-IN' ROBIN/OVER AND OVER	Bobby Day, Class
24	POOR LITTLE FOOL	Ricky Nelson, Imperial
25	WONDERFUL TIME UP THERE/IT'S TOO SOON TO KNOW	Pat Boone, Dot
26	JUST A DREAM	Jimmy Clanton, Ace
27	SUGARTIME	McGuire Sisters, Coral
28	TOM DOOLEY	Kingston Trio, Capitol
29	SWEET LITTLE SIXTEEN	Chuck Berry, Chess
30	TOPSY II/TOPSY I	Cozy Cole, Love
31	LOOKING BACK/DO I LIKE IT	Nat King Cole, Capitol
32	BOOK OF LOVE	The Monotones, Argo
33	TEA FOR TWO CHA CHA	Tommy Dorsey Ork (Warren Covington), Decca
34	TEARS ON MY PILLOW	Little Anthony and The Imperials, End
35	SHORT SHORTS	Royal Teens, ABC-Paramount
36	GREAT BALLS OF FIRE	Jerry Lee Lewis, Sun
37	LOLLIPOP	The Chordettes, Cadence
38	SPLISH SPLASH	Bobby Darin, Atco
39	WHO'S SORRY NOW	Connie Francis, M-G-M
40	MY TRUE LOVE/LEROY	Jack Scott, Carlton
40	ENDLESS SLEEP	Jody Reynolds, Demon
42	DO YOU WANT TO DANCE?	Bobby Freeman, Josie
43	WHEN	Kalin Twins, Decca
44	TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore
45	APRIL LOVE	Pat Boone, Dot
46	REBEL 'ROUSER	Duane Eddy, Jamie
47	OH JULIE	The Crescendos, Nasco
48	THE STROLL	The Diamonds, Mercury
49	HARD-HEADED WOMAN/DON'T ASK ME WHY	Elvis Presley, RCA Victor
50	PEGGY SUE	Buddy Holly, Coral
50	OH LONESOME ME	Don Gibson, RCA Victor

COUNTRY & WESTERN

A recapitulation of The Billboard's C.W. charts for the entire year of 1958. Note: Some records reached their potential late in 1957 or had not yet reached this level when 1958 ended—thus their position in these few instances does not necessarily reflect their total popularity.

Position	Title	Artist & Label
1	OH, LONESOME ME/I CAN'T STOP LOVING YOU	Don Gibson, RCA Victor
2	JUST MARRIED/STAIRWAY OF LOVE	Marty Robbins, Columbia
3	GUESS THINGS HAPPEN THAT WAY/COME IN, STRANGER	Johnny Cash, Sun
4	CITY LIGHTS/INVITATION TO THE BLUES	Ray Price, Columbia
5	DON'T/I BEG OF YOU	Elvis Presley, RCA Victor
6	THE WAYS OF A WOMAN IN LOVE/YOU'RE THE NEAREST THING TO HEAVEN	Johnny Cash, Sun
7	BALLAD OF A TEENAGE QUEEN	Johnny Cash, Sun
8	SEND ME THE PILLOW YOU DREAM ON	Hank Locklin, RCA Victor
9	BLUE, BLUE DAY	Don Gibson, RCA Victor
10	ALONE WITH YOU	Faron Young, Capitol
10	BLUE BOY	Jim Reeves, RCA Victor
12	BIRD DOG/DEVOTED TO YOU	Everly Brothers, Cadence
13	ALL I HAVE TO DO IS DREAM	Everly Brothers, Cadence
14	THE STORY OF MY LIFE	Marty Robbins, Columbia
15	I CAN'T STOP LOVING YOU	Kitty Wells, Decca
16	GEISHA GIRL	Hank Locklin, RCA Victor
17	HARD HEADED WOMAN/DON'T ASK ME WHY	Elvis Presley, RCA Victor
18	IT'S A LITTLE MORE LIKE HEAVEN	Hank Locklin, RCA Victor
19	GREAT BALLS OF FIRE	Jerry Lee Lewis, Sun
20	SECRETLY	Jimmie Rodgers, Roulette
21	WEAR MY RING AROUND YOUR NECK/DON'CHA THINK IT'S TIME	Elvis Presley, RCA Victor
22	POOR LITTLE FOOL	Ricky Nelson, Imperial
23	ALL OVER AGAIN/WHAT DO I CARE?	Johnny Cash, Columbia
24	STOP THE WORLD	Johnny & Jack, RCA Victor
25	MY SPECIAL ANGEL	Bobby Helms, Decca
26	THIS LITTLE GIRL OF MINE	Everly Brothers, Cadence
27	CURTAIN IN THE WINDOW	Ray Price, Columbia
27	SQUAWS ALONG THE YUKON	Hank Thompson, Capitol
29	IS IT WRONG?	Warner Mack, Decca
30	BREATHLESS	Jerry Lee Lewis, Sun
31	CRYING OVER YOU	Webb Pierce, Decca
32	GIVE MYSELF A PARTY/LOOK WHO'S BLUE	Don Gibson, RCA Victor
33	STOOD UP/WAITIN' IN SCHOOL	Ricky Nelson, Imperial
33	MY BUCKET'S GOT A HOLE IN IT/BELIEVE WHAT YOU SAY	Ricky Nelson, Imperial
35	ANNA MARIE	Jim Reeves, RCA Victor
36	JEALOUSY	Kitty Wells, Decca
37	MY SHOES KEEP WALKING BACK TO YOU	Ray Price, Columbia
38	YOUR NAME IS BEAUTIFUL	Carl Smith, Columbia
39	JAILHOUSE ROCK	Elvis Presley, RCA Victor
40	FRAULEIN	Bobby Helms, Decca
41	SHE WAS ONLY SEVENTEEN	Marty Robbins, Columbia
42	RAUNCHY	Bill Justis, Phillips International
43	JACQUELINE	Bobby Helms, Decca
44	PICK ME UP ON YOUR WAY DOWN	Charlie Walker, Columbia
45	WAKE UP, LITTLE SUSIE	Everly Brothers, Cadence
46	HIGH SCHOOL CONFIDENTIAL	Jerry Lee Lewis, Sun
47	OH-OH, I'M FALLING IN LOVE AGAIN	Jimmie Rodgers, Roulette
48	HALF A MIND	Ernest Tubbs, Decca
49	JUST A LITTLE LONESOME	Bobby Helms, Decca
50	HOME OF THE BLUES/GIVE MY LOVE TO ROSE	Johnny Cash, Sun

RHYTHM & BLUES

A recapitulation of The Billboard's R.&B. charts for the entire year of 1958. Note: Some records reached their potential late in 1957 or had not yet reached this level when 1958 ended—thus their position in these few instances does not necessarily reflect their total popularity.

Position	Title	Artist & Label
1	WHAT AM I LIVING FOR?/HANG UP MY ROCK & ROLL SHOES	Chuck Willis, Atlantic
2	ROCK-IN' ROBIN	Bobby Day, Class
3	DON'T/I BEG OF YOU	Elvis Presley, RCA Victor
4	LOOKING BACK/DO I LIKE IT	Nat King Cole, Capitol
5	ALL I HAVE TO DO IS DREAM	Everly Brothers, Cadence
6	IT'S ALL IN THE GAME	Tommy Edwards, M-G-M
7	JUST A DREAM	Jimmy Clanton, Ace
8	YAKETY YAK	Coasters, Atco
9	WITCH DOCTOR	David Seville, Liberty
10	LITTLE STAR	Elegants, Apt
11	TEQUILA	The Champs, Challenge
12	WIN YOUR LOVE FOR ME	Sam Cooke, Keen
12	BIRD DOG/DEVOTED TO YOU	Everly Brothers, Cadence
14	TWILIGHT TIME	Platters, Mercury
15	MY TRUE LOVE/LEROY	Jack Scott, Carlton
16	AT THE HOP	Danny & the Juniors, ABC-Paramount
17	GET A JOB	The Silhouettes, Ember
18	POOR LITTLE FOOL	Ricky Nelson, Imperial
19	TEARS ON MY PILLOW	Little Anthony & the Imperials, End
20	PATRICIA	Perez Prado, RCA Victor
21	TOPSY II/TOPSY I	Cozy Cole, Love
22	SWEET LITTLE SIXTEEN	Chuck Berry, Chess
23	FOR YOUR LOVE	Ed Townsend, Capitol
24	WILLIE AND THE HAND JIVE	Johnny Otis Show, Capitol
25	TALK TO ME, TALK TO ME	Little Willie John, King
26	JOHNNY B. GOODE	Chuck Berry, Chess
27	MAYBE	Chantels, End
28	OH, JULIE	Crescendos, Nasco
29	HE'S GOT THE WHOLE WORLD IN HIS HANDS	Laurie London, Capitol
30	DON'T LET GO	Roy Hamilton, Epic
31	SHORT SHORTS	Royal Teens, ABC-Paramount
32	BOOK OF LOVE	Monotones, Argo
33	JENNIE LEE	Jan & Arnie, Arwin
34	SPLISH SPLASH	Bobby Darin, Atco
35	PEGGY SUE	Buddy Holly, Coral
36	DO YOU WANT TO DANCE?	Bobby Freeman, Josie
37	HARD HEADED WOMAN	Elvis Presley, RCA Victor
38	WEAR MY RING AROUND YOUR NECK	Elvis Presley, RCA Victor
39	THE STROLL	The Diamonds, Mercury
40	SECRETLY	Jimmie Rodgers, Roulette
41	ENDLESS SLEEP	Jody Reynolds, Demon
42	LOLLIPOP	Chordettes, Cadence
43	A LOVER'S QUESTION	Clyde McPhatter, Atlantic
44	RAUNCHY	Ernie Freeman, Imperial
45	DON'T YOU JUST KNOW IT	Huey Smith, Ace
46	TO BE LOVED	Jackie Wilson, Brunswick
47	BIG MAN	Four Preps, Capitol
48	WHO'S SORRY NOW	Connie Francis, M-G-M
48	I'M GONNA GET MY BABY	Jimmy Reed, Vee Jay
50	VOLARE	Domenico Modugno, Decca

In 1959...

1 RECORD

1 SONG

1 ARTIST

"DONNA"

"LA BAMBÀ"



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Most promising R&B male vocalist of 1958
Cash Box

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#235

Thanks, D. J.'s
for the big assist
in plugging our hits!

CATALOGUE OF BEST SELLERS

"ROCKIN' ROBIN"—Bobby Day

Best record of 1958—Cash Box
#229

"SHINE ON, HARVEST MOON"—Googie Rene'

#227

"JIMMY"—Jeani Mack

#230

"HEY GIRL, HEY BOY"—Oscar McLollie

#228

"BEAUTIFUL WEEKEND"—Googie Rene'

#212

ALBUMS

#5002—"ROCKIN' WITH ROBIN"—Bobby Day

#5001—"BEAUTIFUL WEEKEND"—Googie Rene'

Class
Records

HOLLYWOOD

"POOR BOY"
 The Royaltones
 Jubilee #5338
 ON THE CHARTS

"PEEK-A-BOO"
 The Cadillacs
 Josie #846
 ON THE CHARTS

"MANHATTAN SPIRITUAL"
 Reg Owen & Orchestra
 Palette #5005
 ON THE CHARTS

"NEED YOUR LOVE"
 Bobby Freeman
 Josie #844
 ON THE CHARTS

"SERMONETTE"
 Della Reese
 Jubilee #5345
 Billboard "Pick"
 Cash Box "Disk of the Week"

"BARB'RY ANN"
 Bobby Edge
 Jubilee #5347
 Cash Box "Sleeper"
 and climbing rapidly

"IN A LITTLE SPANISH TOWN CHA-CHA"
 Sy Oliver & Orchestra
 Jubilee #5349
 Cash Box "Best Bet"
 A real swingin' cha-cha

"SHEPHERD'S CHA-CHA"
 Moe Koffman
 Jubilee #5352
 Cash Box "Sleeper"
 Another hit for Moe

NEW RELEASES

"MY YIDDISHE MOMME CHA-CHA"
 Frank Ortega & Orchestra
 Jubilee #5348
 Sensational new cha-cha

"JUST ABOUT THIS TIME TOMORROW"
 Tony Reese
 Port #70008
 New Smash Vocal

"WHY DON'T YOU GO HOME FOR CHRISTMAS?"
 Jim (Mr. Magoo) Backus
 Jubilee #5351
 Cash Box "Sleeper"
 Side splittin' novelty

"WHEN YOU'RE GONE"
 Buzz & Al
 Josie #848
 Billboard "Pick"

Billboard "Pick"
 Cashbox "Sleeper"

"ESO ES EL AMOR"

Morty Palitz & Orchestra
 Josie #850

ANOTHER BIG ONE FOR Don Rondo

"SONG FROM 'THE GEISHA BOY'" b/w **"GRETNA GREEN"**
 (from the Paramount Picture "The Geisha Boy")
 Jubilee #5354 A Sure Hit

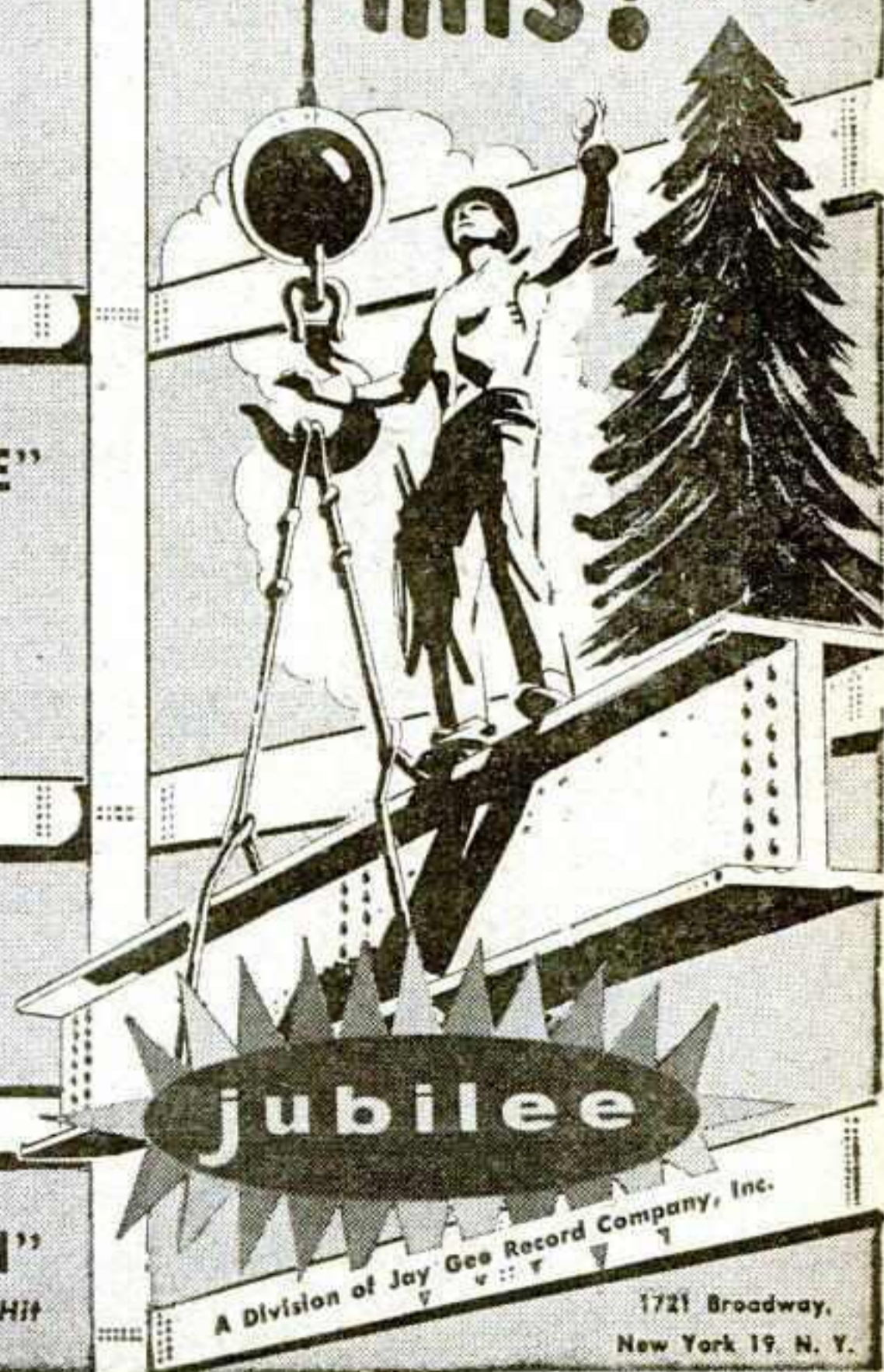
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The
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for your great help!*

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"GONE TRAIN"

b/w

"BEAT NIK"

#59035

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BEST SELLING LP'S

A recapitulation of The Billboard's Best Selling LP's Chart for the entire year of 1958. Note: The possibility exists where an album may have reached its top potential late in 1957 or may not have reached its maximum level by the end of 1958. Positions of albums in these cases do not necessarily reflect total popularity at the retail level.

Position	Album	Artist & Label
1	MY FAIR LADY	Original Cast, Columbia OL 5090
2	THE MUSIC MAN	Original Cast, Capitol WAO 990
3	JOHNNY'S GREATEST HITS	Johnny Mathis, Columbia CL 1133
4	SOUTH PACIFIC	Sound Track, RCA Victor LOC 1032
5	COME FLY WITH ME	Frank Sinatra, Capitol W 920
6	AROUND THE WORLD IN 80 DAYS	Sound Track, Decca DL 9046
7	WARM	Johnny Mathis, Columbia CL 1078
8	SOUTH PACIFIC	Original Cast, Columbia OL 4180
9	RICKY	Ricky Nelson, Imperial IMP 9048
10	THE KING AND I	Sound Track, Capitol SAO 595
11	HYMNS	Tennessee Ernie Ford, Capitol T 756
12	OKLAHOMA!	Sound Track, Capitol SAO 595
13	TCHAIKOVSKY: PIANO CONCERTO NO. 1	Van Cliburn, RCA Victor LM 2252
14	PAT'S GREAT HITS	Pat Boone, Dot DLP 3071
15	FILM ENCORES	Mantovani, London LL 1700
16	THE LATE, LATE SHOW	Dakota Staton, Capitol T 876
17	GIGI	Sound Track, M-G-M E 3641 ST
18	ELVIS' GOLDEN RECORDS	Elvis Presley, RCA Victor LP 1707
19	SING ALONG WITH MITCH	Mitch Miller, Columbia CL 1160
20	PAL JOEY	Sound Track, Capitol W 912
21	EDDY DUCHIN STORY	Sound Track, Decca DL 8289
22	SONGS OF THE FABULOUS FIFTIES	Roger Williams, KAPP KXL 5000
23	NEARER THE CROSS	Tennessee Ernie Ford, Capitol T 1005
24	STARDUST	Pat Boone, Dot DLP 3118
25	SAIL ALONG SILVERY MOON	Billy Vaughn, Dot DLP 3100
26	TILL	Roger Williams, Kapp KL 1081
27	SPIRITUALS	Tennessee Ernie Ford, Capitol T 818
28	SWINGING ON BROADWAY	Jonah Jones, Capitol T 963
29	DUKES OF DIXIELAND, VOL. 3	Audio Fidelity, AFLP 1851
30	LOVE IS THE THING	Nat King Cole, Capitol W 824

BEST SELLING EP'S, 1958

Position	Title	Artist & Label
1	JAILHOUSE ROCK	Elvis Presley, RCA Victor
2	RICKY	Ricky Nelson, Imperial
3	HYMNS	Tennessee Ernie Ford, Capitol
4	KING CREOLE, VOL. I	Elvis Presley, RCA Victor
5	SPIRITUALS	Tennessee Ernie Ford, Capitol
6	ELVIS	Elvis Presley, RCA Victor
7	EVERLY BROTHERS	Everly Bros., Cadence
8	KING CREOLE, VOL. II	Elvis Presley, RCA Victor
9	UNCHAINED MELODY	Ricky Nelson, Imperial
10	LOVING YOU	Elvis Presley, RCA Victor
11	NEARER THE CROSS	Tennessee Ernie Ford, Capitol
12	COME FLY WITH ME	Frank Sinatra, Capitol
13	JOHNNY CASH SINGS HANK WILLIAMS	Johnny Cash, Sun
14	JOHNNY MATHIS	Johnny Mathis, Columbia
15	FOUR BY PAT	Pat Boone, Dot
16	WARM	Johnny Mathis, Columbia
17	SING ALONG WITH MITCH	Mitch Miller, Columbia
18	RICKY NELSON	Ricky Nelson, Imperial
19	STARDUST	Pat Boone, Dot
20	JUST A CLOSER WALK WITH THEE	Pat Boone, Dot
21	PEACE IN THE VALLEY	Elvis Presley, RCA Victor
22	JUST FOR YOU	Elvis Presley, RCA Victor
23	ROGER WILLIAMS	Roger Williams, Kapp
24	THE LORD'S PRAYER	Pat Boone, Dot
25	ELVIS' CHRISTMAS ALBUM	Elvis Presley, RCA Victor
26	THE 7 HILLS OF ROME	Mario Lanza, RCA Victor
27	JO-ANN	Twin Tones, RCA Victor
28	AND A VERY MERRY CHRISTMAS	Pat Boone, Dot
29	HONKY TONK PIANO	Knuckles O'Toole, Grand Award
30	SONGS OF THE FABULOUS FIFTIES	Roger Williams, Kapp
30	HEARTBREAK HOTEL	Elvis Presley, RCA Victor

36 NEWCOMERS LISTED

'Hot 100' Shows a New Talent Trend

By HOWARD COOK

NEW YORK—A survey of The Billboard's Hot 100 chart shows from August thru December 1 that this was a big year for new talent; thirty-six new artists or groups had one or more hit platters among the top 30 listings since the chart was started in August.

This was also a strong year for "come-backs." Many artists who had been without hit records for long periods produced hits. Several other artists placed in positions just below the top 30.

Capitol heads the lists of companies with new talent to reach the chart for the first time with four. Decca had three, and Atco, Demon, Dot and Mercury had two artists each with chart disks among the top 30 platters for the first time.

The Capitol artists and their records are the Kingston Trio with "Tom Dooley," Ed Townsend with "For Your Love" and "When I Grow Too Old to Dream," which also reached the chart, the Johnny Otis show with "Willie and the Hand Jive" and "Crazy Country Hop," which is currently climbing and Louis Prima and Keely Smith, who are scoring with "That Old Black Magic."

Decca's winners were the Kalin Twins with "When" and their follow-up, "Forget Me Not," Earl Grant with "The End" and the Tommy Dorsey-Warren Covington ork with "Tea for Two Cha Cha" and their current bid, "I Want to Be Happy Cha Cha."

Dot talent included Robin Luke, who had a strong one with "Susie Darlin," and the Slades with "You Cheated." Demon had the Olympics with "Western Movies" and Jody Reynolds with "Endless Sleep." "Fire of Love" by Reynolds also reached the chart. Mercury's artists were the Danleers with "One Summer Night" and Big Bopper with "Chantilly Lace" and who is now threatening with "Little Red Riding Hood." Atco scored with Bobby Darin, who had "Splish Splash" and who is currently sailing with "Queen of the Hop." "Early One Morning" by Bobby Darin and the Rinky Dinks also placed among the top 30.

Other Winners

Other artists, their records and labels with first hits were the Poni Tails, "Born Too Late," ABC-Paramount; Jerry Butler & the Impressions, "For Your Precious Love," Abner; Jimmy Clanton, "Just a Dream" (Clanton looms a strong threat to score with "A Part of Me"), Ace; the Elegants, "Little Star," Apt; the Applejacks, "Mexican Hat Rock," Cameo; Jack Scott, "My True Love" and "With Your Love," Carlton; Jerry Wallace, "How the Time Flies," Challenge; Harvey & the Moonglows, "The Ten Commandments of Love," Chess; Eileen Rodgers, "The Treasure of Your Love," Columbia; the Teddy Bears, "To Know Him Is to Love Him," Dore; Little Anthony & Imperials, "Tears on My Pillow," End; the Jamies, "Summertime, Summertime," Epic; Donnie Owens, "Need Your Love," Guyden; the Quin-Tones, "Down the Aisle of Love," Hunt; Duane Eddy, "Rebel-Rouser" and Cannon Ball (Eddy's "Ramrod" was also a winner), Jamie.

Other labels with artists who had platters for the first time among the top 30 of the Hot 100 included Bobby Freeman, "Do You Want to Dance" and Betty Lou Got a New Pair of Shoes, which came close, Josie; the Royaltones, "Poor Boy," Jubilee; Raymond LeFevre, "The Day the Rains Came," Kapp; Dion & the Belmonts, "I Wonder Why" and "No One Knows," Laurie; Cozy Cole, "Topsy II," "Topsy I" and

his current "Turvy II," which also appears headed for a slot among the top 30, Love and Conway Twitty, "It's Only Make Believe," M-G-M.

Runners-Up

Those artists who had been without hits for a while and whose platters either reached or came very close to the top 30 of the Hot 100 chart are Toni Arden, "Padre," Decca; Teresa Brewer, "The Hula Hoop Song," Coral; Ruth Brown, "This Little Girl's Gone Rockin'," Atlantic; Eddie Cochran, "Summertime Blues," Liberty; Bobby Day, "Rock-In' Robin," Class; Doris Day, "Everybody Loves a Lover," Columbia; Tommy Edwards, "It's All in the Game" and "Love Is All We Need" M-G-M; the Four Esquires, "Hideaway," Paris; Georgia Gibbs, "The Hula Hoop Song," Roulette; Gerry Granahan, "No Chemise, Please," Sunbeam; Dale Hawkins, "Ha-llo Dada," Checker; Joni James, "There Goes My Heart," M-G-M; Peggy Lee, "Fever," Capitol; Betty Madigan, "Dance, Everyone, Dance," Coral; Gordon MacRae, "The Secret," Capitol; Clyde McPhatter, "A Lover's Question," Atlantic; Jane Morgan, "The Day the Rains Came," Kapp; Les Paul & Mary Ford, "Put a Ring on My Finger," Columbia; Perez Prado, "Patricia," RCA Victor and Sheb Wooley, "The Purple People Eater," M-G-M.

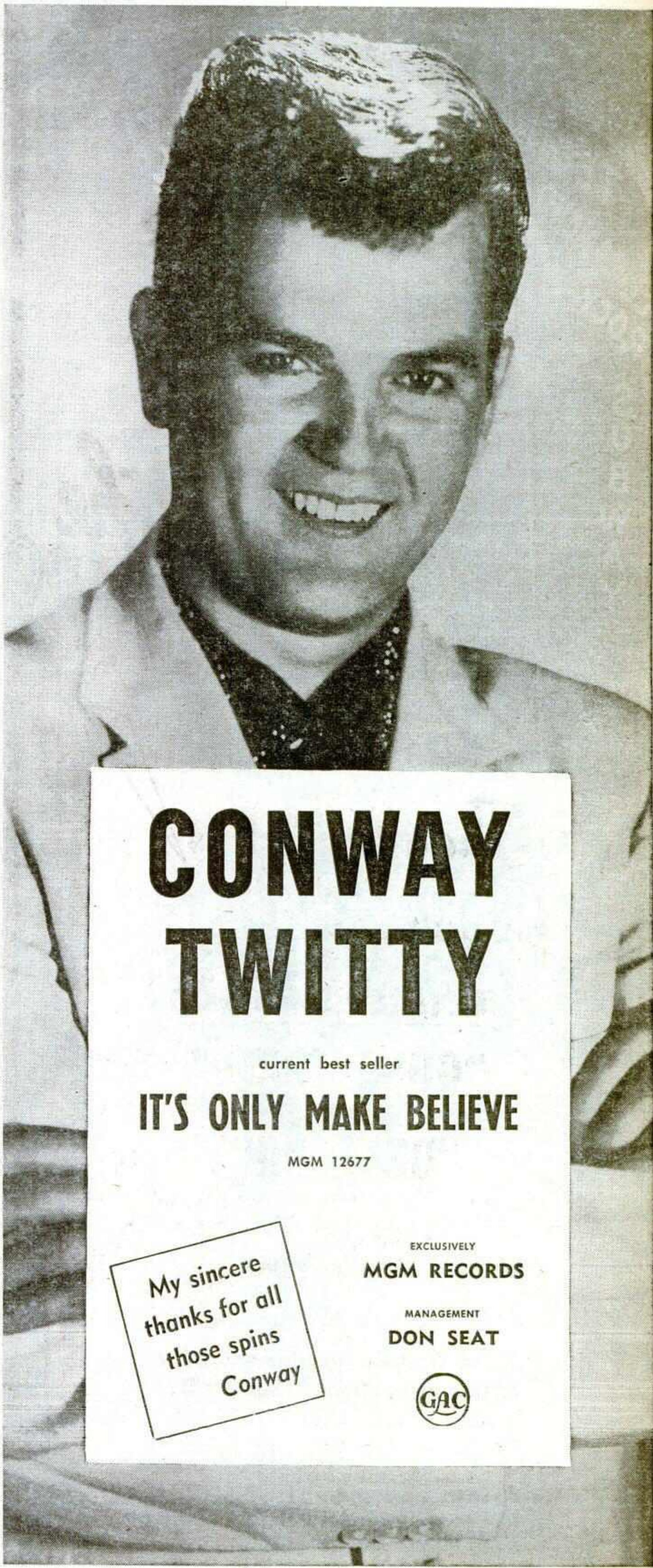
Several other artists came close to reaching the top 30 for the first time this year. These include the Five Blobs (Bernie Nee), "The Blob," Columbia; Gino and Gina, "Pretty Baby," Mercury; Bobby Hamilton, "Crazy Eyes for You," Apt; Bobby Hendricks, "Itchy Twitchy Feeling," Sue; the Slades, "You Cheated," Domino; Tony and Joe, "The Freeze," Era; the Tune Rockers, "The Green Mosquito," United Artists, and Ritchie Valens, "Come on, Let's Go," Del Fi.

There are several new artists who at the moment appear bound for the top 30 with their current hot sides. These are Billy Grammer, "Gotta Travel On," Monument; Enoch Light and the Light Brigade, "I Want to Be Happy Cha Cha," Grand Award; Bernie Lowe Ork, "Sing, Sing, Sing" and "Intermission Riff," Cameo; the Nu Tornados, "Philadelphia, U. S. A.," Carlton, and Ritchie Valens, "Donna," Del Fi.

Chart Newcomers

A flock of other new artists placed on the chart for the first time this year. They include Jim Backus, "Delicious," Jubilee; Boots Brown, "Cerveza," RCA Victor; the Chargers, "Old McDonald," RCA Victor; the Crests, "16 Candles," Coed; the Cyclones, "Bullwhip Rock," Trophy; the Daddy-O's, "Got a Match," Cabot; Eddie Fontaine, "Nothin' Shakin'," Argo; Doug Franklin, "My Lucky Love," Colonial; Frank Gallup, "Got a Match," ABC-Paramount; Janice Harper, "Devotion," Capitol; the Honeycones, "Op," Ember; Ivan, "Real Wild Child," Coral; the Kingsmen, "Weekend," East-West; Robert Mitchum, "Thunder Road," Capitol; Johnny Nash, "Almost in Your Arms," ABC-Paramount; Tommy Mara, "Where the Blue of the Night," Felsted; Oscar McLollie and Jeanette, "Hey Boy, Hey Girl," Class; Bobby Pedrick Jr., "White Buck and Saddle Shoes," Big Top; the Playboys, "Over the Weekend," Cameo; Mike Preston, "A House, a Car and a Wedding Ring," London; Robert and Johnny, "I Believe in You," Old Town; Andy Rose, "Just Young," Aamco; Warren Smith, "Prisoner's Song," Nasco; Joe South, "Purple People Eater Meets the Witch Doctor,"

(Continued on page 59)



CONWAY TWITTY

current best seller

IT'S ONLY MAKE BELIEVE

MGM 12677

My sincere thanks for all those spins
Conway

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MGM RECORDS

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FOR MAKING OUR X-MAS

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DOUBLED
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**The Cash Box
Best Bets**

The Slades



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Records



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Movie Diskeries In Big DeeJay Romance

- Platter spinners rank high in promo plans of films
- Growing ranks of movie labels spell big rivalry

By BOB ROLONTZ

In 1958 Warner Brothers (WB), 20th Century-Fox (20th Fox) and Columbia Pictures (Colpix), started their own record labels. Thus, they joined the ranks of such film firms as M-G-M, Paramount (Dot) and United Artists (UA) which already had active record subsidiaries. The move into the record field of these picture firm labels has meant increased competition among all large diskeries for movie sound track scores and increased stress on deeJay promotion to help push movie track sets.

The intensity of the promotional activity on the part of some of these labels with the jocks, some of the twists used and the tie-ins with their parent picture firms to help expose movie tracks indicate their thinking as to the importance of deejays in getting albums exposed to the adults and the teenager as well.

M-G-M, as the pappy of the flick-owned waxeries, put on one of the most intensive promotions of the year with its push on the album that has become one of the top sellers this year, "Gigi." Not only did M-G-M and M-G-M Pictures tie-up to hold screenings of the flick for deejays in all major cities, but they sent out copies of all three versions of the score (the sound track set, the jazz version and the pop version) on their label to jockeys. And, of course, the M-G-M picture field men, as well as the M-G-M record distributors' promotion men, visited deejays to extoll the merits of the "Gigi" LP's. The strong sales of the "Gigi" track can be attributed in part to its exposure in addition to the fact that it is an excellent picture with an excellent score.

Most of the disking movie firms use the parent firm's branches, the movie distribution exchanges, as auxiliary aids in promoting their albums and their single records with tunes from movies or full scores. Many of the local film offices have men who constantly see jockeys and radio stations, since film companies do a lot of advertising on radio of their current or upcoming movies. In areas where record distributors do not or cannot send promotion men, film promotion men will often take records and albums to give to jocks.

Usually these film promotion men hit small town jocks, since these are the areas often left unattended by distributors. Many of the local film promotion men will press to get a disk containing a song from the film or selections from the sound track album of the film (if there is one) played after a commercial advertising the movie concerned.

Artist Tours

In addition to intense promotion activities carried out by many of the flick record labels, movie owned diskeries at times get an added boost with their sound track scores when artists appearing in the flick or connected with the picture get a chance to hit the road for personal appearances connected with the film. They always make certain to visit jockeys in the towns they hit. The United Artists sound track of "The Big Country" had the stimulus of many of its stars actively pushing the album with jockeys, one of these stars being Gregory Peck. At the present time, M-G-M Records has Russ Tamblyn out on the road pushing the sound track waxing of

"Tom Thumb" in which he stars. Decca Records, the opposite of a movie firm "subsidiary" since it owns Universal Pictures, threw parties for jocks with Steve Allen as host when Allen was starring in the "Benny Goodman Story" and Decca released the sound track.

It is not always possible for even movie firm record companies to get picture stars to hit to road to visit deejays. Commitments of various sorts make it difficult for many actors and actresses to get away. But they try wherever they can and occasionally succeed. As the competition for flick scores gets rougher—and it is getting rougher—film company diskeries will probably put more and more pressure on the parent firm to get some of the stars of sound track movies out on the road.

Warner Brothers record firm intends to go on an all out deeJay promotion push with its forthcoming sound track album from the flick "Auntie Mame." This will be the first sound track score that the new WB label has snagged and they plan to promote it extensively. Colpix Records has only issued a few albums to date, so has not had an opportunity to flex its promotional muscles, tho expects to be in a position to do so with its first sound track album early next year.

New UA Twist

United Artists Records has come up with a new promotional twist to push its sound track recording from the current flick "I Want To Live." Johnny Mandell composed, arranged and conducted the music for the score of the film. UA Records has sent him out to promote the track and to date he has visited every jockey in New York and Chicago promoting and talking about his album, etc. UA arranged extensive screenings of "I Want To Live," for deejays in many major cities.

Twentieth Fox is another movie label that has not yet released a sound-track album. They expect to do so early next year. However, they have already made use of the promotion men in the film company's branch offices to enhance their product with deejays in smaller towns who are not personally serviced by their distributor promotion men.

Altho the number of albums sent out to deejays by any company is closely guarded secret, it is understood that extensive mailings are made to deejays by flick-owned labels of sound-track sets. Sometimes an EP or a single from the sound-track album will be made available to deejays who would not normally get an LP, and at times these EP's or singles are sent along with the LP. United Artists made a special single record from the track of "I Want to Live" and sent it out on a large scale to jocks. Its exposure on deeJay shows caused so many calls from jocks that the firm decided to release it as a regular single. UA will release another single from the album shortly.

Movie-Disk Stars

When a record company has a hot disk artist starring in a movie it is not necessary to do the same extensive or intensive type of promotion with a single or album from the movie as with non-disk names. Dot Records' exposure on Pat Boone's single from "Mardi Gras" is a case in which the flick will easily benefit from the record long before anyone has seen the movie. If Dot had been able to obtain the sound track of the album (they could not since Tommy Sands and Gary Crosby are both on other la-

(Continued on page 59)

SATURATION BUYS

**L. A. Dealers Find
Deejay Shows Sell**

By LEE ZHITO

The great power of the disk jockey to expose record produce is being harnessed in Hollywood in unique ways to deliver maximum sales impact.

One system concerns two key record dealers who have become among the area's major radio time buyers, using blocks of air time to plug specific releases. Another plan is being pioneered by a local radio station which offers plugs for new releases on an established rate-card basis.

The two dealers—Music City and Sight and Sound—buy their radio time with co-op money, but their use of the time and methods are quite different. Biggest time buyer by far is Clyde Wallichs' Music City, whose contracts this month call for 57 hours of block time plus 1,712 spot announcements on 10 stations.

Wallichs regularly uses the same four stations for his major time blocks—KFAC, KFVB, KLAC and KMPC—adding to this basic core a generous array of spot announcements on various other outlets. This month's time buys break down as follows: 32 hours on KLAC, 10 hours on KFVB, 9 on KMPC and six on KFAC. In addition, spots are placed on KABC, KBIG, KDAY, KHJ, KNX and KRHM.

Deejays used include Ira Cook (KMPC), Bob Crane (KNX), Elliot Field (KFVB), Johnny Grant (KMPC), Al Jarvis (KFVB), and Ron McCoy (KLAC), among others. Music City programs its own shows (but must comply with stations' policies), recommending specific disks to be exposed. The choice of records destined to enjoy this exposure originates with the various distributors who contribute co-op money. The number of plugs each distributor can pick is determined by the size of his contribution.

All key distributors in this area, with the exception of one, participate in this arrangement to varying degrees. Abe Diamond remains the lone hold-out.

Four Plans

Wallichs offers distributors four plans ranging in cost from \$200 to \$800

per month. Wallichs has averaged the rate-cards of the local stations and has concluded that his cost is \$13 per announcement. Number of plugs each distributor's product will receive is determined by dividing 13 into the sum of his monthly co-op contribution.

In addition to air time, participants also benefit from varying degrees of in-store promotion at both Music City's Hollywood and Lakewood stores. In-store promotions include window displays, counter stacks, placement in specific store traffic areas, also the participant's choice of package release gets "Album of the Day" salutes on the various stations. Degree of participation also determines extent of plugging on Music City's "Predicted Hits" portion of its best seller chart mailer. (Music City mails this list to radio stations throughout the U. S. free of charge at their request.)

Sight and Sound buys 10 hours per week on three stations. Dealer splits cost of air time on a straight 50-50 basis with the distributors. Participants get quarter-hour segments of time during which they plug their wares. Sight and Sound divides its time buys as follows: Eight hours per week on KMPC with Bill Stewart and John McShane spinning the platters. KMPC time is used mostly in plugging new album releases. Dealer uses one hour each Sunday morning on KLAC with deejay Bob Hopkins currently doing the honors. Station rotates jockeys.

Special feature of this show is in playing the week's top sellers as furnished by Sight and Sound. This portion of the show is called "The Big Six Play the Big Six," tying in with the station's own campaign on its array of six spinners. Hour is devoted entirely to exposing single disks. Sight and Sound also buys an hour Sunday nights on KFAC, the local long-hair station, where it displays its latest classical releases. Show is aired in stereo, thus permitting plugs for stereo equipment.

KDAY's plan, treated in earlier (Continued on page 64)

**Top Talent Split
Among Many P.M.'s**

NEW YORK — More than 60 personal managers or personal management offices are listed for artists winning on the deejay popularity poll in this issue, but only six manage more than one performer.

John Levy is on top, volume-wise, with four artists on the charts—George Shearing, Ahmad Jamal, Ernestine Anderson and Dakota Staton. Tied with three artists each on the lists are Ken Greengrass (Eydie Gorme, Steve Lawrence and Jack Kane) and Gabbe, Lutz, Heller & Loeb (Playmates, Jimmie Rodgers and the Hi-Los).

Three management outfits tied with two artists on the poll. Csida, Crean & Burton (Betty Johnson, Bobby Darin), Carlos Gastel (June Christy, Nat Cole) and Mike Stewart (Norman Petty, Four Lads).

A wide variety of personal management types are represented. Some concentrate full time on one performer (Jack Rael and Patti Page, etc), many handle several acts, and others divide their time

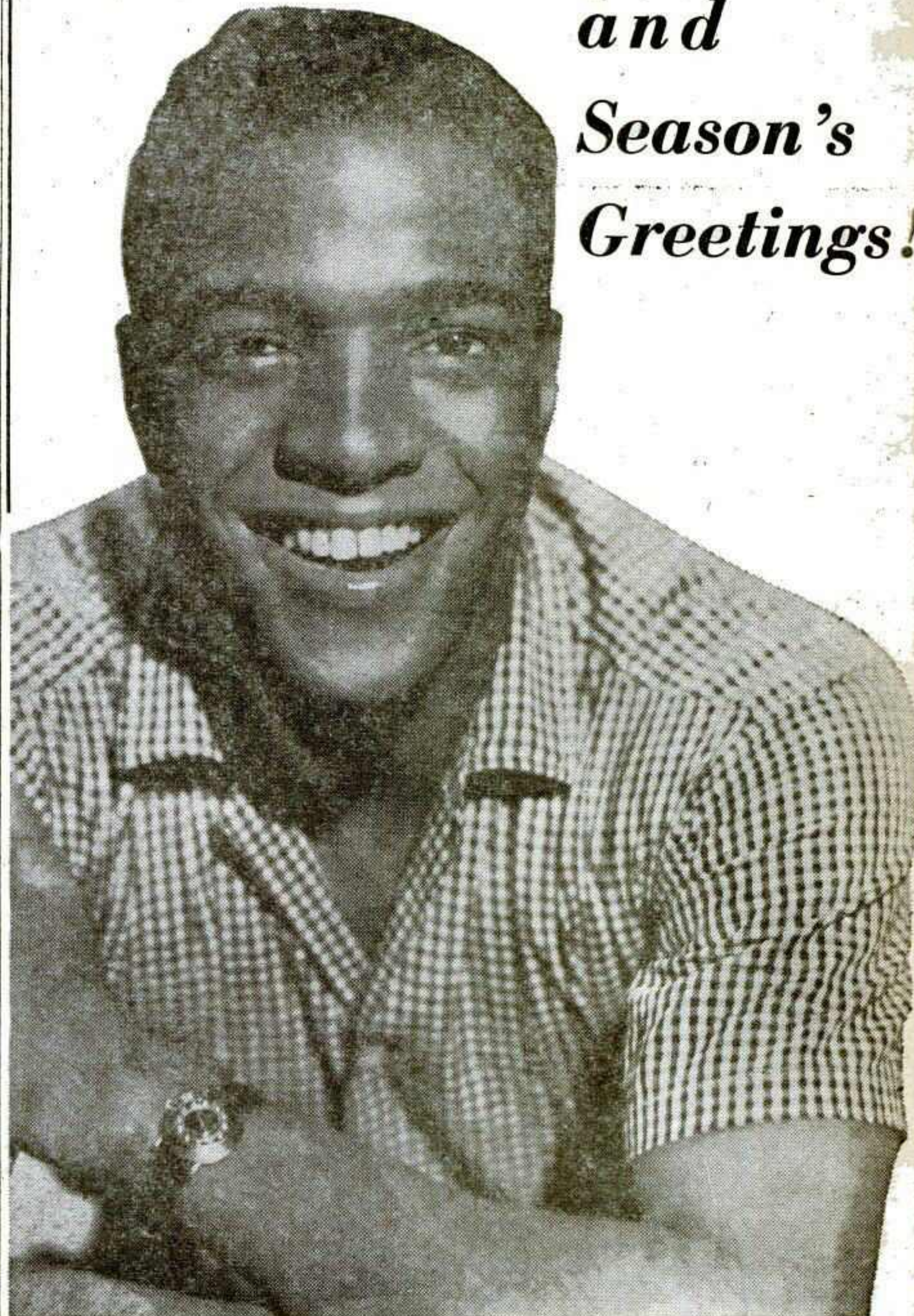
between management and other fields.

Csida, Crean & Burton, for example, are record producers and operate Trinity and Towne Music. Wood-Spina (Pat Boone's managers), are Randy Wood, headman at Dot Records, and Jack Spina, who handles Dot's music publishing firms. Occasionally a performer manages himself. Al Nevins, of the Three Suns, is an example here.

Joni James' manager, Tony Aquaviva, is also her husband and an established orchestra conductor on his own. Martin Melcher, of course, is Doris Day's husband as well as her manager, and Charlie Crean (of C. G. B.) is married to Betty Johnson.

The Everly Brothers' manager, Wesley Rose, owns Acuff-Rose Music. Ricky Nelson's father, Ozzie Nelson, is his manager. Monte Kay, who manages Atlantic's Modern Jazz Quartet, is United Artist Record chief. Dee Beline, Perry Como's personal manager, is his brother-in-law. Henry Jaffe, Dinah Shore's manager, is a key TV packager.

*Thanks for everything
and
Season's
Greetings!*



**Clyde
McPHATTER**

High on all
the Charts
and
Heading for
the Top!

A LOVER'S QUESTION

b/w

I Can't Stand Up Alone

ATLANTIC 1199

Exclusively:

ATLANTIC RECORDS

Personal Management:

IRVIN FELD
1110 7th St., N.W.
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MARVIN DRAGE

From **CHANCELLOR**



IN PRAISE OF DEE-JAYS!

Gentlemen, '58's been great—with a big assist from your spins. Thanks a million—here's hoping you'll give a whirl or three to our

3 LEAD-OFF SMASHES FOR '59!



FRANKIE AVALON'S

latest hot shot—rocketing up the charts right now!

"I'LL WAIT FOR YOU"

b/w "WHAT LITTLE GIRL"

C-1026

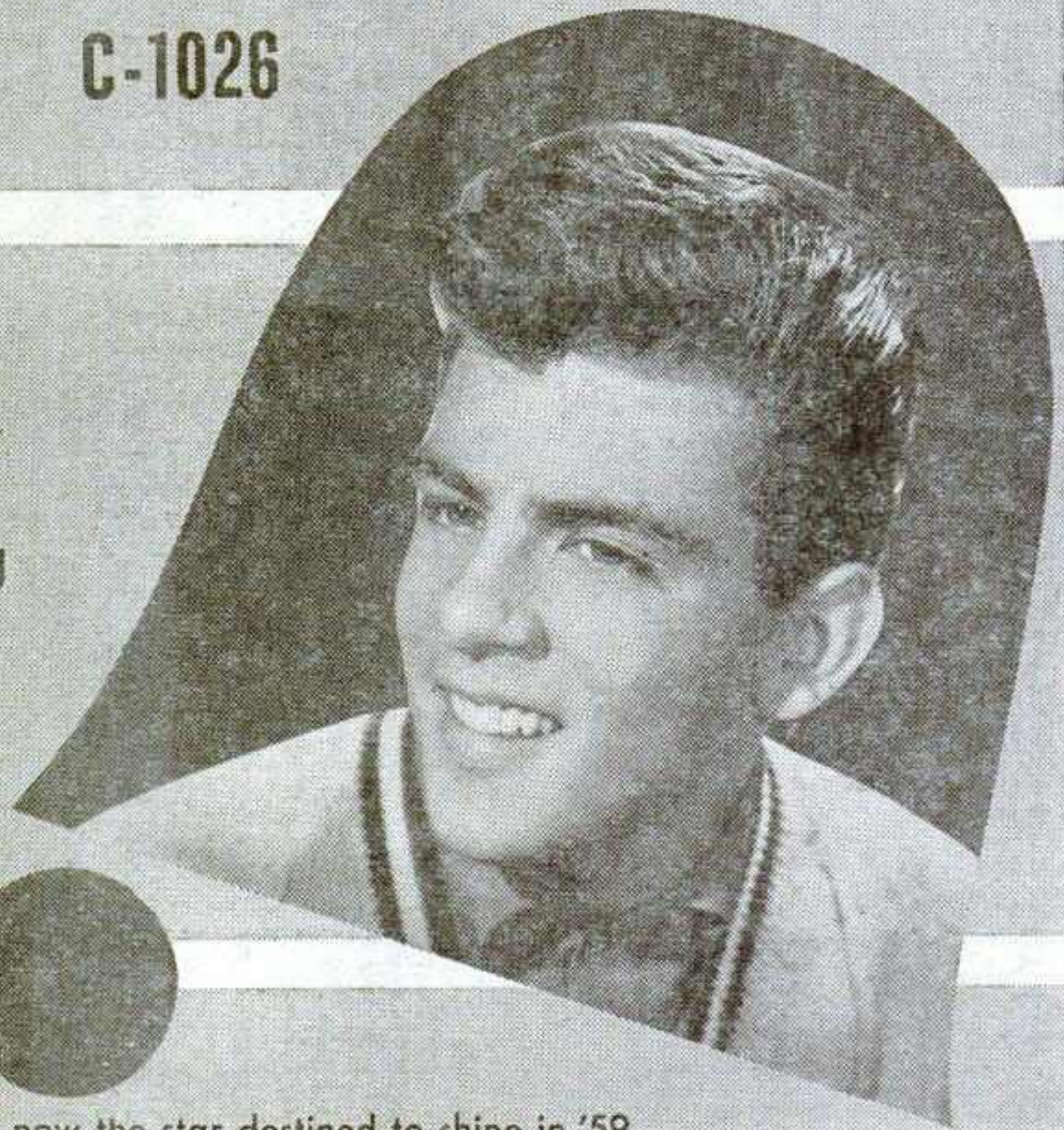
FABIAN

You made **FABIAN** a star—
here's his first real runaway!

"I'M A MAN"

b/w
"HYPNOTIZED"

C-1029



And now the star destined to shine in '59...

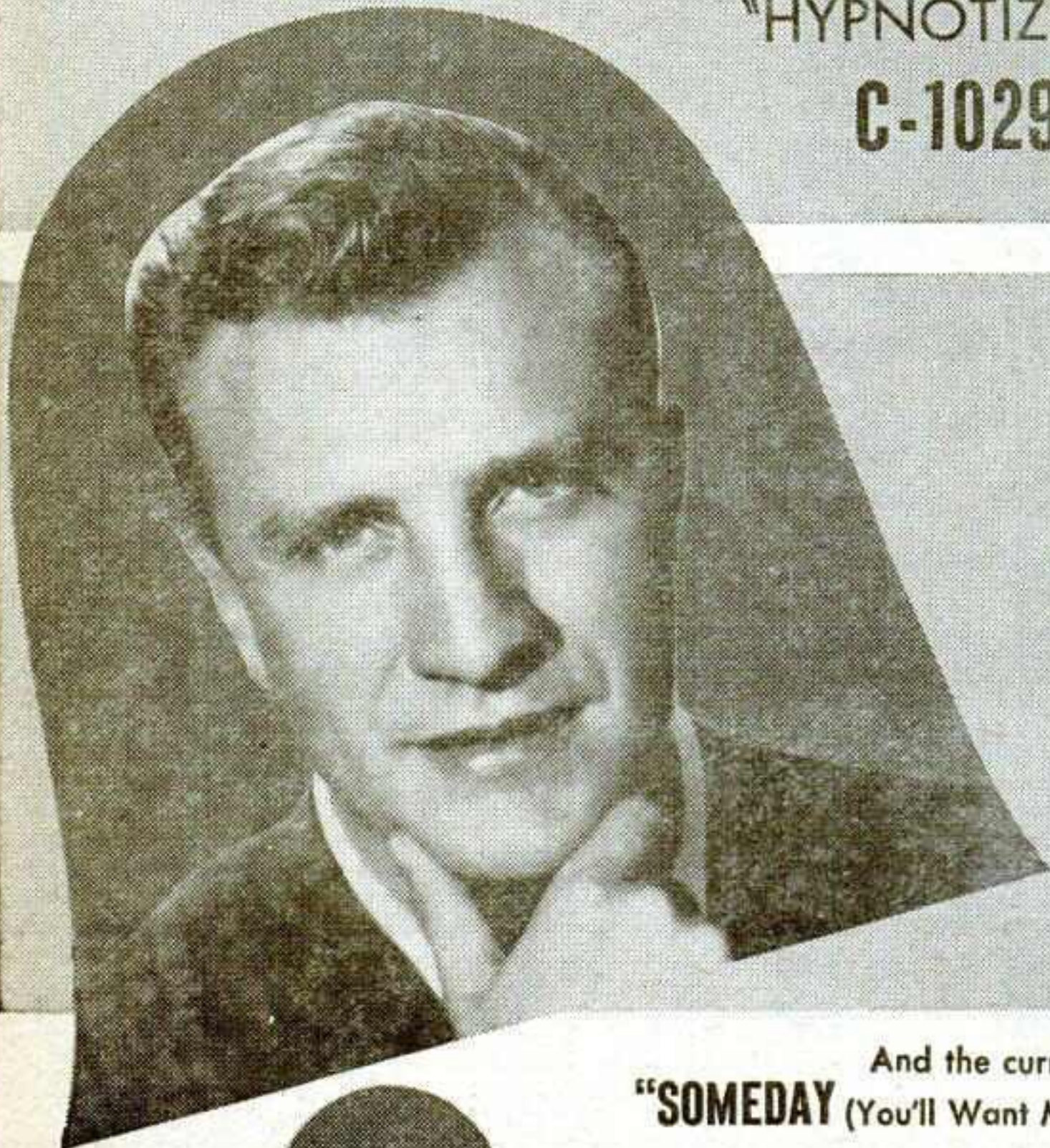
JOSEF DAMIANO

"RUMORS"

singing

b/w
"THIS IS LOVE"

C-1028



And the current release by Chancellor's queen **JODIE SANDS**—
"SOMEDAY (You'll Want Me To Want You)" b/w "Always In My Heart" **C-1023**

What can we say after we've said "Thanks"? Gratefully—for all your help—

*Bob Marcucci
Peter De Angelis*



Distributed by
AM-PAR Record Corp.

\$2 SAVING* + GIGANTIC PROMOTION = UNPRECEDENTED JANUARY SALES!



LSC/LM-2267

Superb new sound makes a sensational new traffic-builder for January! RCA Victor is putting everything behind "GAÎTE PARISIENNE" in its January promotion: TV commercials on the "Eddie Fisher Show" and "Ellery Queen", heavy advertising in major media across the country, and, most important, a \$2 saving to your customers during January only. And what an album! Offenbach's "Gaite Parisienne" and Khachaturian's "Gayne Ballet Suite"... by the Boston Pops, with Arthur Fiedler conducting! Available in both Living Stereo and regular L.P. albums! One of RCA Victor's greatest sound triumphs. You'd better move fast on this album because it's going to move fast! Call your distributor now for special details.*

AND HERE ARE FOUR MORE PROFIT-BUILDERS, JUST RELEASED, IN BOTH LIVING STEREO AND REGULAR L. P.



LSC/LM-2274 Gary Graffman's sensitive new interpretation of the Brahms piano masterpiece.



LSC/LM-2280 A great tenor sings Schubert, Schumann, Handel, Scarlatti, and others, 14 songs in all.



LSC/LM-2275 The young Canadian contralto in a lieder recital that includes Brahms' Gypsy Songs.



LSC/LM-6062 The original Metropolitan Opera Production of the 1958 Pulitzer Prize winner. (Abridged)

*Off Manufacturer's Nationally Advertised Price



RCA VICTOR
RADIO CORPORATION OF AMERICA



The **LONDON** Group is Hot...

THANKS TO YOU, D.J.'s

Immediate Chart Action

Edmundo Ros



I Talk To The Trees Cha Cha

1831



Voted **NO. 1**

most promising new female vocalist 1958
Cashbox

KATHY LINDEN



Kissin' Conversation

8544



Traveling To The Top!

Billy Grammer



Gotta Travel On

400



The Instrumental Hit!

Mantovani



Come Prima

1840



Everybody Picks It

Herb and Betty Warner



Slowly

109

Dale

Big Band Album Smash

Ted Heath
All Time Top 12



Begin The Beguine; April In Paris; 'S Wonderful; Tenderly; Autumn Leaves; Somebody Loves Me; September Song; Stardust; Tea For Two; On The Sunny Side Of The Street; I've Got The World On A String; My Blue Heaven.

Stereo: FS 117

Monaural: 1716



Fast Climbing Ballad

Mike Preston



A House, A Car, A Wedding Ring

1834



Great Follow-Up!

Tommy Mara



Marie

B/W

You Don't Know

8547



The Album You've Wanted

Joe Leahy



IT'S NEVER TOO LATE FOR DANCING

My Baby Just Cares For Me, The More See You; The Moon Was Yellow; Our Waltz; Sweet Jennie Lee; Fools Rush In; Everywhere You Go; Maybe You'll Be There; A Rose And A Prayer; Corn Silk; I Can't Begin To Tell You; and 7 others.

FL 7502



Christmas Special
Winifred Atwell



Golden Carol

1843



JUST RELEASED

New Teen Craze

Billy Graves

The Shag

401



An Exciting Voice

Terri Stevens



All Alone

8538



Best Seller in Detroit

Cyril Stapleton

Holiday Hop

1815



Cozy Cole's best L. P.

Cozy's Caravan

FAJ 7002



Both Sides Selling!

Billy Carroll



Big Green Car

B/W

That's All I Want

2000



No. 1 in England — Starting Here

Lord Rockingham's XI

Hoots

Mon

1839



London Records, Inc.

539 West 25th St., New York 1

THE FABULOUS

4

ON



*An
Overnight
Smash!*

“TEASIN”
THE QUAKER CITY BOYS

4023

*Breaking
Big
Everywhere*

BILLIE & LILLIE
“LUCKY LADY BUG”

4020

*Another
Blockbuster
from...*

DICKY DOO AND THE DON'TS
“TEARDROPS WILL FALL”
b/w
“COME WITH US”

4025

Handsome Talented
DON WAYNE

“HEAD OVER HEELS IN LOVE”

4024



Capitol Is Hottest Label

• Continued from page 11

band charts, while Pat Boone scored No. 3 on both the favorite EP and LP listings. Also representing Dot were the Mills Brothers, formerly with Decca.

Coral With Three

Coral artists making the deejay favorites charts were the McGuire Sisters, Jack Kane and Steve Lawrence (rumored about to sign with ABC - Paramount). Decca made two No. 1 slots, via the Tommy Dorsey-Warren Covington Band (most promising band) and Domenico Modugno's "Volare," the spinners' favorite single. Also scoring for Decca were Earl Grant and the Four Aces. Roulette's four-artist combo included Jimmy Rodgers (No. 2 most promising male singer), the Playmates and Count Basie, and Valerie Carr.

Registering two artists each were Cadence (Everly Brothers and Andy Williams), Kapp (Jane Morgan and Raymond Lefevre Ork), Atlantic (Betty Johnson and the Modern Jazz Quartet) and Epic (Lester Lanin and the Four Coins).

Labels showing up with one artist each on the charts were Felsted (Kathy Linden, No. 3 most promising female singer), Argo (Ahmad Jahlal, No. 2 most promising instrumental group), Challenge (Champs, No. 3 most promising instrumental group), Atco (Bobby Darin), Imperial (Ricky Nelson), London (Ted Heath), Verve (Ella Fitzgerald), Audio Fidelity (Dukes of Dixieland), Jackpot (Originals), Cameo (Applejacks), East-West (Kingsmen), Love (Cozy Cole),

D. J. Romance

• Continued from page 52

bels) it is believed they would have had a very hot LP, too.

As 1959 gets under way it can be expected that there will be more and more accent on deejay promotion on the part of film-owned labels. More and more sound-track sets will be sent to more and more deejays, and it can be expected that more actors, actresses, conductors, composers and others connected with the movie will be around to say hello to the jocks. And the deejays will get a chance to attend more and more screenings and more and more cocktail parties.

If you are a deejay, the movie industry—and its many subsidiary record firms—needs you.

which in itself would produce a better stereo sound.

However the multiplexing matter is now in the hands of the Federal Communications Commission. The problem is now being compared by some traders to the long hassle which developed in 1949-1950 over methods of color TV transmission. Others see it as something akin to the protracted battle of pay-TV interests vs. standard commercial television.

The best guesses indicate there'll be no FCC decision on multiplexing for a matter of months even though the Electronics Industry Association formally set up its Stereophonic Radio Committee Thursday (4) with the idea of studying all systems and eventually preparing recommendations for the industry.

Meanwhile, stereo on the air is expected to continue expanding on existing AM-FM-TV methods, with multiplexing growing slowly. And many record men have indicated that they are "all for it" despite the lack of the best quality of sound. "It'll whet their appetites by giving them a teaser of what it can really be like," said one confirmed proponent of the idea.

Jamie (Duane Eddy), Paris (Four Esquires).

In all, 29 labels were represented on the charts. In cases where artists have moved from one label to another during the past year, they were credited to the label which played the most important part in garnering jockey plays for the artists in 1958.

Jocks' Votes To Old Faves

• Continued from page 1

Dooley," and the Tommy Dorsey-Warren Covington ork, which clicked big with "Tea for Two Cha Cha." However, the fact that the Kingston Trio made both the best-selling singles and the LP charts at the same time gave them far greater deejay impact, and altho Covington is new to the charts, the late T. D., of course, was a long-time jockey favorite.

The fact that the Kingston Trio's style is almost pure folk (rather than r.&c. or rockabilly) may have influenced the vote, since an overall study of the poll clearly indicates that disk jockeys personally prefer more sophisticated types of music (than their audiences), with considerable emphasis on swing and/or jazz personalities.

Jazz Names

For example, the charts spotlight such jazz names as the Modern Jazz Quartet, Ahmad Jamal, Dukes of Dixieland, Jones, George Shearing, Stan Kenton, Ella Fitzgerald, June Christy, Ernestine Anderson, Four Freshmen, Dakota Staton, Hi-Lo, Axidentals, Cozy Cole, Count Basie, Ted Heath, Dave Brubeck, and the Art Van Damme Quintet.

Another interesting aspect of the 1958 popularity charts is the presence of several foreign artists and tunes, thereby indicating a growing preference by jocks for imported talent. "Volare," by Italy's Domenico Modugno (sung in Italian), was the jocks' No. 1 record choice, while Perez Prado's Latin-styled "Patricia" (also on the most promising band chart), was No. 4, and Dean Martin's version of "Volare" was No. 10.

Also present on the popularity poll were France's Raymond LeFevre ork, Kapp; Esquivel's Latin band, England's Ted Heath, while Nat Cole's Spanish-lyric album, "Cole Espanol," made the favorite EP chart.

Even the Kingston Trio has an exotic flavor, since two of the boys in the group, Dave Guard and Bob Shane, were raised in Hawaii, where they learned to sing and play ukes on Waikiki Beach. The third member of the trio, Nick Reynolds, hails from California, but learned folk singing from his father, a naval officer, who picked up folk tunes during his worldwide jaunts.

