

Albums
Singles

The Billboard

PRICE:
35 CENTS

DECEMBER 8, 1958 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Road to Hitville Still Wide Open

'Hot 100' Emphasis on Wide Variety in Tunes, Types & Origins

By HOWIE COOK

NEW YORK — A scanning of the top 15 tunes on The Billboard's Hot 100 chart shows numbers of vastly different nature and origin, indicating that the road to Hitville is still a wide open path. Included are rockaballads, rockabillys and instrumentals.

"To Know Him Is to Love Him" by the Teddy Bears is adapted from an old gospel, "To Know Jesus Is to Love Jesus." "Tom Dooley" is an almost century-old folk favorite that has been given an exciting new twist by the Kingston Trio, who struck pay dirt with their first disk offering.

"It's Only Make Believe" is a rockaballad, one of the most recorded types of pop tunes this year. "Beep Beep" was originally a part of the Playmates' night club routine. It's hardly a danceable side, but the kids took to it immediately.

Elvis Presley, who invariably reaches the top 10 with each new waxing, is scoring with a two-sided hit of contrasting nature. "One Night" is a rhythmic ballad-type. "I Got Stung" is in the rockabilly vein.

"Problems" by the Everly Brothers, who are also consistent scorers, is also in the rockabilly groove. "Lonesome Town" by Ricky Nelson is a change in type of material for the singer. Nelson, who's had a string of hits this year, is registering strongly with a somber ballad-with-beat.

Swing Throwback

"Topsy II" is direct from the swing era, and the success of Cozy Cole's hit has paved the way for several other swing-styled instrumentals which are climbing up the charts. "Queen of the Hop" by Abby Darin is a real rocker.

"Smoke Gets in Your Eyes" has long been a standard, but the

Foreign Wax On Upbeat

NEW YORK—There have been many more hits by foreign writers this year than in several past seasons. Several of the biggest tunes this year were either imports or clefted by foreign composers.

Domenico Modugno, an Italian, clefted "Volare." "Patricia" was penned by Perez Prado of Cuba. "Why Don't They Understand" was written by Jack Fishman and Joe Henderson of Great Britain. Michele Galdiere and P. G. Redi of Milan, Italy, had several waxings of their international standard, "Non Dimenticar," this year. "The Day the Rains Came" is the product of two French writers, Sigmund and Becaud.

DISKERIES VIE FOR TIE-UP PROMOT'N DEALS

NEW YORK — The disk field seemed bent on effecting novel tie-in promotion deals this week, with at least four examples of this aspect of promotion coming immediately to mind.

M-G-M Pictures has blueprinted a joint promotion with Bosco Chocolate Syrup on its new "Tom Thumb" pic. Spots featuring the pic's star, Russ Tamblyn, will be aired on 111 TV shows in 60 cities. A premium disk, featuring Tamblyn singing "Tom Thumb's Tune" will be offered over the air on the tie-up.

United Artists Records has worked out a special promotion stunt with the W. A. Shaeffer Pen Company for its TV cast disk of "The Gift of the Magi," which has a score by Dick Adler. Shaeffer is sponsoring the CBS-TV telecast Tuesday (9). Shaeffer sales personnel are getting slicks of the album cover and the firm's 40,000 retail outlets will promote the album's gift value.

On the other hand, United Artists Corporation and Columbia Records are tying up on a \$1,000 sales contest on Vic Damone's waxing of the title tune from the studio's new flick, "Separate Tables." (See separate story this issue.) Columbia Records, meanwhile, continues its successful Carnation Milk tie-in deal offering an EP of Duke Ellington and Mahalia Jackson for 50 cents plus three Carnation Milk labels.

smooth new treatment accorded the pretty tune by the Platters has revived it strongly. "It's All in the Game" has served to bring Tommy Edwards back in a big way. The disk is somewhat unique in that it's the second time that Edwards made it with the same tune. (He had a hit with it five years ago.)

"I Got a Feeling" on the flip of "Lonesome Town," by Ricky Nelson and "Chantilly Lace" by Big Bopper, a deejay turned warbler, are fast-moving sides. "A Lover's Question" by Clyde McPhatter is his biggest in recent tries.

Some of the tunes are by groups or artists who are happening for the first time; others are by well-established disk personalities. Some are by artists who have been dormant for quite a spell.

Wide Range

A further scanning of some of the current pop favorites list even further emphasizes the wide range and differences between the types of hit tunes. "Patricia" renewed the cha cha fad, and the present Hot 100 chart includes two versions of "I Want to Be Happy," another standard in cha cha tempo and "Tea for Two Cha Cha," still another evergreen that has been given new life via a Latin approach.

"That Old Black Magic," originally introduced as a beguine, is undergoing a current revival—one of its many in the past few years. For a long while it was associated with Billy Daniels. Sinatra gave it a compelling treatment a few sea-

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Disk Dealers Burn At New Discount Tactics of Chains

Sale of Discontinued Items as Traffic Builders Kills Values

By REN GREVATT

NEW YORK — New practices being employed by discount houses, now coming to light, are being savagely attacked by numerous record dealers. Dealers who are most vocal against alleged "grossly unfair tactics" include numerous retailers who are actually discounters in their own right.

Those now bearing the brunt of the assault are large department store types of discount operations which feature records as a sideline and a traffic builder. These are the firms, according to strictly disk and audio equipment dealers, who can afford to actually sell records at a loss just to get people into their stores.

Dealers Burned Up

One practice in particular is being singled out for the bitterest of barbs. This involves the advertising of LP's from major companies at "suicidally" low prices like \$1.98, \$1.49 and even 99 cents. What burns many dealers is the fact that upon inspection these records turn out to be discontinued items from the various labels in question. Sam Goody, himself a noted discounter, said this week: "This situation is getting completely ridiculous. They are simply destroying the value of an established and respected line when

they do that. We have customers who ask for a record on say London or Victor or Columbia. We tell them the price and they laugh at us. They say they can get records from that label from another store a few blocks away for a dollar or more less.

"The truth is that they can't at all. They can get the discontinued items only. But the average customer doesn't know the difference and in many cases doesn't care."

Manufacturers Blamed

Other dealers and some distributors have laid the blame at the door of the manufacturer. One observer stated: "The record companies can't bring themselves to take the records out of circulation. So they take whatever they can get by selling them off to the graveyard boys for a ridiculously low price. In many cases these are sold with the understanding that they'll be used for premium purposes only. The fact is that the graveyard operators in turn sell them off to these cut-throat discounters at a few cents profit each."

Another dealer pointed out an ironical element of the situation. "What the record manufacturers haven't stopped to think about is how these records can come back to haunt them. It's no secret that a lot of dealers would buy off this kind of stuff from those swinging graveyard lads for the kind of prices they offer. Then the dealer having paid, let's say, a dollar or maybe less for a 12-inch LP will eventually send it back on his 100 per cent exchange deal, and get

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NEWS OF THE WEEK

SORD Suggests New Ground Rules For Coexistence of Stores, Clubs . . .

The Society of Record Dealers of America has outlined suggested steps for the guidance of record companies in making disk clubs compatible with regard to dealer operations. SORD suggests disks be withheld from club offers till dealers have had a chance to milk them of greatest potential. . . . Page 2

AFM's Band Contest in Full Swing With Finals Slated Easter Week . . .

American Federation of Musicians' band contest is in full swing. Ten regions set up, covering United States, Canada and Puerto Rico, for regional contests. Finals to be held approximately Easter Week in New York. Many facets of record and music industry co-operate. . . . Page 3

Big Pop Disk Hits Followed By Increasing Number of Bombs . . .

Startling aspect of pop singles record business is the inability of many artists this year to follow up a smash hit with even a so-so seller. The road to obscurity often follows a big disk hit. . . . Page 2

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Buyers Sit on Pocketbooks?

NEW YORK — Dealers have agreed almost universally lately that something has gone wrong with the business. There has been little accord, however, on the reasons why this has been so. Now, various retailers in markets deeply afflicted by discounting have come up with a new explanation.

"The low prices are scaring them away," said one merchant, reached for comment this week. "The discounting situation here has reached the point where people are getting downright greedy—greedy for more savings. They go into a store today and find they can get a record for \$1.98. If they wait a day or a week, they figure they can get it for 49 cents or maybe even a quarter. Who knows where this crazy mess will end?"

The Bigger the Pop Hit The Tougher the Follow-Up

By BOB ROLONTZ

NEW YORK — One of the most startling aspects of the current pop singles business has been the inability of many artists this year to follow up a smash number one hit with even a tepid hit on their next release. In fact, some artists have found that the road to semi-obscurity is quicker after a million seller than after a flop release.

In 1958 Laurie London went back to his native England after

his smash hit "He's Got the Whole World in His Hands." His second release never got off the ground. Domenico Modugno, after the hottest hit of the year with "Volare," hasn't been able to get back on the charts even tho Jubilee, RCA Victor and Decca Records all issued singles by him after his two million smash seller. Sheb Wooley, who came out of the West to record one of the biggest novelties of the year, "The Purple People Eater," slipped badly on his next release and never even hit the charts. Danny and the Juniors have a slightly different story to tell. They did come back with another, tho slighter hit, after their smash "At the Hop," but since that second release they've been a weak act as far as records are concerned. David Seville, who had another smash novelty of the year with "Witch Doctor," also had trouble getting started again after his two million seller. But Seville

has gotten back on the winning track with his new hit record of "The Chipmunk Song."

It is not to be taken for granted that as soon as an artist hits the top he flops on his next release. The Everly Brothers, Pat Boone, Elvis Presley and Rickey Nelson, to name four powers, have all had many number one hits and are still making smashes. And Tommy Edwards has come back with a hit after his "It's All in the Game." But the fact that four or five of 1958's biggest hit-makers could not follow up their one to two million seller with even a medium sized seller, is enough to make one ponder and give a.&r. men gray hairs.

There is a plausible theory advanced for the one - smash - hit boys. This is that the kids who buy records today have few favorites and that few artists have built the type of following that makes the kids buy their every re-

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Epic Names Schicke Nat'l Sales Head

NEW YORK—Charlie Schicke has been named national sales manager of Epic and Okeh Records. Appointment was made by Al Schulman, general manager of Epic and Okeh. Schicke succeeds Walt Hayum, who recently resigned from the label to join another firm. Schicke takes over his new duties immediately.

With Epic since 1954, Schicke has held the posts of merchandise manager, director of classical artists and repertoire and sales manager of classical albums. He will be responsible for the development and direction of merchandising programs for Epic and Okeh district sales managers and distributors.

Jane Friedman has been appointed to the post of classical artists and repertoire succeeding

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Am-Par's Hat In Stereo Singles Ring

NEW YORK — ABC - Paramount Records has jumped into the single stereo record market with the release of eight stereo singles and one stereo EP. Stereo singles were released as a result of a survey ordered by ABC-Paramount head Sam Clark, and carried out by sales chief Larry Newton. Results of their survey was that stereo juke boxes are ready for regular releases of stereo singles right now.

The firm is releasing stereo singles featuring Eydie Gorme, Teddy Randazzo, the DeCastro Sisters, Paul Anka, Ferrante and Teicher and the Keyman. Disks contain the artists latest releases or are from their new albums. The stereo EP contains four sides by Eydie Gorme from her best selling albums.

NEW SALES APPROACH

Apply Party Plan Gimmick to Disks

FLINT, Mich. — A revolutionary plan for selling records, which seemed so simple to its author that "we figured it couldn't possibly work or somebody else would have tried it first," has been undertaken by Library of Records, Inc., operating out of this city and Chicago.

Organizers of the firm are brothers Irving and Robert Stolar. Irving Stolar, who is the kingpin behind the operation, has been successfully engaged in the auto accessory business and readily admits that "at this point I hardly know one record from another."

Party Plan Gimmick

The basic idea for the operation is the well-known Party Plan selling scheme, widely used in the housewares field. In fact, the idea emanated from Robert Stolar who operates in that very field here in housewares and toys. Stolar's problem was to level out the selling curve from what had developed into largely a pre-Christmas business. The record idea was the result, a brainchild of Irving Stolar.

The latter described the idea as particularly interesting since records were both the means and the end. "In other words," said Stolar, "we entertain the assembled party of women by playing the records, then we sell them the records. And the beauty of it is that people will buy far more when they are in a group, than if you were trying to

sell them alone. There's a certain psychology to it that never fails.

"Actually, our idea is a blend of the party plan and methods used by food freezer plans. In the latter case, a piece of equipment is sold on the basis of time payments. Then they get monthly service on frozen food or, in our case, records.

"We feel that this is a fantastic way of introducing stereo. We demonstrate it for them right in the living room, with the newest records. We can clear up their questions at one demonstration in a way that a lot of record dealers would never have the time nor the inclina-

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BMI AWARDS

To Honor Winners At Annual Dinner

NEW YORK — BMI will present Awards of Achievement to 91 writers and 55 music publishers for the success of 57 pop song hits during the past 12 months. The Awards are to be presented at the annual BMI dinner at the Hotel Pierre, New York on Tuesday, December 9. The writers and publishers came from 16 States as well as Canada, Great Britain and Italy.

The list of top tunes according to BMI over the past 12 months are: "Lonesome Town," "Rebel Rouser," "It's Only Make Believe," "One Night," "Twenty Six Miles," "Big Man," "Jennie Lee," "Do You Want to Dance," "Western Movies," "Endless Sleep," "Tequila," "Poor Little Fool," "To Know Him Is to Love Him," "Rockin' Robin," "Purple People Eater," "A Wonderful Time Up There," "Just a Dream," "Sweet Little Sixteen," "Short Shorts," "Beep Beep," "Book of Love," "I Beg of You," "Peggy Sue," "Sugartime," "Looking Back," "Breathless," "Great Balls of Fire," "Fever," "Wear My Ring Around Your Neck," "Lah

SANTA DIGS BELAFONTE

BOSTON — On busy Washington Street here, the Salvation Army Santa Claus is on a new kick. Publisher Johnny Marks' wandering plugger, Doc Berger, passing the spot, tossed in a dollar bill. On his way from one radio station to another, Berger handed Santa a copy of Harry Belafonte's "I Heard the Bells on Christmas Day," a Marks copyright in St. Nicholas Music (ASCAP).

The bewhiskered cat lifted off Bing Crosby's "White Christmas," traditional disk for the Salvation Army street-corner appeals and substituted the new one. Elated, Berger told The Billboard, "They've been playing it ever since."

Pa. Revenue Dept. Sparks Use-Tax Drive

PHILADELPHIA — The State Revenue Department announced thru its office here a drive to collect the 3 per cent use tax on mail-order purchases from out-of-State firms dealing in books, records, cigars, appliances and novelty items.

Department officials said the drive is aimed particularly at the phonograph record clubs which regularly ship these items to Pennsylvania customers without paying the State tax. Book and record club suppliers will be asked to register with the State Revenue Department if they ship into this State and to collect the tax for the State. While a few record clubs have refused to do so, Department officials revealed they are studying possible legal steps to require registration. Drive will also include going after the individual customers as well.

State officials point out that the mail order shipments run into many millions and represent unfair prac-

(Continued on page 14)

Somerset, S-F Double Sales Over 1957

NEW YORK — Joe Martin, vice president and national sales chief for Miller International, stated this week that the sales of Somerset and Stereo-Fidelity Records for the first 10 months of 1958 were more than double the sales of the Somerset label for all of 1957. Somerset is Miller's monaural label, Stereo-Fidelity the newer stereo diskery.

Sales chief Martin noted that sales of the label's disks were going so well that Miller International was pressing at outside plants in addition to its own plant in Media, Pa. Miller International is selling its platters to a number of phonograph manufacturer distributors for demonstration purposes in addition to sales to regular record distributors. Phono distributors ordering the label's product are Webcor, Motorola, Westinghouse, Sylvania, Olympic, V-M, Philco, Dynavox and Sonic.

Martin said that stereo sales were the big boost for the label during 1958. He claimed that Miller International was selling stereo disks at a three-to-one ratio over monaural platters. Firm is supplying distributors with a number of new merchandising aids to dealers. These include wire floor stands, counter merchandisers and cardboard floor stands, plus window display material.

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

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Send Form 3579 to

Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance One year, \$15 in U.S.A., Canada and all foreign countries. Subscribers when requesting change of address, should give old as well as new address. Published weekly Entered as second class matter June 4, 1897 at Post Office, Cincinnati, Ohio under act of March 3, 1879. Copyright 1958 by The Billboard Publishing Company. The Billboard also publishes vend. the monthly magazine of automatic merchandising; one year, \$5 The Billboard International; Funspot, the monthly magazine of amusement management; High Fidelity, the magazine for music listeners, and Audiorcraft, the magazine for the hi-fi hobbyist. Printed by WORLD COLOR PRtg. CO., St. Louis, Mo. Vol. 70 No. 49

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Philco Bids for Own Air Stereo

WASHINGTON — The Philco Corporation has asked the Federal Communications Commission to set up compatible standards for AM stereo broadcasting. The company wants a chance to demonstrate its own system for AM stereo in field tests authorized by the FCC.

Philco says its equipment can bring this "exciting new" stereo service to AM broadcasting at modest cost to broadcaster and receiver, and without any interference to monophonic reception.

Philco owns no AM stations itself, and so would like FCC to permit a co-operative tryout of the Philco compatible system on an experimental basis with an existing AM station. Philco says the double sideband characteristic of the AM signal makes stereo broadcast practical on the service.

Grand Award Doubles Sales; Cites Stereo

NEW YORK — Grand Award Records said this week that the firm had doubled its sales over 1957 in the first 10 months of 1958. Grand Award prexy Enoch Light attributed the great sales increase on the part of Grand Award to the advent of the stereo disk. According to Light, well over 25 per cent of all Grand Award sales are stereo records and the percentage is rising each month.

Light now has a hot single on The Billboard's "Hot 100" chart, the cha-cha version of "I Want to Be Happy," played by Light and His Light Brigade Ork. He also has an album out titled "I Want to Be Happy" which is doing well.

Disk Stars Lure Teens

ALLENTOWN, Pa.—The Hess Brothers' Department Store here has decided to institute a policy of personal appearances of nationally known record artists to help draw teens and their parents. Tests were held at the store in November featuring Jimmy Clayton, Tommy Edwards and the Nu Tornados. All three of the acts pulled huge crowds, according to Max Hess, president of the store. Gene Kaye, WHOL deejay here, emceed the shows. Hess said that free shows for teens, featuring top record stars and groups, will be a regular feature throughout the coming year.

WB Brass Skeds First Overall District Meet

HOLLYWOOD — Warner Bros. Records will hold its first meeting of distributors here on December 19. The new label will bring to the coast all of its 32 distributors and their sales managers plus its own eastern exec forces. All-day sessions will be held at the label's headquarters on the Warner lot in Burbank.

Conclave will provide the initial opportunity for the new firm's execs to discuss policies, new product and plans with all its sales reps at a single meeting. It will also allow the newly organized sales distrib force to get its first glimpse of the label's headquarters.

Following the all-day meeting, WB has scheduled a cocktail party,

ERTEGUN SWAPS ROAR FOR PURR

NEW YORK — Neshut Ertegun, widely known lecturer, writer, bon vivant and jazz a.&r. man for Atlantic Records, has traded his beloved like-new Jaguar for a like-new Rolls Royce. And that is the way a legend ends, not with the roar of the Jaguar exhaust but with the soft purr of the Rolls engine.

BUYERS PLAY

'String Along With Mitch'

CLEVELAND — An LP was selling like a single here, as the result of a three-way promotion by deejay Bill Randle, WERE; Mitch Miller and one of Randle's sponsors, Higbee's, Cleveland's largest department store.

When Miller made a special appearance on Randle's Sunday afternoon show (November 30), the jock played all three "Sing Along With Mitch" LP's and listeners were asked to telephone the station for C.O.D. or charge-account orders of the albums. During the show, Miller conducted a group of 50 youngsters from Paramadale Children's Home, who sang along with his albums.

At the end of the day, Higbee's had chalked up 2,390 telephone orders — an average of nearly 500 orders per hour and a total dollarwise of \$8,000. By Tuesday afternoon, Higbee's had another 1,000 Miller LP's as "a direct result of the promotion."

Penny Dealers Set For Cut-Rate Fight

PHILADELPHIA — With Sam Goody invading the local record mart on the heels of heavy record discounting on the part of Korvette's, Bargain City, U. S. A., Peerless Store, the five-and-dimes and the department stores vying for the record purchaser's dollar, the Association of Record Dealers of Pennsylvania will launch an all-out legislative campaign for the passage of Fair Trade bills in the next session of U. S. Congress.

Jack Jolles, president of the retailers group, said that the campaign will be in the form of a letter-writing crusade to be carried on by the 309 key record dealers

PITCH FOR LIVE MUSIC

AFM 'New-Band-of-Year' Project In Full Swing; Local Briefed

NEW YORK — The Band Contest being conducted on a national scale by the American Federation of Musicians to find the top new ork of the year is now in full swing. The AFM has set up a Live Music Promotions Committee in New York to help locals across the country with promotion and organization ideas, and Decca Records has okayed recording the winning band after it is chosen about Eastertime, 1959.

Object of the top band of the year search is to help promote live music and the revival of the dance band business. In addition to the

search for the top band the Federation is also working on another project called the Congress of Strings, which will provide scholarship instruction for talented young string instrumentalists.

Since the band to be selected as best will emerge via regional auditions topped by a playoff at Eastertime, the key to the success of the band contest will be the activity of the locals of the AFM in discovering new local orks. An order to spur their progress in this regard the Federation is sending out a kit titled "Information and Service Kit for the Best New Band

of 1959 and the Congress of Strings." It contains an instruction booklet on how to organize at the community level, with all the basic steps to follow on this live music promotion. The booklet includes headings titled "Know Your Projects," "Form Your Advisory Committees," "Inform Your Public," "Complete Your Search," "Select Your Best Band of the Year," "Select Your Congress of Strings Winners."

With the instruction booklet there are sample radio scripts, background material for editorial writers, a suggested letter to enlist members for the local advisory committee, a list of the criteria for accepting entrants, official contest entry blanks, and finally, official contest judging blanks. In the criteria for accepting entrants there is a note that "established dance bands which customarily travel coast-to-coast and which in the opinion of the committee are so-called 'name' bands are excluded."

The deadline for accepting applications for the best band contest is January 15. The community contest to determine the winning local band must be held on or before February 7.

The information and service kit also contains a letter from AFM prexy Herman Kenin, whose baby the live music project is. In this letter he urges every local to give immediate consideration to the contest and start participating. He notes that "Like every other product or service offered for sale, live music must be promoted in the marketplace of public appreciation and acceptance. . . . Our success will depend on the grass roots effort."
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SORD Calls for New Curbs on Disk Clubs

Query Major Diskeries on Reforms to Give Independent Dealer Even Break

DALLAS — New ground rules for the operation of record clubs without damage to the independent retailer, have been called for by the Society of Record Dealers of America. The pronouncement came about as a result of what SORD called "requests from responsible authorities in the major companies as to 'what we can do in the way of policy which will benefit the dealers'."

The Society directed its answers to these queries to "the three man-

ufacturers who are operating clubs at prices to the consumer comparable to prices paid for the merchandise by dealers."

"If these manufacturers have the good of the dealer at heart as we have been told," said SORD prexy Charles L. Simmons, "let them prove it by not putting any record in the club for at least six months to one year, until the dealer has had a chance to milk that record for all that it is worth. Also, let the manufacturers lower the cost to the dealer of every record added to the club so the dealer can sell that merchandise at a fair profit and compete in price with the club."

"We have been told by one of the majors who operates a record club," Simmons continued, "that with proper control clubs can be of definite benefit to the independent dealer. No dealer in his right mind"
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Mathis Knocks Aussies Dead

SYDNEY — Johnny Mathis set a flock of new box office records wherever he played in Australia on his recent two week trip to this country. According to Bill Watson, managing director of Headliner's, Ltd., who booked the tour in both Melbourne and Sydney, more than 5,000 fans stood in line to get in at every performance of the singer at concert halls in both cities. Police reserves had to be called out to maintain order. Mathis' gross in this city for one week reportedly passed the \$250,000 mark.

Garner Holds SRO Pattern

NEW YORK — Erroll Garner continued his winning ways this month on the Sol Hurok concert circuit with a 2,400 sellout crowd at his December 2 concert at the University of Vermont in Burlington, Vt., and with a huge crowd at his Hartford concert last Saturday (6). He is also sold clean for his concert with the Manchester Jazz Society in Manchester, N. H. Garner will lay out of concert dates now until February. He will play one out-of-season date on January 17 at Boston Symphony Hall.

Oberstein to Debut \$2.49 Stereo Line

NEW YORK — Eli Oberstein will bring out next week a line of stereo records to list for \$2.49 each. The records are the Rondo-lette stereo disks, companion records to Oberstein's \$1.98 Rondo-lette monaural line. According to the colorful a.&r. exec, the Rondo-lette stereo items will be packaged in a polyethylene bag and will have four-color covers.

The disks are being released to be marketed in food, drug and variety chains and as a special promotion line for department stores and record shops. Initial stereo release consists of 10 albums, including show scores, Latin music, semi-classical items, waltzes, jazz concert music, classical and special sound effect LP's. Oberstein also vends another line, Rondo Records, which lists monaural disks at \$3.98 and stereo LP's at \$4.98.

CRDC Shuffles Branch Execs

HOLLYWOOD — Marvin Sanderson was named Capitol Records Distributing Corporation's Des Moines branch sales manager. He had been a sales rep at CRDC's Minneapolis branch.

Donald La Benda was appointed operations manager of CRDC's Buffalo branch. He moves from the Los Angeles branch where he served as assistant operations manager since September. Prior to joining Cap's ranks, he was an administrative assistant with the Ford Motor Company.

in the Eastern Pennsylvania area. The plan is to literally bombard the U. S. Congressmen representing their respective districts with letters urging the passage of Fair Trade bills to protect their business. The Association represents more than 300 retail record dealers in the State.

Pointing to the importance of immediate legislative relief, Jolles revealed that of the 40 record stores mostly in local neighborhoods and in small towns, that have folded—30 of them folded since the beginning of this year.

Little Fellow Sunk
"The discount houses and the record clubs are selling records at cost and even less," Jolles declared. "The little fellow doesn't stand a chance. The only thing that could save us would be a Fair Trade law. That came up for renewal in Congress and they let it die."

The rapid spread of the big-time, price-slashing, heavily advertised competition has spelled doom for many of the smaller dealers, Jolles added. "I've seen businesses that were worth \$20,000 as recently as 18 months ago, that are not worth one-tenth of that today," he declared. "There doesn't seem to be much we can do about it unless we can get a Fair Trade Law."

However, Jolles declared that the association membership isn't sitting by until such relief comes from federal legislation. The association has named the Harry Bortnick Advertising Agency as its advertising and promotional counsel.

Ambitious Plans
Harry Bortnick, agency head
(Continued on page 6)

dinner and entertainment for the wind-up of the sessions.

In addition to the distributors, meeting will be attended by the label's five district sales managers, its field promotion men and its New York exec staff. Latter will include Hal Cook, veepee in charge of sales; George Avakian, in charge of eastern artist-repertoire; operations manager Irving Iserson; his assistant, Monroe Glasberg; Peter Sutro, administrative assistant to Hal Cook; manager of promotion services Harry Anger; Headquarter execs greeting visitors will include prexy Jim Cookling, merchandising chief Joel Friedman, Herb Hendler and Norm Goodman.

HOT 100 ADDS 14

NEW YORK — A total of 14 new sides appear for the first time this week on The Billboard's Hot 100 Chart. They are:

57. My Happiness—Connie Francis, M-G-M.
61. Peek-A-Boo—The Cadillacs, Josie.
64. Big Bopper's Wedding—Big Bopper, Mercury.
69. Manhattan Spiritual—Reg Owen Ork, Palette.
80. Come Prima—Tony Dalardo, Mercury.
83. The Diary—Neil Sedaka, RCA Victor.
86. The World Outside—Roger Williams, Kapp.
90. Diamond Ring—Jerry Wallace, Challenge.
91. The Fool and the Angel—Bobby Helms, Decca.
93. I Cried a Tear—La Vern Baker, Atlantic.
94. Stagger Lee—Lloyd Price, ABC-Paramount.
95. Billy Bayou—Jim Reeves, RCA Victor.
98. Dance With the Teacher—The Olympics, Demon.
99. Don't You Know, Yockomo—Huey (Piano) Smith, Ace.

ASCAP-Radio Views 'Hopelessly Apart'

NEW YORK—Virtually no progress was made this week during a two-day meeting held between officials of the American Society of Composers, Authors and Publishers and representative of the All-Industry Radio License Committee. The discussions were aimed at developing terms of a new radio licensing agreement for the use of ASCAP music.

Robert T. Mason, chairman of the Radio group, noting that discussions had been broken off, asserted that "our views were so hopelessly apart that no useful purpose would be served by further meetings."

The Committee had sought a lowering of the commercial fee, elimination of the sustaining fee, the granting of substantial talent deductions, and a per-program license which would enable stations to make a genuine economic choice between a blanket and a per-program license.

ASCAP took the position that it would make no financial concessions and that if the industry desired a rate reduction it would have to seek it in proceedings brought

in accordance with the ASCAP 1950 consent decree.

Station reps declined direct comment on what might be the next step. It was announced, however, that the All-Industry Committee would caucus here Wednesday (10) to discuss its position in light of the break-off of negotiations and plot its next moves.

Meanwhile, meeting also took place between ASCAP and reps of the four major radio networks this week. A spokesman for the networks indicated that the position of ASCAP was not to offer "much in the way of concessions." He also indicated that "we're certainly not asking them to increase the rates," when queried as to the networks' demands in the talks. These meetings, however, have not been broken off. The spokesman opined that "We at the network are going to have to go into further analysis of our own status. I expect it will be up to us to get back to ASCAP and set up another meeting."

Navara Tune Suit Gets Day in Court

NEW YORK — A \$1,000,000 suit, lodged several years ago by Leon Navara, a clefper and musician, claiming "song piracy" against M. Witmark Music, Warner Bros. Pictures, Ned Washington and Dmitri Tiomkin, came to trial here this week before a jury and Justice Thomas Aurelio of the State Supreme Court. The suit involves the song "The High and the Mighty."

Navara claims that in 1949, he wrote a melody with lyrics contributed by Ned Washington to a song called "Enchanted Cello." At the time, he claims, the song was submitted to Witmark but was not accepted, at which time, it is al-

(Continued on page 14)

Sets New Air Opera Series

NEW YORK — "The Intimate Side of Opera," is the title of a new series of 13 half-hour radio programs being made available to stations by Rita Anella, Inc. Each show deals with the intimate side-lights of a specific operatic artist and features various recordings of the performer in different roles. Each program contains a "narration" record and one of the commercial disks of the artist in question, plus a script for cueing in bands of the vocal disk. The shows focus on such artists as Robert Merrill, Jan Peerce, Zinka Milanov, Licia Albanese, Ferruccio Tagliavini, Roberta Peters, Leonard Warren, Rosa Ponselle, Ezio Pinza, Victoria De Los Angeles, Guiseppe De Luca, Bidu Sayao and Enrico Caruso.

NAB PROJECTS 'BROADCAST HALL OF FAME'

WASHINGTON—A Broadcast Hall of Fame, to acquaint the public with the "dramatic history of broadcasting in the U. S." is the goal of National Association of Broadcasters. An advisory committee of NAB last week (2) voted to raise a minimum of \$10,000 in "seed money" to get the project rolling.

The plans to honor radio and TV pioneers will include a museum and a library to preserve historic broadcasting material. The Hall of Fame will eventually become an all-industry project, but NAB is co-ordinating the starting activities.

John F. Patt, WJR, Detroit, chairman of the special advisory committee, said contributions are welcome from all interested to launch this project "which can mean so much to broadcasters and the public."

Other members of the committee, pioneers with a total service of 166 years in broadcasting, include: Joseph Baudino, WBC; Merrill Lindsay, WSOY, Decatur, Ill.; Paul Morency, WTIC, Hartford, Conn., and Fred Weber, WSTV, Steubenville, O.

Donaldson Firm Sues BVC Music

NEW YORK—A suit involving the renewal rights to eight songs of the late clefper Walter Donaldson has been filed in U. S. District Court here by Donaldson Publishing Company, against Bregman, Vocco & Cohn Music, Inc. The BVC interests were served this week with the complaint.

The suit alleges that BVC is wrongfully infringing on eight of the Donaldson tunes. Originally, all of the tunes were registered for copyright on May 28, 1928, in the firm of Donaldson, Douglas and Gumpel, Inc. This firm changed its name to the BVC tag during the intervening years and now claims

(Continued on page 14)

Cap Names Camp To New Exec Slot

HOLLYWOOD — Robert Camp was named executive staff assistant to J. K. (Mike) Maitland, Capitol Records, Inc.'s newly elected sales merchandising veepee. Camp moves from the post of assistant to director of sales. He joined Capitol Records Distributing Corporation's San Francisco branch 12 years ago as salesman. He became the branch's sales manager in 1951 and was appointed Los Angeles branch manager three years later. In 1955 he was promoted to Western area district sales manager.

Dot Pacts Ivory Joe

HOLLYWOOD — Dot Records last week signed pianist-vocalist-songwriter Ivory Joe Hunter to a recording pact. Tom Mack, Dot's veepee in charge of albums, is currently recording him for an album featuring a large ork background. Package will embrace several Hunter originals.

Also added to Dot's artists roster was the Treniers. First release for Dot is a single backing "When Your Hair has Turned to Silver" with "Never, Never."

NIGHT CLUB-VAUDE REVIEWS

Rodgers Saga Charms at Pierre

A musical evening which captures a segment of the glory of the American musical theater is being served up at the Cotillion Room of the Hotel Pierre. New show, "An Evening With Richard Rodgers," debuted Tuesday (2) to a packed house and was an all-out success. Mimi Benzell, of operatic fame; Wilbur Evans, who played the London lead in "South Pacific" for two years, and Bill Tabbert, the original Joe Cable of the Broadway "South Pacific," delivered solo and medley vocals from the Rodgers repertoire—going back to the composer's shows with Lorenz Hart as well as his later work with Oscar Hammerstein II. The performances were loaded with charm.

Adding measurably to the quality of the evening was the narrative written by David Gregory, which, without obtruding on the music, gave continuity to the Rodgers saga. This production concept of Stanley Melba's would seem a bright idea in that the format makes possible—sans expensive production—the revival of some of the brightest periods of musical Americana.

Paul Ackerman.

OPERA-CONCERT REVIEWS

Bucci Operas Cue Wax Potential

Fast rising classical composer Mark Bucci has a virtuoso field day at the Theater Marquee in New York where his three short operas are being presented under the title "Triad." He gets a chance to show off his deft composing style, which is in the modern classical idiom, with opera buffa ("The Dress") a dramatic effort ("Tale for a Deaf Ear") and what might be called opera spoofa ("Sweet Betsy From Pike") which gives him a chance to effectively spoof Western legend. This last is undoubtedly Bucci's most interesting and at times brilliant short opera of the three.

Bucci's music is well served by the cast assembled to sing his works at the small off Broadway theater. Perhaps the most impressive performer in the cast is Anita Darian, who in her performance as "Sweet Betsy," displays not only a lovely voice but a wonderful comedy sense. Muriel Birkhead, Bruce McKay, Dan Resin and Travis Hudson also come over strongly. All in all it's a most enjoyable evening of music, and it should have a long and successful run. It might pay a record label to wax the three operas as well, since they would just fit an LP record.

Bob Rolontz.

THEATER REVIEWS

'Drum' Debuts for Healthy Run

Respectful reviews from the New York critics greeted the slick new Rodgers and Hammerstein musical, "Flower Drum Song," which is assured of a healthy run without printed superlatives. The 17-song score includes a mild rocker and cha cha, perhaps as a concession to the pop market, and some of Richard Rodgers' prettiest ballading. If the tunes don't break out as singles, it won't be his fault.

The most of the principals are weak musically, all click via interpretation and charm, and the Columbia album should sell well and please. Pat Suzuki, whose disk background will give her even more strength than she shows onstage, should be a delight on the LP, belting "Grant Avenue," "I Enjoy Being a Girl" and "Sunday," the last shaping up as a modest hit but with evergreen potential. The comedy gem "Don't Marry Me," sold wonderfully by Larry Blyden, also looks like a natural for frequent TV and nitery play thru the years. Arabella Hong brings warmth to the most commercial of the tunes, "Love Look Away," which is done as a throwaway.

Miyoshi Umeki and Juanita Hall, cast standouts, are confined to plot numbers. The Hammerstein lyrics, like the Bob Hope gags which dot the book and the Empire-harem-sack costumes, are beautifully fashioned, out of key with the locale, but much admired by the audience.

Bob Bernstein.

Hefti Vetoes Vocal Wax

NEW YORK—Neal Hefti Music has clamped down on an unlicensed recording of a lyric version of the tune "Li'l Darlin'," as released in Roulette Records' "Sing Along With Basie" album. The tune, clefped by Hefti, is not the one of a similar title recorded by the Diamonds on Mercury.

The Hefti composition, previously recorded by Basie, Steve Allen and Neal Hefti, was intended only as an instrumental and no lyric was authorized or okayed by the publishing firm. Roulette has agreed to remove the song from the album and to do everything possible to notify the trade that the recording with the lyric is not authorized for public performance, according to Hefti attorney Larry Green.

Since there is no authorized lyric, legal sources say that the compulsory licensing provision of

the Copyright law does not apply and that any recording employing an unauthorized lyric would be an infringement of copyright.

8 NEW LABELS JOIN PARADE

NEW YORK — Eight labels joined the label parade this week. Here are the names and addresses of the newcomers: All Records, Whittier, Calif.; Fax Records, 1018 North Fairfax Avenue, Los Angeles 46, Calif.; Fern Records, 5838 Fern Street, Shreveport, La.; Hobo Records, Box 6305, Shreveport, La.; Jar Records, 211 Anderson Avenue, Joliet, Ill.; Pinky Records, care of M-G-M Records, 1540 Broadway, New York, N. Y.; Marcel Records, 5953 Melrose Avenue, Hollywood 38, Calif.; Whirlwind Records, 158 Piccadilly Street, Cambell, O.

THE NATION'S NEXT

NO. 1 HIT

BALLAD!

**BROKE
IMMEDIATELY
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**SOLD
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WORLDWIDE DISTRIBUTION

DEALERS BURNED UP

See Menace in New Discount Tactics

• Continued from page 1

something hot and salable in return."

Goody, again commenting, said that "the record companies are hurting dealers by dumping merchandise in this way and they are also in some cases outsmarting themselves. Part of the whole problem at least could be solved very simply if they would overprint on a record jacket the words, 'discontinued merchandise.' Then there would never be any question in anybody's mind. Right now tho, brother, it's chaotic around here."

Al Hirsch, of Malverne Distributors here, asserted that it can hurt a distributor, too. "When one of my labels started dumping albums like crazy, I couldn't sell any of them. It really hurt, believe me."

Another dealer, discussing the future, opined that "you ain't seen nothing yet. The dumping has only

Bigger the Hit

• Continued from page 2

lease. Thus the kids purchase a record — no matter who is on it — for the sake of the arrangement, the tune, the gimmicks or the sound, and lastly for the voice. According to this theory any record with the right combination of the above can catch on and it doesn't matter who sings it or who plays it.

This theory assumes a certain validity, when it is noted that only about a dozen artists, the aforementioned Boone, Presley, Nelson, and the Everlys, plus Perry Como, Nat Cole, Dean Martin, Patti Page, Connie Francis, the Diamonds, Johnny Mathis, the Chantels and a few more have been able to come up with three or four hits this year. Other hit-makers come up with one or two hits (and these are not always big hits) and then slowly pass out of the picture. All this makes for an interesting and intriguing and nervous sort of singles business.

Epic Names

• Continued from page 2

Schicke. She was formerly his assistant.

Other new appointments at Epic include the hiring of Herb Linsky as the promotion manager of field sales for the label, co-ordinating record promotion and pop artists relations with the firm's district sales managers. Linsky, formerly a field man with RCA Victor, will report to Schicke.

Oldrick Von Seekhamm has been named manager of sales administration for Epic and Okeh Records. He will headquarter in Bridgeport, Conn., at the Columbia Records plant.

Live Music

• Continued from page 2

forts of our locals. Without their wide and active participation we cannot hope to succeed."

Obviously the band that wins the best new band contest will have a nation-wide springboard of publicity to capitalize on. With a Decca LP set, the band, if it is one the public digs, will start out with a promotional support such as few bands have experienced during these last few rock and roll years. Probably the last ork to be launched with such fanfare was the Les Elgart on Columbia or the Ralph Flanagan ork on RCA Victor.

started. I don't know what's going to happen but I'd bet right now that with the first of the year you are going to see something. The carnage will be terrible."

The diamond needle field has likewise become involved in a battle of attrition in the New York area. Some dealers, again the department store type discounters, are said to have been able to lay their hands on a dozen or two dozen leading brand diamonds here and there. These then become the subject of big ads in the dailies offering the needles at prices like \$4.50.

The Walco line of needles has been particularly hard hit in this way, to the point where Walco is attempting to arrive at a satisfactory method of getting a floor for prices. Goody, one of the big Walco dealers here, said he had for a time agreed to hold a price acceptable to the manufacturer. "Then I found they were selling them in Philly for \$3.85 so I said I couldn't hold the line any longer." Thus Goody was placed in the peculiar and unusual position of having to meet a lower price from competition. Electro-Voice Company of East Orange, N. J., maker of Walco products, is now looking for ways and means of solving the problem.

Party Plan Gimmick on Disks

• Continued from page 2

tion to do. It's possible, we think, to sell two, three or four stereo sets that way at one meeting. Naturally, the host for the party will get credit toward a set for herself, and it works the same way with records.

"We will work it a little differently than the people in the housewares field tho. We will sign people up to a kind of membership plan thru which we will stay in contact with them, have periodic offers and will send them newsletters."

Stolar said that "When we met the Mercury Records people at the Housewares Show in New York and told them about the idea, they swallowed us up. They were so excited about the plan they would not let us go. We've also sent a letter to many other record companies, asking them to sell us. We have already gotten favorable answers from Joe Kolsky of Roulette, Gene Weiss of Columbia and people at Decca, Atlantic, Crown and Pickwick.

Penny Dealers

• Continued from page 3

who was once advertising and promotion manager for Raymond Rosen & Company, local RCA Victor distributors, revealed ambitious plans for the association. All the proceeds of an ad book published by the association, under the direction of Jolles and Syd Myers, executive vice-president, will be used for the preparation and printing of a promotional piece, to be called "L.P. Highlights." It is planned to distribute over 8,000 of such brochures thru the stores of association members.

Plans also call for the staging of a gala dinner dance in May, 1959 at the conclusion of the association's term of office, with the proceeds of such an affair also being utilized for promotional efforts. Co-operative advertising on the part of association members is also contemplated, said Bortnick.

Other officers of the association include Lee Freedman, secretary; David Morlitz, treasurer, with the firm of Ostroff & Lawler serving as legal advisors.

Road to Hitville

• Continued from page 1

sons ago, and now Louis Prima and Keely Smith have a chart disk with their frantic treatment of the Mercer-Arlen tune. There are even a few swing tunes on the chart, both waxed by Bernie Lowe and his ork on cameo. One is "Sing, Sing, Sing," the Benny Goodman favorite, and "Intermission Riff" the old Stan Kenton hit.

"We are telling suppliers that all we want is to buy their records on an outright, regular billing basis. We don't want any return or exchange privileges. We say to them, instead, give us your best possible price. Sure we'll get caught with some stuff we'll have to eat. That's where our bonus deals will come in. We'll use the records not originally sold as the bonus and extra stuff.

"One thing we hope to do," continued Stolar, "When we get things rolling, is to sign people up for records on an 'in advance' basis. For instance, we would sign them up for, say, the next six Nat King Cole records or the next three of some other artist. For the most part, we will sell at list prices because we have a high selling cost with having to train demonstrator-salesmen to talk to these groups and carry on the program."

Stolar said that he would deal only on a direct-to-manufacturer basis in buying his product. Asked about the distributor picture, he asserted, "I don't care about that.

RADIO-TV REVIEWS

'Town' on TV Shows Age Wrinkles

Perhaps it's just that a story of two young calamity janes on the loose in Greenwich Village has a peculiar quality of datedness. At any rate, CBS-TV's two-hour version of "Wonderful Town," Sunday (30) didn't quite come off.

Let it be said that Rosalind Russell as Ruth Sherwood, despite her singing shortcomings, was her usual dynamic self. Her work with Jacquelyn McKeever as Eileen in "Ohio," certainly a good song, was effective. Miss McKeever, who is cute as a button, unfortunately has a voice that at times becomes strident, a fact which showed up in the duet, "It's Love," with Sydney Chaplin. Chaplin, as the newspaper man, was pleasant in the romantic spot with a singing style that was undistinguished.

Miss Russell's wild scene with members of the Brazilian Navy was well-staged and funny and ditto for a scene which found a hapless stag trying to make his way across a crowded night club dance floor. The famous conversation scene backed by the sound of mournful trombones, all of which was a highspot of the stage version was a disappointment on the TV screen.

All performers, it can be said, did their best against an orchestra that at times seemed loud and discordant and a studio audience that insisted on breaking into numbers with applause that was disturbing to home viewers.

It's difficult at best ever to capture on TV that same rapport that a cast effects with an audience in a theater. Couple this with a story that somehow seems a little naive in 1958 and you realize the difficulties faced by "Wonderful Town" on TV.

Ren Grevatt.

Clark Again Demos Powerhouse Pull

Dick Clark's powerhouse pull in the record industry was most apparent on his ABC-TV Saturday-night show (29) when three top disk personalities—Pat Boone, Sal Mineo and Bobby Darin—showed up to wish him a happy 29th birthday and take over his emcee chores. Regular guests, lip-syncing to their latest records, included Connie Francis, Frankie Avalon, Danny and the Juniors, and Little Anthony and the Imperials.

Clark was either genuinely surprised or he's a budding John Barrymore. At any rate, the whole thing came off with a nice feeling of festive spontaneity. The airline strike made it necessary for Clark to cancel plans to bring in 50 top-winners in his sponsor's "Name Namesless" contest, but the grand prize winner—a pretty, chubby 13-year-old girl—was present, and a petrified-with-happiness closeup of her face (while Frankie Avalon serenaded her with "I'll Wait for You") was the most appealing spot on the show.

June Bundy.

Ruth Olay Gets Full Paar Send-Off

Ruth Olay, of Mercury Records, was given the vocal guest spot on the Jack Paar "Tonight" show (3) and was accorded the "new star" introduction which has proved extremely helpful to others in the past.

The network exposure, the big plug given her album, "Olay," and the three offerings sung by the new jazz stylist will undoubtedly whet the appetite of other TV bookers.

Miss Olay, strangely enough, did a much better job on the songs that were not from her album, songs like "New Orleans" and "Easy Living." The former tune, a ballad was afforded fine vocal treatment along with smart backing by Jose Melis and his ork. "Easy Living," however, was her best number. Miss Olay reminds one of Lena Horne and gives the same deep feeling and sincere projection to each tune. More appearances of this type could stir up attention.

Tom Noonan.

Curbs on Clubs

• Continued from page 3

could possibly believe that statement as of this moment. If the spokesman meant these pretty words, let him and his counterparts operate their clubs without going into unfair competition with dealers, and pull their heads out of the sand long enough to realize that they are forcing their dealers to buy away from their brand name.

Simmons further noted that failure on the part of the manufacturers to co-operate with the dealers in the ways outlined, could later produce a disinclination on the part of the dealers to push allied product from the companies, such as phonographs, radios and TV sets. He pointed out that "these products occupy rather important parts of the over-all merchandising program of each of the offending companies."

"If this challenge goes unanswered," Simmons concluded, "the dealers of America can only assume that the major manufacturers have adopted a dog eat dog policy, completely devoid of any concern whatsoever for the independent record dealers of America. Dealers will be watching closely the policies to be formulated at the upcoming conclaves of the 'Big 3'."

COMING NEXT WEEK

The Biggest Hit of 1958

THE BILLBOARD'S TENTH ANNUAL DISK JOCKEY ISSUE

A Spectacular in Print, Wrapping Up
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SMASH HITS ARE
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IT'S ONLY MAKE BELIEVE

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for My
New Hit
Release
Coming
Soon
From
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Records

DISTRIBUTOR NEWS

By HOWARD COOK

DETROIT: Leo Cheslak of Cadet Distributing Company reports heavy action on "The Chipmunk Song" by David Seville and the Chipmunks on Liberty. He has already gone thru 65,000. Cheslak states that total sales for the disk have already exceeded 1,000,000. He anticipates that Cadet will sell close to 200,000 by the end of the year. "Problems" by the Everly Brothers on Cadence continues to climb. "Hawaiian Wedding" by Andy Williams on Cadence is a hot new single. "The World Outside" by the Four Coins on Epic is still strong. "Early One Morning" by Little Richard on Specialty looks promising. "Don't You Know, Yockomo" by Huey Smith on Ace is gaining. "Pledging My Love" by Roy Hamilton on Epic has caught on in Detroit. "He Told Me a Lie" by Margie Rayburn on Liberty is a territorial hit. "Tom Thumb's Tomb" by Patience and Prudence on Liberty appears a winner. The side is getting lots of deejay play. Top LP's are "The Christmas Story" by the Epic Choir on Epic, "Christmas Carols" by Robert Rheims on Rheims, "Have Band, Will Travel" by Lester Lanin on Epic and "Border Corrida" on Liberty.

Henry Droz of Arc Distributors reports that the Christmas buying has started. Singles have spurted during the past week. "Teasing" by the Quaker City Boys on Swan is stepping out. "That's Why I Cry" by Buddy Knox on Roulette is making a strong impression. "16 Candles" by the Crests on Coed is big. "Whole Lotta Loving" by Fats Domino on Imperial is the artist's strongest in some time. "Bimbombey" by Jimmy Rodgers on Roulette is a smash. Cameo is cooking with "Sing, Sing, Sing" b-w "Intermission Riff" by the Bernie Lowe ork and Rocka-Conka by the Applejacks. "The Flamingos appear to have a hit with their End waxing of "Lovers Never Say Good-bye." "So Much" by Little Anthony and the Imperials on End is growing. "Lucky Ladybug" by Billie and Lillie on Swan is showing well. "Love You Most of All" by Sam Cooke has broken out. Jane Morgan's new Kapp recording, "If Only I Could Live My Life Again" is getting strong jockey play. "I Want to Be Happy Cha Cha" by Enoch Light and the Light Brigade on Grand Award is holding. Strongest albums are the Dukes of Dixieland packages on Audio Fidelity, Roger Williams' Kapp sets, "Dance With Dick Clark" on ABC-Paramount, "Sing a Song of Basie" by Joe Williams and the Dave Lambert Lambert Singers on Roulette and albums by Ricky Nelson on Imperial and Jimmie Rodgers on Roulette. Stereo LP sales are growing and now account for almost 30 per cent of total albums sales.

Charles Gray of Cosnat Distributors in Detroit Lists "All-American Boy" by Bill Parsons on Fraternity, as his most promising new record. "Eso Es El Amor" by Morfy Palitz on Josie is also doing well. "Merry Christmas, Baby" by Chuck Berry on Chess is gathering lots of excitement. "Pretty Girls Everywhere" by Eugene Church on Class is happening in Detroit. "Turvy II" by Cozy Cole on Love looks like a follow-up hit to "Topsy II." "Peek-A-Boo" by the Cadillac on Josie is hot. "Manhattan Spiritual" by the Reg Owen ork on Pallette is selling strongly. Top albums are "The Glory of Christmas" by 101 Strings on Somerset. "Merry Christmas" by George Wright on Hi Fi is firm's best selling Christmas LP. "The Eddie (Lockjaw) Davis Cook Book" by Davis and Shirley Scott on Prestige is big. It's selling as well as many pop albums. "Amen" by Della Reese on Jubilee is strong. "Dancing at the Havana Hilton" by Mark Monte on Jubilee is going well. Stereo sales have been generally good.

Merel Schneider of S and S distributing Company in Detroit, M-G-M distrib, reports that business has picked up. The firm's hottest new single is "Donde Esta Santa Claus?" by Aguir Rios on Metro. "My Happiness" by Connie Francis on M-G-M is a smash. Tommy Edwards is currently in Detroit on a personal appearance engagement. The artist is plugging his latest M-G-M LP and singles. "Donna" by Ritchie Valens on Del Fi is hot. "Christmas Concert" by Mickey Mousinski on Disneyland is selling strongly. Top albums are the sound track of "Gigi" and "Tommy Edwards" on M-G-M. Stereo sales are gaining. Schneider reports that sales have far exceeded expectations.

Bob Parkans of Jay-Kay Distributing Company in Detroit names "Smoke Gets in Your Eyes" by the Platters as his top-selling single. "Yellow Bird" by the Mills Brothers on Dot is also big. "Philadelphia, U. S. A." by the Nu Tornados on Carlton is selling well. "A Lover's Question" by Clyde McPhatter is still selling well. "Come Prima" by Tony Dalardo on Mercury is making a strong bid. "Save My Soul" by Jack Scott on Carlton is growing. "Rockhouse Parts I and II" by Ray Charles on Atlantic is hot. Strongest LP's are "Let's Dance" by David Carroll on Mercury, Ravel's "Bolero" by the Detroit Symphony under Paray on Mercury and Billy Vaughan's and Pat Boone's Dot packages. Stereo sales are growing at S and S. Dealers are also becoming more stereo conscious, according to Schneider.

NOTES IN THE MAIL: Bob Heller of Chips Distributing Company in Philadelphia writes that his top disks are "Beep Beep" by the Playmates and "Bimbombey" by Jimmy Rodgers on Roulette and "Teasin'" by the Quaker City Boys on Swan. Strongest new platters are "Teasable, Pleasable You" by Buddy Knox on Roulette, "Marie" by Tommy Mara on Felsted and "Just Outside of Love" by Ricki Pal on Arwin. Strongest LP's are "Basie" by the Count Basie ork on Roulette and "The Glory of Christmas" by 101 Strings on Somerset.

Elma Greer of Chatton Distributors in Oakland, Calif., writes that "The Chipmunk Song" by David Seville and the Chipmunks has taken the town by storm. "Turvy II" by Cozy Cole on Love appears as big as his "Topsy II." "Sing, Sing, Sing" by Bernie Lowe on Cameo is also a hit. Strong selling new Kapp platters include "Bambino" by Francois Charpin, "These I Didn't Say" by Russ Hamilton, "If Only I Could Live My Life Again" and "Virgin Mary Had One Son" by Jo March. 20th Fox has strong LP's with the Glenn Miller sound track sets and the Shirley Temple album. Several department stores in the area have included the Shirley Temple sets in Christmas window displays.

Gene Gotthelf of Leslie Distributors in Hartford, Conn., and Arnold Distributors in Charlotte, N. C., reports strong action on "If I Were in Your Shoes" b-w "I Don't Care if the Sun Don't Shine" by Roger LaRue on Holland. The Platter is being handled nationally thru Big Top Records.

MOTION PICTURE REVIEWS

British Pic Keys Awe & Suspense

Traditionally, British-made films have had a limited appeal and a limited audience in this country. "A Night to Remember," Rank Organization adaptation of the same Walter Lord book that gave TV one of its own nights to remember, is likely to break thru as the glorious exception.

With Kenneth More heading an enormous cast (there are over 180 speaking parts), Eric Ambler scripting, Roy Baker directing, and William MacQuitty producing, "A Night to Remember" tells the story, with awesome reality and suspense, of the sinking of the "unsinkable" liner Titanic, from its gay, holiday start to the blind panics of the ship's final plunge. The superb special effects will probably make the film one of the major word-of-mouth attractions of the movie season.

William Alwyn, British composer, has penned an excellent musical score for "Night," with his sweeping, ominous-sounding title theme being issued in a special promotion wax single by Rank. Interestingly, the flip side is a "rescue" from Ficker Records' "Heroes, Heroines and Mishaps" album, featuring folk singer John Allison's version of "The Titanic." It may give the album a new lease on life. Charles Sinclair.

* * *

'Sinbad' Flic Routine But Colorful

Columbia Pictures' Christmas opus, "The 7th Voyage of Sinbad," is a routine adventure pic made exciting by vivid color and Dynamation, the new animation process which produces here some horrific mammals for the hero to battle.

Its chief appeal being to youngsters, it's doubtful that the soundtrack album will have huge impact, tho Bernard Herrmann's score is melodic and frenetic. Apart from a few gruesome episodes, "Sinbad" sails a flowery Arabian course charted by Kerwin Mathews, the handsome star. Kathryn (Mrs. Crosby) Grant is decorative as the princess for whom he does some foolish things, while Richard Eyer is a wholesome Genie. A robust theme song for Sinbad's crew could be worked into a strong kiddie single. Bob Bernstein.

RADIO MASS AUDIENCE KNOWS WHAT IT WANTS

By BENN OLLMAN

MADISON, Wis. — The mass radio audience is unsophisticated—but it seems to know what it wants, Gerald A. Bartell, president of Bartell Family Radio told the State Radio Listeners' League at their annual meeting November 23.

Comparing the radio industry's quest for profits with that of any other business, Bartell said: "The motive which propels most commercial organizations is that of profit. The company should make money for its investors. How does commercial radio and television achieve profits? By the sale of its facilities and talent . . . but mostly by the size of its audiences. When an audience is large, the station prospers; when it shrinks, the station's fortunes tumble. So that commercial programs are created to reach the largest buying audience. Radio and television are not alone in this respect. Legitimate plays, athletic events, concerts, operas, all in a measure stand or fall upon their degree of public acceptance. The larger the audience, the more the exhibition is worth to its performers—and to its sponsors. There is no intimation here that size of audience is an evaluation of quality. A burlesque show, properly promoted, and featuring Marilyn Monroe might attract a far greater audience than Judith Anderson in 'Medea,' let's say. Mario Lanza or Liberace would probably get more paying customers than Jussi Bjorling or Artur Schnabel. The audience is a great unsophisticated critic. It seems to know what it wants.

When advertiser, his advertising agency or the broadcasting station loses this touch for reaching large groups of people, somebody loses money—and sometimes financial ruin results."

Prior to entering the commercial radio field, Bartell spent a number of years heading up the State owned radio station, WHA, "Oldest Station in the Nation." He also was a member of the University of Wisconsin speech faculty.

Since leaving this bastion of educational, non-profit radio broadcasting, he has built one of the most successful chains of radio stations in the industry. Bartell

Family Radio currently owns and operates KYA, San Francisco; KCBQ, San Diego; KRUX, Phoenix; WOKY, Milwaukee, WYDE, Birmingham; WAKE, Atlanta, and WILD, Boston.

Merc Shifts Order Service

CHICAGO — Mercury Records is moving its order service department from its Chicago offices to the company-owned pressery at Richmond, Ind. The department handles shipping and stock control.

Reason for the move, said Irwin Steinberg, Merc vice-president, is to speed up shipment of hot singles to distributors. A changing characteristic of the industry, Steinberg said, is that speed in delivery can have a decisive effect on hit-making. Demand for a rising hit, he said, develops and wanes so fast today that delays in shipment can be disastrous.

Chief of the department, Mrs. Dorothy Kachinsky, is moving to Richmond.

Montilla in Classic Preem

NEW YORK — Montilla Records is bringing out two new LP's by the Radio Symphonique De Paris conductor, Carlos Surinach, marking the label's entry into the classical market.

One package features "Malaga Almaria Eritana" by Albaniz, and Rimsky-Korsakoff's "Capriccio Espagnol"; the other spotlights "El Amor Bruja" by De Falla and "El Polo" by Albaniz. Both LP's will be available in monaural and stereo versions.