36 Newcomers

• Continued from page 51

NRC; the Three C's, "Let's Go Steady for the Summer," Columbia; Johnny Tillotson, "Dreamy Eyes," Cadence; the Upbeats, "Just Like in the Movies," Swan; Jerry Vale, "Go Chase a Moonbeam," Columbia; Juse Valli, "The Wedding," Mercury; Georgie Young, "Nine More Miles," Cameo, and Dale Wright, "Please Don't Do It," Fraternity.

During the period from August thru November instrumentals made a strong resurgence. Rockaballads continued to be among the most-recorded type of song. Male artists continue to dominate the chart, but more gals scored during this period than in quite a spell.

Thanks deejays everywhere

METRO RECORDS

A Product of MGM Records A Division of Loews, Inc. 1540 Broadway N. Y. 36, N. Y. JU 2-2000

2 BIG HIT 2 SINGLES 2



AUGIE RIOS



The Singing Sensation of the Broadway Musical "Jamaica"

DÓNDE ESTÁ SANTA CLAUS? (WHERE IS SANTA CLAUS?)

METRO K20010



Recorded Directly from the Sound Track of the MGM Picture "Tom Thumb" (A George Pal Production)

RUSS TAMBLYN



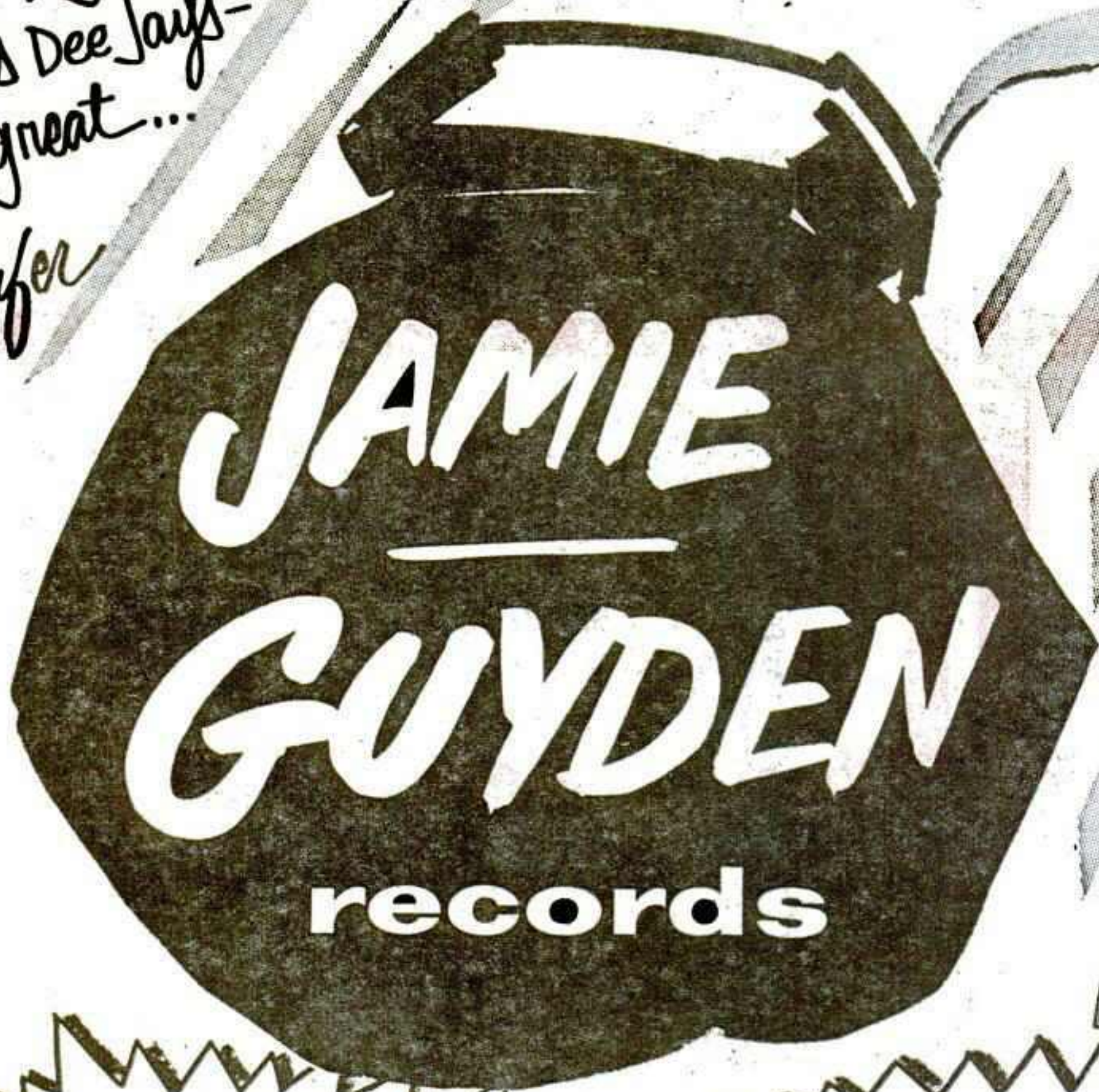
"Tom Thumb's Tune"



METRO K20012

the record label that packs a punch

*Seasons Greetings &
Many thanks Dee Jays-
you've been great...
Harry Finfer*



DONNIE OWENS'

NEWEST SMASH

"TOMORROW"

Guyden #2006

and
DUANE EDDY'S

NEW SMASH ALBUM

**"HAVE TWANGY GUITAR,
WILL TRAVEL"**

JLP #3000

SENSATIONAL NEW RELEASE

"CHA CHA LOUISE"

THE ROGUES

Guyden #2007

A HIT SIDE

"THE LONELY ONES"

DUANE EDDY

JEP #100

**ALSO
BIG!**

"CANNON BALL"
DUANE EDDY
JAMIE #1111

"GIG-A-LENE"
THE SHARPS
JAMIE #1114

"CAN IT BE!" b/w **"NOTHING IS FOREVER"**
CONNIE CONWAY
JAMIE #1113

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"LONESOME TOWN"
"I GOT A FEELING"
#5345

Fats Domino
"WHOLE LOTTA LOVING"
"COQUETTE"
#5553

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

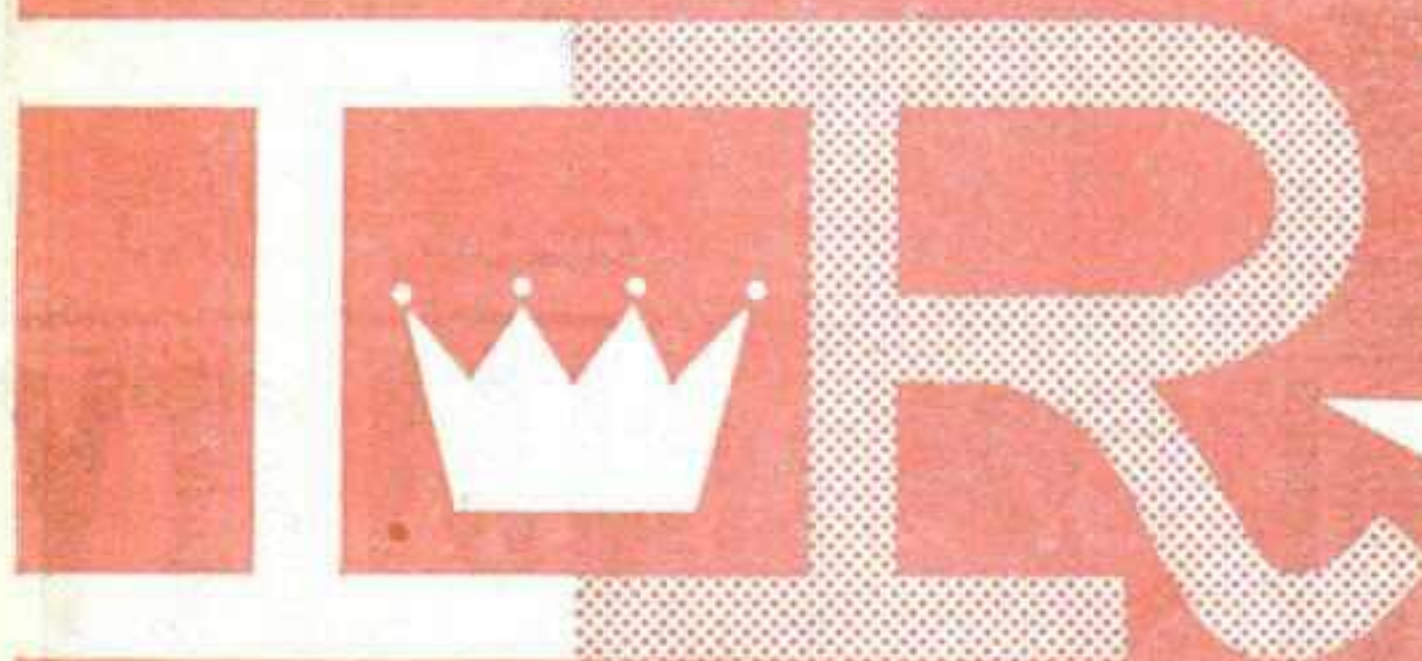
Ronnie Diamond
"CLOSE TO YOUR HEART"
"ZIG-ZAG"
#5554

Martin Denny, Jr.
"BOULEVARD OF BROKEN DREAMS"
"PROUD POSSESSION"
#5556

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

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

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



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ANTI-PERSONALITY

Sparks Still Fly In Format Fracas

NEW YORK—The big story this year in the deejay world was the plight of the name jockey. Increased friction between "personality" spinners and station management resulted in the exodus of several key disk jockeys from their respective outlets across the country.

Consistent rating victories by "Top 40"-styled outlets, continual efforts by stations to cut costs, disagreement on programming policies and freedom of disk selection—all these things worry many big money "personality" spinners today.

The situation was brought into sharp focus a couple of weeks ago when two veteran deejays, Martin Block, WABC, New York, and Bill Randle, WERE, Cleveland, held a joint discussion of the problem with a group of Columbia Records promotion men. Randle told the group that the name disk jockey will become as extinct as the Dodo bird if the trend toward disk programming by local station management continues to build in the industry. (See Vox Jox in this issue for more comments by Randle on trends in programming.)

Both Block and Randle said that they have contracts permitting them full control over their disk programming. However, Block said he had agreed to follow a top-sellers-type format at WABC. Then he deadpanned, "My ratings have never been lower."

Altho many name jockeys attack "Top 40" type programming as the reason for their plight, the problem for personality jocks apparently boils down to station management

programming of any kind, as opposed to personal disk selection by the jock himself.

For instance, Barry Kaye's recent parting from WAMP, Pittsburgh, was prompted when the NBC-operated station switched its format from top sellers to "sweet music only." Kaye, whose teenage following had made him the No. 1 and 2 rated jock in town for years, said his ratings declined when NBC converted his program to one stressing sweet music.

The battle between personality jocks and management was officially spotlighted at the Disk Jockey Convention in Kansas City, Mo., last March. The following month, five personality spinners, Dick Haynes, Gene Norman, Earl McDaniel, Duke Norton and Jack Smith, all exited from KLAC, Hollywood, following the station's switch to a "Top 40" policy, and station Prexy Mortimer Hall told the press: "The day of the disk jockey is over with."

Veteran deejay Peter Potter, who had left KLAC, shortly before, opined at that time that KLAC's new policy spelled the demise of the personality deejay in radio.

In May another flurry of changes by key deejays took place in New York. Alan Freed moved from WINS to WABC; Art Ford left WNEW to become program director-deejay of WNTA, Newark, N. J., and Ted Steele switched from WOR to WMAC. At the same time, practically every New York station launched a flock of promotions, and programming gimmicks designed to lure listeners.

Out in Des Moines that same

month, the area's key jock, Don Bell, left KIOA when management failed to renew his \$30,000 contract. At that time, KIOA management indicated they thought it senseless to pay for a high-priced personality when (in their opinion) audiences are won over simply by formula "Top 40" programming. Bell summed up his unemployment as "part of a nationwide situation" confronting the personality jock.

Last July George (Hound Dog) Lorenz (now with WHAY, Hartford, Conn.) quit his old post, WKBW, Buffalo, when the station went exclusively to a "Top 40"-type programming format. Lorenz maintains that "Top 40" programming is "paralyzing record sales in many markets," basing his remark on a dealer's theory that kids won't buy hit disks when they can hear them on the radio "until it's coming out of their ears."

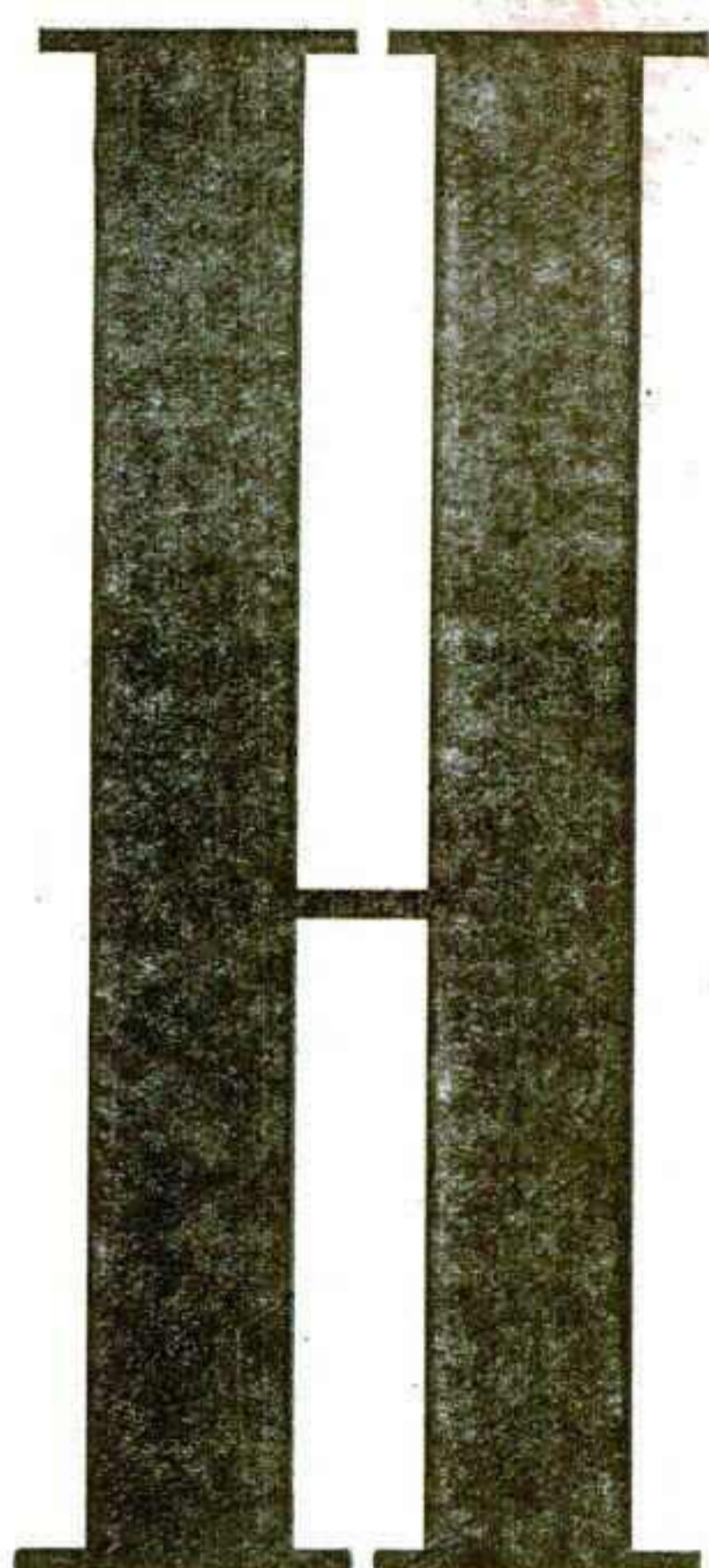
Meanwhile, management programming, particularly that of "Top 40"-type outlets, continues to thrive both rating and saleswise.

Representing management's viewpoint, Michael Ruppe Jr., KWK, St. Louis, writes, "Controlled music" formats are needed! Ruppe contends that the average jockey is under such continual pressure today—because of increased number of releases, demands on his time for promotion, etc.—that "it's rather difficult for most personalities to keep fully-apace."

"This," continues Ruppe, "then becomes management's responsibility! The trend, as we can spot it, is for more and more stations to develop an over-all music image—one that takes into consideration current music trends and those responsible for selling it on the air—the disk jockey."

"Program directors are no longer what they once were. Someone

(Continued on page 64)



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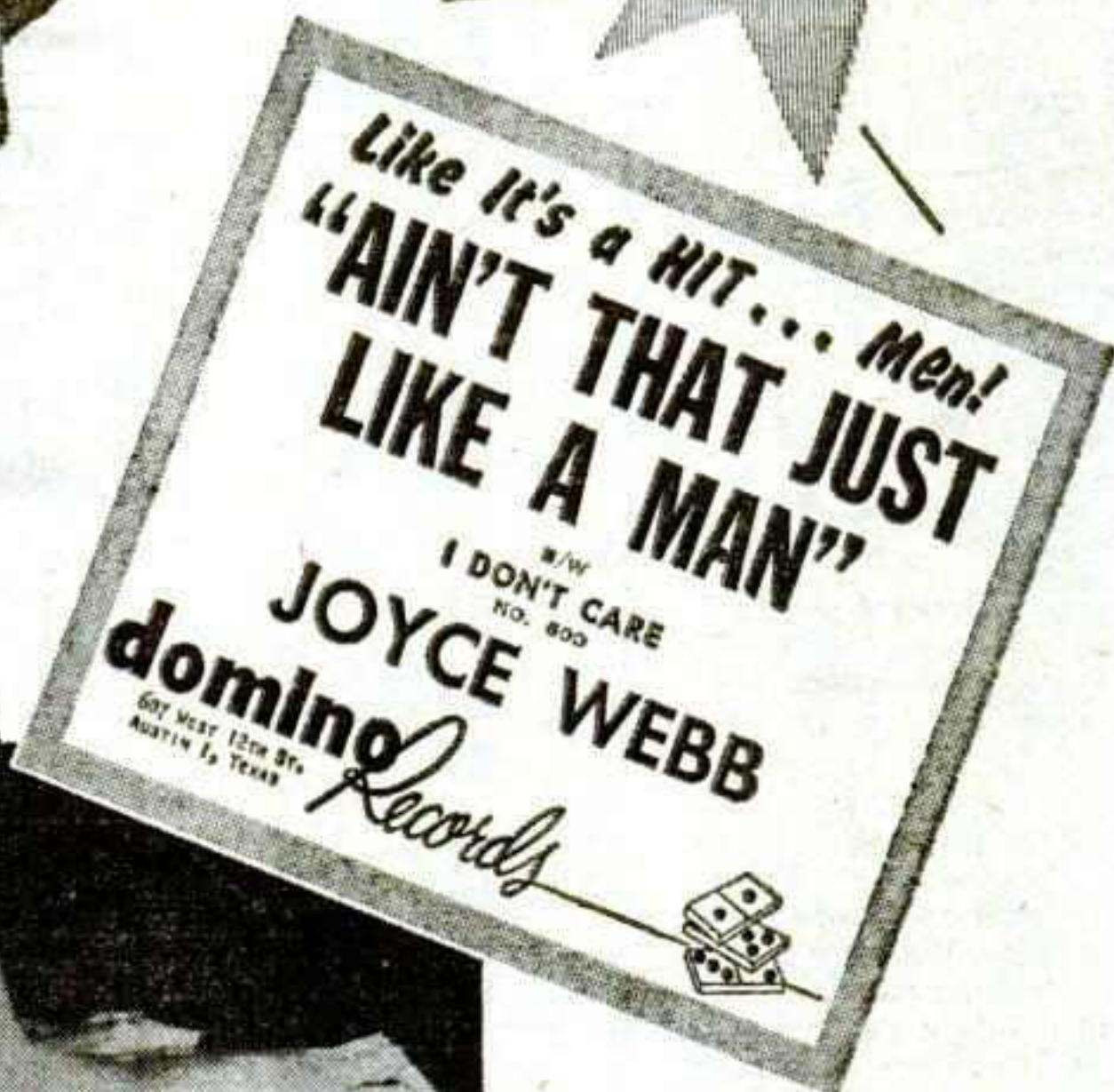


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MANY THANKS, FELLOWS,

For Brightening

My Lucky Star



TOP TEN

Three Top Tunes Up for 2d Time

NEW YORK — Nine different publishers are represented in the list of 10 records voted this year's favorites by deejays. ("Volare" placed twice on the list.) Five are ASCAP affiliates and four are BMI.

No publisher dominates in the number or types of tunes chosen. Two songs are in firms owned by the artist who recorded them. These are "All the Way," which was published by Frank Sinatra's Maraville (ASCAP) firm, and "Mr. Success," in Barton (ASCAP), also a Sinatra firm.

Three of the songs are revivals of numbers that had previously

made loot for their publishers. Tommy Edwards recorded "Its All in the Game" several years ago, and it was somewhat a hit for him at that time. "Fever," by Peggy Lee, also underwent a second time as a best seller, having been previously recorded by Little Willie John. "Tom Dooley" has long been a folk favorite.

Publishers and tunes placing on the deejay's top 10 favorite singles list were, in the order named, "Volare," Robbins, ASCAP; "It's All in the Game," Remick, ASCAP; "Everybody Loves a Lover," Korwin, ASCAP; "Tom Dooley," Beechwood, BMI; "Patricia," Peer, International, BMI; "Fever," Lois, BMI; "All the Way," Maraville, ASCAP; "Mr. Success," Barton, ASCAP; "All I Have to Do Is Dream," Acuff-Rose, BMI, and in 10th place another version of Robbins' "Volare."

L. A. Dealers

Continued from page 53

issues (see The Billboard, October 13), consists of the station contracting to air for a fee a given new release according to a pre-set schedule of eight plays per day for a 10-day period. Station boosted its price from \$275 to \$400. KDAY has lined up a Western network of stations, willing to ride specific disks for a 10-day period for a total of \$1,200. Markets covered in addition to Los Angeles are Seattle, Portland, Sacramento, Stockton, San Francisco, San Diego and Honolulu. KDAY's power will be boosted to 50,000 watts by January 1. Resulting increase in rate will hike the \$400 to \$700 cost to get eight exposures over a 10-day period. If a manufacturer wants to buy the other markets, price will then go up to \$1,500.

Format Fracas

Continued from page 63

suggested that the title be changed to Program Controller for that's what they appear to be doing in great quantity lately—controlling the music policy of the station as well as other activities. There is also a noticeable trend for program directors in music and news stations to be responsible for the main promotional activities."



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COOLINS THE FOUR



Thanks, D.J.'s, for your help in making ours the hit version!

"THE WORLD OUTSIDE"

Epic 5-9295



A PRODUCT OF CBS • "Epic" Mark Reg. "CBS" T.M.

SCANDINAVIAN CATS

Dig Low Price LP's; Disk Clubs

STOCKHOLM — Low-price album operations and the inauguration of the nation's first mail order record club are the latest developments on the disk scene here.

BFB Records has become the pace-setting, low-price LP line. The label is operated and distributed by Bonniers Folkbibliotek, a firm which publishes pocket-size book editions. Sales are accomplished largely thru the newsstand kiosks which also handle the paper backed books of the firm.

Material from the American Tops label and Bell Records (of the American Pocketbook firm) are being brought out here on BFB to great advantage according to officials. These are described as being the best sellers by far of current material in the line. Most successful of the Tops editions is the Lena Home album, according to a spokesman for the Bonniers firm. BFB 12-inch LP's sell for about 16 kroner (the equivalent of about \$3).

Simon Brehm, one of the execs of Karusell Records here reports on the recently formed Swedish Disque Club, which unlike American record clubs, handles all record labels in the country. It is operated by interests not directly engaged in the production end of the record business.

Also noted here by Brehm is the "fantastic state of the EP market, with sales roughly five times that of singles." Price of an EP is nine kroner, or about \$1.65. The title "King of Rock," here has been unofficially given to an artist known as Little Gerhard, who broke on the

scene about six months ago. According to Brehm, "he plays guitar and shouts."

Brehm also noted that a big EP here can go as high as 100,000 copies sold. As far as American artists are concerned, he added that "Sinatra, Paul Anka and Presley are simply fantastic." It is noted, too, that the "My Fair Lady" original cast set is very big even before the opening of a Swedish version of the hit show, sometime early next year. "We Swedes also dig the American jazz the most," asserted Brehm, who is also personal manager of Italian singer, Umberto Marcato, who is released in the States on Kapp Records.

Sales of record players, tape equipment and platters are being pushed here, with RCA and the Philips firm plugging their spinners, platters and other items. The hula hoop craze has also taken hold and is being boomed via demonstrations in department stores, making use of both American and domestic recordings of the "Hula Hoop Song."

The first "record club" in Denmark was launched during November. It is called "Fona Club," and is being plugged with big display ads in the daily sheets. Membership costs equivalent of 15 cents. Bait includes cut-rates on platters and a "rebate" system which nets buyers of four records a fifth one, gratis. "Fona" has a number of retail outlets — Radio, TV, Phonos, etc. — in the city, which are also plugging the club via window displays.

Only a limited number of stereo-

AMC TABS PIANO RENAISSANCE

NEW YORK — Pianos are experiencing a return to popularity, according to a survey by the American Music Conference. AMC states that of the nation's 30,000,000 amateur musicians, approximately 20,700,000 play piano.

The telephone survey, which tapped 3,888 homes in 73 cities thruout 33 states, Hawaii and the District of Columbia, indicated that "almost one in four families currently has one or more members learning to play the piano."

Vet Drummer Passes at 54

CHICAGO—Daniel Alvin Vinjello, widely known as Danny Alvin, Dixieland band leader and drummer, died Dec. 6 at the age of 54.

Before forming the Kings of Dixieland 11 years ago, Alvin played in the bands of Wayne King, Bobby Hackett, George Brunis and Eddie Condon over a 40-year career. He first gained notice in 1920 when Sophie Tucker lined him up with the Kings of Syncopatio, then part of her troupe.

phonic records are on display as yet and the introduction of the various new forms of music is very gradual, tho there have been a few "demonstrations" of some of them—usually in halls of limited capacity. German manufacturers are better situated to introduce their products in these lines but have not yet showed much activity.

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Chicago, Atlanta, Dallas Stores, cut your shipping charges.

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AMERICA'S NEWEST SONG SALESMAN

ROLLIE MCGILL

AIN'T GOING STEADY ANYMORE

Season's Greetings —and Dee Jays, Thanks for All Those Spins —ROLLIE

b/w

GO ON LITTLE GIRL

JUNIOR #396

PERSONAL MGT. KAY WILLIAMS

Exclusively:

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ONLY THE BILLBOARD —

among over-all entertainment weeklies—is a member of the

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ROY



Thanks, D.J.'s for your help in making another hit for me

"PLEDGING MY LOVE"

b/w "My One and Only Love"
5-9294

The original hit from Roy's best-selling album "With All My Love" (LN 3519)



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Customized Stereo Booms in Phoenix

PHOENIX, Ariz. — Concentrating on custom-engineered stereo systems for new homes under construction is the most direct route to greater retail sales of sets and components, according to Robert Tang, operator of the High Fidelity and Sound Systems store here.

Tang, who has been in active operation in a Phoenix suburb for the past three years, operates what at first glance seems to be a typical record and high fidelity retail store. The store is divided into a record department along the right front wall, and two separate, enclosed studios, one for complete cabinet sets in high fidelity and stereophonic equipment, and another for components. At the rear is a big, well-equipped shop, which includes a drawing board and all accessories.

Actually, however, custom-engineered installations of high fidelity and stereo equipment are the big end of the firm's business, and surprisingly they are closely tied to success of standard "over-the-counter" sales. The index of custom systems being installed is always a key to standard retail sales. "If one drops off, the other will drop off too," Tang said. "For that reason, we think that it is a mistake to attempt to specialize in either."

Ideal Prospect

From the outset, the High Fi-

delity and Sound Systems shop has gone after "the ideal prospect" — who is a man building a new home, into which the sound system can be incorporated just like the plumbing and heating systems. While Tang doesn't hesitate, of course, to install big, complex stereo systems using both stereo phonograph and tape recorders in existing homes, he prefers to "start from the ground up" and to engineer the system while the projected house is still on the drawing boards. This means, of course, that he must contact homeowner prospects before the actual construction begins.

There are several reasons, convenience being one, but most important the fact that the stereo prospect is usually impressed with the idea of engineering a stereo system into his home with twin speakers in every room.

Reaching Prospects

Tang gets his prospective home-builders thru many sources, including Dodge Reports, continuous contacts with custom builders in

(Continued on page 85)

DON'T INHALE

FTC Rules On 'Atomic' Accessory

WASHINGTON — Hi-Fi Accessories Company, of 33 East 60th St., New York City, has agreed to Federal Trade Commission stipulation that its "Atomic Dust-Chaser" be clearly indicated as containing radium sulfate. The device is an attachment for record player arms, and cannot be represented as harmless, unless it is clearly stated that user must not inhale or ingest the radium sulfate.

FTC also wants it made clear that the device is not to be handled by children. Harold Shevers, owner of the company, has agreed not to make sales in interstate commerce unless warning notices are posted on the device or its permanent container or carton. Agreements of this type do not constitute admissions of law violation by the parties involved.

Sylvania Has Transistor Clock Radio

NEW YORK — A cordless, transistorized clock-radio introduced by Sylvania. The Play Timer (Model 3406) operates on seven transistors and a germanium crystal diode. It is equipped with a three-inch speaker and has a full-feature timer with automatic wake-up and sleep switch.

The portable set, finished in hand-stitched, top-grain steerhide case, will carry a manufacturer's suggested list price of \$69.95.

The Play Timer operates on six type "C" flashlight batteries for up to 200 hours of normal playing time. The entire back of the luggage type case snaps open for easy access to the battery pack. The set has full-front mother-of-pearl inlay with contrasting clock face. It is equipped with an adjustable carrying strap which can be removed for indoor use.

HI-FI ASSN. SHOWS GAIN IN EIGHT YEARS

NEW YORK — In eight years, the high fidelity component industry has gone from an annual volume of \$12,000,000 to \$260,000,000, the 1958 record high figure. These figures were revealed by George Silber, Chairman of the Institute of High Fidelity Manufacturers, in a December message to the Institute membership.

Silber also estimated that sales would reach \$300,000,000 in 1959. He pointed out that the work of the Institute would aid manufacturers in reaching this goal by fostering interest in component high fidelity on the consumer level.

Execs Prefer Phono, Radio, Recorder Gift

WASHINGTON — Business executives across the nation want phonos, tape recorders and radios for Christmas, according to a survey of 6,000 executives conducted by Ernest E. Blanche & Associates, Inc., Kensington, Md. Altho top choice for Christmas gifts went to movie cameras and electric shavers, the next three toppers on exec Santa preferences were: Hi-Fi radio-phonograph; Hi-Fi tape recorder, and portable transistor radio.

The top 20 Christmas items most popular with execs, out of a listing of 10,000 items, included AM-FM radios and hi-fi record players, 9th and 13th on the list respectively. In short, 20 per cent of the pre-preferred items were along music lines.

Being executives, those polled were no pikers on price. The preferred price range for hi-fi radio phonographs and hi-fi tape recorders was from \$300 to \$500; portable transistor radio, \$30 to \$50;

(Continued on page 85)

MODEL 250

New Power Amplifier From Scott

NEW YORK — H. H. Scott, Inc., announces a new power amplifier. Called the Model 250, this new amplifier features a development called "Power-Balance Circuitry." This development assures the music-lover of virtually unmeasurable distortion whether operating his high fidelity system at low levels or at full-room volume, says the firm. The 250 automatically adjusts to any requirements made upon it.

The model 250 delivers 40 watts of power, 80 watts instantaneous peak power. Frequency response is flat from 12 to 40,000 cps.

Styling makes the model 250 40-watt power amplifier suitable for open shelf or bookcase installation. It measures a compact 13-inches wide, nine and one-half inches deep, and seven inches high. Price east of the Rockies is \$119.95—west of the Rockies \$122.95. Accessory case is \$10, East Coast—\$11, West Coast.

NEW SYLVANIA PHONOS

Self-Contained Consoles:

MODEL 4706—Three-way custom de luxe, four-speed changer, 40-watt amplifier, five speakers, diamond needle, tweeters and mid-range speakers in their enclosures may be either played inside cabinet or removed up to 12 feet from set, simulcast AM-FM receivers play thru separate amplifiers and speakers for stereocasts. Finishes: mahogany, blond oak, ebony or walnut veneers. Price: \$595.

MODEL 4324—Three-way customer de luxe Danish modern, four-speed changer, 40-watt amplifier, five speakers, diamond needle, tweeters and mid-range speakers may be removed in their enclosures from main cabinet for extended stereo effect. Finish: walnut veneer. Price: \$399.95.

Two-Unit Stereo Consoles:

MODEL 4705—De luxe room divider, four-speed changer, 20-watt amplifier, four speakers, AM-FM tuner, diamond needle, used in combination with any of Sylvania companion speaker amplifier combos for stereo (see below). Finishes: grained mahogany or blond oak. Price: \$399.95

MODEL 4321—Same as above but without AM-FM tuner. Price: \$279.95.

MODEL 4703—De luxe four-speed automatic, 20-watt amplifier, three speakers, AM-FM tuner, diamond needle, used in combination with companion speaker amplifier combos for stereo. Finish: grained mahogany or blond oak. Price: \$299.95.

MODEL 4318—De luxe four-speed automatic, 15-watt amplifier, three speakers, dual sapphire needles, used in combination with companion speaker amplifier combo for stereo. Finish: grained mahogany or blond oak. Price: \$219.95

MODEL 4315—Same as above in "consolette" cabinetry. Price: \$189.95

Self-Contained Portables

MODEL 4422—De luxe four-speed automatic, full stereo, four-watt amplifier, dual speakers, detachable lid with speaker enclosed and 12-foot connecting cord. Finish: aqua and colonial white. Price: \$139.95.

MODEL 4413—Manual four-speed, full stereo, three-watt amplifier, dual speakers, detachable lid with speaker enclosed and 12-foot connecting cord. Finish: gold blend and white. Price: \$69.95.

Companion Speaker-Amplifier Combos

MODEL SC08—20-watt amplifier, five speakers, can be used for second channel for stereo with master models 4705, 4321, 4703, 4318, 4315. Finish: grained mahogany or blond oak. Price: \$190.

MODEL SC05—14-watt amplifier, five speakers, can be used for second channel for stereo with master models 4705, 4321, 4703, 4318, or 4315. Finishes: grained mahogany or blond oak. Price: \$140.

NOTE: All master units are equipped with crystal stereo cartridge.

THREE-WAY SOUND

Sylvania Shows Stereo Phono Line From \$69.95

NEW YORK — Sylvania is introducing a full new line of stereophonic phonographs. Included are two self-contained units which provide what Sylvania calls "three way sound." They also are showing units with "simulcast" radio receivers. The firm emphasizes high styling thruout the line.

The "three way sound" effect may be described as flexibility in speaker arrangement. As described by Sylvania, the units will play monaurally, company stereophonically and extended stereophonically.

The instruments include seven consoles, two portables and two furniture-type, speaker-amplifier satellite combinations. They range in price from \$69.95 to \$595.

A "compact stereo" effect is obtained when the set's five speakers are contained within the console. "Extended stereo" is achieved when two small compartments, each containing one high frequency and one middle range speaker, are removed from the console and placed at desired distances away from the master unit.

The speaker compartments are recessed into the sides of the console and slide out easily when "extended stereo" is desired. The compartments, finished in veneers and grille cloth matching the console, are connected to the master unit by 12-foot extension cords. The cords recess out of sight when the

compartments are in the console. The amplifiers and bass speaker are stationary in the master unit.

Custom de luxe Models 4706 and 4324 are equipped with the space direction speaker arrangement. The 4706 also is equipped with simulcast AM and FM receivers. These receivers operate independently of each other to reproduce radio signals thru separate amplifiers and speakers, thus providing stereophonic realism to radio broadcasts.

The two models have dual-channel amplifiers producing 40 watts total power with minimum distortion. Five of the consoles have dual diamond-sapphire styli. The entire line has a frequency range of 50 to 15,000 cycles.

All two-unit type consoles are designed for stereo sound reproduction. They may be bought separately for monaural use in combination with a satellite speaker-amplifier for stereo sound. The complete two-unit stereo systems have up to eight speakers with dual amplifiers producing up to 40 watts maximum.

The two portables, Models 4422 and 4413, are self-contained stereo units with dual speakers and dual channel amplifiers producing up to 4 watts total power. One speaker is contained in the lid of the portable which can be placed up to 12 feet away from the master unit.

MULTIPLEXING

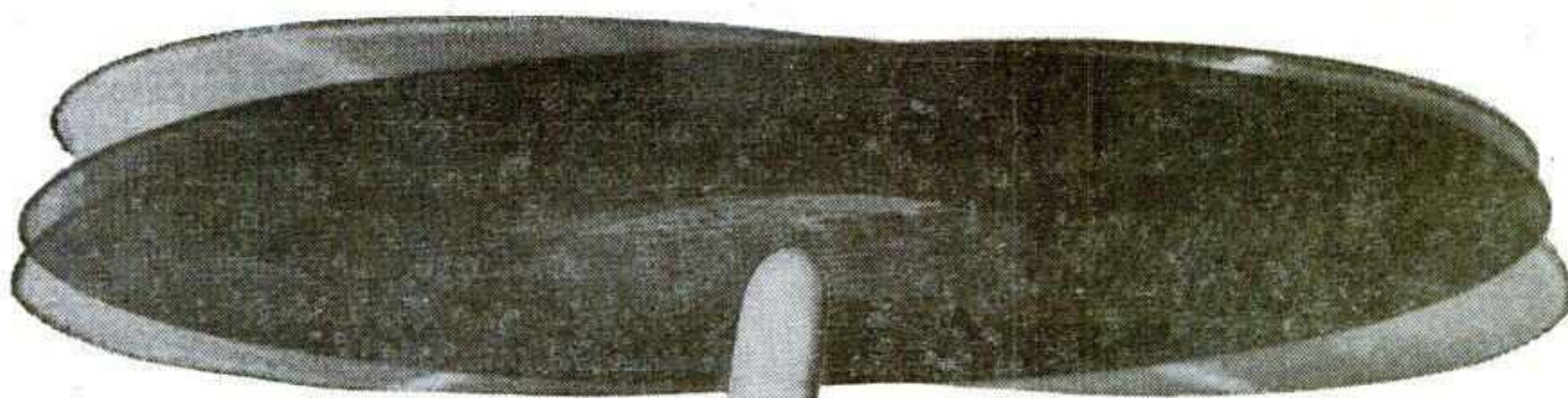
Fisher Unit Brings in Stereocasts

NEW YORK — Fisher Radio, Long Island City manufacturer of high fidelity components, has introduced a multiplex adaptor for receiving FM stereo broadcasts. The adaptor is designed to work with the Crosby multiplex system. It can be used with a stereo sound system and is connected directly to FM or AM-FM tuners equipped with a multiplex jack.

Designated the MPX-10 adaptor, the unit contains a number of exclusive features. One is a highly balanced matrix stage for complete separation of the two stereo channels. Special feedthru connections permit standard AM and FM signals to pass thru the adaptor when multiplex stereo is not being received. This provides permanent connections for reception of both standard and multiplex broadcasts and saves two input jacks on the control amplifier for use with other program sources.

The multiplex adaptor is produced by Fisher under a licensing agreement with Crosby Laboratories, which developed the compatible multiplex stereocasting system. This type of broadcast, now being undertaken on a limited experimental basis by a number of FM stations, is awaiting approval of the Federal Communications Commission. It is a fully compatible system in that it permits stereophonic reception by FM tuners equipped with a multiplex adaptor and monophonic reception by those which are not.

The model MPX-10 adaptor is housed in a steel chassis. It will retail for \$79.50; cabinet \$12.95.



Thank you, DJ's...
**for your hand in spinning
 our records so high!**

The Everly Brothers

The Chordettes

Andy Williams

Johnny Tillotson

Martha Carson

Archie Bleyer

CADENCE RECORDS INC. 119 W. 57th ST. NEW YORK 19, N.Y.

Taped Background Music System Bows

SKOKIE, Ill. — Stereophonic Automation Corporation newly-formed company here, this week debuted its first background music unit, the Fidelivox 100-6. The Fidelivox tape playback plays automatically an endless monaural music tape at 3 3/4 inches per second and lists at \$170. The self-sustaining unit is compact, measuring nine inches high by 15 by 13 inches. The Fidelivox background music unit is fully automatic, with half-hour, full-hour or two-hour

magazines of tape interchangeable. The Fidelivox magazine is merely slipped in along the right edge of the tape deck as a guide. This action engages the tape cartridge and sets the playback unit in action. Magazines may be changed simply by extricating the magazine that is playing and inserting a new one along the right guide line. To avoid tape "flats," the capstan rubber idler is never against the

(Continued on page 108)

Jensen Tells How to Tell Good Diamonds

CHICAGO — Heavy stress on quality of diamond needles is being made by Jensen needles in a new campaign.

Everybody knows an automobile can mean anything from a jalopy to a Cadillac, says Jensen, yet they expect all diamond needles are alike. The problem is intensified since the advent of stereo.

Working thru its distributors, Jensen spells out these differences in a variety of visual merchandising aids. Window streamers, easel cards, giveaways, wall charts and rack displays are supplied to dealers to underline Jensen quality and build brand-consciousness.

Specifically, Jensen seeks to get these ideas across to the retailer and then to the customer:

1. Many diamond needles are made from tiny diamond slivers. In better needles only larger more expensive stones for greater strength and durability are used. These are refined down to needle size.
2. Not all diamonds are "grain-oriented." As in any given stone, one grain will have 10 times the ability to resist abrasion as the other. This fact is used to add built-in stress-resistance in better diamond needles.
3. Cheaper diamond needles tend to have inferior finishes. Their tips are roughed off instead of polished in an effort at manufacturing economy. Diamonds like these can damage records badly, gouging tracks of valuable records.

(Continued on page 85)

WESTERN WINNER

Profit Priming Display Cops Contest Prize, Too

By BOB LATIMER

OGDEN, Utah—St. Valentine's Day is the ideal opportunity to sell a worthwhile batch of phonos and portable television sets, if the dealer does a vigorous job of suggesting them as Valentine's Day gifts for women, according to Lee Nichols, Lee's Appliances here.

Nichols sold a round dozen phonographs and portable TV's as "sweetheart gifts" during the last Valentine's Day season. He spent \$20 for a colorful window display. The theme was carried out with three big Valentines cut from bright red paper, trimmed with white lace paper, and for an original touch, consolidated all three February holidays (St. Valentine's Day, Lincoln's birthday, and George Washington's birthday) with portraits of each historic figure in the center of a valentine. Copy on a sign in the background identified a popular line of phonos as "America's Sweetheart" while smaller signs thru the window suggested, "Give her a really personal gift—Her own portable TV!" Two console sets were included in the display, but it was the portables which Nichols expected to sell.

Every person attracted by the display was reminded of the forthcoming St. Valentine's Day with the suggestion that units bought on easy budget payments, would be a lasting "gift which keeps on giving."

At the same time, many husbands who were known to have considered a purchase at one time or another were telephoned, with the suggestion that they "buy now and make Valentine's Day a celebration." Nichols built all of the

elements of the window himself except for a ready-made background provided by Hotpoint, and was delighted when his handiwork won a prize in a national window trimming contest staged by that firm.

Glaser-Steers Has Plastic Player Cover

NEW YORK — Glaser-Steers Corporation, Newark, N. J., has announced a new rigid, tinted plexiglas cover which fits over its Stereo GS 77 high fidelity record changer and keeps it completely clean at all times.

Not only does the cover protect the changer when stored, but it allows freedom of operation of the mechanism when in use, so that records and changer are kept dust-free during hours of operation.

Jon Hauser Associates, industrial design organization, designed the cover. This is the same firm which designed the Stereo GS 77 changer itself, and they have incorporated in the dust cover a unity of appearance to carry thru to the changer, as well. The cover is attractively functional, and complements the decor of the components in a high fidelity system on the shelf. The dust cover lists at \$9.75.

THE TRADE'S MOST EXCITING NEW HITMAKER!

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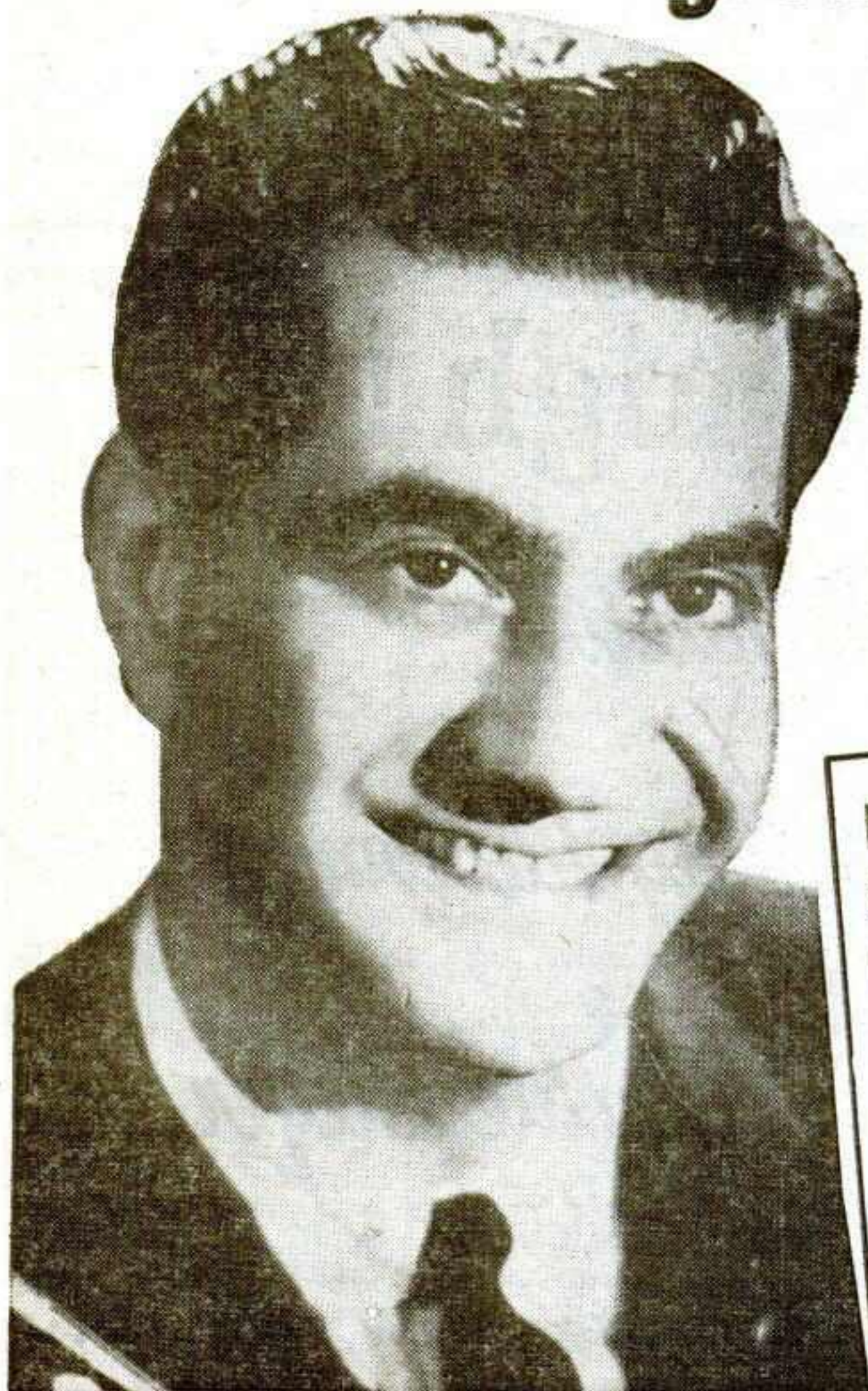
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Audio Feedback

By RALPH FREAS

HI-FI INDUSTRY PREVIEW

Abe Schwartzman at the Institute of High Fidelity Manufacturers calls attention to an important luncheon for the electronics industry being held this week. It's the Pace Luncheon this Wednesday at the Governor Clinton Hotel. Principal speaker is Ken Tibbetts, director and veepee of the National Credit Offices, who will talk on "We Can Seat 7—A Preview of the Electronics Industry for 1959." The cost is \$5 for the lunch and Abe points out that it's important to every component manufacturer.

MAKE IT LOOK GOOD

Sherwood Electronic Labs (Chicago) is offering module type cabinets for component fanciers. The cabinets will blend with either modern or traditional decor, according to Sherwood. They feature movable shelving to accommodate any kind of tape deck, amplifier, tuner, etc. Finish is mahogany or walnut with natural cane detailing. The consoles and cabinets are either 18 or 36 inches wide and 29 inches high and 16 inches deep. Smaller equipment console can also be used for record storage.

TAPE PROMOTION

Three minutes of the DuPont TV "Show of the Month" will be devoted to the use of recording tape. Firm plans to push the merits of Mylar on the show which will be seen by an estimated 35 million people. Viewers will see how the same Mylar they use in their home recorders is used for tracking missiles, for video recording, etc. Strength and durability of the tape will be stressed.

"LOUDSPEAKERS" REVISED

That well-known book in the audio field, "Loudspeakers" by G. A. Briggs, is now available in a new, revised edition. Originally published in 1948, it has been reprinted 15 times. The first edition was little more than a booklet. It consisted of only 90 pages. The current edition, by way of contrast, is a 336-page volume. All aspects of the design and performance of loudspeakers and enclosures are dealt with in non-technical terms. Besides the greatly expanded text, 190 illustrations have been added to the new edition.

DROP DEAD WITH YOUR REVIEWS

Speaking of speakers, the December issue of Audio magazine takes swipes at "the country's self-styled leading consumer reporting organization." It seems this consumer reporting org recently devoted a big hunk of an issue rating various loudspeakers. Audio's editorial rightly points out that the choice of a loudspeaker is an "entirely subjective one." The customer should listen to a number of good loudspeakers and then choose the one that sounds best to his ears. Says Audio: "No one can tell you how much sugar to put in your coffee to make it taste right to you; no one can tell you which loudspeaker will sound best to you. Listen for yourself."

SUN RADIO TAKES DESIGN PRIZE

Hoffman's solar-powered radio has been accepted and is being displayed as an example of "excellence in design and function" by the Fifth California Design Exhibition. The radio operates on light converted into electricity thru a panel of silicon junction solar cells built into the top of its plastic case. A four-volt mercury battery operates the six transistor receiver when light is not available. The exhibition, beginning in Pasadena January 11, will go on national tour.

MESSAGE FROM MEXICO

The Fourth Feria de Alta Fidelidad (hi-fi fair) has come and gone and our good friend Benjamin Cardenas del Rio, president of the show, has just submitted his report. Says he: "All the exhibitors were very satisfied with the immediate returns notwithstanding the many prospects for the future in such a way that all the exhibitors decided to extend the show three days more." Among the American visitors to the show were Doug Hudson of Fidelitone, Harold Blumenthal of Shure Bros., Jay Lasker of Kapp Records and Pete Stapleton of Hi-Fi Records.

HOW TO PUNISH TAPE

A small object ejected from the nose cone of an Atlas missile was found November 22 by fishermen in Caribbean waters. Inside the capsule was a tape recording containing information about the heat and other forces imposed on it as it dove from airless altitudes at 10,000 miles an hour. The capsule with its precious tape spent 10 weeks in the South Atlantic. Despite the long exposure, 85 per cent of the scientific information was salvaged. The tape used was Soundcraft Type A Instrumentation tape.

MINIATURIZATION FORGES AHEAD

Emerson Radio announces that a patent has just been issued on several new devices developed in its laboratories. One is for a tuning device that eliminates the conventional variable condenser or sliding tuning cores now used in radio receivers. It uses ferrites for high frequency elements and a small permanent magnet as the tuning element. This does away with bulky variable condensers and their coils and lends itself to miniaturization of radio receivers. Other patents were issued on a method of testing printed circuits and a miniaturized variable capacitor which can be mass produced.

Many thanks for your warm support

ERROLL GARNER



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HIT!
AFTER
HIT!

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and

"A PART OF ME"

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"JUST A
DREAM"

"LETTER TO AN ANGEL"

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Happy New Year



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The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING DECEMBER 6

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

This Week	Last Week	Weeks on Chart
1. Sing Along With Mitch	1	23
Mitch Miller, Columbia CL 1160		
2. South Pacific	2	38
Sound Track, RCA Victor LOC 1032		
3. Tchaikovsky Piano Concerto No. 1	3	20
Van Cliburn, RCA Victor LM 2252		
4. The Music Man	5	42
Original Cast, Capitol WAO 990		
5. Only the Lonely	4	12
Frank Sinatra, Capitol W 1053		
6. More Sing Along With Mitch	6	6
Mitch Miller, Columbia CL 1243		
7. Gigi	8	26
Sound Track, M-G-M E 3641 ST		
8. The Kingston Trio	7	7
Capitol T 996		
9. But Not for Me	11	13
Ahmad Trio, Argo LP 628		
10. My Fair Lady	9	141
Original Cast, Columbia OL 5090		
11. Johnny's Greatest Hits	10	36
Johnny Mathis, Columbia CL 1133		
12. Christmas Sing Along With Mitch	19	2*
Mitch Miller, Columbia CL 1205		
13. South Pacific	13	246
Original Cast, Columbia OL 4180		
14. Swing Softly	14	13
Johnny Mathis, Columbia CL 1165		
15. Stardust	15	22
Pat Boone, Dot DLP 3118		
16. Belafonte Sings the Blues	16	6
Harry Belafonte, RCA Victor LOP 1008		
17. King Creole	17	14
Elvis Presley, RCA Victor LPM 1884		
18. Merry Christmas	—	1*
Johnny Mathis, Columbia CL 1195		
19. The Fabulous Johnny Cash	20	2
Columbia CL 1253		
20. Gems Forever	—	19
Mantovani, London LL 3032		
21. Merry Christmas	—	1*
Bing Crosby, Decca DL 8128		
22. Oklahoma!	2	164
Sound Track, Capitol SAC 595		
23. Perry Como Sings Merry Christmas Music	—	1*
RCA Victor LPM 1243		
24. Warm	18	41
Johnny Mathis, Columbia CL 1078		
25. The Late, Late Show	—	36
Dakota Staton, Capitol T 876		

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



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

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

Pop Albums

SONGS OUR DADDY TAUGHT US

The Everly Brothers—Cadence CLP 3016

The Everlys have another sock album in this collection of old folk tunes—"Barbara Allen," "Roving Gambler," "Who's Gonna Shoe Your Pretty Little Feet," etc. The tunes—all favorites of their folk singer-father Ike Everly—are in the boys' usual rockabilly groove, but should find favor with their fans as well as country and folk music collectors. A solid dual market entry. Sock display value in cover shot of boys.



JOHNNY CASH SINGS THE SONGS THAT MADE HIM FAMOUS

Sun SLP 1235

Title of this package explains it perfectly. The chanter's big ones are here, such as "I Walk the Line," "The Ways of a Woman in Love," "Big River" and many more which he recorded for Sun. Cash has been extremely stable as big selling artist and should do very well with this collection.



FLOWER DRUM SONG

Sound Track—Columbia OL 5350

The latest Rodgers and Hammerstein show received favorable reviews from the critics, and it appears headed for a long run. The bright and attractive score is given first-rate performances by principals, Pat Suzuki, Miyoshi Umeki, Larry Blyden and Juanita Hall. The set should prove a healthy item saleswise.



WONDERFUL TOWN

Television Cast—Columbia OL 5360

This package by the original cast of the television production is destined to pull sales. The CBS show presented on November 30 was a highly successful transposition and received raves from all quarters. The vitality of the cast, especially Ros Russell, comes thru on the disk and the full value of the music by Leonard Bernstein and lyrics by Betty Comden and Adolph Green can be appreciated by the listener. Dealers would be wise to give this cover window space and the contents exposure over their loudspeakers.



THE WITCH DOCTOR PRESENTS: DAVID SEVILLE AND HIS FRIENDS

Liberty LRP 3092

Seville has a potent package which includes some of his past singles hits and new material. As a novelty item, it's a clever and refreshing package that should move well among all age groups. With the Christmas season, it's also an excellent gift item. Cute cover sketch will help attract. Numbers include "Witch Doctor," "Gotta Get to Your House," and "Bird on My Head."



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

Pop EP Albums

WHEN YOU COME TO THE END OF THE DAY

Perry Como with Mitchell Ayres Ork & the Ray Charles Singers—RCA Victor EPA 4326

From Como's recent LP of religious and inspirational songs comes this group of four. One of the tunes, "I May Never Pass This Way Again," was a hit for Como in England, while "He's Got the Whole World in His Hands," was a hit here earlier this year via other artists. Other selections are "A Still Small Voice," and the favorite, "When You Come to the End of the Day." A strong set of readings with a highly displayable cover shot.



Pop Special Merit Albums

HOLIDAYS FOR PERCUSSION

The New York Percussion Trio—Vox VX 25.740 +ST-VX 25.740

STEREO

Here is an excellent album for stereo addicts. The sound is fine and its use—via overdubbing and other gimmicks—provocative. The performances are also rewarding from a purely listening point. Selections—all tasteful jazz-flavored instrumentals—include "Halloween Witch Hunt," "Easter Parade" and "Jingle Bells Samba."



Ballet Albums

DELIBES: SYLVIA

(2-12") The London Symphony Orch. (Fistoulari)—Mercury OL 2-106

On the heels of its recent complete recording of Delibes' ballet "Coppelia" comes this fine complete waxing of Delibes' other popular ballet score, "Sylvia." It is played in magnificent style by the London Symphony Orchestra under the powerful baton of Anatole Fistoulari, and the recording is excellent. It is packaged beautifully with a cover picture that spreads over both leaves of the two LP set and with the inside leaves containing much info about the ballet, plus pictures. A must for balletomanes and a fine package sale for Christmas along with "Coppelia."



Band Albums

THE QUEEN'S BIRTHDAY SALUTE

The Herald Trumpeters & Band of the Royal Regiment of Artillery (Hays)—Vanguard VRS 9038 & VSD 2011

STEREO & MONAURAL

This one is really tops as a stereo sound entry. There is plenty of pomp here with the artillery band captured going thru its paces at the Hyde Park Parade Ground in London. Movement of the ceremony of the Queen's birthday with the bandmen parading up and down is faithfully recorded. The sound of the band itself is really tops. A great set for fans of martial material and as a demo for the stereo rig—in the home or in dealers' showrooms.



Classical Special Merit Albums

OFFENBACH: THE TALES OF HOFFMAN

(3-12") Mattiwilda Dobbs, Soprano; Leopold Simoneau, Tenor; Various Artists with the Chorus & Orch. of the "Concerts de Paris" (Le Conte)—Epic BSC 101

STEREO & MONAURAL

The meticulously recorded work should score with opera devotees. The principals, soprano Mattiwilda Dobbs and tenor Leopold Simoneau, offer performances to match those of any available of the Offenbach opera. Stereo gives the recording real dimension. The set should appeal to the opera lover. Attractive packaging includes a translation.



(Continued on page 72)

ALBUM COVER OF THE WEEK



CHAIN GANG SONGS, Elektra 158. Intensely dramatic cover photo by George Pickow of a prisoner's feet bound in chains perfectly sets off album's contents. It will evoke deep feeling as well as encourage sales.



Best Selling Pop EP's

FOR SURVEY WEEK ENDING DECEMBER 6

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

1. KING CREOLE, VOL. 1. Elvis Presley, RCA Victor EPA 4319
2. KING CREOLE, VOL. 2. Elvis Presley, RCA Victor EPA 4321
3. JOHNNY CASH SINGS HANK WILLIAMS.Sun EPA 111
4. HYMNSTennessee Ernie Ford, Capitol EAP 1-756
5. STAR CAROL.Tennessee Ernie Ford, Capitol EAP 1-1071
6. THE EVERLY BROTHERSCadence CEP 107
7. SOUTH PACIFIC.Original Cast, Columbia EPA 850
8. THE FABULOUS JOHNNY CASHColumbia B-12531
9. THE LATE, LATE SHOWS. . Dakota Staton, Capitol EAP 1-876
10. COMO'S GOLDEN RECORDS.Perry Como, RCA Victor EPA 5012

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Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise—Top Demand
★★★★—Very Strong Sales Potential—Essential Inventory

★★★—Good Potential—Will Sell
★★—Moderate Potential—Salable Qualities
★—For dealers who stock all merchandise.

POPULAR ★★★★★

★★★★ SONGS FROM GREAT FILMS
 Herman Ciesanoff Ork. Mercury SR 60017

STEREO & MONAURAL

The package has been selling well in monaural form. In stereo it's likely to be even a better seller. The arrangements sound as tho they were done with stereo in mind. The lush settings accorded tunes from several recent films make this a strong item. Selections include "Three Coins in the Fountain," "Wild Is the Wind" and "Gigi."

★★★★ TONY'S GREATEST HITS

Tony Bennett. Columbia CL 1229
 This release is a collation of Tony Bennett's best-selling single records including such smashes as "Rags to Riches," "Stranger in Paradise," "Cold, Cold Heart," "Because of You," and "In the Middle of an Island." Little doubt but that this set is a strong one for Bennett's large and avid following.

★★★★ THE MUSIC OF LEROY ANDERSON, VOL. 1

The Eastman-Rochester Pops Ork. (Fennell). Mercury SR 90009

STEREO & MONAURAL

Superior sound was a strong selling point for this package in the monaural field, and it is an even stronger sales asset on the stereo market. The Eastman group offers light classical but rhythmical ork interpretations of a group of infectious Anderson tunes. Spinnable wax.

POPULAR ★★★

★★★ FRANKIE LAINE'S GREATEST HITS

Columbia CL 1231
 A generous sampling of the chanter's big hits of pre rock and roll era. "Your Cheatin' Heart," "High Noon," "Moonlight Gambler," "Jezebel," "Lucky Old Sun" are typical. Performances are, of course, in the stylized manner of the chanter.

★★★ BING — A MUSICAL AUTOBIOGRAPHY

Bing Crosby with Buddy Cole Trio. Decca DL 9604
 This is the second platter of the five-record de luxe Crosby album to be released on its own. It covers the years 1934-1941,

with Bing singing and narrating his way thru short versions of 26 of his biggest successes, ranging from "June in January" to items like "Mexicali Rose," more or less in the order of their release. He's backed with real skill by Buddy Cole's trio. Actually, the period covered is one of his best, from a musical standpoint, and his fans will love it.

★★★ MISS WONDERFUL

Peggy Lee with Sy Oliver Ork. Decca DL 8816
 A re-issue by the label of one of the talented thrush's great collections, including two tunes Miss Lee co-penned with Dave Barbour, "Take a Little Time to Smile" and the pulsating "I Don't Know Enough About You." Also, smooth and swinging renditions of "Joey, Joey, Joey," and "Mister Wonderful." Varied and strong LP for fans of the singer.

★★★ FOREVER YOUNG

Victor Young Ork. Decca DL 8798
 A lovely, lush set of some of the outstanding tunes composed and played by the late Victor Young and His Singing Strings. Magnificent renditions of "Around the World in Eighty Days" and "Written on the Wind." Also very listenable offerings of "When I Fall in Love" by Jeri Southern and "Where Could I Go Without You" by Peggy Lee.