Meanwhile, Montilla last week signed to sponsor a deejay program over WRCA, here, which is aired from 12:05 to 12:30 p.m. on Sundays. The show, tagged, "Montilla Presents Music From Spain," features Montilla waxings of songs and dances familiar to Spanish-speaking countries.



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THE BIG CHRISTMAS RECORD OF '58

AUGIE RIOS



The Singing Sensation of the Broadway Musical "Jamaica"

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

METRO K 20010

TV PLUGS

- Plugged on the Peter Lind Hayes Show...ABC-TV Network, Dec. 1
- Plugged on the Alan Freed Show.....WNEW-TV, Dec. 2
- See Him on the Dick Clark Show...ABC-TV Network, Sat., Dec. 13

MGM Records

1540 BROADWAY NEW YORK 26, N. Y. JUDSON 7 7000

CONNIE FRANCIS

MY HAPPINESS

AND NEVER BEFORE
(From Broadway Musical Comedy "Whoop-Up")
MGM K12738

TOMMY EDWARDS

LOVE IS ALL WE NEED

MGM K12722

SHEB WOOLEY

STAR OF LOVE

AND
SANTA AND THE PURPLE PEOPLE EATER
MGM K12733

MARVIN RAINWATER

LONELY ISLAND

MGM K12739

DAVID ROSE

NEW RECORDING

HOW HIGH THE MOON

MGM K12714

ART MOONEY

NIGHT TRAIN

MGM K12731

ALAN DALE

LOVE EYES AS YOUNG AS WE ARE

(From the Broadway Musical
Comedy "Whoop-Up")

MGM K12742

FOLK TALENT & TUNES

By BILL SACHS

Bill Anderson, a regular on WJJC Radio, Commerce, Ga., has a new release on the Decca label, "That's What It's Like to Be Lonesome" b/w "The Thrill of My Life." A note to Buddy Killen at Tree Music, Inc., 319 Seventh Avenue, North, Nashville, will fetch you a sample. . . . The McCoy's, Ronny and Peggy, whose newest RCA Victor platter is "Full-Grown Cat" b/w "Throwing Kisses," were guests on "Red River Jamboree," Paris, Tex., November 29, with Doyle McCoy and band backing 'em up. Since their last appearance in Paris, Ronny and Peggy have guested on "Jubilee U.S.A.," "Grand Ole Opry" and "Louisiana Hayride," and managed to squeeze in several appearances at their old stomping ground, "Cowtown Hoedown," Fort Worth.

Tex Zario, president of the new Skyrocket Record Company, Philadelphia, reports that he'll have a release coming up right after the first of the year on Gordon Jennings and Ray Coleman, both of whom formerly recorded for Arcade Records. The Gordon platter will couple "My Sweet Love Ain't Around," written by the late Hank Williams, and "I Saw You Cheatin' Last Night," penned by Zario, Jennings and Lucky Taylor. The Coleman release will carry "Fools Don't Care," written by Coleman, Zario and Jack Howard, with the flip, "Toodle - Oo - Bambo," composed by Bill Haley. Rusty Keefer and Frank Pingatore.

Sesac, Inc., New York, is reported working on the recording of 12 numbers by Webb Pierce, with announcement on the release to be made in about two weeks. . . . The Plainsmen Quartet, of WFAA, Dallas, whose gospel songs are heard on the TNT label, were among the headliners on "Red River Jamboree," Paris, Tex., November 29, with Riley Crabtree guesting on the show last Saturday (6). . . . Douglas J. Kershaw, of "Grand Ole Opry's" Rusty and Doug and now doing his stint with Uncle Sam's Army, has been shifted to U. S. A. Gar. (3442, Fort McPherson, Ga., where he's in Special Services, playing with the Circle A Wranglers). Rusty and Doug have a new Hickory release spotlighting "Let's Do It Anyway" and "It's Too Late." Bass singer Wiley Barkdull appears with them on first tune, with Carolee Cooper Snow on the latter one.

Starday has issued two Christmas releases for the country music trade. One, by the Stanley Brothers, couples "Holiday Pickin'" and "Christmas Is Near," and the other has Jim Eanes on "Christmas Doll" b/w "It Won't Seem Like Christmas." . . . The Brown Trio (Jim Edward, Maxine and Bonnie) have just cut a new one for RCA Victor, one that's quite a bit different for them. It's more on the folk side, but still retains the country flavor. Titled "This Time I Would Know," it was written by John D. Lander-milk, songwriter-performer. Flip side is "Beyond the Shadows," written by Maxine's husband, Tommy Russell, Little Rock attorney. On the background, Chet Atkins discards his guitar in favor of a banjo.

His health improved, J. E. (Red) Swarr, promoter-agent, has canceled his planned move to Salt Lake City to remain at his Maywood, Calif., headquarters, where he'll continue with c.&w. promotion as his health permits. "Coun-

try music is on the upgrade on the Coast," writes Red, "not only on radio and TV but at dances, as well. Record stores, too, report increased sales on c.&w. records in recent weeks." . . . The Blackwood Brothers Quartet, gospel singers, are set this week (7-13) at the WRVA Theater, Richmond, Va., and follow with Alexandria, Va., December 14; Knoxville, Tenn., 27; Lynchburg, Va., 28; Harrisonburg, Va., 29, and a telethon in Washington, December 31.

Duke Gordon, who records for Blue Ridge Records, has a new release in "Dark Hollow" b/w "You May Be Someone (Where You Come From)," country items on which Luke is backed by hound-dog steel. . . . Johnny Case, 11-year-old singer-guitarist on "Red River Jamboree," Paris, Tex., was tagged recently by a WAC talent recruiter for an early appearance on one of the big shows at Lackland Air Force Base, San Antonio. Johnny has been a "Jamboree" regular for over two years. His brother, Jerry, 15, is electric guitarist on the same show. . . . Bonnie Brown, of the Brown Trio, writes: "At the recent deejay festival in Nashville we were frequently asked if we were going pop. We can't imagine where the idea originated. We have no desire whatsoever to do anything but good country songs. We entered this business as country singers, so why should we change from something we really enjoy doing?"

Lefty Frizzell (Columbia) kicks off a 10-day tour of Texas January 19 for Steve Stebbins, of Americana Corporation, Woodland Hills, Calif. December bookings find Lefty at Oxnard, Calif., on the 10th; Rosamond, Calif., 11; Santa Ana, Calif., 16; Pasadena, Calif., 19; Baldwin Park, Calif., 20; Riverside, Calif., 26, and San Jose, Calif., 27. Americana has Cal and Rose Maddox set for Pasadena, Calif., December 12, and Baldwin Park, Calif., on the 13th with Freddie Hart and Lefty Frizzell penciled in for a big New Year's Eve date in the San Francisco Bay area. . . . A new Pee Wee King unit, featuring Redd Stewart, Donnie White, Little Eller Long and Jackie Dee, plus Pee Wee's regular "TV Bandstand" group, are set for the December 12-14 weekend at the Palace Theater, Hamilton, O. Last Saturday (6) King was guest on the 1,000th broadcast of "Grand Ole Opry" from Nashville.

Nat Nigberg's "Country America" is now being videotaped each Friday for viewing each Saturday in the same time slot, 7-8 p.m., following Lawrence Welk, over KABC-TV, Los Angeles. This Wednesday (10), Director Don Whitman is taking the entire "Country America" cast to General Hospital, Sawtelle, Calif., to entertain vets at a pre-Christmas party. . . . Kapp Records makes its bow into the country field with Bill Clifton's new release, "Springhill Mine Disaster" b/w "The Girl I Left in Sunny Tennessee." Phonodisk is handling in Canada. Deejay samples may be obtained by writing Don Pierce, Starday Records proxy, at Box 115, Madison, Tenn. Pierce is also plugging the new Jimmie Skinner release on Mercury, "Dark Hollow" b/w "Walking My Blues Away." He also has samples available on this one, as well as on George Jones' release, "Treasure of Love" b/w "Grits Ain't Groceries."

MUSIC AS WRITTEN

By BOB ROLONTZ

TITLE CONFUSION AGAIN

There are now two records out on a new tune from Rodgers and Hammerstein's new musical "Flower Drum Song" which has been appraised as a major hit by the New York critics. One recording of the tune by Johnny Mathis on Columbia is "You Are Beautiful." Another recording of the tune by Dick Haymes on Sunbeam is titled "She Is Beautiful." It's the same melody and the reason the lyrics are different is because Sunbeam waxed the tune while the show was in its shake-down state in Boston, where the tune was titled "She Is Beautiful." However, before the show hit New York, R. & H. decided the lyric would sit better as "You Are Beautiful" and that is the version cut by Mathis.

DRINKER GETS TRIPOS AWARD

Henry S. Drinker, founder of the Drinker Library of Choral Music, will receive the second Tripos Award from the American Concert Choir and Choral Foundation for his service to choral music. For 40 years Drinker has administered the choral library, published texts of musical works, while at the same time operating a successful law practice in Philadelphia. The dinner in honor of Drinker will be given at the Harvard Club in New York on December 10 (Wednesday) and guest speakers will include Catharine Drinker Brown, Samuel R. Rosenbaum and William Schuman.

MITCHELL PARISH DOES IT AGAIN

Mitchell Parish, who has a long record of successfully adapting English lyrics to foreign tunes, in addition to writing lyrics for many top American hits, has penned an English lyric to "Senorita Pepita de Cuba," tune now published in the U. S. by Mills Music. Tune was first published in France by Editions Paris Etoile and was composed by Paul Durnad. Parish also wrote the English lyrics for Mills Music's "Mademoiselle de Patee," the hit of a few years ago.

UNCLE GEORGE BREAKS IT UP

A generally reliable informant informed us last week that the band that really put 'em on at the annual Ad Man's Jazz Bash held by the Ad Man's Post of the American Legion in New York two weeks ago was the swinging Uncle George Simon aggregation, also euphemistically called the Executive Suite Plus Two. The combo was composed of George Simon, of Bouree Productions on drums, Billy Simon, of the RCA Victor popular record club on tenor, Irv Townsend on clarinet, Bob Morgan on bass, Tony Piano on trumpet (all from Columbia Records), Leighton Guptil, of the American Artists Magazine on piano, and Bernie Meyerson, of Cyrus Sklar Company on guitar. A rising young blues singer, James Rushing, handled the vocals. We are told they were — in their own Kansas City mainstream way — somethin' else! (Group's photo was featured in the New York Herald Tribune the next day.)

LES AND MARY CINCY VISITORS

Les Paul and Mary Ford, together with their manager, Grey Gordon, were guests Tuesday (4) at a luncheon for the local music cult and radio and TV reps at Caproni's, swank Cincinnati eating place, with Art Miller, Cincy Columbia Records manager, and his assistant, Frank Shue, serving as hosts. Some 60 tradesters attended. Les and Mary, with Manager Gordon, flew into Cincinnati from Houston Wednesday afternoon (3) to participate in the opening of a new Pepsi-Cola plant. They headed back to New York Thursday night.

New York

Lead singer of the Rhythm Orchids, Donnie Lanier, has formed his own publishing firm, Lanier Music. Harold Johnson and Lanier's sister Teddie Lanier are execs in the firm. . . . Sandy Towt has joined Gotham Recording Company of New York as account executive. . . . Irwin Zuker became the daddy of a wee lass, Lori Brana, last week. . . . Nine-year-old pianist Eugenie Adamec will perform as soloist with the American Symphony Orchestra of New York at Hunter College here on December 12 (Friday). . . . A new label is starting in San Augustine, Tex., called Major Records. B. O. Hess is the boss of the outfit and a full artist roster has already been lined up. . . . Kenny Roberts and his Trio and Muriel Roberts and her Trio open at the Composer in New York on December 11 (Wednesday).

Paul Anka headlines at the Olympia Theater in Paris starting December 17. He will be there for two weeks. . . . Gretchen Wyler will open at the Roosevelt Hotel in New Orleans on December 11 (Wednesday). . . . Freddie Mendelsohn is out on the road promoting his Bow and Arrow releases. . . . Organist Richard Ellsasser starts a four-month tour with January concerts in Texas and Oklahoma. . . . Brooke Records, of Asheboro, N. C., has signed the guitar team of Johnny McDowel and Grady Boles, the Unroe Sisters, Bill Bradley and the Vibrators. . . . Linda Laurie handles both voices on the novelty recording "Ambrose" on the Glory label. . . . And speaking of voices, Texas deejay Paul Berlin is the Donald Duck type voice on the new Carlton record of "The Little Space Girl."

Johnny Dee and Joe Flis have started a new label, Milo Records, to be located in Harrison, N. J. . . . Jill Corey's next features the thrush singing the standard "I Found a New Baby." . . . The Four Voices will be on the Peter Lind Hayes TV Show over ABC from December 22 thru 26. . . . Former NBC newscaster and announcer Bob Waldrop is now with WGMS in Washington. He will handle classical live concerts. . . . Publisher Eddie Kassner became the father of twins recently and he is feeling quite the man these days. . . . Tommy Mara is now at the Boulevard Club in Queens, N. Y. . . . Al Lerner has become accompanist and arranger for Roulette's Jimmie Rodgers. . . . Peggy Lee has signed with the William Morris Agency. . . . Ernie Young up to New York to attend the BML/Award dinner. He is the head of Nashboro Records. . . . Stan Kenton and his Ork are now at the Blue Note in Chicago. . . . Fred Hertz, of Gotham Recording Company, and his former assistant Eve Mayer were married November 30.

MGM Records

1540 BROADWAY NEW YORK 36, N. Y. JUDSON 2 2000

JONI JAMES

THERE GOES MY HEART

MGM K12706 on 45 & 78 rpm

CONWAY TWITTY

IT'S ONLY MAKE BELIEVE

MGM K12677 on 45 & 78 rpm

FRAN WARREN

NEW RECORDING

SUNDAY KIND OF LOVE

MGM K12718

MORTY CRAFT and his Orchestra

NEVER BEFORE

(From the Broadway Musical Comedy "Whoop-Up")

AND PIZZICATO CHA CHA

MGM K12741

LEROY HOLMES and his Orchestra

NEW RECORDING

IN A PERSIAN MARKET

MGM K12723

JIMMY NEWMAN

YOU'RE MAKIN' A FOOL OUT OF ME

MGM K12707

MARK DINNING

THE BLACKEYED GYPSY

MGM K12732

This One



PQXG-N6A-KUN3

VOX JOX

By JUNE BUNDY

HOP GIMMIX: Carlton Records is plugging a new dance, the Mummies' Strut, in connection with a special deejay promotion on the Nu Tornados' disk of "Philadelphia, U. S. A." The label is asking jockeys to spotlight costume parties at their hops, and take pictures of teen-agers dressed in Mummies' garb. The jocks will then submit the photo to Carlton's promotion director Morris Diamond as entries in a nation-wide contest. Costumes will be judged for imagination and "expensive outfits will be frowned on."

Photos may be taken by Polaroid or flash, with deadline set for January 4. The winning teen-ager will receive a portable stereo phono and the 10 runners-up will receive transistor radios. Jocks submitting the winning photo will receive (as a prize) an in-person appearance at his hop by Jack Scott and the Nu Tornados in early January or another mutually convenient date.

MUSIC FOR MAROONED ISLANDERS: Bud Brees, WPEN, Philadelphia, recently asked his listeners to select "The Five Records I Would Like to Have With Me If I Were Marooned on a Tropical Island." In order of votes polled, the first 15 disks (which will be featured on a special Brees program) were: "The World Outside," "Stardust," "The Day the Rains Came," "The Lord's Prayer," "Philadelphia, U. S. A.," "Ave Maria," "To Know Him," "Hideaway," "White Christmas," "Jealous Heart," "Forget Me Not," "Tom Dooley," "Mandolins in the Moonlight," "Tea for Two Cha Cha" and "It's All in the Game."

MERC CONTEST WINNERS: Mercury Records has announced the winning jocks in a "football - picking" contest conducted during the recent country and western deejay convention in Nashville. Entrants were asked to pick winners of various college games that in one way or another could be related to titles of current Merc plug sides. First prize — an expense-paid appearance by the Big Bopper for any promotion or event the jock might choose to sponsor — went to Lou Erck, KSST, Sulphur Springs, Tex. Second prize, a stereo phono, went to Norman Hall, WBNC, Boonville, Ind.; while Jack Darnell, WNVA, Norton, Va., won a TV set, and Hank Lazarene, KDBS, Alexandria, Va., won a transistor radio.

CHANGE OF THEME: Charlie Murdock has replaced Kent Burkhardt as program director of WQAM, Miami. Latter exec is setting station ownership plans. Murdock will continue his nightly 4-7 deejay show. . . . Gene Chamberlain, WREN, Topeka, Kan., who hosts a three-hour afternoon record show, has started a new career as a columnist for the Forbes Air Force Base newspaper, Sky Schooner. The column features record reviews and notes about the entertainment world, and Chamberlain records with "hit potential" for reviews in his column and exposure on his show and at hops.

New acting program manager for KIRO, Seattle, is Don Brice. . . . Larry Kane is leaving KXYZ, Houston, December 21, and will announce his new plans early in January. . . . Joe McLaine, formerly with WEEU, Reading, Pa., has joined WHOL, Allentown, Pa., in the 1-3 p.m. time slot. Meanwhile, WHOL's program director - deejay Bill Camperson has been upped to station manager status; while Dave Van Sant, WHOL's mid-morning jock, has been appointed program director. He will continue his deejay chores.

Charlie Bryan has moved his nighttime show from WDSU, New Orleans, to WSMB, New Orleans. . . . New morning deejay (6-10 a.m.) at WQAM, Miami, is Bob Chase. Other changes in WQAM's schedule are as follows: Bobby Lyons will have two shows, one morning, the other afternoon; Jack Purrington takes over the noon hour slot and Bob Gaynor will emcee an hour afternoon session, plus a new night time show from 7 to 10.

Doug China has joined KONO, San Antonio. . . . Charles Stewart has taken over spinning duties on "The Musical Clock," from 6 to 9 a.m. over KITE, San Antonio. . . . James R. Van de Velde has been appointed to the newly created post of supervisor of program production for the Triangle Stations. . . . Bob Furry, KTAR, Phoenix, Ariz., and frau, are the parents of a new baby girl, Donna Kay, their second daughter.

THIS 'N' THAT: Boston deejay Sherm Feller has four records coming out on tunes published by his Roxbury Music Company—"Whirlpool" by Muvva Hubbard (Don Costa's maiden name); Jim Backus' "Why Don't You Go Home for

YESTERYEAR'S TOPS—

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

DECEMBER 4, 1948

1. Buttons and Bows
2. On a Slow Boat to China
3. My Darling, My Darling
4. A Tree in the Meadow
5. You Were Only Foolin'
6. Maybe You'll Be There
7. Twelfth Street Rag
8. A Little Bird Told Me
9. My Happiness
10. Hair of Gold, Eyes of Blue

DECEMBER 5, 1953

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

Christmas"; "When the Sun Goes Down" and "Snow Train" by the Jamies, and Earl Bostic's "Rockin' With Richard." . . . New spinner at WFIL, Philadelphia, is Bob Klose, formerly with WKWK-TV, Wheeling, W. Va.

Gene Weed, formerly with WQAM, Miami, until drafted last May, has been assigned to the Armed Forces Radio and Television service in Hollywood. He has also landed a part-time jockey chore at KFVB, Hollywood, with a weekly Sunday night show from 6 p.m. to midnight. In addition to the KFVB stint, Weed broadcasts six nights a week "to the far ends of the earth on AFRTS," Tuesday thru Saturday, 8 p.m. to 4:30 a.m.

DOOLEY DANCE OUT: Teen-agers attending the "Teen Canteen" dance party on WJRT-TV, Flint, Mich., can't dance to the disk "Tom Dooley" anymore. Mrs. William Coffey, who claims the hero of the song was a half-great uncle of her father, recently registered a protest against the platter being played on the show. The ballad itself is not objectionable, Mrs. Coffey says, but she objects to teen-agers dancing to the song—"in effect, rejoicing." Consequently, station officials have decreed that the tune may be played on the show, but teen-agers in the studio will not be permitted to dance while it is spinning. The 90-year-old song was originally written about a Tom Dula, who killed his sweetheart. Mrs. Coffey's maiden name was Mable Dula.

ON THE BEAT

By REN GREVATT

There was a time when the mention of a Christmas record would almost automatically call to mind such a song as "White Christmas," recorded by Bing Crosby. In the r.&m. world, of course, the first thought would have been of the same tune recorded by the Ravens with basso Jimmy Ricks.

Now, however, it seems that the Christmas disks are stemming from more and more outre types of sources and places, such as, for example, Chuck Berry. An interested observer of this unusual and unexpected phenomenon, was Paul Ackerman, veteran and we might say inveterate fan of r.&b. "Apparently," says Ackerman, "this remarkable rock and roller and r.&b. cat, and I might say one who has shown a capacity for poking fun even at the great classical cleffers, as in 'Roll Over Beethoven,' has a clever satirical turn of mind extending even to Father Noel. Berry's soul-satisfying rendition of 'Merry Christmas Baby,' is a fresh and bright concoction of comedy, the Christmas spirit and the blues. It's quite a departure. Man, what a great blues cat he is!"

This writer might add an aside to the Ackerman remarks. It's no secret at all that the Berry record fractured the Billboard review panel. It set them to jumping and shouting and stomping around in their record room like few recent records have done.

But there is also Christmas interest in other segments of the world of the rock. Last year, Elvis Presley, the greatest rocker of them all, himself unusually close to the soil and the down to earth spirit, turned out a fine, slow but rocking Christmas album. Then, too, Decca's Bobby Helms has one of the bigger Christmas single hits in "Jingle Bell Rock," re-issued this year. Also in the r.&r. field Brenda Lee has cut "Rockin' Around the Christmas Tree," and "Papa Noel," the latter a cajun type song with the feel of "Jambalaya."

But Christmas items stem from other areas as well. This year, for example, we have a typical polka and waltz combination with L'il Wally and His Polka Cats on Jay Jay. This disk pairs "Jingle Bells Polka," with "Sleigh Bells Waltz." Then, as if anybody didn't expect it, the cha cha field is also in the act. And what more likely combination of that rhythm with Christmas material than "Rudolph the Red-Nosed Reindeer Cha Cha"? This one is by that noted Latin maestro, Hernando Hopkins, and his cha cha cha band, on ABC-Paramount.

Getting back to the more strictly pop field, we have the fascinating novelty by David (Ross Bagdasarian) Seville on Liberty. This one is called "The Chipmunk Song," by the Chipmunks. Malverne Distributors mahoff, Al Hirsch, tells us this is the biggest record he's had since Frankie Laine's "Mule Train," which was back when Hirsch handled Mercury. "I've got backed up on orders like crazy," said Hirsch. "Our orders for New York now stand at about 130,000. This looks like the first million seller Christmas single in a good long time."

The "Hound Dog" Anniversary show, staged recently by George (Hound Dog) Lorenz at the State Theater, Hartford, featured an all-teen-age six-piece band from Hartford. The acts on the bill, including Connie Francis, Big Bopper, Little Anthony and others praised the band for its job. Now the boys, known as the Moonriders, have cut sides for Candy Records, Hartford label. . . . The trade notes with sorrow, the passing of Tiny Bradshaw in Cincinnati, November 28, after a long illness. His biggest disk was "Soft" on the King label.

The great Count Basie band moved back into Birdland Sunday (7) for a stay thru New Year's Eve. . . . Atco has put together a fancy rocking album. It's called "Rockin' Together," and it features a flock of top hits by the Coasters, Bobby Darin, Gerry Granahan, Bobby Darin with the Rinky Dinks, King Curtis, Jesse Stone, Guitar Slim, the Chordcats, the Sensations and Hutch Davie. . . . Specialty Records has resumed release of gospel and spiritual records on a regular basis. The move was prompted, says Mona Lee of Specialty, by heavy public demand. Initial disks are Alex Bradford's "I've Got a Job" and "He's Everything to Me," and the Soul Stirrers with "Until Then," and "Loved Ones Are Waiting."

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



D. Staton on Charts With Two Winners

Dakota Staton, who has the rare distinction of having two albums simultaneously on Billboard's Best Selling Pop LP and Best Sell-

ing Jazz LP charts, is a Capitol recording artist.

The waxer of "The Late, Late Show" and "Dynamic" was born in Pittsburgh on June 3, 1931. She started out in a trio with her two sisters, and when they both married, Miss Staton went on to do a solo. The thrush started singing in small clubs while attending high school. After graduating in 1949, she appeared in clubs in Detroit, Cleveland, Toledo and finally New York City. Since then, of course, she's appeared thruout the country.

The jazz artist's favorite fem singers are Sarah Vaughan, Dinah Washington and June Christy. Her hobbies include collecting earrings and costume jewelry, and cooking.



Dee Clark Scores Hit With 'Nobody But You'

Twenty-year-old Dee Clark was born in Blythville, Ark., but moved to Chicago as a child. Clark's interest in music was stim-

ulated by his mother, who is a spiritual singer.

At 14, he sang with a group called The Hambone Kids and recorded for the Okeh label. One disk, "Hambone," became a hit, and as a result the boy worked in Midwest clubs for five months. In 1955 he joined a local rock and roll group that won first prize in a Chicago talent contest. Windy City deejay Herb Kent heard them and brought them to Vee Jay.

Vee Jay's subsidiaries issued several singles featuring Clark alone, but none really happened until "Nobody But You" on the Abner label. This tune, which Clark penned himself, is his first national hit. He's scheduled to appear on December 20 on Dick Clark's Saturday night show.

Make this CHRISTMAS Biz THE BIGGEST

folo-up to
"Ten Commandments of Love"

"I WANT SOMEBODY"

HARVEY
(formerly with the Moonglows)

chess 1713

TAB SMITH
does

**"SMOKE GETS IN
YOUR EYES"**

b/w

**"MY HAPPINESS
CHA-CHA-CHA"**

argo 5323

piano jazz hit!

"DELILAH"

RAMSEY
LEWIS
trio

argo 5322

**"MERRY
CHRISTMAS, BABY"**

The Billboard
DECEMBER 1, 1958
Christmas Records

A BILLBOARD PICK

b/w

"RUN, RUDOLPH, RUN"

CHUCK BERRY

#47 on Hot 100
in 4 Weeks

chess 1714

Top New Star

**"DO YOU
REMEMBER?"**

L. C. COOKE

checker 903

**"SWEET LITTLE
ROCK 'n' ROLLER"**

CHUCK
BERRY

chess 1709

!!!R&B Hit!!!

**"I'M LEAVING
YOU, BABY"**

HOWLING
WOLF

chess 1712

CHESSE
PROD. CORP.
2120 S. Michigan
Chicago 16, Ill.
CA-5-2770

Manuti Wins By 5 to 1

NEW YORK — The administration slate at Local 802 of the AFM swept all before it as Al Manuti was easily re-elected president of the country's biggest local by more than five to one. Manuti received 4,441 votes for president, Ed McMullen 533 and Murray Stark 285. McMullen and Stark both ran as independents.

In addition to Manuti other officers elected were Al Knopf as vice-president, Max Aarons as secretary. All other members of the administration slate were also re-elected.

The campaign was marked by a quietness unusual for 802 elections and indicated a remarkable degree of unanimity on the part of the majority of members. Only a few candidates ran against the administration slate for any post.

DISK JOCKEY CHECK LIST

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

- Radio Mass Audience Page 9
- Bill Randle-Mitch Miller Page 3
- Intimate Opera Series Page 4
- Gene Kaye-Hess Brothers Page 3
- Radio Men Corner Speaker Posts Page 4
- Broadcast Hall of Fame Page 3
- WLW-T Dance Party Page 14

UAC-Columbia In Pic-Disk Promot'n Tie

NEW YORK — United Artists Corporation and Columbia Records are sponsoring a \$1,000 sales - promotion contest on Vic Damone's Columbia waxing of the title tune from "Separate Tables," the forthcoming United Artists film. The flick will have its world premiere here later this month.

The contest, conducted exclusively among Columbia promotion managers, carries three prizes. First prize is \$500 in cash. Second and third prizes of \$300 and \$200, respectively, will also be awarded. Entries are to be submitted no later than January 5, and will be judged in relation to distributor potential and comprehensive promotion presentation including dealer listing, station listings, local publicity, tie-ins, window displays, contests, etc.

Judges of the contest will be Burt Lancaster, one of the pic's co-stars; Harold Hecht, producer of the Hecht - Hill - Lancaster production; Loring Buzzell, publisher of Hecht - Lancaster & Buzzell, Inc., and Arthur Schwartz, director of advertising, Columbia Records.

Al Freiburger Sets Own Firm

CHICAGO — E. A. (Al) Freiburger, general manager of Concertapes, Inc., has formed his own distrib firm, USACO, Morton Grove, Ill. Freiburger will keep his connection with Concertapes altho the distribbery is not connected with the firm employing him. USACO will have non-exclusive distribution of Concertapes and Concert-Discs in greater Chicago, and will seek other labels in the future.

Teen-Agers Brave Snow to Honor Jock

CINCINNATI — Some 7,000 teenagers from the Greater Cincinnati, Northern Kentucky and Southeastern Indiana areas bucked a record snowfall and frigid weather to converge upon Cincinnati Gardens Sunday afternoon (30) to participate in a mammoth TV dance party to honor Bob Braun, WLW radio and TV deejay in what was billed as Bob Braun Appreciation Day.

The teenagers were entertained by a host of record personalities who also participated in a special 90-minute telecast over WLW-T from 1-2:30 p.m. Among the record talent on hand were June Valli, Jack Scott, Jerry Vale, Dale Wright, Eddy Cochran, Jackie Dee and Bill Parsons. Neil Sedaka, delayed by the airline strike, arrived late Sunday afternoon. Others slated to appear but who failed to show due to transportation difficulties or other reasons were Tommy Edwards, Bobby Freeman, the Elegants and Kathy Linden.

Some 15,000 tickets, at 50 cents each, were distributed for the event, but snow-blocked roads prevented many from attending. A large delegation from Southeastern Indiana, coming in by chartered bus, were forced to call it off.