★★★ SWINGIN' SCHOOL SONGS

Dave Pell Octet. Coral CRL 57248 & CRL 757248

STEREO & MONAURAL

The Pell crew breezes thru several jazz versions of college theme songs with a mildly progressive West Coast sound that should find wide appeal. Selections include "Hall Purdue," "Far Above Cayuga's Waters" and "Notre Dame Victory March." Stereo effect is good.

★★★ SKIN AND BONES

Carl Stevens with Various Artists. Mercury SR 60013

STEREO & MONAURAL

This is a highly inventive package. The orchestrations are clever and imaginative with interesting orchestral effects. The brass choirs are supplemented by reeds and a male chorus on some of the selections, and with percussive undertones achieve vastly contrasting effects on their ballads and tempo numbers. It's an excellent jockey programming set. Stereo adds to color of the excellently arranged numbers which include "Love for Sale," "Long Ago and Far Away" and "All of You." Good prospects.

★★★ BOPPIN' AND A-STROLLIN'

Leonard James Ork. Decca DL 8772
 Wonderful dance package for the stroll, the chicken, the bop, etc. The instrumentals here are all blues or blues-oriented, featuring arrangements which have not only an insinuating beat but also a lot of soul. Horns are wonderful. Material includes such titles as "Slow Down," "Bara Yard," "Lamppoon" etc.

★★★ THE ISLE OF ENCHANTMENT

Charles Dant Ork. Coral CRL 57249 & CRL 757249

STEREO & MONAURAL

A most appealing set of melodies of Hawaiian derivation, coupled with more familiar mainland type songs, played with Hawaiian overtones. The Dant ork contains massed strings along with the steel guitar, ukulele and island percussion instruments. Nice, full stereo sound here does not strive for extreme separation. A well-produced and most listenable effort.

★★★ PAM GARNER SINGS QUIETLY

With Charles Dant Ork. Coral CRL 757250

STEREO & MONAURAL

Sweet-voiced Pam Garner registers strongly on a group of "quiet" songs—"The Lamp Is Low," "Lonesome Road," "Softly as in a Morning Sunrise," "My Heart Stood Still," etc. The canary has a sincere, tastefully simple vocal style, which should find favor with jocks. Harmonious colors on cover photo give LP good display value. Merits exposure.

★★★ THE FASTEST GUITAR IN THE WORLD

Lloyd Ellis, Guitar, with Various Artists. Carlton LP 12-104

Here is truly a fine jazz-flavored sound
 (Continued on page 73)

Review Spotlight on Albums . . .

Continued from page 71

Classical Albums

RACHMANINOFF: CONCERTO NO. 3

Byron Janis, Piano, with the Boston Symphony Orch. (Munch)—RCA Victor LM 2237

Rachmaninoff's Third Piano Concerto is played very capably here by Byron Janis and the Boston Symphony Orchestra under the direction of Charles Munch. Altho not as popular as the Rachmaninoff Second there are many who will be interested in this new recording of the work. There is strong competition on this set, including fairly recent waxings by Gilels and Malcuzyński, but the strength of the label and the artist and ork names should help this obtain steady sales.



CHERUBINI: MEDEA

(3-12") Maria Callas, Soprano; Various Artists with Orch. & Chorus of La Scala (Serafin)—Mercury SR 3-9000

STEREO & MONAURAL

This powerful commercial package—already a solid sales item in the monaural field—should prove even stronger on the stereo market. Sock name value, fine performances and highly effective stereo sound.



ENCORES BY KOGAN

Leonid Kogan, Violin with Andrei Mitnik, Piano—RCA Victor LM 2250

The great violinist demonstrates his versatility with a group of selections covering 200 years, derived from many cultures. Shostakovich's "Four Preludes," Kreisler's "Caprice Viennois," Debussy's "Clair De Lune," Mendelssohn's "Song Without Words" and pieces by Glazounoff, Sarasate and Khachaturian and Prokofieff round out the repertoire. Performances reveal tremendous musicianship.



Documentary Albums

ROCKETS, MISSILES AND SPACE TRAVEL

Written & Directed by Willy Ley—Vox PL 11/120

The cover alone should sell this timely package to students and science buffs, with its striking color shot of a Jupiter rocket blasting off its launching pad. Inside, rocket veteran Willy Ley and narrator Arthur Hannes take listeners on a sort of guided tour of Cape Canaveral, complete with the complex noises of blockhouse "count-downs," the roar of rockets and on-location interviews by Ley of such notables as Dr. Wernher von Braun and Major General Bernard Schriever.



Folk Albums

CHAIN GANG SONGS

Josh White—Elektra 158

The great folk artist has a wonderful collection of work songs, spirituals and blues. As usual he accompanies himself on guitar. He is supported by a chorus on some of the selections which include "That Old Ship of Zion," "Nine-Foot Shovel" and "Trouble." Excellent notes by Nat Hentoff give a brief origin of the selections. Fine cover will help attract. Packaging includes a booklet with lyrics. Top potential for this market.



GAZETTE

Pete Seeger—Folkways FN 2501

Another excellent disk from Pete Seeger with witty, satirical material. Tunes take up such timely topics of the Press, Integration, Gangsterism, Freudism, under-paid teachers, the TVA and the Atomic Age. The clever lyrics by personalities such as Tom Lehrer and Wolcott Gibbs provide provocative listening, and Seeger successfully puts them over. Very complete liner notes are included. Strong item with wide appeal.



Opera Albums

WAGNER: BRUNNHILDE'S IMMOLATION FROM DIE GOTTERDAMMERUNG & PRELUDE AND LIEBESTOD FROM TRISTAN AND ISOLDE

Eileen Farrell, Soprano, with the Boston Symphony Orch. (Munch)—RCA Victor LM 2255

A masterful performance of two favorite Wagnerian excerpts. This is one disk which can compete very well in a world where the interest centers on stereo. Miss Farrell's voice is emotionally compelling in the dramatic "Immolation" and "Love Death" excerpts and the Boston Symphony under Munch achieves peak performance values, particularly in the crashing crescendo passages of each work. Package offers splendid sound, with the performers showing a great rapport with the music.



(Continued on page 88)

The Original and Best Selling Version is on ROULETTE

JIMMY BOWEN
 "Wish I Were Tied to You"

R-4122

"You Belong to My Heart"

BREAKING BIG by The Four Mints
 NRC-011

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RECORDING TALENT

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Reviews and Ratings of New Popular Albums

Continued from page 72

experience for hi-fi addicts, and hip pop buyers. Ellis plays a fast, zealous guitar with good backing provided by Tony Morell on alto and flute; Jerry Christy, bass and Bennie Steele, drums. Selections include "Crazy Rhythm," "The Man I Love," and "Sleepy Time Down South."

★★★ APPEARING NIGHTLY
The Russ Haddock Trio. Coral CRL 87243

Russ Haddock's group makes a fresh trio sound, using effective shifts in rhythm and fluid, original sounding arrangements. Young Haddock is the sparkplug at the piano and Solovka, and he gets strong backing on bass and drums. This formula, applied to 10 great pop standards and two Haddock originals, make this album worth recommending.

★★★ WEDDING MEMORIES

Lyrio Panicelli Ork. Epic LN 3518
Lyrio Panicelli and his orchestra turn in lush arrangements here of a group of wedding tunes, including "Because," "I Love You Truly," "Through the Years," and "Oh Promise Me." Altho the tunes are slightly over-arranged this can be forgiven in wedding album. There is always a market for a set of this type and if dealers display the LP they could secure steady sales.

POPULAR ★★

★★ IRVING BERLIN: BLUE SKIES

Eric Johnson Ork. Westminster WP 6098
A pleasant, if not particularly distinguished, "mood" roundup of some of the top Berlin melodies. Roster includes the title tune, "Always," "A Pretty Girl is Like a Melody," "Remember," etc. played in a slow tempo, syrupy manner by maestro Johnson. A nice item for late-night programming of the WPAT variety, however.

★★ A LITTLE TENDERNESS

Walter Skees with Charlie Byrd, Guitar & Various Artists. Offbeat OJ 3002
Fifteen well-selected evergreens serve as a first-rate showcase for newcomer Walter Skees, a romantic young baritone who's most recently been featured with the Army Band. Skees handles the varied roster of upbeat oldies and ballads like "S Wonderful," and "Long Ago and Far Away" with ease, backed nicely by a quintet of Washington, D. C. jazzmen. Deejays on the hunt for "new talent" to feature should catch this platter.

★★ A SENTIMENTAL JOURNEY

Werner Muller Ork. Decca DL 8803
There's a good idea for an album here, and the cover shot of a boy car touring a map of the U. S. is cute, but somehow it doesn't come off musically. Maestro Mueller, who sounds fine on "Old Heidelberg" melodies, takes a dozen tunes which contain state names in their title, like "Carolina Moon," and gives them the Mantovani treatment until they're almost smothered.

★★ SWINGIN' SOUTHERN GUITAR

Sheldon Bennett, Guitar. NRC LPA 2
Sheldon Bennett has a pleasant style of

easy improvisation on guitar with these tunes, which comprise for the most part, familiar melodies. Working with rhythm support, he offers "Sleepy Time Down South," "Alabama Bound," "Moon Over Miami," etc. Listenable wax from a talented cat.

★★ CHIC TO CHIC!

Nino Nanni. Carlton STLP 12-108

STEREO & MONAURAL

Nino Nanni has a distinctive sound in his rendition of these songs from hit shows. He accompanies himself on piano, and he is nicely paced by a rhythm section. Stereo adds little. Numbers include "A Woman in Love" from "Guys and Dolls," "It's Love" from "Wonderful Town" and "Bewitched" from "Pal Joey."

LOW-PRICE POPULAR ★★★★★

★★★★ MARDI GRAS

Various Artists. Waldorf Music Hall MHK 33-1255

The same personnel which performs show albums on the full-priced Grand Award label here renders Sammy Fain's tuneful score for the new film, "Mardi Gras," at less than half the price. The music is in a definitely youthful vein and the younger set who enjoy the film are definitely potential buyers of this album if prominently displayed. Enoch Light's ork and chorus, and agreeable solo work by Michael Stewart, Loren Becker, Dottie Evans, and Jack Brown make this a slick pro job.

POPULAR EP ★★★★★

★★★★ IT'S ONLY MAKE BELIEVE

Conway Twitty. (1-EP) M-G-M X 1623

Twitty, fresh from his recent outing as a No. 1 hitmaker, appears to be out just at the right time with this EP set which includes the big hit, "It's Only Make Believe." Other offerings by the Mississippi-born cat include "I'll Try," "When" and "I Vibrate (From My Head to My Feet)." Good cover shot of the artist should help spark sales.

BAND ★★★

★★★ THE DEUTSCHMEISTER BAND

(Herrmann). Westminster WP 6101

STEREO & MONAURAL

The Deutchmeister Band, one of the oldest military bands in Europe (the band dates back 200 years) turns in a rousing reading of a group of marches and overtures that should interest all band followers. There are 12 tunes on one side and seven on the other, including "The Archduke Frederick March," "The Prince Eugene March," "White Horse in Medley," and "Overture on Melodies of Old Masters." The band sounds good and the sounds are exciting.

CHRISTMAS ★★★

★★★ CHRISTMAS CHIMES

Dave Harkness, Organ with Fredrico on the Chimes. Grand Award GA 221 S.D.

STEREO & MONAURAL

This is one of the better organ-chimes sets with stereo sound that's quite impressive. There are 18 popular Christmas carols performed by the duo. It's unfortunately a little late getting out but it's good enough to garner last minute interest.

DOCUMENTARY ★★★

★★★ THE PATRIOT PLAN

Narrated by Wallace House (2-12) Folkways FH 5710

The growth of civil rights in Colonial America, with excerpts from Locke, Adams, Franklin, Mather, etc., read perfunctorily by Wallace House. Brilliant booklet with texts and enough history for a term course. For a highly special market.

FOLK ★★★★★

★★★★ THE CATCH CLUB

The Randolph Singers. Elektra 204 X

STEREO & MONAURAL

Here's a solid item for its specialized market. The mixed group provides a perfect blendship on catches, rounds, and gleees. The colorful lineup of varied selections ranges in mood from the tender "Time Has Not Thin'd My Flowing Hair" to the rousing "A Bumper of Good Liquor." Round and catch works, of course, are particularly effective in stereo.

★★★★ CISCO SINGS

Chico Houston. Folkways FA 2346

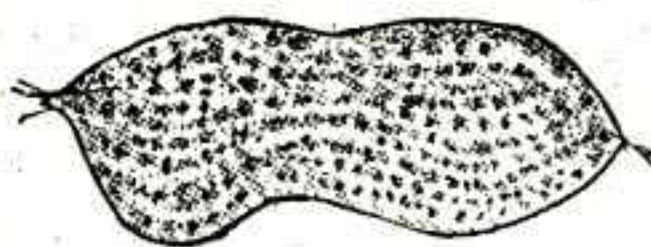
Cisco Houston, one of the better folk singers around today, with a warm voice somewhat on the order of Tennessee Ernie Ford, has a fine folk set here. He sings this excellent collection of American folk songs with much feeling and sincerity, accompanying himself on the guitar. Tunes include "Ramblin' Gamblin' Man," "Drill

(Continued on page 74)

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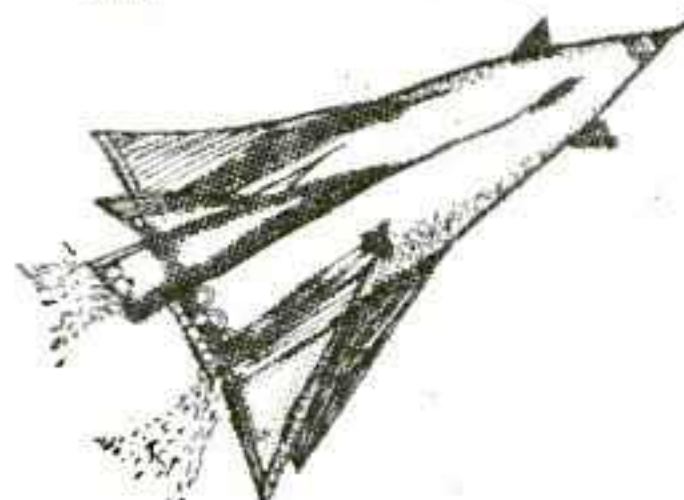
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3232—The Cal Tjader Quintet



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3250—Latin Kick



3253—Cal Tjader



3262/8003—Mas Ritmo Caliente



3266/8005—Cal Tjader—Stan Getz Sextet



3275/8014—Latin Concert

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Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★

★★★★ BIZET: CARMEN SUITE, L'ARLESIENNE SUITES NOS. 1 & 2 The Detroit Symphony Orch. (Paray). Mercury SR 90001

STEREO & MONAURAL

Bright-tempoed readings of the two familiar and popular Bizet works are given extra impact here by some top-notch recorded sound and a colorful bullfight cover. Conductor Paray arranged the "Carmen" suite, steering away from vocal passages made-over for orchestra and sticking to the

opera's original scoring of the best-known instrumental selections. "L'Arlesienne" suites sound charming in the stereo version.

★★★★ SCHMITT: LA TRAGEDIE DE SALOME; RICHARD STRAUSS: DANCE OF THE SEVEN VEILS; LA LO: NAMOUNA; SUITE NO. 1 The Detroit Symphony Orch. (Paray). Mercury MG 50177

Paray, who has a habit of making the LP album chart, brings his gentle treatment to three lush, impressionistic compositions. The Schmitt score, previously unobtainable on microgroove, is a fine display piece for hi-fi fans. Conductor's refined reading

Reviews and Ratings of New Popular Albums

Continued from page 73

Ye Tarriers." "Pat Works on the Railway," "Boll Weevil" and "St. James Infirmary." A strong set for the market.

FOLK ★★★

★★★★ RUSSIAN FOLK DANCES OF THE MOISEYEV DANCE COMPANY Monitor MF 310

The Moiseyev Dance Company made a big hit during their recent appearances in this country, and their name (and photo on cover) should be a definite sales asset. The album—processed from the original master tapes thru Leeds Music—features authentic instrumental treatments of colorful Russian folk dances performed by various Russian groups including the Instrumental Quintet of the Soviet Army Band.

★★★★ THE FOLK SINGERS

Erick Darling, Dylan Todd, Don Vogel & Caroly Wilcox. Elektra 157

Led by Erick Darling, this group, which, refreshingly, calls itself by what it does, performs many of the best-known folk songs in this album, and does them well. They sing with zest and style, and switch nimbly from comic to children's to country-type numbers with complete ease. Can be recommended especially as a fine basic starter album for anyone showing interest in folk repertory.

★★★ ATLANTIS IN HI-FI

The Bavarian State Symphony Orch. (Wolfgang). Carlton LP 12-106

This set contains the score from the sound track of the flick "Forbidden Island." It is interesting and listenable background music, played lushly by the large Bavarian State Symphony orchestra under the direction of Carl Wolfgang. Those who see the flick will be prime customers for the album and it makes a good display piece for dealers when the pic plays their town.

FOLK ★★

★★ BILLY FAIER: TRAVELIN' MAN

Riverside RLP 12-657

Billy Faier, the folk singer and banjo and guitar player, shows off both his musicianship and his vocal style on this new release. He gets a chance to sing "Travelin' Man" as well as "Billy the Kid" and many other tunes and to play any others including "The Downfall of Paris." Interesting wax for the folk collector.

★★ GERMAN FOLK SONGS OF LONG AGO

Albert Greiner Chorus, Augsburg (Lautenbacher). Vox VX 25.750

This collection of old folk songs of Germany are tuneful, and appealingly harmonic. The Albert Greiner chorus does them full justice with its attractive and charming readings. The group does a good job and obviously enjoys the repertoire. There are 15 selections in all. For folk collectors primarily.

★★ HOLIDAY SONGS OF ISRAEL

Geula Gill. Folkways FC 7738

Modern and traditional songs in Hebrew, performed with spirit by Miss Gill's reedy, compelling alto and offbeat percussion groupings. Lovely package includes texts.

INTERNATIONAL ★★★

★★★ ON THE ROAD TO ELATH

Oranin Zabar Israeli Troupe. Elektra 156

The spirited little Oranin Zabar troupe, for their second Elektra album, perform new folk-type tunes, most of them originals or specially arranged for the album. The songs detail the tribulations, joy and pride of accomplishment in reclaiming the Negev desert area. Vigor and color are the dominant characteristics of the performances, which are bright and rhythmic. Texts and English translations are included.

SOUND ★★★

★★★★ SOUND EFFECTS

Recorded by Tony Schwartz. Folkways FX 6170

This is a very lifelike recording of many familiar sounds. These include street traffic

in good weather, in a snow storm and in a thunder storm; sounds at a luncheonette, in a dining room, in a cocktail lounge, etc. The disk would have a splendid application for on-the-air drama. For the average disk buyer, however, the appeal would seem strictly limited.

SPIRITUAL ★★★★★

★★★★ GRACE

The Roberts Martin Singers. Savoy 14022

The excellent gospel group comes up with a fine recording with the "in the church" sound. Male and female leads are impressive and the group joins in with great enthusiasm. "I Found Him," "Rock My Soul," and "Ride on King Jesus," are sample of the fare. Solid merchandise for this market.

★★★★ TAMBOURINES TO GLORY

The Porter Singers. Folkways FG 3538

A distinguished package for the gospel market—and for many an admirer of religious music that makes "a joyful noise unto the Lord." In a sense, this album is also a "sound-track score," since the gospel songs contained in it were penned by poet-dramatist Langston Hughes and Jobs Hunteley for Hughes' play "Tambourines to Glory." Recording was done on location at a gospel church in Harlem. Full text of lyrics comes with record.

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of the Strauss sacrifices a certain strength for the sake of smoothness, but this is a minor quibble in the face of a clean interpretation and realistic sound. A sure seller.

★★★★ BRAHMS: VIOLIN CONCERTO Erica Morini, Violin with the Philharmonic Symphony Orch. of London. (Rodzinski). Westminster WST 14037

STEREO & MONAURAL

The monaural version of this album, issued several months ago, ranked with the premiere performances of this concerto. Miss Morini's beautiful tone and her lyrical, pensive approach to the music placed it alongside the best available renditions. In stereo, altho Rodzinski's orchestral support is more clearly revealed as beautifully balanced, little benefit for the solo role ensues. Nevertheless, either this or the monaural version may be recommended for a perfect performance.

CLASSICAL ★★★

★★★★ GOULD: SUITE FROM DECLARATION, JEKYLL AND HYDE VARIATIONS

The National Symphony Orch. (Mitchell). RCA Victor LM 2264
The orchestral portions of "Declaration," a narrative commissioned by WRC-TV, Washington, are good background music. The Jekyll-Hyde suite is more substantial and inventive. Mitchell conducts with care and admiration.

★★★★ SHOSTAKOVICH: QUINTET FOR PIANO & STRINGS; STRING QUARTET NO. 1

Dmitri Shostakovich, Piano & The Beethoven Quartet; The Komitas Quartet. Vanguard VRS 6032
Here is an exceptional new recording from Vanguard of one of Dimitri Shostakovich's most expressive works, the Quintet for Piano and Strings, and the meaningful Quartet No. 1 for Strings. Both works are splendidly played on this recording, made in Russia, featuring Shostakovich himself on piano with the Beethoven Quartet on the Quintet work, and the Komitas Quartet on the String Quartet opus. The readings are excellent and the sound is first rate. Many veteran collectors will be interested in this waxing.

★★★★ MAHLER: SYMPHONY NO. 2

The Vienna State Opera Orch. (Scherchen). (2-12") Westminster XWN 2229
A dramatic, grand reading of this fiery work, with the augmented ork and chorus scoring full sonic impact. Lucretia West is admirable as chief soloist. Handsome package includes fine notes, should sell.

★★★★ BRUCKNER: SYMPHONY NO. 7
Symphony Orch. of the Southwest German Radio, Baden-Baden (Rosboud). Vox PL 10.750

For the first time on a single disk, this massive work gets an exciting reading here to delight all romantics. The epitaph to Wagner is especially well batoned and engineered. This should prove a catalog staple.

★★★★ BEETHOVEN: SYMPHONY NO. 3
The Vienna State Opera Orch. (Scherchen). Westminster WST 14045

STEREO & MONAURAL

This stereo Eroica inevitably must rank at or near the top. The remarkable clarity of instrumental articulation and of subsidiary musical material, for which Scherchen is justly famed, is splendidly brought to full fruition in this stereo effort. The result is that the music generates a fire, drive and excitement lacking from Scherchen's earlier monophonic version. This, plus Scherchen's reputation as a Beethoven interpreter, should mean steady sales on this album for some time.

★★★★ THE CADET CHAPEL ORGANIST, WEST POINT
John A. Davis, Jr., Organist. Vox VX 25.800 & ST-VX 25.800

STEREO & MONAURAL

The West Point Chapel pipe organ has a big, brilliant and resounding quality and it's captured beautifully in this stereo version. Organist Davis provides a refreshing program which takes in some of the more classic organ works of Mendelssohn, Mozart and Franck etc. Set is a pleasant change from other organ offerings which strive only for the gimmick sound, sometimes at the expense of interesting repertoire. Good performance, well-recorded.

★★★★ KHACHATURIAN: SPARTACUS
The State Radio Orch. (Gauk). Monitor MC 2025

Balletomanes will find this first recording of the Khachaturian work to their liking. The rich motifs vary from fiery, exciting themes to rather romantic strains. Sound is good. Market may be limited, but the disk will sell with exposure. Attractive cover.

★★★★ CHOPIN: 24 PRELUDES OP. 28; SONATA NO. 2, B. FLAT MINOR
Guilomar Novaes. Vox P. 10.940

This is a recoupling of two previously issued LP's featuring pianist Guilomar Novaes playing the 24 Chopin Preludes and the Chopin Sonata No. 2. It makes for an excellent coupling with outstanding interpretations of the two Chopin works by the excellent pianist. It should have strong appeal to piano music fans as well as students.

(Continued on page 86)

• Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★

★★★★ JAZZ IN ¾ TIME FEATURING MAX ROACH
Mercury SR 80002

STEREO & MONAURAL

The great Max Roach presents a rhythmically inventive series of melodies in waltz tempo. The set has been available in monaural form for several months. Stereo does heighten the effect to a degree, tho there is a sharp separation between the rhythm section and trumpet and sax. Tunes include "Lover," "Little Folks," "I'll Take Romance," and "Valse Hot." The Roach name is a strong one saleswise, so the set should move well.

JAZZ ★★★

★★★ 4 FRENCH HORNS
Julius Watkins, Fred Klein, Tony Miranda & David Amran, French Horns with Various Artists. Elektra 234 X

STEREO & MONAURAL

The range and sensitivity of the French horn as a jazz instrument were explored effectively in the monaural version of this album some time ago. Stereo brings out nuances of the arrangements, in which the four horns are used for ensemble as well as solo work, along with rhythm and spiced with accordion and guitar licks. Topping it off is a highly attractive cover, the same one which had been used on the monaural version, and an eye-stopper.

JAZZ ★★

★★ HER NAME IS RITA REYS
With Tom Dissevelt & Jan Corduener Orks. Epic LN 3522

The Holland-based singer really understands the American jazz idiom. Her swinging style is demonstrated here via a flock of standards played by two groups. Material includes "Old Devil Moon," "The Song Is You," and "They Didn't Believe Me."



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"NIGHT IN HOLLYWOOD"

DTL 250

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TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending December 6

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Tom Dooley By Dave Guard—Published by Beechwood (BMI) BEST SELLING RECORD: Kingston Trio, Cap 4049.	1	10	6. Lonesome Town By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545.	4	8
2. To Know Him Is to Love Him By Phillip Spector—Published by Warman (BMI) BEST SELLING RECORD: Teddy Bears, Dore 508. RECORDS AVAILABLE: Cathy Carr, Roulette 4107; Evelyn and Towers Kingsley, Cap 4069.	2	9	7. Beep Beep By Donny-Morey-Chic—Published by H.A.L. (BMI) BEST SELLING RECORD: Playmates, Roulette 4115.	6	6
3. One Night By Dave Bartholomew-Pearl King—Published by Travis-Presley (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7410.	5	5	8. I Got Stung By Aaron-Schroeder-David Hill—Published by Gladys Music (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 7410.	8	6
4. Problems By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1355.	7	4	9. Smoke Gets in Your Eyes By Harbach-Kearns—Published by Harma (ASCAP) BEST SELLING RECORD: Platters, Mercury 71388. RECORDS AVAILABLE: Richard Barrett, MGM 12616; Harry Belafonte, Jubilee 5035; Earl Bostic, King 4570; Connee Boswell, Dec 25055; Carmen Cavallaro, Dec 24185; Dennis Day, Cap 1610; Jerry Gray, Dec 27450; Gordon Jenkins, Dec 27166; Guy Lombardo, Dec 23996; Tab Smith, Argo 523; Fred Waring, Dec 23728.	12	3
5. It's Only Make Believe By Conway Twitty & Nance—Published by Marielle (BMI) BEST SELLING RECORD: Conway Twitty, MGM 12677. RECORD AVAILABLE: Jimmy Starr, Debbis 101.	3	10	10. Chipmunk Song By Ross Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville, Liberty 55168.	-	1

Second Ten

11. Queen of the Hop By Woody Harris & Bobby Darin—Published by Walden-Tweed (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6127.	11	7	16. It's All in the Game By Dawes and Sigman—Published by Remick (ASCAP) BEST SELLING RECORD: Tommy Edwards, MGM 12688.	10	16
12. Topsy II By Battle-Durham—Published by Cosmopolitan (ASCAP) BEST SELLING RECORD: Cozy Cole, Love 50034.	9	11	17. Bimbo-bey By David-Peretti-Creatore—Published by Planetary (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4116.	25	3
13. Whole Lotta Loving By Domino & Bartholomew—Published by Marquis (BMI) BEST SELLING RECORD: Fats Domino, Imperial 5553.	19	3	18. I Got a Feeling By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545.	14	9
14. A Lover's Question By Brook Benton-Jimmy Williams—Published by Eden-Progressiva (BMI) BEST SELLING RECORD: Clyde McPhatter, Atlantic 1199.	17	6	19. World Outside By Sigmund-Addensell—Published by Chappell (ASCAP) BEST SELLING RECORDS: Four Aces, Dec 30764; Four Coins, Epic 9295. RECORD AVAILABLE: Roger Williams, Kapp 246.	16	4
15. The Day the Rains Came By Sigmund-Becaud—Published by Garland (ASCAP) BEST SELLING RECORDS: Raymond Le Fevre, Kapp 231; Jane Morgan, Kapp 235. RECORD AVAILABLE: Dalida, Verve 10152.	15	10	20. Love Is All We Need By Raleigh-Wolf—Published by Sheldon (BMI) BEST SELLING RECORD: Tommy Edwards, MGM 12722. RECORDS AVAILABLE: Jimmy Breedlove, Epic 9283; Barry Frank, Mark 140.	18	4

Third Ten

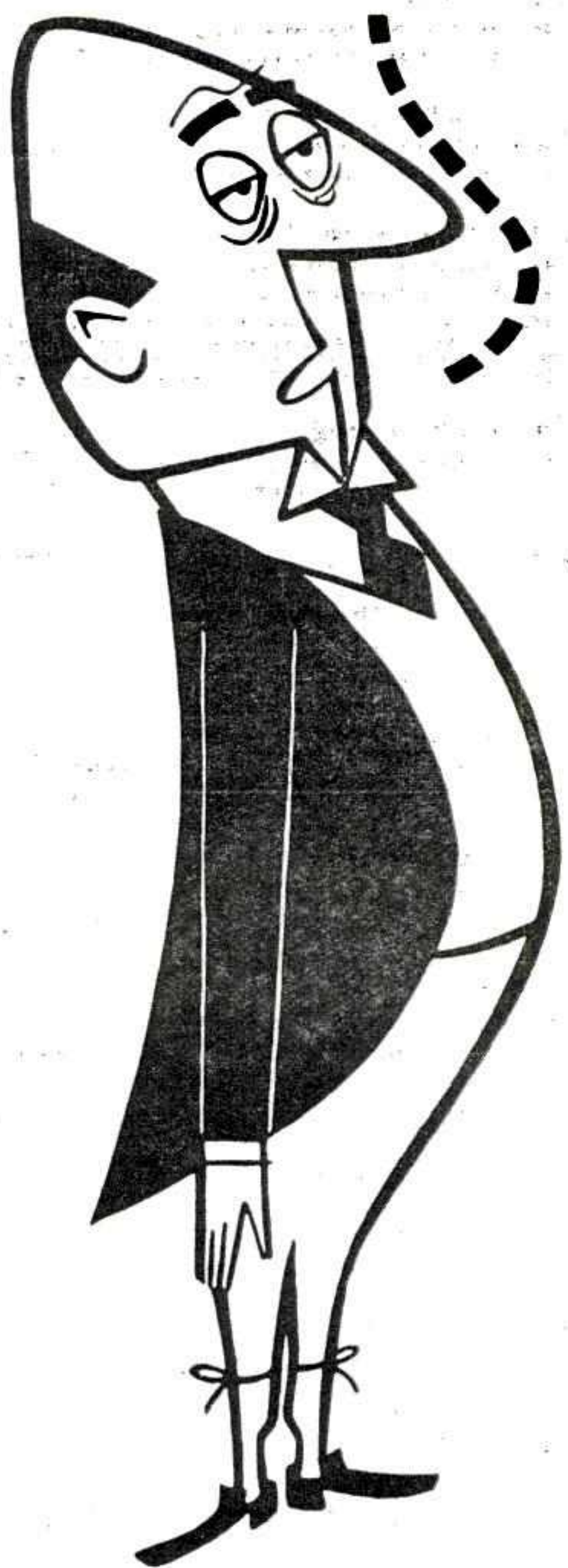
21. The End By Jimmy Krondes-Sid Jacobson—Published by Criterion (ASCAP) RECORD AVAILABLE: Earl Grant, Dec 30719.	20	12	26. Lonely Teardrops By Barry Gordy Jr. & Tyran Carlo—Published by Pearl (BMI) RECORD AVAILABLE: Jackie Wilson, Brunswick 55105.	-	1
22. That Old Black Magic By Johnny Mercer & Harold Arlen—Published by Famous (ASCAP) RECORDS AVAILABLE: Dave Brubeck Trio, Fantasy 506; Billy Daniels, GNP 111; Billy Daniels, Mercury 30907; Sammy Davis Jr., Dec 29541; Erroll Garner, Mercury 70649; Norman Greene, MGM 30609; Tiny Grimes, Ato 858; Glenn Miller Ork, Vic 0044; Louis Prima and Keely Smith, Cap 4063; Martha Rays, Mercury 70364; Bobby Robertson, Windsor 7460; David Rose, MGM 30886; Sundowners, Windsor 7160; Fred Waring Ork, Dec 40173.	24	2	27. Gotta Travel On By Paul Clayton—Published by Sanga (BMI) RECORDS AVAILABLE: Billy Grammer, Monument 400; Bill Monroe & His Blue Grass Boys, Decca 30809.	30	2
23. Chantilly Lace By J. P. Richardson—Published by Glad (BMI) RECORD AVAILABLE: Big Bopper, Mercury 71343.	13	12	28. Non Dimenticar By Redi-Galdieri-Dobbins—Published by Hollis (BMI) RECORDS AVAILABLE: Robert Ashley, MGM 12463; Nat King Cole, Cap 4056; Don Cornell, Coral 61905; Percy Faith, Col 40155; Joni James, MGM 12639.	26	6
24. Cannon Ball By L. Hazlewood-Duane Eddy—Published by Gregmark (BMI) RECORD AVAILABLE: Duane Eddy, Jamie 1111.	22	5	29. I'll Wait for You By Marcucci-DeAngeles—Published by Rambed (BMI) RECORD AVAILABLE: Frankie Avalon, Chancellor 1026.	23	5
25. Poor Boy By G. Sanderson—Published by Meridian-Parkwood (BMI) RECORDS AVAILABLE: Cardigans, Mercury 71367; Royal Tones, Jubilee 5338.	28	4	30. Letter to an Angel By Jimmy Clanton-Cosimo Mattassa—Published by Ace (BMI) RECORDS AVAILABLE: Jimmy Clanton, Ace 551; Five Shillings, Dec 30722.	30	3
			30. Need You By Buddy Wheeler—Published by Malapi (BMI) RECORDS AVAILABLE: Donnie Owens, Guyden 2001; Jeff Stevens, Dot 15843.	27	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.

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GAZACHSTAHAGEN

My Deah, You
Don't say it - You
PLAY it!



Everyone will be playing **GEZACHSTAHAGEN**

UNITED ARTISTS' NEW INSTRUMENTAL SENSATION
by **THE WILDCATS—UA 154X** published by Sea Lark Ent. (BMI)

UA UNITED ARTISTS RECORDS, INC., 729 Seventh Ave., N.Y.C.

The Billboard

HOT 100

FOR THE WEEK
ENDING
DECEMBER 21

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
3	1	1	1		TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 503	13
17	8	6	2		PROBLEMS	Everly Brothers, Cadence 1355	6
2	2	2	3		TOM DOOLEY	Kingston Trio, Capitol 4049	12
7	5	5	4		ONE NIGHT	Elvis Presley, RCA Victor 7210	6
6	4	4	5		BEEP BEEP	Playmates, Roulette 4115	7
50	22	11	6		SMOKE GETS IN YOUR EYES	Platters, Mercury 71353	5
9	7	7	7		LONESOME TOWN	Ricky Nelson, Imperial 5345	8
1	3	3	8		IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	14
8	9	9	9		I GOT STUNG	Elvis Presley, RCA Victor 7210	7
—	62	37	10	★	THE CHIPMUNK SONG	David Seville & the Chipmunks, Liberty 55168	3
44	23	18	11		BOMBOMBEY	Jimmie Rodgers, Roulette 4116	6
4	6	8	12		TOPSY II	Cozy Cole, Love 50034	17
19	14	14	13		A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	9
10	11	10	14		QUEEN OF THE HOP	Bobby Darin, Atco 6127	11
49	26	16	15		WHOLE LOTTA LOVING	Fats Domino, Imperial 5553	5
23	18	19	16		LOVE IS ALL WE NEED	Tommy Edwards, M-G-M 12722	8
11	12	13	17		I GOT A FEELING	Ricky Nelson, Imperial 5545	10
36	35	22	18		THAT OLD BLACK MAGIC	Keely Smith & Louis Prima, Capitol 4063	7
15	19	17	19		CANNON BALL	Dunne Eddy, Jamie 1111	7
86	43	30	20	★	GOTTA TRAVEL ON	Billy Grammer, Monument 400	4
12	13	20	21		THE END	Earl Grant, Decca 30719	14
28	17	24	22		POOR BOY	Royal Tones, Jubilee 9338	9
27	15	21	23		I'LL WAIT FOR YOU	Frankie Avalon, Chancellor 1026	8
88	42	33	24		LONELY TEARDROPS	Jackie Wilson, Brunswick 55105	4
5	10	12	25		IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	17
13	16	15	26		CHANTILLY LACE	Big Bopper, Mercury 71343	19
30	28	25	27		NEED YOU	Donnie Owens, Guyden 2001	11
25	31	29	28		LETTER TO AN ANGEL	Jimmy Clanton, Ace 551	9
21	27	28	29		THE DAY THE RAINS CAME	Jane Morgan, Kapp 235	13
31	21	26	30		THE WORLD OUTSIDE	Four Coins, Epic 9295	6

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
14	24	23	31		TEA FOR TWO CHA CHA	Tommy Dorsey Ork-Warren Covington, Decca 30704	16
29	30	34	32		WALKING ALONG	Diamonds, Mercury 71366	8
93	75	55	33	★	DONNA	Ritchie Valens, Del-Fi 4110	4
—	87	42	34		TEEN COMMANDMENTS	P. Anka, G. Hamilton IV, J. Nash, ABC-Paramount 9974	3
16	20	27	35		FORGET ME NOT	Kalin Twins, Decca 30745	12
74	59	65	36	★	LOVE YOU MOST OF ALL	Sam Cooke, Keen 2008	5
55	51	45	37		PHILADELPHIA, U.S.A.	Nu Tornadoes, Carlton 492	5
—	—	57	38	★	MY HAPPINESS	Connie Francis, M-G-M 12738	2
22	33	41	39		PUSSY CAT	Ames Brothers, RCA Victor 7315	12
85	48	73	40	★	LOVE OF MY LIFE	Everly Brothers, Cadence 1355	4
—	66	58	41	★	TURVY II	Cozy Cole, Love 5014	3
—	—	61	42	★	PEEK-A-BOO	Cadillacs, Josie 846	2
24	29	35	43		CALL ME	Johnny Mathis, Columbia 41253	12
—	—	64	44	★	BIG BOPPER'S WEDDING	Big Bopper, Mercury 71375	2
34	39	32	45		THE MOCKING BIRD	Four Lads, Columbia 41266	7
76	57	52	46		SING, SING, SING	Bernie Lowe Ork, Cameo 153	4
51	41	47	47		MR. SUCCESS	Frank Sinatra, Capitol 4070	8
91	81	68	48	★	16 CANDLES	The Crests, Coed 506	4
60	53	44	49		CIMARRON	Billy Vaughn, Dot 15836	9
32	25	31	50		HIDEAWAY	Four Esquires, Paris 520	13
—	—	83	51	★	THE DIARY	Nell Sedaka, RCA Victor 7408	2
99	84	71	52		THE WEDDING	June Valli, Mercury 71383	4
65	52	50	53		PLEDGING MY LOVE	Roy Hamilton, Epic 9294	5
35	34	40	54		I'LL REMEMBER TONIGHT	Pat Boone, Dot 15840	8
—	—	69	55	★	MANHATTAN SPIRITUAL	Reg Owen, Palette 5005	2
68	47	59	56		SWEET LITTLE ROCK AND ROLLER	Chuck Berry, Chess 1709	6
26	37	36	57		THERE GOES MY HEART	Joel James, M-G-M 12706	14
69	67	62	58		MANDOLINS IN THE MOONLIGHT	Perry Como, RCA Victor 7353	8
—	70	63	59		NOBODY BUT YOU	Dee Clark, Abner 1019	3
57	49	48	60		I WANT TO BE HAPPY CHA CHA	Enoch Light & the Light Brigade, Grand Award 1020	6

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

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

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

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
72	58	54	61	NEED YOUR LOVE	Bobby Freeman, Josie 844	4
70	64	67	62	JEALOUS HEART	Tab Hunter, Warner Bros. 5008	9
92	83	79	63	★ THE WORLD OUTSIDE	Four Aces, Decca 30764	4
53	38	39	64	A PART OF ME	Jimmy Clanton, Ace 551	7
94	82	77	65	C'MON EVERYBODY	Eddie Cochran, Liberty 55166	4
—	—	—	66	★ DONDE ESTA SANTA CLAUS!	Augie Rios, Metro 20010	1
20	32	43	67	MEXICAN HAT ROCK	Applejacks, Cameo 149	14
43	44	49	68	NON DIMENTICAR	Nat King Cole, Capitol 4056	10
18	36	38	69	ROCK-IN' ROBIN	Bobby Day, Class 229	20
—	92	81	70	I WANT TO BE HAPPY CHA CHA	Tommy Dorsey Ork-Warren Covington, Decca 30790	3
—	—	86	71	★ THE WORLD OUTSIDE	Roger Williams, Kapp 246	2
—	—	80	72	COME PRIMA	Tony Dalarido, Mercury 71327	2
48	54	56	73	THE TEN COMMANDMENTS OF LOVE	Harvey & the Moonglows, Chess 1705	14
37	40	75	74	THE DAY THE RAINS CAME	Raymond Le Fevre, Kapp 231	13
—	—	93	75	★ I CRIED A TEAR	LaVern Baker, Atlantic 2007	2
—	97	87	76	CINDERELLA	Four Preps, Capitol 4078	4
—	—	94	77	★ STAGGER LEE	Lloyd Price, ABC-Paramount 9927	2
—	—	—	78	★ IT'S JUST ABOUT TIME	Johnny Cash, Sun 309	1
45	45	53	79	TUNNEL OF LOVE	Doris Day, Columbia 41252	8
—	—	—	80	★ TRY ME	James Brown, Federal 12337	1
—	—	—	81	★ GOODBYE BABY	Jack Scott, Carlton 493	1
58	77	76	82	ALL OVER AGAIN	Johnny Cash, Columbia 41251	11
—	—	—	83	★ RUN, RUDOLPH, RUN	Chuck Berry, Chess 1714	1
81	61	66	84	INTERMISSION RIFF	Bernie Lowe Ork, Cameo 153	4
—	—	—	85	★ I JUST THOUGHT YOU'D LIKE TO KNOW	Johnny Cash, Sun 309	1
33	50	74	86	TEARS ON MY PILLOW	Little Anthony & the Imperials, End 1027	19
40	55	51	87	LOVE MAKES THE WORLD GO 'ROUND	Perry Como, RCA Victor 7353	10
—	—	90	88	DIAMOND RING	Jerry Wallace, Challenge 59027	2
83	100	—	89	JO JO GUNNE	Chuck Berry, Chess 1709	4
—	—	—	90	★ MERRY CHRISTMAS BABY	Chuck Berry, Chess 1714	1

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

- IT'S JUST ABOUT TIME Johnny Cash
- I JUST THOUGHT YOU'D LIKE TO KNOW
(Clement, BMI) (Hi-Lo, BMI) Sun 309
- STAGGER LEE Lloyd Price
(Sheldon, BMI) You Need Love (Pamco, BMI) ABC-Paramount 9927
- GOODBYE BABY Jack Scott
(Starfire, BMI) Save My Soul (Starfire, BMI) Carlton 493
- I CRIED A TEAR La Vern Baker
(Progressive, BMI) Dix-A-Billy (Sounds, ASCAP) Atlantic 2007
- MANHATTAN SPIRITUAL Rea Owen Ork
(Zodiac, BMI) Ritual Blues (Zodiac, BMI) Palette 5005
The above are previous Billboard Spotlight picks
- 16 CANDLES The Crests
(Coronation, BMI) Beside You (Winneton, BMI) Coed 506

CHRISTMAS

- DONDE ESTA SANTA CLAUS! Augie Rios
(Ragtime, ASCAP) Ol' Fatso (Shapiro-Bernstein, ASCAP) Metro 20010
- RUN, RUDOLPH, RUN Chuck Berry
MERRY CHRISTMAS, BABY
(Arc, BMI) (St. Louis, ASCAP) Chess 1714

C&W

- WHICH OF US IS TO BLAME! The Wilburn Brothers
(Ridgeway, ASCAP) Knoxville Girl (Sure-Fire, BMI) Decca 30787
- SITTIN' ALONE Webb Pierce
I'M LETTING YOU GO
(Cedarwood, BMI) (Cedarwood, BMI) Decca 30789
The above are previous Billboard Spotlight picks

R&B

NO SELECTIONS THIS WEEK.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	91	91	THE FOOL & THE ANGEL	Bobby Helms, Decca 30749	2
—	—	—	92	PHILADELPHIA, U.S.A.	Art Lund, Coral 62054	1
—	90	72	93	LITTLE RED RIDING HOOD	Big Bopper, Mercury 71375	3
—	88	89	94	A HOUSE, A CAR AND A WEDDING RING	Dale Hawkins, Checker 906	5
42	85	92	95	COME ON, LET'S GO	Ritchie Valens, Del-Fi 4106	13
—	—	—	96	PRETTY GIRLS EVERYWHERE	Eugene Church, Class 235	1
—	—	—	97	DREAMY EYES	Johnny Tillotson, Cadence 1353	3
—	—	—	98	SEVEN MINUTES IN HEAVEN	Paul Talls, ABC-Paramount 9969	1
41	56	60	99	FALLIN'	Connie Francis, M-G-M 13713	10
—	—	—	100	COME PRIMA	Polly Bergen, Columbia 41275	1

The Billboard HOT R & B SIDES

FOR THE WEEK ENDING DECEMBER 21

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
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10	7	5	1	LONELY TEARDROPS	Jackie Wilson, Brunswick, 55105	5
4	2	1	2	A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	9
11	6	4	3	NOBODY BUT YOU	Dee Clark, Abner 1019	5
16	3	2	4	WHOLE LOTTA LOVING	Fats Domino, Imperial 5553	4
14	11	14	5	TRY ME	James Brown, Federal 12337	6
7	14	13	6	QUEEN OF THE HOP	Bobby Darin, Atco 6127	7
3	4	7	7	IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	9
12	10	8	8	IT DON'T HURT NO MORE	Nappy Brown, Savoy 1551	9
13	16	17	9	PLEASE ACCEPT MY LOVE	B. B. King, Kent 315	6
—	—	—	10	SMOKE GETS IN YOUR EYES	Platters, Mercury 71353	1
26	22	25	11	CHANTILLY LACE	Big Bopper, Mercury 71343	9
1	1	3	12	TOPSY II	Cozy Cole, Love 50034	9
—	—	—	13	SWEET LITTLE ROCK AND ROLLER	Chuck Berry, Chess 1709	1
6	9	9	14	KEY TO THE HIGHWAY	Little Walter, Checker 904	9
—	—	—	15	ROCKHOUSE II	Ray Charles, Atlantic 2006	1
—	—	—	16	STAGGER LEE	Lloyd Price, ABC-Paramount 9927	1
17	13	10	17	TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 503	5
8	12	15	18	HOLD IT!	Bill Doggett, King 5149	9
9	15	19	19	CLOSE TO YOU	Muddy Waters, Chess 1704	9
—	—	—	20	CHIPMUNK SONG	David Seville, Liberty 55168	1
27	24	23	21	HERE I STAND	Wade Flemons, Vee Jay 295	4
—	—	—	22	CANNON BALL	Duane Eddy, Jamie 1111	1
—	25	22	23	LOVE YOU MOST OF ALL	Sam Cooke, Keen 32006	9
—	—	—	24	KEEP A-DRIVING	Chuck Willis, Atlantic 2005	1
19	23	27	25	EVERYTHING WILL BE ALL RIGHT	Gene Allison, Vee Jay 299	4
—	—	—	26	THAT OLD BLACK MAGIC	Keely Smith & Louis Prima, Capitol 4063	1
—	—	—	27	MAKE ME A PRESENT OF YOU	Dinah Washington, Mercury 71377	1
—	—	—	28	YOU CHEATED	Shields, Dot 15805	1
15	18	21	29	WIN YOUR LOVE FOR ME	Sam Cooke, Keen 32005	9
18	17	12	30	ONE NIGHT	Elvis Presley, RCA Victor 7410	5

"SWEET LITTLE ROCK 'n' ROLLER"

CHUCK BERRY

chess 1709

Thanks D.J.'s

Chuck Berry

"MERRY CHRISTMAS, BABY"

The Billboards
DECEMBER 1, 1958
Christmas Records

b/w

"RUN, RUDOLPH, RUN"

CHUCK BERRY

chess 1714

Moonglows

Harvey

Top New Star

"DO YOU REMEMBER?"

L. C. COOKE

checker 903

Muddy Waters

Little Walter

L.C. Cooke

Pastels

Monotones

Sonny Boy Williamson

Hawling Wolf

Billy Emerson

folo-up to

"Ten Commandments of Love"

"I WANT SOMEBODY"

HARVEY

(formerly with the Moonglows)

chess 1713

Ahmed Jamal

Ransley Lewis

Pat O'Day

James Moody

CHESS
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CHESS CHECKER
ARGO

TAB SMITH
does

"SMOKE GETS IN YOUR EYES"

b/w

"MY HAPPINESS CHA-CHA-CHA"

argo 5323

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JAMES
BROWN**

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

Best Selling Sheet Music in Britain

(For week ending December 6)

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

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

Best Selling Pop Records in Britain

(For week ending December 6)

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

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

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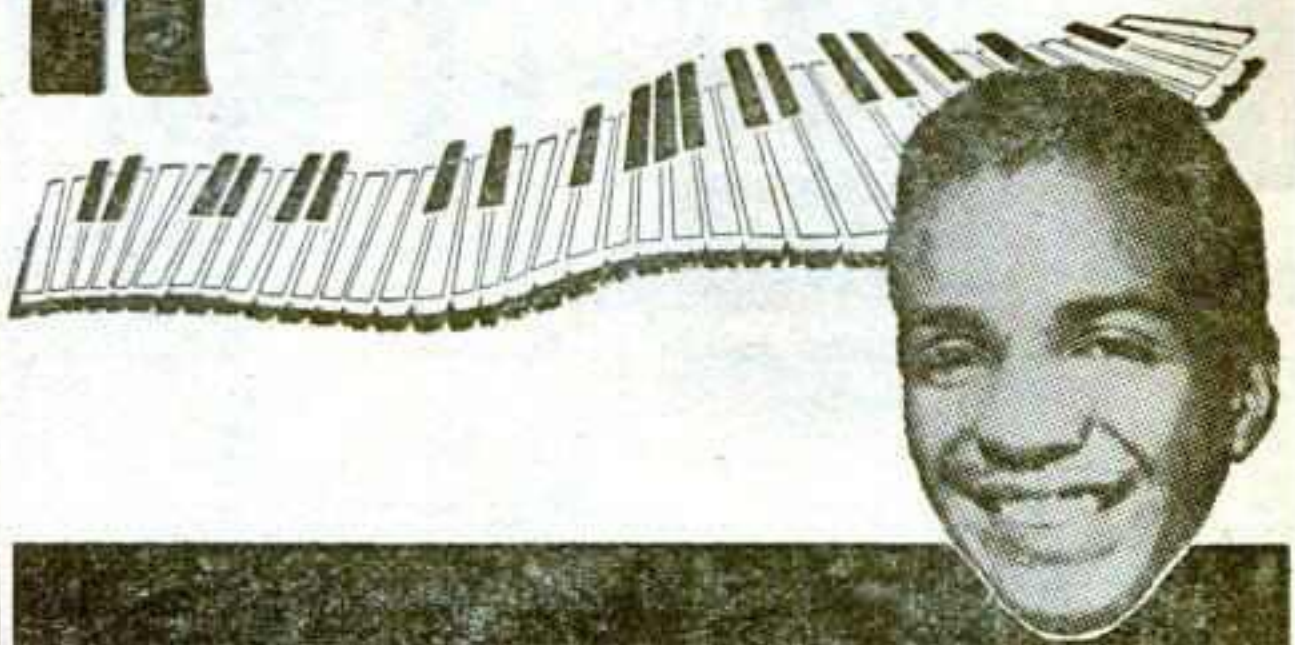
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The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

SPOTLIGHT—Strongest Sales Potential of ALL records reviewed this week

★★★★—Very Strong Sales Potential

★★★—Good Sales Potential

★★—Moderate Sales Potential

★—Limited Sales Potential

★ ★ ★

DEBBIE REYNOLDS

★★★ **The Abu Daba Honey**
DOT 15884—The chick comes thru with a new waxing of her first disk click of some years ago. This is in the rocking groove. It really moves and could step out. (Felst, ASCAP)

★★★ **Love Is a Thing**
Cute, bouncy vocal is presented with charm by Miss Reynolds. Novelty-type could step out, tho flip seems a bit stronger. (Carrle, ASCAP)

★ ★ ★

THE ROCK-A-BOOTS

★★★ **CHANCELLOR 1030**—An exciting instrumental rocker with good title and fast-moving, effective work. Strong dance side. (Rambled - Dimas - Lowell, BMI)

★★★ **She's a Fat Girl**
Raucous vocal by lead and group on catchy novelty-rocker with funny lyrics about a guy who loves a girl who's a mess. (Rambled-Dimas-Lowell, BMI)

LOU MONTE

★★★ **Where Do You Work Marie**
RCA VICTOR 7423—Based on the oldie "Where Do You Work-A John" is this happy item, which Monte and the group handle well. Could get spins. (Shapiro-Bernstein, ASCAP)

★★★ **Skinny Legs**
Monte comes thru with another Italian language reading of a folk-type, Mediterranean effort, which he handles with vigor. Should appeal to his large following. (Romance, BMI)

THE PUDDLE JUMPERS

★★★ **Headin' South**
FEDERAL 12343—Sock instrumental side with infectious tempo and fine rockin' flavor. Strong side with dual market appeal. (Armo, BMI)

★★★ **Quiet Dad**
Another catchy instrumental with stand-out sax and electric guitar work and a driving beat. (Martin Rose, BMI)

THE CUMMINGS SISTERS

★★★ **Instead of Going Steady**
RCA VICTOR 7418—The chicks have no eyes for going steady and are describing all the extremes to which they will go to avoid it. It's a cute side, and the gals have a bright sound that can attract. (Lerage, BMI)

★★★ **It Happened Last Night**
Rockaballad is nicely handled by the gals. It has a topical theme about the birth of love in the movies. It can go as well as the flip. Tune was clefted by Earl Wilson and son. (Brighton, ASCAP)

SUE RANEY

★★★ **Ever**
CAPITOL 4110—Multi-track vocal on the waltz is a listenable effort. Fine work and choral support help all the way. (Ardmore, ASCAP)

★★★ **The Restless Sea**
The talented thrush has a warm sound on the haunting ballad. She is nicely backed by lush work and chorus support. Good jockey item. (Trinity, BMI)

DICK MARQUIS

★★★ **Walkin' Around in Circles**
DELTA 1001—Marquis has a good sound on the moderate-paced country theme. The weeper is nicely handled with good plucked string backing. (Sound, BMI)

★★★ **Let Me Hold You Tight**
An equally attractive side. Marquis is impressive in his first disk attempt. With a shove this might start something. (Sound, BMI)

ROBIN PAUL

★★★ **Please Wait for Me**
FLIP 341—Paul handles the pleading rockaballad in listenable fashion. The cat is telling his chick to wait for him, until he returns from the Army. It has a message for teens. Good talent. (Limax, BMI)

★★★ **Your Cold, Cold Heart**
Mild rocker is also accorded a fine delivery by the talented new cat. With exposure the fine coupling might step out. (Limax, BMI)

GINO AND GINA

★★★ **Kooka-Dong**
MERCURY 71394—Bright ditty is sung in warm fashion by Gino and Gina as they tell of ancient Chinese proverb. (Figure, BMI)

★★ **You're Mine Alone**
The pair sings the material in fair fashion over strange guitar sounds. (Figure, BMI)

MAMIE VAN DOREN

★★★ **Nobody But You**
DOT 15883—Chick comes thru with a husky voiced, sexy rendition of the Dee Clark hit. It has a sound and could get some of the coin. (Gladstone, ASCAP)

★★ **A Lifetime of Love**
Fair reading of a rockaballad by the movie star. Flip is stronger. (Randy-Smith, ASCAP)

THE TONES

★★★ **Three Little Loves**
BATON 265—Bright, swiny effort receives a strong reading from the Tones, while the band stomps along behind them. Listenable side here, that could get some coin. (Dare, BMI)

★★ **We (Belong Together)**
Lead singer handles the rockaballad neatly, supported with feeling by the group. (Dare, BMI)

THE TABS

★★★ **First Star**
DOT 15887—Rockaballad is warmly rendered by the lead voice with mildly driving group and work support. The idea is somewhat similar to "Little Star" It can create interest. (Nu-Star, BMI)

★★ **Avenue of Tears**
Ballad with beat is sold with heart by the crew. Flip appears top effort, however. (Nu-Star, BMI)

MORRISON SISTERS

★★★ **I'm Fallin' in Love**
DECCA 30767—This could be construed as a rocker of sorts, but the chicks' voices are of a refined sort. Interesting. (Jason, BMI)

★★ **Go Man Go**
Despite title, this rhythm side has a prim, classical quality, like a vocal exercise. (Sheldon, BMI)

THE KINGS

★★★ **Elephant Walk**
RCA VICTOR 7419—The Elephant Walk is a new dance and the boys sing about it with gusto over bright support. This could get some action if exposed. (Jalo, BMI)

★★ **'Til You**
The Kings bow on the label with a listenable reading of a pretty rockaballad. (Halo, BMI)

★★ **Earl Bostic**
★★★ **Redskin Cha Cha**
KING 5161—The Earl Bostic crew comes thru with a solid driving cha cha here with Bostic wailing away on alto. Should get lots of spins and some juke loot. (Earl's, BMI)

★★ **Rockin' With Richard**
On this side the work sells a rocker stylishly, again with Bostic in the lead. (Roxbury, ASCAP)

★★ **Tiny Tim & The Hits**
★★★ **Doll Baby**
ROULETTE 4123—The rocking, hand-clapping side. It's a blues swung in up-tempo rhythm. Good sound in the down-to-earth style. This, too, could move if exposed. (Kahl & Starr-Shun, BMI)

★★ **Wedding Bells**
The mixed group turns out a slow rockaballad, akin to "Down the Aisle of Love" in message. Lead chick gives it a deeply devoted feeling. A crazy,

meshuga sound could stir some coin. (Kahl & Starr-Shun, BMI)

★★ **The Chargers**
★★★ **The Counterfeiter**
RCA VICTOR 7417—The gang did quite well with "Old McDonald." This rockabilly sort, rendered in vigorous style has a sound. Danceable side can move. (Michele, BMI)

★★ **Here in My Heart**
Ballad with beat is nicely delivered by the group against mildly driving work backing. Smart arrangement of the listenable tune. (Michele, BMI)

★★ **The Sweethearts**
★★★ **Just Got the Feeling**
TERRIFIC 151—Fervent vocalizing by group on solid rhythm item with exciting spiritual flavor. Merits plays in both markets. (Miller Songkraft, BMI)

★★ **My Heart**
Pleasant chanting on pretty folk-styled ditty. Flip is better side. (Miller Songkraft, BMI)

★★ **Ramsey Lewis Trio**
★★★ **Delilah**
ARGO 5322—Latin tempo marks this

attractive jazz-flavored instrumental side from the trio's recent LP. Nice wax for pop and jazz jocks. (Chappell, ASCAP)

★★ **Ircy Blues**
Tasteful jazz instrumental side for hip jocks. (Ircy, BMI)

★★ **Don Crawford & The Escorts**
★★★ **Ugly Duckling**
SCEPTER 1201—A philosophic lyric, wherein the ugly gal tells her plight to her mirror; but nature takes care of it all. Folk in quality, with rock and roll figures. (Scepter, BMI)

★★ **Why, Why, Why?**
A rocker, bluesy in quality. Crawford's style is in the rockabilly groove. (Scepter, BMI)

★★ **Billy Eckstine - Sarah Vaughan**
★★ **Alexander's Ragtime Band**
MERCURY 71393—The Berlin standard is handed a nice go by the pair on a bright, rousing side. Could get jockey spins. (Berlin, ASCAP)

★★ **No Limit**
The singers come thru with a hillbilly reading of a country novelty. It's a



Pop Records

THE FOUR LADS THE GIRL ON PAGE 44 (Korwin, ASCAP) SUNDAY (Williamson, ASCAP)

The Lads have another strong effort to follow up their current big "The Mocking Bird." "The Girl" is a cute Dick Adler-Bob Allen tune about finding a girl via the Sears & Roebuck catalog. Flip is a pleasant song from Rodgers and Hammerstein's "Flower Drum Song" that should also pull in coin. Columbia 41310



DORIS DAY KISSIN' MY HONEY (Artists, ASCAP) I ENJOY BEING A GIRL (Williamson, ASCAP)

"Kissin'" is a bright, hand-clapper that should cop heavy deejay play and also gather strong sales. Cheerful chorus backing helps the artist on the cute side. Flip, "I Enjoy Being a Girl," is a bouncy item from "Flower Drum Song" that can also score. Columbia 41307



THE KALIN TWINS OH! MY GOODNESS (Jason, BMI) IT'S ONLY THE BEGINNING (Daniels, ASCAP)

The Twins could have their third in a row with either of these fine outings. "Oh! My Goodness" is a rocker which they present over rhythmic backing. Flip, "It's Only the Beginning," is a pretty rockaballad that's sung with feeling. Decca 30807



CYRIL STAPLETON THE CHILDREN'S MARCHING SONG (Miller, ASCAP)

A children's chorus rendered the tune from "The Inn of the Sixth Happiness" with plenty of charm against bright march backing. It's an infectious side that can easily take off. Flip is "The Inn of the Sixth Happiness." London 1851



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

DANNY LESTER

WAIT FOR ME (Cliff, BMI)

Lester has a good sound on the celestial-type rockaballad. Pretty tune plus teen-slanted lyrics give this strong potential. It has a spoken bridge. Side is being distributed thru Verve Records. Flip is "Arlanda," (Cliff, BMI). **Blue Moon 58**



group on feelingful rockaballad. (Lion, BMI)

THE BELL HOPS

★★ **Carmella**
BARB 102—Plaintive chanting by boys on romantic theme with catchy Latin tempo. (Wanessa, BMI)

★★ **Teen-Age Years**
Nostalgic teen-appeal ballad sung sincerely by group. (Wanessa, BMI)

THE RAH RAH BOYS

★★ **The Michigan Cha Cha (The Victors)**
PARK LANE 102—The Michigan fight song is given a sprightly cha cha treatment by the crew. It should generate lots of territorial interest. (Melrose, BMI)

★★ **The Ohio State Cha Cha (Across the Field)**
The Ohio State school song undergoes a similar styling. Sales potential appears similar. (Melrose, BMI)

MARK TAYLOR

★★ **Linda Lou**
JUDD 1006 — Attractive folk-flavored ditty is sung pleasantly by Taylor with catchy tempo. (Marlow-Jec, BMI)

★★ **Promise Me Darling**
Romantic reading by Taylor on sentimental ballad. (Marlow, BMI)

THE DEL KNIGHTS

★★ **Compensation**
UNART 2008 — This record has the cacophonous sound of confusion with voices coming in every which way. An interesting side in a rocking framework. (G & H-Moultrie, BMI)

★★ **Everything**
A wild chick's voice keeps coming up around the boys on this rocker which reminds of "Yakety Yak." Okay side. (G & H-Moultrie, BMI)

FRANCES BURNETT

★★ **I'll Be With You**
CORAL 62066—Miss Burnett offers a feelingful vocal on a slow, gently rocking ballad. A pleasant outing that can catch spins. (Drake & Cambella-Le Bill, BMI)

★★ **Blue Prelude**
The oldie is given a spirited and belted thrashing job by the gm, again with a slight triplet feeling in the organ backing. Nice performance. (World, ASCAP)

COUNT & GRETCHEN VON BLITZSTEIN

★★ **I Love You So**
A-BELL 609—This was apparently recorded "on the Grand Canal" and it's a romantic duet by the Count and his love, to the accompaniment of sloshing water. Another disk tailored to the novelty market. (Bell, BMI)

★★ **Zelda**
The Count launches into a doubtful, wavering vocal. After the first chorus a baby's screaming takes over and hushes up the session. Great for screwball set. (Bell, BMI)

VARJU BROTHERS

★★ **Solitude**
JAR 101—The Ellington standard done instrumentally, featuring harmonica. Simple and pleasant arrangement. (American Academy of Music, ASCAP)

★★ **Sugar Blues**
The noted standard done instrumentally, featuring harmonica. Considerable flash and style to this arrangement, and deejays will like it. (Pickwick, ASCAP)

LARRY GRAYSON

★★ **Whistlestop**
MARCEL 107 — Novelty, bluesy in nature, and making use of the train rhythm and symbolism. Chanter tells of going home, leaving behind a spate of foreign dolls. (Vananco, BMI)

★★ **My Love**
A delicate, folksy lyric in three-beat tempo. Simple arrangement, well chanted. (Vananco, BMI)

THE PLAIDS

★★ **Hungry for Your Love**
LIBERTY 55167—Big, big rockaballad

is sung with all the stops out by the Plaids. It is in the bravura style that has a chance. (Bud-Joy, BMI)

★ **Chi-Chat**
The boys sing this Yakety Yak" styled effort weekly. (Bud-Joy, BMI)

DON STERLING

★★ **That Wonderful Someone**
CORVETTE 1008 — Sterling essays something of the style of Johnnie Ray in this moderate-paced inspirational message. Side is backed by a chorus and an ork which beats out a triplet rhythm backing. (4 Star, BMI)

★ **Two Shades of Blue**
This has something of "Some of These Days" in its flavor. It's done to a rocking setting but doesn't quite come across. (Abhez-Reed, ASCAP)

VINCE CASTRO

★★ **Too Proud to Cry**
APT 25025—The ballad of heartbreak is handled with emotional quality by Castro, with a celestial sounding chick who comes in for the breaks. A possibility. (R & S, BMI)

★ **'Cause I Love You**
The rhythm side. Castro gives it a fair effort but the material is weak. (R & S, BMI)

THE CAMEOS, FEATURING BILLY ROME

★★ **Pretty Penny**
ALL 501—Reminiscent of many current rock and roll hits is this medium tempo effort which Billy Rome and the Cameos handle nicely. (Work, BMI)

★ **The Big Baboon**
Bill Rome and the Cameos sing about a big baboon who's the king of the jungle as well as a lover. (Work, BMI)

THE BUDDIES

★★ **She's a Loser**
TIARA 6121—Infectious backing is best thing about this side, which features okay vocal by group on catchy r.&r. ditty. (Jimskip, BMI)

★ **Heartless**
Routine warbling job by boys on so-so r.&r. ballad. (Jimskip, BMI)

JACK WILLIAMS

★★ **I Think I Better Pray**
SHASTA 108—Tex Williams, recording under his own name for his first Shasta release, warbles with showmanly simplicity on a solid country-flavored ditty with good lyrics. Dual market appeal. (Valley View & Rondo, BMI)

★ **Shakespeare Cha Cha**
Williams spouts Shakespeare-type lyric while backing blends r.&r. flavor with cha-cha tempo. (Valley View & Rondo, BMI)

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

THE COOLBREEZERS: Let Christmas Ring/Hello Mr. New Year—Bale 102
LINDA CRISTAL: Theme From "The Perfect Furlough"/It's Better in Spanish—Coral 62060

DEAN EVANS: Unfinished Castles/One Boy, One Girl—Hobo 745

JOAN HEATON: Cupful of Sunshine/All Day Long—Sparkle 101

TEX JOHNSON: Oz's Song/Fifty Dollar Pete & The Dog Team Mail—Sage 277

KATIE JONES & ANN COLLINS: Swing Low, Sweet Chariot (Parts 1 & 2)—Fink's Records 27324

SHEPPY KING: Come Back Maude/Spokey the Cowboy—Felsted 8541

THE NOBLETONES: Who Cares About Love/Cha-Lyp-So-Baby—C & M 182

THE SPIEDLS: No/Dear Joan—Crosley 201

TANNIE TAYLOR: Since You've Been Gone/Kissing School—Whirlwind 105

JOANNE VINCENT: Merry Christmas, Santa Claus/Santa and His Sleigh—Record 0618

Country & Western

MERL LINDSAY

★★ **Stealin' Sugar**
D 1028—Offbeat rhythm side, hillbilly in concept. Lindsay belts it out with
(Continued on page 87)

Pop Talent

BILLY GRAVES

THE SHAG (Combine, BMI)
UNCERTAIN (Combine, BMI)

Graves has two potent sides which he delivers with strong appeal. They're handsome first efforts that could prove winners. "The Shag" is a rocker about a "new" dance. "Uncertain" is a country-type tune. Both are nicely read. **Monument 401**



Pop Disk Jockey Programming

THE WILDCATS

GAZACHSTAHAGEN (Sea Lark Enterprises, BMI)

The crew gives out with a bright go on this jazz rocker. The combination of guitars and organ provides a listenable sound. It's a good dance side also, and it rates spins a-plenty. Flip is "Billy's Cha Cha," (Conquest, ASCAP). **United Artists 154**



RED FOLEY

SMILES (Remick, ASCAP)

Foley, the fine country artist, presents the tune with appeal. It offers spinnable material for pop jocks. "Smiles," the happy oldie, is sung in gang fashion. The arrangement is interesting and whirly should find approval. Flip is "Love Is Love," (Roosevelt, BMI) **Decca 30802**



C & W Records

JOHNNY HORTON

WHISPERING PINES (Buna, BMI)
WHEN IT'S SPRINGTIME IN ALASKA (Cajun, BMI)

These are Horton's best sides recently. "Whispering Pines" is a pretty country weeper-ballad that it chanted in real style. "When It's Springtime in Alaska" is another tribute to the 49th State. Either can step out. **Columbia 41308**



R&B Records

No selections this week.