Mayor Donald Clancy of Cincinnati proclaimed the day Bob Braun Appreciation Day and was on hand to present Braun with the official proclamation. Judge Benjamin Schwartz of the Hamilton County Juvenile Court lauded Braun for his work among juveniles in the community. Awards were also made to Braun by various school and civic organizations.

Some \$3,000 realized from the event was donated to needy children charities in the city. It is planned to make it an annual event.

BMI Awards

Continued from page 2

months was Boudleaux Bryant who wrote or collaborated on four hits, "All I Have to Do Is Dream," "Bird Dog," "Devoted to You" and "Problems." His closest competitor was Otis Blackwell who wrote or collaborated on three hits, "Breathless," "Great Balls of Fire," and "Fever." Top BMI publishers for the year were Acuff-Rose with five hits, Elvis Presley Music with five, and Peer with three.

TOP LONGHAIR

ASOL Sets Service to Music Award

WASHINGTON — Deadline for nominations for the Distinguished Service to Music Award has been set at January 7, 1959, by the American Symphony Orchestra League. Presentation of the award will be made in Phoenix, Ariz., during the annual American Symphony Orchestra League convention, June 11-13. The League will accept nominations from music critics and writers, musical organizations, orchestra and talent managers, conductors, musicians, composers, publishers, chambers of commerce, women's clubs or others interested in the promotion of serious music.

Ralph Black, manager of the National Symphony Orchestra, is chairman of the Award Committee which makes final selections. Committee reserves the right to defer selection this year, if nominees lack sufficient qualifications. The winner of the award need not be a "name" figure, but must have made a significant and unique contribution to music and one that may set an example for others to follow, said Black.

Navara Tune

Continued from page 4

leged, Washington gave up all but the lyric rights to the song.

Navara further alleges that thereafter, Washington sold the song to Warner Bros. and Wayne Fellows Productions and that forthwith, it became the theme of the pic, "The High and Mighty."

Earlier in the week, the suit took on colorful overtones as Navara played piano in the courtroom. Judge Aurelio remarked that "This is the most entertaining time I've had since I've been on the bench." Navara's attorney, Emil K. Ellis, was also expected to take a turn playing the violin during the sessions.

Thursday (4) the judge and jury attended a special screening of the movie, "The High and the Mighty." Others expected on the scene to testify in the case were such figures as Rudolf Schram, a music professor, Deems Taylor and Sigmund Spaeth.

Donaldson Sues

Continued from page 4

that Donaldson wrote the tunes as "an employee for hire."

The Donaldson Publishing Company, a California firm, has all the rights of Donaldson's two living daughters with respect to the eight involved tunes, claims the suit. Suit asks an injunction against further infringement, an accounting and damages.

Tunes are "Anything You Say," "Because My Baby Don't Mean Maybe Now," "Cause I'm in Love," "In a Bamboo Garden," "Just Like a Melody Out of the Sky," "Little Miss Okeechobee, Oh Be Mine," "Out of Town Gal" and "When You Said Goodnight (Did You Really Mean Goodbye)." Attorney for the Donaldson interests is Charles Seton.

Pa. Revenue Dept.

Continued from page 2

tices against Pennsylvania vendors of the same items. It is also the intention of the Revenue Department to ask the Pennsylvania congressional delegation to push for federal legislation requiring mail-order firms to report the names of customers receiving taxable merchandise on which the use tax has not been collected.

'Opry' Celebrates 1,000th Broadcast

NASHVILLE — Bert Parks' "Bandstand" Friday (5) presented the country music stars of WSM's "Grand Ole Opry" in a special program originating from NBC, New York, and WSM, Nashville, to celebrate the NBC radio net's 1,000th broadcast of "Grand Ole Opry," which was made Saturday (6) over WSM.

"Opry" names participating from Nashville were comedienne Minnie Pearl, Don Gibson, Faron Young, Dottie Dillard, Buddy Hall, the Anita Kerr Singers, the Jordanaires, and guitarist Hank Garland, accompanied by Marvin Hughes and the WSM Orchestra. Emcee on the Nashville end was Dave Overton, WSM announcer.

On the New York end, emcee Parks featured his musical director, Skitch Henderson, and comedienne Dody Goodman.

GREAT

GO CHASE A MOONBEAM
Jerry Vale Columbia 4-1238

GREAT SOMEBODY
GOD'S CHRISTMAS TREE
The Southwest High School Choir
O. B. Dahle, Director Columbia 4-1295

EACH TIME YOU KISS ME
THE BOX
The Four Voices Columbia 4-1291

MUSIC PUBLISHERS
HOLDING CORPORATION

New Renditions of Great Standards—

- MA, He's Making Eyes at Me
SHIRLEY FORWOOD on
Fraternity Records #F-824
 - CARAVAN
—Parts I & II
COZY COLE on
Grand Award Records #1023
 - CORRINE, CORRINA
BILL HALEY and the COMETS on
Decca Records #9-30781
- MILLS MUSIC, INC.

"JUST LIKE SAM"

BETTY MADIGAN
CORAL

I WISH I KNEW
The Way to Your Heart

NAT COLE
CAPITOL

SYLVIA SYMS
COLUMBIA

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

From The JERRY WALD-20TH CENTURY FOX
Film Production "MARDI GRAS"

I'LL REMEMBER TONIGHT

LEO FEIST, INC.



Dear Mr. CARLTON:
DON'T FORGET ME... I JUST LANDED BUT THE REACTION HAS BEEN EARTH SHAKING!
YOUR HIT #5
"THE LITTLE SPACE GIRL" CAPITOL #496

NEW ISSUE

December 4, 1958

525,000 Shares

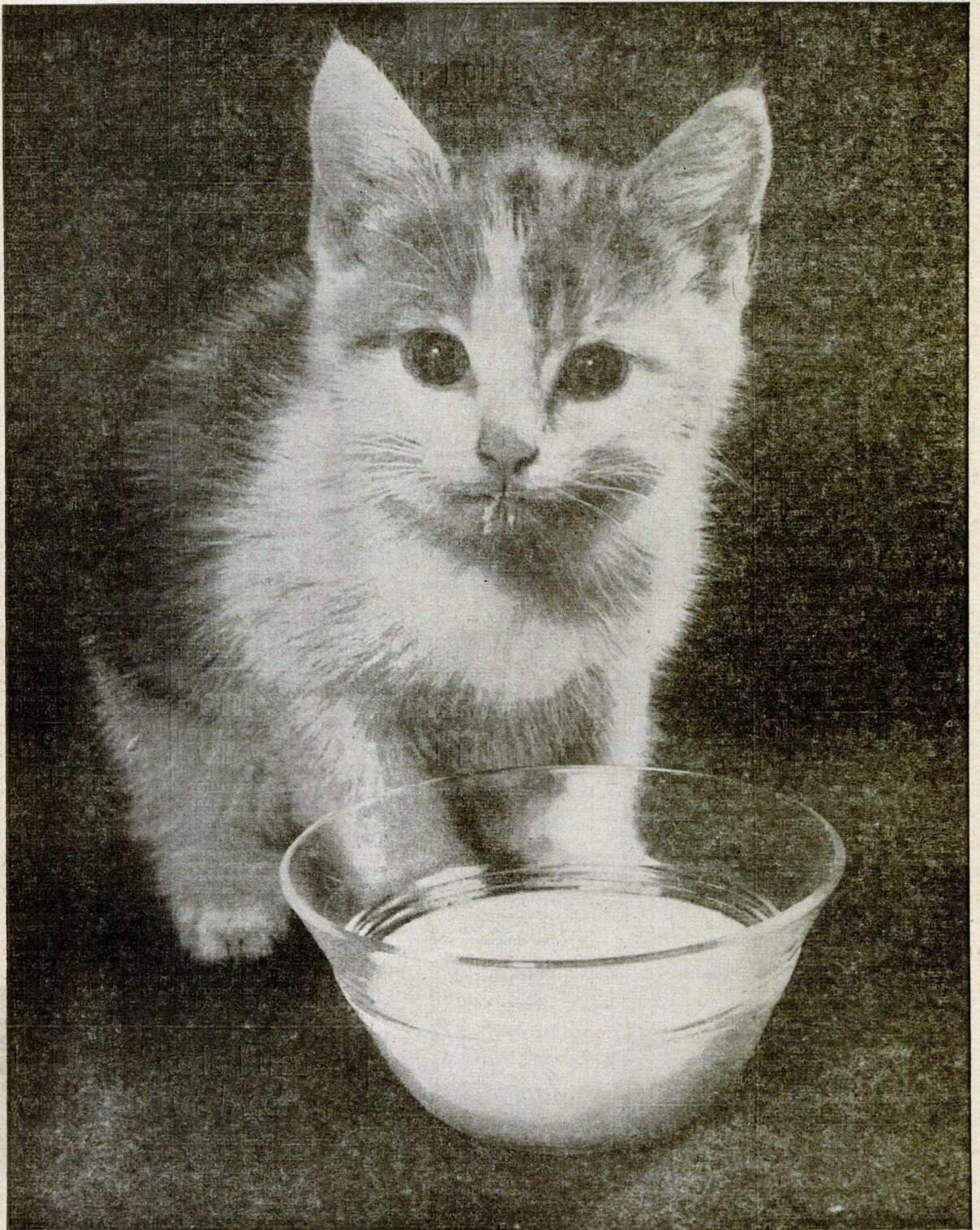
Desilu Productions Inc.

Common Stock
(\$1 Par Value)

Price: \$10 per Share

The Prospectus may be obtained from the undersigned and such other dealers or brokers as may lawfully offer these securities in this State.

BACHE & CO.



I WANT A GOOD HOME FOR MY CAT
by *Betty Johnson*

You Can't Get to Heaven on Roller Skates

• Atlantic 2009

DES MOINES REPORTS

Big Volume Building After Sluggish Start

By JAMES KEIL

DES MOINES—Music dealers here generally are satisfied with present stereo phono sales, but feel they have some distance to go to develop its full potential. Three major loop operators say they are planning no special promotion or advertising activity, but are counting on the Christmas shopping season to bring public interest fully awake and increase volume.

Selling Itself

Most optimistic at present is Mrs. Roma Kelley, of Younkers, the city's largest department store, who reports present sales running above expectations. She attributes

this to the "amazing impact" of stereo on customers and believes it is selling itself. Sales are about equal among all the store's lines—Columbia, Webcor, Decca, VM and RCA. On the basis of present phono sales, and stereo record sales also are above expectations, she predicts a snowballing volume between now and Christmas.

At the Des Moines Music House, M. F. Hippen reports that stereo record sales tripled in October, also foresees a busy Christmas season. Like many Des Moines dealers, the store entered the stereo field cautiously, put no phonos on its floor until August. It carries packages by RCA, Zenith and VM, but specializes in custom installations with components by Craftsman, Fairchild, Scott and Pilot. Inability to secure delivery of component orders, Hippen says, has kept sales below expectations.

Disk Traffic Factor

Orville Marshall, owner of Frank's Music Room, says phono sales are below his expectations but healthy nevertheless. He feels furniture and appliance stores are cutting into his business. "I could beat them on unit volume by cutting price," he says, "but I'm going to hold to full list. The furniture stores haven't got records and we have. Records keep traffic steady and I think that's going to keep phono sales steady."

He took on stereo in late summer, handles Columbia, Webcor and Capitol. He says Columbia is his best seller because its single balanced listening control appeals to buyers, makes it easiest to demonstrate. With stereo records now accounting for 25 per cent of album sales, he expects a steady increase in phono sales thru Christmas.

Audio Devices Sets Holiday Tape Giveaway

NEW YORK — Audio Devices expects to give away millions of feet of recording tape this Christmas. The big give-away is part of a special promotion labeled "Operation Santa Claus" by the firm.

As described by Bryce Haynes, sales veepee, the promotion is a "five for the price of four" deal. One free reel of 1½ mil Mylar tape will be given with every purchase of four reels of any kind of Audiotape made between now and January 15th.

"We want tape recordists to be familiar with the special qualities of this extra-strength Audiotape and with our holiday plan it allows them to learn about it at no cost to themselves," Mr. Haynes said.

With four reels of 7-inch Audiotape the recording enthusiast will receive one 7-inch, 1200-foot reel of the 1½ mil Mylar Audiotape. With four 5-inch reels, the buyer gets one 5-inch, 600-foot reel of the free tape. Or if he wishes, the buyer of two 7-inch reels may have one 5-inch reel of free tape.

Audio's Christmas bonus will be nationally advertised to consumers.

SALES AID

Jensen Has Wall Hanger Stylus Chart

NEW YORK — A new 1959 phonograph needle wall chart, complete with new stereo listings, has been issued by Jensen for its distributors and dealers. The 17½ by 33-inch chart carries a complete listing of all Jensen needles—diamond, sapphire and durosium—for every cartridge type.

Sales manager Mike Remund suggests retailers hang the chart on the wall in their needle department so they can refer to it conveniently. Drawings of all needles are included, along with a listing of the cartridges they fit, point size, list price and sales rate for sapphire, durosium and diamond models.

To simplify needle selection further, the two-color chart shows cartridges which take two needles in red; those which take one needle are printed in black. In addition, every new Jensen stylus is listed in red.

This year Jensen is using the letter "X" to identify those needles which have one or more tips smaller than 1 mil (usually for stereo). Dealers can tell at a glance whether a stylus is intended for conventional LP playing or for stereo.

The chart is being distributed to Jensen representatives thruout the United States and Canada. A Spanish version is circulated thruout Central and South America.

Walco Mates .7 and 1 Mil Needle Tips

NEW YORK — The Electrovox Company, manufacturer of Walco needles, now gives stereo phono owners a choice of pairing stereo .7 mil needle with either the usual standard groove 3 mil tip or a microgroove 1 mil tip.

Manufacturers generally mate the .7 mil stereo tip with a 3 mil tip for 78 r.p.m. records. This, Walco explains, means that most record collectors would be obliged to play all stereo records, LP's and 45's with the same .7 mil tip while using the 3 mil tip only once in a while for a 78.

This, they point out, is economically unsound because a .7 mil diamond tip has an average life of 300 playing hours while 800 hours is the minimum life span for a 1 mil diamond tip. Since 78's have dropped in importance in the collections of stereo-oriented audio fans, Walco feels that the stereo cartridge with a .7 mil tip need be used for stereo only. Walco saves wear on the stereo tip by coupling it with a 1 mil microgroove tip that will play the bulk of any audiophile's monophonic collection.

These special 1 mil companion tips for stereo needles are designated by -1 after the regular catalog number. Walco also provides conventional 3 mil tips in combination with .7 mil stereo tips for those who play 78 r.p.m. records frequently.

These needles are available thru regular distributor channels. Inquiries should be directed to the manufacturer, The Electrovox Company, Inc., 60-B Franklin Street, East Orange, N. J.

EDITORIAL

London, Take a Bow!

NEW YORK—Two weeks ago in this space, we called attention to the apparent inability of advertising people to get the idea of stereo across to the consumer. They seem baffled, we said, in conveying dramatically the idea of what stereo does for the music listener. Most ads we've seen lack impact. Many confuse.

We're happy to report an exception to the rule in a full page ad created by Manhattan Advertising agency for London Records. It ran in the December issue of High Fidelity magazine (page 74) and the December 1 issue of Time (page 3). It's worth your time to look it up if you haven't seen it.

Two thirds of the page is devoted to a picture of a man seated in a concert hall, holding a pillow over one ear. The caption reads, "You wouldn't cover one ear at a concert." The copy in the body of the ad is carefully thought out. It develops the single, uncomplicated idea so vividly captured in the illustration and its caption.

We're sure London wouldn't mind dealers using it in talking to their customers. Honestly, can you think of a simpler, better way of answering the question, "What's stereo?" Listening to music on an "ordinary" phonograph, the customer can be told, is like covering one ear at a concert. It's that simple.

Now, if the rest of the people who write copy for stereo disk and phono accounts can come up with ads like London's, this industry will move forward a lot faster.

Boston Reports Mixed Reaction to Stereo

By CAMERON DEWAR

BOSTON—The sound of stereo phonographs is resounding in a representative number of homes in the metropolitan area here. But as far as dealers are concerned the total volume of sales has not yet played the tune on the cash registers that would cause much dancing in the streets.

Most dealers are enthusiastic about stereo and feel it is a step forward. It should ultimately catch on strong with the buying public, if the customers can be educated to accept it. Now, they are a trifle baffled by the publicity put out on the subject and have a feeling that, to some extent, it is just another gimmick.

While some dealers found stereo to be slightly above expectations, others were disappointed in its acceptance. This seems to be just about what was expected of it.

Only one dealer, Radio Shack on Commonwealth Ave., in the uptown district, found stereo selling above expectations. Bass Electric, a large dealer in the business area, found it to be slightly above what they had figured. Magee's, in the market district, and a big-volume dealer found sales to be just about what they expected. But Krey's, with three stores strategically situated, found the volume of sales to be somewhat disappointing.

Sales Down

More than one dealer held the opinion that phono sales were not what they should be at this time of the year. They offered the opinion that the Boston area was not as far over the hump of the slump in luxury items as some economists seemed to believe.

They also felt that much missionary work remains to be done in stereo and they are not quite sure what should be done aside from a plan in which the customer could actually get the stereo phonographs into their homes for a trial period. This doesn't seem practical to them. Even listening in the shops does not appear to cinch the sale because the customer is wary of some kind of ledgerdemain.

At stores where sales are equal to or above expectations it did not appear to be a result of any unusual promotion scheme. Bass Electric had not increased its newspaper ad space, but had increased the amount dealing with stereo. They have, in addition, concentrated more of their window display to it. At Radio Shack, they relied mostly on getting the cus-

tomers to listen and stepped up concentration on stereo demos.

Other dealers felt that a good deal had been said in advertising by the record companies and manufacturers and, if that didn't bring in customers, there was little that the individual dealer could do.

Olympic and Motorola received most acclaim by dealers and are best selling units in the area. Some dealers said the Motorola name was a big attraction plus the fact that the price was acceptable. It also was praised for sound quality and excellent separation.

Olympic also received praise for sound quality and one dealer was enthusiastic because of compactness of cabinet, which, he felt, appealed to customers since it took up no more room than an ordinary phonograph.

Zenith came in for some plaudits (Continued on page 19)

PROMOTION STUNT

Give-Away Is Aid to Stereo Demo

CINCINNATI — The Coston Radio and Television store at 2345 Ferguson Road uses a unique gimmick for promoting Motorola's portable stereo phono. The outlet circularizing the area offering a "free carload pass" to the Ferguson Hills Drive-In Theater. In order to qualify for the pass, the prospect has to phone Coston for a "no obligation" demonstration of the Motorola unit.

The demonstration will be given either at the person's home or at Coston's. Only other stipulation is that the prospect present the circular advertising the pass give-away.

Like many dealers, Coston's believes demonstration is the most important tool the dealer has in improving the stereo sales picture. And they believe that giving a little inducement to submit to a demonstration will work wonders. Cost of the promotion, compared to the potential business it can bring, is minor. The phono featured in the deal is Motorola's Model SH-12. Advertised price of the unit is \$159.95.

FOR TRAVELIN'

Zenith Shows Transistor Clock Radio

CHICAGO—Zenith announces an all transistor traveling clock radio, the Royal 850. It is entirely battery-powered and light in weight to be tucked away in luggage for out-of-town use as well as carried about the home for clock, radio, and radio alarm service.

The Royal 850 combines an imported clock with AM radio in a cabinet that is only 2½ inches deep. Weight of the instrument, complete with batteries is little more than 2¾ pounds. The clock never needs winding and runs up to a year on a single, separate 1½ volt "D" cell, before battery replacement is required.

The 850's radio uses a special type circuitry plus 3½ inch speaker fortified with a heavy Alnico 5 magnet. Another of the receiver's features is vernier dial to permit precise "on the mark" station tuning. There is also provision for an earphone attachment, for "private listening" purposes.

Four mercury batteries, which permit up to 400 hours of receiver operation, are the source of the radio's power.

When the radio mechanism is "alerted," the receiver turns on automatically at the pre-set time. The radio plays for one-half hour, then—to conserve battery power—"remembers" to turn off automatically.

The cabinet has front-to-back styling and is finished in a non-breakable forticel material, one of the plastics. Since color pigment is mixed into the material when the cabinet is moulded, there is no painted finish to chip or peel if the instrument is dropped. Cabinet color choices are all-over antique white; brown and antique white; dusty pink and white, and charcoal brown and white.

Suggested retail price of the Royal 850 in the U. S. is \$85 including batteries.

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



FRANKIE LAINE

HANDS YOU BIG RECORD SALES!



"WHEN I SPEAK YOUR NAME"



b/w "A COTTAGE FOR SALE" 4-41283

ON HIGH-FIDELITY RECORDS BY



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Walco Club Offers Benefits to Dealers

NEW YORK — The Electrovox Company, maker of Walco needles and other record accessories, has expanded its "spiff" plan into a special association or "club" for dealers. Club membership offers dealers and salesclerks many benefits including paid-up group life insurance, hospitalization and medical insurance, low-cost chartered vacation trips and other so-called fringe benefits usually associated with paternalistic programs of large corporations.

Under Walco's old "spiff" plan, dealers or clerks got a direct cash commission for selling Walco products. They will continue to receive these cash benefits under the new club plan.

Membership in the Walco Super Bonus Club is open to all dealers and their clerks. The single important qualification for membership is the turning in of a completed Bonus Stamp Redemption Book each year. This book can be completed by pasting 300 stamps,

each one of which represents the sale of a Walco accessory or sapphire needle. A diamond needle sale represents three stamps.

The important thing about completing a spiff book for membership is that the book also makes the member eligible for cash bonuses. Cash may be taken in lieu of such benefits as paid-up insurance. However, there are other benefits that apply no matter how the member exerts his option.

As part of its club plan, Walco also publishes a monthly newsletter for members. Called "Walco Soundings," the newsletter will contain tips on selling needles, information about needles, articles that analyze the business generally and many other features including a classified ad column that members can use free of charge. But the most important reason for the publication, according to Walco, is to "foster better retail selling among dealers."

Symphonic Sets Construction of New Plant in N. J.

NEW YORK—Symphonic Electronic Corporation has concluded negotiations for a long-term lease, under which a 100,000-square-foot plant will be erected in Woodbridge, N. J. Occupancy is planned for mid-June.

The new plant will be used for the manufacture and distribution of the company's high fidelity and stereophonic sound equipment. The building will also house the company's engineering and research laboratories. It will be on a 10-acre tract, which will have paved parking facilities. When the plant is finished, it is expected that it will employ approximately 500 persons.

The company will still maintain its present production facilities in Lowell, Mass.; New Brunswick, N. J. and its offices in New York City.

Norelco Shows Stereo-Type 'Continental'

NEW YORK—The stereo version of the Norelco Continental tape recorder is being shipped by the High Fidelity Products Division of North American Philips. Engineered and manufactured by Philips of the Netherlands, the Norelco Stereo Continental features push button controls for ease of operation, twin tracks, and three speeds (7½, 3¾ and 1⅞ inches per second) for maximum versatility.

The unit comes in high styled portable carrying case. It can be used to record monophonic, and to play back monophonic or stereo tapes thru the unit itself or thru an external hi-fi system. The machine has inputs for recording off a microphone, tuner, and phono and for mixing (recording two signals simultaneously or in sequence). For stereo playback, a second power amplifier and wide-range, dual-cone speaker in a matching acoustically ported, resonance-free cabinet is available as an accessory.

At each of its three speeds the stereo Continental compares favorably in performance with machines operating at the next higher speed, the firm says. This is due primarily to the special Philips magnetic head with a gap of only .0002 inches, which makes possible extended high frequency response even at lower speeds, they state.

The Norelco Stereo Continental Model EL3516G-53 is net priced at \$229.50.

Emerson Combo Has TV, Radio, Stereo Phono

NEW YORK — A stereophonic TV - phono - radio combination, Model 1474, has been introduced by Emerson. In announcing the new "Tru-Slim" loby ensemble, Arnold Henderson, sales director, said: "The Model 1474 is the most complete home entertainment unit of its kind on the market today."

The Model 1474 contains 21-inch, 110-degree picture tube with "up-front," controls. It is equipped with the Emerson dual channel amplifier for both stereo and monaural operation and features a built-in balance control for operation of both sound channels from one point. The sound system has a "woofer" and two matched "tweeters" and is ready for stereo operation by attaching an external speaker system such as Emerson's Model 970 or 971. A three-position selector switch permits choice of sound sources—internal, external or both.

The four-speed changer with stereo cartridge features intermix-

IHFV PROBLEM

Seek Fresh Ideas for Hi-Fi Show

NEW YORK — An appeal to all segments of the high fidelity industry for "new, fresh and uninhibited ideas" on how to improve future Institute of High Fidelity Manufacturers - sponsored shows has been voiced by Larry Epstein, an Institute director and sales and merchandising director of University Loudspeakers, Inc.

Epstein has been appointed a committee of one to explore ways and means of achieving the following objectives:

1. Greater exposure of the component high fidelity story to a larger segment of the public everywhere.

2. Reduction of the burden of time, personnel and effort now required of each exhibitor.

3. Lessening of the financial burden on the exhibitor without compromising the effectiveness of the show.

He stated that all new ideas were welcome from any source and should be sent to him personally at the Institute of High Fidelity Manufacturers, 125 East 23d St., New York, N. Y. Epstein added that he would like to discuss ideas and suggestions of any Institute member at the general membership meeting in New York January 8.

He said suggestions regarding operation and procedures of present-type shows should continue to go to Abe Schwartzman, Institute executive secretary.

Dynavox to Hit 45 Markets in Radio-TV Stunt

NEW YORK — Dynavox Corporation, manufacturer of portable phonos, hi-fi and stereo units, will participate in a national "Cheerleaders" contest that will cover the nation's 45 major markets from coast to coast.

Dynavox will receive a total of 1,500 spot announcements between now and January 5, 1959, on both radio and TV. The shows will feature some of the nation's leading disk jockeys. They include: Alan Freed, New York City; Buddy Dean, Baltimore; Bob Clayton, Boston; Wink Martindale, Memphis; Milt Grant, Washington, and Grady & Hurst, Philadelphia, to name a few.

ing. A new three-speaker radio is provided with enclosed antenna.

The Model 1474 is available in limed oak and mahogany grained finishes. Suggested list price is \$348.



RUINED...

fuzzed up—distorted—trash—your precious record collection swept away because you took chances with an ordinary old fashioned diamond needle. So easy to completely protect your collection with the "Needle That Remembers"—The Duotone Diamond Needle with the safety extra of a memory. Tells you when to check or change your needle. Costs no more. Get details from leading dealers or booklet from Duotone, Keyport, New Jersey.

DUOTONE..

is different

The BIG HITS are made on

Conn Organs!

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

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

Charles Paul, "Console Magic", RCA-Victor 1668;

Bert Buhrman, "Nostalgia in Hi Fi", ABC-209;

Glenn Derringer, "Accent on Youth", ABC-193

Al Bollington, "Organ Hues in Hi Fi", Dot-3110;

John Gart, "Parade of Hits", Kapp-1073;

John Gart, "South of the Border", Kapp-1074;

John Gart, "Rodgers & Hammerstein", Kapp-1075; plus

"George Wright Plays The Conn Electronic Organ", Hi-Fi-R-712.

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

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

CONN ORGAN

Your POSTAL ZONE NUMBER

is the key to prompt and efficient mail service.

USE IT ON ALL YOUR MAIL

Your local post office will be glad to furnish you with any information concerning postal zones

Audio Feedback

By RALPH FREAS

GLASER-STEERS EXPANDING

Glaser-Steers is on the move. The manufacturer of the Stereo GS 77 record changer finds there isn't enough room in the Belleville, N. J. plant. So, operations have been shifted to a big, new plant at 155 Oraton St., Newark, N. J. Prexy Julius Glaser is happy with the move because it will give room for expanded research facilities. Also, the new plant will have a modern finishing and spray painting department with all new equipment.

THE EXECUTIVE CIRCUIT

Sam Olchak has left his post of sales manager at Paramount Enterprises, makers of Hallmark stereo disks and phonos. Olchak, who once performed similar chores for the teevee division of CBS-Columbia, DeWald Radio and Tele King, will announce his future plans soon. . . . Howard Harwood was named chairman of the ad section of the Electronic Parts and Equipment Manufacturers, representing about 120 Midwestern firms. Harwood is ad manager of Shure Bros. . . . Hank Miller, Midwest sales manager of Recoton, has been upped to the national sales manager post. He replaces Jack Karns who recently resigned. Karns, who was with the firm for many years, has not announced his plans.

AUDIO CONCLAVE - WESTERN STYLE

The Audio Engineering Society is building up a nice head of steam for their sixth annual Western Convention at the Hotel Biltmore, Los Angeles, February 17-20. According to Harry Bryant, executive veepee of the Society, more high quality audio papers will get a hearing than at any other previous meet. A large number of the papers deal with some aspect of stereophonic sound reproduction.

LOS ANGELES SHOW PROMOTION SET

Publicity and promotion plans are being set for the upcoming Los Angeles High Fidelity Music Show. Members of the Institute of High Fidelity Manufacturers exhibiting there should forward releases, literature and photos to: Hank Levy, Suite 204, 3950 W. 6th St., Los Angeles 5, Calif.

NEW HOFFMAN DISTRIBUTORS

Two new distributors have been appointed to handle the Hoffman television, hi-fi lines. In Nashville, Tenn., the Cumberland Distributing Company will handle the lines in 31 counties in Tennessee and two in Kentucky. The firm has showrooms on Berry Lane. The other appointment is the Sampson Company in Chicago, which will distribute the lines in Northern Illinois, including Cook County, and in Lake and Porter counties in Indiana. Sampson claims to be the largest, longest-established independent appliance distributor in Chicago.

HAPPY STEREOPHONIC NEW YEAR

Los Angeles will ring in the New Year stereophonically due to a tie-up between three local radio stations (KCBH-FM, KMLA-FM and KLAC-AM). The project is a special promotion undertaken by Western Sound, Encino audio outlet. Termed a "sound spectacular," the promotion will consist of six consecutive hours of stereo broadcasting—from 9 p.m. December 31 to 3 a.m. January 1. Reason for the three-station co-operation is to air both FM-AM and AM-FM. This, the sponsors believe, will enable people to compare both systems. The six-hour length of the show was decided on to make it worthwhile to set up equipment to receive it. Local hi-fi dealers will be invited to use the basic promotional idea to help increase sales of FM and stereo tuners, amplifiers, speakers and tape recorders during the weeks before the broadcast. Promotional plans include direct mail and newspaper ads and publicity in local trade and consumer media. A giant invitation card inviting listeners to tune to the show will be mailed to several thousand motion picture, radio and teevee stars and executives.

SO THAT'S STEREO!

The Board of Directors of the Magnetic Recording Industry Association has approved a definition of the word "stereophonic." The definition reads: "Stereophonic, stereo, (binaural, deprecated): A technique of transmitting sound which employs two or more complete transmission channels for the purpose of creating in the listening environment the sense of audio perspective inherent in the source environment. Each channel must include a separate microphone, amplifier and loudspeaker, and may have one channel of a multi-channel recorder and reproducer interposed as a time storage device." The definition, says MRIA, will be of great use to Better Business Bureaus and others who can use it as a yardstick to measure fraudulent advertising. Great! But how about putting it into English that can be understood by the dealer and his customers?

CREDIT AID TO RETAILERS

The Monthly Bulletin of the NAMM tells how the Chase Manhattan Bank in New York is entering the retail customer credit business. Under the plan, Chase will allow retailers to offer complete charge account service with the bank assuming all risks and costs. For the service, Chase will discount 6 per cent from each credit sale. The retailer will receive his cash as fast as the bank can process sales tickets. Thru the plan, the retailer becomes the bank's agent in each credit sale and his own capital and credit are not involved. More than 60 banks across the country offer similar services.

Boston Report

• Continued from page 16

for the same reason as Motorola. The name means something in the area and it was priced attractively. These three appeared to be the only units showing much activity.

Optimistic Forecast

Expectations for pre-Christmas sales generally are optimistic, running from strong belief in stereo sales rise to just plain hope. Only one dealer felt that it would prove a big pre-Christmas attraction and continue at a strong volume into the first quarter. Most merely hoped sales would be good and thought it too early to tell about next year. There was a general feeling, however, that stereo, especially in portables, would enjoy brisk volume for yule gift-giving.

Generally, dealers feel there is a marked wariness on the part of the customers in acceptance. A great many of the buyers take the attitude that they were rushed into purchasing hi-fi sets, many of which proved less than promised. They feel they were "stung" on alleged hi-fi and will be more careful about stereo until it has really proved itself.

Goofs Apparent

Irving Bass of Bass Electric goes on record as saying that in a short time, stereo will revolutionize the industry and will stimulate a business that could use a shot in

the arm. One dealer, who understandably wishes to remain anonymous, takes the stand that disk companies will have to use more care in cutting records or pressing their stereo releases since the "goofs will be so much more apparent and abhorrent."

Still there is much enthusiasm about stereo from dealers. So far it has not entirely communicated itself to the customer. The point is offered that one of the best-selling points can't be offered by the dealer—that of word of mouth.

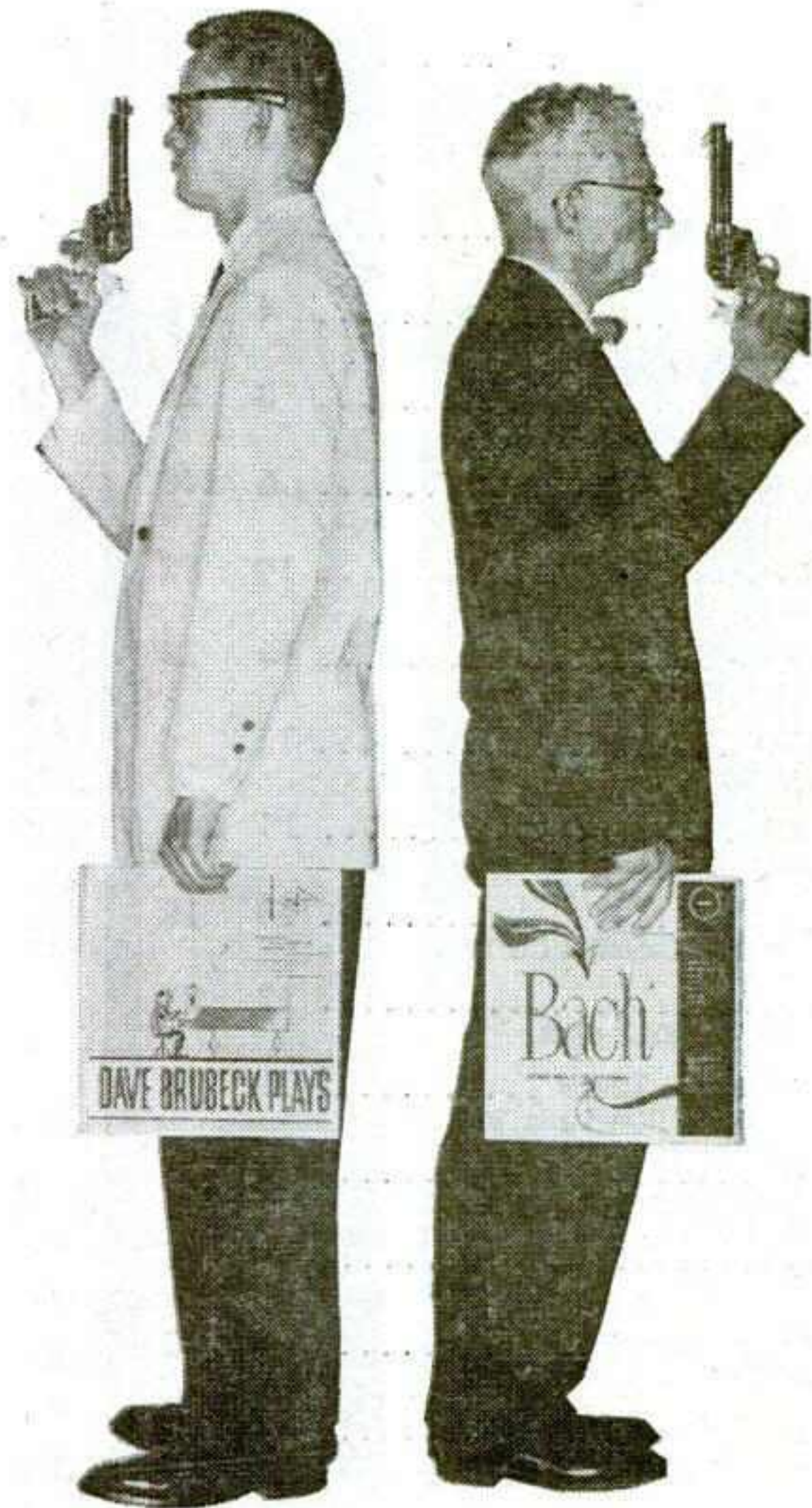
flying high!

RUDOLPH, THE RED-NOSED REINDEER CHA CHA

Hugo Winterhalter

47/7397


RCA VICTOR

AT LEAST THEY AGREE ON FIDELITONE — Bach fans and Brubeck-ites can disagree on the music they like, but all is sunshine and flowers when it comes to phonograph needles. They both buy Fidelitone. They know that Fidelitone is first in the field of quality. Has been first for nearly thirty years. Take advantage of Fidelitone's well earned, well advertised reputation for quality. Stock and sell the needles that most record buyers know and want. Be sure of satisfied customers that come back to you for all their record needs. Ask your Distributor for Fidelitone.

Fidelitone

Chicago, 26, Illinois
Expor. Dept., 13 E. 40th St., New York 16, N.Y.
"Best buy on records"

The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING NOVEMBER 29

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

This Week	Last Week	Weeks on Chart
1. Sing Along With Mitch	1	22
Mitch Miller, Columbia CL 1160		
2. South Pacific	2	37
Sound Track, RCA Victor LOC 1032		
3. Tchaikovsky: Piano Concerto No. 1 . . .	3	19
Van Cliburn, RCA Victor LM 2252		
4. Only the Lonely	7	11
Frank Sinatra, Capitol W 1053		
5. The Music Man	16	41
Original Cast, Capitol WAO 990		
6. More Sing Along With Mitch	8	5
Mitch Miller, Columbia CL 1243		
7. The Kingston Trio	4	6
Capitol T 996		
8. Gigi	5	25
Sound Track, M-G-M E 3641 ST		
9. My Fair Lady	6	140
Original Cast, Columbia OL 5090		
10. Johnny's Greatest Hits	10	35
Johnny Mathis, Columbia CL 1133		
11. But Not for Me	13	12
Ahmad Jamal Trio, Argo LP 628		
12. Ahmad Jamal	11	4
Argo LP 636		
13. South Pacific	15	245
Original Cast, Columbia OL 4180		
14. Swing Softly	18	12
Johnny Mathis, Columbia CL 1165		
15. Stardust	17	21
Pat Boone, Dot DLP 3118		
16. Belafonte Sings the Blues	19	5
Harry Belafonte, RCA Victor LOP 1006		
17. King Creole	9	13
Elvis Presley, RCA Victor LPM 1884		
18. Warm	—	40
Johnny Mathis, Columbia CL 1078		
19. Christmas Sing Along With Mitch	—	1
Mitch Miller, Columbia CL 1205		
20. The Fabulous Johnny Cash	—	1
Columbia CL 1253		
21. Film Encores	14	68
Mantovani, London LL 1700		
22. Oklahoma!	20	163
Sound Track, Capitol SAO 595		
23. Around the World in 80 Days	—	79
Sound Track, Decca DL 9046		
24. Victory at Sea, Vol. 2	12	5
RCA Victor Symphony Orch. (Bennett) RCA Victor LSC 2226		
25. Till	23	22
Roger Williams, Kapp KL 1081		
25. Hymns	24	94
Tennessee Ernie Ford, Capitol T 756		



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

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

Pop Albums

SHIRLEY TEMPLE'S HITS

Sound Tracks—20th Fox 3006

This one's bound to hit the mark and particularly around the gift season, it can achieve a good level of sales. A number of Miss Temple's famous songs from the movies she made as a child will have strong appeal. Tunes include "On the Good Ship Lollipop," "At the Cod Fish Ball," "Animal Crackers in My Soup," etc. The little lady had a lot of charm then as now and her present regular TV exposure will help sales. Attractive cover shows the grown-up Shirley Temple, plus photos as a child.



ITALIA CON PIER ANGELI

Roulette R 25051

The lovely flick star has a very impressive album debut. She handles the Italian tunes (most of which have become American pop hits also) in highly listenable fashion. It's a nicely programmed set that includes ballads and rhythm numbers. Beautiful cover shot of the artist provides a fine display item. Selections include "Volare," "Arrivederci, Roma" and "Souvenir D'Italie." Good programming set for jocks, and it has a chance with exposure.



SING ALONG WITH BASIE

With Joe Williams, Dave Lambert & Annie Rose—Roulette R 52018

Joe Williams, the Basie blues king, joins the Dave Lambert Singers here on a fine production. Outstanding in the Lambert trio are swingin' thrush Annie Ross and Jon Hendricks. These two are particularly effective on those wild vocal riffs, usually reserved for solo break by the horn section. The harmony work too, when it comes along is effective. Basie band lends great but restrained backing. Extremely extensive lyric content is printed in toto on the liner. This can be moved.



THE CHICO HAMILTON TRIO

World Pacific 1008

STEREO & MONAURAL

Gambrell is one of the most impressive new piano talents around. With Chico Hamilton on drums and Ben Tucker on bass, forming a showcase, the dextrous man with great ideas demonstrates his lightning finger work and his unusually powerful left hand. Good stereo recording of the type of group not easily captured to advantage in 3-D. This can be sold.



Classical Albums

SEGOVIA GOLDEN JUBILEE

(3-12") Andres Segovia, Guitar, with the Symphony of the Air (Jorda)—Decca DXJ 148

A great package and one which makes an ideal gift for music lovers. The three records by the master of the classical guitar give a broad idea of the range of guitar literature—covering selections by De Murcia, Sor, Boccherini, Castelnuovo-Tedesco, Torroba, Tansman, Segovia's adaptations from Moussorgsky, etc. Sides five and six are done with the Symphony of the Air. Most tasteful de luxe packaging includes special sleeves for the disks and a beautifully prepared book on the guitar with aspects of Segovia's career.



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

----- **Low-Price Classical Albums** -----

HANDEL: THE MESSIAH

(4-12") The London Philharmonic Choir (Jackson); The London Orch. (Susskind) with Various Artists—Somerset SFCC 201

STEREO & MONAURAL

Stereo effects on this low-priced set are magnificent, with male voices coming from one speaker and female voices from the other in such a way that the fine choir can almost be visualized. There's excellent balance between soloists, chorus and ork. Soloists are fair, with the exception of soprano April Cantelo, whose vocal quality and technique are superb. Package contains text. Outstanding value, especially at Christmas time.



----- **Christmas Albums** -----

CHRISTMAS CAROLS

Billy Vaughn Orch. & Chorus—Dot DLP 3148

Billy Vaughn provides a lush orchestral and choral setting for 14 favorite holiday songs. The Vaughn touch has hit the best-seller list before, and this one is sure to be a holiday bell-ringer. A tasteful but catchy cover will spur sales.



----- **Christmas Special Merit Albums** -----

O COME, ALL YE FAITHFUL

The Laymen Singers, Ralph Carmichael, Vocal and Orch. Direction—Sacred 8013

Here's evidence of the fact that true artistry can take the familiar and present it with spine-tingling effect. In the hands of arranger-conductor Ralph Carmichael the well-known Yuletide melodies take on a grandeur all their own. Accent is on choral arrangements with some carols offered a capella, others accompanied by a lush string-heavy orchestra. The arrangements are unadulterated by the usual vocal group devices. Both chorus and orchestra reveal a high degree of musicianship. Here is Christmas coraling on a grand scale.



----- **C&W Albums** -----

SIDE BY SIDE

The Wilburn Brothers—Decca DL 8774

The brothers perform a dozen sides in the traditional country vein. Dealers and buyers looking for the true hill sound and the heartbreak quality of Hank Williams have it here. Sides include Williams' "May You Never Be Alone" and such titles as "Faded Love" and "That Silver-Haired Daddy of Mine."



----- **Specialty Albums** -----

THE NINA, THE PINTA AND THE SANTA MARIA

Eddie Albert and Joanne Gilbert—Dot DLP 9009

STEREO & MONAURAL

This highly original offering tells the tale of Columbus' discovery of America in song form from the vantage point of his three ships, the Nina, Pinta and Santa Maria. There's suspense and humor and the flavor of Disney at his best as the three ships sail out onto the uncharted seas. Joanne Gilbert plays the part of Nina; Eddie Albert's narration keeps interest at high pitch and also provides a convincing portrayal of the sea monster. Lee Millar is Pinta, Nina's protective brother, and Thurl Ravenscroft puts his rich basso profundo to impressive use as senor Santa Maria, the barnacle-bottomed father of Nina and Pinta. Book is by Del Connell, music by Ray Gilbert and Ray Rasoh, lyrics by Ray Gilbert, musical supervision by Neely Plumb. It was produced and directed by Ray Gilbert and Tom Mack. Stereo was put to good use here.



(Continued on page 23)

ALBUM COVER OF THE WEEK



SHIRLEY TEMPLE'S HITS, 20th Fox 3006. Photo of the present-day sophisticated lady next to shots of the rollicking lass of yesteryear is a real eye-catcher. It's going to stir a lot of memories as well as attract sales.

Most Played by Jockeys FOR SURVEY WEEK ENDING NOVEMBER 29

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

1. VOICES IN LOVE Four Freshmen
Capitol T 1074
2. ONLY THE LONELY Frank Sinatra
Capitol W 1053
3. HAVE BAND, WILL TRAVEL Lester Lanin
Epic LN 3520
4. THE KINGSTON TRIO Kingston Trio
Capitol T 996
5. WHEN YOU COME TO THE END OF A DAY Perry Como
Victor LPM 1885
6. THINGS ARE SWINGIN' Peggy Lee
Capitol T 1049
7. SING ALONG WITH MITCH Mitch Miller
Columbia CL 1160
8. THE VERY THOUGHT OF YOU Nat King Cole
Capitol W 1084
9. POLITELY Keely Smith
Capitol T 1073
10. HOT CARGO Ernestine Anderson
Mercury MG 20354



Best Selling Pop EP's

FOR SURVEY WEEK ENDING NOVEMBER 29

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

1. KING CREOLE, VOL. 1. Elvis Presley, RCA Victor EPA 4319
2. KING CREOLE, VOL. 2. Elvis Presley, RCA Victor 4321
3. JOHNNY CASH SINGS HANK WILLIAMS. Sun EPA 111
4. HYMNS Tennessee Ernie Ford, Capitol EAP 1-756
5. SPIRITUALS. Tennessee Ernie Ford, Capitol EAP 1-818
6. NEARER THE CROSS. Tennessee Ernie Ford, Capitol EAP 1-1005
7. THE FABULOUS JOHNNY CASH. Columbia B-12531
8. THE EVERLY BROTHERS. Cadence CEP 107
9. SOUTH PACIFIC. Original Cast, Columbia EPA 850
10. THE LORD'S PRAYER. Pat Boone, Dot DEP 1068

A ROULETTE CHRISTMAS STOCKING PLAN!

The Fabulous Sales Plan For Your Holiday Profits!
Effective Immediately Until December 31.

1. FOR EVERY 18 STEREO ALBUMS you purchase, you will receive FREE 2 STEREO ALBUMS OF YOUR CHOICE.

2. SENSATIONAL TRAFFIC BUILDER. GUARANTEED TO BRING REPEAT SALES, Special bonus album coupon for the customer in every Dynamic Stereo Demonstration Album (SR-100).

3. FOR EVERY 7 MONAURAL ALBUMS you purchase in the new monaural release, you will receive FREE 1 DYNAMIC STEREO DEMONSTRATION ALBUM (SR-100).

DYNAMIC STEREO ALBUMS



Sing Along With Basie
Count Basie & Orch. with
Joe Williams and others SR-52018



Jimmie Rodgers Sings
Folk Songs SR-25042



A Message From Newport
Maynard Ferguson SR-52012



Basie Plays Hot!
Count Basie & Orch. SR-52011



Monday Night at Birdland
Hank Mobley & All Stars SR-52015



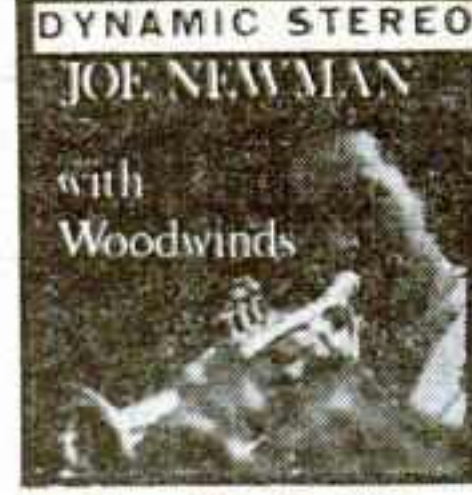
Senor Tito Rodriguez
Tito Rodriguez & Orch.
Tico SLP-1051



Basie
Count Basie & Orchestra SR-52003



Tyree Glenn at the Roundtable
Tyree Glenn SR-25050



Joe Newman With Woodwinds
Joe Newman SR-52014



Mitchell-Ruff Duo
Plus Strings & Bass SR-52013

7 NEW MONAURAL LP RELEASES



Sing Along With Basie
Count Basie & Orch. with
Joe Williams and others R-52018



ITALIA con
Pier Angeli R-25051



Monday Night at Birdland
Hank Mobley & All Stars R-52015



Sweet Talk
Kitty White R-52020



Jeri Southern
Meets Johnny Smith R-52016



A Long, Long Kiss
Canta Maya R-25052



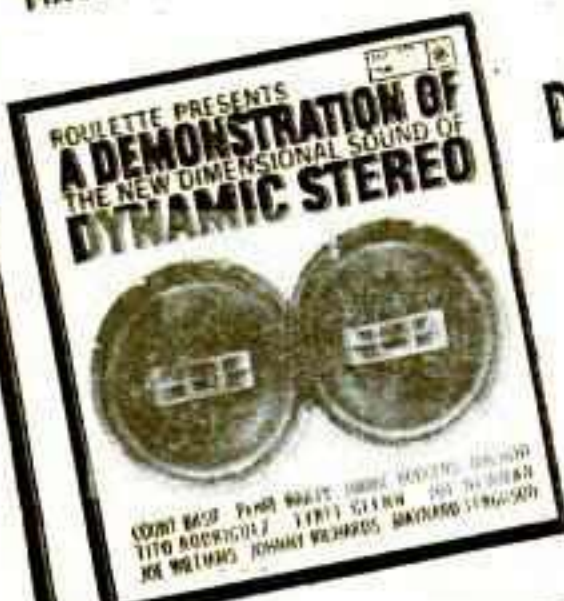
On My Way to Heaven
Lee Russell &
The Wayfarers R-25047

A sound
bet . . .
buy



ROULETTE

and these additional
DYNAMIC STEREO ALBUMS
JIMMIE RODGERS..... Number One Ballads SR-25033
PEARL BAILEY St. Louis Blues SR-25037
JOHNNY RICHARDS The Rites of Diablo SR-52008
MARCO RIZO & Orch.... Morning Melody Tico SLP-1052
JOHNNY SMITH... Johnny Smith Foursome Roost SLP-2228
JOE WILLIAMS.... A Man Ain't Supposed to Cry SR-52005
TITO RODRIGUEZ Latin Jewels Tico SLP-1047
MACHITO Kenya SR-52006



THE SPECIAL
DYNAMIC STEREO
DEMONSTRATOR
SR-100
Suggested Retail Price
\$2.98

• Review Spotlight on Albums . . .

• Continued from page 21

--- Specialty Albums ---

MIKE NICHOLS & ELAINE MAY—IMPROVISATIONS TO MUSIC

With Marty Rubenstein, Piano—Mercury MG 20376

The upcoming fine comedy team debuts on wax with eight delightful skits satirizing mystery films, seduction, psychiatry, "Brief Encounter" and young intellectuals with insight and humor. Nitery and TV exposure will help sales. An ideal gift item.



----- Spoken Word Albums -----

SHAKESPEARE: MUCH ADO ABOUT NOTHING (3-12") The Dublin Gate Theater Production—Spoken Word SW-A6

SHAKESPEARE: THE TAMING OF THE SHREW (3-12") The Dublin Gate Theater Production—Spoken Word SW-A7

These two sets are welcome additions to recorded Shakespearean repertory, neither being available currently otherwise. The Dublin Gate players act the comedies broadly, but most effectively and occasionally slip in a charming bit of brogue. They use the exact literal Shakespearean text, making them far more valuable for students than cut or edited versions which usually result from sound tracks. Finally, labeling and packaging is equally sensible, listing on each disk and the inside of the box exactly which acts and scenes are on each side of each record, a small matter which can be of great help in finding what one needs. The box for each three-disk set, too, is sturdy if not gaudy.



• Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

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

POPULAR ★★★

★★★ PAL JOEY
Bobby Sherwood Ork. Jubilee JLP 1061

STEREO & MONAURAL

Sherwood, who appeared in the movie version of the great Rodgers-Hart musical "Pal Joey," serves up swiny, bright instrumental versions of that score. Stereo sound is fine, and selections—including tunes added to the movie ("Lady Is a Tramp," etc.)—are danceable. Solid jockey wax.

★★★ LET'S FACE THE MUSIC AND DANCE

David Allen with the Bill Holman Ork. World Pacific WP 1250

The talented vocalist has a strong follow-up album to his "David Allen Sings Jerome Kern." He's selected a fine group of tunes, many of which are not over-performed. Backing by Bill Holman's ork is excellent. Set can sell in both pop and jazz markets. Good cover shot of Allen hugging a pretty gal. Set is also a good jockey item. Tunes include "I Like the Likes of You," "Shake Down the Stars" and "Can't Help It" in addition to several evergreens.

★★★ JERI SOUTHERN MEETS JOHNNY SMITH

With Various Artists. Roulette R 52016
Jeri Southern's own sultry brand of vocalizing is nicely complemented by Johnny Smith's introspective style of guitar. With simple arrangements, the thrush presents her best to date on this label. Tunes include "Music, Maestro, Please," "Isn't It Romantic" and "Where or When." Good potential.

★★★ SOUTHERN HOSPITALITY

Jeri Southern with the Dave Barbour Trio. Decca DL 8761

Her newest album enables Jeri Southern to apply her highly personal, sultry-voiced style to numbers by such illustrious writers

as Rodgers and Hart, Kern and Hammerstein. Cole Porter, Noel Coward and Ray Noble. These class numbers, tho not all among the most popular output of their composers, are made to order for the misty Southern style. The quiet figurations of the Dave Barbour trio, in support, are in excellent taste. In short, it's one of Miss Southern's better albums.

★★★ SING A SONG OF GOODMAN

The Randy Van Horne Singers. M-G-M E 3720

Here's an interesting album for jocks. Utilizing pure vocal sounds (no words) the Van Horne Singers do an excellent job of simulating instrumental sections of a band. Selections (all done vocally in the style of Benny Goodman) include "Let's Dance," "And the Angels Sing," "King Porter Stomp," etc.

★★★ NO COVER NO MINIMUM

Enid Mosier. Decca DL 8804

Ex-dancer Enid Mosier, now a favorite with chic cafe and nitery audiences, shows off her deft, swinging style in a good cross-section of standards and new numbers, backed by a small rhythm group. Her voice is flexible and intriguing, and her phrasing is right for the material. Tunes include "He Never Looks My Way," "St. Louis Blues," "Landlady," and "Show Me the Way to Go Home." Deejays should listen to the latter.

★★★ DANCING AT THE HABANA

Hilton with Mark Monte and The Continentals
Jubilee 1072

STEREO & MONAURAL

The bright-sounding rumba and cha-cha medleys of the previously released monaural edition of this album gain a great deal in the stereo edition, proving again that Latin rhythms are particularly well suited to the two-channel effect. Maestro Monte, a favorite at New York's Hotel Plaza, fronts one of the smoothest small Latin groups in the field, and the platter should go well with the Arthur Murray set.

POPULAR ★★

★★ BOPPIN' AT THE HOP
Lawson-Haggart Rockin' Band. Decca DL 78801

STEREO & MONAURAL

This is pure rocking instrumental fare, strictly for the teen dancing trade. Yank Lawson does a bit of solo trumpet blowing, but the accent is still on the rocking beat. The set was captured well in stereo and it might be that the label could release some stereo singles from the set for juke use. They're well-suited for that.

★★ THE DANSERO

The Ramblers. Coral CR 57253

Crisp, Latin rhythms of a trio which sounds much more than a trio. Lots of play many instruments. Material includes "Frenesi," "Malaguena," "Adios" etc. Good dance package.

(Continued on page 24)

THE GREATEST ALBUM OF ALL TIME
DENNIS DAY
Sings
"CHRISTMAS IS FOR THE FAMILY"
DXLP-1
Introduced by JACK BENNY
\$3.98 value, only
\$1.49

DESIGN RECORDS
PRODUCT OF PICKWICK SALES CORP., B'KLYN 32, N.Y.

101 Strings
The World's First Stereo-Scored Orchestra

STEREO ON ARGO
AHMAD JAMAL
Vol. IV
S-636
JAMES MOODY
"Last Train From Overbrook"
S-637
RALPH SHARON & FRIEND
S-635

New!!
Redd Foxx LP
"LAFF OF THE PARTY" VOL. 8
DOOTO RECORDS
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to everyone!*

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- ✓ Country & Western
- ✓ Folk Ballad
- ✓ Rhythm & Blues

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

• Continued from page 23

★★ **A LONG LONG KISS**
Canta Maya with Bernis Landes Ork.
Roulette R 25052

Miss Maya has a whispery, husky quality which might be called a blend of Marlene Dietrich, Eva Gabor and other sirens of that ilk. Some of the material, such as "I'm a Kitten," in which the gal literally essays a cat's purr, will appeal to males looking for recorded kicks and atmosphere. Beyond that, appeal would be fairly slim.

Is the Color," and a gospel influenced, "Jacob's Ladder." A most satisfying set with the stereo effect finding voice and guitar in opposite speakers. Stereo is hardly needed here.

FOLK ★

★ **FOLK BLUES**
Jerry Silverman. Audio-Video A-V 101

INTERNATIONAL ★★

★★ **YODELING IN HI-FI**
Rudi & Inge Meixner with Reil Denk, Zither. Westminster WP 6092
Rudi and Inge Meixner are experts at this sort of offering. The package consists of 10 selections with the emphasis on various types of yodeling. Appeal will most likely be limited.

**LOW PRICE —
INTERNATIONAL ★★★**

★★★ **TORERO!**
Aamco ALP 326
A well-played, spirited album of bull fight music. It has the additional advantage of containing some fresh material in several exciting pasodobles which have not been included in the rash of bullfight albums. The orchestra, which does a solid job, is not identified other than as numbering 65 pieces.

★★★ **IN AN EGYPTIAN GARDEN**
Directed by Farik Bulut. Aamco ALP 325

This one is right out of the world of the harems and belly dancers. Featured instruments are violin, zither, lute and two drums, plus vocalist L. Guner. Would figure to have a limited market, but in its field, it can compete well, due to a good performance and recording job. The harem gal on the cover can no doubt add sales appeal.

**LOW PRICE —
INTERNATIONAL ★★**

★★ **FLAMENCO!**
Mario Escudero, Guitar, with Various Artists. Aamco ALP 322
The best bands on this album are those on which Escudero takes over for guitar solos. On the other bands, an anonymous male singer attempts to evoke the mysteries of the cante jondo with variable success. On most he is very average, altho he outdoes himself once or twice. The sum total is a good, but hardly outstanding effort.