The number for the Jingleer's recording of "Jingle Bell Rock" b/w "Christmas Morn," a Christmas Disk Jockey Programming Spotlight in last week's issue, was unintentionally omitted. Label and number are Brunswick 55108.

real switch for the pair and they don't come off with it. (Oxford, ASCAP)

DICK HAYMES

STEREO & MONAURAL

★★ **She Is Beautiful**
SUNBEAM 120 — Tender reading of wistful love song from "Flower Drum Song." Merits spins, but Mathis version of tune will probably corral bulk of play. Pleasant stereo effect. (Williamson, ASCAP)

★★ **C'Est Fin!**
Swing vocalizing by Haymes on smart ballad. (Sunbeam, BMI)

SANDY STEWART

★★ **To My Love**
EAST WEST 122—Pretty song is sung sweetly by Sandy Stewart over warm backing. (Miller, ASCAP)

★★ **Music, Music, Music**
The hot number of a few years ago is sung neatly by the thrush over appropriate support. (Cromwell, ASCAP)

DON RALKE

★★ **Sebastian**
WARNER BROS. 5025—Pleasant theme is handled nicely by the combo. Could get plays. (Witmark, ASCAP)

★★ **77 Sunset Strip**
Song from the TV series is played and sung nicely by the Ralke crew. (Witmark, ASCAP)

BOBBI BOYLE

★★ **Spin the Bottle**
TIARA 6122—Song based on the romantic, children's game inspires this happy effort which is sung with feeling by Miss Boyle. (Essex, ASCAP)

★★ **The Fellow Over There**
New ballad is sung nicely by the thrush. (Melody Trails, BMI)

THE ROGUES

★★ **Cha-Cha Louise**
GUYDEN 2007—The wonderful oldie of another era is handed a happy cha cha reading by the Rogues, an instrumental combo. (Famous, ASCAP)

★ **Lullaby-Rock**
Okay tune is played and hummed pleasantly. (Paul-Mark, BMI)

DOC BAGBY

★★ **Muscle Tough**
HUNT 323—A medium paced instrumental featuring long honking tenor choruses interspersed with guitar and organ spots. The side swings and rocks and would be fine for the boxes and jocks. (Carney, BMI)

★★ **Anything**
A blues in an easy, lightly swinging pace. Side again spotlights the tenor with the organ and guitar backing. More danceable stuff. (Carney, BMI)

THE ACORNS

★★ **Angel**
UNART 2006—Old-fashioned rocker is sold with some interest by the Acorns over routine backing. (Label, ASCAP)

★★ **I'm Gonna Stick to You**
Same comment. (Admiration, BMI)

MORTY MARKER

★★ **Tear Down the House**
BACK BEAT 521—Sold r.&r. backing marks this okay rockabilly warbling stint. (Lion, BMI)

★★ **Tell Me You Love Me**
Expressive reading by warbler and

NOT JUST 1
BUT



FIVE
HITS

DEE CLARK
"NOBODY BUT YOU"
Abner 1019

"HERE I STAND"
WADE FLEMONS
Veejay 295

"GIFT OF LOVE"
IMPRESSIONS
Abner 1023

R&B Records

JIMMY REED

ENDS AND ODDS
I TOLD YOU, BABY

Reed has two great blues sides that should gather lots of r.&b. coin especially in the Southern markets. "Ends and Odds" is the natural follow-up to his previous click, "Odds and Ends." "I Told You, Baby" is a slower blues, but just as powerful.

Vee Jay 304



THE LAST HIT B-4 XMAS!
"TELL ME THE TRUTH"
GENE ALLISON

Veejay 305

"Without D. J. friends, we'd be colder than the weather" . . .

Veejay-Abner Records

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Chicago (16), Illinois. CA 5-6141



The Billboard
HOT C & W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
1	1	1	1	CITY LIGHTS	Ray Price, Columbia 41191	9
12	11	9	2	BILLY BAYOU	Jim Reeves, RCA Victor 7380	6
8	5	4	3	COUNTRY MUSIC IS HERE TO STAY	Simon Crum, Capitol 4073	7
3	2	2	4	PICK ME UP ON YOUR WAY DOWN	Charlie Walker, Columbia 41211	9
13	7	5	5	LIFE TO GO	Stonewall Jackson, Columbia 41257	7
5	6	7	6	GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7330	9
7	8	8	7	WHAT DO I CARE!	Johnny Cash, Columbia 41251	9
2	3	3	8	SQUAWS ALONG THE YUKON	Hank Thompson, Capitol 4017	9
9	4	10	9	ALL OVER AGAIN	Johnny Cash, Columbia 41251	9
17	16	11	10	YOU'RE MAKING A FOOL OUT OF ME	Jimmy Newman, M-G-M 12707	7
22	13	13	11	TREASURE OF LOVE	George Jones, Mercury 71373	5
15	14	15	12	MY BABY'S GONE	Louvin Brothers, Capitol 4055	9
4	10	6	13	ALONE WITH YOU	Faron Young, Capitol 3982	9
—	—	—	14	HAVE BLUES WILL TRAVEL	Eddie Noack D 1019	1
14	20	18	15	THAT'S THE WAY I FEEL	Faron Young, Capitol 4050	9
11	9	12	16	HALF A MIND	Ernest Tubbs, Decca 30685	9
—	—	—	17	COME WALK WITH ME	Stoney Cooper & Wilma Lee, Hickory 1085	1
16	18	20	18	TOUCH AND GO HEART	Kitty Wells, Decca 30736	8
—	21	21	19	HE'S LOST HIS LOVE FOR ME	Kitty Wells, Decca 30736	4
25	30	—	20	CIGARETTES AND COFFEE BLUES	Lefty Frizzell, Columbia 41268	3
18	22	19	21	TUPELO COUNTY JAIL	Webb Pierce, Decca 30711	9
27	—	26	22	I'D LIKE TO BE	Jim Reeves, RCA Victor 7380	4
6	15	14	23	YOU'RE THE NEAREST THING TO HEAVEN	Johnny Cash, Sun 302	9
—	25	22	24	PROBLEMS	Everly Brothers, Cadence 1355	3
26	17	16	25	FALLING BACK TO YOU	Webb Pierce, Decca 30711	9
—	—	30	26	ROCK HEARTS	Jimmy Martin, Decca 30703	2
—	—	—	27	AIN'T I THE LUCKY ONE	Marty Robbins, Columbia 41282	1
—	—	—	28	WALKING THE SLOW WALK	Carl Smith, Columbia 41243	1
29	—	24	29	THE VIOLET AND A ROSE	Mel Tillis, Columbia 41189	4
—	24	28	30	I'VE RUN OUT OF TOMORROWS	Hank Thompson, Capitol 4083	3

Memorandum

TO: Disk Jockeys
Everywhere
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Excello
and Nasco
Records

During the "rush" of typical business days we may forget to convey our appreciation to those most deserving of it. So here's many thanks, disk jockeys. We are extremely grateful for what you have done for us in 1958.

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

Distributors in Catbird Seat

Continued from page 3

ord started, a new label, or an old quiescent label, tries to dream up schemes to make his indie distributor do a little work for him. Free records, or freebies, started as a way to get the indie distributor off his chair. Back in the early '50's several labels came up with the idea of 300 free disks for every 1,000 purchased initially, and this interested the distributors no end. The 300 freebies were meant to be given to one stop who in turn were to give them to operators. The free 300 for 1,000 purchased was soon picked up by every other diskery and everyone was equal again. After this gambit came the one-for-one deal, in which one disk was given free to a distributor for every disk purchased—for a limited time period—on certain "hot" disks. Many—tho not all—companies used this gimmick to get a distributor moving, and it is still in vogue now and then.

Newest Wrinkle

Newest wrinkle was thought up by a colorful a.&r. man of a large firm a few months ago. Instead of giving away 200 or 300 of the same record for every 1,000 purchased, he gave away 200 of a smash number one seller—which happened to be on his label—in order to get a new disk into distributor stockrooms in quantity. Distributors able to sell the smash hit easily ordered the new disk in quantity, worked on it, and turned this record too into a number one hit. Some other firms followed this gimmick, with a few slight changes, and found it did them a lot of good.

What happens to the free records that distributors get from manufacturers? Some are given away, some are used for special promotion deals, some are sold at a special price. Some are sold and the loot used for promotion. And many are dumped—since being free they can't be returned for credit.

Jensen Tells How

Continued from page 68

Jensen insists on 15 separate polishing operations—many of them by hand.

4. Needle sizing is not always accurate. In better needles tolerances must be met within a tiny fraction of an inch, insuring extra record protection.

5. Quality controls vary with different brands of diamond needles. Needles should pass a series of "torture tests" before they leave the plant. These tests protect the customer against later pitting of his records—even if he accidentally drops a player arm on a moving disk.

To dramatize its diamond quality, Jensen is preparing a handsome new kit, to be unveiled in retail shops next month.

For its holiday promotion, Jensen is urging customers to "Give diamonds for Christmas!" The company's stepped-up diamond promotion came on the heels of widespread interest in the fabulous Hope diamond. The huge inky-black jewel was recently donated by Harry Winston to the Smithsonian Institute.

Execs Prefer

Continued from page 66

AM-FM radio, \$75 to \$150; hi-fi record player, \$150 to \$300.

In the survey, the execs were given catalogs containing over 10,000 items with photos, descriptive material and prices. They were asked to pick the three gifts which would give them the most pleasure to receive. Choices were mailed in on post cards, and the data was put into punch cards for machine processing.

Under any circumstances distributors can use this largesse as they choose. And the fact of this largesse makes it pleasant, along with the monopolistic position that they have with their many indie lines, to be an indie distributor these days. At the present time more than 75 per cent of all hit singles come from the indie labels, with the majors accounting for only 25 per cent of the hits. With these conditions it is hard to find an indie distributor in any city who does not have at least one hit running for him at any one time. And now some indie distributors have their own labels, and a few of these labels are very hot indeed.

As the number of record labels keep increasing and as firms grow in size and in number of releases, it is highly probable that more and more new indie distributing firms will open up in major markets. This will help limit the number of favors that manufacturers now grant their indie distributors. But until that happens, the indie distributor is in pretty good shape and in pretty good spirits.

Merc Meetings

Continued from page 2

Myers, director of advertising and promotion, will be in charge of this huddle.

In commenting on the sales meetings, to be led by deployments of the top exec staff, Myers said the focus will be on the post-Christmas prospects for stereo

Abramson Starts

Continued from page 2

only. According to Abramson, the stereo product will be produced so as to appeal from both the repertoire and electronic standpoints.

Abramson, whose new offices are at 224 W. 49th Street, is now setting up a distrib network. He says he will work with people with whom he has long been associated. With him at Triumph is Bill Spitalisky, who was Abramson's assistant at Atco, Atlantic subsidiary which Abramson directed during the past two years.

Talent signed for Triumph includes singer Tony Middleton, the Triumphs, a new Washington group; Varetta Dillard; Solomon Burke; rockabilly Hilly Crystal and the Majors, who had recorded for Atco and Jubilee.

Abramson has been in the disk business 14 years. Prior to his Atlantic affiliation he was a.&r. chief of National Records, in which capacity he brought to the label such artists as Billy Eckstine, Ames Brothers, Toni Arden, the Ravens, Dusty Fletcher ("Open the Door, Richard") and others. More recently, on Atco, such hits as "Yakety Yak," "Searchin'," and "Splish Splash" were produced.

Abramson stated that Triumph Records will have its own studios, and will be equipped for on location multi-channel stereo recording.

disks, the imminence of the cartridge tape market and the rosy growth of the low-price Wing LP line. Myers said he believes that next year package sales of all categories will comprise a substantially increased percentage of total industry sales.

Armed Forces Wax Market

Continued from page 3

Navy headquarters in New York. However, overseas PX's also buy from foreign sources and from licensed pressers of U. S. disks.

Kiddisks Big

A large sum is spent on children's singles and LP's and thru mail order and in civilian shops for LP's not carried on PX's. Also many overseas officers and NCO clubs operate their own juke boxes and buy their own records.

Since the serviceman is often far removed from most retail sources other than PX's he is a potent mail order customer, and the study points out that the government pays the freight for mail order merchandise with firms only having to pay postage to the U. S. city listed on an APO address.

Record Clubs

Servicemen will join a record club altho the sponsoring firm must make some allowance for fact that serviceman moves more frequently than civilians, and the Armed Forces frown on direct mail because of the tremendous burden of forwarding mail. PX headquarters deal with over 100 record companies, and individual servicemen deal with any of the 1,600 record companies "who offer them good music at a reasonable price."

The most effective type of record club to offer military personnel, says the study, is one in which they have the option of buying, at a discount, a certain number of records in a year but without an automatic shipment provision. Also recommended is a "promotion which permits them to save up a coupon for each record they buy and then turn in five or 10 coupons for a free album later."

The study predicts military buying of records will increase 7 per cent next year, and opines that "the greatest sales potential lies in reaching all Armed Forces personnel, both domestic and overseas, thru the world-wide editions of the Army Times, Air Force Times, Navy Times and the American Weekend."

Yuletide Keys Happy Boom

Continued from page 2

dolph, Run"; Keen Records is selling the Sam Cooke record of "Love of My Life" in quantity; Co-Ed Records is getting real action with "16 Candles"; 20th Fox's "Little Drummer Boy" has busted loose; Carlton Records' new Jack Scott disk of "Goodbye Baby" is selling at a faster rate than his first hit "My True Love"; Monument Records' first disk, "Gotta Travel-On" with Billy Hammer" is a big seller; Fraternity Records' "All-American Boy" is that label's fastest-seller of the year; Atlantic is mighty pleased with the sales on LaVern Baker's "I Cried a Tear"; and little Palette Records has a hit with their cutting of "Manhattan Spiritual" with the Reg Owen crew.

Over at M-G-M, the hot label

is staying hot with one of the best-selling Connie Francis records ever, "My Happiness" and "Never Before," and a smash Christmas item "Donde Esta Santa Claus" with little Augie Rios. ABC-Paramount Records, has also come up with a smash. This is the trio waxing of "Teen Commandments," the trio being composed of Paul Anka, George Hamilton IV and Johnny Nash. And Mercury Records is swinging with a sentimental disk titled "The Big Bopper's Wedding."

LP record sales too, have picked up for the holiday season. But LP sales have been fairly substantial all year. It's the comeback of single disks that has pleased, excited and stimulated the trade.

Customized Stereo Booms

Continued from page 66

the area who build many new homes per year, etc. All are followed up immediately, brought to the store to hear various stereo systems and sold on the strength of the skillful engineering of Woodie Feill, a self-taught electronics expert, whose installations are among the biggest to go into Phoenix homes.

While Tang does quite a bit of radio and newspaper advertising, it has been the satisfaction of custom-job purchasers which is responsible for most of his new prospects. "Around 90 per cent of our new customers are referrals," he said, "usually people who have visited a home which contains one of our engineered stereo systems and who come in to ask for an estimate on a similar installation in their own home. We believe that a prospect who has been pre-sold by a satisfied previous customer is, of course, the best possible type."

When the prospect comes in, he gets a complete demonstration of high fidelity and stereo, in both the cabinet sets and components. An impressive layout of lines such as Ampex, Garrod, Leak, Bozak, McIntosh, and Rek-O-Kut turntables are shown. Demonstrating cabinet sets first is done deliberately to impress the customer with the variations which can be worked out for about the same price with components, after which the subject of an engineered installation in the home is brought up. Both Tang and Feill have made so many installations in booming Phoenix, growing at the rate of around 2,500 persons per month, that they can answer any question, sketch what the approx-

imate installation will look like, and clear up any of the customer's misconceptions or doubts on a single call.

In promotion, the High Fidelity and Sound Systems store used several clever "gimmicks" including simulcast dinner music on FM and AM from the same station. This worked out so well, however, that Tang intends to try it again.

Installing upward of 100 custom-engineered jobs per year, has meant retail-store sales big enough to double store space in less than three years. With both stereo records and stereo tape spark-plugging the market, Tang looks forward to a record 1959.

Capitol Names

Continued from page 2

Dunn, newly appointed veepee in charge of Capitol's expanded Artist & Repertoire Division. In addition to regular a.&r. functions, division was enlarged to embrace creative packaging.

Angel Records merchandising manager Geo Kepler was promoted to director of Angel repertoire department, reporting to Dunn. He will be responsible for all Angel repertoire released by CRI in this country.

Display manager Fred Rice was promoted to director of the display arts department.

Press relations manager Vic Rowland was promoted to director of the press relations department.

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Review Spotlight on Albums . . .

Continued from page 72

Sound Albums

THE OUD
Aram Arakelian Ensemble—Carlton STLP 12/109 & LP 12/109
STEREO & MONAURAL

Few will deny that the Oud, a sort of Middle-East blend of guitar and zither, is a specialized musical taste. But it's well worth hearing in this album, when combined with a backing of percussion instruments. The stereo version produces a polyrhythmic effect like something from the "Arabian Nights" and should serve as a dramatic demonstration piece to show off the two-channel effect with a pair of good amps and speakers.



Specialty Albums

BORDER CORRIDA
(2-12")—Liberty LRP 5001

Dozens of packages have been released during the current upswing of interest in the bullfight, but this one tops them all. The two-disk set contains everything an aficionado could want in detailing the complete story of a spectacular day at the Tijuana bullring. The informative yet unobtrusive commentary provides all the color, from the drawing for the bulls in the morning right thru the competition for the gold sword among six of the world's top matadors. The authenticity of the arena is presented as never before, including stirring crowd reactions, authentic music and even interviews with the matadors. To get closer to the bulls would be downright dangerous. A sure sale to anyone with a touch of bull fever.



Reviews and Ratings of New Classical Albums

Continued from page 73

CLASSICAL ★★
★★ MOZART: SERENADE FOR WIND INSTRUMENTS
The Eastman Wind Ensemble (Fennell). Mercury MG 50176
The students in the ensemble performing this famous Mozart gem are soon to enrich our national orchestras. Their clean, somewhat studied attack is in excellent taste, and the winds are all well accommodated to one another. There's quite a bit of competition for this disk, but the beautiful sound achieved here increases its sales possibilities. Attractive cover.

★★ HANDEL: THE WATER MUSIC
The Netherlands Philharmonic Orch. (Bamberger). Urania USD 1023
STEREO & MONAURAL
This music gains tremendously in interest from the spatial realism stemming from stereo, with the result that the listener is virtually transported back two centuries. The Netherlands Philharmonic, long associated here with 18th Century music, performs most creditably and the sound, too, is good. Lively and humorous liner notes provide some unusual historic background on the work.

★★ BEETHOVEN: SYMPHONIES NOS. 7 & 8
London Symphony Orch. (Van Remoortel). Vox PL 10.970
Spirited performances of both standard works, with the opening of the Seventh a particular delight. But stiff competition will limit sales. Lovely cover painting.

★★ MADRIGALS OF THOMAS MORELY VOL. 3
The Deller Consort. Vanguard BGS 5002 & BG 577
STEREO & MONAURAL

★★ LASSO: ST. MATHEW PASSION
Various Artists with The Swabian Choral (Grischkat). Vox DL 400
Students and musicologists will welcome this addition to the meager Lassus discography. However, it's an austere, dry work, lacking musical content. The "Passion" is mostly recitative between tenor and bass and first rate soloists would be required to carry it off. Unfortunately, while the chorus is very good, the male soloists are just fair. Limited market.

★★ MADRIGALS OF JOHN WILBYE VOL. 4
The Deller Consort. Vanguard BG 578 & BGS 5003
STEREO & MONAURAL
The vocal counterpoint expressed in the two disks which offer songs of the Renaissance are probably among the best recorded so far. The flowing melodic lines are effectively enhanced by stereo. The Deller Consort very justly deserves its growing reputation. The market for this type of offering is small, but among selective buyers, these can prove choice packages.

★★ SCHUBERT STRING QUARTETS & QUINTETS
The Endres Quartet with Rolf Reinhardt, Piano. (3-12") Vox VBX 6
This third volume of Vox's issue of Schubert's chamber music offers excellent value. It contains the great "Trout" and C Major Quintets, and the ever-lovely "Death and the Maiden." The Endres ensemble plays in elegant style, with first rate virtuosity. Competition is formidable but set can move among chamber music enthusiasts.

★★ SHOSTAKOVICH: STRING QUARTETS NOS. 1 & 3
The Beethoven & Tchaikowsky Quartets. Vanguard VRS 6033
The two string quartets reveal the composer's growth. The second follows the classical framework. The third is more deviant and is more inventive and interesting. The artists in both groups display a genuine feeling for the works. Balance in each case is excellent. The works are not over-recorded, and with exposure the disk can be sold. Cover design could have been more interesting.

★★ LASSO: SECULAR AND RELIGIOUS CHORAL WORKS
The Swabian & Grischkat Chorales (Grischkat). Vox DL 380
This is a dedicated job with soloists, choirs and conductor performing a labor of love in behalf of the 16th Century composer. Grischkat has an exalted conception of the works, which the performers execute nobly. Album contains complete Latin, French, Italian and German texts, their English translations and illuminating notes. Caviar for the connoisseur.

★★ MAHLER: DAS LIED VON DER ERDE
Grace Hoffmann, Alto; Helmut Melchert, Tenor; Symphony Orch. of the Southwest German Radio, Baden-Baden (Rosbaud). Vox PL 10.910
The song cycle receives a moving reading from soloists and ork, with Rosbaud accenting the morbidity of the score. The definitive waxing is already with us, Mahlerites will find this attractive. Displayable cover.

★★ OFFENBACH: GAITE PARISIENNE
The RIAS Orch. (Rosenthal). Rondollette A 8
A good-sounding version of this extremely popular and much-recorded ballet. Competition extremely heavy re such merchandise. Packaging okay.

★★ SERENATA
I Soloisti Di Zagreb (Janjgro). Vanguard VRS 1024 & VSD 2013

STEREO & MONAURAL
The seven chamber works performed here with deceptive ease by the Zagreb Soloists are a real treat to the ear, particularly in the stereo edition which details the instrumentation with great clarity and depth. The Zagreb group has been gaining in favor with baroque music fanciers in this country and this sampling of frothy works by Haydn, Corelli, Albinoni, Rossini, Paradis and Boccherini should delight their followers. Haydn's "Serenade" with its melody-over-pizzicato, is one of the loveliest and most graceful sounds on wax as they perform it.

★★ VIVALDI: GLORIA, MOTETTO A CANTO
Friederike Sallor, Soprano; Margarete Bence, Alto; Pro Musica Choir & Orch., Stuttgart (Couraud). Vox ST-PL 10.390
STEREO & MONAURAL
Vivaldi fanciers will welcome this addition to the recorded works of the great Italian composer. The "Gloria" occupies most of the album, with the "Motetto" using only part of a side. Performance by the Stuttgart Pro Musica is excellent, with Marcel Couraud doing a laudatory job of handling the tricky transitions from elaborate choral effects to a solo by soprano and oboe. Good stereo work and attractive cover.

SEMI-CLASSICAL ★★★
★★★★ STRAUSS FAMILY ALBUM
The Minneapolis Symphony Orch. (Dorati). Mercury MG 50178
Good performance, interesting notes, and a bright album concept are here. Music covers a century in time, spanning the periods of the various Strausses. "A Night in Venice" overture, "Doctrines Waltz," "Bahn Frei Polka," "Egyptian March" are some of the selections. Much competition in Strauss material, but this album idea presents a lot for the money.

Lowal Snags Flic Score

NEW YORK — Lowal Music Corporation, the Lerner and Loewe music and management firm, has acquired the score to the French flick "Mon Oncle" ("My Uncle"), the Jacques Tati film now playing big city locations. Score was penned by Barcellini. There is already one recording of a tune from the score, cut by Ralph Bruns' Ork on Decca, and more are expected. This is the first score picked up by Lowal Music, and is the beginning of a plan to acquire other scores and copyrights. Negotiations for the "Mon Oncle" score were handled for Lowal by Norman Rosemont, general manager of the firm.

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Reviews of New Pop Records

Continued from page 83

an engaging quality. Merits exposure. (Glad, BMI)

★★ **Hoy Rag**
 Instrumental with true country flavor, and lively rhythm. (Glad, BMI)

VIRGIE FOSSETT
 ★★ **City Sidewalk Sale**
 FERN 746—Virginia Fossett, a fem version of Ernest Tubbs, sings this weeper with feeling. (Bayour State, BMI)

★★ **The Gypsy's Mistake**
 Another interesting side by the thrush. (Bayou State, BMI)

DEL WOOD
 ★★ **Sunday Down South**
 RCA VICTOR 7421—Ricky Tick side is given a bright honky tonk approach with Wood tinkling the ivories in cheerful fashion. Fair prospects. (Starday, BMI)

★★ **Shortcake**
 This is in Charleston tempo. Interesting programming side for jocks. Potential appears similar to flip. (Acuff-Rose, BMI)

BILL BROWNING
 ★★ **Lay Me Low**
 ISLAND 10—A very interesting side. The tune is country in flavor, but the backing is almost in a jazz-type vein. Side might attract with plugging. (B. & B., BMI)

★★ **Breaking Hearts**
 Browning gives the bright country medium-beater a cheerful warble. Side deals with a cat who's broken many hearts. For traditional buyers. (B. & F., BMI)

TAG & EFFIE
 ★★ **Baby, You Done Flubbed Your Dub With Me**
 SUMMIT 106—A well-made record in the traditional vein finds the pair in a nice duet outing. Good backing on the medium rocker. (Bo-An, BMI)

★★ **There's Only One Star**
 A pretty waltz melody is handled nicely by the pair. (Bo-An, BMI)

RUSTY & DOUG
 ★★ **We'll Do It Anyway**
 HICKORY 1091 — A bright hoedown tune by the boys with clean hill-type fiddles in the backing. Can get country spins. (Acuff-Rose, BMI)

★★ **It's Too Late**
 A medium paced ditty, backed with chorus, with the boys waxing philosophical. Pleasant sides. (Acuff-Rose, BMI)

ROYCE PORTER
 ★★ **Lookin'**
 D 1026—A rocker, blues in construction. Builds and achieves a funky quality. (Glad, BMI)

★ **I Still Belong to You**
 A weeper. Porter sings it with considerable heart. Somewhat old-fashioned in sound. (Glad, BMI)

BILL CLIFTON
 ★★ **The Girl I Left Behind**
 KAPP 251—This hps the real mountain sound, very similar to sides by Flatt and Scruggs and the Foggy Mountain group. Side has a bright folk-hill quality which can appeal in those areas. (Starday, BMI)

★ **Spring Hill Disaster**
 This is another one of those hill sound type records, dedicated to a great tragedy, this time the Spring Hill mine disaster in Nova Scotia. Hill folks only would be the market for this. (Starday, BMI)

MERLE LINDSAY
 ★★ **Hoy Drag**
 D 1060 — Pleasant hoe down instrumental with bright, bouncy beat. (Glad, BMI)

★★ **Stella's Sugar**
 Personable reading on catchy country item. (Glad, BMI)

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

Rhythm & Blues

★★★ **THE "5" ROYALES**
 ★★ **The Real Thing**
 KING 5162—A good blues-styled rocker. The boys gang up on this one and give it a solid ride. Good backing adds interest. This one could step out—watch it. (Armo, BMI)

★★ **Your Only Love**
 The lead man gives this a strong whirl. It's a ballad that pleads and bleeds and he makes it sound real. Worth a hearing. (Armo, BMI)

ROSCOE SHELTON
 ★★ **Something's Wrong**
 EXCELLO 2146—Blues is handed a nice shout by Shelton against listenable, gutbucket support. Shelton's style is somewhat akin to Jimmy Rushing's. Fine r.&b. side, especially for Southern marts. (Excellorec, BMI)

★★★ **Crazy Over You**
 Shelton does well by the bluesy ballad. Fine ork backing enhances his vocal. This is also a fine side with good prospects for Southern coin. (Excellorec, BMI)

TEDDY HUMPHRIES
 ★★ **The Losing Game**
 KING 5160—Humphries sells a bluesy rockaballad here with feeling over warm support by the combo. He could get some deejay action with this side. (Jay & Cee, BMI)

★★ **Everywhere I Go**
 Listenable rocker receives a shouting vocal from Teddy Humphries backed with a beat by the ork. (Jay & Cee, BMI)

LITTLE ESTHER
 ★★ **I Paid My Dues**
 FEDERAL 12344—The gal offers a deeply felt blues with a band backing. Okay wax which fans will like. (Valjo, BMI)

★ **Heart to Heart**
 On this side Esther gives a sincere vocal with support from Clyde McPhatter and his group. McPhatter supports vocally, too. (Armo, BMI)

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

GEORGE CURRY: Living Humble/Lord, Lord—Phoenix 032
GEORGE CURRY: Fire Down Yonder/One Man Gospel Train—Phoenix 030
IVORY JOE HUNTER: Jealous Heart/I Like It—King 5166

Sacred

★★★ **THE LOUVIN BROTHERS**
 ★★ **He Can Be Found**
 CAPITOL 4112 — Ira and Charlie Louvin work out on a slow but highly effective sacred message. It's done with a deep devotional tone, devoid of those usual high wailing harmonies. A satisfying side by the pair. (C & I, BMI)

★★★ **River of Jordan**
 A typical Louvin item, done in bouncy tempo. The sacred effort has the great high of the hill sound. A fine side for the field, and fans will like. (Central Songs, BMI)

Polka

★★★ **FRANKIE YANKOVIC & HIS YANKS**
 ★★ **Roseann Polka, No. 2**
 COLUMBIA 41303—Instrumental. Deejays will find this a bright program piece. (Balkan, BMI)

★★ **Over the Three Mountains Waltz**
 Three-beat item, with a pretty melody line and a foreign-flavored lyric. The Yanks play and sing it in precise style. (Mills, ASCAP)

Christmas

★★★ **STAN ZABKA ORK**
 ★★ **Chimes**
 PALLADIUM 601—A pretty Christmas side, with restrained voices behind the instrumentation. Lyric is made up of several phrases from known carols. A well made side. (Broude, ASCAP)

★★ **Sunrise Over Paris**
 A mood instrumental quite evocative in nature. Instrumentation features strings. (Susan, ASCAP)

★★ **GORMAN SISTERS**
 ★★ **Daddy Is My Santa Claus**
 JOY 224—The Gorman Sisters, young singing duo, tell how their daddy is their Santa Clause 'cause he's the one who comes up with their presents, etc. Cute side. (Tee Pee, ASCAP)

Spiritual

★★★ **THE CONSOLERS**
 ★★ **God Will Take Care**
 NASHBORO 632—Powerful fem lead on fervent spiritual. Strong side. (Excellorec, BMI)

★★★★ **It May Be the Last Time**
 Fem and male duo score stirring emotional impact on exciting sacred item. (Excellorec, BMI)

SENSATIONAL PROPHETEERS
 ★★ **Lord Lifted Me**
 NASHBORO 633 — Lead warbler and group sell moving sacred item with feeling and heart. (Excellorec, BMI)

★★ **I'm Battling**
 Same comment. (Excellorec, BMI)

PROF. HAROLD BOGGS
 ★★ **Hold On to What You Got**
 NASHBORO 631—Strong rendition by Boggs and group on exciting spiritual with solid piano and drum backing. (Excellorec, BMI)

★★ **Lord Give Me Strength**
 Meaningful reading of the spiritual by Boggs. (Excellorec, BMI)

THE SOUL STIRRERS
 ★★ **Loved Ones Are Waiting**
 SPECIALTY 911—A great effort by the fine group. They rock gently but they shout in the finest traditional. The lead is especially impressive. Pounding, insistent backing makes it come alive. Should do fine in the market.

★★ **Until Then**
 Another medium-paced job by the group with a solid lead. Good interest here with flip rating a slight edge. (Venice, BMI)

ALEX BRADFORD
 ★★ **I've Got a Job**
 SPECIALTY 910 — Bradford and his accompanying group knock out a fine lively spiritual job. All hands do their share of shouting and the band and piano backing seems just right. A good bit of excitement here. (Pathway, BMI)

★★ **He's Everything to Me**
 A dedicated solo effort by Bradford on the gospel song. Backing leaves too many dead spots where nothing's happening, tho' Bradford does his best. (Pathway, BMI)

De Piano New Local 63 Head

BRIDGEPORT, Conn.—Salvatore DePiano has been elected president of the Bridgeport Musicians' Local 63, American Federation of Musicians, succeeding Samuel J. Bronerwein. The latter had held office five consecutive one-year terms.

Named vice-president was Matthew Del Percio, and Ernest S. Seeregely was re-elected recording secretary. Unopposed for re-election were John H. McClure, business agent, and John Porter, treasurer.

Serving on the executive board are Eugene Hull, Louis Vitale, Robert Keenan, John Zelle, Daniel DeMarco, Matthew Del Percio and Raymond M. Svetz.

Mustoe to Cap. Sales Exec Slot

HOLLYWOOD — Robert X. Mustoe last week was named sales manager of Capitol Records Distributing Corporation's Charlotte, N. C. branch where he served CRDC as a sales rep. He replaced Don Elliott who left the post to become Southern District sales manager of CRDC's phonograph sales division. Mustoe joined CRDC in January, 1957.

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NSA Names Ticket, M. Vivona for 3d

E. J. Strates on Slate; Elections Dec. 29; Steaks for New Year's Eve

NEW YORK — A full slate of officers, including 50-member board of governors, has been handed down by the National Showmen's Association nominating committee. Barring the submission of an independent ticket, the elections on Monday (29) will result in Al McKee taking office as president, succeeding Jeff Harris.

The ticket has Joe Prell and Max Tubis moving up to first and second vice-president respectively, and Morris Vivona entering the line of succession as third vice-president. He had been secretary.

Also named are Charles Rubenstein, secretary; Leo Willens, treasurer, and E. James Strates, assistant treasurer.

The Wednesday (10) meeting was devoted largely to a financial recap and reports on the festivities held during Thanksgiving week. In addition there was the opening announcement of the New Year's Eve party under chairmanship of Angelo Peppe. The \$5-per-person price includes a filet mignon steak dinner with trimmings, in addition

to the usual favors, music and entertainment.

On the usual meeting schedule the elections would be held on a Wednesday, which this year would be New Year's Eve, so it was decided to change to Monday this time. Harris presided on Wednesday, joined on the dais by Al McKee, first vice-president; Joe Prell, second vice-president; Charles Rubenstein, treasurer; Louis D. King, chaplain, and Sol Levine, club attorney.

Nominations were submitted by Joe McKee, representing the board of trustees; Dave Brown, Morris Brown and Frank Rappaport, from the governors, and Harry Alexander, Frank Schillizzi and Joe Rinaldi from the general membership.

50 Governors Named

Nominated as governors are: Harry Agne, Harry Alexander, Vince Anderson, Dave Brown, Morris Brown, Is Cetlin, Norman Y. Chambliss, J. W. Conklin, Pete Drambour, Lou Dufour, Moe Elk,

(Continued on page 97)

'HOLIDAY ON ICE' GOING TO RUSSIA

Chalfen Unit to Play Moscow, Leningrad for Month Stands

CHICAGO—"Holiday on Ice" will send a show to Russia in early 1959 to play a month in Moscow and another month in Leningrad. This was announced here by Morris Chalfen, president of the ice show, who has recently returned from Russia.

His icer will open March 29 at Moscow's new 14,000-seat Lenin Stadium, an indoor facility with its own ice-making plant. The other stand will follow in a 5,000-seater at Leningrad. For the latter, "Holiday on Ice" will bring in its own ice plant.

Chalfen said that leading skaters will be pulled in from several of his far-flung shows to make up the Russia-bound unit. The outfit will be assembled at Copenhagen and go from there to Russia.

The Chalfen arrangement is not a direct exchange for a Russian show. Sol Hurok already has three Russian dance groups tied up for this country. Chalfen said his

deal calls for Hurok to give Chalfen a dance troupe for appearances in Milwaukee and Minneapolis.

Began 3 Years Ago

It will be the Beryozka Russian Folk Ballet and in the two cities it will be billed as "Presented by Holiday on Ice for S. Hurok." In Milwaukee, Beryozka will be in the Milwaukee Auditorium one day during the "Holiday on Ice" run at the connecting Milwaukee Arena.

Chalfen recalled that his negotiations with the Russian minister of culture began three years ago when he and Sonja Henie went to Moscow for conferences. Finalization came Friday (28) in a cablegram from Moscow.

It was understood that "Holiday" was selected by the Russians largely because it could block out other dates and play at the desired time. "Ice Capades" has been negotiating with the USSR also for possible June dates.

Cristiani Contracts Baltimore Engagement

BALTIMORE — Cristiani Bros. Circus has added Baltimore to the growing string of major cities on its 1959 route. Howard Y. Bary, associate of the circus, contracted a junior Chamber of Commerce stand for five days. This will follow the show's Washington, D. C., Shrine engagement.

It will be the first tented circus in the city in four years. Last year the Variety Club had a Ringling stand but stated it does not plan to repeat this spring. Polack Bros. Circus has the Shrine here and just completed a good run.

City-wide promotion is planned for the Cristiani date. A street parade is scheduled and the "50-Year Club" is planned, Bary stated.

Show will use a new lot, located on Route 111 and designated as the site for a proposed York Road Shopping Center, seven miles from the main Baltimore post office.

Cristiani has announced a number of key stands for next season, among them Atlanta, Washington, Philadelphia, Norfolk, Cleveland, Milwaukee, and Davenport, Ia.



WILLIAM W. MUAR, of Roseland Park, Canandaigua, N. Y., was elected president of the National Association of Amusement Parks, Pools and Beaches in Chicago last week.

Reba Schall Steps Down At Allentown

Storch Secretary, Frank Hausman & Leidig Re-Elected

ALLENTOWN, Pa. — Reba D. Schall, for 10 years secretary of the Greater Allentown Fair, declined re-election at the annual stockholders meeting of the Lehigh County Agricultural Society last week. The resultant election of Phil H. Storch as her successor and the retention of Frank F. Hausman for a third term as president were among the meeting's highlights.

Storch has been an Allentown Morning Call writer since 1930 and currently does the "Breakfast Chatter" column. The secretary's post had been a full-time one with a \$6,000 salary, but this is being changed.

Storch will serve on a part-time basis and a salary schedule *(Continued on page 97)*

Arrow Charts New Factory

MOUNTAIN VIEW, Calif. — A new factory building will be occupied in March by Arrow Development Company, if present planning materializes as expected. The firm has acquired three additional acres for the construction.

Winter Dates Set for Sullivan Band

WORCHESTER, Mass. — A string of winter band dates is set for Mickey Sullivan, including the Massachusetts fair meeting in Boston on January 7. Sullivan's band is also set for the Frank Wirth Circus in West Hempstead, N. Y., for 12 days starting March 28.

Dates include: American Optical Party in Thompson, Conn., December 6; Manchester, Conn., Parkade kiddie circus the week of December 8, featuring Albert Rix's bears; Worcester Telegram and Gazette Circus, 15; Wyman-Gordon Circus in Worcester Auditorium, 20, and Worcester Corporation Circus in Worcester Auditorium, 21.

DES MOINES

Thrill Shows Active At Iowa Fair Meet

DES MOINES — Thrill show operators were probably the busiest sellers of grandstand attractions at the meeting of the Fair Managers' Association of Iowa here last week. Fairs did a lot of shopping and pricing of other attractions, but much of the actual buying they did was for one-day or one-night shows.

Earl Newberry and Leo Overland, of Newberry Thrill Enterprises, reported they contracted more Iowa fairs at the meeting than at any meeting in the 14 years they've been in the stunt show business.

Aut Swenson, owner-manager of Swenson Thrillcade, said that he came here from Chicago after signing more dates there than at any time on record. At present the Swenson route is ahead of any other year, and prominent on the list are a growing number of dates of several days in one spot, he pointed out. Tom Durant was also here for the show.

L. (Doc) Cassidy, of the Ohio Fireworks Company, reported closing with several fairs for presentation of his "Chemorama" fireworks pageant. The show will play the Davenport, Ia., fair for three days with the same number set for the fair at Fairmont, Minn. Cassidy also reported the attraction was set for a nine-day stand at the Bangor, Me., 125th anniversary celebration and was booked for a six-day return engagement at the Mobile, Ala., fair where it was in for three nights in 1958. Also set, with no definite dates, was a con-

tract with Kentucky State Fair, Louisville.

Signs Allen

George Ferguson, WLS Attractions, announced that he had booked Rex Allen into the Mason City, Ia., fair for three days with six performances.

Ernie Young and Frankie Taylor, GAC-Hamid, reported putting the Jack Joyce animal show into Iowa fairs at Oskaloosa, Sibley and Cresco, and a program of acts at What Cheer. Cresco also bought "Jubilee U. S. A." for one night.

Barnes-Carruthers Theatrical Enterprises had its usual busy time at the convention with Sam J. Levy Sr., reporting a long string of fair dates closed. Also present from the office were Sam J. Levy Jr. and Fred H. Kressmann.

Eldred Stacy, Music Corporation of America, closed to provide programs at West Union and Monticello fairs with names to be decided at a later date. Danny Cleary was also here from the office.

(Continued on page 97)

Jack Kochman Inks Indiana State Fair

PATERSON, N. J. — Indiana State Fair, Indianapolis, is among those recaptured by the Jack Kochman Hell Drivers to date. Kochman, who played the spot in 1958, will return to Indianapolis for four shows, a pair on Friday, Saturday night and Sunday afternoon. Four shows bid on the date.

The Indianapolis contract was one of several significant developments for the Kochman office recently. Others include the resetting of his arrangement with Dodge Division of Chrysler Motor Corporation and routing of a unit to the Pacific Coast.

Bill Reed left the Chicago convention early to set Western dates for the International Auto Daredevils unit and so far has set California fairs in Angel's Camp, Chico, Dixon, Fresno, Watsonville and others, with a jump-breaker at the Utah State Fair, Salt Lake City, September 11-13. This unit will head toward the Coast in May and finish in that area later.

Charleston Signed

In addition to Indianapolis, the second major spot set by Kochman in Chicago was the Southern West Virginia State Fair, Charleston, for Wednesday and Thursday, September 2-3. Active in the bidding for the Indiana State Fair were the Aut Swenson, Danny Fleenor and Rotroff International thrill units.

Several other major spots have been confirmed for repeat appearances next season, including the Great Danbury (Conn.) Fair and Eastern States Exposition, West Springfield, Mass. Both Kochman and General Manager Bob Conto will be booking spots at fair meetings from here in. Conto is making arrangements for the show's two weekend appearances at Florida State Fair, Tampa.

Kochman expects to travel with 39 pieces of Dodge equipment in 1959, including trucks. Practically the entire Dodge line will be on tour.

IMCA Honors Top Drivers At Banquet

DES MOINES — Virgil Miller, Kansas State Fair secretary and newly elected president of the International Motor Contest Association, presided as the IMCA celebrated its 52d year at the annual awards banquet at the Fort Des Moines Hotel here Saturday (6).

Miller and John Libby, IMCA secretary, presented the top drivers and owners 1958 bonus checks totaling \$6,000 and trophies for their championship performances.

Hector Honore, Pana, Ill., owner of the 255-cubic-inch Offenhauser in which Bobby Grim won his fourth consecutive IMCA dirt track title, accepted the trophy in Grim's absence.

Don White, the Keokuk, Ia., star, was on hand to receive the late model stock car championship trophy for the third time in five years. White held the title in 1954 and 1955, and staged a successful comeback to edge out brother-in-law Ernie Derr for the 1958 crown.

Al Sweeney, president of National Speedways, Inc., and Frank Winkley, head of Auto Racing, Inc., IMCA promoters, were among the speakers, while Sec Taylor, sports editor of The Des Moines Register, was listed among the guests.

The banquet was attended by 150 IMCA officials, club members, drivers and owners, press, radio and TV personnel, and racing fans along with wives.

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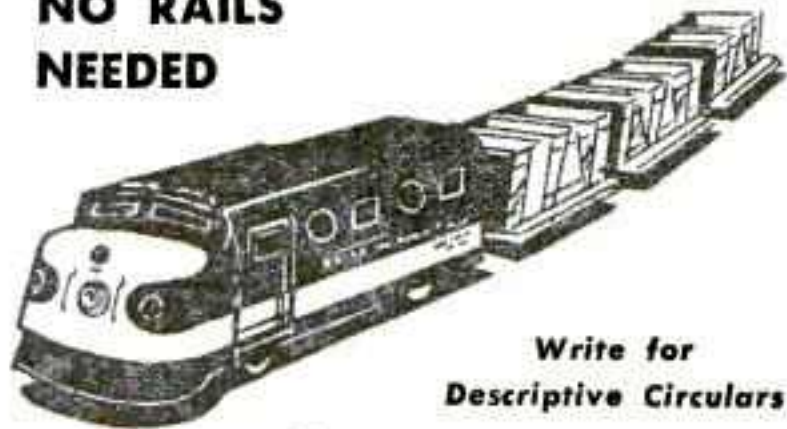
NEW YORK — The first Jewish cultural group from Eastern Europe to come to this country, the Polish State Jewish Theatre, has been cleared by the State Department for a tour of major U. S. cities beginning in March. The group is represented in this country by the National Jewish Welfare Board, in association with Jerry Hoffman.

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ARENAS & AUDITORIUMS

'My Fair Lady' Route Marks Trend to Arenas and Auds

By TOM PARKINSON

ONE OF THE SHARPEST indications of the trend for touring legit companies to play auditoriums and arenas comes from "My Fair Lady." It has just completed the contracting of a route to follow its current Chicago engagement. Auditoriums and arenas figure importantly in it.

Of course, this show and others have played auditoriums and arenas before. Some legit companies play little else, but some others have resisted such buildings, preferring to stay in the traditional theaters. Another factor is that some shows played the music hall side of multi-purpose buildings without realizing that in fact they were in the auditorium-arena field, that the same management handled the theater side, arena side and whatever other facilities were involved.

"MY FAIR LADY" CLOSES in Chicago on February 6 and makes six weeks at Detroit's Riviera Theater. Then comes a week at the Masonic Auditorium, Rochester, N. Y., and two weeks at the Music Hall, Cleveland.

Columbus will see the show at the Veterans Memorial Auditorium in a week's stand. Next will be two weeks at Cincinnati's Taft Auditorium. Among several return engagements on the route is two weeks at Keil Auditorium, St. Louis. A 12-day stand at the Kansas City Music Hall is scheduled. Another return will be six weeks at the Philharmonic Auditorium, Los Angeles, under auspices of the Civic Light Opera Company. The same kind of auspices will have "My Fair Lady" in the 3,300-seat War Memorial Auditorium, San Francisco, for four weeks.

Portland Auditorium will house the show for eight shows in five days. Orpheum Theater, Seattle, has it for two weeks.

VANCOUVER'S NEW auditorium is booked for "My Fair Lady" for two weeks starting August 30, and it is expected to be the first attraction after the dedication ceremonies to open the building, now under construction.

In Alberta, both of the Jubilee Auditoriums will have "My Fair Lady." It will play eight shows in five days at Edmonton's Jubilee Auditorium and a week at the Calgary Jubilee Auditorium. At the end of the route contracted so far is the St. Paul Auditorium's music hall, where it will appear for 12 days.

"My Fair Lady" is a big show, using revolving stages that require great height, using 57 sets of lines, 2,500 amps and six baggage cars. Many buildings—theaters or auditoriums—can't handle it, it was pointed out by agent Al Butler.

As came out while The Billboard was supplying information about location and equipment of various buildings, this show will be playing many more auditoriums, repeating at some and breaking in some as legit stands.

Behind the action is a policy wrapped up in this statement:

"NEW AUDITORIUMS are better equipped (for this type and size of show) than some of the old-style theaters, and they have the necessary capacity."

Baker Named To Auditorium At Albuquerque

ALBUQUERQUE, N. M.—Jack Baker, former radio performer, has been named manager of the Civic Auditorium here. He succeeds C. W. (Chuck) Swan, former manager, and Paul Villella, assistant manager, who took over after Swan's resignation some time ago.

Baker formerly was program manager for KOAT-TV here. Earlier he was a singer with the "Don McNeil Breakfast Club" program out of Chicago. He began in show business in 1935 as a singing partner of Danny Thomas, now a TV comedian. Later he was with a radio station in Sturgeon Bay, Wis. He also has been with a gas and oil firm and with an appliance store.

Villella resigned as assistant manager to resume his college work. Swan resigned some months ago and retired to Florida.

DENVER — Benny Reynolds, Melrose, Mont., has been named Rookie of the Year by the Rodeo Cowboys' Association.

Lex Connelly, secretary-treasurer of the association, said the award is given annually to the "cowboy who has made the most spectacular rise to rodeo's big time."

In his first year of full-time competition, Reynolds held the lead for the all-around cowboy title for two and a half months.

Werner Buck Sets 2 Shows; Jordan Joins

LOS ANGELES — H. Werner Buck's Show Management is staging two shows at the Great Western Exhibit Center here in January.

The Southern California Boat Show is scheduled at the Center for 10 days, starting January 9, and the Trailer Life Show for four days, starting January 29.

Robert L. Jordan, who handled trade shows in San Francisco as well as exhibits at district and county fairs in the area, has joined the Buck organization.

Auto Show Record Set at Spokane

SPOKANE — The eighth annual Spokane Auto Show, November 26-30, drew record attendance of 43,420. This was 15,500 over the old mark of 28,000 for the Spokane Coliseum.

Two stageshows daily featured the Modernaires and Bonnie Guittar. Other acts were Ming and Ling, Peg Leg Bates, Joe Jackson Jr. and Joe McKenna.

A department store put on a fashion show in connection with showings of American and foreign cars, including one that won the Indianapolis meet. Tickets were 95 cents for adults and 50 cents for students. Manito Lions Club and Spokane New Car Dealers' Association were sponsors.



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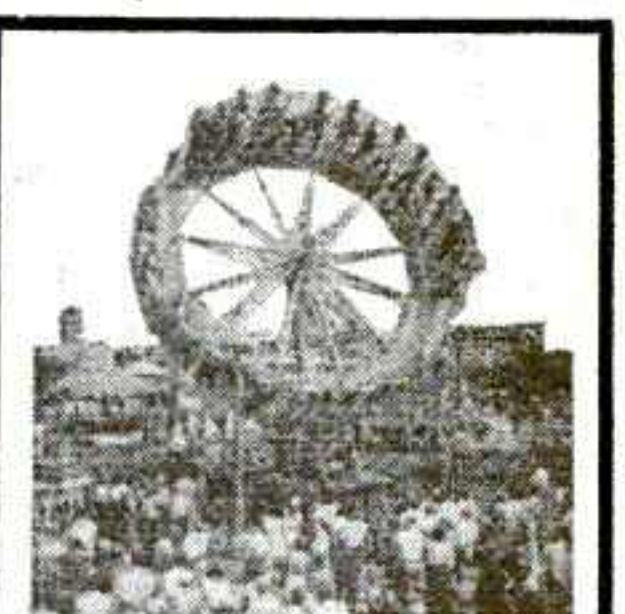


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WITH THE LADIES: Gowns Sparkle At Chicago Ball

By VIRGINIA KLINE
CHICAGO—When the grand
march formally opened the 46th
annual banquet and ball of the
Showmen's League of America
history was made for the show
world. This year a husband and
wife were chosen for the top
offices in the two organizations. It
was a first, and the couple chosen
are the ideal ones to start this
tradition. Bill and Phoebe Carsky,
long associated with the many
activities of the League and the

Auxiliary, will join hands in their
offices to cement the tie and make
the coming year one to be re-
membered for members and
friends of both clubs.
The Carsky's led off with the
president who was retiring, Jack
Duffield. Mrs. Carsky wore a white
gown, designed by St. Laurent,
who is now carrying on the work
of the late Christian Dior. The
bodice was tightly fitted above the
floor length whirling skirt which
(Continued on page 97)

SWIM SHOW Snyder Readies Unit For S. African Tour

BOSTON — An all new show
for the 1959 season is being read-
ied by Sam Snyder, of Snyder
"Water Follies," and has been
signed for a 14-week South African
tour by the South African Produc-
ing Company, Ltd., Johannesburg.
Two representatives of the South
African company flew into the Hub
last week to finalize plans. This
will be the first time the "Water
Follies" will have played the terri-
tory and the first appearance of
any water show in the area.

In the South African tour the
"Water-Follies" will play on tennis
courts, which have a large seating
capacity. The Johannesburg court is
a 10,000-seater. The Hub producer
has been angling for the South
African dates for more than two
years. Snyder is setting up a new
show, but with the same format
as the Brussels Fair production.
It will have a water ballet of 16
girls, six divers, two featured
comedians and five dry acts. All
equipment, two portable pools,
special lighting equipment and
stage which will total 35 tons, will
be taken over by ship.

In 1958 the "Follies" played
Australia and the Brussels Fair as
well as American dates. The South
African firm books in three shows a
year, but this is the first time it
has handled an aquacade.
The 1959 American tour will
open March 23 in Columbus, O.
It will include Canadian dates and
close October 18. The show opens
its South African tour November
23 in Capetown, spends three
weeks there and goes on for a
four-week stand in Johannesburg.
After that there will be two weeks
in Durban, one in Pretoria and four
weeks in Southern Rhodesia.

The portable swimming pool is
60 feet long and the diving pool
50 feet. The show is divided into
wet and dry portions. The South
African tour is on a guarantee basis,
Snyder said. Rehearsals are starting
in Boston for the 1959 productions.

Calgary Buys Starting Gate

CALGARY, Alta.—Directors of
Calgary Exhibition and Stampede
have approved purchase of an elec-
trically operated 10-stall starting
gate for the race track.
The gate, to be ready by mid-
April, will be built in Calgary by
Dominion Bridge Company, with
George Dunn, official starter for
tracks operated by the Western
Canada Racing Association, helping
to supervise the job.

Moyer Honored At Sport Fete

READING, Pa. — Russ Moyer,
veteran publicity and race direc-
tor of the Reading Fair, recently
was honored for "his outstanding
ability, willing contributions and
everlasting interest" as public re-
lations director of the Reading-
Berks County Chamber of Com-
merce.
Moyer received a massive silver
tray, inscribed with the names of
the Chamber staff, at its annual
sports banquet honoring local ath-
letes and teams. There were 21 in-
dividuals and members of four
teams cited at the 600-plate af-
fair. Moyer supervises the Cham-
ber public relations program in ad-
dition to his duties with the fair.
He has held the post since 1954.

Wapakoneta Renames Execs

WAPAKONETA, O. — Board
members of Auglaize County Fair
here have set August 8-14 as dates
for the 1959 annual and re-elected
the executive staff, Fred H. Kuck,
president; Thomas Byrne, vice-
president; Secretary Harry Kahn
to a two-year term and his 27th
year with the fair, and Treasurer
O. M. Kuck for his 17th year.
Lengths of service for Kahn and
Treasurer Kuck are said to be
records for Ohio fairs.
At recent Chamber of Com-
merce activities Kahn was named
"Mr. Wapakoneta," the first time
such a title has been bestowed.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be
advertised in this list two times only. If you are having mail addressed to you in
our care, look for your name EACH WEEK. Mail is listed according to the office of
The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be
listed in following week's issue, mail must reach New York, Chicago or St. Louis by
Wednesday morning or Cincinnati office by Thursday morning.