**LOW PRICE —
INTERNATIONAL ★**

★ **BEL CANTO ITALIANO**
Joe Mastello, Tenor with The Nick Averano Ork. Dana DILP 8011

POLKA ★★★★★

★★★★ **HULA HOOP POLKA**
Frank Woharowski Ork. Dana DLP 1268
A healthy selection on polka melodies are presented by the ork. The set also contains a tango and a few waltz selections. The title tune of the album spotlights the current hoop craze with the words "Hula Hoop" uttered thruout the song. Good item for this market.

★★★★ **DANCING TO EDDIE ZIMAS BAND**
Dana DLP 1266

Here's another of Dana's polka platters that should do nicely with admirers of that bouncy step. The Zimas' crew play a total of seven polkas (including such up-to-date numbers as "Hot Rod Polka" and "Blonde Secretary Polka"), plus three waltzes and two obereks. Eye-catching cover showing dancers in traditional Polish costume. Specialized appeal, but should move nicely in some areas.

POLKA ★★★

★★★ **WALTZ WITH WHOOPEE**
"Whoopee" John Wilfahrt Ork. Decca DL 8784

German-style waltzes and polkas played in Wilfahrt's own individual manner, which

(Continued on page 38)

POPULAR ★

★ **JAN CLAYTON SINGS CROUSEL**
With the Camarata Ork. Disneyland WDL 3036

STEREO & MONAURAL

LOW-PRICE POPULAR ★★★

★★★ **MUSIC FROM THE GASLIGHT ERA**

Clarence Hutchenrider, Clarinet; Rudolph Sillano, Drums; Scott Davidson, Piano; Lusius Fowler, Banjo. Aamco ALP 323
Small-group "traditional" Dixieland played by a quartet fronted by clarinetist Clarence Hutchenrider, a regular at New York's Gaslight, a private club. Without the usual trombone and cornet, and bass foundation, it all sounds a bit thin. Tunes include oldies like "Beale Street Blues," "Tin Roof Blues," "Smoke Rings" and "Satinis." Cute cover of curvy brunette doing a Charleston at the Gaslight may help it in rack displays.

LOW-PRICE BAND ★★★

★★★ **THE ROYAL SCOTCH GUARD BAGPIPES**
Directed by Neil Duddy. Aamco ALP 328

This platter does not have the all-out sound of a big group like the Black Watch, but most Gaels and Celts will enjoy it. Since only a few pipers are used, the "detail" of the sound comes thru well and the tunes aren't buried in mass skirling. Most of the pipe numbers incidentally, would be more at home in Dublin than Edinburgh, and Irish-Americans will have a rare chance to hear "Wearin' O' the Green," "St. Patrick's Day," etc. in full bagpipe arrangements.

CHRISTMAS ★★★★★

★★★★ **GIFT OF THE MAGI**
Sally Ann Howes with Allen Case & Bibi Isterwald and Various Artists. United Artists UAS 5013 & UAL 4013

STEREO & MONAURAL

Richard Adler's musical version of O'Henry's wistful short story will be telecast over CBS-TV shortly. The sale of this LP will depend considerably upon audience impact of that program. The package has name power in Sally Ann Howes ("My Fair Lady" star) and narrator Eli Wallach, and the score is tender and appropriately sentimental for the season. Standout ballads are "A Better Word Than Love," and "Christmas in Your Heart." Both Miss Howes and Case turn in fine performances.

CHRISTMAS EP ★★★

★★★ **FREDDY COLE**
(1-EP). Sue EP 101

Cole has considerable similarity to his brother Nat Cole, on this mixture of lightly jumping efforts with ballads. Side one, "I, Me," and "Right Now," both have a good rhythm trio backing to the relaxed, but convincing performance. Flip side has "It's Christmas Time," backed with fiddles and chorus plus another rhythm number. Cat has talent in a smart, jazzy way.

FOLK ★★★

★★★ **A GIRL AND A GUITAR**
Lee Schaefer & Jim Hall. United Artists UAS 5012 & UAL 4012

STEREO & MONAURAL

Miss Schaefer has a hauntingly attractive voice, whose quality can be labelled a happy blend of jazz and folk influences. Here, the material is all folk and the readings are backed solely by the impressive but restrained guitar work of Jim Hall. Songs include "He's Gone Away," "Black

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending November 29

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	9	6. Beep Beep By Donny-Morey-Ghic—Published by H.&L. (BMI) BEST SELLING RECORD: Playmates, Roulette 4115.	6	5
2. To Know Him Is to Love Him By Phillip Spector—Published by Warman (BMI) BEST SELLING RECORD: Teddy Bears, Dore 503. RECORDS AVAILABLE: Cathy Carr, Roulette 4107; Evelyn and Towers Kingsley, Cap 4069.	2	8	7. Problems By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1355.	10	3
3. It's Only Make Believe By Conway Twitty & Nance—Published by Marielle (BMI) BEST SELLING RECORD: Conway Twitty, MGM 12677. RECORD AVAILABLE: Jimmy Starr, Debbie 101.	3	9	8. I Got Stung By Aaron-Schroeder-David Hill—Published by Gladys Music (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 7410.	9	5
4. Lonesome Town By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545.	5	7	9. Topsy II By Battle-Durham—Published by Cosmopolitan (ASCAP) BEST SELLING RECORD: Cozy Cole, Love 50034.	4	10
5. One Night By Dave Bartholemew-Pearl King—Published by Travis-Presley (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7210.	8	4	10. It's All in the Game By Dawes and Sigman—Published by Remick (ASCAP) BEST SELLING RECORD: Tommy Edwards, MGM 12688.	7	15

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	6	16. 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.	20	3
12. Smoke Gets in Your Eyes By Harbach-Kearns—Published by Harms (ASCAP) BEST SELLING RECORD: Platters, Mercury 71383. 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 5323; Fred Waring, Dec 23728.	24	2	17. A Lover's Question By Brook Benton-Jimmy Williams—Published by Eden-Progressive (BMI) BEST SELLING RECORD: Clyde McPhatter, Atlantic 1199.	17	5
13. Chantilly Lace By J. P. Richardson—Published by Glad (BMI) BEST SELLING RECORD: Big Bopper, Mercury 71343.	15	11	18. 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.	19	3
14. I Got a Feeling By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545.	13	8	19. Whole Lotta Lovin' By Domino & Bartholemew—Published by Marquis (BMI) BEST SELLING RECORD: Fats Domino, Imperial 5553.	21	2
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.	14	9	20. The End By Jimmy Kronde-Sid Jacobson—Published by Criterion (ASCAP) BEST SELLING RECORD: Earl Grant, Dec 30719.	12	11

Third Ten

21. Tea for Two Cha Cha By Vincent Youmans-Irving Caesar—Published by Harms (ASCAP) RECORDS AVAILABLE: Bill Ador Ork, Verve 10155; Tommy Dorsey Ork-Warren Covington, Dec 30704.	16	12	26. 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.	27	5
22. Cannon Ball By L. Hazlewood-Duane Eddy—Published by Gregmark (BMI) RECORD AVAILABLE: Duane Eddy, Jamie 1111.	23	4	27. Need You By Buddy Wheeler—Published by Malapi (BMI) RECORDS AVAILABLE: Donnie Owens, Guyden 2001; Jeff Stevens, Dot 15843.	-	1
23. I'll Wait for You By Marcucci-DeAngeles—Published by Rambed (BMI) RECORD AVAILABLE: Frankie Avalon, Chancellor 1026.	18	4	28. Poor Boy By G. Sanderson—Published by Meridian-Parkwood (BMI) RECORDS AVAILABLE: Cardigans, Mercury 71367; Royal Tones, Jubilee 5338.	22	3
24. 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 30007; Sammy Davis Jr., Dec 29541; Erroll Garner, Mercury 70649; Norman Greene, MGM 30609; Tiny Grimes, Atco 858; Glenn Miller Ork, Vic 0044; Louis Prima and Keely Smith, Cap 4063; Martha Raye, Mercury 70364; Bobby Robertson, Windsor 7460; David Rose, MGM 30886; Sundowners, Windsor 7160; Fred Waring Ork, Dec 40173.	-	1	29. Forget Me Not By Larry Martin-Larry Kolber—Published by Aldon Music (BMI) RECORD AVAILABLE: Kalin Twins, Dec 30745.	29	7
25. Bimbombey By David-Peretti-Creatore—Published by Planetary (ASCAP) RECORD AVAILABLE: Jimmie Rodgers, Roulette 4116.	24	2	30. Letter to an Angel By Jimmy Clanton-Cosimo Mattassa—Published by Ace (BMI) RECORDS AVAILABLE: Jimmy Clanton, Ace 551; Five Shillings, Dec 30722.	-	2
			30. Gotta Travel On By Paul Clayton—Published by Ace (BMI) RECORD AVAILABLE: Billy Grammer, Monument 400.	-	1

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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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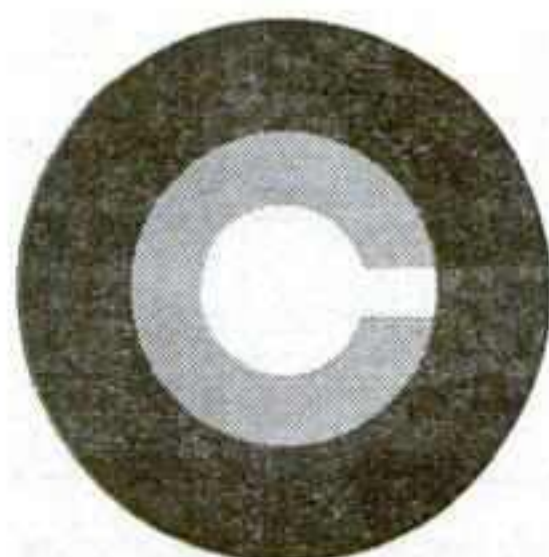
Jack Scott #493

WILLINGLY

(Melodie Perdue)
Monty Kelly #495

MALAGUENA

Charles Margulis #494
(from the best-selling "Marvelous Margulis"
album LP 12/103 & STLP 12/103)



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The Billboard

HOT 100

FOR THE WEEK
ENDING
DECEMBER 14

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
5	3	1	1		TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dora 803	12
1	2	2	2		TOM DOOLEY	Kingston Trio, Capitol 4049	11
2	1	3	3		IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	13
6	6	4	4		BEEP BEEP	Playmates, Roulette 4115	6
14	7	5	5		ONE NIGHT	Elvis Presley, RCA Victor 7210	5
42	17	8	6		PROBLEMS	Everly Brothers, Cadence 1355	5
8	9	7	7		LONESOME TOWN	Ricky Nelson, Imperial 5545	7
3	4	6	8		TOPSY II	Cozy Cole, Love 50034	16
11	8	9	9		I GOT STUNG	Elvis Presley, RCA Victor 7210	6
9	10	11	10		QUEEN OF THE HOP	Bobby Darin, Atco 6127	10
86	50	22	11	★	SMOKE GETS IN YOUR EYES	Flatters, Mercury 71353	4
4	5	10	12		IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	16
10	11	12	13		I GOT A FEELING	Ricky Nelson, Imperial 5545	9
22	19	14	14		A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	8
7	13	16	15		CHANTILLY LACE	Big Bopper, Mercury 71343	19
81	49	26	16	★	WHOLE LOTTA LOVIN'	Fats Domino, Imperial 5553	4
25	15	19	17		CANNON BALL	Duane Eddy, Jamie 1111	6
51	44	23	18		BIMBOMBAY	Jimmie Rodgers, Roulette 4116	5
37	23	18	19		LOVE IS ALL WE NEED	Tommy Edwards, M-G-M 12722	7
12	12	13	20		THE END	Earl Grant, Decca 30719	13
20	27	15	21		I'LL WAIT FOR YOU	Frankie Avalon, Chancellor 1026	7
62	36	35	22	★	THAT OLD BLACK MAGIC	Keely Smith & Louis Prima, Capitol 4063	6
13	14	24	23		TEA FOR TWO CHA CHA	Tommy Dorsey Ork-Warren Covington, Decca 30704	15
24	28	17	24		POOR BOY	Royal Tones, Jubilee 9338	8
28	30	28	25		NEED YOU	Donnie Owens, Guyden 2001	10
36	31	21	26		THE WORLD OUTSIDE	Four Coins, Epic 9295	5
16	16	20	27		FORGET ME NOT	Kalin Twins, Decca 30745	11
31	21	27	28		THE DAY THE RAINS CAME	Jane Morgan, Kapp 235	12
29	25	31	29		LETTER TO AN ANGEL	Jimmy Clanton, Ace 551	8
—	86	43	30	★	GOTTA TRAVEL ON	Billy Grammer, Monument 400	3

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
21	32	25	31		HIDEAWAY	Four Esquires, Paris 520	12
41	34	39	32		THE MOCKING BIRD	Four Lads, Columbia 41266	6
—	88	42	33		LONELY TEARDROPS	Jackie Wilson, Brunswick 55105	3
39	29	30	34		WALKING ALONG	Diamonds, Mercury 71366	7
23	24	29	35		CALL ME	Johnny Mathis, Columbia 41253	11
19	26	37	36		THERE GOES MY HEART	Joni James, M-G-M 12706	13
—	—	62	37	★	THE CHIPMUNK SONG	David Seville & the Chipmunks, Liberty 55168	2
15	18	36	38		ROCK-IN' ROBIN	Bobby Day, Class 229	19
60	53	38	39		A PART OF ME	Jimmy Clanton, Ace 551	6
35	35	34	40		I'LL REMEMBER TONIGHT	Pat Boone, Dot 15840	7
17	22	33	41		PUSSY CAT	Ames Brothers, RCA Victor 7315	11
—	—	87	42	★	TEEN COMMANDMENTS	P. Anka, J. Nash, G. Hamilton IV, ABC-Paramount 9974	2
18	20	32	43		MEXICAN HAT ROCK	Applejacks, Cameo 149	13
65	60	53	44		CIMARRON	Billy Vaughn, Dot 15836	8
79	55	51	45		PHILADELPHIA, U.S.A.	Nu Tornadoes, Carlton 492	4
38	54	46	46		TOPSY I	Cozy Cole, Love 50034	13
44	51	41	47		MR. SUCCESS	Frank Sinatra, Capitol 4070	7
66	57	49	48		I WANT TO BE HAPPY CHA CHA	Enoch Light & the Light Brigade, Grand Award 1020	5
57	43	44	49		NON DIMENTICAR	Nat King Cole, Capitol 4056	9
71	65	52	50		PLEDGING MY LOVE	Roy Hamilton, Epic 9294	4
33	40	55	51		LOVE MAKES THE WORLD GO 'ROUND	Perry Como, RCA Victor 7353	9
—	76	57	52		SING, SING, SING	Bernie Lowe Ork, Cameo 153	3
52	45	45	53		TUNNEL OF LOVE	Doris Day, Columbia 41252	7
—	72	58	54		NEED YOUR LOVE	Bobby Freeman, Josie 844	3
—	93	75	55	★	DONNA	Ritchie Valens, Del-Fi 4110	3
64	48	54	56		THE TEN COMMANDMENTS OF LOVE	Harvey & the Moonglows, Chess 1705	13
—	—	—	57	★	MY HAPPINESS	Couni: Francis, M-G-M 12738	1
—	—	66	58		TURVY II	Cozy Cole, Love 5014	2
67	68	47	59		SWEET LITTLE ROCK AND ROLLER	Chuck Berry, Chess 1709	5
30	41	56	60		FALLIN'	Connie Francis, M-G-M 13713	9

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

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

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

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	—	61	★	PEEK-A-BOO	Cadillacs, Josie 846	1
47	69	67	62		MANDOLINS IN THE MOONLIGHT	Perry Como, RCA Victor 7353	7
—	—	70	63		NOBODY BUT YOU	Dea' Clark, Abner 1019	2
—	—	—	64	★	BIG BOPPER'S WEDDING	Big Bopper, Mercury 71375	1
74	74	59	65		LOVE YOU MOST OF ALL	Sam Cooke, Keen 2008	4
—	81	61	66		INTERMISSION RIFF	Bernie Lowe Ork, Cameo 153	3
68	70	64	67		JEALOUS HEART	Tab Hunter, Warner Bros. 5008	8
—	91	81	68		16 CANDLES	The Crests, Coed 506	3
—	—	—	69	★	MANHATTAN SPIRITUAL	Reg Owen, Palette 5005	1
50	39	63	70		THE BLOB	Five Blobs, Columbia 41250	11
—	99	84	71		THE WEDDING	June Valli, Mercury 71383	3
—	—	90	72	★	LITTLE RED RIDING HOOD	Big Bopper, Mercury 71375	2
—	85	48	73		LOVE OF MY LIFE	Everly Brothers, Cadence 1355	3
26	33	50	74		TEARS ON MY PILLOW	Little Anthony & the Imperials, End 1027	18
40	37	40	75		THE DAY THE RAINS CAME	Raymond La Ferre, Kapp 231	12
49	58	77	76		ALL OVER AGAIN	Johnny Cash, Columbia 41251	10
—	94	82	77		C'MON EVERYBODY	Eddie Cochran, Liberty 55166	3
53	52	60	78		WHAT DO I CARE	Johnny Cash, Columbia 41251	8
—	92	83	79		THE WORLD OUTSIDE	Four Aces, Decca 30764	3
—	—	—	80	★	COME PRIMA	Tony Dalardo, Mercury 71327	1
—	—	92	81		I WANT TO BE HAPPY CHA CHA	Tommy Dorsey Ork-Warren Covington, Decca 30790	2
69	63	69	82		THE SECRET	Gordon MacRae, Capitol 4033	13
—	—	—	83	★	THE DIARY	Nell Sedaka, RCA Victor 7408	1
45	62	65	84		NO ONE KNOWS	Dion & the Belmonts, Laurie 3015	16
32	47	71	85		NEAR YOU	Roger Williams, Kapp 233	17
—	—	—	86	★	THE WORLD OUTSIDE	Roger Williams, Kapp 246	1
91	—	97	87		CINDERELLA	Four Preps, Capitol 4078	3
63	64	80	88		LIGHT OF LOVE	Peggy Lee, Capitol 4017	6
99	—	88	89		A HOUSE, A CAR AND A WEDDING RING	Dale Hawkins, Checker 906	4
—	—	—	90	★	DIAMOND RING	Jerry Wallace, Challenge 59027	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

- MY HAPPINESS Connie Francis
(Happiness, ASCAP) Never Before (Saunders, ASCAP) M-G-M 12738
- PEEK-A-BOO The Cadillacs
(Tri-Park, BMI) Oh, Oh, Lolita (Wemar, ASCAP) Josie 846
- THE TEEN COMMANDMENTS Paul Anka,
George Hamilton IV and Johnny Nash
(Pamco, BMI) If You Learn to Pray (Ampco, ASCAP) ABC-Paramount 9974
- BIG BOPPER'S WEDDING Big Bopper
LITTLE RED RIDING HOOD
(Starrite, BMI) (Starrite, BMI) Mercury 71375
- DONNA Ritchie Valens
(Kemo, BMI) La Bamba (Kemo, BMI) Del Fi 4110

C&W

- I GOTTA TALK TO YOUR HEART Hank Locklin
(Starday, BMI) The Other Side of the Door (Tray, ASCAP) RCA Victor 7393

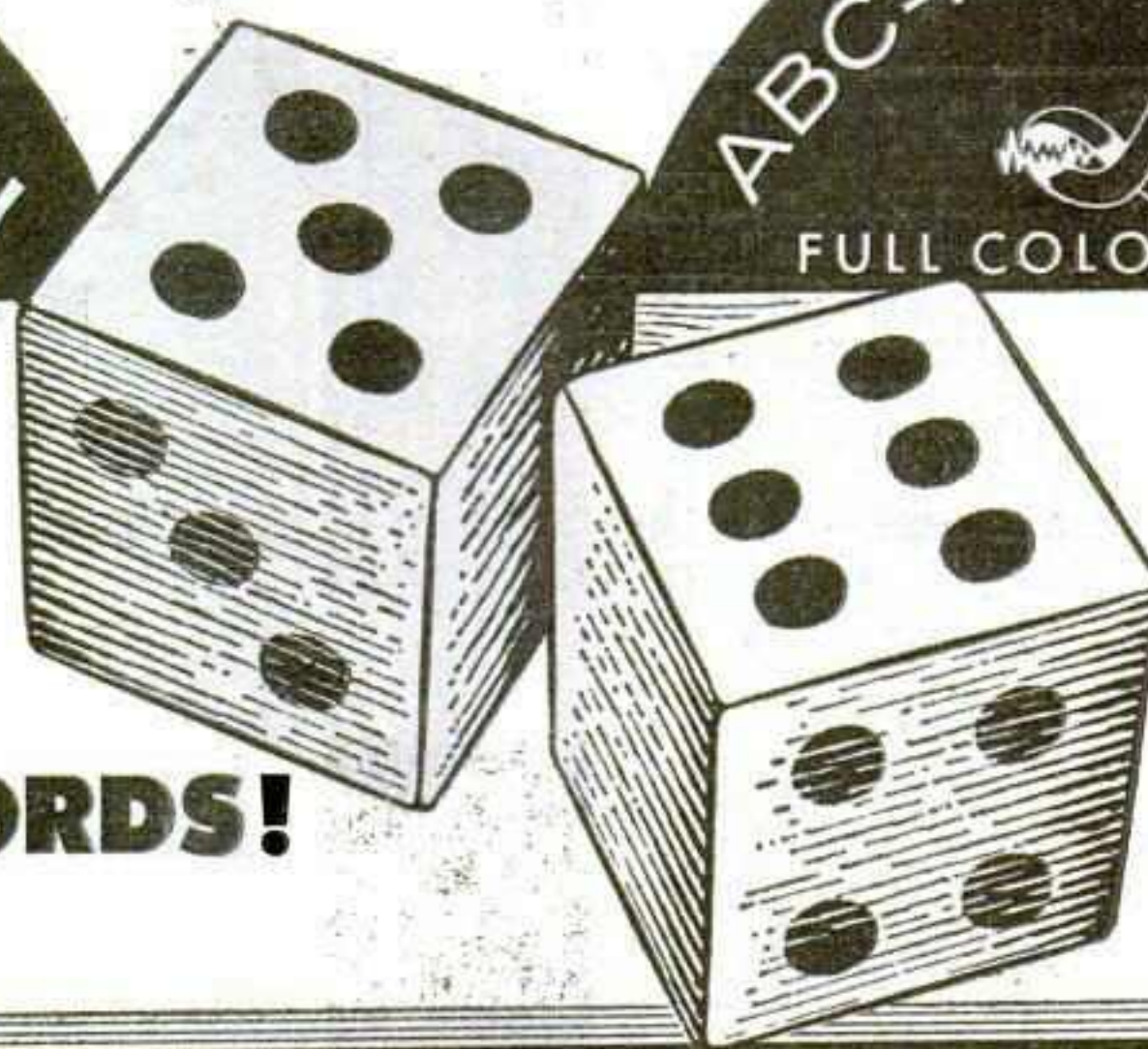
The above are previous Billboard Spotlight picks

R&B

NO SELECTIONS THIS WEEK.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	—	91		THE FOOL & THE ANGEL	Bobby Helms, Decca 30749	1
56	42	85	92		COME ON, LET'S GO	Ritchie Valens, Del-Fi 4106	12
—	—	—	93		I CRIED A TEAR	La Vern Baker, Atlantic 2007	1
—	—	—	94		STAGGER LEE	Lloyd Price, ABC-Paramount 9927	1
—	—	—	95		BILLY BAYOU	Jim Reeves, RCA Victor 7380	1
87	97	—	96		CRAZY COUNTRY HOP	Johnny Otis Show, Capitol 4060	4
48	66	94	97		YOU CHEATED	Shields, Dot 15805	16
—	—	—	98		DANCE WITH THE TEACHER	Olympics, Demon 1512	1
—	—	—	99		DON'T YOU KNOW YOCKOMO	Huey (Piano) Smith, Ace 553	1
59	75	73	100		GUAGLIONE	Perez Prado, RCA Victor 7337	9

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#9974 **PAUL ANKA • GEORGE HAMILTON IV • JOHNNY NASH**

"RUDOLPH THE RED-NOSED REINDEER CHA-CHA"
b/w
"NOTRE DAME VICTORY MARCH CHA-CHA"
#9973

HERNANDO HOPKINS

"IT'S MAGIC" b/w "RICHER THAN I"
#9983 and S-9983★

TEDDY RANDAZZO

"FAKE OUT"
#9963

FRANKIE SARDO

"TEACH ME TONIGHT CHA-CHA"
#9988 and S-9988★

THE DeCASTRO SISTERS

"TILL THE END OF TIME"
#9984

THE NOBLES

"SEVEN MINUTES IN HEAVEN" b/w "CLOSE FRIENDS"
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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	CITY LIGHTS	Ray Price, Columbia 41191	8
			2	PICK ME UP ON YOUR WAY DOWN	Charlie Walker, Columbia 41211	8
			3	SQUAWS ALONG THE YUKON	Hank Thompson, Capitol 4017	8
			4	COUNTRY MUSIC IS HERE TO STAY	Simon Crum, Capitol 4073	6
			5	LIFE TO GO	Stonewall Jackson, Columbia 41257	6
			6	ALONE WITH YOU	Faron Young, Capitol 3982	8
			7	GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7330	8
			8	WHAT DO I CARE!	Johnny Cash, Columbia 41251	8
			9	BILLY BAYOU	Jim Reeves, RCA Victor 7380	5
			10	ALL OVER AGAIN	Johnny Cash, Columbia 41251	8
			11	YOU'RE MAKING A FOOL OUT OF ME	Jimmy Newman, M-G-M 12707	6
			12	HALF A MIND	Ernest Tubb, Decca 30685	8
			13	TREASURE OF LOVE	George Jones, Mercury 71373	4
			14	YOU'RE THE NEAREST THING TO HEAVEN	Johnny Cash, Sun 302	8
			15	MY BABY'S GONE	Louvin Brothers, Capitol 4055	8
			16	FALLING BACK TO YOU	Webb Pierce, Decca 30711	8
			17	BLUE BOY	Jim Reeves, RCA Victor 7266	8
			18	THAT'S THE WAY I FEEL	Faron Young, Capitol 4050	8
			19	TUPELO COUNTY JAIL	Webb Pierce, Decca 30711	8
			20	TOUCH AND GO HEART	Kitty Wells, Decca 30736	7
			21	HE'S LOST HIS LOVE FOR ME	Kitty Wells, Decca 30736	3
			22	PROBLEMS	Everly Brothers, Cadence 1355	2
			23	SEND ME THE PILLOW YOU DREAM ON	Hank Locklin, RCA Victor 7127	7
			24	THE VIOLET AND A ROSE	Mel Tillis, Columbia 41189	3
			25	THE WAYS OF A WOMAN IN LOVE	Johnny Cash, Sun 302	8
			26	I'D LIKE TO BE	Jim Reeves, RCA Victor 7380	3
			27	LONELY ISLAND PEARL	Johnnie and Jack, RCA Victor 7324	3
			28	I'VE RUN OUT OF TOMORROWS	Hank Thompson, Capitol 4085	2
			29	IF I DON'T LOVE YOU	George Jones, Mercury 71373	1
			30	ROCK HEARTS	Jimmy Martin, Decca 30703	1

Specially for you MR. D. J.

(with the entire music industry
looking over your shoulder)

The Billboard's YEAR-END RECAPS OF 1958's TOP RECORDS

To help you in your programming from Christmas until the New Year, these recaps will be printed in the December 15 issue of The Billboard.

- TOP POP RECORDS OF 1958
- TOP C&W RECORDS OF 1958
- TOP R&B RECORDS OF 1958
- TOP POP LP's OF 1958
- TOP EP's OF 1958
- THE TOP TUNES OF 1958

According to The Honor Roll of Hits

and many other important
programming recaps from

The Billboard

THE COMMUNICATIONS CENTER
OF THE MUSIC INDUSTRY

By popular demand!

THE RIGHT TIME

by
Ray Charles

Atlantic 2010



From the best-selling album

RAY CHARLES AT NEWPORT

(Atlantic LP 1289)

a shortened version of the gospel-style tune that got so many plays by D.J.'s that we have been forced to bring out "The Right Time" even tho Ray's "Rockhouse" (2006) is hot and climbing in the charts.

ATLANTIC

RECORDING CORPORATION
157 WEST 57 STREET, NEW YORK 19, N. Y.

• Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. TO KNOW HIM IS TO LOVE HIM (Warman)	5	6
2. TOM DOOLEY (Beechwood)	1	6
3. NON DIMENTICAR (Hollis)	3	8
4. THE DAY THE RAINS CAME (Garland)	2	9
5. IT'S ALL IN THE GAME (Remick)	4	12
6. THE WORLD OUTSIDE (Chappell)	10	3
7. LONESOME TOWN (Eric)	8	4
8. NEAR YOU (Supreme)	6	13
9. LOVE IS ALL WE NEED (Sheldon)	11	4
10. CALL ME (Meridian)	13	5
11. I'LL REMEMBER TONIGHT (Feist)	—	1
12. IT'S ONLY MAKE BELIEVE (Marielle)	12	2
13. CHANTILLY LACE (Glad)	14	4
14. COME PRIMA (AMC)	—	1
15. LOVE MAKES THE WORLD GO 'ROUND (Winneton)	—	1

• Best Selling Sheet Music in Britain

(For week ending November 29)

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)	Tom Dooley—Essex (Ludlow)
A Certain Smile—Robbins (Robbins)	You Need Hands—Lakeview (Leeds)
Mary's Boy Child—Bourne (Schumann)	Tulips From Amsterdam—Cinephonic (Sikorski)
It's All in the Game—Blossom (Remick)	When—Southern (Sounds)
Trudie—Henderson (Kassner)	Born Too Late—Anglo-Pic (Mansion)
Volare—Robbins (Robbins)	Tom Dooley — Ardmore & Beechwood (Beechwood)
Carolina Moon—Lawrence Wright (Cromwell)	On the Street Where You Live—Chappell (Chappell)
Someday—Duchess (Leeds)	I Heard the Bells on Christmas Day—Chappell (St. Nicholas)
Hoots Mon—Southern (Southern)	Bird Dog—Acuff-Rose (Acuff-Rose)
It's Only Make Believe — Francis Day (Marielle)	Stupid Cupid—Aldon (Aldon)

• Best Selling Pop Records in Britain

(For week ending November 29)

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

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

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b/w
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Bob and Ray

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b/w
HONEY BEE

(I Love You)

Tommy Angel

Nasco 6022

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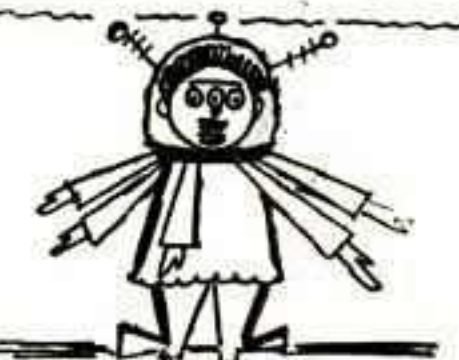
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One in a Series of Industry Personality Statements



HOWARD MILLER

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The Billboard HOT R & B SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
				FOR THE WEEK ENDING DECEMBER 14		
4	4	2	1	A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	8
—	16	3	2	WHOLE LOTTA LOVING	Fats Domino, Imperial 5553	3
1	1	1	3	TOPSY II	Cozy Cole, Love 50034	8
16	11	6	4	NOBODY BUT YOU	Dee Clark, Abner 1019	4
20	10	7	5	LONELY TEARDROPS	Jackie Wilson, Brunswick 55105	4
5	5	5	6	I'M GONNA GET MY BABY	Jimmy Reed, Vee Jay 298	8
2	3	4	7	IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	8
22	12	10	8	IT DON'T HURT NO MORE	Nappy Brown, Savoy 1551	8
6	6	9	9	KEY TO THE HIGHWAY	Little Walter, Checker 904	8
25	17	13	10	TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 503	4
3	2	8	11	ROCKIN' ROBIN	Bobby Day, Class 229	8
27	18	17	12	ONE NIGHT	Elvis Presley, RCA Victor 7410	4
9	7	14	13	QUEEN OF THE HOP	Bobby Darin, Atco 6127	6
18	14	11	14	TRY ME	James Brown, Federal 12337	5
7	8	12	15	HOLD IT	Bill Doggett, King 5149	8
—	25	20	16	YOU'VE BEEN AN ANGEL	B. B. King, Kent 315	4
11	13	16	17	PLEASE ACCEPT MY LOVE	B. B. King, Kent 315	5
—	28	21	18	SECRET LOVE	Ahmad Jamal Trio, Argo 8317	3
14	9	15	19	CLOSE TO YOU	Muddy Waters, Chess 1704	8
23	22	19	20	IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	6
13	15	18	21	WIN YOUR LOVE FOR ME	Sam Cooke, Keen 32006	8
—	—	25	22	LOVE YOU MOST OF ALL	Sam Cooke, Keen 2008	2
—	27	24	23	HERE I STAND	Wade Flemons, Vee Jay 295	3
—	—	29	24	TOM DOOLEY	Kingston Trio, Capitol 4049	2
12	26	22	25	CHANTILLY LACE	Big Ropper, Mercury 71343	8
—	—	—	26	SWEET HOME CHICAGO	Little Junior Parker, Dole 301	1
—	19	23	27	EVERYTHING WILL BE ALL RIGHT	Gene Allison, Vee Jay 299	3
30	—	27	28	TEN COMMANDMENTS OF LOVE	Harvey & the Moonglows, Chess 1705	4
—	—	—	29	I LOVE YOU HONEY	John Lee Hooker, Vee Jay 293	1
17	23	28	30	WHY ME!	Ruth Brown, Atlantic 1197	5

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The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

SPOTLIGHT—Strongest Sales Potential of ALL records reviewed this week

★★★★—Very Strong Sales Potential

★★★—Good Sales Potential

★★—Moderate Sales Potential

★—Limited Sales Potential

★★★★

FRANK SINATRA

★★★★ Song From "Some Came Running"
CAPITOL 4103—Pretty title ballad is given the artist's usual fine treatment. Nelson Riddle backs him all the way. (Maraville, ASCAP)

★★★★ No One Ever Tells You

The oldie is wrapped in fine style by Sinatra. Choice side could take off. (Weiss & Barry, BMI)

ED TOWNSEND

★★★★ Richer Than I
CAPITOL 4104—The pretty ballad also recorded by Teddy Randazzo and Ray Peterson, is sung with feeling here by Townsend, in rockaballad style. It has a warm quality and could make it. (Montauk, BMI)

★★★★ Getting By Without You

A big styled ballad is handed a meaningful reading by the chanter helped by a vocal chorus and a large ork. Both sides are strong. (Bennie Benjamin, BMI)

JIMMY BOWEN

★★★★ Always Faithful
ROULETTE 4122 — Pretty waltz is belted with sincerity by the lad. Smooth ork backing with organ outstanding offers good backing. Lyric has a message. Watch it! (Planetary, ASCAP)

★★★★ Wish I Were Tied to You

Rocker has a slight Latin tinge. The artist gives a rhythmic reading that could catch on with the kids. (For-trah, BMI)

THE JAMIES

★★★★ Snow Train
EPIC 9299—The Jamies, who had a hit with "Summertime, Summertime," turn to the winter season with a happy reading of a story about riding a snow train. They sing it brightly, and it could catch coins. (Roxbury, SCAP)

★★★ When the Sun Goes Down

On this side the mixed group sells a listenable folkish effort with spirit and a lilting sound. It is unusual enough to get spins. (Roxbury, ASCAP)

HARVEY

★★★★ Da Da Goo Goo
CHESS 1713—Uptempo novelty blues. Harvey's chanting is answered by a chorus. Verbal gimmicks abound, plus driving rhythm. Watch this, it can happen. (Arc, BMI)

★★★ I Want Somebody

Harvey chants this in a delicate, clearly articulated voice. There's a chorus behind him and a triplet-marked arrangement. A carefully-wrought pop side. (Figure, BMI)

DEAN & JEAN

★★★★ We're Gonna Get Married
EMBER 1048—A fine new couple act, and they're singing in rocking style here about running away and getting married. This one really rocks in great upbeat blues style. Should be watched. (Singlow-Angel, BMI)

★★★ Too Young to Know

A time-honored theme gets another interesting treatment. This is the theme started by pubber Redd Evans with "Too Young," and here is a couple telling the whole tale. Duo has a fine sound and so does the backing. Can get plays too. (Singlow-Angel, BMI)

JOHN ASHLEY

★★★★ My Story
DOT 15878—John Ashley sells this ballad about young love with fervor accompanied by a vocal group and real beat. A strong side by the lad that could step out. (Rikpage, BMI)

★★★ Let the Good Times Roll

This is not the Shirley and Lee hit of a few years ago, but a wild new waxing, that features a good vocal and sounds of a party going on in the studio. Watch this one. (Campbell, BMI)

THE EMJAYS

★★★★ This Is My Love
GREENWICH 411—Mixed-up rockaballad receives a listenable reading from the group over a big beat from the combo. It has a haunting sound and it could happen. Watch it. (Montauk, BMI)

★★★ Waitin'

Up-tempo rock and roller is sold with spirit by the group over a snappy back beat. It could get spins but the flip is more important. (Montauk, BMI)

★★★

JIM LOWE

★★★ Come Away From His Arms
DOT 15869—Smooth waltz has a strong country feel. Lowe gives it a quality warble over soft ork support. Side can attract. (Cedarwood, BMI)

★★★ Play Number Thieven

Peppy item is given a rhythmic reading by Lowe. Cute tune tells of gent who is advised to play number "thieven" at the roulette table by a little cat with a gimmicked voice. (Trinity, BMI)

MARIE ADAMS

★★★ A Fool in Love
CAPITOL 4108—A swingin' record by the gal. Miss Adams belts it with enthusiasm to a variation of a Yancey bass rhythm figure. (Eldorado, BMI)

★★★ What Do You Want to Make Those

Eyes at Me For?
An old, old standard is swung by the gal in good style. Song could come back. (Feist, ASCAP)

TENNESSEE ERNIE FORD

★★★ Glad Rags
CAPITOL 4107—A snappy, exciting delivery by Ford with a down-to-earth, rural-type message. Great delivery by the old pea picker can certainly grab spins. (Cimarron, BMI)

★★★ Sleepin' at the Foot of the Bed

A cute story written by Boudleaux Bryant refers to what happens when a fellow has too many kin folks. Has a nice novelty flavor which also rates activity. (Acuff-Rose, BMI)

JO-ANN CAMPBELL

★★★ Happy New Year Baby
GONE 5049—Miss Campbell warbles the melody with appeal. Chorus and mild rock backing assist nicely. Chick is stating that it's been a year she won't forget. (Aldon, BMI)

★★★ Tall Boy

Rocker is belted in vigorous fashion by the chick. Tall boys are the ones who treat you right according to the tune. It should go as well as the flip. (Vanderbuilt, ASCAP)

FRANCIS BAY ORK

★★★ Eso Es El Amor
COLUMBIA 14305 — The European band offer a good, clearly recorded



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

JOHNNY MATHIS

LET'S LOVE (Cathryl, ASCAP)

YOU ARE BEAUTIFUL (Williamson, ASCAP)

Mathis has two strong sides that should keep his hit string going. "Let's Love" is a swinger, neatly belted with moving backing from the Ray Ellis crew. "You Are Beautiful" is a lovely ballad from the new Rodgers and Hammerstein show, "The Flower Drum Song." Both should score. Columbia 41304

BILLY VAUGHN

BLUE HAWAII (Famous, ASCAP)

TICO TICO (Peer Int'l, BMI)

Vaughn has another likely two-sided smash with his fine treatment of these oldies. "Blue Hawaii," an old Bing Crosby hit, is taken in a breezy, danceable fashion. "Tico Tico," the Ethel Smith click of a few years ago, also has the hit sound. Both are strong bets to make it. Dot 15879

FOUR ESQUIRES

THE LAND OF YOU AND ME (Greta, BMI)

FOLLOW ME (Greta, BMI)

The lads, who are presently scoring with "Hideaway," are good prospects to click again with either of these two strong sides. "The Land" is a pretty rockaballad, taken in shuffle-tempo with lush ork support. "Follow Me," the flip, is a slow, celestial-type ballad that is warbled with equal appeal. Paris 526

BETTY JOHNSON

I WANT A GOOD HOME FOR MY CAT

(Trinity, BMI)

YOU CAN'T GET TO HEAVEN ON ROLLER

SKATES (Trinity, BMI)

The petite thrush has two potent offerings that can be her biggest yet. "I Want a Good Home for My Cat" is an infectious ditty about a lonesome gal and a lonesome cat. It has the same charm as "Doggie in the Window." "You Can't Get to Heaven" is a rollicking adaptation of an old spiritual. Strong potential for both. Atlantic 2009

JILL COREY

I FOUND A NEW BABY (Pickwick, ASCAP)

The gal gives the evergreen a strong reading in slow, meaningful tempo. Blues-like backing enhances the fine chirping. The torchy side is an excellent jockey item, and it also has top sales prospects. It's a bit of a switch that could pay off. Flip is "My Reverie" (Robbins, ASCAP). Columbia 41306

JERRY DALLMAN

THE BUG, (Punch, BMI)

The "Bug" is a new dance craze that's catching on in certain areas. The kids could easily take to it in a big way. Dallman sells the topical theme, a novelty with a Latin rhythm, in vigorous style. It's already strong in the Baltimore-Washington area. Flip is "Honey Bee" (Punch, BMI). Punch 6000

JIVE TONES

DING DING DONG (Pamco, BMI)

GERALDINE (Pamco, BMI)

The crew serves up two rocking sides that could be winners. "Ding Ding Dong" is given a real pounding outing with driving rhythm support. Many ear-catching sounds are employed in the delivery. Flip, "Geraldine" also shows many vocal gimmicks. Watch 'em! Apt 25020

-----Sacred Records-----

PATSY CLINE

HE WILL DO FOR YOU (Four Star, BMI)

DEAR GOD (Four Star, BMI)

The thrush comes thru with two sincere traditional type readings on these fine songs of faith. Performances on both are attractively effective. Her many fans will be pleased by these offerings. Decca 30794



The fastest, most complete and most authoritative evaluation of this week's new releases

----- Pop Talent -----

CONNIE CONWAY

NOTHING IS FOREVER (Gregmark, BMI)
CAN IT BE? (Gregmark, BMI)

Conway impresses highly with his initial disk offering. He has a smooth style and pleasant voice. "Nothing" is a haunting rockaballad that advises about love. "Can It Be?" is also in the rockaballad groove. Both are good sides and can break out with exposure. **Jamie 1113**



----- Pop Disk Jockey Programming -----

TONY SCOTT

AFRICAN PENNY WHISTLE SONG (T. Scott, ASCAP)

Tony Scott, the great jazz clarinetist, has a bright, swinging side that makes for good jockey wax. The artist came across the tune on a recent African jaunt. He hands it a solid reading that can score with all listeners. Flip is "The Zulu Walk" (Vernon, ASCAP) **Dot 15819**



----- Pop Novelty -----

JESSE LEE TURNER

THE LITTLE SPACE GIRL (Longhorn, BMI)

Turner has a strong novelty side that should register strongly. It deals with a cat who chances to meet a little space girl who wants to get married. The tiny visitor from the outer regions has several arms, lips, etc., "the better to love with." The tune is cute, and it moves. Flip is "Shake, Baby, Shake" (Longhorn, BMI) **Carlton 496**



JERRY FIELD AND THE PHILADELPHIA LAWYERS

THE TRIAL (Metz, BMI)

Field and associates have a zany side that can break out. It tells a story of a trial by utilizing portions of current hit tunes. It's a clever and well-recorded side that can break for big loot. Flip is "Easy Steppin'" (Mayland, BMI) **Parkway 801**



THE LEGAL EAGLES

THE TRIAL (Metz, BMI)

The Legal Eagles' version of the novelty will offer strong competition to the Parkway disk. Tho it's not a unique idea, the side is cleverly produced. It could be a sleeper. Flip is "Kiss Me" (Metz-Ultra, BMI) **Arch 1607**

----- Christmas Disk Jockey Programming -----

THE JINGOLEERS

JINGLE BELL ROCK (Cornell, ASCAP)
CHRISTMAS MORN (Acuff-Rose, BMI)

The group has a smart sound on "Jingle Bell Rock," which was a big disk for Bobby Helms last year. Jocks can find it a good programming change. It's basically an instrumental side with chorus piping in now and then. Flip, "Christmas Morn" is an appealing waltz melody. It's sung by a male voice plus a harmony duo. All of the voices are speeded up somewhat in the style of the "The Chipmunk Song."



THE HARRY SIMEONE CHORALE

THE LITTLE DRUMMER BOY (Delaware, ASCAP)
DIE LORELEI (Robbins, ASCAP)

The charming tale is read with warmth by the excellent choir. It has a contagious sound that audiences will find attractive. Flip, "Die Lorelei," is a traditional, German melody, revived in the current flick, "Fraulein." It's from the poem by Goethe. Both are good programming sides. **20th Fox 121**



----- C & W Records -----

RAY PRICE

THAT'S WHAT IT'S LIKE TO BE LONESOME (Tree, BMI)

KISSING YOUR PICTURE (Cedarwood, BMI)

Price figures to click again with these two choice sides. "That's What It's Like" was clefted by the composer of "City Lights," his current smash. Price handles the weeper in first-rate style. "Kissing Your Picture" is also in the weeper vein. The artist chants it with plenty of heart. With a shove the platter can also go pop. **Columbia 41309**



----- R&B Records -----

JIMMY REED

ENDS AND ODDS (Conrad, BMI)

I TOLD YOU, BABY (Conrad, BMI)

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**



version of the tune also cut by Morty Palitz and his band on Jubilee. Good jockey record. (Southern, ASCAP)

*** Paris (Cha-Cha-Cha)

A cute, bright cha cha with tricky spoken bits about inviting a mademoiselle to dance. Great sound with strong novelty appeal on the popular cha cha kick. This could move with exposure. (Peer, BMI)

VINNY LEE

*** Mule Train Rock

OLD TOWN 1061—Plenty of whip-snapping goes on behind this rocking instrumental with a strong down-south flavor. Great guitar and tenor work. Has some of the New Orleans strut sound. Good for boxes. (Maureen, BMI)

*** Rhubarbario

This side has something of a "Third Man" quality with guitar sounds predominating in the offering. Good sound could also catch plays. (Maureen, BMI)

THE ROBINS

*** A Little Bird Told Me

KNIGHT 2008—The hit of a few years ago receives a bright, happy reading from the Robins over a driving rockin' beat. Good side, has a chance. (Bourne, ASCAP)

*** It's Never Too Late

On this side the boys sell a pretty rockaballad with feeling with a strong lead coming thru with a good vocal. Flip side appears a bit stronger. (Alan-Edwards, BMI)

NEAL HEFTI ORK

*** Midnight Polka

CORAL 62062—Neal Hefti and his new band bow on the label with a medley of well-known tunes in polka time. Songs include "Jingle Bells," "Oh, Dem Golden Slippers," etc. Good jockey wax. (Hefti, ASCAP)

*** Baby Doll Polka

On this side the band comes thru with a happy polka effort which features occasional comments from the guys in the ork. Two good sides. (Balkan, BMI)

LAWRENCE WELK ORK

*** I Never Should Have Let You Go

CORAL 62056—The Welk ork switches style here to come thru with a semi-rockaballad version of the standard sung pleasantly by Larry Dean and the Sparkles. His fans will want. (Von Tilzer, ASCAP)

*** Cha Cha Polka

A polka with what might be called a semi-cha cha beat is played and sung brightly here by the Welk crew, Larry Dean and the group handle the vocal. (Von Tilzer, ASCAP)

MORTON DOWNEY JR.

*** Proud Possession

IMPERIAL 5556—Morton Downey Jr. bows on disks with a satisfactory rendering of a pretty new ballad, backed warmly by the ork. He has some of his dad's qualities. (Sherbourne, BMI)

*** Boulevard of Broken Dreams

The fine oldie is handed a strong-voiced reading by Downey supported by a girl's group. Two listenable sides. (Renick, ASCAP)

JOHNNY HASH

*** Roots of Heaven

ABC-PARAMOUNT 9989 — From the flick of the same name comes this moody tune, sung appealingly by Johnny Nash. Listenable side will get jockey plays. (Robbins, ASCAP)

*** Walk With Faith in Your Heart

Song of faith is given a strong reading by Nash on this attractive side, helped by a pretty arrangement and choral support. It's a good record that could happen. (Tee Pee, ASCAP)

BETTY MADIGAN

*** Now-A-Days

CORAL 62065—Novelty march effort is sung with vigor by the lass over cute backing by the ork and chorus. Will get many spins. (Shapiro-Bernstein, ASCAP)

*** Just Like Sam

Attractive novelty item with bits of "Turkey in the Straw" thrown in is

handed a bright reading by the lass helped by a clever arrangement. This could move out. (Bourne, ASCAP)

GARY TREXLER

*** You Made Up for Everything
RCA VICTOR 7420—Feelingful vocal is accorded the pretty waltz by the talented lad. With exposure either of these sides could happen. (Trinity, BMI)

*** The Look

A catchy riff backs the lad on his listenable reading of this cute number. Cat is telling about how he was captivated by a look from a pretty chick. The kids might take to this. (Trinity, BMI)

DON RONDO

*** Song From "The Geisha Boy"
JUBILEE 5354 — Pretty Oriental-type tune is given a warm reading by the artist. Tune is from the coming Jerry Lewis flick. Fine jockey item. (Paramount, ASCAP)

*** Gretna Green

Tune has a Westernish flavor. Rondo hands it a vigorous treatment against bright chorus and ork support. It can move. (Leeds, ASCAP)

THE WEAVERS

*** Aunt Rhodie
VANGUARD 35005—The great folk group turn in an excellent reading of the old folk favorite. Good jockey material. Side is from their LP "The Weavers at Home." (Sanga, BMI)

*** Bury Me

Rhythmic old folk melody is presented with the group's fine sound. Very spinable wax with a chance, if the side is plugged. (Sanga, BMI)

BOB BAIN

*** The Old Spinning Wheel
CAPITOL 4109—A rock and roll version of the old standard. Side has a nice, bright guitar sound with a mixed chorus. This can get plays. (Shapiro-Bernstein, ASCAP)

*** Man From Casa Blanca

A pleasant Latin beat outing in the cha cha vein with ork and chorus spotlighted. Nice listening side. (Playerville, ASCAP)

PAUL HAMPTON

*** Wish I Were Tied to You
COLUMBIA 41306—A cute, medium-beat rocker in which Hampton pays tribute to a young chick. Has good teen slanted lyrics that could help it move. (Portrait, BMI)

*** Don't Be Stuck Up

A bright, upbeat tune reflecting on the characteristics of a chick. Good performance by Hampton. (Famous, ASCAP)

THE ACCENTS

*** 22 Del Rio Avenue
JUBILEE 5353—The group presents a cute tune about a party to be held at the above address. It's done in catchy cha cha tempo. Good side for jocks, too. (Melhedd, ASCAP)

*** Red Light

Slow blues is given a modern-type go by the group. Voices are used as instruments. Flip appears top side. (Reis, ASCAP)

DON FEGER

*** Look Out Baby
EBONY 103—Rockabilly blues is given a nice shout by the artist with sprightly ork and chorus backing. Side can move with a shove. (Music Mart, BMI)

*** I'll Love You

Feger chants the ballad-with-beat in soft style against soft, country-type backing. Side can attract. (Music Mart, BMI)

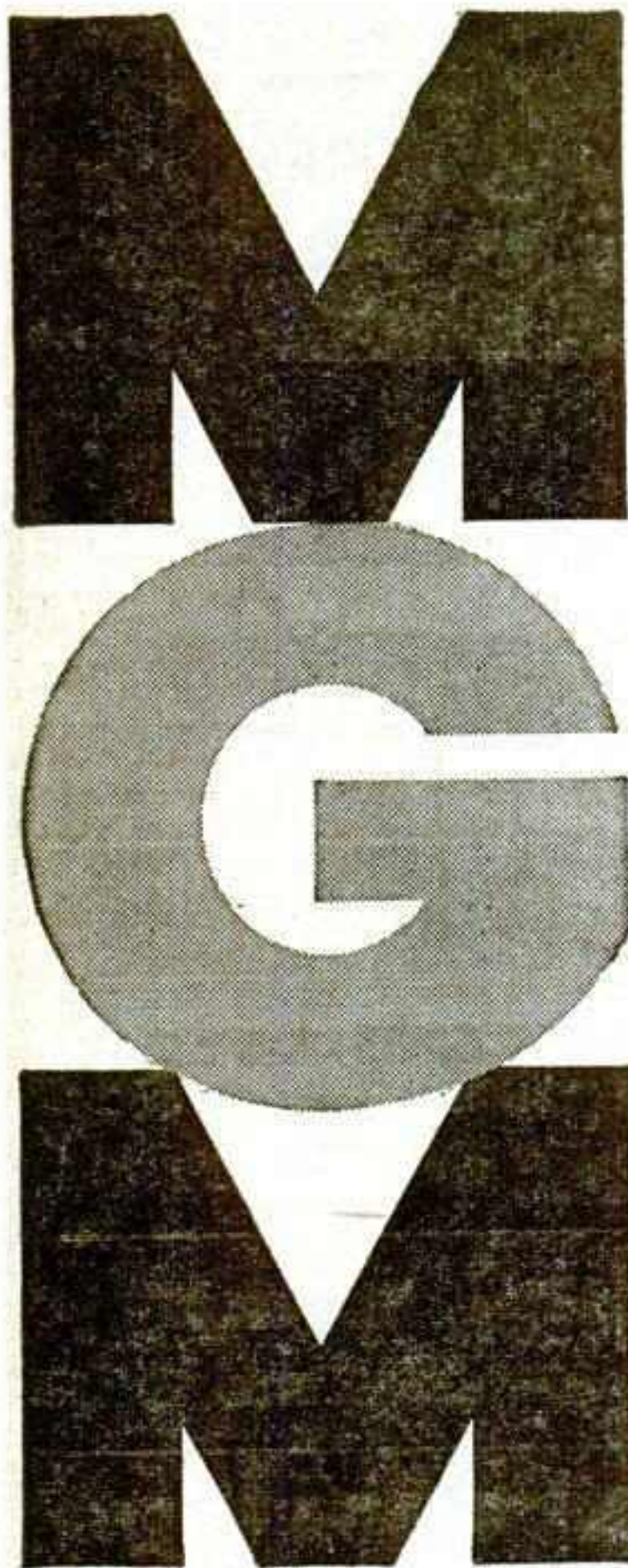
THE THREE SUNS

*** Cha Cha Charleston
RCA VICTOR 7416—Infectious rhythm marks this attractive instrumental with danceable beat. Jocks should spin. (Arista, ASCAP)

*** Volcano

Dramatic instrumental theme is accorded exotic treatment with good effect and Latin tempo. (Aldon, BMI)

(Continued on page 39)



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Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★

★★★★ REUNION WITH CHET BAKER The Gerry Mulligan Quartet. World Pacific 1007

STEREO & MONAURAL

This package has cerebral as well as emotional appeal, via the deceptively simple, subtle sounds of Mulligan, sparked by Baker's perceptive trumpet solo work and Mulligan's own solid sax. Selections include an expressive "When Your Lover Has Gone," "My Heart Belongs to Daddy," and "Travellin' Light." A provocative stereo package.

★★★★ MONDAY NIGHT AT BIRDLAND

Hank Mobley, Tenor Sax; Lee Morgan, Trumpet; Billy Root, Tenor Sax; Curtis Fuller, Trombone, and Various Artists. Roulette R 25015

These famous Monday nights at Birdland in New York, when the regular bill is off and the young musicians get a chance to show their stuff is caught very well on this new platter, which was recorded at a Birdland Monday night. Artists include H. Mobley, L. Morgan, B. Root, C. Fuller, S. Wright, R. Bryant and T. Bryant. They get a chance to blow and they do, with Mobley, and Morgan coming thru solidly. There are four tunes on the LP, including "Bag's Groove," and "Walkin'." Symphony Sid Turin announces the selections and penned the notes. A good jazz set.

JAZZ ★★★★★

★★★★ JAZZ WEST COAST VOL. 4 Various Artists. World Pacific 1009

STEREO & MONAURAL

A prominent coterie of West Coasters are featured in this fourth of a running anthology series by the label. Among the names: Art Pepper, Chet Baker, Bill Perkins, Gerry Mulligan, Bud Shank, Bob Cooper, Bob Brookmeyer, Chico Hamilton and groups associated with them. Stereo runs from fair to good, with considerable variation from band to band and group to group. A good collector's piece with enough name value to sell. Good cover will help even more.

★★★★ KANSAS CITY REVISITED Bob Brookmeyer's KC Seven. United Artists UAS 5008 & UAL 4008

STEREO & MONAURAL

Brookmeyer's group provides a good mainstream approach to such perennial themes as "Jumpin' at the Woodside," "Blue and Sentimental," "Motel Swing" etc. Big Miller, a talented new blues cat, joins in with "A Blues," and "Travelin' Light." A swinging set with fine solo work by Brookmeyer on valve trombone and Al Cohn and Paul Quinichette on tenor saxes. They didn't play this in Kansas City way back when, but the music here has a good live sound enhanced thru stereo.

★★★★ MODERN ART Art Farmer, Trumpet; Benny Goldson, Tenor Sax; Bill Evans, Piano; Addison Farmer, Bass, and Dave Bailey, Drums. United Artists UAS 5007

STEREO & MONAURAL

Here's an easy, lightly feelingful package of fine stereo jazz, featuring smoothly blended, tasteful instrumental treatments by Farmer and the boys on standards ("I Love You, "Darn That Dream") and some Farmer-Goldson originals. An interesting package for modern jazz collectors.

★★★★ LITTLE NILES Randy Weston, Piano; Johnny Griffin, Tenor Sax, and Various Artists. United Artists UAS 5011 & UAL 4011

STEREO & MONAURAL

Interesting material on a strongly progressive, almost experimental, kick. Tunes are all Weston's own, with the title taken from the name of one of his children. Actually, the tunes are all waltzes, yet each has its own distinct series of counter rhythms. Set with its impressionistic quality lends itself well to stereo themes and counter themes voiced thru the various instruments working back and forth, speaker to speaker. Melba Liston, who plays trombone in the seven "man" group did the arrangements.

★★★★ ILL TAKE ROMANCE Bud Shank with the Len Mercer Strings. World Pacific WP 1251

Shank shines in this set on alto sax and flute with lush string support from the Len Mercer Strings. It's a fine mood set that can attract buys from pop and jazz buyers. In addition to the pretty album title tune, he handles "Deep Purple," "Somebody to Watch Over Me" and several other standards in equally listenable fashion. Fine programming set. Cover is a good display piece.

★★★★ HENDERSON HOMECOMING Rex Stewart leads the Fletcher Henderson Alumni. United Artists UAS 5009 & UAL 4009

STEREO & MONAURAL

Here's an exciting package recorded during the Second Great South Bay Jazz Festi-

val on Long Island, New York this summer. The spirited spontaneity of playing is this album's biggest asset. Personnel includes many well-known Henderson alumni - Buddy Tate, Dickie Wells, etc. One side of LP is devoted to Stewart's moody "Georgia Sketches" but flip-featuring Stewart's great solo on "These Foolish Things" and other standards - is standout side.