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- Parcel Post**
- Merrill, Speedy, pkg. 40¢ due
- | | | | |
|--|-------------------------------|------------------------|-------------------------|
| Ackley, Jimmy & Mrs. | Conners, Jack & Mrs. | Heller Jr., Leo Franz | Morris, Earl |
| All American Shows | Cook, Albert | Herbers, Ray | Morton, Bob |
| Allen, Billy | Cooke, V. M. | Hess, Pat & Frosty | (Concession) |
| Allen, Gene | Couch, Linda | Hidey, Una L. | Moulton, Mrs. |
| Allen, Will | Cox, Walter B. | Hilliard, Mrs. Selma | Murphy, E. J. (Spud) |
| Alphonso of Gloversville (The Pizza Man) | Crystal United Shows | Hinkle, Shorty | Nichols, John |
| Ambrosio, C. | Davidson, Jimmie | Hitchcock Clyde | Nichols, Michael A. |
| Andreano, Frank | Davis, Bill (Earl) | Hitti, John (Blacky) | Noble, John R. |
| Andrews, Guy C. | Davis, E. (Bill) | Hodge, Frank | O'Hara, Frederick |
| Anthony, Pat & Mrs. | Davis, Jimmy | Hodges, Joy | O'Reilly, Jerry |
| Annuin, Ralph J. | Davis, John M. | Holland, Lynn (Mgr.) | Osborn, Bill |
| Antonucci, Albert (Jim Heller Spectacular) | Davis, Koke | Horton, Wentworth M. | Osburn, Paul |
| Ashby, Jesse L. | Dearduff, Roy H. | Houston, Lee | Owens, Peg |
| Asher, Charles | DeLand, M. W. | Hudson Smith | Owens, Ralph |
| Augustino, Louis & Mrs. | Dell, M. E. | Huffie, Tom & Mrs. | Padgett, Gene |
| Austin, Arthur | Dempsey, John | Hughes, Richard E. | Pannebaker, Mrs. G. D. |
| Barr, Clyde | DeWitt, Mrs. Irene | Hunt Amusement Co | Paradise, Tony |
| Barrett, Robert A. | Dobbs, Robert Eugene | Hunt, Arthur | Perez, Jimmie |
| Bartley, Mrs. Geo. (Hank) | Doyle, Edward E. | Husted, Sherman | Perry, Jenny & Bob |
| Barton, Billy | Downey, A. | Ikao, Tanit | Persley, George |
| Beam, Ebel | DuBois, Wm. E. | Ice, George | Pierce, Sailor Jim |
| Beck, Robert E. | Duncan, Dallas | Ireland, Mrs. Agnes | Poole, Bill |
| Beckwith, Mrs. Gerard | Duval, Tirza | Jennier, Walter & Mrs. | Pruitt, Lee |
| Bell, Jack | Ellsworth, Doc | Johnson Jr., Edward | Puckett, George |
| Bensh, Frank | Estep, Karol Leigh | Johnson, Mrs. | Putteet, Steamer & Mrs. |
| Bentley, Clarence E. (Whitey) | Fein, Murray & Mitzie | Johnson, Wm. Teddy | Ramero, Rickey |
| Big State Shows | Francis, Russell (Kummel) | Jones Jr., John | Ramlers, Ben |
| Bodin, Johnnie M. | Frazier, Harold | Joseph, Herman | Blackie & Mrs. |
| Borden, Sammy | Frenzel, Mrs. Thelma | Juliano, Joseph & Mrs. | Ramsey, C. L. & Mrs. |
| Borman or Bowman, Pat (No Shoes) | Freeze, Mary Ellen | Kaiser, Kay | Reed, James E. |
| Boston, Joe | Frenzel, Mrs. M. E. (Frenchy) | Kaye, Paul | Reese, Barney & Mrs. |
| Brannan, Vince J. | Gable, Joseph | Kelley, Owen | Reeves, Tommy |
| Bruno, Yvonne | Gilbreth, Mrs. H. S. (Rita) | Kenny's Attractions | Regal Expo. Shows |
| Buchanan, Tom | Glinther, Homer & Mrs. | Kepler, Jesse | Rice, Alvie Clarence |
| Bunting, E. H. | Glosser, Benjamin | Kibel, I. H. | Riggs, W. L. |
| Buzzard, Sam | Gordon, Paul | Kieban, Harry | Riley, Tex |
| Byrd, Red | Graves, Johnny | King, Pearl (Kitty) | Ritchie, Luther |
| Campbell, Charles & Betty | Gray, Clifford H. | Kieban, Harry | Roark, Charles |
| Cannon, Frank | Green, Ralph & Mrs. | King, Pearl (Kitty) | Robinson, Charles |
| Canter, K. G. | Griggs, Charlie | Kieban, Harry | Robon, B. L. |
| Carpenter, Charles F. & Mrs. | Gullette, Wm. Bill | Knapp, George | Rogers, Tala |
| Catalano, Peter | Halsch, Fred | Knight, Jack | Rosier, Roy |
| Caudill, Sarah E. | Hale, Tige | Kuhn, Carl | Ross, Charles (Arkia) |
| Chapman, Edna & Hoppy | Haley, Denny | Lamon, Harry | Sanders, Alford J |
| Chavanne, James & Mrs. | Hancock, Soli | Lance, Jack | Santucci, Ardath Irma |
| Christo, Leo | Hawkins, Mrs. Eunice Irene | Lane, Tommy | Saxe, Reggie |
| Clay, Bill | Hays, Tom | Lantz Jr. Harry | Schwartz, Kenneth |
| Clements, Whitey & Bertha | Haywood, Lee | Lavine, Max & Rose | Scott, John H. |
| Cole, B. B. | Hazelwood, Howard | Law, Claire | Scott, Lewis |

Pepsi's Fair Square Dance Parties Grow

NEW YORK—Pepsi-Cola will
continue its square dance party
promotions at fairs this year, in
addition to the giveaways of such
things as bicycles, ponies and
Thunderbird model cars. Roy
Jones, handling the tie-in work,
said the hillbilly shows were
partially successful in 1958.

The square dancing was offered
at fairs in Memphis, Mercedes,
Tex.; Enid, Okla., and Blysville,
Ark. It was the second year for
the promotion, which was tried
only at Memphis the previous
season, and inquiries indicate several
more fairs will be signed for 1959.
The giveaways have as their
key element a stub which goes on
the neck of a bottle in a six-pack
carton, and are worked chiefly on
kids' days. Last year the firm
gave 200 bikes, 24 ponies and 36
Thunderbirds.
Square dancing promotion in-
cludes professional performers and
music, callers and group instruc-
tion to patrons.

**SAVE MORE MONEY—
MAKE MORE MONEY**
Subscribe to The Billboard TODAY!

SWANSON Butcher Shop Candy Back in Business

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Concessions
Fair—Show—Mgr's, Contact
—Mfr.—
A.G.E. CANDY COMPANY
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needs early. For Greater Profits, GO GOLD MEDAL ALL THE WAY! Top Quality,
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GOLD MEDAL PRODUCTS COMPANY
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Carnival Routes

Scott, Turner, Rides: (Edgewater & Vassar) Orlando, Fla., 15-27.

Circus Routes

Davis, L., Productions: Phoenix, Ariz., 16; Portland, Ore., 20-21; Rainier 24.

Ice Shows

Holiday on Ice of 1959: Des Moines, Ia., 25-30; Rock Island, Ill., 31-Jan. 6.
Ice Capades, 18th Edition: Spokane, Wash., 25-31; Seattle Jan. 2-11.
Ice Capades, 19th Edition: Charlotte, N. C., 15-21; Boston, Mass., 26-Jan. 11.
Shipstads & Johnson's Ice Follies of 1959: Philadelphia, Pa., 25-Jan. 11; New York 13-25.

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Legitimate Shows

Beryozka Russian Folk Ballet: (Loew's Capitol) Washington, D. C., 15-16; (Masonic Aud.) Detroit, Mich., 17-20; (Philharmonic Aud.) Los Angeles, Calif., 23-27.

Miscellaneous

Burke's Wild Cargo: St. Petersburg, Fla., 16-24.
Doss, Buster, Variety Revue: Waco, Tex., 17-18; Texarkana, Ark., 19; Bellmead, Tex., 20; Connally Air Force Base 21; Jackson, Miss., 22; Camden, Ark., 23.
Matchstick City: Tampa, Fla., 15-Jan. 3.

Flint Park's Interest Sold By Firestone

FLINT, Mich. — The new operating group of Flint Park and Amusement Company will carry on in 1959, with L. H. (Doc) Firestone continuing in an advisory capacity. Firestone said he sold out early in 1958, but stayed on at the request of the new owners.

Included in the transaction are the 14 major and 12 kiddie rides, roller rink, picnic grove and lake. Murray Pelavin is attorney for the new firm, composed of local people.

Firestone said he will remain active in the park business and is looking over several propositions. He is maintaining his residence in Flint.

Del Mar Fair To Hire New Fair Manager

DEL MAR, Calif. — Directors of the Southern California Exposition have set Monday (15) as the day when they will interview applicants for the position of manager to succeed Paul T. Mannen, who will resign after the 1959 event.

In preparation for the 1959 fair, a new floriculture building is assured with the allocation of \$10,000 by the Public Works Board. These funds will go toward initial plans. Exposition directors favor a geodesic dome which is said to be particularly suited for displays because inside structural columns are completely eliminated.

Plans are also being considered for a new horse show arena with the size increased to 120 by 240 feet. There will be seating for 4,500 spectators.

A feature of the 1959 show will be the 6,000-piece John Sheedy Indian exhibit in Harvest Hall. Thereafter only 20 per cent will be shown annually. The hall will be devoted to agriculture and the Indian exhibits.

Hillsdale, Mich., Re-Elects Kelley

HILLSDALE, Mich. — Harry B. Kelley was re-elected secretary of the Hillsdale Fair for the 30th year in the fair's recent election. Other officers named were Erwin Howe, Waldron, president; William Danhausen, Jonesville, vice-president; J. I. Post, Hillsdale treasurer, and Mrs. Harry B. Kelley, assistant secretary.

Receipts for the year were reported at \$106,539, and operating expenses at \$102,718. Permanent improvements cost \$6,939.

Myers Cooper, Ohio Fairman, Dies at 85

CINCINNATI — Myers Y. Cooper, prominent Ohio fairman and former Republican governor of Ohio, 1928-1930, died Saturday (6) at his home here at the age of 85.

Cooper was an active fairman for more than 20 years. He was a past president of the Hamilton County Agricultural Society, sponsor of Cincinnati's Carthage Fair, and served 12 years as president of the Ohio Fair Managers' Association. For many years he sponsored a contest at the annual meeting of the Ohio Fair Managers' Association in which representatives of Ohio county fairs spoke on why their particular fair was the best in the State.

Altho civic activities occupied much of his time, Cooper was probably best known in Cincinnati as a large real estate developer. In addition, he had numerous industrial and banking connections.

Surviving are his widow; a daughter, Mrs. Mills Judy; a son, Raymond, and five grandchildren. Services were held Tuesday (9) at his home, the Pines, and burial took place in Spring Grove Cemetery.

New Units for Cooper-Miller Parks in Va.

NORFOLK — The results of a buying trip to Chicago will be evident at the Albert Miller-Dr. Dudley Cooper operations next season. The partners purchased Pretzel and Tubs of Fun rides for Seaside Park, Virginia Beach; a Tubs of Fun for Ocean View Park, Norfolk, and two Davis organs with taped music.

Despite spotty weather, both spots had successful seasons, Cooper reported. At Seaside Park the rides grossed 6 per cent better than in 1957. This increase was credited in part to the shed-type overhang over the rides, measuring 40 feet by 300.

For 1959 the park will also feature the Snackery, a stand-up and sit-down refreshment building with windows on the kiddie ride section. Air conditioned, it was completed at a cost of around \$20,000. It is at 30th Street and the Boulevard.

St. Clairsville, O., Sec. to Retire; Lauds Midway Ops

ST. CLAIRSVILLE, O. — Harold Henderson, treasurer of the Belmont County Fair here, was loud in his praise of carnival people and independent concession operators. He announced his plan to retire from the position he has held for 25 years and in which he supervised the concession operation. He will serve, he said, until a successor is chosen and then help him "get his feet on the ground."

During all of his years with the fair, it never lost a cent from space-buyers. All paid up, he pointed out. Concessionaires this year gave the fair a record \$3,200.

THE FINAL CURTAIN

ARNOLD--Paul, 42, at Mobile, Ala., in October of a heart attack. He had been with Dyers Greater Shows, Sun-

MARRIAGES

BRAUNSTEIN-FORNIER— Benjamin Braunstein and Frances Fournier, January 7 in Buffalo. He is business manager of James E. Strates Shows, on which his bride is a concessionaire. (Details in Carnival section.)

McCORMICK-WALKER— Robert McCormick and Mrs. Betty Walker, both of whom were with the D. D. Murphy Shows, the former with the Royal Hussor Band and the latter with Alice Melville's girl revue, recently in Los Angeles.

BIRTHS

BODEN— A son, Mitchell Lee, born December 4 in Brooklyn's Mount Sinai Hospital to Shelley and Abbe Boden. Grandparents are Mr. and Mrs. Aaron Hymes, well known in outdoor novelty circles in the East. Infant checked in at 8 pounds, 8 ounces.

CLEARY— a son, Kevin Charles, recently in Chicago to Mr. and Mrs. Danny Cleary. Father is in the special events department of the Music Corporation of America.

RICHEY— A son, Kenneth Jr., to Mr. and Mrs. Kenneth Richey, Kansas City, Mo., November 23. Parents were with Rudy Bros. and Bailey Bros. circuses last season.

Ocean Beach Gives 2 More Concessions

NEW LONDON, Conn. — The Ocean Beach Park Board, supervising city-owned and -operated Ocean Beach Park, has approved two more concession contracts — one for three years and the other for one year.

Frank Lewyant and Armando Baldelli, cafeteria operators, awarded a three-year pact, will pay the city a \$14,000 flat rental plus 17 per cent of any gross over \$90,000. Nutmeg Club Beverage Company's contract has been renewed for one year at \$1,000, plus 20 per cent in excess of \$4,000 gross receipts. Louis and Charles Rubin operate this firm, which has soft-drink vending machines at various beach points.

Contracts between the city and three other concessionaires, approved sometime ago, have been formally ratified. They are with the Novelty hop, operated by Joseph Y. Gloth; Dodgem cars and Merry-Go-Round, operated by Mrs. Annie Vescovi, and CNF Amusements, Inc., operators of amusement rides and the boating concession.

The beach has dropped plans for a small car show. Activities director Anthony N. Pero has told board members that the weight factors of the cars indicated the recreation hall floor would not support them. He said he was "amaze to find out how much the so-called small cars actually weigh!"

set Amusements and other carnivals as a concessionaire. Surviving are a brother, H. A. Arnold, St. Louis. Burial in Mobile.

BERNARD—Mrs. Marie, former vaude trouper and wife of Prof. Willie J. Bernard, December 2 in Manchester, N. H., following a long illness. During her many years in the business she had been with an act called Bagley and Bagley's Bag Punchers. Burial in Alton, N. Y.

COOPER—Myers Y., 85, former president of the Ohio Fair Managers' Association and past president of Hamilton County Agricultural Society, sponsor of Cincinnati's Carthage Fair, December 6 at his home in Cincinnati.

HANNAH—Albert (Pop), 86, who lived and traveled with son and daughter, C. A. (Heavy) Hannah and Iris Lange, owners of Hannah Amusements, November 21 in Brownsville (Pa.) General Hospital. Also surviving is a grandson, Sp./4 L. G. Hannah, Fort Lewis, Wash. Services November 27 and burial in Lafayette Memorial Park, Brownsville.

LINTZ—Walter, 42, veteran midway concessionaire, December 7 in Chicago after a long illness. During his 25 years in the business he had been with many Eastern midway organizations as an agent and concession operator. His wife, Peggy, and a son, Arthur, survive. Services Friday (12) in Chicago.

IN LOVING MEMORY

of My **DEAR HUSBAND**

CHARLES OLIVER

Who passed away **Dec. 17, 1957**

CATHERINE OLIVER

IN MEMORY

OF OUR DEAR FRIEND **AND BOSS**

CHARLES OLIVER

Who passed away **Dec. 17, 1957**

CHARLES & FLOELLA CHANEY

IN MEMORY OF MY DEAR FRIEND

CHARLES M. OLIVER

Who passed away **Dec. 17, 1957**

CLARENCE SLATEN

IN MEMORY

OF OUR DEAR FRIEND **CHARLES OLIVER**

Who passed away **Dec. 17, 1957.**
BOB and ELSIE MACKAY
HERMAN MELCHER
BENNE and ELSIE WEAR
JACK KENNEDY
RED and IDA MCCOY

NAAPPB Board Decides Policy on AREA, PSAA

CHICAGO — Post-convention session of the NAAPPB board of directors established policy on relationships with two allied organizations.

John S. Bowman, NAAPPB secretary, relayed word of a meeting he had had with the American Recreational Equipment Association. Decision was that NAAPPB will try to carry out suggestions made by AREA members about operation of the trade show. A poll of trade show exhibitors will be made to determine their likes and dislikes.

The NAAPPB directors voted to continue co-operation with the

Participating Sports Association of America, but decided not to encourage any consolidation with PSAA. Reason behind this is that the latter is made up of members in several fields already represented by various trade associations, and for NAAPPB to step in might seem to violate the areas of the other groups.

In a parallel action, the NAAPPB board decided to beef up its own beach and pools sessions for next year's convention and hype other activities for pool people within its own framework.

Further action by the board called for overhauling the plans for the annual banquet. Considerable improvement in the banquet for next year will be sought, and a similar effort to improve the entertainment is outlined.

NAAPPB also voted to present plaques of thanks to the various park people who were hosts to the NAAPPB touring group at various places in Europe last September.

NAAPPB TAKES CNE, CONKLIN INVITATIONS

CHICAGO — NAAPPB's 1959 late summer meeting will be at the Canadian National Exhibition, Toronto, it was decided here by the board of directors of the parks association.

They accepted the invitation extended by Hiram McCallum, general manager of the CNE, and J. W. (Patty) Conklin, NAAPPB member who has the midway at the CNE as well as several parks.

The exhibition's full run is August 26-September 12, and the NAAPPB session will be a day or more within that period. Headquarters for the meeting will be established at the Royal York Hotel, Toronto.

This meeting will correspond to the 1958 late summer meeting that was held at the World's Fair in Brussels, Belgium.

Mouse Ride Added At Suburban Park

SYRACUSE — A Schiff Wild Mouse ride is the latest addition to the line-up at Suburban Park in nearby Manlius, Manager Russ Pace announced. The unit will be installed and operated by Fred Cerbini and Pat Razzano, of Coney Island.

Pace and Joseph Mandra are new operators of the park, which has 11 major and 11 kiddie rides plus a picnic grove and other units. Food operation is being taken over by Dimo Stathis.

Pace won a visit to a Bahamas hotel as a banquet door prize at the Chicago park banquet. One of Mickey Hughes' Hot Rod rides is another likely addition at Suburban Park. Pace has been at the park several years, originally as a concessionaire.

Ride prices at the park stay low at 20 cents each and six for \$1 for major rides, and a dime each and six for 50 cents on the kiddie units. Advertising and picnic booking is being handled by Bill Hartman.

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INITIAL INVESTMENT \$40,000.00 required. Balance over several years to right party.
—INVESTMENT-WISE—GOOD—
Write: **ED. M. PALMER**
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Tivoli Works On Buildings

COPENHAGEN—Mild weather has enabled workmen in Tivoli to get a good start on building and renovation projects. The group of temporary wooden concession buildings alongside the new Concert Hall have all been removed and new quarters for the concessions soon will be built. This will practically terminate the rebuilding project that has been under

(Continued on page 100)

ROLLER RUMBLINGS

RSFA Pledges Bigger, Better Queen Contest

NEW YORK—The mushrooming National Roller Skate Queen Contest, an unqualified success in its second year, will be bigger and better in 1959. That is the pledge of the Roller Skating Foundation of America.

Scarcely had Mary Ann Slazinik, Pine Bush, N. Y., been crowned queen at the Miami Beach finals on November 19, when the RSFA announced that the Balmoral Hotel already had been engaged for the 1959 event.

Emphasis will be increasingly upon year-round promotion aspects of the contest, which begins with local, regional and State judging and reaches a double-barreled wind-up with the crowning of the queen and her appearance in a giant roller skating participation in the annual R. H. Macy Company Thanksgiving parade.

Miss Slazinik, enthroned on a handsome roller skating industry float, along with more than 100 costumed skaters in two dance routines, were seen by approximately 50,000,000 viewers of NBC's television presentation of the Macy parade.

Miss Slazinik, the 18-year-old

representative of New York State, said that she hopes the \$2,500 prize scholarship awarded by the Pepsi-Cola Company will enable her to attend Cornell University Medical School. She presently is a student at Orange County Community College, Middletown, N. Y.

Runners-up in the final judging were Miss Texas, Linda Elizabeth Strawn, Houston, and Miss Delaware, Audrey Payton, New Castle. Separate contests in three other categories were won by Miss Strawn (bathing suit); Diana

(Continued on page 100)

FOR SALE

Liquidating All Amusement Park Equipment

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- DODGEM (17 Cars)
- BUG RIDE (complete)
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- ROLL-O-PLANE
- FLYING SCOOTER (8 Cars)
- TRAIN (Century Flyer)
- LARGE COASTER (equipment)
- REVOLVING ROOM
- STEEL PARK BENCHES
- PICNIC TABLES
- MIDGE-O-RACER

- COMPLETE ROLLER RINK EQUIPMENT—including rental Shoe Skates, Grinder, Sound Equipment, etc.
- ORGANS
- COMET JR. COASTER (complete)
- HAND CAR RIDE (Hodges)
- BOAT RIDE (6 boats and center)
- AUTO RIDE (Allan Herschell)
- GOOSE RIDE (Allan Herschell)
- ROTO WHIP (Mangels)
- TROLLEY RIDE (Bultman)
- SHOOTING GALLERY (complete)
- KIDDIE ROCKET RIDE
- WOODEN PARK BENCHES
- OUTDOOR SPEAKERS
- PONY CART

Plus many other miscellaneous items, including Light Towers, Electric Equipment, Refreshment Stand and Concession Equipment.

THIS EQUIPMENT WAS ALL OPERATED DURING THE 1958 SEASON AND CAN BE SEEN BY APPOINTMENT. THE EQUIPMENT INSIDE NOT DISMANTLED. OUTSIDE EQUIPMENT HAS CARS REMOVED. A DETAILED LIST INCLUDING PRICES WILL BE SENT ON REQUEST.

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Capacity, 48 children or adults
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Allan Herschell Merry-Go-Round, 2 abreast, factory rebuilt completely, never been used, good as new; 38 Jumping Horses, 2 Double Chariots.
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7-car Tilt-a-Whirl, good running condition. Beautifully illuminated.
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Both rides can be seen in Amusement Park by appointment only.
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Write, phone or wire
GEORGE J. MacLEAN, FUNLAND PARK
7850 N.W. 27th Ave., Phone: OXford 1-0621, Miami, Fla.

Hunts Add Seat Units, Boat, Novelty Trailer

BURLINGTON, N. J. — Two trailers are due in Hunt Bros. Circus quarters, Monday (15) and are to be converted to blues. Patterns and templates are ready, Harry Hunt said, and the result will differ from the method used on the show's original reserved seat trailers. The blues will be 14 rows high and will seat 452 persons on each wagon, figuring 18-inch seats. A new novelty wagon has been finished and is being decked out with considerable gold leaf. This is a 32-foot semi-trailer that can

be worked out of the rear or side, the latter providing 28 feet of space with the panels down.

Hunt said negotiations are under way for a new top, a 100 with three 40-foot middle sections and airplane cables, to be added during the season.

Harry Hunt said booking news indicates another gathering of circuses in the East next year. The only Hunt town affected by direct competition so far is Norristown, Pa., which has been a three-show date for the last 14 years. This time the show will be second in.

Doc Hall is in charge of the Hunt contracting, being assisted by Harry Hunt in the New Jersey and Long Island area, Russ Campman in the Philadelphia area, Charles MacNamara in the Connecticut area, Bob Cronin in the Boston area, and J. W. Grist in the Washington area. Plans are for an April 18 opening in Dover, Del., with a tour continuing well into September.

The program is shaping up and should be ready for announcement soon. Other staff people include Bob Dickman and Raymond Everett, advertising, and Eddie Mellon, boss canvasman for the eighth year.

Charles Hunt is recuperating in quarters from his recent surgery. Indications are that he should be able to make the tour next season, without the cane that he had become identified with over the years. He will go to Miami after the holidays, along with Marvin Case and his family.

The Hunts' new 40-foot dual inboard engine cruiser will be getting plenty of use in Florida. It has been refitted and bears the name "Circus Time."

Wenatchee Y Circus Plays Best Season

WENATCHEE, Wash. — Paul Pugh said his Wenatchee YMCA Circus had its most successful season this summer. Unit played dates in Washington, Oregon and Idaho.

Big stands included Walla Walla, Dayton and Wenatchee, Wash. In August the circus took part in the Seattle Seafair and played to 4,000 people. NBC radio's "Monitor" did interviews there. This Week magazine bought a picture story about the show which may run in the spring.

Show was close to Kelly-Miller and Carson-Barnes on several occasions, playing one stand a week after K-M and another one two days behind. The YMCA group also worked at the Adams County Fair, Ritzville. The Y show's personnel visited the professional circuses, and some performers and musicians made an appearance under the professionals' big top.

'Crusade' Petition Gets 3,500 Names

ROANOKE, Va. — Paul Caldwell, a school teacher and circus fan, has obtained about 3,500 names here on a petition asking for return of the Ringling show to tented operation. He said he would mail the list to Stuart Lancaster, member of the Ringling family, who with his mother announced some months ago that they would head a crusade to restore the Ringling circus to its traditional way of operation.

COPENHAGEN — The Schumanns are headed for London where they will be features of the Bertram Mills Circus in Olympia Hall, December 19-January 31. Albert, Pauline and Max Schumann, with Wenzell Kossmayer, will present their high school riding number. Douglas Kossmayer, assisted by clowns Kiki and Antonio, will present Schumann ponies.

Circus Benneweis winter quarters at Dronningmølle are being used as location for a number of the scenes in a German film, "The Black Panther." The scenario is built around the career of the well-known animal trainer, Simonett, who has worked Benneweis cage acts.

Cuneo Adds To Bear Act, Buys Llamas

LIBERTYVILLE, Ill. — The Royal Inca Llamas act is being purchased by John Cuneo, who also has cat, bear and elephant acts. He said he expects to take delivery on the act January 1. The llamas were offered for sale recently by Alton Freeman.

Cuneo also announced his Paramount Bears have been booked for the Ringling stands in New York and Boston, with an option for the remainder of the season.

The act has been changed to include an aerial set-up. It has an elevated platform on which a motorcycle is fixed. A polar bear sits on the motorcycle. By radio, the cycle motor is started and one of its wheels powers a rigging that revolves to anchor-like riggings suspended below it. A Himalayan bear is on each of the aerial anchors.

He announced that the Minneapolis Shrine show has signed three of his acts, that the leopards will be with the Barnes-Carruthers fair unit again, that the bears will play Grand Rapids for Orrin Davenport, and that the llama act will be rerouted and won't be offered before spring.

Polack Completes Top-Flight Season

Stern Reports Big Score; One-Unit Set-Up Brings Savings; Jumps Costly

CHICAGO—Polack Bros. Circus ended its 1958 tour Sunday (7) at South Bend, Ind., and Louis Stern characterized the season as "very good."

Stern said that the show had less nut and that cut-back to one-unit operation meant that advance costs were halved. Long jumps, on the other hand, upped costs in that department.

In all, the season's business was "very satisfactory," Stern said his own share in the proceeds was up a startling 50 per cent. He said that record business in some spots

offset decreases in others, and the show wound up ahead of last year.

47-Week Season

By absorbing dates formerly played by Polack's Eastern Unit, the show had a route that extended from coast to coast and border to border. During 47 weeks on the road, 53 towns were played in 23 States and two provinces of Canada. Length of runs ranged from a single performance in the Pasadena Rose Bowl to 17 days in Chicago.

At Charleston, W. Va., November 20-23, the show racked up a new local record for attendance at a four-day date. A snowstorm hurt business Thanksgiving weekend at Springfield, Ill. Severe winter weather all three days at South Bend cut night crowds, but of the daytime shows, one was a turnaway, two were packed and another was near capacity. A morning show was given Saturday, and both shows Sunday were matinees.

This was the second year for Polack's windup at South Bend and was a week later than last year's closing. Barbetta flew in from Hollywood to discuss his numbers for 1959. The Besalou Elephants, with Peggy and Mac MacDonald, and the show's trucks in charge of Bernie Longsdorf went to Flint, where next year's show will open January 18.

(Continued on page 97)

Medrano Has Pinito, D'Hiver Cuts Days

PARIS — Cirque Medrano dropped its line of 18 dancers and resumes normal circus fare. Cirque d'Hiver is operating only three days per week.

Pinito del Oro, former Ringling center-ringer, tops the current Medrano bill. Animal acts are Jerry Katjer's bears and Rodolph Gross' liberty horses. Ring acts are the (3) Likajos, fencing sketch; Tux, novelty juggling; Reco and May, comedy wire; Tosca de Lac, webbing; Two Marcos, hand-to-hand; (3) Genias, trampoline; Rene Septembre, magic; Rocky and Randal, Loriot and Gin, clowns, and Martha and Adolfo, knife-tossers.

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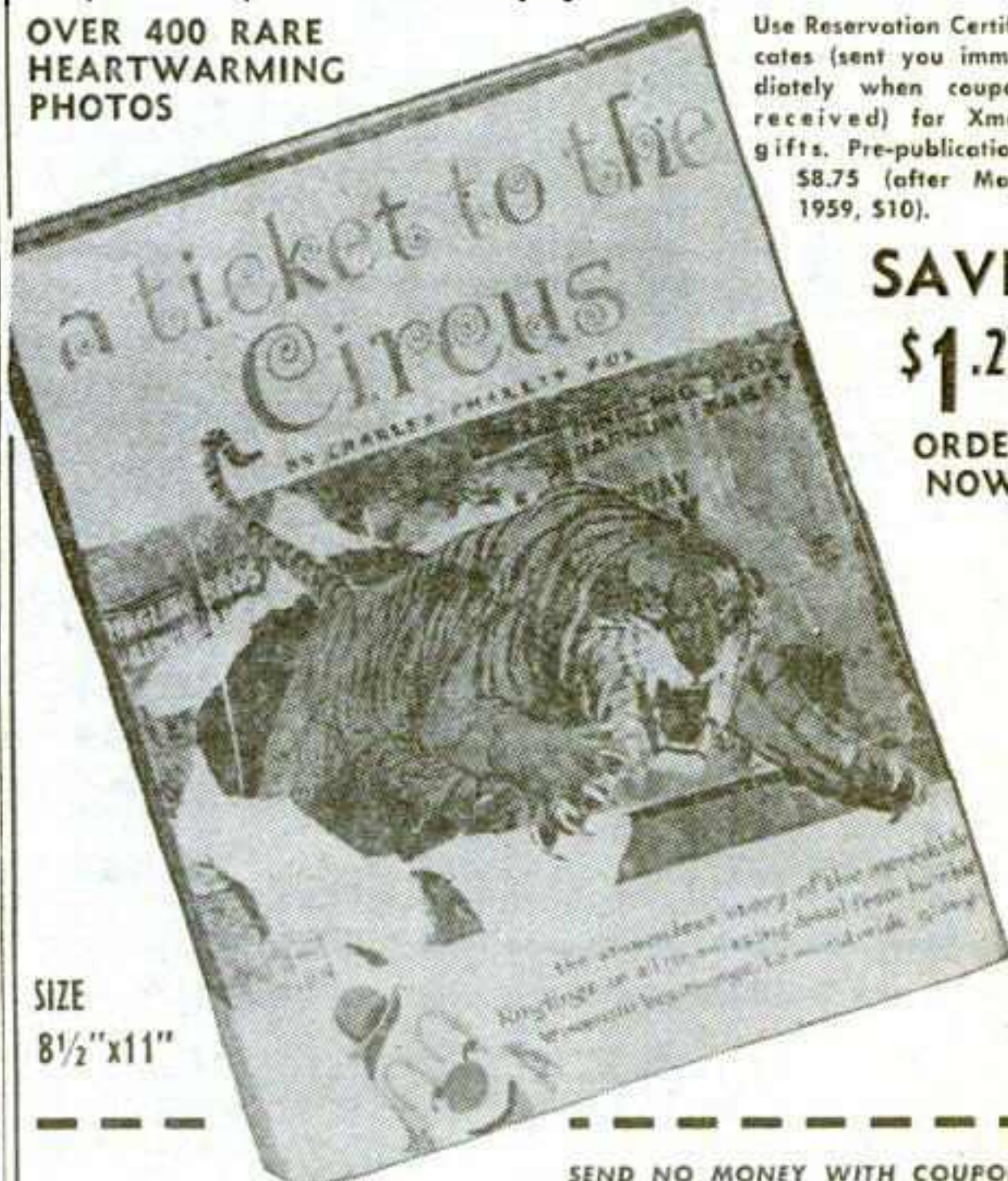
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Iowa Assn. Reopens Pari-Mutuel Drive

Seeks Constitutional Amendment; Jean Kleve Elected President

By CHARLIE BYRNES

DES MOINES — The Fair Managers' Association of Iowa took further steps here Tuesday (9) to bring pari-mutuel racing to the State with the aim of increasing State aid to the annuals and easing the tax burden. At its 51st annual meeting here in the Hotel Fort Des Moines the convention went on record, without a dissenting vote, as being in favor of the mutuels and to take the necessary steps to bring it about in Iowa.

The delegates, who packed the meeting room, were told that a constitutional amendment was necessary and a public referendum would be needed. One proponent of the move said that it could conceivably result in raising an annual fund of close to \$1,000,000 that could be divided among county fairs. Tom Eden, secretary-treasurer of the Standard Bred Horsemen's Association of Iowa, spoke briefly, pledging the co-operation of his organization.

The delegates made it clear that they were not seeking the legality of pari-mutuels in order to operate horse racing with betting at fairs. Several speakers stressed that what they are after is an increased source of State aid for fairs and a method of easing the burden on the State's taxpayers. The systems used in several other States, such as South Dakota, Illinois and California, were discussed on the floor.

In the annual election, Jean M. Kleve, Humboldt, was elevated from vice-president to the presidency, succeeding Claude Appleby, Monticello. Robert B. McDowell, Greenfield, was named

vice-president, and two directors were elected, G. A. Soderquist, Alta, and Fred Hanson, Osage.

Asks Questions

John Airy, Pioneer Hybrid Seed Company, in an address before the meeting, said that fairs should improve communications between themselves and the rural population. He asked the delegates if a need existed for their fair; are they presenting the kind of fairs people will attend to spend their time and money; do your patrons receive value for time and money spent; do your officers represent a cross-section of the community, and has enough time been given to the changing times?

John W. Besanceney, Des Moines Convention Bureau, delivered the welcoming address. Appleby and Eugene R. Moore, president and secretary-treasurer of the association, respectively, both spoke. Will Darra, insurance executive, addressed the group on "Public Liability and Workmen's Compensation for County Fairs," and Prof. Edward Kline, Iowa State College, spoke on the promotion of carcass shows at county fairs.

Appleby served as toastmaster at the annual banquet on Tuesday evening where Park Rinard, administrative assistant to Iowa's governor, made the address of the evening. Following supper a floor-show was presented. Acts included the Schmitz Sisters, Bobby Winters and the Rhythm Kings; Johnny Matson, emcee, and Keith Killinger's orchestra.

Oskaloosa, Ia., Switches to July Dates

OSKALOOSA, Ia. — Southern Iowa Fair, one of the State's oldest agricultural expositions, will offer a complete new format to its patrons for 1959, said Secretary Lucille Hanna after returning from the State fair convention in Des Moines.

Dates have been moved from August to July, with a four-day event slated for July 27-30. This is the earliest the Southern Iowa Fair has ever been held. The move was made to eliminate competition from neighboring fairs held in August.

A variety of name attractions have been inked for the coming year with Jungle Races, featuring Jack Joyce and his camels, set for Monday afternoon and evening, designated Kids' Day. The Mariners, singing group formerly featured on the Godfrey TV show, and a group of acts will be the grandstand attraction on Tuesday afternoon and evening. Both attractions were booked thru the GAC-Hamid office.

Speedway-type auto races will be featured on the banked, half-mile track Wednesday night, and late model stock car races Thursday night under supervision of National Speedways, Inc. A Western show has been lined up for Wednesday afternoon and a new talent show for Thursday afternoon booked thru a Des Moines office.

The Sunset Amusement Company has been set for the midway by Owner Ken Garman. A car giveaway is planned.

Ind. Seeks Mutuels As Fair Aid Source

INDIANAPOLIS — Contrary to some earlier expectations betting would not be permitted at county fairs or at the Indiana State Fair under provisions of a pari-mutuel bill already drafted for introduction in the 1959 session of the Indiana General Assembly.

At the same time, however, the State and county fairs would benefit substantially from the revenue to be yielded by the bill, sponsored by the Thoroughbred Breeders' Association and the Indiana Trotters and Pacers' Association.

The decision to exclude the fairs and to limit wagering to private tracks was reached Sunday (7) at a meeting of thoroughbred and harness racing devotees in Anderson, Ind. Over 500 persons, including five State senators and three State representatives, attended the conference.

As provided in the bill, the Indiana State Fair would derive 15 per cent from the anticipated tax yield and the county fairs 40 per cent. Another 25 per cent would go to the State school tuition fund, with the State general fund and the Indiana thoroughbred fund splitting the balance.

The associations' officials estimate that the State would find approximately \$7.4 million annually in this new source of revenue and another \$1.4 million in the income from harness racing.

As explained at the Anderson meeting, the bill would provide for the creation of a commission made up of representatives of the two organizations. This agency would supervise the distribution of funds on a daily basis.

A renewed attempt to legalize bingo in Indiana is not likely to materialize. Rep. Jean R. LaGrange, Democrat of La Porte, said that he has decided against the re-introduction of the bill he offered to the Assembly in 1955.

Hibbing, Minn., Sets Program

HIBBING, Minn. — St. Louis County Fair has lined up most of its attractions for the August 12-16 run, Sulo J. Ojakangas, secretary, announced.

The Art B. Thomas Shows will provide the midway attractions for the sixth year, Frank Winkley's Auto Racing, Inc., will bring in the auto races. Also planned is a thrill show and a night grandstand show, Ojakangas said.

One of the features will be a mining exhibit to display one of the area's biggest industries.

Mich. State Adds Member

DETROIT—Kenneth Clifford, Alma, Mich., has been appointed to the Michigan State Fair Commission by Gov. G. Mennen Williams. He succeeds Harry H. Wright, Lawrence, for the term ending April, 1962.

Camp Elected At Beaumont

BEAUMONT, Tex. — George Camp will serve as chairman of the 1959 South Texas State Fair next fall. Camp was named at a meeting of directors of the Young Men's Business League, which sponsors the annual exposition.

Other members of the fair's executive committee are W. A. Tatum, YMBL president, and Ralph Grantham, president-elect for next year.

Camp has served both on the YMBL board of directors and on the fair committee for five years. He has headed the annual duck calling contest at the fair for the past five years and also has been assistant fair chairman for two years.

FAIR MEETINGS

West Virginia Association of Fairs, Waldo Hotel, Clarksburg, January 3-4. Mabel Hetzer, P. O. Box 589, 307 First National Bank Arcade, Huntington, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 3. Robert S. Turner, Horseheads, N. Y., secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 4-6. Robert L. Barnett, Muncie Star, Muncie, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 5-7. Hubert Ransom, Saint James, secretary.

Massachusetts Agricultural Fairs Association, Bancroft Hotel, Worcester, January 6-7. Paul Corson, Topsfield, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 12. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 13-15. Goldie V. Scheible, Fairgrounds, 1043 South Main Street, Dayton, executive secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 13-15. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 14. Tom Moore Craig, Spartansburg, secretary.

Missouri Association of Agricultural Exhibitions, January 15-16. Governor Hotel, Jefferson City. Victor M. Gray, Box 630, Jefferson City, secretary-treasurer.

North Carolina Association of Agricultural Fairs, Washington Duke Hotel, Durham, January 15-16. J. S. Dorton Jr., Route 10, Charlotte 6, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 17-19. William E. Finch, Danville, secretary.

Association of Alabama Fairs, the Battle House, Mobile, January 19-20. Christie W. Summers, Box 972, Jasper, secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 18-20. H. B. Kelley, Hillsdale, secretary-treasurer.

Maine Association of Agricultural Fairs, Portland, January 21-22. Roy E. Symons, Skowhegan, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-23. A. D. Scott, Box 68, Fargo, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 25-27. Clifford D. Coover, Shelby, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 25-27. Clifford C. Hunter, Taylorsville, secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 26. Mr. William C. Lynn, 1 West State Street, Trenton, secretary.

New York State Association of Agricultural Fair Societies, SHERA-

Detroit City Council Eyes Fairgrounds for '64 Olympics

DETROIT — Michigan State Fair, threatened by plans for removal somewhere up-State at intervals for many years as up-State citizens and politicians looked askance at its long residence in the Motor City, took on another opponent last week. The Detroit Common Council eyed it with the prospect of gobbling up the fairgrounds.

The project under consideration

ton-Ten Eyck Hotel, Albany, January 26-27. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 28-29. William Arthur Morris, 522 Court Street, Reading, secretary.

Association of Tennessee Fairs, the Noel Hotel, Nashville, January 29-30. Jack Vinson, 938 East Broadway, Newport, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 5-7. Bob Murdoch, 102 E. Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 9-10. Clyde E. Byrd, Box 907, Little Rock, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 22-23. L. (Doc) Cassidy, Box 73, Shelby Station, Louisville 17, secretary.

Oklahoma Association of Fairs, February 1 - 3, Biltmore Hotel, Oklahoma City. Harry James, 621 Court House, Oklahoma City, secretary.

is for use of the grounds for the Olympic World's Games in 1964, which Detroit expects to host. Plans matured during the fair last fall for construction of a suitable stadium in the general area of the present grandstand and race track, as discussed at that time by Manager Donald L. Swanson.

Some members of the Detroit Council, however, want to buy the site from the State, or trade it for the House of Correction, which functions in part as a State prison.

The city is committed thru private promoters of the Olympic project to construction of a 101,000-seat stadium estimated to cost \$12,000,000. Involved in the present debate is the perennial argument of city people for year-round use of the fair property—a battle that goes back at least 30 years. The city currently operates an ice skating rink on the property, and buildings and grounds are used for many events during the 50 non-fair weeks.

Swanson took exception to the statement of one councilman that the fair buildings are "dilapidated and decrepit," and pointed out that while attendance during the fair is about 800,000, the year-round use of the property is evidenced by 2,500,000 annual visitors.

Swanson also insisted that the fair must remain in Detroit to operate profitably, and that a removal up-State could not be considered. An alternative might be a move to another site in the Detroit area, if one can be found. He repeated his earlier statement that the Olympic Games could be handled properly and a suitable stadium built on the fairgrounds without killing the use of the property for the fair.

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Action Limited At Iowa Fair Meet

DES MOINES — With the majority of the larger Iowa county fairs already signed up with midway organizations for 1959, little in the way of bookings were reported at last week's annual meeting of the Fair Managers' Association of Iowa.

Southern Iowa Fair, Oskaloosa, thru a change in dates which sets its run in July rather than in the crowded first two weeks in August, made it possible for Ken Garman's Sunset Amusements to play the fair. Garman, who was accompanied here by Mrs. Garman, also reported the show would return to fairs at Mount Pleasant, Webster City and Alta, with one more new one on the route, the fair at Missouri Valley.

Alva Merriam, owner of Merriam's Midway Shows, announced he had added two Minnesota fairs for 1959. The annuals are at Blue Earth and Jackson and will mark the first visit of the show to those spots. Merriam, accompanied by Mrs. Merriam, their daughter, Margaret, and son, Dale, were scheduled to leave December 20 to fly to Hawaii for a winter vacation. They are scheduled to be back on January 5.

Bill Dillard, manager of Sonny Myers' Amusements, announced the show had closed to play a fair new to its route, Manson, Ia. Other repeat dates in the State include fairs at Dennison, Onawa and Merville. Also here from the show were Mrs. Sonny Myers, Mrs. Ted Dillard and Mrs. Mabel Carolus.

Ross Sinderson, long on the Midwest midway scene, announced he was fielding his own show this year under the title of Ross Amusements. Show will play fairs and celebrations in Iowa and Missouri.

Also present at the conclave were: Louis J. Berger, Olson Shows; Ted Cory, Heart of America Shows; Bob Robinson and Clem Smith, Robinson Greater Shows; Bernard Thomas, Art B. Thomas Shows; J. O. Greene, Gladstone Exposition Shows; Jimmie Henson, Greater Dixieland Shows; John Lempert, showmen's supplies and equipment; Bill Dyer, Dyer's Greater Shows; E. Dartsch, Tri-State Shows; Bob Hill, Ross Sinderson, Ross Amusements; John Kemp, John Turpin, Barbara Cooper and Kathryn Turpin, Kemp & Turpin Rides and Concessions, and Floyd Sheldon Shorter, Shorter's Greater Shows.

Reid Importing German Organ, Seeks 2 Rides

DETROIT — John F. Reid, owner of the Happyland Shows with headquarters in Detroit, has returned from a month's tour of Europe, which included considerable inspection of show business abroad as well as purchase of new equipment. He was accompanied by his son, Bob, who is associated with him in the management, and by Harold Lucas, ride owner on the Happyland Shows.

They visited the Brussels World's Fair and in Germany they visited a number of carnivals and inspected new ride equipment. They have bought a large, new band organ, 18 by 8 by 6 feet, with over 400 pipes, from Freiburg, Germany. It is said to be one of only two of this type in existence, the other being in Austria.

The Reids are also currently negotiating for two new German-made rides, the Calypso and the Sputnik, which they hope to add to their midway this coming season.

Garman Sets 1959 Route

DANVILLE, Ill. — Sunset Amusement Company has practically set its 1959 fair route, K. H. Garman, owner-manager, said here after his return from the Iowa fair meetings in Des Moines last week.

Garman added two Iowa fairs that are new to his route, Oskaloosa and Missouri Valley. Others the show will play in the State are at Webster City and Alta.

Sunset has been signed to a three-year contract at Caruthersville, Mo., and will play the fair thru 1961. Other Missouri annuals signed are Bethany, Nebata, Lamar and Dexter. Show will also play West Point, Neb.; Harrisburg, Ark., and Rochester, Minn.

Garman and Mrs. Garman were scheduled to leave here shortly for a vacation in Fort Lauderdale, Fla.

Members of the executive committee were Bob Downie, Ed Harris, Levine, Hunter Farmer, E. W. (George) Coe, Harry Hargrave, J. Ed Brown, Crafts, Harry G. Seber, Krekos, Harry Fink, Harry Myers, and Bill Davis.

The reception committee included Art Andersen, Ted LeFors, Theo Forstall, Coe, Larry Ferris, Seber, William Hobday, Harris, Farmer, Frank Warren, Davis, Myers, Alex Freedman, Bobby Cohn, Ed Hellwig, Hargrave, Brown, Ted Levitt, Ewell (Slim) Harrison, C. F. (Doc) Zieger, Clara Andersen, Marlo LeFors, Peggy Forstall, Betty Coe, Frances Ferris, Nina Levine, Jewell Hobday, Berta Harris, Margaret

(Continued on page 97)

Miami Club Girds For Winter Doings

Parties and Banquets Fill Out Schedule; Bids in for Air Conditioning Clubrooms

MIAMI — A busy line-up of winter events is carded for the Miami Showmen's Association as the showfolk turnout here begins to swell following the annual Chicago conventions. With Ben Weiss, president, out of town, John Vivena, first vice-president, presided over the November 24 meeting, and Harry Westbrook, second vice-president, ran the December 1 session.

Westbrook tried something new by asking all committee chairmen to the rostrum. The dais finally wound up with officers Mel Dodson, Dutch Whiteside, Paul Prell, Martin M. Weiss, Alton Pierson, and William J. Tucker, plus Rip Weinkle, Max Goodman, Mike Roman, Harry Weiss, Jack Weiss, Harry Weiss, Harry Modele, Whitey Tara, Willie Lish, Bill Bryant, John Campi, Carl Hanson, Max Sharp, Lew Lange, Dutch Saltus, president emeritus Dave Endy, and Wallace N. Maer, attorney.

The calendar of events includes the following:

December 16, president's party, honoring Ben Weiss, at the Eden Roc Hotel, Miami Beach.

December 18, blood bank mobile unit in the clubrooms.

December 20, Christmas party in the clubrooms at 1 p.m.

January 5, annual banquet and ball at the Eden Roc Hotel.

Also on the schedule, but with the date as yet unannounced, is the annual picnic. Joe Ross is chairman, aided by Harry Weiss and Harry Modele. A continuing entertainment is the Saturday night dances, of which Mike Roman is chairman. Preacher Rollo, club member, provided music for the dance on Saturday (29).

Whitey Tara announced that there were 459 pints in the blood bank. Alton Pierson, building management chairman, said three bids are being considered for air conditioning the entire clubrooms.

Troupers Set Pete Sutton For President

LOS ANGELES—F. M. (Pete) Sutton, who is currently organizing the Pacific Coast Shows, has been nominated for the presidency of the Regular Associated Troupers here.

The slate also includes Olivia Waldron, owner-manager Fair Time Shows, Inc., first vice-president; Ernest Hoblitt, concessionaire, second vice-president; Rose Westlake Dodson, third vice-president; Arthur Thompson, fourth vice-president; C. H. Allton, treasurer, and Etta Kotarakos, secretary.

Club's homecoming party on November 20 included a dinner of turkey and pumpkin pie served under the direction of Ruth Wolff Wood.

Following the dinner, dancing to Jim Manley's orchestra was enjoyed.

Tillie Palmateer, chairman of the bazaar to be held December 18, awarded prizes to Jimmy Lantz, Annabelle Patchett, Shelia Marrion and Vera Downie. In the absence of Jennie Riegel, chairman of the grab-bag, the items were sold by Mary Dewey, Zoe Wick and Rose Fitzgerald.

Among those attending were Sam Brown, Max Kaplan, Sam Steffin, C. H. Allton, Raymond and Bernice Allton, Walter Patchett, Chet Barker, June Sutton, Sylvia Levy, Ed and Peg Butler, Nancy Meyer, Mabelle Bennett, Sam and Stella Shaphran, Kitty Scearce, Eva Thompson, Sam Alexander, A. J. and Eve Scott, Ida Kaford, Dave and Emily Friedenheim, Florence Lusby, Ann Stewart, Jimmy Dunn, Emilie Bailey, Evelyn Lantz, Thomas Rankin, Dan Dix, Willard and Marjorie Turner.

Larry and Martha Nathan, Sam Hillson, Mora Bagby, George and Etta Katarokas, Fred and Helen Smith, Floyd Porter, Ed and Elsie Kennedy, Arthur Thompson, Grace Roberts, Ralph Sears, Arthur Hockwald, Nell Robideaux, Rae Malone, Mr. and Mrs. Al Gruber, Howard Kagebine, Al Weisman, Ray Marrion, Jeannette Roth, Katherine Goldstein, Red Friend, Jack Thomas.

Guests were greeted by Ruth Davis, president. Ed Kennedy and Katarkos served refreshments with Bill Davis and Ernest Hoblitt in charge of the games.

PCSA Banquet-Ball Committee Thanked

LOS ANGELES — Committees that served at the 38th annual Pacific Coast Showmen's Association banquet and ball honoring Western Fairs Association in the Biltmore Bowl of the Biltmore Hotel here Dec. 4 were publicly thanked here Monday (8) by Joe Clacy, the event's chairman, and Dick Scearce, co-chairman.

Bob Downie served as the convention liaison officer. He was instrumental in bringing the convention to Los Angeles and was in contact with Louis S. Merrill, WFA general manager, and Bob Stein, WFA assistant manager, during the planning.

The convention committee included O. N. Crafts, Mike Krekos, L. G. Chapman, William Meyer, Moe Levine, P. W. Siebrand, Rudy Jacobi, Harry A. Illions, Frank Robinson, Clarence Merton, F. M. (Pete) Sutton, C. F. Albright, and Olivia Waldron.

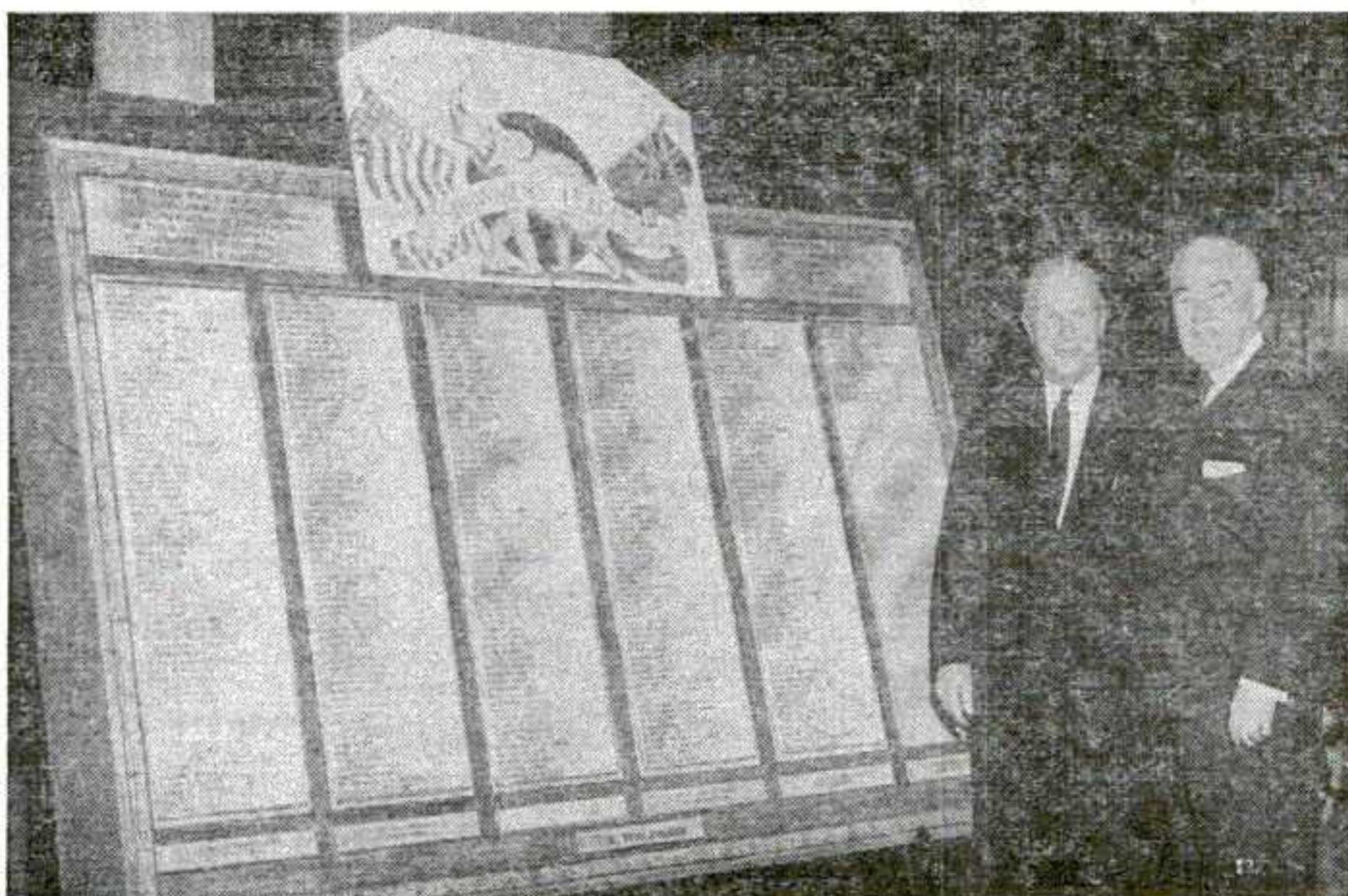
Hot Springs Fems Hold President's Testimonial Party

HOT SPRINGS—The Ladies' Auxiliary of the Hot Springs Showmen's Association paid tribute to its outstanding president, June Reynolds, at a testimonial dinner here Saturday (6) in the Terrace Room of the Southern Grill.

Gloria Pierson served as femsee and the club's new president, Virginia Gamble, was welcomed and escorted to the table by Elsie Powell. Ethel Booth delivered the invocation and Pearl Weydt the toast. Lou Miller entertained with a humorous bit.

Mrs. Reynolds was then the subject of a take-off on "This is Your Life," produced by Carolyn Holt, who was chairlady of the party.

Rose Kahn delivered the testimonial address and was answered by Mrs. Reynolds.



J. W. (PATTY) CONKLIN AND CARL J. SEDLMAYR (right), co-chairmen of the Showmen's League of America Plaque Fund Drive, have reason to beam as they stand beside a replica of the plaque to be placed in the SLA's Chicago clubrooms. The drive topped the \$50,000-mark during the recent outdoor conventions in Chicago, and Conklin and Sedlmayr reported money continues to come in. At latest count, 440 names were to go on the finished plaque, which will be hung in late winter or early spring.

Club Activities

National Showmen's Association

NEW YORK — Jeff Harris, president, handed out several credits for the Thanksgiving week program at the December 10 meeting. Included were Joe McKee and Louis D. King for their part, and George Hamid Sr. for arranging the top entertainment program. Charles Rubenstein made a \$200 donation to the shut-in fund which was roundly applauded. John Weisman ran down the pledge list for the bronze plaque, a last-week practice prior to the casting of the big tablet.

Missouri Show Women's Club

ST. LOUIS — Meeting was called to order by President Marguerite Lohmar with 25 officers and members present. Letters were read from Esther Speroni, Ladies' Auxiliary, Michigan Showmen's Club; Ladies' Auxiliary, Showmen's League of Amer-

ica, and Ladies' Auxiliary, Hot Springs Showmen's Association. The installation of officers and banquet will be held January 22, in the ballroom of the Hotel York. Annual Christmas party will be held in the clubrooms. New member voted on and accepted was Ruth Slaten, sponsored by Catherine Oliver and Estelle Regan. Drawing was won by Elsie Wear and Gertude Donnelly, donated by Marguerite Lohmar. Chairman Verna Schantz is busy with arrangements for the installation of officers' dinner-dance. A five-piece orchestra will furnish the music.

Michigan Showmen's Association

DETROIT — The Michigan Showmen's Association will hold its fifteenth annual underprivileged children's Christmas party in the clubrooms, Sunday, (21). The announcement was made by President Cameron J. Murray at the Monday (8) meeting.

Charles Sherman, party chairman, and his committee including Sam Ginsburg, Max Nahoun and Irving Rubin, are making elaborate plans to entertain more than 350 youngsters this year. The women's auxiliary will assist in this venture.

Members who just returned from the Chicago meetings last week included past presidents Dr. Louis Firestone and William H. (Bill) Green; Don Elliott, John Mulder, Maynard Ostrow and Leonard Lundquist. Green represented the MSA at the Showmen's League banquet.

Louis Brown is still at the Veteran's Hospital, Dearborn, and Sam Fishman is ill at home.

The nominating committee presented their slate for 1959 officers which includes Cameron J. Murray succeeding himself for president; Edor Burge, Max Nahoun and Charles Duma, vice presidents; Max Kahn, treasurer, Irving Rubin and Paul Greeley, executive and recording secretaries, respectively.

Show Folks of America

SAN FRANCISCO—Many of the members had returned from Los Angeles in time for the regular meeting of December 8. Alex Freedman, president, attended with other officers including Harry Myers, Earl Leonard, Charlotte Porter, Lola Cox and Bonnie Townsend. Mike Krekos was invited to the rostrum.

Earl Leonard was appointed chairman of the Christmas Day dinner and clubrooms will be decorated in the holiday motif. Jessie Gresham is chief decorator.

Joe Richards and Walter Russell both have been hospitalized and are in the San Francisco General Hospital.

Reports from banquet chairman, Eddie Hellwig, announce almost a sell-out. The banquet is to be held January 11 at the Sheraton-Palace Hotel.

Earl Leonard was also named chairman of the Memorial Services to be held in the afternoon of January 11.

Arizona Showmen's Association

PHOENIX, Ariz.—There was a good turnout for the weekly meeting. Mrs. Parr from the Dallas club was guest of honor and two new members were welcomed, Robert Capell and C. C. Hagler. It was announced that a Christmas dinner would be held at 2 p.m. on the holiday with all members invited. Turkeys were donated by Earl Salter, Art Frazier, R. Hoffman and C. N. Hagler.

Reported on the sick list were Don Hanna, Pete Holst, Chuck Johnson and Bill Jones.

A letter was read from Harry and Marie Berko.

Marguerite Stone and Rose Herrow were back after long absences.

Andersen Unopposed For PCSA Top Post

LOS ANGELES—Arthur Andersen will move into the presidency of the Pacific Coast Showmen's Association from his 1958 post as first vice-president as nominations were closed during the regular weekly meeting here last week (8). There was no other ticket this year.

Andersen, veteran concessionaire with the West Coast Shows, was nominated on the official ticket for the presidency. Assuming office with him will be Steve Vaughn, first vice-president; Joe (Red) Dauer, second vice-president, and Ed Hellwig, third vice-president. Al Weber will again serve as treasurer, and H. D. (Bob) Matthews as secretary.

The election set for December 29 will be merely a formality.

Motion to close the nominations was made by Moe Levine, a past president, and quickly seconded by Sam Dolman. President Matthew (Jimmy) Lantz, who conducted the meeting with Andersen, Dauer, and Matthews on the rostrum, put the matter before the floor with the members concurring unanimously.

Applications for membership were accepted for James A. Wright, William Henry Wells, and S. A. Shipman.

Matthews reported that Lee Smith was ill in Long Beach. Past President Harry Fink was reported still in the hospital, where he underwent surgery, in San Fernando. Bob Kruger and C. E. (Candy) Moore, who had been ill, visited the clubrooms.

Joe Steinberg and Dolman were

Hot Springs Showmen's Association

Ladies' Auxiliary

President June Reynolds was in the chair at the regular meeting, assisted by Rose Kahn and Kay Rocco, vice-presidents; Bonnie Wheatley, secretary, and Rose Marie Stein, treasurer.

Jackie Wilcox gave the invocation and Castle Sloberman was welcomed by the president. Gertrude Wallace and Elsie Owens are new members.

Elsie Powell was again named chairman of the Lakewood Home Christmas party and, in addition, 25 baskets will be distributed to the needy.

Kay Rocco served a buffet lunch to 125 members present.

appointed by Lantz to look into the matter of replacing the television set. Sam Steffin will assist.

Lantz re-introduced Wayne Endicott, Bob Vaughn, Dick Dillard, C. H. Allton, Danny Callahan, Henry Meyers, and Sam Ausher to the body. Sam Snobar took bows upon the occasion of his recent marriage.

Phoenix Club Nominates

PHOENIX, Ariz.—Anne Horstman has been nominated as president of the Arizona Showmen's Association on its regular ticket.

Others on the slate are William Farrar, first vice-president; W. J. Siebrand, second vice-president; Betty Pesicka, third vice-president; Don Hanna, treasurer, and M. R. Freeman, secretary.

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Substantial reward is offered for information leading to the recovery of a 1955 Cheve. Tractor, Serial No. S255F014878, painted dark blue and our name lettered on its side; also 24-ft. red corrugated Van GMC Semi-Trailer loaded with a 30-ft. Garbrick Ferris Wheel and a King 16-horse Merry-Go-Round. Driver disappeared with this equipment while en route to a customer near Albany, N. Y.
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Gowns Sparkle at Chi Ball

• Continued from page 90

was made entirely of tiny ruffles. Mrs. Jack Duffield wore a Laroche model in muted white faille, a fishu neckline draped with black and a sweep of the black from shoulder to floor in back. Mrs. Paul Olson, wife of the second vice-president, wore a Mirsa gown designed in Milan, the color creamy beige and the bouffant skirt tiered in net. Mrs. Ed Sopenar, wife of the third vice-president, wore a scarlet gown made by Pierre, the bodice low and held by slender straps and the back interest a bow looped to form a polanise skirt.

Mrs. Bernie Mendelson, wife of the treasurer, wore a Norell gown designed in New York, the floor-length skirt and joined bodice form-fitting and shining with iridescent sequins. Mrs. Hank Shelby, wife of the secretary, wore a black chiffon model from Gres, the lines true Parisian and becoming. Mrs. Jimmie Sullivan, whose husband directed the march, wore an ice-blue gown from the shop of the Canadian designer, Traina.

Mrs. J. W. Conklin joined the march wearing a Simonetta-designed sari, the color the cabochon shade of claret, overprinted with gold. Mrs. Neil Webb wore a blond pink gown from Cardin, the peau D'ange of the fabric beaded in silver. Mrs. Jack Ray wore a jade green gown from Jean Desses, the skirt pleated like a fan and puffed to the floor.

Mrs. Al McKee wore a frost white gown from Fabiani, the beaded cummerbund waistline molded in white frosted beads. Mrs. Jack V. Eyerly wore a Suzy Perette gown in rose pink. The harem skirt banded at ankle length with a bow in front and the bodice snugly fitted to accentuate the tiny waistline. Miss Evelyn Hock wore an Empire gown by Capucci, the bodice in iridescent beads and the length to ankle.

Chooses Balmain

Mrs. Carl Miller wore a Balmain gown in the Directoire manner, the color black with the short skirt a flare of embroidered net. Mrs. J. C. Weer wore black in a Sophia model, the skirt drifted in pleats and the bodice outlined in lace. Mrs. Ralph Woody wore a Lavin model in ice pink, the shaped neckline and bodice forming a slim sheath jewelled with sequins. Mrs. Chuck Moss came in a model by Trigere in absinthe green, the bodice a slendered sheaf of sequins and the skirt gently flared at back. Mrs. E. T. Meek wore a powder blue lace frock by Neiman-Marcus, the neckline squared and the tiers of lace louvered from hem to neckline. Mrs. Paul Huedepohl wore a black Paquin gown, the bodice of lace and the long skirt draped princess styling.

Mrs. P. A. Marco chose a Patou frock in gold green, the blended tones softening to blue. Mrs. John Perkizas chose a black frock in the Fath style, a misty sheath with harem hemline. Mrs. Lester Tate wore a foam blue gown from a Quebec designer, Jacques. Mrs. Ben Weiss chose a gown from Givenchy in topaz lace, the skirt a true harem and the bodice held close at the waistline, the neckline rounded. Mrs. Carl Sedlmayr Jr., wore a continental green gown from Rauch, the long slim sheath fitted and the back interest a cleverly executed bustle. Mrs. Kitty Glosser came in a chartreuse green frock from Jo Copeland, the neckline rounded and the back interest a mantle drape from neck to hemline. The Belmont Twins wore cloisonne blue gowns from Carnegie, the fabric embroidered in silver and their wraps of mink. Mrs. Sydney Belmont, their mother, wore a black frock in the evening suit manner from Larry Aldrich. Miss Viola Parker a blush pink tulle frock from Chapman, the

unusual shoulder straps outlined in silver.

Mrs. Fred Kressmann chose a sari frock made in Hong Kong, the design Chinese and the fabric embroidered in blue and gold. Mrs. Kenneth Garman wore a black gown from Rentner, the bodice of metallic satin and the skirt fully contoured to a slim sheath. Mrs. Harry Batt wore a Patou gown in olive green chiffon, her wrap white fox. Mrs. Art Briese wore a Balenciaga frock in brocaded black and white styled along Empire lines.

White Jersey

Miss Jack Desplenter wore a moonlight white cocktail gown of jersey, her wrap of mink. Mrs. O. E. Bradley chose a Chanel frock of winter white, the length short and the trim a glitter of rhinestones. Mrs. Ernie Desplenter came in a charcoal black gown from Sophia, her jewelry special antique and her dinner gown floor length. Mrs. N. Salzenstein wore a misty black gown from Adrienne, the trim highlighted by lace. Mrs. Sam J. Levy Sr., wore a version of the Piquet model, the rich green shade short and graceful and the corsage of white orchids just the right contrast. Mrs. Mel Kurlanger, daughter of Mrs. Levy, wore a French frock from the Dior shop, the lines modified trapeze style. Mrs. Dick Horan chose a smart evening combination, the skirt white and fully swirled and the bodice a closely fitted black evening sweater. Miss Sharon Horan wore a Juilliard gown in moss green, the skirt in two tiers and the bodice low and flattering. Miss Lynn Carsky, daughter of the two presidents, wore a Dache frock of white organza, the trim hand-painted sprays of pastel flowers and gold leaves. Mrs. Rod Link wore black in a Magnin design, the torso draped and the fluid lines of the skirt drifted to pleats. Mrs. Bud Davis chose a lame frock from Eisenberg, rhinestone flecked.

Mrs. Ned Torti wore a cloud blue gown from Davtons, crystal seed pearls in a bodice trim and the skirt length floor touching. Judy Torti wore a demure frock from Jay Thorpe especially designed to show the studied teenage lure. Mrs. Bob Parker wore blue pastel tones in a Mollie Parnis frock, the chiffon floating gracefully from the slim little sheath.

Mrs. Roy Jones highlighted her mist grey hair with a hushed blue gown from Simonetta, the neckline low and curved and tiny jacket a mere wisp. Mrs. Don Carlos wore a beige gown in chiffon lace from Patou, the lace puffed into a bodice and the skirt ankle length. Mrs. Minnie Simmonds wore a Jablow design, the color black with silver and silver lame, her wrap mink. Mrs. Evie Bellew wore a green Chanel gown, the bodice Empire and the skirt reefed in at the knee line to form the harem skirt motif.

Mrs. Al Sweeney wore a Fabiani frock in marin blue, the bodice gathered into a front sash and the skirt eased into flattering pleats. Mrs. C. C. Groscurth chose an Emilio gown subtly toned in sea blue, the skirt deftly flounced in tulle.

Mrs. Frank Duffield wore a Mainbocher gown in grey, bell shaped and molded to reflect the new evening shape. Mrs. William Schmidt wore Balmain frock in rouge red whisper weight chiffon, smooth in drape and spectacular. Mrs. Al Kaufman wore wave blue in a Joselli model, the waistline raised and the skirt softened by curved gathers at the hip. Mrs. Judy Barger wore white, the low bodice held by tiny straps and the fully bouffant skirt sweep length. Mrs. W. A. Schafer wore beige lace in a Don Loper frock, the trim orange gold and the neckline low

Reba Schell

• Continued from page 88

will be set up by the new directors. Mrs. Schell's retirement was made known during the Allentown delegation's visit to the Chicago fair conventions.

Mayor Donald V. Hock nominated Hausman for re-election, as well as Ed Leidig for re-election as treasurer. He cited Leidig's elevation to a directorship of the International Association of Fairs and Expositions. Leidig is also the fair's general manager.

J. Oliver Doern is chairman of the new executive committee which will be chosen within 30 days to plan the 1959 fair. Members will consist of the three top officers plus six members to be elected by the directors.

It was the society's 108th annual meeting. Other new officers are Clarence Siegfried, fourth vice-president replacing Warran A. Schadt, and John F. Stine Jr., librarian, succeeding the late Charles Stonback.

Re-elected were Henry Leh, Harvey Muth and Robert E. Moyer as the first three vice-presidents; Robert F. Good, chemist; William Harris Jr., geologist, and Joseph J. Gackenback, forester. New directors are William Ritz, operator of the Ritz Barbecue on the fairgrounds, Robert Sell, and Arthur J. Nagle. Martin Ritter retained his directorship.

Storch as a reporter has covered every phase of Allentown community life and is widely known. He was a combat correspondent for the Marines during World War II.

NSA Names

• Continued from page 88

Dick Geist, Max Gruberg, Ben Herman, Al Howard, Aaron Hymes, Ben Hoff, H. William Jones, Henry Kaufman, Irwin Kirby, John Leonard, Sonny Levin, Victor Link, Roger Littleford Jr., Jim McHugh, Hy Malek, Angelo Longo, Harry Nelson.

Also, Sam Peterson, Sam Prell, Howard Ramsey, Pat Razzano, Frank Rappaport, Irving Rosenthal, Sam Rothstein, Max Schaffer, Max Sharp, Claude Sechrest, D. D. Simmons, Ted Seidel, Joe Rinaldi, Frank Schillizzi, Joe Sherman, George Sollenberger, Is Trebish, Harry Weiss, Sam Weisser, Joe Weisman, Sam Wertheimer and Michael Wynn.

PCSA Committee

• Continued from page 95

Farmer, Charlotte Warren, Clara Zieger, Eva Lantz, Eleanor Craft, Marosa Herman, Edna Dauer, Lucille Dolman, Ruth Korte Davis, Mabel Brown, Edith Hargrave, Marie Tait, Sally Flint, June Sutton and Lillian Schue.

Floor committee was Steve Vaughn, Sam Dolman, Joe (Red) Dauer, Matt Herman, Sam Steffin, Jackie Lee, Freedman, Jimmy Lynch, and Joe Blash.

Eddie Tait and H. D. (Bob) Matthews were on the door committee; Grace Merkel and Jewell Hobday, registrars, and Sam Abbott, publicity.

and curved. Mrs. Harold Hesch wore pastel pink in the Ceil gown, the skirt long and puffed and the bodice form fitting. Mrs. Timmy Conklin wore a chemise blouson in ice blue designed in Toronto by Maggi.

Two women were sadly missed at the banquet this year. Mrs. Margaret Hock, ill at her Chicago home, had attended banquets with her husband, Eddie, a past president of the League, for many years. Another woman to be missed was Mrs. Al Wagner. Hattie is also very ill, and is to have a serious operation.

Polack Completes Top Tour

• Continued from page 93

Flint will adopt a policy, inaugurated in Chicago several years ago, of starting night shows, Monday through Friday, at 7 p.m.

Chicago, Albany

The Chicago date will be extended to 19 days, March 4-22, falling a week later than usual, as a result of which Albany, N. Y., will be played between Louisville and Chicago. With Sunday performances restored in Chicago after a lapse of two years, three shows on the Saturdays and Sundays of three weekends will account for a total of 45 performances.

Members of the Polack promotional staff already at work on 1959 dates include Henry F. Barrett at Flint, Joe O'Donnell at Hammond, Sam Ward at Fort Wayne, Bill Kay at Madison, Dixie Hebert at Louisville and Mickey Blue at Chicago.

After the South Bend closing, the Gutis, Princess Tajana, Gene Randow and Harold Simons went to Cincinnati for an industrial date. The Hannefords went to Osprey, Fla.

The Flying Palacios, omitted from the program at South Bend for lack of room in the Palace Theater, have gone to Europe for a year's dates starting December 19 at Barcelona. The Wazzan Troupe, after additional dates in the U. S., will go to Germany for a season with Circus Franz Althoff.

Frank and Janet Burger went to their farm at Clementon, N. J., to finish a new act for 1959 that will feature Afghan hounds. Walter and Ethel Jennier took their seals home to Peru, Ind., for a brief stay before beginning Christmas dates. The Bizzaros accompanied the father's sister, Aida, to her home near Chicago. Ronnie Lewis visited his home in Wisconsin before heading to the West Coast. Johnny Cirillino went to his home in New York and Chuckles Faer to Chicago.

Florida was the destination of most of the rest of the performing

personnel, including the Rose Gold Trio, Kurt and Melitta (Sikorskas) Bokvist and the Frielanis.

After stops in Chicago, Mrs. Bessie Polack planned to go to her home in Florida, Louis Stern to Hot Springs, George and Opal Paige to Sacramento, Bee and Owen Carsey to San Antonio, Ross Paul to Inglewood, Calif., Sam Polack to the Coast and Justus Edwards to New York. Chester and Winnie Stanley flew to London for a holiday visit.

MIDWAY CONFAB

Mr. and Mrs. Eddie Elkins celebrated their 15th wedding anniversary recently at their home in New York. . . . New members of the Miami Showmen's Association include C. W. Browne, Fred Schroeder, Benson Bassel, Max Singerman, Joseph T. Coleman, Buford Johnson, Samuel T. Clark, Arthur Cortwright, Johnny M. Eberhardt, Frances A. Morgan, Merrill S. Allison, Frank F. Hansman and Edward John Lee.

Harold J. Lucas, ride owner, is back in his Tampa home after visiting 12 cities in eight countries on a 30-day European tour. . . . Virginia Laughlin, former owner of West Bros. Shows, is a wheel-chair patient in a nursing home at Brooksville, Fla. She would appreciate mail from friends who may write her at Box 112-L, Route 2.

Mr. and Mrs. Ray Wilson, owners of Wilson Famous Shows, were in an accident November 25 in St. Petersburg, Fla. Mrs. Wilson was thrown from their car in a collision and narrowly missed being run over by another vehicle. She was cut about the face and bruised, but she is recovering rapidly. Wilson was not injured. They are now back at their Astoria, Ill., home.

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HELIUM SHORTAGE
Worker Balloons Gain Importance

By IRWIN KIRBY

Street workers, the tireless salesmen, are not known for their loyalty to a particular item the way certain pitch and demonstration folks are. Rather than stick with an item thru thick or thin—be it combs, kitchen gadgets or cosmetics—the street worker plants his efforts behind whatever seems "hot" at the moment. With the holiday season fast approaching, many of these boys are turning to such old standbys as windup toys and balloons.

In the balloon world we have one of the few aspects of low-priced merchandise which has not been dominated by imports. The American balloon industry has withstood all inroads from abroad, and this year, as in the past, has no fear of foreign competition. But if there isn't one discouraging element there is another, and the shortage of helium continues to be felt seriously by the industry.

It has been several years since there has been sufficient helium released by the government to permit sales of balloons on strings in any great quantity, or to allow "worker" balloons to drift aloft above the heads of street workers. The critical use of helium has been so severe that even government agencies feel the bite. Even the Navy, for example, whose lighter-than-air ships are vital to the early warning defense system, is having difficulty getting the gas despite its top priority, so widely is helium used in classified manufacturing. And nowhere was the shortage brought home more forcefully than in New York on Thanksgiving Day, where Macy's was unable to obtain the gas for its parade balloons.

All this has made "worker" balloons more important to the street salesman. Knobby and spiral balloons, called airships, stretch 100 inches long and make an attractive display when tucked under the arm of the demonstrator. In his other hand are the handout balloons, in sizes inflatable to 36 inches. They sell for a dime, 15 or 20 cents. It is the handout which is best on sidewalks and in subways.

Weather this season has been poor, and sales have not been as brisk as in former years, but there is always the fervent hope for an improvement as Christmas approaches. With the business in handouts having taken on more importance thru the absence of helium, a variety of styles has appeared for exploitation. The big mouse heads are popular. So are striped cat heads. There is a 36-inch Santa and a white snowman the same size. Santa faces are also available on round balloons.

The airships are available in the longest worker models, and thus are the standbys of the balloon trade. Department stores display them in bulk and so have limited space and a different requirement than street salesmen, who like to have a large product to sell. They prefer their balloons pre-inflated and deflated, the resultant object being longer, looser and more impressive than if not prepared this way. Balloons can be bought either way.

Boxed balloons are good for a couple of years unused, with the addition of a chemical aimed at preventing ozone-cracking, a condition known in some areas such as smog-ridden Los Angeles, where automobile tires have deteriorated. Other chemical work has improved latex to where, if properly tied, a balloon can remain inflated longer than six weeks on the original air. Proper method where a stick is involved is stretching the neck, wrapping twice around, and hooking the end over the tip of the stick.

PIPES FOR PITCHMEN

YULE GREETINGS . . .
 and best wishes for the new year are sent members of the fraternity by Little Chief White Eagle, writing from Los Angeles. "Los Angeles, once one of the most beautiful cities in the world, is dead," says the Chief. "Everyone is walking around with a handkerchief, wiping smog tears from their eyes. So if I make it I may see some of the boys and girls next year. I'd like to read a few pipes from some of the old-timers."

LEON PINTER . . .
 who put in the past season with Tommy Scott's Ozark country show as magician and illusionist, is win-

tering at Alice, Tex., and playing schools, theaters and clubs in surrounding territory with his "Cavalcade of Wonders," a magic-illusion show, to good business. Pinter is using four-color posters plus half-sheets and one-sheets to advertise his dates. He'd like to read a few pipes from friends.

HENRY H. VARNER . . .
 back in Akron after a trip to Waco, Tex., has stored his motor equipment for the winter and plans an early flight to Caribbean territory, intentions matrimony. However, in his letter brother Varner failed to give the name of the lucky gal.

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 Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum. Special Bingo Merchandise.
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JOHN A. HYATT, 1331 N. E. 211th St. North Miami Beach, Florida

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And to all a 40% saving on Comedy Material. Every dollar value costs only 60¢ on any or all of our sock gaffles. Write for info. SHOW-BIZ COMEDY SERVICE (Dept. B27) 425 Avenue "V" Brooklyn 23, New York

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- E1—Tailored Earrings, Asst. Gr. \$18.00 E2—Stone Earrings, Asst. Gr. 21.00 E3—Stone E/Rings, Etc., Asst. Gr. 12.00 O1—Odd Lot Neck & Brace. Gr. 15.00 W1—Men's 6-Piece Watch Set 5.15 W2—Ladies' 5-Piece Watch Set 6.25 R3—Gent's Stone Rings, Asst. Dz. 2.50 B2—Boutiques, Boxed, Asst. Dz. 3.00 L-2—Roulette-Type Lighter, Dz. Cd. 4.50 620—Snapshot Camera, Boxed Dz. 14.40 R-164—Religious Medallions, Bxd. Dz. 5.75 2256—3-Piece Pearl Set, Bxd. Dz. 7.20 2357—Hunting Knife & Sheath Dz. 7.20 9967—2 Hunting Knives & Sheath. Dz. 12.00 1165—Tri-Color Flashlites, Bxd. Dz. 4.00 3110—8" Girl's Doll Handbag, Dz. 3.75 9474—8" Plush Stand'g Ted. Bear, Dz. 5.40 K-1—Kiddie Neck & Brac. Set, Bxd. Dz. 6.50 25% dep., bal. C.O.D. Free catalog. Try samples of any items at reg. prices.

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

HOSIERY—LOW PRICES; LADIES', MEN'S, Children's. Ladies' Nylons, \$1 dozen up. Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1258 Market St., Chattanooga, Tenn. de29

HUMOR DIGEST YOUR PERSONALIZED publication, 100 copies, \$2. Terrific business booster. Samples, 25¢ each. Donen, 2065 Creston Ave., New York.

I WILL PAY YOU \$6 PER HUNDRED FOR Indian Head Pennies. Write E. M. McClendon, 1735 Walker St., Augusta, Ga. de29

MEXICAN HAND-MADE JEWELRY SETS—Necklace, Bracelet, Earrings. Factory closeout, only \$12 doz. Set of samples, \$2. Assorted colors, red, blue or green. Gross, \$125 cash, or 25% deposit, balance C.O.D. Blesse Import House, 106 Guadalupe St., Laredo, Tex.

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Entirely different new "Haircutter" Proven way to cut your own hair professionally. No cuts, no nicks, safe for even a child to use. Can be used for Mother, Father and Children. Save untold dollars and time. Easy, quick to use. Satisfaction Guaranteed. Ideal Christmas Gift for friends and family. Set of "Saftrim" and box of blades, only \$2.00 Postpaid. PAUL G. WALLACE 3763-B, S. Wabash Chicago 15, Ill.

NEW TRICK GADGET—MYSTERIOUS, ENTERTAINING, draws crowds. Makes good pitch item. \$1 brings samples and information. Herman Streed, 3800 W. Broadway, Robbinsdale 22, Minn. np

SAVE 50% ON CHRISTMAS CARDS WITH music designs; records, orchestra. Free samples. Williams Cards, 19 Hudson St., New York 13. de22

SELL COMIC JUMBO 7X11-INCH COMBINATION sign or witty postcard, large variety. 20 salable samples, \$1 1 sample, 10¢. Free list. Koehler, 12 Caldwell, Cincinnati 16, Ohio.

SEND ME CATALOGS, PRICE LISTS, ETC., quick, on anything money can be made. Each seriously considered if prices right! Don't fail! Anything! New! Hot! Fast! Results! Milton Sales, Shorter Ave., Rome, Georgia.

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BEARS, COLLAR BROKE, CANADIAN — young, easily handled, male, female, healthy. Will trade, sell reasonable. Box C-430, c/o The Billboard, Cincinnati 22, Ohio.

FAT RATTLESNAKES, INDIGOS, YELLOW Bulls, Alligators, Grey Foxes, Ferrets, Deodorized Skunks, Horned Owls, Raboon, Rhesus Monkeys, Ringtail Cats, Peafowl, White Doves, Hawk, Ringneck Doves. Otto Martin Locke, Phone MA 5-4523, New Braunfels, Texas. de29

WILD ANIMALS—BOBCATS, \$20; SCENT-less Skunks, \$12; Raccoons, \$8; Armadillos, \$5; Flying Squirrels, \$4; Opossums, \$3; Rattlesnakes, Moccasins, Boas, Iguanas, etc. Ray Singleton, Interbay Post Office, Tampa, Florida. de29

Business Opportunities BUY WHOLESALE! 25,000 NATIONALLY advertised products. Get amazing dealer catalogs. Complete details free. American Wholesalers 1841 DX Levee Dallas 7, Tex ch-1fn

HOUSE TRAILER SALES BUSINESS—EAST-ern Penna. Long established, valuable franchises. Sacrifice for quick sale. D. C. Wisecup, P. O. Box 62, Trevose, Pa. de29

LYRICS WANTED FOR LEGIT. COLLABORATION. Original, clever, sensible, clean. Folk, novelty, comedy. Prefer association with (honorable) Radio, TV, Recording People. "Dahle," Box 7-BE, Omaha 10, Nebr.

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HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. de29

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BUILD KIDDIE RIDES—TESTED PLANS: Auto, Dry Boat, Carousel, \$100 Chairplane, \$5 each. Free 96-page plan catalog. Brill, Box 875, Peoria, Ill.

EYERLY FLY-O-PLANE—GOOD CONDITION. All chains and sprockets new last year. In permanent park, \$6,500. Paul Roads, 5403 George, Amarillo, Tex. de22

FOR SALE—G-12 TRAIN, PERFECT SHAPE, with new factory motor. Also 24 passenger Kiddie Rocket Ride. P.O. Box 45, Massillon, Ohio.

FOR SALE—USED RINK SKATES, NEW Rink Skates, used Shoe Skates. Frank J. Moser, 4343 W. 211th St., Matteson, Ill. de15

MERRY-GO-ROUND—32' 2 ABREAST NEW Anchor Top, Gas Motor, Transp. If wanted. Hobby Horse; 10 Cast Alum. Horses, Fluid Drive, New Top. 10-Car Allan Herschell Auto. All ready to operate. Frederick, 2263 Newton, Detroit 11, Mich. de22

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WURLITZER #125 M-G-R BAND ORGAN complete with exterior horns, music rolls and motor, \$400. McCloud, 265 E. Long, Columbus, Ohio.

2 MINIATURE TRAIN CARS, 14 GAUGE, all steel, streamline models, cast steel wheels, roller bearings, blue and white finish. Used one season. Box C-427, c/o The Billboard, Cincinnati 22, Ohio. de15

250 PAIRS USED CHICAGO CLAMP Skates, fiber wheels, above average condition, all sizes, \$1.50 per pair or \$300 lot. 100 pairs used Shoe Skates that can be used for resale or rentals, most sizes, \$2.25 per pair or \$190 lot; 75 pairs used Shoe Skates, \$2.50 per pair or \$225 lot. Coliseum, Mansfield, Ohio.

3,000 FOLDING CHAIRS, 4,500 STADIUM Chairs, Theatre Chairs, Lockers, Bleachers, Tents, Playground Equipment. Lone Star Seating, Box 1734, Dallas 1, Tex.

Help Wanted

BASS MAN, DOUBLE ANY HORN OR Violin. Commercial hotel combo. Wire or write Box C-431, c/o The Billboard, Cincinnati 22, Ohio.

FOR AUTO THRILL SHOW

Girl Drivers (stocks or stunt exp.), Crew Chief, Crew Members, Clown, sensation (no trapeze, high wires or poles), Advance PR Man. Include age, salary and exp. BOX 35 Garden City, N. Y.

SEMI NAME BAND NEEDS BARITONE AND Tenor Saxophone Men. Cut or no notice. Contact Orchestra Leader, Cimarron Ballroom, Tulsa, Okla.

TENOR SAX, DOUBLE BASS FIDDLE. Long engagements on location. Address: Box C-432, c/o The Billboard, Cincinnati 22, Ohio.

DRUMMER FOR ESTABLISHED COMMERCIAL trio. Locations. Must be sober and dependable. State full qualifications, age, experience, etc. Bob Summers, Homewood Manor Court, 5330 North State St., Jackson, Mississippi.

MUSICIANS FOR TEN-PIECE TRAVELING commercial band. Salary: guaranteed forty-eight weeks' work per year. Reorganizing Jan. 1. All chairs and girl vocalist write. Eddie Allen, 201 Franklin Bldg., Norfolk, Va.

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BE A MAGICIAN! FOR FUN AND PROFIT. Large professional catalog of latest tricks, 35¢. Ireland, B-109, North Dearborn, Chicago 2.

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VENTRILOQUIAL FIGURES. NEW AND used. Complete instruction, scripts and novelties. Stamp for catalog. Brown Enterprises, 1711 S W 18th St., Miami 45, Fla. de15

3,000 TRICKS—POCKET, PARLOR, STAGE; also Mentalism, Spiritualism, Books. World's finest Magic Catalog (408 pages), \$2.50. Kanter's, B-1311 Walnut, Philadelphia 7, Pa. de29

Miscellaneous

MASTERS AVAILABLE ON HIGH QUALITY songs, Folk, Blues, Pops, Novelty, Comedy, Instrumentals. Organ, Piano, "Organ-Piano," Trios, other combinations. Custom recording, masters done to order. "Dahle," Box 7-BG, Sta. "A," Omaha 10, Nebr.

PAPER MATE PENS—IMPRINTED souvenir of Florida State Fair. Illness prevents my attendance. First reply takes all 85 dozen for \$4.50 dozen. S. Pasco, 42 Asylum St., Hartford, Conn.

M P, Films & Access

TWO 35MM SIMPLEX PROJECTORS, RCA sound, misc. accessories, rectifiers, tubes, re-winder bench. Reasonable, make an offer. Walter Hubener, Harrisville, N. Y.

16MM. SOUND "THE PASSION PLAY," 7 reels, \$150; "Scrooge," Dickens' Christmas Carol, \$75; also other features. Minot Films, Inc., Milbridge, Maine. de22

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PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-1fn

Printing

EMBOSSED BUSINESS CARDS, \$3.98 PER 1,000 postpaid. Send postcard for samples & style chart. Temple Enterprises, 10836B Sandalwood, Dallas 28, Tex.

FREE CATALOG—PERSONALIZED PRINTED stationery. Rubber stamps; phonograph records. Maurice Adv. Novelty Co., Box 2461, G. C. Station, New York 17, N. Y.

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion

200 8 1/2x11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.95; black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich. de15

250 8 1/2x11 LETTERHEADS AND LARGE envelopes, printed in modern typography, both \$5.95. Fast service. Royal Printers, Box 62, Circleville, Ohio.

Salesmen Wanted

FRANCHISE MEN — EXTRA LARGE income for good closers. Write Commercial Enterprises, 139 N. Clark, Chicago, Ill. ch-de22

THE MARKET PLACE FOR BUYERS and SELLERS

AD MATCH SALES! YOUR OWN BUSINESS 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-213, Chicago 32.

IF YOU LIKE TO SELL TO FARMERS GET details of big money making opportunity selling subscriptions to America's leading poultry magazines. Liberal commissions, expense allowances, bonus. Sales help furnished. Write Poultry Tribune, Box C-89, Mount Morris, Ill.

SALESMEN - BIG MONEY EVERY DAY showing nationally known drain cleaner. No chemicals. Nothing like it. Minute demonstration. Commissions paid daily. Sample furnished. Campbell Co. (Est. 1928). Rochelle 603, Ill.

Talent Wanted

WANTED TALENT. FAMILY STAGE SHOW. Emcee, Assistant, Accordion, Dancer, Singer, Agent. Write Bert Dean, 1073 W. Hill Rd., Flint 7, Mich.

Tattooing Supplies

TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Zeis, 728-A-Leslie, Rockford, Ill.

Wanted to Buy

NEED 3 ABREAST METAL HORSE CAROUSEL and kiddie rides. Must be in A-1 condition. Also need 6-ft. metal fencing. Amusement Vending Co., 1818 Homestead Ave., N. E., Atlanta 6, Ga.

RIDES, SHOWS—STATE LOWEST PRICES. Also booking Concessions, Rides, Shows 1959. Best route in Northwest. Robinson's Western Shows, Box 20, Everett, Wash. de15

WANTED TO BUY—USED PENNY WEIGHING Scales, preferably routes of 100 scales or more. Smith McCoy, Roderfield, W. Va. de22

WANTED

Magie Carpet, Distortion Mirrors, Glass House, Stunts for Dark Ride and Fun House. What have you?

JOHN COLLINS Lincoln Park, No. Dartmouth, Mass.

WANTED - OLD FASHIONED MERRY-GO-ROUND with wooden horses and accessories. Older the better, but must be in reasonable working condition. Address: Pion-Era, 1839 11th St., Saskatoon, Sask., Canada.

COIN MACHINES

Used Equipment

FOR SALE—ONE CENT COUNTER GAMES. Kicker & Catcher, Whiz Bowler, ABT Challenger, \$22.50 ea.; Advance Shockers, \$10 ea. Cash with order. Birmingham Vending Co., 540 2d Ave. No., Birmingham, Ala.

N. W. 49'S. \$12.50; WITHOUT GLOBE, \$10.50. Toppers, \$4.75; Victor Capsule, \$8.50. Others. Write Charley Wilson, Ancho, N. M.

SCALES—SCALES—SCALES—10 WATLING 500 Guessers, \$32.50 ea.; 5 Watling Tom Thumb Fortune, \$35 ea.; 5 Watling Fortunes, \$45 ea.; 6 A.B.T. Kirk HiBoy Guessers, \$40 ea.; renewed, reconditioned. Send deposit and shipping instructions; balance sight draft. Gayco Distributors, 4865 Woodward, Detroit 1, Mich.

STAMP MACHINES - DUPLEX. \$12.50; Shipman Triplex, like new, \$34.50; Folders Northwestern Rolltype, \$69; used, \$55. USP Co., 100 Grand, Waterbury 2, Conn. de29

Wanted to Buy

WANTED TO BUY—GOOD USED JUMBO Hockey and Jr. Spook Gun. L. A. Gregory, 1245 5th Ave., S. E. Cedar Rapids, Iowa.

MUSIC RECORDS ACCESSORIES

Record Pressing

FINALLY! QUALITY RECORD PRESSINGS in the greater Philadelphia trading area at lowest costs. Send for free sample and prices to Juke Box Record Co., 3476 Amber St., Philadelphia 34, Pa. Tel PI 3-1857.

GIVE TO DAMON RUNYON CANCER FUND

TALENT AVAILABILITIES

NOTICE!

Starting with the January 5, 1959, issue, the rate for TALENT AVAILABILITIES (At Liberty) ads will be 10c a word, minimum for 20 words or less, \$2.

RATE: 5c a word, minimum \$1. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous

AVAILABLE! MIRACLE MADE MAN INTO woman feature, unprecedented in show history! Phenomenal singing voice, youth, beauty at amazing age of 79. Miracle age 29. Does she know the secret of youth? Recognized by city, state, federal authorities. Personal appearances with her company anywhere. Can place following three associate artists: Pianist; MC who is also instrumental soloist; road manager, cooperate with booking mgr. Miss Delores, Capitol Hotel, Richmond, Va. de22

MALE ASSISTANT AVAILABLE FOR MAGIC illusion, escape, mental, hypnotic or spook show. Comprehensive knowledge of mystery acts. Single, age 26, height 5'4". Photo & references on request. Want steady employment. Travel anywhere. David Ray, 513 1/2 E. Wisconsin Ave., Appleton, Wis.

HILLBILLY JAMBOREE, RADIO AND Decca Record stars booking for road tour, or Shows or Band available for night club bookings. Reasonable rates. Dick Carson, 2608 Vega, Cleveland 13, Ohio. de15

M.C.-HUMORIST, STORY TELLER, ALSO sings, wants spot. Hiway Night Club or small town. Fine personality. Will guarantee to build following. Weekends to start if so desired. Northern California preferred. Box C-429, c/o The Billboard, Cincinnati 22, Ohio.

Musicians

DRUMMER—NAME EXPERIENCE, YOUNG, can play Shows, Latin, Society, Jazz, etc. All good offers considered. Drummer, 317 S. Galena Ave., Dixon, Illinois. 2-3851.

Sound Equipment, Components

TAPE RECORDERS

HI-FI COMPONENTS SLEEP LEARN KITS Tapes, Accessories UNUSUAL VALUES MERITAPM Low cost, high quality Recording Tapes—in boxes or cans. Send for free 1959 Catalog. DRESSNER, 69-02 B-174 St., Flushing 65, N.Y.

Used Records

FOR SALE—ENTIRE COLLECTION OF about 1900 records of John M. Harlan, deceased, former member of world wide collectors, containing Kenton, Pop, Jazz, Opera and Collector's items. Write P.O. Box 764, La Crosse, Wis.

Letter List

Continued from page 90

- Walden, J. D. Widaman, Ed & Mrs.
Walsh, Jack Wilder, Dan
Walsh, (Strong Man) Williams, G.
Ward, Billy Williams, L. L.
Warren, Margaret Wilson, Jack Rogers
Washburn, George H. Wood, Mrs. Patricia
Watson, John Barner Woods, Frankie L.
Watson, Theodore Woods, Rosa Lee
Welbe, Mildred Woodward, Ted & Mrs.
West, Richard Woody, James
Wetherbee, Harold Wright, Ray Allen
White, William Young, Max B.
White, William Young, Roger & Mrs.
Whyte, Carl Yvonavitch, Mr.
Williams, Ben L.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Allison, Jimmy Lee, Roberta
Carroll, Ty Levine, Mr. & Mrs.
Charles, J. Lue, Ava
Coffey, Torchy Lee Pasteur, L.
Grobe, Jim Pee Wee No Shoes
Hamilton, Mr. & Mrs. K. R. Pike, Estelline
Hartsough, Ralph Robinson, R. A.
Hennessey, Mr. & Mrs. Sloan, Brownie
King, Mrs. Ethel Smith, William
Kobacker, Robert White, Frank
Lahey, Charles Wenzel, Frederick C.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Arrwood, James Mourrhes, Charles
Avery, Alice Kitty Morris, Dave I.
Boothe, Dallas F. Mulloy, Arnold
Burr, Edward Nesus, Robert
Carr, Frank N. Petrusson, John K.
Fornier, Frances Real, Betty
Grobe, Jim Sevior, Harvey (Boss)
Hogan, Benny Sevior, Albert A.
Jackson, Dixie Stewart, George
Jones, Adrin D. Steele, John
Kaufman, Richard Taylor, Pat
King, Margaret Vivona, Moe
King, Ethel Whitmer, Ken
Little Sr., James L. Williams, Connie
Mantel, Billy Wirtz, Frank
Meyers, Marie Zangar, J. B.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Anderson, John E. Logan, Mr. & Mrs.
Barker, Billie L. McAllen, Mr. & Mrs.
Barry, A. J. Bates, Chuck
Bates, Chuck McCabe, Mrs. Ruth
Bays, Dick McWhorter, Theo.
Bennett, Mr. & Mrs. C. H. (Chuck) Maceabre's
Beyton, William Frightmare of
Bouillion, Mrs. Malbin, Mrs. Eddie
Brigance, Charles E. Maloney, J. F. & M. A.
Calder, Jimmie Martini, Ralph R.
Carr, Joyce M. Mercer, Jean
Carpenter, Mr. & Mrs. Miller, Mr. & Mrs.
Clark, Curley & Mrs. Paul
Coulb, Bob & Mrs. Monroe, Rocky
Crowe, Bill Moore, Mr. & Mrs.
Cann, Harry Morrison, Melvin T.
Davis, Clyde Morse, Leonard
Davis, (Lucky) Red Murry, Babs & Joe
Demetro, John Ogilvie, Ben
Diaz, Isabelle Patrick, T. W.
Diaz, Ted Payton, William
Duffy, Mr. & Mrs. Poole, Bill
Pearson, C. T.
Eagle, Mr. & Mrs. Rambo, Wes P.
Ed W. Ritter, J. L.
Elmore, John Ritten, John
Festor, Charles G. Robinson, John
Grozik Jr., John Ruth, Mr. & Mrs.
Grobe, Jim Whitey
Haddix, Mr. & Mrs. Shefchik, Dorothy
Larry Silva, Wm. (Bill)
Harmon, William Sitki, William
Harrison, Mr. & Mrs. Smith, Henry N. &
Jimmie Marlane
Heffner, David V. Smith, Mrs. Iola B.
Heys, Mr. & Mrs. Snook, A. T.
Robt. Stack, Steve
Hickman, Clarence Star, Hedy Jo
Raymond
Hodges, Eddie Starr, Mrs. Melody
Hodgini Thomas, K. B.
Holston, John F. Turner, Albert
Jessop, Harold Raymond
Kelly, Frank (Red) Villasino, Louis
King Larry Wantz, Gerald
Kjos, Marvin Weeks, Willis
Kelly, Mrs. May Weiss, Joseph
Kelly, Kitty Welch, John
Laurish, Matt & Mrs. Wells, Mrs. Marie
Mary Wilber, Henry O.
Lane, Frank H. Williams, Joseph
Levine, Joseph B. Wilson, Mr. & Mrs.
Littler, James L. Young, Harvey T.
Loe, James H. Young, Roger

Tivoli Work

Continued from page 92

way since the end of World War II.

A major renovation job is being done on the Divan I restaurant. This restaurant has been operating since 1843. Every winter one or more of the park's restaurants is altered in such a way that they will continue to attract business. Invariably these alterations result in increased patronage.

The new popular price section of Tivoli's biggest year-round restaurant has been doing turnover or near-capacity business since its opening in midsummer. High wall panels can be removed in a brief time and the low-priced restaurant then is an integral part of the de luxe room.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- Acts, Songs, Gags
Advertising Specialties
Agencies, Distributors Items
Animals, Birds, Snakes
Business Opportunities
Calliopes and Band Organs
Collectors Items
Costumes, Uniforms, Wardrobes
Food & Drink Concession Supplies
Formulas and Plans
For Sale—Secondhand Goods
For Sale—Secondhand Show Property
Help Wanted
Instructions and Schools
Locations Wanted
Magical Supplies
Miscellaneous
Mobile Homes, Accessories
M. P. Films—Accessories
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies & Developing
Ponies
Printing
Rigging and Props
Salesmen Wanted
Scenery, Banners
Talent Wanted
Tattooing Supplies
Trucks, Trailers, Accessories
Wanted to Book
Wanted to Buy

Music, Records, Accessories

- Business for Sale
Record Pressing
Situations Wanted
Sound Equipment—Components
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

Coin Machine Headings

- Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

Talent Availabilities Headings

- Agents and Managers
Bands and Orchestras
Dramatic Artists
Hypnotists
Miscellaneous
M. P. Operators
Musicians
Outdoor Acts and Attractions
Vaudeville Artists
Vocalists

3. Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—20c a word Minimum \$4
DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)
TALENT AVAILABILITIES AD—5c a word. Minimum \$1.

Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in _____ Issue

NAME _____

ADDRESS _____ I enclose remittance of

CITY _____ STATE _____ \$ _____

Lynch, Miss New York City (evening dress), and Marilyn Ehrhardt, Fort Lauderdale, Fla., Miss Southeast (talent). Miss Strawn and Miss Lynch received evening dresses. Miss Ehrhardt, 16, whose jitterbug baton dance was the hit of the Tuesday night talent judging, was awarded a pair of Chicago Gold Medalist Skates. Miss Slazinik was pronounced queen by a truly cross-sectional panel of judges composed of entertainers Jerry Lester, Lionel Stander and Bobby Sherwood; Philadelphia Phillies outfielder, Harry Anderson; Charles Baker, vice-president of the Pepsi-Cola Company; Jim McHugh, editor of Funspot, and sports announcer Steve Ellis. While finals of the queen contest were a colorful three-day pageant, RSFA officials and industry leaders were equally impressed by the way in which the contest has developed into a full-scale conclave of rink operators, manufacturers and distributors. The Crown Hotel, contest headquarters, was completely sold out with approximately 250 key roller skating figures and stars of the entertainment and sports world in attendance. Daily business sessions were held by the Board of Control of the Roller Skating Rink Operators Association. In addition, two Chicago Roller Skate Company seminars on publicity, promotion and other phases of rink operation were enthusiastically attended by operators interested in exchanging ideas and information with others throughout the nation. Six major social functions added zest. These included the 40th anniversary tribute dinner for Victor J. Brown, of the RSROA, on Monday, preceded by a cocktail party hosted by Robert R. Ware Sr., president of the Chicago Roller Skate Company; luncheon by Johnny Jones Jr. Company, Pittsburgh, and a buffet by the Pepsi-Cola Company on Tuesday, and the coronation dinner and ball on Wednesday night, preceded by a cocktail party sponsored by Jack Coopersmith, Chester, Pa.

ROLLER RUMBLINGS

Continued from page 92

with approximately 250 key roller skating figures and stars of the entertainment and sports world in attendance. Daily business sessions were held by the Board of Control of the Roller Skating Rink Operators Association. In addition, two Chicago Roller Skate Company seminars on publicity, promotion and other phases of rink operation were enthusiastically attended by operators interested in exchanging ideas and information with others throughout the nation. Six major social functions added zest. These included the 40th anniversary tribute dinner for Victor J. Brown, of the RSROA, on Monday, preceded by a cocktail party hosted by Robert R. Ware Sr., president of the Chicago Roller Skate Company; luncheon by Johnny Jones Jr. Company, Pittsburgh, and a buffet by the Pepsi-Cola Company on Tuesday, and the coronation dinner and ball on Wednesday night, preceded by a cocktail party sponsored by Jack Coopersmith, Chester, Pa.

Receipts Equal Last Year's in St. Louis

By JOHN HICKS

ST. LOUIS—Business has been about the same here this year as last for bulk vending operators. Operators reported that they concentrated on improving the efficiency of their business and the quality of their locations.

There are a great many small or part-time operators in the city and surrounding territory. This is due partly to the level of unemployment despite improving economic conditions. Then, too, the only requirements in bulk vending are machines, fills and licenses for operation.

Idea Exchange Sparked Graff Vending's Fete

DALLAS—Exchange of ideas in a pleasant atmosphere—that was the basic purpose of his Christmas dinner party for operators, said distributor Everett Graff last week, owner of Graff Vending Supply Company here. The party was to be held last Friday.

The exchange of new ideas, methods, and techniques between operator and distributor is one of the best stimulants to business for both, Graff is convinced. Reports from operators enable the distributor to spot likely new trends, and better service his customers. General discussion at similar get-to-
(Continued on page 112)

Ted Mueller is an example of a St. Louis operator who started in the business not long ago and is now, a full-time operator. In two years he has built his route to about 450 machines, vending tab gum and nickel cashews. As he gained in experience, he has put more multiple installations on location.

Multiple vending is generally favored by St. Louis operators. It has been found that the savings in servicing time are not offset by decreases in revenue. Batteries are almost always located in supermarkets. General locations favored by operators here are gas stations, barber shops, confectioneries and factories.

Nickel Vs. Penny

The nickel has also made few inroads upon the penny here. Ace Case, for example, finds that 1-cent machines move faster than 5-cent ones. Another operator stated that penny machines would bring in \$15 much quicker than 5-cent venders.

Competition is a major problem in the city. Elliott Levy, prominent operator, voices a common sentiment with his comment, "Competition is not so much keener as it is dirtier." Many operators would like to see a local association of bulk vending operators formed in St. Louis. Samuel Phillips, charms distributor, said that regular local meetings would improve relations between competing operators, especially in regard to location jumping.

Mueller also said that licensing of machines is itself a problem here. The per machine fee varies in the 97 municipalities in St. Louis County. In St. Louis the fee is 25
(Continued on page 102)

MOUNTAIN STOP BRINGS BIG NET

DENVER — Lou Malone hits a single stop perched atop Lookout Mountain every few days during the summer. The 30-mile trip to and from Denver up the winding mountain road often brings him \$150 at one crack.

The unusual stop is the Cody Museum, built by descendants of Buffalo Bill. As many as 15,000 people visit the museum and Cody's grave every day during the summer.

Malone has 18 bulk venders scattered thruout the museum, which is patterned after a lodge. Museum rooms, lunchrooms and observation deck with telescopes all have machines vending ball gum, charms, confections and capsules.

Up until a few months ago, when he bought out Sam Kaplan's routes, Malone operated 100 machines on a part-time basis. He now operates a large route, with Kaplan as associate.

Grand Jury Indicts Four in Nut 'Fraud'

Misuse of Mails to Promote the Sale Of Venders Charged by Government

DES MOINES—Four individuals were arrested Friday (5) by the federal government for alleged fraudulent use of the mails to promote the sale of nut vending machines, U. S. District Attorney Roy L. Stephenson told The Billboard last week. He said further that two additional persons were arrested last week in connection with the same case. All have since been released on bond, he continued.

Four individuals charged in two indictments returned by a federal grand jury here were representatives of two separate firms, said Stephenson. Clarence D. Smith and Roy Edward Peters were representatives of one firm involved, the National Products Company, said Stephenson. Alva LeRoy McKee and Chester August Keese-maker were representatives of the

second firm, National Nut Company, continued the district attorney. (National Nut formerly had gone under the name of National Laboratories.)

Further Arrests

The two persons arrested last week in connection with the investigation are Keith Eugene McKee, whose father was indicted, and Howard Luing. Both were associated with National Nut, said Stephenson. Five of the six persons conducted business out of
(Continued on page 103)

Schoenbach to Be Distributor For 2 Mfrs.

NEW YORK — Jack Schoenbach, local bulk vending distributor, has acquired distribution rights for two new machines due to go into production in the next two months.

A postal card vender, dispensing four cards for 15 cents, is slated to make its debut in January. The unit dispenses cards in folders of four, much in the same way stamp machines dispense their products in folders.

The machine has a capacity of 2,000 cards and will list for \$28.50.

Soap Machine

A four-selection machine which dispenses soap, bluing and other ingredients used in automatic washing machines is in the design stage and is expected to go into production in early 1959.

Schoenbach said the names of the manufacturers of the two units will be announced as soon as they go into production.

Many Small Routes Dot Greater Boston Area

By CAMERON DEWAR

BOSTON—Many part-time operators, small full-time operators and stiff competition—this is the picture here that has changed little over the past year, according to operators and distributors interviewed.

There are few really large routes in this area, and an operator with machines in the 500 to 600 category is considered big. The reason seems to be that there are many civil service workers, firemen and policemen who work part time, cutting into established routes to quite an extent.

Operators report that an increase in part-time ventures has driven competition up to a high point this year. The rise in numbers of small routes is attributed to joblessness that came with the recent recession. Altho the small part-time operator often folds, large numbers of small operators appear to be a basic characteristic of bulk vending here. There has been no indication this past year of operators buying one another out more than they used to in the past.

Receipts Up

In spite of more competition, receipts are reported up by as much as 30 per cent over 1957. The penny is king in this area, and dime and quarter bulk venders are hard to find. Capsules and mixed nuts are the most popular sellers at a nickel. A marked rise in the popularity of mixed nuts has been noted over the past year, in an area where ball gum, charms and tab gum have traditionally been best sellers.

The practice of multiple vending is growing steadily here. Supermarkets and discount houses are favorite locations for the battery installations. Discount houses are often very large in this part of the country, where they first appeared on a large scale. A few operators are also beginning to introduce multiple vending to drug and variety stores. One reason multiple vending is used is to keep out competition. Operators find that if a variety of merchandise is offered in several machines, location owners will not be as inclined to let another operator put a machine in the store.

The area in Boston and vicinity is thickly populated and has many large towns. Routes, however, tend

to average about 200 machines each. They also tend to be concentrated in small areas. Operators hold onto locations as long as is possible, even tho take may be way off. Stiff competition is one factor responsible. Operators also point out that, with locations hard to find, a machine in a poor spot is better than one in the basement.

There is no pending legislation affecting bulk vending in the Commonwealth of Massachusetts at the moment, and none is anticipated in the near future. Bulk venders are the only ones in the State that are not taxed or licensed, but some communities assess property taxes. This situation, however, is infrequent. Neither are sanitation ordinances a problem in any of the communities in the territory.

NO HATCHET JOB

Sen. McClellan Lists Committee Objectives

NEW YORK—In a letter to Walter J. Manning, vice-president in charge of marketing for Rudd-Melikian, Inc., Hatboro, Pa., vending machine manufacturer, Sen. John L. McClellan (D., Ark.) pointed out that the Senate Select Committee on Improper Activities in the Labor-Management Relations Field is not out to discredit the automatic merchandising industry.

The Senate committee began hearings on alleged racketeering in the juke box, amusement machine and vending fields last week, but these hearings have been postponed until after the Christmas holidays.

Source of the correspondence between Manning and Senator McClellan was an NBC telecast which reported that the senator had termed the vending industry "hoodlum dominated."

Set Record Straight

After Manning had wired the senator to "set the record straight with the public before you take further action on the subject," the senator replied that "I have at no time, either as a senator or as chairman of the Select Committee,

knowingly made any statement that would reflect upon or discredit the juke box or vending machine industry and those associated with it, either in manufacturing, distributing or operating capacities, as such.

"The very nature of the vending machine business, so far as I know, is perfectly legitimate and on the whole renders a worthwhile service to the consuming public. Unfortunately, however, just as we found to exist in labor-management relations in some areas with business interests and some particular unions, there are unwholesome, improper and, in some instances, corrupt and criminal practices being perpetrated that should be exposed, condemned and appropriate remedial legislation enacted to prohibit such conduct.

Public Hearings

"Our preliminary investigation has revealed—and the Committee expects to disclose in public hearings—certain infiltrations, collusion, acts of violence, threats, intimidation and coercion in some localities that obtain in your in-
(Continued on page 112)



THE BULK VENDING installation holding 12 penny machines pictured above is in use at Sage's Del Rosa supermarket in San Bernardino, Calif. Pictured working one of the venders is Earl E. Buie, columnist for The Sun & Telegram newspapers in San Bernardino. The middle section of the vending "tree" swivels to make buying easy and stimulate interest.

INSIST ON
STAR BRITE BALL GUM
Save Money!

HOLIDAY GREETINGS!

—and many thanks for the biggest year in the history of our business.
BE IN LINE FOR '59 WITH CRAMER'S "STAR-BRITE."

8 COLORS • ALL SIZES
FLAVORS • SIZES

Also Cramer's "King-Size" Solid Ball Gum.

Ask your distributor to stock Cramer's "Star-Brite" for you!

CRAMER GUM CO. INC.

150 Orleans Street
 East Boston 28, Massachusetts
 Member of National Vendors' Assn.

Folz Vending Has 95% of Equipment In Chain Outlets

OCEANSIDE, L. I., N. Y. — Roger Folz of Folz Vending, one of the largest bulk vending operations in the nation, disclosed this week that the firm has sold its 500-machine Connecticut operation to Nat Goldstein of Yonkers, N. Y.

Folz explained that the sale is in keeping with the company's policy of unloading non-chain locations and concentrating exclusively on chain stores.

He pointed out that the sale of the Connecticut operation now makes about 95 per cent of the company's locations chain store stops. A year ago this figure was 70 per cent.

Folz feels that chain stores yield the best volume opportunities, and he added that the operating firm deals with only one person for a hundred or so locations.

Lucky Dice Charm

NEW YORK — Sam Eppy, local charm manufacturer, has gone into production on a Lucky Dice charm with brass keychain in a filled capsule. The item is intended for a 10-cent vend.

Meeting Held By Blind Ops

HARTFORD, Wis. — Winter meeting of the North Central Automatic Venders drew a slim turnout November 30 at the home of the organization's president, Henry Wenzel. Bad weather was blamed for the thin attendance.

This unique association is made up entirely of blind vending machine operators and has been actively functioning for several decades. Interest in recent years, however, has been declining. According to spokesman George Card, Madison, Wis., retired blind vending machine operator: "We are no longer the strong and dynamic group that we were 10 to 15 years ago. Several members have sold out or dropped out, and others now have it made and are taking it easy."

"We have no young blood because the cost of getting started is now prohibitive. Our main objective was originally to help other blind operators to get into this field and to provide them with counsel, advice and financial assistance during their early years, but this is no longer possible."

A report was presented at the meeting on new equipment displayed at the recent National Automatic Merchandising Association convention in St. Louis, by Bert Veldhuizen, Watertown.

George Card gave a report on attempts being made to obtain legislation favoring installations of vending equipment by blind stand operators in federal buildings.

Operators attending were the host, Henry Wenzel; Bert Veldhuizen, Watertown; Ed Andrews, Plymouth; Steve Hopkins, James Sletter and George Card, Madison, and Edgar Heisel and Erwin Samp, Milwaukee.

The next meeting is slated for May or June in Milwaukee at the Badger Home for the Blind.

OSWEGO HAS ICED BALL GUM

OSWEGO, N. Y. — This community on the shores of Lake Ontario has been isolated for nearly a week by more than 70 inches of snow, with drifts as high as 20 feet. Operating ball gum in the city is Folz Vending, Long Island firm with routes all over the Northeast. Roger Folz says that he hasn't heard from his collector in the area, but that his machines there will probably be vending frozen gum balls for some time to come.

St. Louis Report

• Continued from page 101

cents for each machine. Licensing is considered a hazard for small, part-time operators new to the business. Feeling is that they can hurt bulk vending by failure to pay the correct licensing tax.

There is no inclination on the part of operators to add major equipment to their routes. Jason Koritz, big operator of cashew machines, has noticed that some of the big major equipment operators have been adding bulk vending machines to their routes, however. Reason is to cut overhead by servicing bulk venders along with other equipment, says Koritz.

Right Out of T.V. Westerns

Beautiful



New!



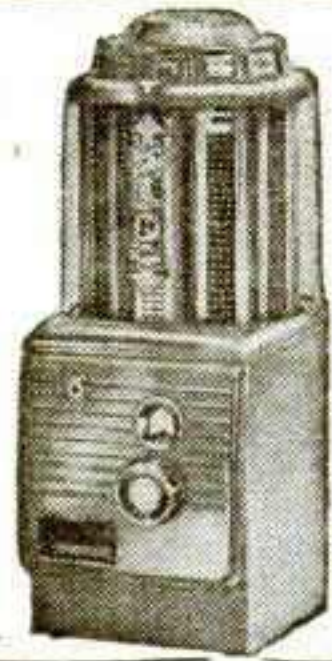
SHERIFF, RANGER and MARSHAL BADGES

Double faced — brilliant vacuum plated asstd. colors. Kids can form their own posse. They're large and will vend one at a time. Can be used in capsules, etc. Excellent front item.

\$8.25 per M

Labels available at your distributor or

Paul A. Price Co. Inc.
 55 Leonard St., N.Y. 13, N.Y. COrtlandt 7-5147-8



STANDARD SPECIALTY

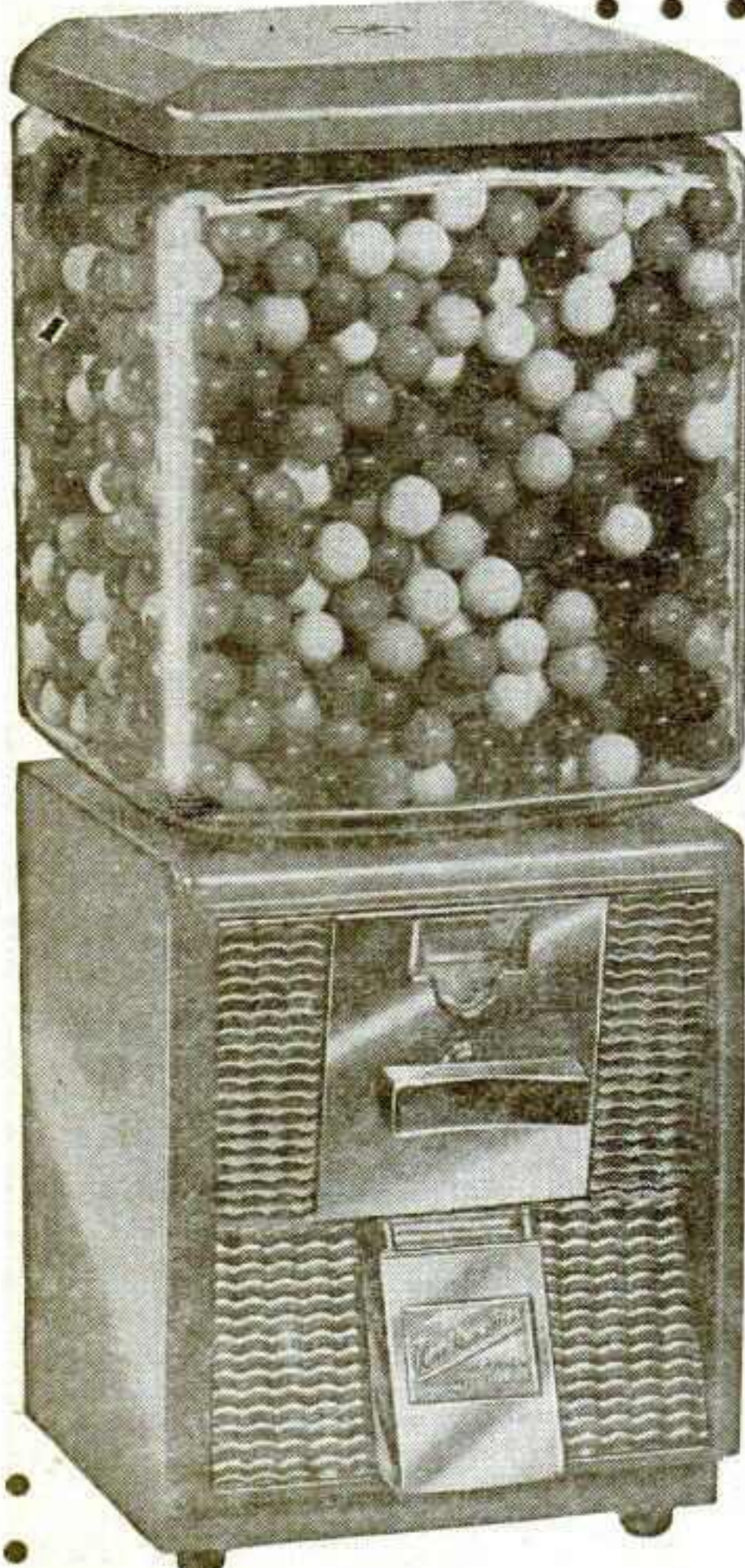
Now offering **Northwestern TAB VENDING EQUIPMENT**

You'll hit the jackpot with this selective tab vender. Our specialty is helping more operators make more money.

STANDARD SPECIALTY CO.

1028 44th Ave.

Oakland, Calif.



NORTHWESTERN

GOLDEN '59

- New! Attractive! Sales-Making Appearance.
- Interchangeable Merchandise Units With Lock-tite Carriacap.
- Vends All Products Accurately. No Breakage or Crushing.
- Precision-Built Die-Cast Parts to Assure Perfect Fit.
- The Best of All Lift-Out Mechanism, 1c, 5c, 10c and 25c.
- Large Capacity. Actual 9 Lbs. 210 Count.

Write, Wire or Phone for Complete Details

THE NORTHWESTERN CORPORATION
 21283 ARMSTRONG ST., MORRIS, ILL.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.98
N.W. Model #33 1c Porc. Converted for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mds.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	77
Pistachio Nuts, Large Tullip	73
Pistachio Nuts, Vendor's Mix	58
Pistachio Nuts, Shell	48
Cashew Whole	46
Cashew Butts	42
Peanuts, Jumbo	32
Spanish	57
Mixed Nuts	30
Baby Chicks	32
Rainbow Peanuts	32
Boston Baked Beans	32
Jelly Beans	28
Licorice Gems	28
Leaflets, 650 ct.	40
M & M, 550 Ct.	59
Hershey-cts	47

Rain-Bio Gum, 60 ct.	30
Malt-ets, 100 ct., per 100	37
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	30
Rain-Bio Ball Gum, 100 ct., 200 lb minimum, prepaid on all Rain Bio Ball Gum.	32
Adams Gum, all flavors, 100 ct.	45
Wrigley's Gum, all flavors, 100 ct.	45
Beech-Nut, 100 ct.	45
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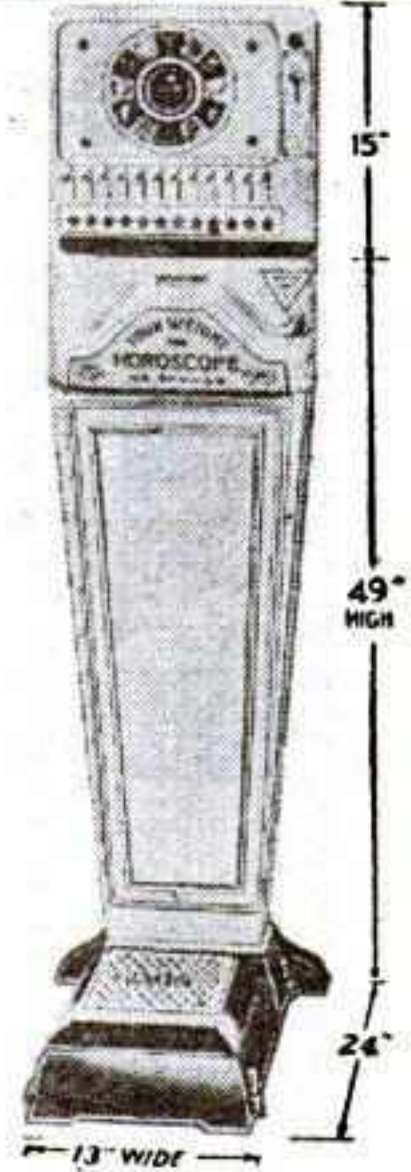
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THE IMPORTANT NEW BULK CHARM "Dainty Western Rings"

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ALL sized right. All adjustable.

Send **35¢** for **SAMPLE KIT OF CHARMS**

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

The PENNY KING Company

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms
NATIONAL SALES HEADQUARTERS
 "FOR ATLAS-MASTER PENNY-NICKEL MACHINES"



Indict Four in Nut 'Fraud'

Continued from page 101

their residences in Des Moines, he continued. The remaining individual, Keerseemaker, worked out of Louisville, where he was taken into custody.

A lengthy investigation spearheaded by Postal Inspector D. D. Duggan led to the indictments. Defendants were charged with fraudulent claims both in advertising copy mailed to newspapers and direct solicitation of customers thru the mails. In essence, the grand jury charged defendants with a blue-sky type promotion that promised assistance in placement of machines and duped purchasers into believing that nut vending is far more profitable than it actually is.

Number of States

Defendants were said to have sold nut venders in a number of States, including Iowa, North Dakota, Minnesota, Kansas, Nebraska and Texas. Inspectors said that typical purchasers were elderly persons and small businessmen who hoped to increase their income.

Indictments charged that salesmen told prospects that monthly profits of \$200 to \$400 could be expected from a \$328 to \$600 investment in machines. Venders were allegedly sold for \$40, each of which would "normally" net from \$6 to \$10 in one or two weeks. Purchasers were also misled to believe that a high resale market or substantial refund existed for machines they purchased, the grand jury charged.

Other false claims charged the defendants were: (1) Buyers would be aided in finding, installing and servicing of machines; (2) defendants wanted only to find spots for machines in order to sell nuts, whereas in reality they wanted to make a profit from machine sold; (3) firms involved owned nut

groves in California; (4) salesmen would deliver machines personally or ship from Des Moines, whereas all machines arrived express collect from California, and (5) representatives of the two companies were readily available to handle complaints or requests.

Stephenson said last week that he hopes to bring representatives of one of the firms up for trial in January. He did not specify which firm. He said in conclusion that the two firms have sold machines to hundreds of customers.

N. Y. Bulk Ops Ask 2-Cent Coin

NEW YORK — Members of the New York Bulk Vendors Association, meeting at the French Roumanian restaurant here Wednesday night (9), went on record as favoring the minting of a 2-cent coin.

Several operators pointed out that the change from one to two cents at the vending level would allow the operator to offer greater variety, high-quality nuts, and give them a profit margin commensurate with their investment.

The operators also voted to help out Sid Mollengarten who is expected to be in the hospital for several weeks. Each week, one member will service Mollengarten's route until he is well enough to return to work.

Among the operators attending the meeting were Roger Folz, Pete Irving, Sam Klein, Lou Ellis, Nate Gordon, Art Bianco and Irving Schilsky.

ROWE CRUSADER
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9M NATIONAL \$120
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\$13.25 ea. Write for Quantity Prices

Minimum Packing: 4 to the Case

Write for Lowest Prices on our complete line of

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Free labels.

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CIGARETTE AND CANDY MACHINES

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ROWE PRESIDENT CIGARETTE, 10-col., 25¢ & 30¢ comb. ... \$110.00

STONER PENNY GUM MACHINES, reconditioned 22.50

STONER POSTWAR 6-COLUMN CANDY, 5¢ & 10¢ model 110.00

STONER 8-COLUMN CANDY, postwar, 5-10-20 165.00

NATIONAL CANDY, 9-column 90.00

ROWE CRUSADER CIGARETTE, 8-column, 25¢ & 30¢ comb. ... 85.00

EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25¢ & 30¢ .. 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
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TRiangle 5-1857

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Same fine flavors, Centers and Coating.

Direct LOW Factory Prices

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Chiclé Chicks, 320 & 520 ct. 36¢ lb.

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Tab (short stick), 100 ct 38¢ box

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WE HAVE oak's "LI'L LEAGUER"

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Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vender. Vends any denomination from 5¢ to 25¢.

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City..... Zone.... State.....

Occupation

674

Chi Finance Firm Expands Coin Activity

CHICAGO — National Acceptance Company of Chicago, commercial financing organization, is moving to expand into coin machine financing with the addition of two men to head up a special department devoted to this field.

Milton E. Hellman was elected vice-president to head the commercial installment financing department and Richard Kaufmann was appointed operating manager.

The department was newly created to handle sale-of-equipment-type loans directly with sellers. The firm will deal primarily with distributors, discounting the time-payment paper and servicing the loan.

Direct Financing

National Acceptance has long made so-called working capital and accounts receivable loans to both operators and distributors, but this is the firm's first direct venture into time payment financing of coin machine distributors.

The firm will deal in all three coin-operated equipment categories, music, vending and games.

N. H. Paset, president of the 38-year-old firm, said that no specific amount of capital had been set aside for time-payment sales, but that the firm's venture into the field would be "sizable." The firm currently processes more than \$200,000,000 annually in loans.

Both Paset and Hellman said that every effort would be made to "expand this department as quickly as possible."

FIELD REPS

Tho not maintaining branch offices, National Acceptance functions nationally thru field representatives.

Both Hellman and Kaufmann will also be engaged in sales for the firm.

Hellman, at 46, is a veteran of the financing field and specifically a specialist in financing sales of equipment, being engaged in the latter field since the early '30's. He's a former executive vice-president with Merchants Acceptance Company and prior to that was a vice-president with CIT Corporation, both Chicago financing firms. He's married and lives with his wife and child in Chicago.

Kaufmann, 30, is a graduate of Cornell College after which he was associated with the First National Bank of Chicago and later the Merchants Acceptance Company as director of equipment finance. He's a veteran of the Korean service with two years in the Army, single and resides in Chicago.

Frank Marks Re-Elected Conn. Prexy

HARTFORD, Conn. — Frank Marks was re-elected for the third time as president of the Eastern Connecticut Music Operators Association last week.

Others elected are Ort Mortoro, Norwich, vice-president; Nathan Lesser, Hartford, secretary, and James Choti, Norwich, treasurer.

Meeting was held at Marks Music Corporation, operating company, with Byron Athenian as host.

A total of 16 operators attended the election meeting.

IRS Clarifies Position on Milk Bars

WASHINGTON — Internal Revenue Service issued a reminder last week (12) on the effective date of a piece of legislation which could boost the demand for juke boxes in teen-age gathering places.

IRS called attention to a provision of the Forand (D., R. I.) excise tax bill, which exempts so-called milk bars from the 20 per cent cabaret tax beginning January 1, 1959.

To qualify for the new exemption, four conditions must be present in the establishment: (1) No alcoholic beverages are served or permitted to be consumed; (2) only light refreshments, such as snacks and soft drinks are served; (3) where space is provided for dancing, there is no charge made and

(Continued on page 108)

Mass. High Ct. Overrules MOAM; \$150 License Upheld

Fees Not Unconstitutional, Says Court; MOAM Next Step Undecided

By CAMERON DEWAR

BOSTON—The city of Boston and the commonwealth of Massachusetts can demand entertainment licenses for the operation of juke boxes, the Massachusetts Supreme Court ruled last week (5).

The decision came as a major setback for the Music Operators Association of Massachusetts in their battle to eliminate excessive juke box license fees in the city and State.

The court also dismissed a contention that such licenses are unconstitutional. The suit further claimed the licenses constitute an attempt to impose censorship, also rejected by the court.

The status of the operators' fight is now up in the air. Neither

MOAM President David Baker nor attorney Arthur Sherman had any immediate comment to make.

It is not known whether MOAM will press its case for review by the United States Supreme Court or in fact if there is any immediate grounds for appeal.

The Massachusetts court decision was made on two separate cases. One was the suit against the City of Boston and the other against the Commonwealth of Massachusetts. The suits challenged the validity of the statute requiring a license for weekday entertainment and the licensing statute for Sunday entertainment.

Total Fees

The total fee for operation of a juke box in Boston is \$150 per machine per year. The city gets

\$50 for weekday operation and \$50 for Sunday operation. The State also demands a \$50 fee for Sunday operation.

MOAM has been fighting the fees over a period of more than two years when the license costs were boosted. The latest decision was written by Chief Supreme Court Justice Raymond S. Wilkins.

The decision itself, however, was not available at Billboard press time but is to be released later after clerical entry into court records.

It was expected that a statement from MOAM's Baker and Sherman would be forthcoming after the written opinion was released and had been reviewed by MOAM.

Whatever action is to follow, tho, the State court's decision is bound to be greeted with sour feelings by operator groups throughout the country.

It was generally felt that a favorable ruling from MOAM could be used as precedent in fighting other adverse licensing and taxation legislation throughout the country.

Attorney Sherman even appeared at the Music Operators of America convention in Chicago last May to tell operators of the nationwide significance of the Massachusetts action.

He told operators that research disclosed cases holding that entertainment as a mode of expression is entitled to the constitutional protections of freedom of speech under the First and 14th Amendments.

The Massachusetts operators also drew support from associations throughout the country—even sizable contributions from MOA—to help them in their legal battle.

MOA Preps for '59 Conclave, Banquet

Tickets for Dinner-Dance on Sale To Members; 40 Exhibitors Signed

OAKLAND, Calif.—Plans for Music Operators of America's forthcoming convention to be held at Chicago's Morrison Hotel, April 8, are starting to get into full swing.

MOA offices have concluded an 11,000 mailing of applications for exhibit space for the conclave

and tickets for the group's traditional dinner-dance finale go on sale this week, tho to MOA members only.

MOA President George A. Miller told The Billboard last week that about 40 exhibitors had already signed up for the same number of booths they had last year. He also said that he had signed up several companies, one a vending machine manufacturer, that had not exhibited at MOA before.

Business session plans for the convention are being worked on by committees. Preliminary details on these will be announced sometime in January when Miller will be in Chicago to work on convention preparations.

Tickets for the dinner-dance, to be held Wednesday evening, April 8, concluding the convention, are obtainable to MOA members only until January 15, at which time they go on sale to exhibitors, manufacturers and any other interested parties.

Tickets are obtainable thru the MOA offices in Oakland or thru banquet committee Chairman Howard Ellis in Omaha or his committee members, James Hutzler and Albert Denver.

Contributions per ticket will be the same as in the past, \$20.

Senate Probers Hit Teamster Racketeer

Committee Links J. Blumetti, Ohio Union Official, to Coin Op Pressuring

WASHINGTON — Assessments levied on juke box operators by a teamsters' local came under fire of the Senate Committee on Rackets in Labor and Management last week (9) when the probers held their second preliminary hearing on rackets in the coin industry.

Witness Joseph Blumetti, business agent of Teamster Local 377 in Cleveland and official of the Youngstown (O.) Local 410, that deals with juke boxes, pleaded the

Fifth Amendment. Senator McClellan (D., Ark.) called on staff investigator Arthur Kaplan to testify regarding Blumetti's connection with the coin industry.

The Youngstown local, according to Kaplan, collects more than \$50,000 a year in assessments from owners of juke boxes and vending machines, in excess of membership dues. Assessments amount to \$1 per month per juke and 50 cents per month per vending machine. Dues for members who work with juke boxes are \$5 per month. For venders, \$3 per month.

Hard on Self-Employed

Kaplan said this set-up was a particular hardship to self-employed operators. He cited a case of a father and son business, where the father paid \$5 dues a month for his son, plus \$65 in assessments on his machines, or a total of \$70 for one "employee." The union local averaged \$45 per month per member.

Committee Counsel Kennedy pointed out that payments such as these are illegal under the Taft-Hartley Act. Kaplan said the operators pay because they fear loss of locations. According to Kaplan, Blumetti told the operators before joining that the local would protect their locations. Once the operators are in, however, they are

(Continued on page 108)

N. Y. JUKE OP CHARGES:

Artist Rep Bites Hand That Feeds His Boys

NEW YORK — Ben Chicofsky, secretary of the Music Operators of New York and owner of Benray Music has filed suit in Magistrate's Court here for an injunction against George Brown, manager of Lou Monte, the Crew Cuts and other recording artists.

The suit caps a two-year vendetta between the two men. According to Chicofsky, Brown, who lives in an apartment at 154 W. 54th St., has made numerous complaints to the police about the juke box at the Thistle Inn,

a tavern situated at the ground floor of the building.

Chicofsky said that Brown had complained of the noise made by the juke box to both the police and to the location owner. Chicofsky, who has operated at that location for 15 years, says that in all that time Brown was the only tenant in the building who ever complained about the noise.

Seeks Injunction

The juke box operator seeks a temporary injunction which would

(Continued on page 108)

German Jukes Shipped to U. S.

NEW YORK — Arnold Cortell, head of the Ameropa Trading and Shipping Company, reports that some 50 Tonmasters (the 60-selection wall juke box) are en route from Germany, bringing to 100 the total shipped to the United States.

He said that some of the German-made machines have also been placed on location in Canada and Venezuela, and he expects to ship some to Mexico.

Cortell has recently been named export agent for the Glasscock line of milk venders and for the Choice Vend bottle machine line.

AMI Names R. A. Parina Coast Distrib

SAN FRANCISCO—R. A. Parina & Company, one of the West Coast's largest full-line vending operators, has been named distributor for AMI, Inc., for all of Northern California and Western Nevada.

Parina replaces Walter A. Huber, also headquartered here, who formerly handled the territory for AMI.

Vending Giant

The Parina organization has been established for many years in the vending field and is also known to have a sizable music operation. Tho actual number of machines operated by Parina is not disclosed, the firm is known to be one of the giants in the vending field. Its greatest concentration is in the cigarette line, tho expansion into full-line operations have taken place steadily in recent years.

Parina maintains a series of offices thruout the Northern California territory, tho at present the music distributorship will be handled primarily out of the San Francisco headquarters at 66 Page Street.

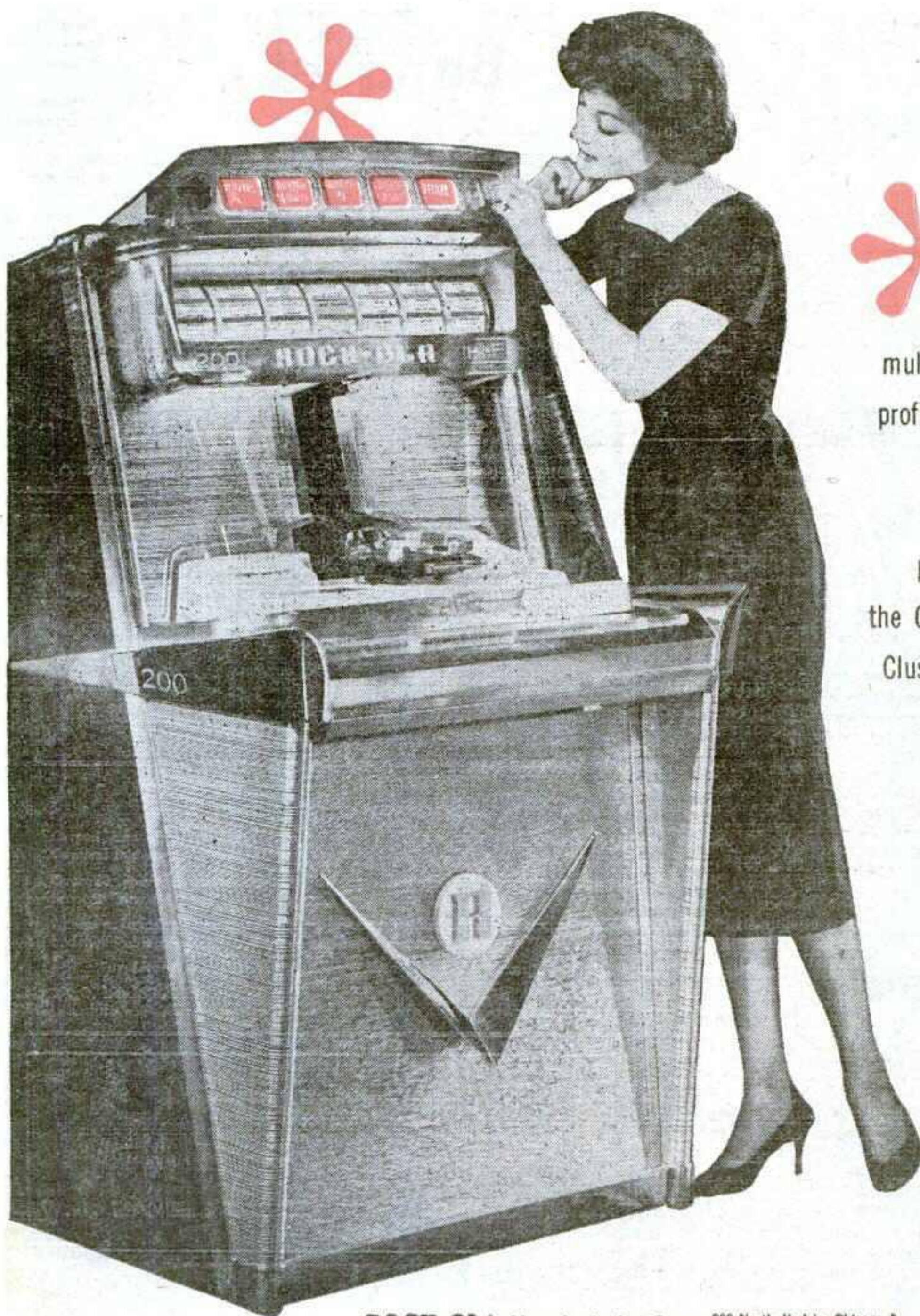
Juke box sales will be under the direction of Lowell C. Grundmeier, general manager, assisted by Tony Capers and Rufus Flewellen.

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"All-Location" Stereophonic Sound
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10 DAYS 'TIL CHRISTMAS

Juke Holiday Programs Set; Standards Heavy Favorites

By NICK BIRO

CHICAGO — Christmas may still be two weeks off, but holiday preparations are just about over as far as the juke box trade is concerned.

Most operators started putting Christmas records on their route before the Thanksgiving turkey had even cooled—some two weeks ago—and any phonographs that don't have the yule disks now aren't scheduled to get them at all.

Generally, however, the Christmas may be a hectic and festive holiday to most people, it brings little new to the juke box industry.

As far as records are concerned, the overwhelming favorites are the old standards. Altho operators put anywhere from three to seven Christmas records out per machine—generally all but one or two are the known standard tunes.

One good reason for this is that the so-called hot new Christmas novelty disk (if it comes at all) seldom emerges until just before the holiday.

Operators thus start by putting out their standards and follow up some weeks later with any hot, popular tune to come along.

A possible exception this year is the emergence of a novelty tune—"The Chipmunk Song"—as a strong national juke box favorite.

A check of several one-stops thruout the country shows the Seville ditty as being first in virtually every store's list of juke box operator sales.

But even this disk didn't catch hold until about a week ago, with most operators having already started out with their traditional standards a week or so before.

Should Do

Then, too, Christmas programming is looked upon by most operators as something they should do because "... people like to see some Christmas tunes on the phonograph," rather than something operators do to pull strong play.

Thus most operators are able to use the holiday season as a time to get caught up on their record

budgets, using their libraries to good advantage.

Take Chicago for example, where the yule programming activity is about two weeks old. Paul Brown, one of the city's largest operators and also running his own retail record store, says the firm started with their yule records about 10 days ago, "but slowly at first."

"We generally put out about five or six Christmas records on each machine—regardless of the number of selections," Brown says.

Start Slow

"We start slow tho—a few traditional favorites like Crosby's 'White Christmas' are the first to go. Later, other tunes are added, but unless something hot comes along, I stick with my library."

The same goes for Earl Kies, head of Apex Amusement Company, one of the city's largest routes. Kies says about four or five disks are put out in all—"maybe one or two new ones, but the rest old standards," he adds.

"People like tradition at Christmas," Kies points out, "and we've found the new songs seldom pull the play the old tunes get."

Chi Trails

In this case, Chicago was just a few days behind the rest of the nation as far as "The Chipmunk Song's" popularity went—the song hadn't gotten under full swing as yet in the juke trade. Interestingly, the city's largest one-stop catering to the juke trade—Singer One-Stop run by Fred and Ted Sipiora—as late as a week ago reported operator buying behind last year—about 20 per cent they said.

A week later tho, the song's popularity was enough to bring the store up to a level with last year's sales. It's not that the one song sold such an overwhelming number as much as the fact that operator buying is seldom high at this time of year and a single hot tune can bring the store's comparative percentage up.

Story Same

In other parts of the country the story is generally the same among one-stops. Christmas sales are about even with last year, tho operators' over-all record buying for the holiday weeks is down.

In a prime industrial center of the South, Charleston, W. Va., Elkins' Record Shop reports operators started buying the yule disks about two weeks ago.

"We're selling about the same as last year," M. Z. Elkins, the store's proprietor says, "but we're down compared to other weeks of the year."

Elkins cited the "Chipmunk Song" as a hot new favorite along with a tune that seems to be going pretty well locally among operators—"Run, Rudolph, Run."

Old Favorites

"Generally tho, operators use the Crosby, Como, Waring and other old favorite tunes from their stocks before buying new stuff," Elkins said.

Virtually an echo came from A. Williams Company, one-stop in Philadelphia. A spokesman (in this case it actually was a spokewoman) said that over-all record sales to operators had dropped but that this was normal for this time of the year. Christmas disks are selling about even with last year. "Most operators here put about six or seven holiday tunes out on the machine in all and leave them on until after New Year's."

Sticks With Chipmunk

For hottest selling holiday disk, Williams stuck with "The Chipmunk Song," as did Record Supply Distributors, one-stop some 3,000 miles away in Sacramento, Calif.

BLUE CHRISTMAS

Yuletide Juke Play Way Off in Gotham

By AARON STERNFIELD

NEW YORK — Bing Crosby may still be extolling the virtues of a "White Christmas," but it looks like a blue yuletide as far as New York juke box operators are concerned.

With two scant weeks left before Christmas Day, the holiday rush of juke box business simply has failed to materialize here. Operators have been putting on Christmas records since Thanksgiving Day, and the play has been disappointing.

Biggest sellers of the old standby's are the two Crosby recordings of "White Christmas" and "Silent Night," with "Jingle Bells" still racking up respectable play.

Stock Disks

Most operators here have learned to hang onto these records from year to year, thereby cutting down their Christmas record bill.

Just why pre-Christmas juke box play is trailing last year here is a mystery. The area has recovered somewhat from the recent recession, and department stores are doing a fair business. It may be that people are a little cautious after the recent economic scare, and they are cutting down on non-essential expenditures.

The one bright spot in the dark juke box situation has been the play received by the "Chipmunk Song." According to Bernie Boorstein, Leslie Distributors, 25 per cent of his post-Thanksgiving sales to juke box operators has been "Chipmunk Song" records.

Boorstein explained that while the 25 per cent figure is very flattering to the record, it is also an indication that the other 75 per cent is way below what it should be.

Lack of Stereo Disks Temporary Situation

NEW YORK — While there hasn't been any mad scramble on the part of local juke box operators to go into stereo, enough stereo installations are being made in the New York area to indicate that most of the better stops will have stereo machines within a year or two.

Right now records are a problem for the operator of stereo equipment, altho, with the major labels already going heavily into the two-channel disks, this probably won't be a problem for long.

According to Bernie Boorstein, vice-president of Leslie Distributors, local one-stop, only six or seven of the top 50 tunes are available in stereo. He feels, tho, that within six months most of the top 50 will be available in stereo.

Boorstein feels that the lack of record selectivity shouldn't prevent the juke box operator from going into stereo. He pointed out that

25 to 30 stereo selections on a 200-selection machine will stimulate interest and help play on monaural records. In fact, Boorstein pointed out, monaural records often sound better with a stereo system.

With all the major juke box manufacturers now making stereo boxes, and the home phonograph makers plugging away at two-dimensional sound, public interest in the new disks is at an intense pitch.

It seems likely that operators who have stereo while it is still a novelty will reap extra dimes from persons who just want to hear the new sound.

Of course, that doesn't mean that stereo is a novelty item. The reproduction on a well-set-up stereo installation is faithful to the original sound, and, in the long run, this should mean a steadier flow of coins into the nation's juke boxes.

Tune Talk...



Parker Henderson, general manager of Southern Amusement Company, Memphis, tells what records he is putting on the route this week.

the picks

Elvis Sings Christmas Songs, Elvis Presley (RCA Victor)

"Even tho this was released for last Christmas, it will get good play here during the Christmas season. Elvis has one of his strongest followings here in his hometown and this EP will get big play. The tunes are "Santa, Bring My Baby Back to Me," "Blue Christmas," "Santa Claus Is Back in Town" and "I'll Be Home for Christmas."

Chipmunk Song, The Chipmunks (Liberty)

"This is a novelty Christmas song, which I figure will get good play during the holidays. It is a new sound, something different, and will appeal to parents to play for their children."

Heartbeat, Buddy Hollis (Coral)

"A solid rock 'n' roll, which still appeals to the teen set here for dancing. This will go. I bought it because of the artist, who has had other hits in the past year, but this one is good even if the artist were not already known. It has already jumped on the local popularity charts—will make the others. The beat is tops; the kids will play it to dance to."

Sitting Alone, Webb Pierce (Decca)

"I bought this country and western because of the artist. He has a big following here, as he has in other sections, and they always wait for his latest and give it good play. It's a good, strong c.&w."

the buyer

Parker Henderson at 36 is one of the youngest general managers of a big phonograph and distributing operation in the Mid-South—probably the youngest. He had always been interested in the phonograph industry and set out as a young man with a small investment buying machines and building a route. Clarence A. Camp, president of Southern Amusement Company, spotted the ambitious, industrious young man and made him an offer.

Parker sold his route, went with Southern and was taught the ins and outs of the business by Camp. In a few years he was made general manager and has been running the business since.

Parker is president of Memphis Music Association, the organization of phonograph operators. Seven years ago, as the business continued to expand greatly, he recognized the need for fast travel in contacting the company's many customers in the Mid-South area (Mississippi, Tennessee and Arkansas, primarily). So he learned to fly, the company bought a small private plane and he often flies about the Mid-South on business trips.

Altho he likes to play golf, his main interest is mineralogy. But it is more than a hobby. He and Camp bought some mineral rights on land in Kentucky and Southwest Arkansas and are developing a zinc and lead mine. Parker is president of this enterprise, Arkansas Zinc & Lead Company. Parker was instrumental in starting the first coin-operated laundry in this part of the country. The first one was opened in May, 1957. Today there are more than 200 in the Mid-South.

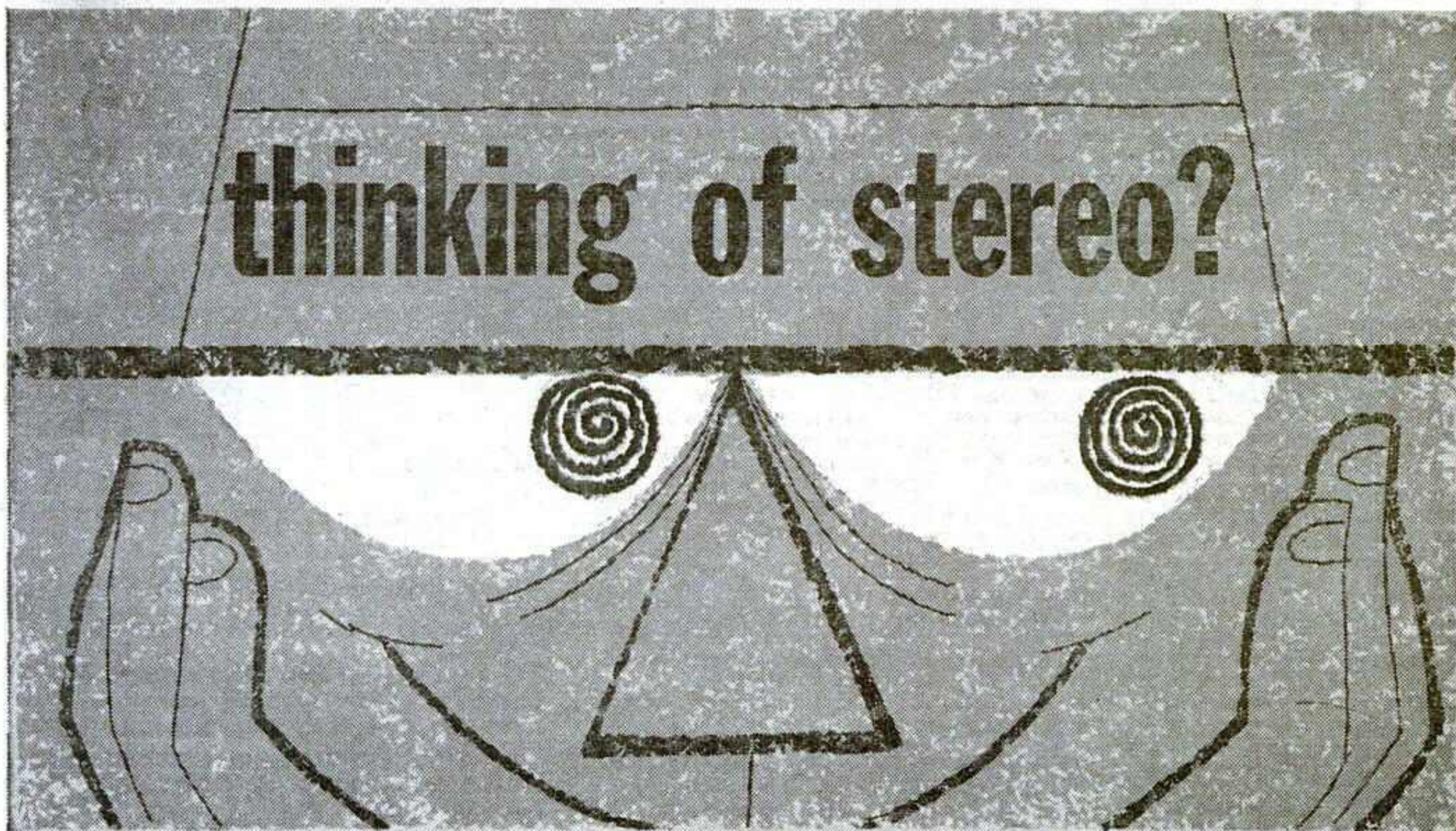
Parker is married and has three children.

"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.

Record Supply official, John T. Edgerton, said that buying, "such as it was," started about the last week in November. "Most operators carry over their standards from year to year and use these most," he added.

Our Christmas sales are about even with last year, he said, but pointed out that this was below that of other weeks.

"Operators here put out about three to five Christmas songs and at least three of these are their own stock standards."



there's money for you here . . . from **AMi**

Many operators (and locations, too) are thinking of stereo—the dramatically new, full dimensional sound that “puts the performers in the room”—and paying patrons to hear them.

Stereo gives locations a new drawing card—has captured the public imagination as nothing since TV has been able to do.

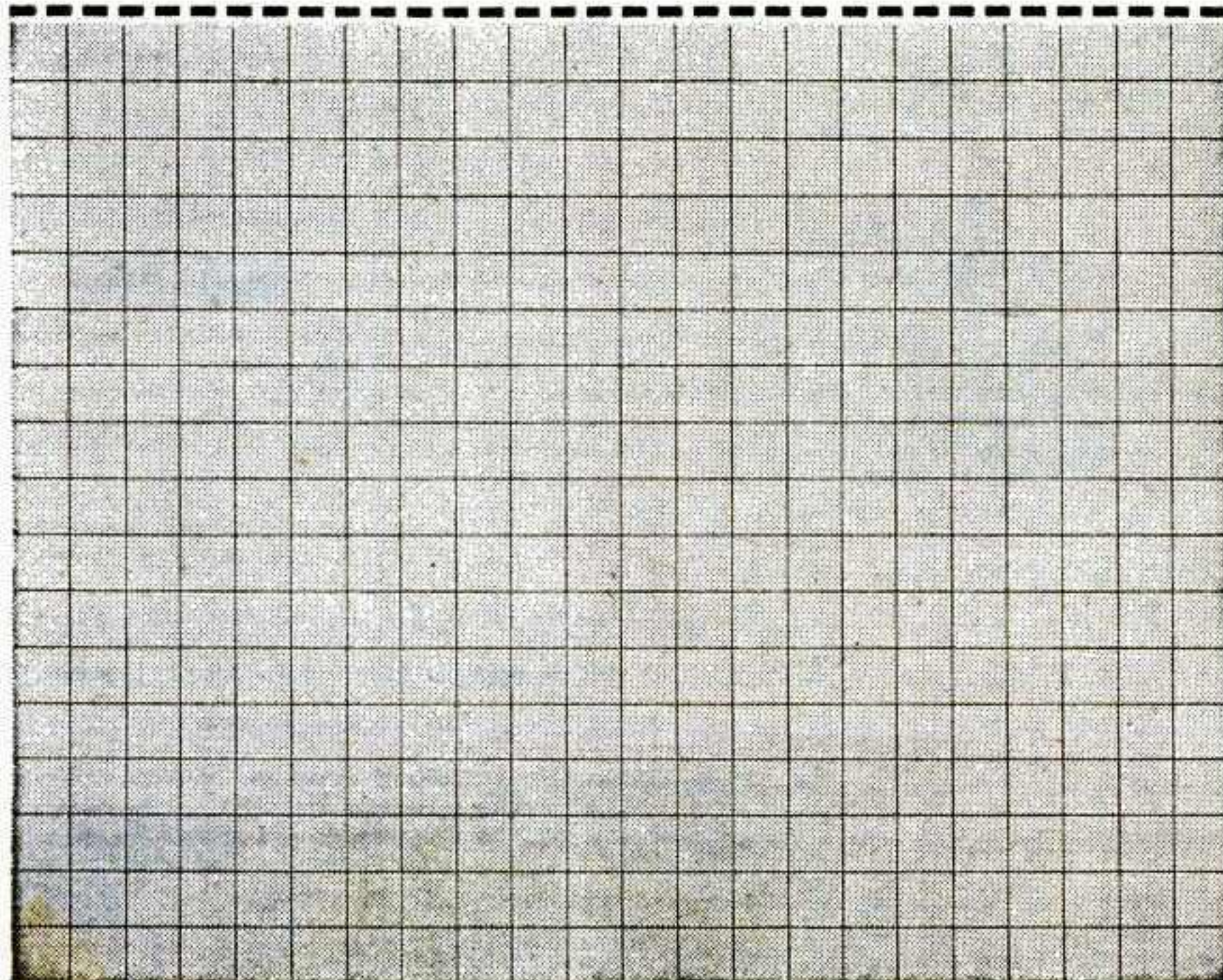
To give AMI operators the jump on competition . . . to help you cash in on this new source of bigger take . . .

AMI STEREO ENGINEERING KNOW HOW—WITH

LONGER STEREO EXPERIENCE THAN CAN BE OFFERED BY ANY OTHER MANUFACTURER—PLUS YOUR PRESENT AMI “I”—WILL PUT YOU INTO STEREO AT A MINIMUM COST *RIGHT NOW!*

Coin-operated stereo requires knowledge of speaker placement . . . layout of locations (every location is different and presents different problems) . . . acoustics information . . . many other factors. Location satisfaction is your safest, surest way of making stereo pay off in bigger take.

AMi Incorporated 1500 Union Avenue S. E., Grand Rapids 2, Michigan.
Engineers, designers and manufacturers of the world's most dependable automatic coin-operated music systems since 1909



You can put yourself ahead of the game with the help of AMI's Stereo Service Department. Here's how:

1. Clip the location scale chart below.
2. Rough in the position of your present juke box . . . windows . . . doors . . . furnishings.
3. Indicate the dimensions of the room . . . including height of ceiling . . . availability of open walls for speaker enclosures. Each square on the location scale chart represents any value in feet you want to assign.
4. Airmail to AMI Stereo Service Department.

Your Firm Name & Address _____

Sen. Probers Hit Racketeer

• Continued from page 104

at the union's mercy. In some cases violence in the form of stench bombing, acid on machines and shotguns fired thru location windows forced operators into the union.

In one case an operator who wouldn't go along with the union found dynamite tossed in his front yard. A friend, an explosives expert, decapped it. It was re-wrapped, and the operator and his friend took it to Blumetti's office and tossed the package to him. From Blumetti's reaction, they knew he was behind the initial tossing. Blumetti then, according to Kaplan, passed the word to stop the violence if the operator joined the local.

Kaplan said there have been reprisals against operators who testified before a House committee headed by Representative Hoffman (R., Mich.) in 1953. That group's probe was basically the same as the one now being conducted by the Senate committee under Senator McClellan.

Waived Provision

Blumetti became a teamster official without having the two years' experience required under the union's constitution. During the

two years preceding his election to office, he was co-owner and owner of a bar. The two-year provision was waived so he could assume office.

Kaplan said that Blumetti had been charged with counterfeiting, making false statements during the draft and had served a prison term for white slavery.

Most of the session was devoted to testimony by two members of Local 377, who were barred from running for office on a technicality. Joseph Carelly and Joseph Sammartino were ruled ineligible on grounds that their dues had not been paid as required by the teamsters' constitution on the first day of the month for two years.

Both testified that their dues have been paid for many years by the check-off system, in which the employer automatically deducts the dues from salary payments. Employers apparently were late in remitting dues to union headquarters, so the two men were ruled ineligible to run for office. At this point Senator McClellan voiced the opinion that if "dues are paid to an authorized agent, they're paid." In this case, the employer acted as authorized agent. Government and labor officials have labeled this strict interpretation a "fraud" to keep Hoffa-backed incumbents in office.

Federal District Judge Connell in Cleveland ruled against these members and upheld the ineligible count. Carelly and Sammartino stated they were not given a chance to testify before Judge Connell.

While these members are not concerned directly with coin machines, they are members of the local which has Blumetti as its business agent.

No further witnesses will be heard until Congress reconvenes in January.

Taped Backg'nd Music System Makes Debut

• Continued from page 68

capstan unless the power is on and the machine is in motion.

The continuously-wound tape cartridges will be available in a 300-foot reel, which runs a half hour and lists at \$12; a 500-foot magazine, running one hour at \$22 and a 1,200-footer, costing \$40 which runs two hours.

Thus far, Tony Flan, chief of SAC, had made deals with Livingston tapes, MCM records and Web Distributing to utilize their music in the Fidelivox magazines. The music magazine will be available from the record or tape houses directly. Flan estimates that 800 to 1,000 hours of magazine music will be available within 30 days.

Flan recently bought out all rights and patents of Fidelipac of Toledo, O. Fidelipac was a supplier of the cartridges for tape background music units.

A switch makes it possible to select either a 70-volt line or an ohm output, with the 70-volt line enabling the Fidelivox unit to operate 20 or more speakers. The seven-transistor tape background music unit can be used as a public address system thru a microphone jack at the rear of the cabinet.

Details of distribution of the Fidelivox units are still being worked out.

MAN FROM MARS SWEET ON JUKE

NEW YORK — This silly story has been making the rounds with local operators. It concerns the Martian who lands in the center of Manhattan, debarks from his spaceship and walks into the nearest tavern. The first thing he spots in the tavern is a new 200-selection juke box, all lit up. Walking up to the automatic phonograph, he says, "Tell me, what's a gorgeous chick like you doing in a dump like this?"

IRS Clarifies

• Continued from page 104

(4) where music is provided or permitted, it is either instrumental or other music supplied without charge to the operator, or provided by a juke box.

Representative Forand pushed for the exemption because he felt the teen canteens should not be taxed at the high rate levied on the "adult, commercial entertainment normally associated" with the cabaret tax (The Billboard, September 8).

Internal Revenue's reminder noted that "reasonable payment" by patrons for operation of a juke "will not be considered charges for dancing privileges." When queried by The Billboard for an interpretation of "reasonable payment," IRS sources said it would be deemed "unreasonable" if an operator of a teen canteen levied, for example, a charge of \$1 on each patron for the privilege of using the juke. It would also be "unreasonable" if a device were, for example, wired to the juke, making it necessary for a patron to pay 25 cents per play.

Moore to Open Philly Office After Jan. 1

NEW YORK — Sandy Moore, local Wurlitzer distributor, will open Philadelphia offices on Broad Street shortly after the first of the year. Moore recently was named to take over the Philadelphia distributorship formerly held by Joe Ash.

Gabe Forman, Moore Distributing Company executive, said that the location and the manager of the Philadelphia outlet will be named in a couple of weeks.

He disclosed that the firm had been awarded a plaque by the Wurlitzer Corporation for the greatest number of sales during 1958 of any Wurlitzer distributor in the world.

Juke Op Charges

• Continued from page 104

bar Brown from complaining to the police or to the location until the case comes to trial. He said he would also seek to recover lost revenue which resulted from the location's pulling the plug on the box in the evening to forestall Brown's complaints.

Chicofsky said that he had taken several measures to cut down on the sound volume of the juke box. He cited the installation of a volume control system, placement of extra speakers, and a new juke box.

In spite of this, charges Chicofsky, Brown persisted with his complaints. As a counter measure, the operator removed all Lou Monte records from the machine and told Brown he would refuse to play the music of any artist handled by the manager until his attitude changed.

**GO
MODERN
BUY
WURLITZER**

BY FAR

THE WORLD'S FASTEST

Record-Changing Mechanism

EXCLUSIVE IN UNITED'S MODEL UPB-100

PHONOGRAPH

Extremely fast-action piles up more coins per hour than any automatic phonograph ever built. The pinnacle of simplicity, the Model UPB-100 will bring genuine prosperity to operators for many years to come. See this sensational new phonograph at your United Music distributor NOW. Write today for new descriptive literature.

UNITED MUSIC CORPORATION

3401 NORTH CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

New Bowlette Adds Service: Baby Sitting

ST. LOUIS—Baby sitting was one of the services Jack Rosenfeld least expected to provide at the recently opened Bowlette, but that's what is going on there.

This is how it works: Children are not allowed inside the miniature, coin-operated bowling palace before 4 p.m., weekdays unless they bring a note from their parents giving them permission. A great many children—some 40 or more—have been sent with the notes with instructions that they be sent home at a certain time.

Rosenfeld keeps a schedule of the time each child is to leave, and at the appointed time calls out the name on the public address system in the cashier's cage, where the youngster reports before going home.

This system has worked out because the Bowlette, which offers bowling at 10 cents a game on the

(Continued on page 113)

Baltimore Ops' Fete Set Feb. 1

BALTIMORE — Irving Goldner, president of the Amusement Machine Operators of Greater Baltimore, announced that the organization's 11th annual dinner-dance will be held February 1 at the Lord Baltimore Hotel.

Goldner said that the coin machine industry here is winding up one of its worst years in recent memory, with the area hard hit by unemployment.

Most recent blow was the loss by the Glenn Martin aircraft factory of a large Navy order and the subsequent laying off of some 6,000 employees.

LIFE IN OUTER SPACE IS OUT OF THIS WORLD

CHICAGO — The following is a release received last week from James T. Mangan, an Evergreen Park, Ill., publicity man well known to many in the coin machine business:

"James Thomas Mangan, one of the pioneers of the coin machine business, now head man of the Nation of Celestial Space with a legally recorded claim to all space in the sky, today appointed Joe Westerhaus, of the Westerhaus Corporation, Cincinnati, O., as the first coin machine distributor and jobber in Outer Space.

"An official license, for a term of three years, was issued by Celestia, the space nation, to the popular Ohio distributor.

"Westerhaus considers it a signal honor to be selected as the first licensed coin machine man in space with the right to do business anywhere in the vast territorial reaches of Celestia. He agrees with Mangan that the earth moves thru space 1,500,000 miles each day and that we are all basically sky people, not mere earthlings.

"Joe is sending hundreds of official passports to the moon to his customers, in celebration of achieving (sic) the very first coin machine space license.

"Mangan's claim to outer space has been publicized widely for 10 years—two recent appearances on the Jack Paar TV show—and on December 21 Celestia formally celebrates the completion of its 10th year of existence with proper ceremonial activities in the space capital, Evergreen Park, Illinois (sic)."

'58 U. S. Coin Export Dip Hints World Market Change

Figures for 1st 9 Mos. Show First Drop In 8 Years, Reflects New Outlook Ahead

By BOB DIETMEIER

CHICAGO — U.S. exports of games and juke boxes are running behind a preceding year for the first time in eight years, a fact suggesting a new world market picture.

The 1959 outlook for U.S. exports of games and juke boxes does not look promising, but the long-range potential still looks rosy.

Barring the unexpected opening of new markets, U.S. exports of both types of equipment next year probably will be down considerably from this year. This year is running well behind record 1957.

The immediate prospects, how-

ever, are far less important than those for the next decade. And on a long-range basis, the prospects for U.S. exports look good for the simple reason that both juke boxes and games are highly popular throughout the world, and top quality equipment of both types is available from the U.S.

However, this long-range future is obviously extremely uncertain. It is because it depends on so many developments and how effectively U.S. exporters (both manufacturers and distributors) grapple with these developments in their foreign trade practices.

In short, the long-range future

for U.S. exports of games and juke boxes looks rosy only on the basis of world market potential. Whether this potential can be realized—or shared in substantially—by U.S. firms depends on too many factors and too many "ifs" to make a satisfactory appraisal at this time.

One thing is clear: The tapering off of U.S. exports this year and next will do nothing to relieve the indifferent domestic sales picture and may well intensify already-

(Continued on page 116)

N. Y. Game Op Sees Improved Receipts

Koondel Sees Collections Near '57 Level; Cites Improvement During Nov. and Dec.

NEW YORK — Game collections during November and early December are only slightly behind the 1957 figures, and they may well be running at a better clip by the end of the year, according to Al Koondel, of the Empire Automatic Corporation, a local game operator.

Shuffle games are the bread-and-butter machine in New York, and Koondel now takes in an average of from \$15 to \$18 a week per machine after commissions.

A year ago at this time, the

weekly average was \$18 to \$20 a week, but three months ago the average dropped to \$10 to \$12 a week.

Overtime Factor

Koondel feels that the improved collections accurately reflect the improved economic conditions here. He pointed out that local factories now give the workers an opportunity to rack up overtime pay, and some of this is winding up in the coin boxes.

According to Koondel, the operator is pretty much at the mercy of economic conditions. His theory is that the customer has so much

(Continued on page 113)

Louisville Pin Drive Slows Down

CHICAGO — The Louisville Times reported in its December 1 issue that the pinball crackdown is slowing down because of "other demands on the city police forces."

The paper said that since early October no arrests have been made. During that month, 20 persons were accused by police of taking payoffs from pinballs or of "kindred violations of the law." In the county, the paper said, pinball payoffs brought three arrests in October and four in November.

According to the paper, county police chief Edwin A. Richardson said "a periodic check is still being made on the taverns and restaurants which have pinball machines." There is no "set time for these investigations," Richardson was quoted as saying. "The practice is to hit the pinball sites now and then and keep the would-be

(Continued on page 112)

REVIEW & FORECAST

Ark. Ops See '59 Coin Game Hikes

LITTLE ROCK—Game business in Arkansas, and particularly Little Rock, suffered some during 1958, but with a change in the political climate coming January 1 operators will have many lucrative locations open to them.

The game business for 1959 should bring in collections several times what it was this year, a survey disclosed.

The business this year has not been extremely bad, but it was off from what it should have been. Operators were hampered by raids in Hot Springs and Little Rock on location owners of private clubs.

In Little Rock there were more than four dozen private clubs in operation early this year. A furor broke out when citizens discovered that teen-agers were being sold mixed drinks and beer.

The citizens, press, law enforcement agencies and game operators banded together to eliminate the evil. Game operators worked hand in glove with police in removing from any private club an amusement game where minors were served alcohol.

The police eventually closed most of the clubs.

Word is out now that the clubs will be authorized after January 1, 1959, as long as minors are not sold beer and mixed drinks. Little

Rock operators have agreed to place games in the clubs, but will watch them closely and co-operate with authorities in policing them.

(Continued on page 114)

NY Game Ops Set Banquet

NEW YORK — The ninth annual banquet of the Associated Amusement Machine Operators of New York will be held January 31 at the Essex House here.

Co-chairmen for the event are Irv Holzman and Dave Lowry, assisted by Claire Morano. Some 400 guests are expected to attend, with top talent providing the entertainment at the floorshow.

PA. LAWYER CONTENDS

'Gunching and Hulaing Make Pinballs Legal

PHILADELPHIA — Game operators who thought they were familiar with most trade terms were

confronted with a couple of new ones at Pennsylvania State Superior Court here Wednesday (10).

The case before the court — one which Keystone State operators are watching closely — involves the legality of pinball machines.

The terms are "gunching and hulaing," which were introduced by Louis C. Glasso, a Pittsburgh attorney who represents game operators in Uniontown, Connelsville and Brownsville.

Acrobatic Gyration

According to Glasso, gunching and hulaing are acrobatic gyrations which the players indulge in to keep the little steel balls rolling in the proper direction.

Glasso contended that "gunching and hulaing of the machine permits without tilting the changing of the course of the ball, the speed and the bouncing on rubber pegs."

He argued that the playing of a pinball machine demands skill, and anything that demands skill should not be classified as a gambling device.

Reversal Sought

The operators are seeking a reversal of a decision by Fayette County Judge Eustace H. Bane.

(Continued on page 113)



FUN FOR ALL THE FAMILY is the keynote of coin game installation in West Paterson, N. J., discount house recently opened (The Billboard, December 1). The illuminated sign shown measures 14 feet by three feet, is in two colors and is framed by 13-foot plywood and masonite clowns. Full bowling installation is shown. More pictures will appear in next week's issue.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of December 8, 1958)

Table with columns for Machine Name, High Price, Low Price, Mean Average Price, and Manufacturer. Sections include MUSIC MACHINES, SHUFFLE GAMES, PINBALL GAMES, and ARCADE EQUIPMENT.

Coinmen You Know

New York

Irv Holzman, of Simon Sales, flew down to Miami for the week-end to talk business with Dave Simon who has been sunning himself there for a couple of weeks. Mrs. Holzman went along with her husband. . . . Holzman has received the first shipment of the new United juke box and has been showing the unit to operators at the 10th Avenue showrooms.

Recent visitors to 10th Avenue were Bob Charles, Binghamton, N. Y., operator, and John Bilotta, up-State New York Wurlitzer distributor.

Perry Lowenbrub at Runyon Sales reports that the Bally Speed Bowler is moving well, while Morris Rood at Runyon reports that the first shipment of AMI stereo juke boxes has arrived.

Back from the Park Show at Chicago are Sam Goldsmith, of Capitol Projectors; Mike Munves, dean of the Arcade men, and Irving Kaye and Buddy Fox, of the Irving Kaye Company.

Bernie Boorstein, of Leslie Distributors, says Christmas business is considerably below last year. . . . Harry Keoppel, Koepfel Distributors, became a grandfather this week as his daughter, Mrs. Marvin W. Forman, gave birth to Eric Allen Forman.

Detroit

By HAL REVES

Ben Stocker, former florist, has organized the Band Box Music Company, Inc., with headquarters in the north end suburb of Oak Park, starting off with a route of about 100 machines. Stocker, who is president and general manager, said that his plans are to expand to about a 300-machine route. Norman Sommers is resident agent for the company, which is capitalized at \$50,000, with common stock issued at \$1 par value.

Paul L. Goebel is establishing Goebel Automatic Foods in the northwest section with headquarters on Westbrook Avenue. Goebel is partner in a similar business down in Ohio and plans to establish a full-line vending operation here. . . . Irving B. Ackerman, Detroit attorney who has handled many coin machine matters and is himself former head of the Detroit Tradio Company, is now actively interested in music and amusement machines.

John Swatonski, who sold out his cigarette machine route about a year ago, is forming the Jay Jay Vending Company and returning to the coin machine business with an expanded and diversified operation, including juke boxes, pinballs, pool tables and amusement games.

Evelyn Friedenberg, widow of Charles Friedenberg who died in January, is taking over ownership and operation of his amusement machine route, known as the Rye Coin Machine Company. Detailed management will be handled for her by a brother-in-law, Alex Friedenberg.

Marking an expansion of route by the T. D. Cigarette Company,

long established local firm, two Corrado brothers, Dominic and Anthony, have joined as partners, bringing fresh capital into the business for growth purposes. They are cousins of the senior partner, Dominic Corrado, better known as Sparky. Paul Vitale also remains as a partner in the enterprise.

George Wilson, head of Wilson Vending and one of the city's leading bulk operators, is back from a trip to St. Louis for the NAMA convention, where he looked over new ideas in vending, including some new types of operation.

William H. Van Koughnet, who has re-registered title to the Union Coin Machine Service Company, has moved to a new shop location on Fenkell Avenue. His firm specializes in service for juke boxes exclusively, and does no operating. . . . Marvin Jacobs, who has worked for the Union Coin Machine Service Company for some time, has registered title to the Musamat Amusement Service, and is considering plans to establish an independent juke box route.

The Coolidge Vending Company has been incorporated to operate juke boxes and all types of machines. Patrick Hanniford, with offices in the Ford Building, is agent. The charter provides for \$50,000 of common stock, at \$10 par value. . . . Paul L. Goebel, of Goebel Automatic Foods, was down at Toledo, O., on a short business trip. . . . Arthur P. Sauve will be at his winter home at West Palm Beach until March. The business will be run by his son, Dave Sauve.

Jack Barbash, of Rock-Ola's sales and service department, recently conducted a two-day service school for operators' servicemen at the offices of Fabiano Distributing. Mamie D. Folino reports. . . . Marv Blank, of J. & G. Music, is planning an expansion of route operations. Norman P. Nowak, partner in the long-established Variety Vendors, reports some expansion to fill in lines carried in a location, including coffee machines in addition to cigarette vending. They maintain bulk venders as an essential customer service for their locations.

Henry C. Lemke, dean of local operators, reports business off generally about 60 per cent. His wife is in poor health. Lemke reports pool tables now doing twice as much business as bowling games. . . . "Business is definitely on the upgrade," reports Ted Parker, of the Miller-Newmark Distributing sales staff. The new stereophonic sound is proving a big boost.

While plants have been down, manufacturers are starting up again and employment will mean better business for everyone in the area, Parker says. Currently business is off by 25-30 per cent, with some operators reporting a drop of 50 per cent. A new type of vending location is coming into the picture, Parker pointed out—laundromats. These establishments are now installing soap venders, actually a form of bulk vending adapted to the specialized needs of today's housewife.

Denver

By BOB LATIMER

News from Laramie, Wyo., has it that Velma Cook, partner in Vee Music Company, has been hos-

(Continued on page 112)

KIDDIE RIDES FOR SALE

F.O.B. Chicago and Los Angeles

In operating condition. All parts complete.

Available L.A. Chgo.	Type of Ride	Price
X	Gym Cycle	\$100.00
X	Dopey Duck	125.00
X	Flying Saucer	150.00
X	HVD Metal Typer	175.00
X	Capitol Pony	300.00
X	Hopalong Pony	195.00
X	Bally Space Ships	170.00
X	Atomic Jet	100.00
X	Lane Merry-Go-Round	250.00
X	Deco Merry-Go-Round	195.00
X	Texas Kiddie Ride	
X	Merry-Go-Round	200.00
X	Joy Merry-Go-Round	125.00
X	Exhibit Rifle Gallery	175.00
X	Exhibit Pistol Gallery	125.00

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Capitol Pony	\$300.00
Hopalong Pony	195.00
Big Bronco Pony	375.00

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DERBY DAY \$125
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C.C. Croquet Pool, New	\$145.00
C.C. 11-Ft. Bowler	325.00
C.C. 14-Ft. Bowler	335.00
Dale Gun	25.00
14-Ft. Bally Bowler	345.00
2-Pl. Rocket Shuffle	425.00
Exhibit 6-Shooter	40.00
Williams Circus Wagon	85.00

WURLITZER

1700	\$425.00
2000	645.00
2100	745.00
5205 Wallboxes	39.50

ROCK-OLA

1438	\$325.00
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SEEBURG

Seeburg R	\$535.00
Seeburg B	275.00

1/4 down, balance C.O.D.

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Exclusive Wurlitzer Distributor
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Notice to Advertisers

BECAUSE OF THE HOLIDAY SEASON ADVERTISING DEADLINES FOR THE DECEMBER 29 AND JANUARY 5 ISSUES OF THE BILLBOARD WILL BE MOVED UP TO TUESDAY, DECEMBER 23, AND DECEMBER 30 RESPECTIVELY.

PLEASE GET YOUR COPY IN EARLY.

CONTACT YOUR BILLBOARD REPRESENTATIVE FOR ADDITIONAL INFORMATION.

Chi Coin Ships New Puck Bowler

CHICAGO—Chicago Coin last week shipped to distributors a new shuffle bowler featuring giant pins and giant pucks.

Called "Double Feature," it permits players to select regulation scoring or one of two scoring methods which operators can set the game for. One is the "Flash-O-Matic" type scoring, the other is called "Mystery," in which the player will not know which score will be top. The game measures eight feet long.

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Our heartfelt sympathies.

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Flying Aces \$295.00	
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Gott. Ace High ... 140.00	
Gott. Royal Flush 185.00	
Gott. Silvers 195.00	
ARCADE	
Wms. Four Bagger \$245.00	
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2 Sel. Spacarb Cold Drink Vendors. \$325	
1 Sel. Non-Carbonated 195	
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Coffee & Hot Choc. Cup Vendor 250	
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MUSIC	
Seeburg V 200 \$495	
Seeburg C 395	
Seeburg R 575	
Wur. 1500 175	
Wur. 2100 750	
CIGARETTE VENDORS	
Lehigh 10 column \$110	
National 9 M 125	
National 11 col. 165	
Keeney 9 col. 110	
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Lehigh 12 col., new 150	
Lehigh 15 col., new 225	
Eastern Elec., 22 col., new 320	
BOWLERS (Used)	
Royal Tournament \$625	
Tournament 575	
Jumbo 525	
Trophy 695	
Bowling 425	
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CANDY VENDORS	
U-Select-It, 54 bar ... \$ 49.50	
U-Select-It, 72 bar ... 69.50	
Mills 5 col., 54 ... 65.00	
Ship. Gum & Mint, 54 ... 15.00	
Shipman 6 col., new 165.00	
Vendall, 8 col. 85.00	
National 4 col., 54 ... 69.50	
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N.W. Sweet Sixteen, 16 col. 295.00	
COUNTER GAMES	
Advance Shockers ... \$19.50	
ABT Challengers 25.00	
Gott. 3-Way Grippers 25.00	
Merc. Grippers 25.00	
Kickers & Catchers, new 62.50	
Peek Show 25.00	
Pop Up 18.00	
3 of a Kind 20.00	
THIS WEEK'S SPECIAL	
Seeburg 100 Selection Wallboxes, new hammerloid finish, \$39.50. DuGrenier 11-Col. Electric Cigarette Vendors, all coin mechanism, \$99.50. King & Regular size.	
SMALL BOWLERS	
Bally All Star \$275	
Bally Deluxe Star ... 295	
Un. Midget Alley ... 295	
Wms. Ten Strike ... 275	
Wms. Ten Pins 275	
Pixie Write	

"Wurlitzer Distributors"

CLEVELAND COIN MACHINE EXCHANGE, INC.

M. S. GISSER (Sales Manager) 2029 Prospect Ave. Cleveland 15, Ohio All Phones: Tower 1-6715



COINMEN YOU KNOW

Continued from page 111

pitalized in Oklahoma City for a complex operation. She regularly holds down a phonograph route which covers more than 650 miles. ... Paul Ashley has announced sale of his route, shop, and all facilities to Ralph Morris, who will combine it with an existing route.

Pooling expenses for infrequent visits to Denver are Bryan Edwards and Ed Heller, both of Douglas, Wyo. A recent visitor at Mountain Distributors was Harold Manders, who operates a large phonograph and amusement machine route in the little town of Lusk, Wyo. Despite agricultural income slumps in the area, Lusk's play has

been excellent, Manders reported.

Jack Arnold, president of the Colorado phonograph operators group, has fully recovered from a hunting accident, and is back on the job full time. His shoulder, injured when he fell from a jeep, will require bracing for some time.

No Hatchet Job

Continued from page 101

dusty, and particularly with respect to the sale, purchase and operation of juke boxes and other money vending machines.

"It is not the purpose of the Committee—and it will undertake to avoid doing so—to in any way reflect upon, discredit or embarrass the whole industry or those engaged in this business who are innocent of wrongdoing.

"However, it is to be hoped that your company and all others associated with your industry who want to keep it clean and legitimate will give whole-hearted cooperation and approval to our efforts to expose that which is wrong and to secure appropriate legislation to remedy conditions that should not be permitted to exist."

Idea Exchange

Continued from page 101

gethers in the past resulted in many profitable new ideas, reports Graff.

Gifts were to be given as prizes to customers at the dinner were donated by Samuel Eppy & Company; Karl Guggenheim, Inc.; Hardfield Corporation Leaf Brands Inc., Ringmaster Charms, and Victor Vending Cororation, said Graff. He was to give a Ford station wagon away at the fete.

After dinner speakers were to be National Vendors Association counsel Milton Raynor, and Rolfe Lobell, of Leaf Brands. The Christmas dinner was to be held in the Oak Cliff Country Club. A large number of operators and their wives were expected to attend.

Louisville Drive

Continued from page 109

gamblers and operators off guard," he is reported to have said.

According to the Louisville Times story, 10 officers in plain clothes were assigned to the city's pinball crackdown in October. There were 12 arrests on October 3 and eight more in the next five days. Most of these cases have been disposed of and some bar operators drew fines from the City Alcoholic Beverage Control office as well as in Police Court. "Two persons accused of making pinball payoffs in the county are awaiting action on their cases by the December grand jury," the paper stated.

CYPRESS GARDENS \$519.50

NEW ORLEANS NOVELTY CO. 115 MAGAZINE STREET NEW ORLEANS, LOUISIANA Tel.: JACKSON 2-5306

BINGO GAMES WANTED

Big Shows, Show Times, Sun Valleys, Miss America, Cypress Garden. Any quantity. Best price.

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ALL TYPES OF ARCADE EQUIPMENT

Including Group Games, Guns, Counter Games, etc. Send in complete lists.

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Auto-Photo Model #7

Rebuilt \$1,250

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1956 Model \$1,250

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- Small self-contained unit
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NOW DELIVERING!

Chicago Coin Rebound Shuffle, High Earner, Low in Cost; CC Double Feature, Two Games in One; Flashomatic, Reg.

BOWLERS

C.C. Bowling League	\$345.00
United Bowling Alley, 14 Ft., 1 Piece	295.00
United Bowling Alley, 14 Ft., 2 Pieces	345.00
Bally Bowling Lane	345.00
Bally Champion Bowling Lane, 11 Ft.	625.00
Bally Strike Bowler	495.00
Bally Tournament Bowlers	575.00
C.C. Classic Bowlers	550.00
United Royal	575.00
C.C. TV Bowler	550.00
United Jumbo	550.00

MISC.

C.C. Batter Up	\$350.00
Bally Deluxe All Star	225.00
Bally All Star	175.00
Wms. Ten Strike (New)	335.00
United Pixie Bowler	425.00
C.C. Deluxe Ski Bowl	195.00
C.C. Tournament Ski Bowl	119.50
Genco Two-Player Ski Ball	89.50

BINGOS

Bally Showtime	\$375.00
Bally Key West	295.00
Bally Night Club	185.00
Bally Broadway	155.00

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4 CHICAGO COIN ROCKET SHUFFLE ALLEYS
\$264.50 Each
 Excellent condition, clean, checked.
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 Experienced Manager for Music Route. References requested and other information in first letter.
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 All-aluminum, self-cleaning Ball Returns.
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 6 Ft. Long
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ATLAS for TOP VALUES!

<p>SPEED-READ All Visible, No Drum PROGRAM HOLDER For V-200 & VL-200, \$34.50</p>	<p>MUSIC</p> <p>SEEBURG KD-200 \$795 SEEBURG 100-B 375 SEEBURG 100-C 445 SEEBURG 100-G 545 SEEBURG V-200 (w/Speed-Read) 595 SEEBURG VL (Converted).... 665 A.M.I. G-200 575 A.M.I. E-120 325</p> <p>Reconditioned—Refinished</p>
<p>SEEBUG CIGARETTE VENDOR 814 Packs—Quiet All Electric Selection and Delivery—Attractive Styling.</p>	<p>NEW Calcoin 45 RPM Conversion for M-100A with fast-moving carriage gear!... \$49.50 Also Conversions for All Machines.</p>

Exclusive Seeburg Distributors

ATLAS MUSIC COMPANY
 A Quarter Century of Service
 2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

N. Y. Game Ops
 • Continued from page 109

to spend and no more. A good operator will use top equipment, service it properly, shift machines at the right time, and get his share of the customer's dollar. A poor operator may fail to get his share. But the best operator in the world isn't going to get more than his share.

Most of Koondel's locations have shuffle games, with some long bowlers and a few gun games. Koondel reports that weekly averages on long bowlers are about the same as on shuffles, and they take longer to amortize.

Gun Games
 On the other hand, gun games are capable of substantial earnings when first placed on location, but they taper off quickly, he said. According to Koondel, gun games will average about \$30 a week, his end, for the first month, then drop off to \$10 a week at the end of the second month.

Koondel tries to take advantage of the brief top earning power of gun games by keeping them on location for a month or two, then switching them to a new stop.

Unlike the music machine industry, advance commissions and bonuses aren't much of a problem among New York game operators. They seldom give them. Only exceptions are when the same operator has games and music. Then the bonus or advance commission will cover both pieces. But rarely will an operator of games exclusively come thru with money for the location.

Also rare among local game operators are front money or minimum guarantee agreements. The usual arrangement is a straight 50-50 split, and it seems to be working out well.

Lawyer Contends
 • Continued from page 109

Judge Bane had condemned pinball machines as gambling devices after State Police had confiscated some 41 pieces.

Classo based his argument on the contention that "the player does exercise some control over the ball after it is shot by the plunger."

He added that "I've had a machine in my basement for eight years, and I'll bet I can run up a higher score than Mr. Lowley (Frank P. Lawley Jr. is the deputy attorney general who is arguing the case for the Commonwealth)."

Baseball Parallel
 "No one has suggested," said Classo, "that a ball player is inept at hitting a baseball because he too loses control of the ball once it leaves his bat."

Classo argued that a player receives entertainment and free games for his efforts and that free games are not a thing of value.

The court took the case under advisement.

New Bowlette
 • Continued from page 109

coin-operated alleys, is located across the street from the Delmar-Harvard School in University City (The Billboard, November 24 and December 1).

Young people, parents and their children have shown a tremendous interest in the Bowlette since it opened the day after Thanksgiving. In line with providing amusement and recreation for people who never before have played coin-operated machines, the Bowlette is preparing for a ladies' day as an introduction to the establishment. Games that day will be free to women in attendance.

Rosenfeld stated that business at the Bowlette is "terrific." "This is above expectations," he said. "Receipts are way over what I anticipated."

BINGO MECHANICS WANTED
 NO DRIFTERS! GOOD PAY! STEADY WORK!
 Give qualifications and reference in your first letter.
Write to Box #939
 The Billboard, 188 W. Randolph St., Chicago 1, Illinois

WAIT'LL YOU SEE
Auto Bells
NEW Electronic AMUSEMENT GAME



Features never before seen
 Amusement Galore

AUTO-BELL MANUFACTURING CO.
 29 WEST KINZIE STREET CHICAGO, ILLINOIS U.S.A.
 Tel.: DElaware 7-0078

A SCOTT CROSSE GAME CLEARANCE

<p>\$50</p> <p>Arabian Nights Daffy Derby Hawaiian Beauty Lovely Lucy Pin Wheel Skyway Slugfest</p>	<p>Pinballs</p> <p>\$100</p> <p>Smoke Signal Southern Belle Stage Coach Sweet-Add-A-Line Three Deuces Tim-Buc-Tu Race The Clock</p>	<p>\$175</p> <p>Continental Cafe Gladiator Marathon Reno Royal Flush Sea Belles Surf Riders Toreador</p>
<p>\$75</p> <p>Bally Poppin Big Ben Colors Diamond Lill Four Belles Gold Star Gypsy Queen Lu Lu Mystic Marvel Peter Pan Regatta Snafu Wonderland</p>	<p>\$150</p> <p>All Star Bowler Ace High Auto Race Circus Bally Classy Bowler Cue Ball Fun House Rainbow Shamrock Super Score Tournament World Champ</p>	<p>\$195</p> <p>Carnival Flag Ship Jig Saw Kings Register</p>
<p>\$245</p> <p>U.S.A. Criss Cross Gay Parade Straight Flush Big Inning \$350</p>	<p>Arcade Equipment</p> <p>\$75</p> <p>Ex. Silver Bullets Ex. Six Shooter Ex. Shooting Gallery Mu. Bang-O-Rama</p>	<p>\$225</p> <p>Ex. Treasure Cove Wm. Polar Hunt Gun Ge. Big Top Gun Ge. Wild West Gun Ge. State Fair Gun Ge. Davy Crockett</p>
<p>\$95</p> <p>Undersea Raider Scientific Batting Pr. Un. Jungle Gun</p>	<p>\$110</p> <p>Ge. Sky Gunner Mu. Sky Fighter</p>	<p>\$250</p> <p>Wm. Ten Strike Wm. Ten Pin</p>
<p>\$100</p> <p>Ge. Quarterback Mu. Atomic Bomber Mu. Ace Bowler</p>	<p>\$125</p> <p>CC. Basketball Champ Scientific Pitch 'Em Bat 'Em</p>	<p>\$175</p> <p>Ge. 2-Player Basketball Ge. Sky Rocket</p>
<p>\$150</p> <p>Bull's Eye Gun Set Shot Basketball</p>	<p>CC. Patnr \$ 60 CC. Goals 85 Un. Carnival Gun 140 Ge. Hi-Fly 170 Un. Safari Gun 195</p>	<p>Un. Bonus Gun \$220 Un. Pirate Gun 270 Ex. Pop Gun .. 300 Ge. Circus Rifle 325</p>

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6 Pocket Pools	\$150
Jumbo Pools	95
Bumper Pools	75
Flicker Pool	125
4-Hole Pool	95

MISC.

Mutoscope K-O Fighter	\$165
Chi Coin Home Run	95
American 9 Ft. Bankshot	145
American 12 Ft. Bankshot	175
United Havana	45
Genco Rifle Gallery	145
Keeney Sportsman	145

PHONOS

AMI F-120	\$435
Saeburg C	395
Saeburg R	545
Wurlitzer 1900	585
Wurlitzer 2150	625

Ark. Ops See Hike

Continued from page 109

The Little Rock Music Association has already adopted a resolution to pick up a machine if the club is found to be serving drinks to minors.

In Hot Springs a nationally famous resort where there is horse racing, gambling, fishing, boating, hot mineral baths, golf and other pleasures, game operators will have more plush locations available also after January 1.

Operators over the rest of the State have enjoyed steady business and report it is almost on a level with 1957 income. They predict a brighter year for 1959.

The Arkansas Legislature convenes in January and, as usual, operators over the State expect certain legislators to introduce bills aimed at increasing the tax on games so high as to legislate them out of business.

In the last session, for example, in 1957, several such bills were introduced. One (termed by most operators ridiculous) would have taxed games \$85. Another bill would make the tax on a phonograph \$75 plus \$10 for each wall box.

These and several other such bills were, of course, defeated. But operators over the State chipped in a few dollars each to fight them.

Two of the largest game operators in the State, perhaps the largest, say they expect such a fight on their hands again in the spring of 1959, as they have had every two years for many years.

The operators, Harold Dunaway and Cecil Hill, own Twin City Amusement Company at Little Rock. The collection to defeat such outrageous measures, they say, begins with operators at Little Rock and branches out thruout the State.

"Most operators contribute," said Dunaway. "That way there is not too great a burden on any one. We all give a small amount each and work together writing and contacting our State senators and representatives."

Present law calls for a \$5 tax on amusement games for the State, \$5 for city, \$5 for county and \$10 for federal. This \$25 total corresponds most favorably with neighboring Tennessee, where operators are saddled with a high \$56.25 annual tax per machine.

Present Arkansas law also allows unlimited free plays on an amusement machine, but no pay-off. (Tennessee allows only one unrecorded free play, no pay-off.)

Bingo games are outlawed in public places in Arkansas, but are allowed in private clubs. Pinballs and other amusement games are unrestricted in public places.

Operators over the State generally foresee a much better year in 1959 than 1958. They point, primarily, to better economic conditions and better crops this fall in their areas.

NEW YORK AND NEW ENGLAND OPERATORS

If you missed seeing and hearing

UNITED'S

NEW 1959 PHONOGRAPH at our showroom last week, then make it a must to stop in within the next few days. You'll be glad you did. Also on display—all of United's latest Games.

BLACK SALES CO., INC.

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Phone: Pennsylvania 6-6880

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Better Buys

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CHICAGO, ILLINOIS

JUNIPER 8-1814

BLAST YOUR WAY INTO CHOICE LOCATIONS
—AND **STAY INDEFINITELY** WITH *Williams* **VANGUARD**
WITH NEW POP-UP BALL TARGETS!

TO LAUNCH INDIVIDUAL BALL SHOOT AT CENTER OF BALL IN HOLE

LAUNCHED ALL BALLS WHEN LIT

LAUNCHER ALL BALLS WHEN LIT

SHOOT A BALL

SHOOT A LINE

SHOOT ALL BALLS

VERTICAL LINE TARGETS

SEE YOUR *Williams* DISTRIBUTOR TODAY!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

VANGUARD
MAKES PLAYERS THINK...
Should I Shoot 1 Ball? Entire Line?
ALL BALLS?

Holds Players Interest:

1. Replay Feature (optional) for High Score
2. Match Feature (optional)
3. Spell V-A-N-G-U-A-R-D for powerful Carry-Over Play



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EQUIPMENT LIKE NEW IN APPEARANCE AND CONDITION—NOTE THE VERY LOW PRICES

SHUFFLE GAMES	PINGAMES—SINGLE PLAYER	PINGAMES—2 & 4 PLAYER	GUNS
5 United 6-Player Bowler	1 Williams Grand Champion	3 Gottlieb Duette, 2-Player	4 Genco Rifle Gallery
5 United 10-Frame Bowler	2 Williams Spiffire	3 Gottlieb Scoreboard, 4-Player	4 Genco Sky Rocket
2 United Clover	2 Williams Screamo	1 Gottlieb Jubilee, 4-Player	1 Genco Wild West
3 United Cascade	1 Williams Cue Tee	2 Gottlieb Fair Lady, 2-Player	2 Genco Big Top
2 United Olympic	1 Williams Pennant Deluxe Baseball	2 Gottlieb Register, 4-Player	1 Genco Davy Crockett
1 United Classic	1 Williams Super Pennant Baseball	2 Gottlieb Toreador, 2-Player	
1 United League	1 Williams Peter Pan	1 Williams Race the Clock, 4-Player	
1 United Mars	1 Williams Tim Buc Tu	1 Williams Fun House, 4-Player	
2 United Capitol	2 Williams Perky		
1 United Super Bonus	1 Gottlieb Grand Slam		
1 Chicago Coin Crown	1 Gottlieb Coronation		
1 Chicago Coin Criss Cross	1 Gottlieb Flying High		
2 Chicago Coin Starlite	2 Gottlieb Queen of Hearts		
2 Chicago Coin Holiday	4 Gottlieb Poker Face		
1 Chicago Coin Playtime	1 Gottlieb Shindig		
4 Chicago Coin Triple Strike (moving lifes)	1 Gottlieb Jockey Club		
3 Chicago Coin Hollywood (moving lifes)	1 Gottlieb Daisy Mae		
2 Chicago Coin Blinker (moving lifes)	1 Gottlieb Mystic Marvel		
1 Chicago Coin Thunderbolt (moving lifes)	1 Gottlieb Diamond Lil		
3 Chicago Coin Rocket Shuffle	1 Gottlieb Lady Luck		
1 Bally Mystic Bowler	2 Gottlieb Four Belles		
1 Exhibit Ringer Ball	1 Gottlieb Slugging Champ		
1 Genco Shuffle Pool Bowler	2 Gottlieb Gold Star		
	1 Gottlieb Frontiersman		
	1 Gottlieb Dragonette		

MODERN DISTRIBUTING COMPANY 3222 TEJON STREET, DENVER 11, COLORADO. Phone: GRand 7-6834

New LUCKY HOROSCOPE
5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute.
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD.

GAME HOLDS APPROX. 1,000 NUMBERED TICKETS with fortune and concealed number or stars under perforation.

SIZE: 18"x8"x6". Shipping Wgt.: 20 lbs.

WRITE FOR DETAILS **MID-STATE CO.** 2369 Milwaukee Ave., Chicago 47, Ill. Tel.: Dickens 2-3444

WHY GUESS WHEN YOU CAN BE SURE WITH VALUES from WORLD WIDE!

WANT TO BUY All Late Model BINGO GAMES WILL PAY HIGHEST CASH PRICE!

ARCADE

C. C. ROCKET SHUFFLE, 2-Pl.	\$425	Genco MOTORAMA	\$225
Genco 2-Pl. BASKETBALL	155	Games' POST TIME	325
Bally ALL-STAR BOWLER	175	Bally SKILL ROLL	175
C. C. TWIN HOCKEY	195	C. C. STEAM SHOVEL	95
Wms. CRANE	85	Wms. JOLLY JOKER	75
Games' HOLE-IN-ONE	95		

BASEBALL

Wms. SHORTSTOP	\$375
Wms. 1957 BASEBALL	345
Wms. 4-BAGGER	225
Wms. KING OF SWAT	145
Un. STAR SLUGGER	195
Un. SUPER SLUGGER	145
Keeney LEAGUE LEADER	195
Genco HI-FLY	145

UPRIGHTS

HUNTER	\$235
BIG HORN	295
GUNSMOKE	310
SKET SHOOT	375
SUPER HUNTER	425
DOUBLE SHOT	Write

Single Player 5-BALLS

Genco OFFICIAL SKILL BALLS
Thoroughly Reconditioned, Only **\$95**

5-BALLS

ROTO POOL	\$295
ROCKET SHIP	275
CRISS CROSS	245
SILVER	210
STRAIGHT FLUSH	225
WORLD CHAMP	195
ROYAL FLUSH	175
ACE HIGH	165
RAINBOW	155
DERBY DAY	125
CLASSY BOWLER	125
HARBOR LIGHTS	115
GYPSY QUEEN	95

2-Player 5-BALLS

BALLS-A-POPPIN'	\$125
CIRCUS	195
CARNIVAL	150
TREADOR	175
SEA BELLES	185
MARATHON	145
GLADIATOR	165
DUETTE	125

PHONOGRAPHS

A.M.I. H-200	\$755	SEEBURG HF-100G	\$510
A.M.I. G-200	645	ROCK-OLA 145B-120	675
WURLITZER 2000	625	ROCK-OLA 145A-120	575
SEEBURG V-300	525	ROCK-OLA 144B-120	475
SEEBURG HF-100R	575	ROCK-OLA 145S-D-200	675

ALL EQUIPMENT IN STOCK—IMMEDIATE SHIPMENT

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.

WORLD WIDE DISTRIBUTORS

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2330 N. Western Ave. Phone: EVerglade 4-2300

SHAFFER GUARANTEED PHONO SPECIALS

SEEBURG

KD 200H\$775.00
KS 200H 725.00

V-200
\$495.00

Refinished—Reconditioned

V-160
\$624.50

Refinished—Reconditioned

VL Receiver—Speed—Read
Also Available as V-120

HIDEAWAYS

HF 100R\$475.00
HM 100C 325.00
HM 100B 295.00

WURLITZER

2150\$595.00
2000 450.00
1800 425.00

AMI

E-120\$295.00
D-80 189.50
D-40 (45) 149.50

GUARANTEED BY

SHAFFER

MUSIC COMPANY
Write for Illustrated Catalog

849 NORTH HIGH STREET
COLUMBUS, OHIO
PHONE: AX 4-4614

PLAY PINS BUT KEEP IT QUIET

CHICAGO—United Press International reported from Osaka, Japan, December 2 that the association of Pachinko (pinball) operators had signed on that date an agreement to remove the bells from their pinball machines in order to co-operate with the city's anti-noise campaign.

Tusko Names Sam Solomon

NEWARK, N. Y. — The Tusko Sales Corporation has appointed Sam Solomon, Columbus, O., as Ohio distributor for the firm's line of kiddie rides, it was announced by John Bilotta, national sales manager.

Bilotta said that the firm will concentrate on encouraging operators to place rides in outdoor amusement places where youngsters are apt to congregate.

When answering ads . . .
**SAY YOU SAW IT IN
THE BILLBOARD!**

BINGOS

MISS AMERICA	\$475
KEY WEST	295
SHOW TIME	375
MIAMI BEACH	105
GAYETY	95
PARADE	205
BIG TIME	105

GUNS

Genco CIRCUS GUN	\$350
"3-D" ARTS PARADE	295
Genco STATE FAIR	240
Genco DAVY CROCKETT	225
Genco SKY ROCKET	195
Keeney RANGER	195
Un CARNIVAL GUN	160
Wms. JET FIGHTER	150
Keeney SPORTSMAN	145
Genco RIFLE GALLERY	145

5-BALLS

ROCKET SHIP	\$275
CRISS CROSS	265
WORLD CHAMP	195
ROYAL FLUSH	175
BALLS A POPPIN'	125
RAINBOW	155
ACE HIGH	160
STRAIGHT FLUSH	215
ROTO POOL	275



"FIRST" AID
for TIRED ROUTES—
FIRST-Class
Equipment!

ARCADE EQUIPMENT

Williams CRANE	\$115
C. C. STEAM SHOVEL ..	115
Bally ALL STAR	175
Bowler	175
Genco MOTORAMA	295
Mutoscope 3-D ARTS ..	295
C. C. TWIN	215
HOCKEY	215
Williams TEN PIN ..	265

NEW GAMES

Gottlieb SITTING PRETTY
Wms. VANGUARD
Wms. 3-D
Bally CARNIVAL QUEEN
United DUPLEX BOWL/O ALLEY
United SKY RAIDER
Bally SPEED BOWLER
United CYCLONE
Genco GYPSY GRANDMA
United ATLAS
VALLEY 4-POCKET POOL
Kaye COMPETITOR 4-POCKET
Auto Bell CIRCUS DAYS
Keeney DELUXE BIG TENT

WANT TO BUY!

CASH or TRADE
Chicago—Bally—United

SHUFFLE ALLEYS

•
**BALLY
BINGOS**

CABLE: "FIRSTCOIN"—Chicago

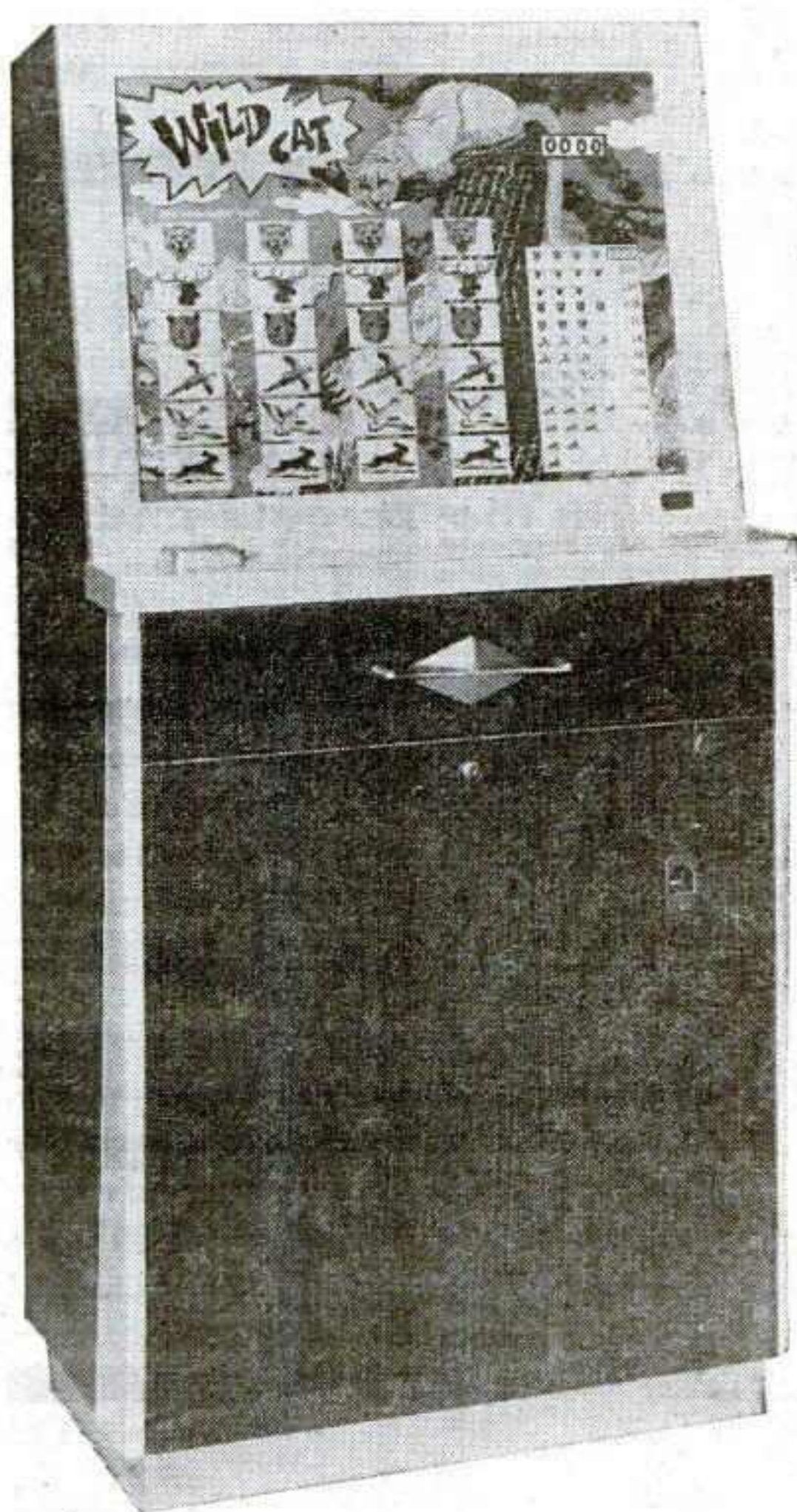
FIRST

COIN MACHINE
EXCHANGE

Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

NEW ULTRA MODERN—UPRIGHT

It's Sensational



COLOSSAL
1,000 Feature

- Location Tested
- 4 Columns More Ways to Score
- New Scuff Proof Base
- Terrific Earning Power

Another Winner by
GAMES, Inc.

Height 56"
Width 28"
Depth 16"
Shipping Weight—
171 lbs.

Manufactured by
GAMES, INC.
2950 N. Campbell Ave. Chicago 18, Ill.
Phone: COrnelia 7-8800

CONTACT YOUR DISTRIBUTOR
A PROVEN WINNER
DOUBLE SHOT
STILL IN PRODUCTION

NEW ULTRA MODERN—UPRIGHT

It's Sensational



COLOSSAL 1,000 FEATURES

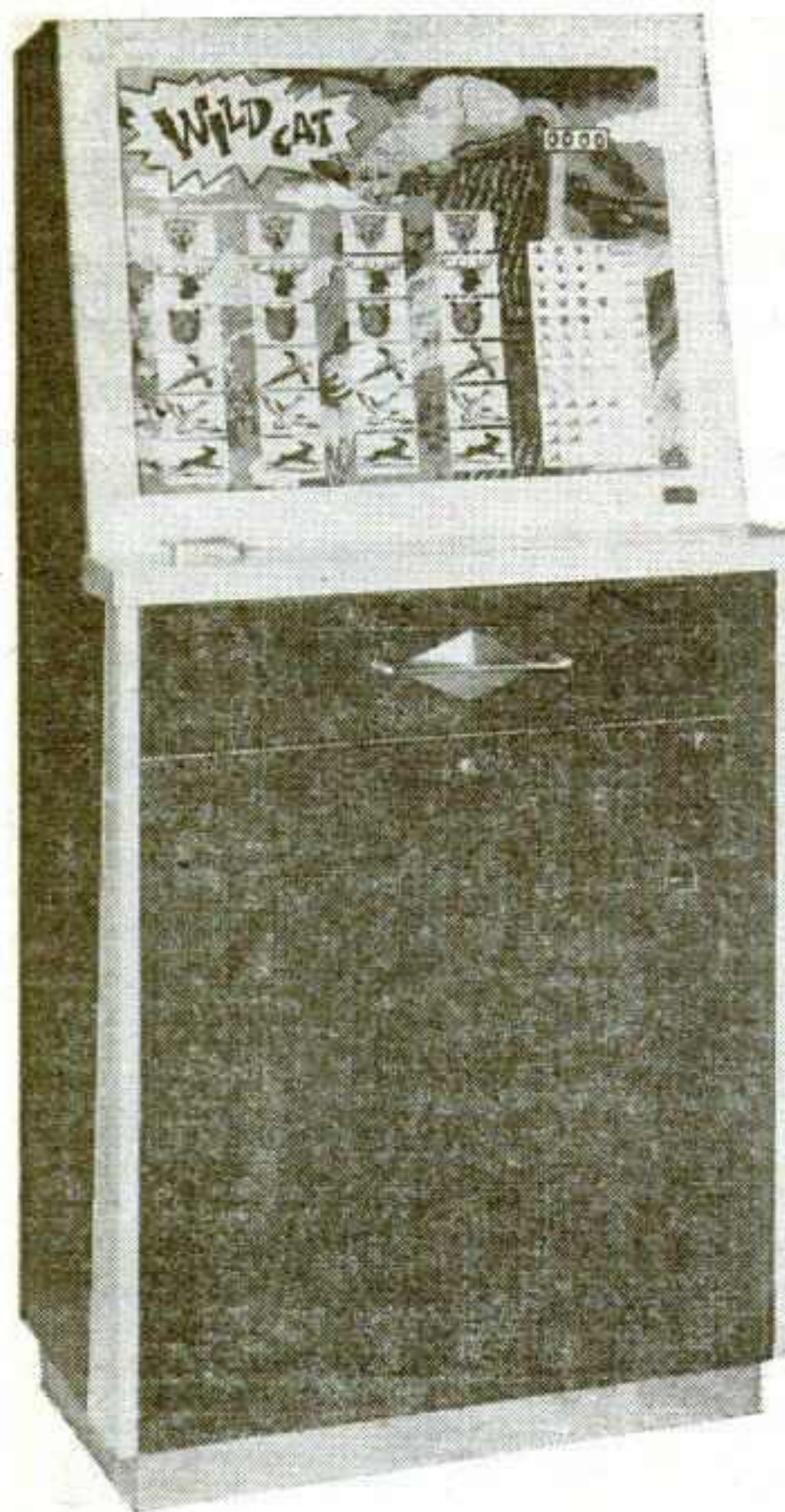
Location Tested	New Scuff-Proof Base
4 COLUMNS More Ways to Score	TERRIFIC EARNING POWER

ANOTHER WINNER BY GAMES, INC.

Height 56" Depth 16"
Width 28" Shipping Weight 171 lbs.

PENNSYLVANIA DISTRIBUTOR

For Immediate Delivery, Phone or Call



MICKY ANDERSON AMUSEMENT CO.

314 East 11th Street Phone: 2-3207 Erie, Pennsylvania

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

Export Dip Hints Mart Change

• *Continued from page 100*

tight competition here. This in turn may encourage more and more distributors to look seriously at diversifying their sales lines into vending machines and non-coin products, diversifying their operating routes (for the majority who operate). It will undoubtedly help encourage distributors to broaden their lines to handle as many types of games as possible, along with juke boxes. Exports clearly affect domestic business.

Here are the major factors involved with the future of U.S. exports:

1. The European Common Market (which goes into effect January 1), the effect of which is expected to promote the sale and export of European exports, hinder U.S. exports.

2. The rise of the European manufacturer with production-line equipment which is continually improving (so far this applies to juke boxes, rather than games).

3. The speed at which current coin markets abroad grow and develop, absorbing increasing numbers of machines.

4. Governmental restrictions which would open or close, stimulate or hinder U.S. imports of juke boxes or games or both.

Related to these are monetary problems, cost of equipment, feasibility of manufacturing equipment abroad, lack of a broad operating base in many countries, lack of capital of prospective foreign operators.

The strength of one of these factors is seen in the case of Italy, a country which for months had imported record numbers of five-ball pins. Gottlieb and Williams had both exported thousands of games to this single market, Genco had decided to have another try

at the five-ball field apparently largely because of this juicy market. With one fell swoop, the government banned pins and not only is one rich market promptly cut, but the entire European market is overnight glutted with five-ball pins that Italian firms are trying to get rid of.

U.S. Department of Commerce figures tell at least part of the story. U.S. exports for at least the past eight years have increased each year. Last year, total U.S. exports of juke boxes and games

22' Shuffleboard . \$450 (Refinished)
Genco Scoreboard . 95

ALLEYS

- United 14' Bowling Alleys \$325
- 11' Bowling Alleys 325
- Mercury Shuffle Alley 125
- Team Shuffle Alley 105
- Chief Shuffle Alley 95
- League Shuffle Alley 95
- Bally Blue Ribbon, S.A. 175

MUSIC

- Seeburg M 100 C \$375

PINS

- Gottlieb Scoreboard \$145
- Gladiator 175
- Marathon 175
- Easy Aces 145
- Toreador 225
- Derby Day 135
- Twin Bill 125
- Williams Surf Rider 185
- Piccadilly 140
- Hof Diggity 135
- Perky 115
- Peter Pan 115
- Genco Fun Fair 175

CENTRAL OHIO COIN MACHINE EXCHANGE, INC.

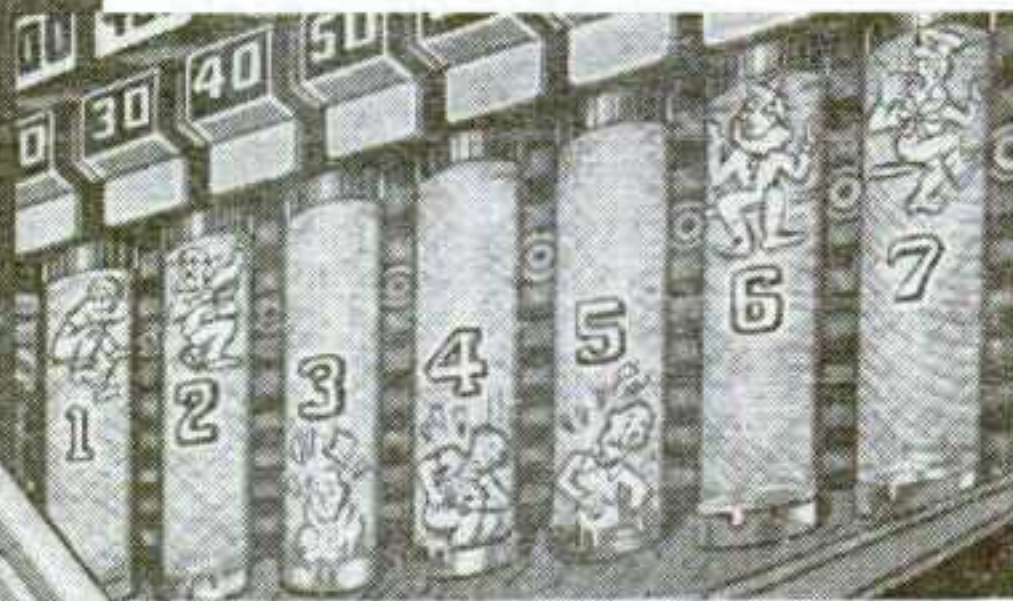
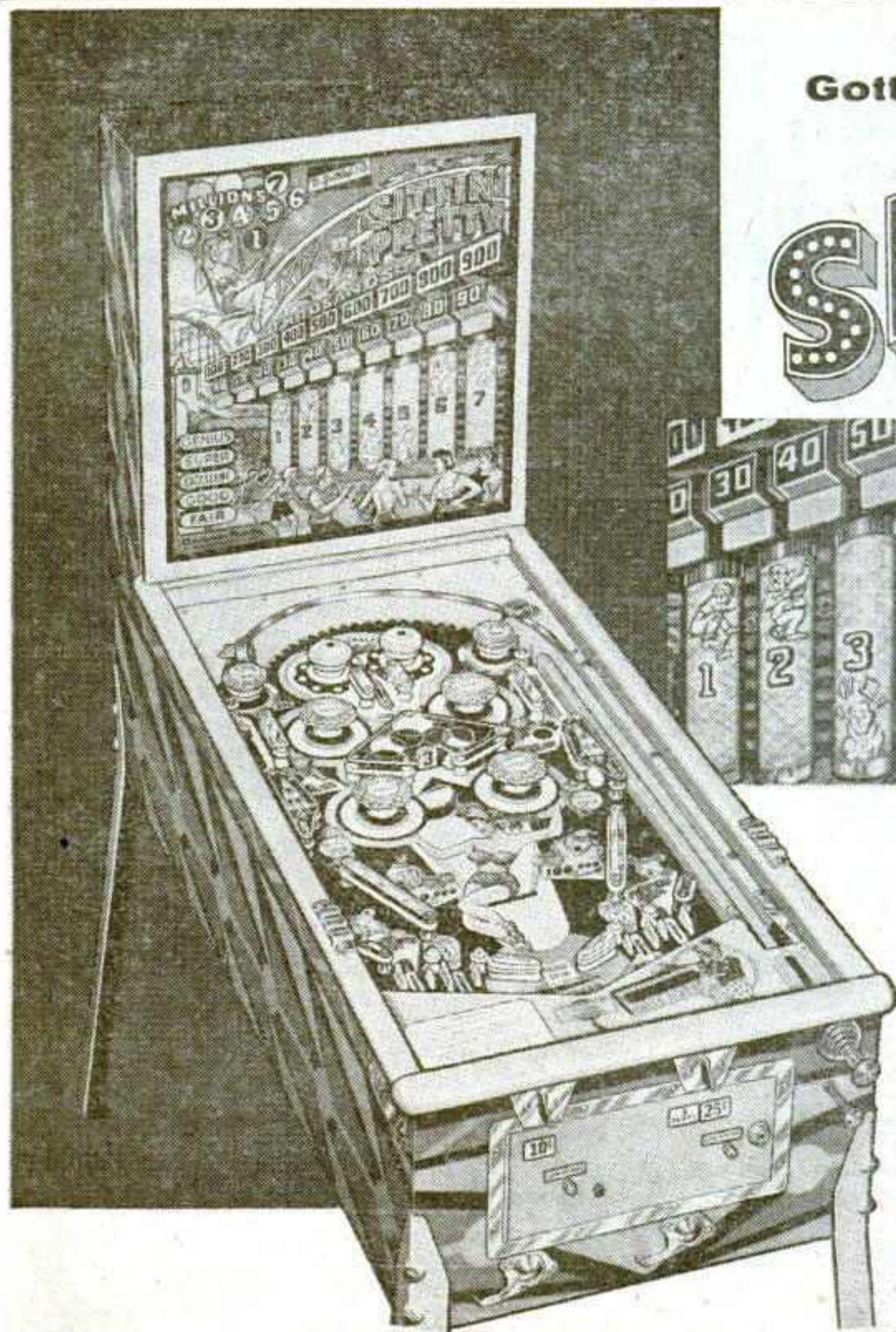
858 N. High St. Columbus 8, Ohio
Tel.: AXminster 4-3529

Gottlieb's

SITTIN' PRETTY

"Step Right Up Folks"...

Hit the Targets and "Dunk" the Clowns!



"DUNKING CLOWN" FEATURE

drops numbered clowns into water tanks by making Roto-Targets and rollovers. Dropping any three clowns in a row scores special. Additional specials for 4-5-6 or 7 consecutive clowns "dunked".

It's a honey . . . its excitingly fast playfield action coupled with the new "Dunking Clown" feature all add up to record breaking collections for you. Action includes side rollovers that lite red and blue pop bumpers for high score, top rollover that scores Roto-Target values, 6 places to spin Roto-Targets, high score to 7,900,000, "Rating Chart" that indicates player score progress and a host of other fine playfield features. See your distributor today for a demonstration!

D. Gottlieb & Co.
1140-50 North Kostner Avenue • Chicago 51, Ill.

Amusement Pinballs
as American as Baseball and Hot Dogs!

ALL GOTTIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

was nearly \$25 million, not counting venders (which brought the record total up to \$26,637,266).

Figures for the first nine months this year show a reversal of this trend for the first time in the last eight years.

Exports of games and juke boxes are lagging well behind last year on the basis of the first three quarters and should continue to drop for the final quarter (The release of official government figures usually lags 60 to 90 days).

U.S. Commerce figures for September were received by The Billboard last week and make possible a nine-month compilation and comparison (This will be charted in next week's issue).

For the first three quarters this year, total exports (juke boxes, games and vending machines) are down roughly 10 per cent, with a slight increase in dollar volume for games overwhelmed by a sharp drop in juke boxes. Because of the loss of Italy, reports for the final quarter should reflect a sharp drop in games, too.

During the first nine months of 1958, just 17,746 juke boxes valued at \$10,666,512 were exported compared to 20,645 units valued at \$12,845,815 for the same period last year. Of course, this \$10.6 million figure is still about equal in dollar volume to 1954 (when 21,700 juke boxes were exported valued at \$10,656,000). But it is a sharp reversal from the last two years and does suggest strongly a glutted European market and growing competition from the expanding German juke box manufacturing industry.

Actually, exports began dropping as of December, 1957—just a year ago. Reported The Billboard when the figures came in: "Figures just now in for the final month of 1957 indicate a decided dip in volume, and constitute the lowest per-month total (\$1,581,488) of the year. If such a trend should continue—and reports from Europe indicating an over-abundance in some areas of pins and jukes are a serious matter—then the trade can expect a slacker market for coin exports in 1958."

Even tho the total dollar volume decrease for the first nine months lies in juke boxes, figures for games do reflect that far fewer units (therefore slightly more expensive units) were exported in this period. A total of 26,480 games valued at \$5,659,761 (at an average-per-game price of nearly \$214) were exported during the 1958 period compared to 31,332 games valued at \$5,510,837 (at an average \$176) a year earlier.

Vending machine dollar volume has remained virtually the same, except that more than 7,000 more units were exported, suggesting

that more penny bulk machines and-or more "as is" used machines were exported. Figures: 29,528 venders valued at \$1,760,006 shipped in the 1958 period, 22,179 units at \$1,759,678 in the 1957 period.

Totals for the nine months: 73,754 games, jukes and vending machines valued at \$18,086,279 in 1958; 74,156 at \$20,116,330 in 1957.

Totals for the nine months for games and juke boxes only: 44,226 units valued at \$16,326,273 in 1958; 51,977 at \$18,356,652 in 1957.

September figures of \$1,648,977 for juke boxes, games and vending machines is the lowest per-month

total for 1958 since February.

Dollar volume of games exported in 1957 averaged above \$646,000 per month; during the months of February and now, September, game exports average about half that amount. The importance of the Italian market is reflected in game figures.

In January, 1958, when more than \$1.2 million worth of games were exported, Italy accounted for \$374,759 of this total. Of the total game exports for the first nine months of 1958 of \$5,659,761, Italy alone has accounted for nearly 20 per cent (3,852 units valued at \$1,150,269), all of which has come in eight months, most of it in just three months (January,

June and August). There were no exports to Italy in September, according to U.S. Commerce figures. The importance of this market—and the present loss of it—can further be seen in last year's figures. The total dollar value of U.S. game exports in 1957 was \$7,410,812, of which Italian imports accounted for \$1,975,894 or roughly 26.5 per cent.

It is clear that because of the European Common Market and because of the present apparent over-supply of equipment (both games and juke boxes) in countries now open, there will be a great transition period during which U.S. exports are bound to suffer.

Whether U.S. exports come back to the levels enjoyed in 1956 and 1957 or go beyond that will depend largely on how profitable U.S. manufacturers find it to manufacture abroad, how fast new markets open up which can be exploited, and how well current markets hold.

It is doubtful right now, because of many factors (not the least of which is the luxury classification many potential markets place on juke boxes and games, gambling restrictions and the continuing need of many countries to concentrate their capital on improvements of the standard of living, rather than on "luxury items"), that this transition period will be over soon.

NEW PROFIT POWER



TWO GAMES IN ONE*

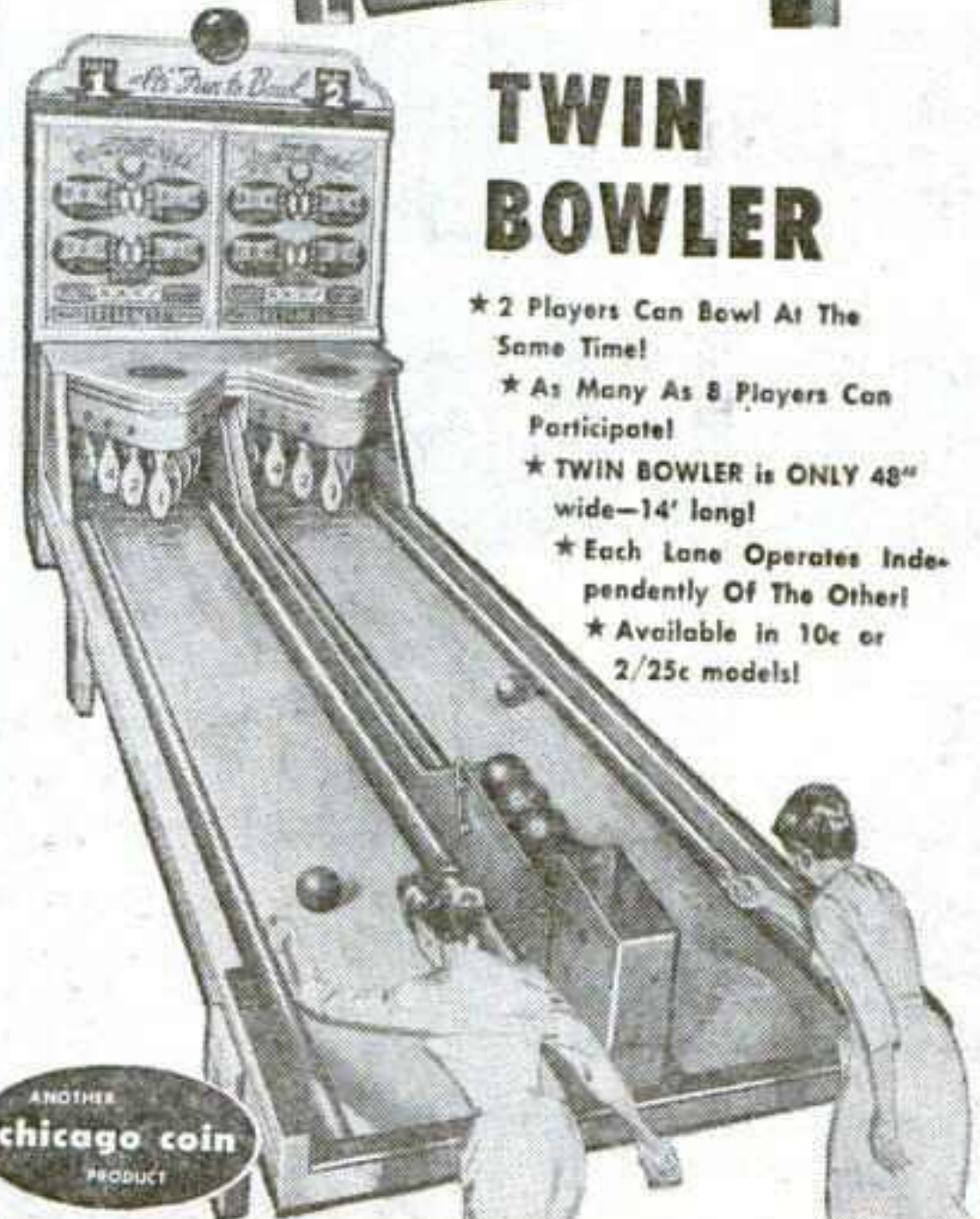
chicago coin's new 8 ft.

DOUBLE FEATURE

PUCK-TYPE BOWLER
FITS EVERY LOCATION !!

- Regulation Scoring — Top Score 300
- Flash-o-Matic High Scoring — Top Score 9600
- Plus . . . Adjustable to Mystery High Scoring On Strikes and Spares

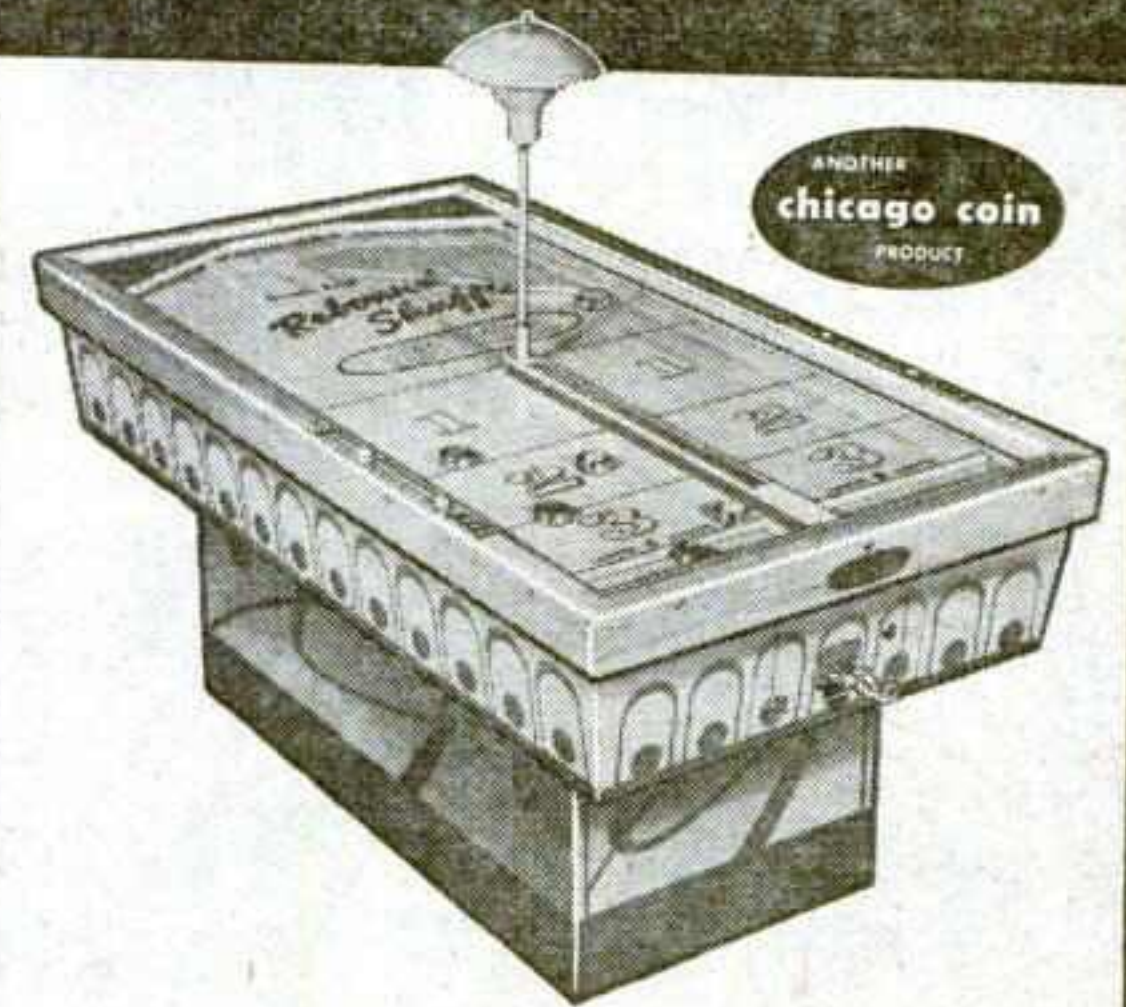
ANOTHER **chicago coin** PRODUCT



TWIN BOWLER

- * 2 Players Can Bowl At The Same Time!
- * As Many As 8 Players Can Participate!
- * TWIN BOWLER is ONLY 48" wide—14' long!
- * Each Lane Operates Independently Of The Other!
- * Available in 10c or 2/25c models!

ANOTHER **chicago coin** PRODUCT



ANOTHER **chicago coin** PRODUCT

REBOUND SHUFFLE

- A Compact 2 Player Game . . . Team Play for 4 or 6 Players!
- Adjustable to 4-6 or 8 Frames!
- Front End Play! Game is only 3' x 6' Yet Features a 12' Playfield!
- Formica Playfield . . . Cheat-Proof Barrier Pins!
- Twin 10c Coin Chute!

YEAR END CLEARANCE!

- RIDES**
- Bally Space Ships \$165.00
 - Bally Speed Boats 195.00
 - King Hot Rod (Auto) 100.00
 - Lane Merry-Go-Round 250.00
- ARCADE**
- Bally Super Bowler \$175.00
 - Chicago Coin Croquet 135.00
 - Exhibit Dale Gun 25.00
 - Exhibit Ringer Ball 50.00
 - Exhibit Shooting Gallery 50.00
 - Exhibit Star Shooting Gallery 75.00
 - Genco 2-Pl. Basketball 125.00
 - Genco Sky Gunner 75.00
 - Genco Hi-Fly Baseball 150.00
 - Kaye 6' Hockey 275.00
 - Williams Four Bagger 225.00

KING-PIN EQUIPMENT COMPANY
826 Mills St., Kalamazoo, Mich.
7624 Fenkell, Detroit, Mich.

Chicago Dynamic Industries, Inc.
1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

OLD FAVORITE
IN-LINE
SCORES

PLUS NEW
"OUT-O'-LINE"
SCORES



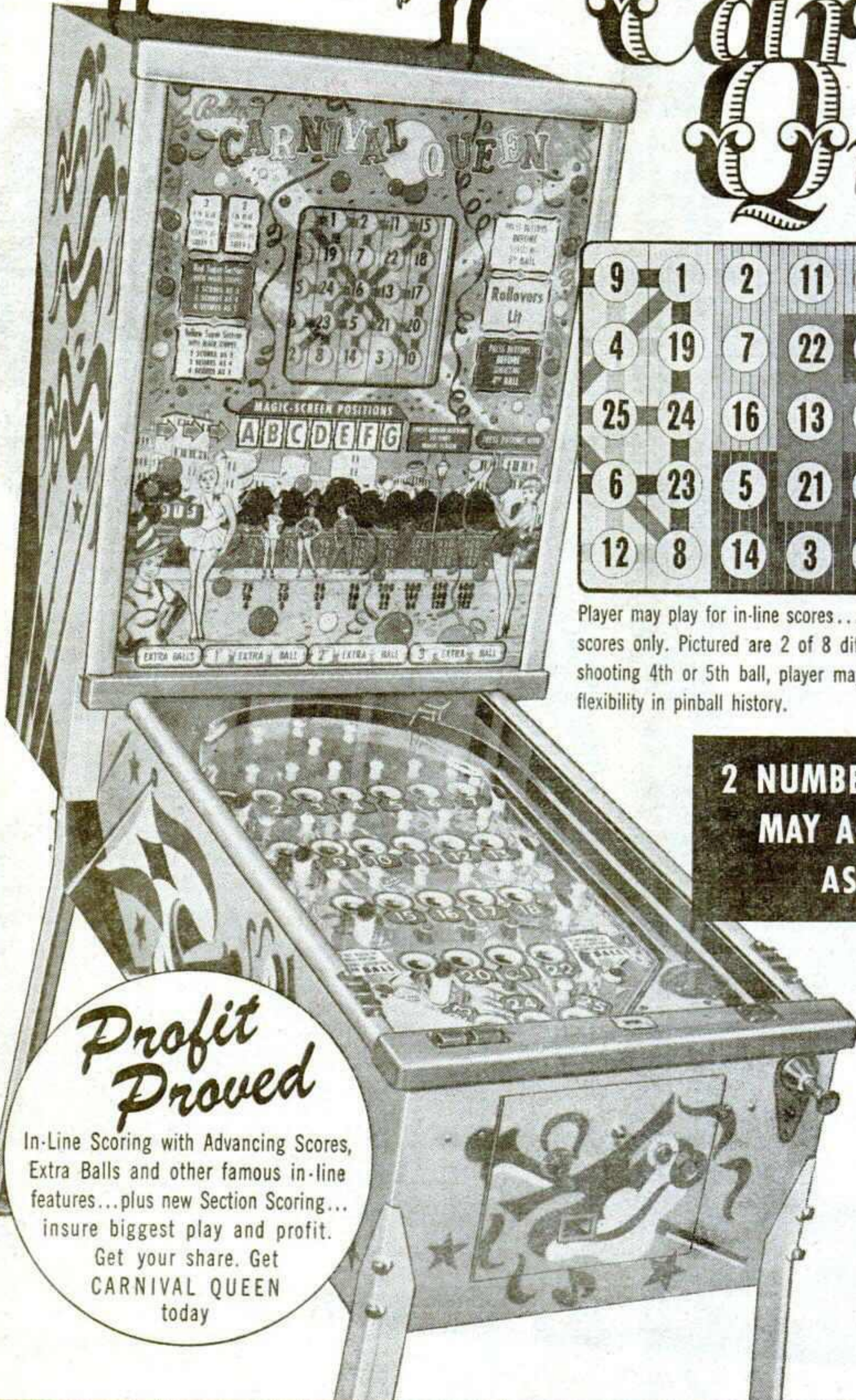
See Sensational New

SECTION

SCORING

IN *Bally*

Carnival Queen



9	1	2	11	15	9	1	2	11	15
4	19	7	22	18	4	19	7	22	18
25	24	16	13	17	25	24	16	13	17
6	23	5	21	20	6	23	5	21	20
12	8	14	3	10	12	8	14	3	10

Player may play for in-line scores... combination in-line and section scores... or section scores only. Pictured are 2 of 8 different card patterns that player may select. Before shooting 4th or 5th ball, player may shift patterns back and forth for greatest scoring flexibility in pinball history.

**2 NUMBERS IN A SECTION
MAY ACTUALLY SCORE
AS 5-IN-LINE**

Profit Proved

In-Line Scoring with Advancing Scores, Extra Balls and other famous in-line features... plus new Section Scoring... insure biggest play and profit. Get your share. Get **CARNIVAL QUEEN** today

- LUCKY ALLEY
- LUCKY SHUFFLE
- STAR SHUFFLE
- SPEED-BOWLER
- WHIZ-BOWLER
- SKILL-PARADE
- SPOOK-GUN
- WESTERN EXPRESS
- MODEL T
- SPEED QUEEN
- THE CHAMPION
- TOONERVILLE TROLLEY

See your distributor... or write **BALLY MANUFACTURING COMPANY** • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

2

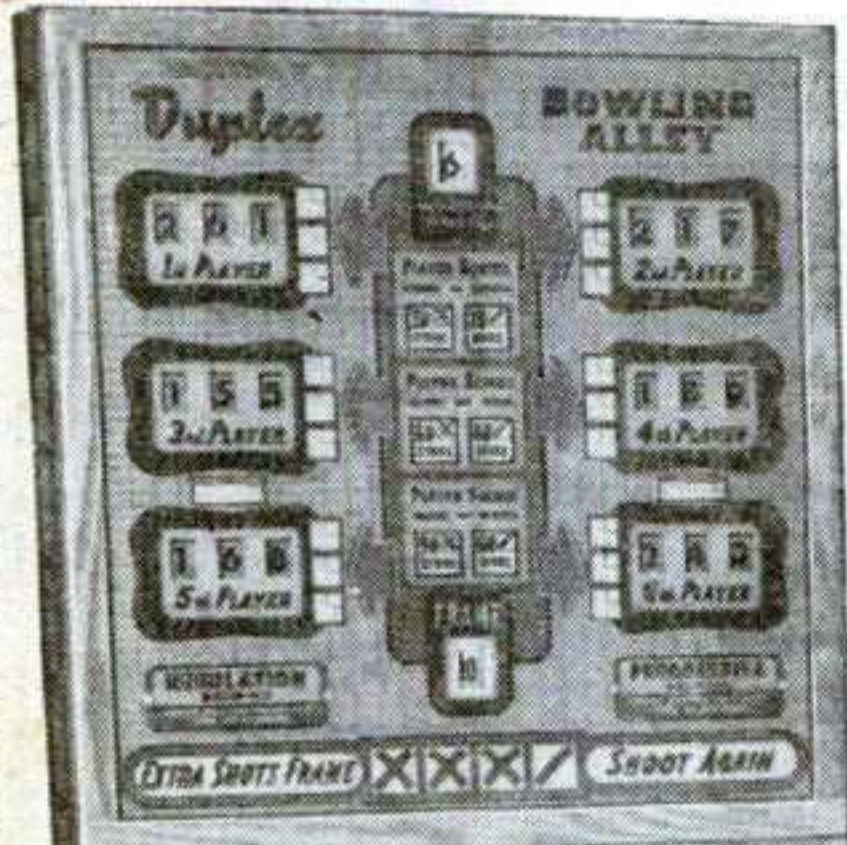
Games for the Price of

1

UNITED'S

DUPLEX

BOWLING ALLEY



with **DOUBLE-APPEAL**

Regulation Bowling Scoring

(TOP SCORE 300)

OR

Progressive Scoring

(TOP SCORE 990)

PLAYERS SIMPLY PRESS BUTTON FOR CHOICE OF SCORING



4 SIZES

13 FT. LONG

16 FT. LONG

Expandable with 4-ft. Sections

to

17 FT. LONG

20 FT. LONG

2 FOR 25¢ PLAY

Special CREDIT UNIT accepts up to 20 quarters at one time for future play

Also obtainable as one game for 25¢

Easily convertible to 10¢ play

SEE YOUR UNITED DISTRIBUTOR TO SEE

★ **SAY RAYOR**

★ **NIAGARA** SHUFFLE ALLEY

★ **CYCLONE** SHUFFLE ALLEY



UNITED MANUFACTURING COMPANY

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Fast, Quiet Operation—1 to 6 Can Play

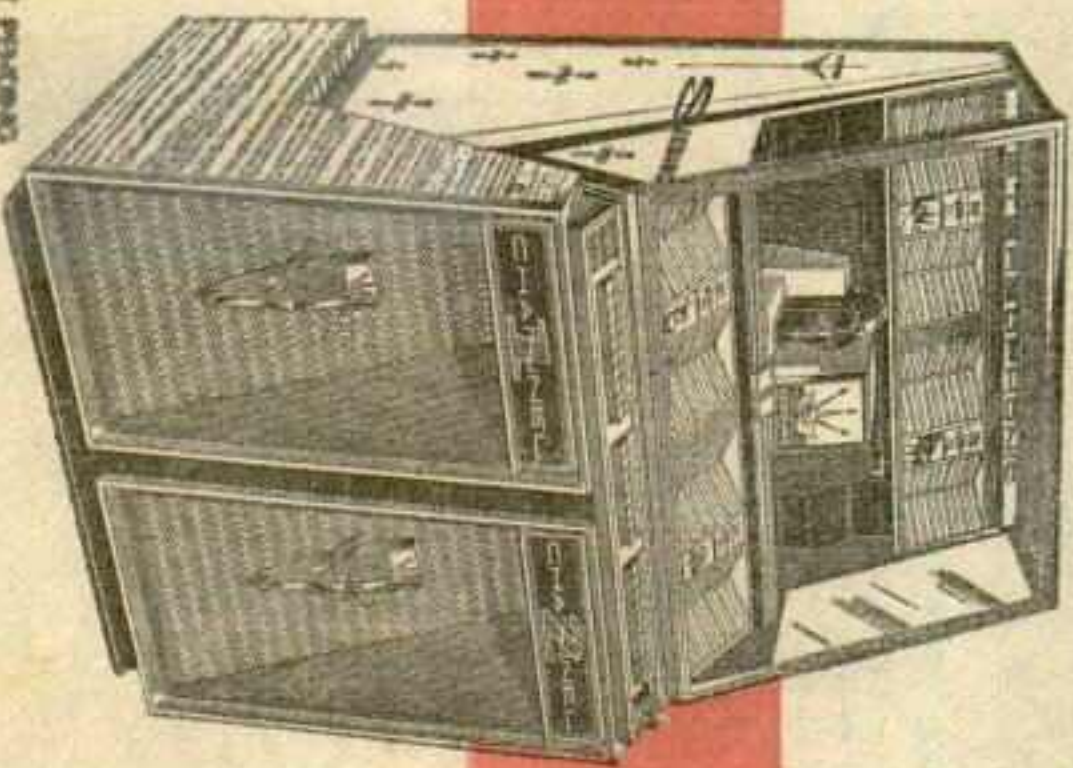
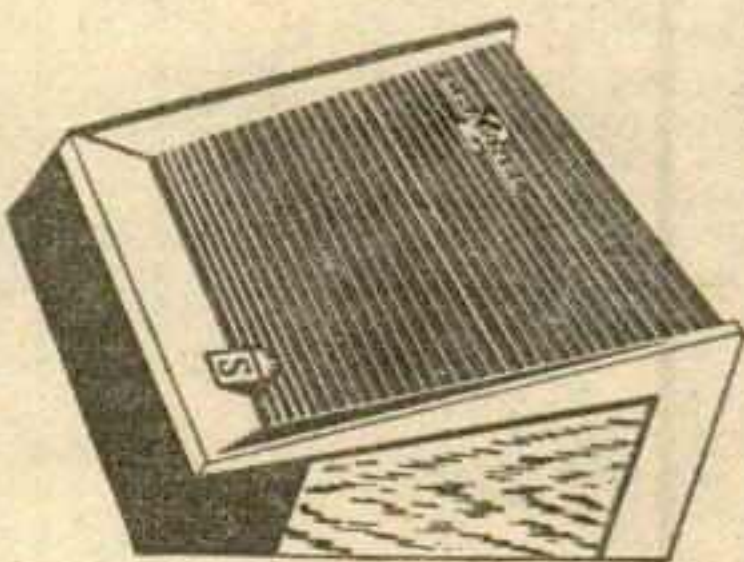
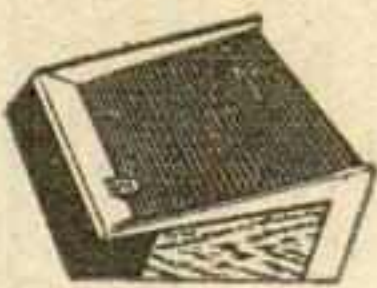
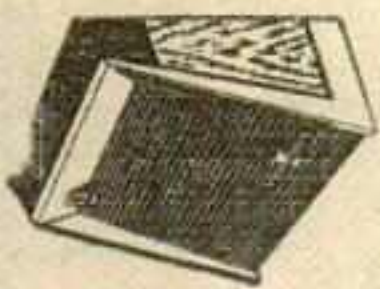
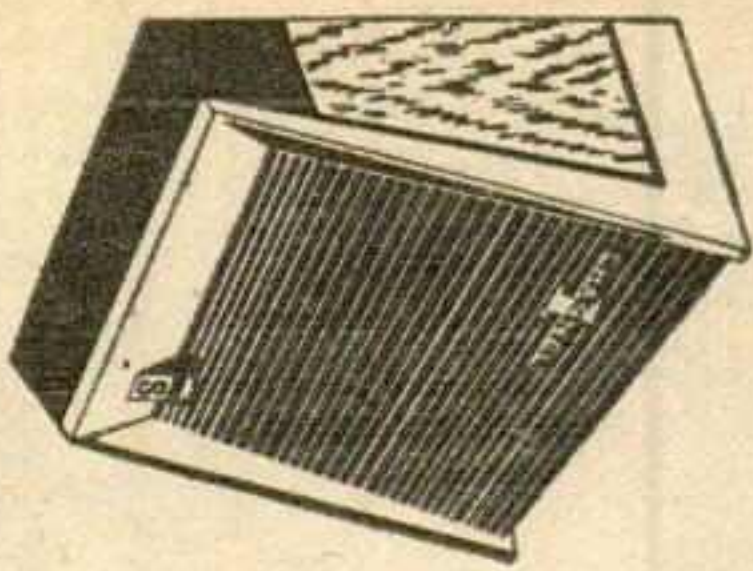
Big 4½ inch Composition Ball

Drop Chute Coin Mechanism with NATIONAL REJECTOR

TWO GAMES IN ONE STANDARD WIDTH MEANS READY LOCATION ACCEPTANCE

SEEBURG TWIN STEREO SPEAKERS

**BRING THE TRUE REALISM
OF STEREO TO EVERY SPOT
IN THE LOCATION**



SEEBURG STEREO IS COMPLETELY INTEGRATED!

The sensational Seeburg Two-Channel System is stereo all the way—from the pickup, through the dual amplifier to the newly developed twin stereo speakers. It's completely integrated to give every listener, wherever seated in a location, the impression of being present at a "live" performance of the recording musicians. It's completely flexible to satisfy the requirements of every location regardless of size.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1907
THE SEEBURG CORPORATION
Chicago 22, Illinois

*America's Finest and Most
Complete Music Systems*

DESIGN PATENT PENDING