★★★ SOMETHING ELSE! Ornette Coleman, Alto Sax; Don Cherry, Trumpet; Walter Norris, Piano; Don Payne, Bass; Billy Hughes, Drums. Contemporary C 3551

Altoist Ornette Coleman stars on this new release from the Contemporary label, and he displays a sensitive and interesting modern style; one that is warm and appealing in the current genre. The tunes in the collection are all Coleman's, written about five years ago. Coleman's style is distinctly his own but basic and emotional. Accompanying him on this LP are D. Cherry on trumpet, W. Norris on piano, D. Payne on bass and B. Higgins on piano. The group is much better than average, with Cherry a strong support. "Invisible" and "The Blessing" are worth hearing.

★★★ PRETTY GROOVY Chet Baker Quartet & Quintet. World Pacific WP 1249

Here are some of the earlier Chet Baker waxings, many with his original quartet: R. Freeman, C. Smith and L. Bunker, as well as Baker with guest stars B. Perkins and J. Guigre as well as guitarist Dave Wheat. Baker ranges from fair to excellent on the recordings. His best sides are those with the guest stars, Guigre and Perkins. These sides, by the way, were never previously released. Tunes are mainly standards, with "The Lamp Is Low," "Long Ago and Far Away," "Easy to Love," and "Winter Wonderland" the best.

★★★ KITTY WHITE-SWEET TALK With Various Artists. Roulette R 52020

Kitty White's first Roulette album spot. (Continued on page 39)

Reviews and Ratings of New Popular Albums

Continued from page 24

means the music is light and sweet, and the ork is subdued. Most of the tunes are of folk music origin. Radio and record following of artist will help sales in pop and polka markets.

★★★★ POLKA KINGS OF PHILADELPHIA Walt Dombkowski Ork with Ed Stone. Dana DLP 1265

One of the liveliest polka packages to be issued recently. A couple of obereks are mixed in, of course. Performances have an infectious quality. Vocals are by Ed Stone with entire ensemble joining in occasionally with whistling etc. Retailers who sell polkas will find this a good one.

RELIGIOUS ★★★★★

★★★★ ON MY WAY TO HEAVEN Lee Russell & The Wayfarers. Roulette R 25047

Anthems, gospels and inspirational ballads like "It's No Secret," "His Hands," "Whispering Hope" and the title tune are given fresh, warm readings by the chanter and group. Pretty cover shot of sunrise. Should do well in this market.

RELIGIOUS ★★

★★ I WILL PILOT THEE Paul McNutt, Baritone. Zondervan ZLP 531

McNutt is assisted by a women's choir in his presentation of several hymns and albums. It can move in this market. Selections include "In Times Like These," "Just a Closer Walk With Thee," and "O Make Me Clean."

★★★ PAUL McNUTT With Rudy Atwood, Piano & Les Barnett, Organ. Alma PM 7081

Song evangelist McNutt, who's billed as "America's Psalm Singer," displays a homespun voice and sincere diction in this group of religious tunes. His style is direct and intimate, and reminiscent of parlor evenings at the turn of the century, when family and friends gathered around the upright. Competition in its market with older pros like George Beverly Shea will make for stiff going.

SPECIALTY ★★

★★ CHIPS OF WISDOM Paul Winchell & Jerry Mahoney with Ted Steele Ork. Aamco ALP 320

Ventriloquist Winchell and his dummy play it straight, reciting bits of philosophy and rules to live by. A tastefully done, sentimental package, which should appeal to family audiences.

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Phillips International 3532

Reviews of New Pop Records

Continued from page 37

TONY PERKINS
 *** Treasure Island
 RCA VICTOR 7415 — Film-legit star warbles pleasantly on leisurely paced Hawaiian-styled theme. Nice jockey wax. (Sheldon, BMI)

*** Gonna Get Some Lovin'
 Personable rockabilly delivery by Perkins on catchy ditty with unusual instrumental sound. (Johnstone/Montel & Vidor, BMI)

DONNA PERCY
 *** Seven Days
 METRO 20011—This tune was a hit

Reviews and Ratings of New Jazz Albums

Continued from page 38

lights expressive, tasteful thrashing on a group of standards with fine backing by some accomplished jazz men. Selections range in mood from "Lazy Afternoon" to "Of Thee I Sing." Sock wax for hip jocks.

*** PAUL BARBARIN AND HIS NEW ORLEANS JAZZ
 Atlantic SD 1215

STEREO & MONAURAL

The stereo version of this happy LP—previously released as a monaural package—is a bright infectious collection of New Orleans-styled jazz instrumentals, featuring many traditional yet seldom heard New Orleans spirituals and marches. Veteran jazz man Barbarin and his boys pack a strong nostalgic wallop for collectors.

JAZZ **

*** THE ARRIVAL OF VICTOR FELDMAN
 Victor Feldman, Vibraharp & Piano; Scott La Faro, Bass; Stan Levy, Drums. Contemporary C 2549

Feldman is the British cat who arrived in the U. S. a few years ago and has since settled down in Los Angeles. He has a neat modern piano style, and for good measure he plays vibraharp as well. His piano work is more than satisfactory on this new LP consisting of a group of originals, jazz standards and some pop evergreens. Listenable jazz that will appeal to many.

*** 4-5-6 TRIO
 Fred Katz, Cello; Hal Gaytor, Bass; Johnny Pisano, Guitar. Decca DL 9213

A unique string trio makes something special out of standards and originals. The three Chico Hamilton alumni are gifted musicians, with "Sophisticated Lady," "Perdido" and "Delia" standouts. Fine mood wax.

LOW-PRICE JAZZ *

* A TRIBUTE TO BESSIE SMITH
 Aamco ALP 324

Reviews and Ratings of New Classical Albums

CLASSICAL ***

*** TCHAIKOVSKY: SWAN LAKE; WALTZES FROM EUGENE ONEGIN; SERENADE FOR STRINGS, THE SLEEPING BEAUTY, THE NUTCRACKER
 Berlin Radio Symphony Orch. (Friesay). Decca DL 9990

The "Swan Lake" ballet suite is given a sensuous, romantic interpretation by the orchestra. Excerpts from several other of Tchaikovsky's works are also presented in lush fashion. Several similar-type packages are available. Excellent cover painting is a sales lure. Moderate potential.

*** HAYDN: SYMPHONIES NOS. 100 & 102
 The Bamberg Symphony Orch. (Leitner). Decca DL 9989

The two melodic works receive care and spirit in fine waxings. The catalog here is not too crowded, so these should please. Cover shot features the "Military" Symphony motif.

CLASSICAL **

* MUSIC FOR HARP
 The Berlin Radio Symphony Orch. (Friesay). Decca DL 9929

An excellent harp concert with strong work by Zabaleta and good support from the orchestra. The Handel concerto is especially delightful and Ravel, Debussy and Salzedo short pieces are effective. Quality wax for lovers of the off beat.

with Clyde McPhatter a few years ago and it is revived nicely here by Donna Percy, backed in up-to-date style by a male group and a rock and roll combo. (Progressive, BMI)

*** 5-10-15 Hours
 Ruth Brown's big hit of a few years ago is handed a so-so reading here by Donna Percy. She is backed by a male group and a swinging combo. (Progressive, BMI)

RICHARD DENNY
 *** Shoeleather Express
 OKEH 7106—Denny comes thru with a warm reading of a bright new hand-clapper in which he explains he has to use shoe leather, since he can't get his dad's car. Has possibilities. (Wildcat, BMI)

*** Anytime I'm With You
 Richard Denny sings this rockballad pleasantly with chicks accompanying him in the backing. (Kellam, ASCAP)

BILLY THE KID
 *** Be My Love
 BERNICE 202—A slow, rockballad with Billy's sweet delivery punctuated by a high, ethereal girl's choir in the backing. The pleader could get across. Should be watched. Label is distributed by Gone Records. (Rik Page, BMI)

*** You Are Mine
 Billy the Kid sounds more like a group here with a big sound in group style. Lots of noise on a cacophonous kick could stir some activity with the teenagers. A wild side. (Rik Page, BMI)

JIMMY PEMBERTON
 *** Mathematics of Love
 ORCHID 5002—A rocker. Pemberton belts it out in good style to a rollicking beat. (Real Gone, BMI)

*** Ko-Ko-Mo Girl
 Pemberton shouts a blues. Lyric is routine. Vocal is a good one. (Real Gone, BMI)

JOHN FRED
 *** My Love for You
 MONTEL 1002—A pretty melody, slow in tempo, with a triplet-figured arrangement. Fred and a chorus do a plaintive vocal. Effective. (Ace, BMI)

*** Shirley
 Fetching rhythm side. Chanter uses an unusual casual, semi-recitative style and backing has an attractive repeating figure. (Ace, BMI)

PHIL BRITO
 *** Come Back to Sorrento
 CONGRESS 111 — Brito chants the pretty Italian song with Italian and English lyrics to a backing which makes good use of rock and roll figures. A very nice job, and merits good play. (Adams-Vee & Abott, BMI)

*** O Sole Mio Cha Cha
 Another noted Italian melody, done with English and Italian lyrics, with chorus. (Roger, ASCAP)

JOY AND DAVID
 *** Whoopee!
 CAPITOL 4106—A pretty melody line with a novelty lyric and lots of kissing sounds, as the couple make whoopee. Will get strong air play. (Allegro, BMI)

*** My Oh My!
 Bouncy novelty chanted by the duo. This is more staccato-styled than the flip. (Allegro, BMI)

DONNA EVANS
 *** I Used to Love You But It's All Over Now
 KING 5163 — Chick delivers a salty message in mild rock style. Tune is a rockballad. Fair prospects. (Broadway, ASCAP)

*** Lonely Telephone
 Organ and rhythm backing support Miss Evans on her presentation of this rockballad. Flip appears the stronger side. (Village, BMI)

PATIENCE & PRUDENCE
 *** Golly Oh Gee
 LIBERTY 55169—Ballad with beat is nicely treated by the chicks. They give the weeper sort of a soft belt with attractive mildly-rocking chorus and ork support. (Mappa, ASCAP)

*** Tom Thumb's Tune
 Cute tune from the coming George Pal film was written by Peggy Lee. The young gals are helped on the scant lyrics tune by a bright chorus. (Robbins, ASCAP)

PLAS JOHNSON
 *** Robbins Nest Cha Cha
 CAPITOL 4111—The jaz standard gets an updated reading featuring a Praço

(Continued on page 40)

The Fabulous Christmas Story in The Billboard, November 17, 1958, is reprinted in case you missed it.

MARKS RIDES HIGHEST ON YULE PRODUCT TIDE

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

Harry Belafonte's "I Heard the Bells on Christmas Day" is a top single record promotion at RCA Victor on a global scale, and the disk is being simultaneously released internationally. A co-ordinated publisher-diskery promotion is set here. Chappell, Ltd., publisher in England and other countries, has made it its number one plug for the holiday season. The song is also in the new Belafonte Christmas album which is in the special Victor Record Club offering and in another Victor album promotion with a free gift record. There are four other new disks on the song, including Dennis Day on Design, Carillon Bells on Decca, etc. The Crosby and Waring singles on Decca and Capitol are being re-released.

"Rockin' Around the Christmas Tree," a new Marks song, is the

top Decca promotion. Vocalist is Brenda Lee.

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

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

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

I Heard The Bells on Christmas Day

Recorded by—see story above.

Rockin' Around The Christmas Tree

Recorded by—see story above.

Rudolph The Red-Nosed Reindeer

Recorded by—see story above.

And Other Christmas Songs Written by Johnny Marks

PUBLISHED BY ST. NICHOLAS MUSIC, INC. Charles Ross, Doc Barge, Lucky Wilbur, Vic Duncan, Jim McCarthy (Record Promotion), The Mike Connors Office (Record Promotion), Marvin Drager Office (Public Relations).

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Reviews of New Pop Records

Continued from page 39

type organ with tenor sax sounds in the breaks. Strong, listenable, danceable wax which could step. (Atlantic, BMI)

★ **Flax Jazz**
Johnson and company give out with a good rocking side, again with organ and sax featured. Fine sound on these two sides. Fine for jocks and juke. (Beechwood, BMI)

★ **TAB SMITH**
★ **Smoke Gets in Your Eyes**
★ **ARGO 5323**—Tab Smith blows that tenor horn to good smaltzy results on this pretty reading of the tune now getting action via the Platters' recording. This could get some of the loot. (Harms, ASCAP)

★ **My Happiness Cha-Cha**
On this side Smith turns in bright instrumental reading of the "My Happiness" standard also now getting action via the Connie Francis cutting. Both sides are good box disks. (Happiness, ASCAP)

★ **JACK CARROLL**
★ **Why Ain't Cha?**
DECCA 30782—Unusual rockaballad is handed a smooth reading by Jack Carroll over a gimmicky backing. (Manston, ASCAP)

★ **Flowers and Candy**
Happy novelty is performed tastefully by the chanter helped by a gal's vocal group in the backing. (Leeds, ASCAP)

★ **MARK TAYLOR**
★ **Linda Lou**
★ **JUDD 1006**—Mark Taylor bows on the label with a pleasant reading of a swinging rockabilly effort. It has a sound. (Marlow & Jee, BMI)

★ **Promise Me Darling**
Pretty and refined rockaballad is sold with convincing sincerity by the lad, over simple ork support. (Marlow, BMI)

★ **CORNELL BLAKELY**
★ **Promise to Be True**
★ **FULTON 2453**—Fervent warbling stint by Blakely on routine blues rocker. Dual market side. (Hendrix, BMI)

★ **Don't Touch the Moon**
Same comment. (Hendrix, BMI)

★ **GUY LOMBARDO**
★ **St. Louis Blues Cha Cha**
★ **CAPITOL 4098**—Bright, bouncy, cha-cha version of the swiny standard. Spinnable instrumental wax with a slight style-switch by Lombardo. (Handy, ASCAP)

★ **Exactly Like You Cha Cha**
Pleasant instrumental treatment of standard in cha-cha tempo but with Lombardo's trademarked terp style still very much apparent. Pleasing jockey wax. (Shapiro-Bernstein, ASCAP)

★ **THE ISLEY BROTHERS**
★ **The Drag**
★ **GONE 348**—The Isley Brothers sing of The Drag, a new dance that really moves, on this new recording. Tune goes. (Real Gone, BMI)

★ **My Love**
Rockaballad with an interesting arrangement is handled neatly by the Brothers, helped out by a vocal group and the rhythm combo. (Real Gone, BMI)

★ **MICKEY LEONARD ORK**
★ **Intermission RH Paris I & II**
★ **PRINCE 1204**—Swingly tasteful instrumental treatment of catchy rhythm theme with solid organ and sax solo work. Part II is more exciting side. Jazz-flavored wax for deejays and juke. (Goldsen, ASCAP)

★ **BILLY STAR WITH THE YACHTSMEN**
★ **Now**
★ **DESTINY 402**—Snappy rocker is sung with vocal gimmicks by Bill Star backed by the Yachtsmen on the listenable effort. It could get spins. (SueRob, BMI)

★ **THE YACHTSMEN**
★ **It's So Hard to Be Young**
The Yachtsmen sing of the travail of being young and in love on this attractive rockaballad. (Bourne, ASCAP)

★ **BET E. MARTIN**
★ **Pretty Lies**
★ **BRUNSWICK 55107**—Thrush sells this piece of special material tastefully over smooth backing by the ork. Could get many jockey spins. (Monarch, ASCAP)

★ **The Story of Love**
Bet E. Martin sells this pretty tango in a refined manner. (Peer, BMI)

★ **MAURI LEIGHTON**
★ **Real**
★ **DECCA 30785**—Attractive ballad is sold with feeling by the thrush backed by a vocal group and large combo. (Singleton, BMI)

★ **Laffin' at Me**
Up-tempo novelty receives an okay rendition by Mauri Leighton, with occasional laughter from an off-stage voice. (Alamo, ASCAP)

★ **DORIAN BURTON**
★ **Saturday Night With My Girl**
★ **DECCA 30757**—Dorian Burton sells this cute ditty nicely backed brightly by the rhythm combo. Could get spins and some loot. (Wemar, BMI)

★ **Love Bank**
On this side the singer tells about a "Love Bank" in which he will put his love for those rainy days when he can't see his girl. (PineLawn, BMI)

★ **BOB AND RAY**
★ **Love You a Thousand Ways**
★ **NASCO 6023**—Bob and Ray, two almost traditional styled country singers, sell this ballad with a beat warmly over guitar and combo support. Piano work is first rate. (Peer, BMI)

★ **Shorty Shorty**
The boys come thru with a snappy reading of a hill country rocker that could get some juke loot. (Excellence, BMI)

★ **TEX WILLIAMS**
★ **You Rocked When You Shoulda' Rolled**
★ **DECCA 30774**—Tex Williams sings this rock and rolled effort nicely, but it's rather weak for the market. (Leeds, ASCAP)

★ **The Killer**
Story tale about a killer and the fast

gun that finally catches up with him in a saloon is sold with feeling here by Williams. It's on a "High Noon" kick. (Mayfair, ASCAP)

★ **JIMMY SHELDON**
★ **I'd Like To**
★ **OMEGA 118**—Attractive instrumental is played sweetly by the Sheldon crew with piano featured. Nice deejay programming wax. (Radio-Active, BMI)

★ **Soft Lights**
Same comment. (Radio-Active, BMI)

★ **BOBBY COLT**
★ **Before It's Too Late**
★ **HOPE 601**—Mild rockachacha is given a fine reading by Colt with a fem chorus assist. Bridge is in rock tempo. Some coin possible. (Kellems, ASCAP)

★ **Guilt**
Pretty standard is done ala rockaballad. Colt has a nice sound here. Again a fem chorus backs the artist. (Whiting & Feist, ASCAP)

★ **DONNIE BOWSER**
★ **Got the Best of Me**
★ **SAGE 276**—The lad renders the rockabilly blues in listenable fashion against strummed guitar support. Fair prospects. (Buna, BMI)

★ **It's Our Secret**
Okay rockaballad is pleasantly delivered by the artist. Potential appears similar to flip. (Buna, BMI)

★ **GOLD STARS**
★ **Submarine**
★ **M. M. I. 1239**—A crazy novelty about a sub's crash dive. Cary Grant-type voice gives the commands to the accompaniment of bubbles and a rocking band background including the peeps of the Sonar equipment. Can catch novelty play. (Clockus & Moonbeam, BMI)

★ **Hot Tamale**
An interesting instrumental side with a Latinish, "Tequila" flavor. Group sounds good here, and the side could get over to the dancing set. A good box side. (Moonbeam, BMI)

★ **TERRY AND JERRY**
★ **What Is Love**
★ **CLASS 240**—Terry and Jerry ask the age old question, and don't come up with any better answer than anyone else. They sing the ballad warmly. (Recordo, BMI)

★ **Out of Luck**
Terry and Jerry sell this old-fashioned r.&b.-type effort pleasantly while the combo supports them with a beat. (Recordo, BMI)

★ **BILLY ADAMS**
★ **You Gotta Have a Duck Tail**
★ **NAU-VOO 802**—A novelty about a cat who waits around all day for his chick, and then she tells him that he's got to have the ducktail haircut. Adams is a typical rockabilly and the song could appeal to teens. (Stella Lane, BMI)

★ **Walking Star**
A slow, pulsing rockaballad, chanted pleasantly by Adams with choral support. Fair prospects. (Stella Lane, BMI)

★ **LEON BIBB**
★ **Rocks and Gravel**
★ **VANGUARD 35006**—Traditional, folk chant from the world of the chain gang is sung with great spirit and gusto by Bibb. A fine arrangement brings in a background chorus. Class jocks will like. (Ludlow, BMI)

★ **Goodnight, Irene**
A pleasant revival of the great folk hit. Bibb gives it a relaxed reading with banjo and choral support. (Ludlow, BMI)

★ **LARRY BIRDSONG**
★ **Live the Life I Sing About**
★ **CHAMPION 1003**—Larry Birdsong comes thru with a potent reading of a strong rockaballad selling it with feeling helped by a male vocal group. (Babb, BMI)

★ **Every Night in the Week**
On this side the chanter sells a bluesy effort nicely, but the flip has the edge. (Babb, BMI)

★ **VIC FARACI ORK**
★ **Big Boogie**
★ **PHONOGRAPH 1026**—Boogie instrumental by a pop-styled band. Good tonal quality and arrangement. (Keith, ASCAP)

★ **Andrea**
Instrumental reading of a ballad. Not very commercial. (Keith, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated one star.

★ **THE FIVE J'S: My Darling/Calypto Jump**—Fulton 2454
★ **EARL GAINES: Now Do You Hear/Best of Luck, Baby**—Champion 1001
★ **MERLE KILGORE: Hang Doll/Tom Doolley, Jr.**—Imperial 5555
★ **LITTLE JOEY: Ave Maria/Jingle Bells & Silent Night**—Variety 1011
★ **APRIL MARCH: When Christmas Rolls Around/Christ in Killarney**—Keystone 666
★ **JOCK McNEILL: Be With Me/Little Rosy Red**—Morgan 102
★ **LITTLE MILTON: That Will Never Do/I'm a Lonely Man**—Bobbin 101

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Class Records

HOLLYWOOD

ROCKY ROSE: Midnight Sun/Forever and a Day—Hio 3000
MARION RYAN: The High Lows/The World Goes Around and Around—London 1833
THE SPIRALS: Everybody Knows/The Rockin' Cow—Capitol 4084
DANNY STONE: Three Miles Out of Town/I Would If I Could—Great 487

Christmas

THE KING SISTERS & FAMILY
 *** Over the River
 CAPITOL 4099—Artful group vocal treatment by canaries and chorus of traditional holiday theme. Merits spins. (Beechwood, BMI)

THE KING SISTERS
 ** Holiday of Love
 Pretty piping by gals on appealing ballad with warm, yule-theme lyrics. (Beechwood, BMI)

JIM EANES
 *** Christmas Doll
 STARDAY 414—Country-tinged Christmas tune tells of all the goodies Santa is going to bring, but all he wants for Christmas is his own "big doll." It can move in this market. For country buyers. (Starday, BMI)

** It Won't Seem Like Christmas
 Traditional-styled country offering tells that Christmas won't be the same without his true love. Potential appears similar to flip. (Starday, BMI)

DAVID HILL
 ** Christmas in Your Heart
 RCA VICTOR 7430—Hill gives this pretty ballad a pleasant crooning reading to a lightly rocking background. Chorus offers nice assist. (Andrew, ASCAP)

** Christmas Bride
 A romantic theme is given a Christmas

treatment. Big organ and chorus backing moves in nicely with a treatment that builds to a good crescendo. A sentimental approach, which also features a slow, honking saxophone passage. (Sheldon, BMI)

STANLEY BROTHERS
 ** Christmas Is Near
 STARDAY 413—The brothers sing a song in hoedown style about the events that indicate that Christmas is close at hand. Prime appeal in c.&w. marta. (Starday, BMI)

** Holiday Pickin'
 Instrumental features mighty fine banjo plucking and sawed fiddles. Good programming side for c.&w. jocks. (Starday, BMI)

JO MARCH
 ** I, Said the Donkey
 KAPP 247 — A Christmas song of folkish origin. It relates the Christmas story. Miss March provides a feelingful rendition, to typical folk guitar accompaniment. (Garland, ASCAP)

** The Virgin Mary Had One Son
 Another song in the folkish vein, this time with roots in the Appalachian tradition. An appealing piece of wax, fitting for the season. (Garland, ASCAP)

Jazz

JIMMY SMITH
 *** Plum Nellie
 BLUE NOTE 1668—Jimmy Smith on organ is teamed with Lou Donaldson, also Eddie McFadden, guitar, and Don Bailey, drums, on a slow blues instrumental side. Cats are in an easy jazz groove for box listeners. (unpub.)

JIMMY SMITH AND LOU DONALDSON
 *** I'm Getting Sentimental Over You
 The old theme of the late Tommy Dorsey gets a relaxed treatment by Lou Donaldson on alto and Jimmy Smith on organ. Very slow stuff but okay for listening. (Mills, ASCAP)

LOU DONALDSON
 *** Sputnik (Parts I & II)
 BLUE NOTE 1713—The line-up on this Byrd, Curtis Fuller, Lou Donaldson, Sonny Clark, George Joyner and Art Taylor. It's racing stuff hardly good for most terpers but strictly jazz fans may play it. (Groove, BMI)

SONNY CLARK
 *** Cool Struttin' (Parts I & II)
 BLUE NOTE 1714—The Clark quintet includes Art Farmer, Jackie McLean, Paul Chambers and Philly Joe Jones in addition to Clark. It's easy-going, medium tempo, informal jazz with each man coming in for solo spotlighting.

This could qualify for juke use. Has a good slow but exciting beat. (Groove, BMI)

BILL HENDERSON
 ** Ain't No Use
 BLUE NOTE 1727—Henderson sings an effective lament with jazz organ backing, and he makes the tragedy sound fairly real. Good vocal effort. (Forshay, BMI)

** Angel Eyes
 The Matt Dennis tune gets an okay reading by Henderson backed by organ, guitar and drums. Vocal is okay but Henderson sounds better than this in a shouted blues, which is his school. (Bradshaw, BMI)

Polka

"WHOOPEE" JOHN WILFAHRT ORK
 *** Schmaltrie Music
 DECCA 30755—The polka ork sells this novelty effort happily with a German accented vocal by Pat Wilfahrt. Should please their fans. (Gametime, BMI)

*** Gesundheit Polka
 Pat Wilfahrt handles the vocal on this spritely polka item which should make a lot of polka dancers happy. (Lindley, ASCAP)

Spiritual

THE GOSPEL CLEFS
 *** Rock Me to Sleep
 SAVOY 4108—The gospel group has a most sincere sound on the fervently rendered hymn. Lovers of this sort will find it attractive fare. (Volunteer, BMI)

*** Book of Revelations
 Happy gospel is done in a spirited fashion. Side is as potent as flip. (Volunteer, BMI)

THE CARAVANS
 *** I'm Willing
 GOSPEL 1009—The Chicago group of gospel thrushes develop a great sound on this slow tempo side. Fine piano and organ sound back the effort. The fem lead really shouts this one. A strong effort. (Volunteer, BMI)

*** I'm Not Tired Yet
 She's been running for Jesus a long time, but she's not tired yet. A wonderful upbeat gospel effort with the lead gal in great form. Fans will dig the shouting sound. (Planemar, BMI)

THE HIGHTOWER BROTHERS
 *** At the Golden Gate
 GOSPEL 1008—The young fellows (age 7 to 17) shout their way thru this joyous message. The lead has a youngish quality, but he knows how to belt out the good word. Can sell. (Volunteer, BMI)

*** Come by Here
 A swinging gospel message with a great hand-clapping beat. Boys sing the entreaty with great enthusiasm. Great growling lead by the young cat. Debut effort for the group can be sold. (Volunteer, BMI)

THE RASBERRY SINGERS
 *** I Believe Every Word
 SAVOY 4110—Feelingful delivery by lead singer and strong backing by group on powerful sacred item. (Planemar, BMI)

*** Jesus King of Kings
 Fervent reading by lead singer and group on exciting spiritual theme. (Planemar, BMI)

FRANCINE
 ** I Know the Lord Travels With Me Both Day and Night
 FRANZ SCHUBERT 447—Francine, a singer with a style somewhat similar to the great Mahalia Jackson, sells this gospel effort with sincerity and feeling. Good side for gospel shows. (Franz Schubert, SESAC)

** Checkin' In
 The thrush again shows off her strong vocal style. With the right material she has a chance to make a mark. (Franz Schubert, SESAC)

Country & Western

MCCORMICK BROTHERS
 *** Runnin' Round on Me
 HICKORY 1089—He caught her runnin' round before, but she's up to it again. The vocal has true country flavor and instrumentation. (Acuff-Rose, BMI)

*** Banjo Trot
 The Brothers belt out a strong country instrumental. Fiddles, banjo and guitar create a driving rhythm full of flavor. (Acuff-Rose, BMI)

JOHNNY MATHIS
 *** I've Been Known to Cry
 D 1027—Mathis has a good traditional-styled country side here. Tune is a weeper, belted out to typical instrumentation. (Glad, BMI)

** Lonely Night
 Another traditional-styled side, also a weeper. Good, tho not quite as strong as flip. (Glad, BMI)

JUSTIN TUBB WITH ROGER MILLER
 *** Almost Lonely
 DECCA 30792—Bright rockaballad is sung spiritedly by Tubb over a neat arrangement by the combo. Could get some coins. (Tenn-Tex, BMI)

** Mine Is a Lonely Life
 Tubb and Miller present a tearful reading of a weeper about a lonely room, a lonely life and an empty tomorrow. It could get country action. (Tenn-Tex, BMI)

BILL BRADLEY
 ** Hello, You Beautiful Baby
 BROOKE 104—Bill Bradley sells this country weeper with feeling, backed in traditional style by the Wranglers. Nice wax. (Acuff-Rose, BMI)

** Just Me and the Blues
 The chanter sells this story of the blues in fair fashion, tho the story is a good one. (Acuff-Rose, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

PHIL BARCLAY: Deep Desire—Hey Gang Duke 103

HARDROCK GUNTER: Let Me Be a Fool/It Will Show—Cullman 6406

DAN KUBIAK: Finding You/Falling for You—Dorrington 100

THE LANES: She Was the One/Evil Minded—Trepur 1008

Rhythm & Blues

THE SPANIELS
 *** Heart and Soul
 VEE-JAY 301—The standard tune is revived with a deep Jimmy Ricks type brass taking the lead with higher wavering, emotional voices in the backing group. (Famous, ASCAP)

** Baby, It's You
 A slow, deeply felt ballad job by the group, but it doesn't go anywhere. (Conrad, BMI)

GOOGIE RENE
 *** Big Foot
 CLASS 239—Interesting choral and instrumental treatment of infectious rhythm item with solid beat about a giant tagged "Big Foot." Catchy side for record hops. (Recordo, BMI)

** Rebecca
 Swingy, terp-wise instrumental with catchy Latin beat. Danceable jockey wax. (Recordo, BMI)

LENNY CAPELO
 ** Cotton Candy
 RIC 960—The chanter shouts a folk-flavored blues to an interesting accompaniment featuring horns and drums. (Ron, BMI)

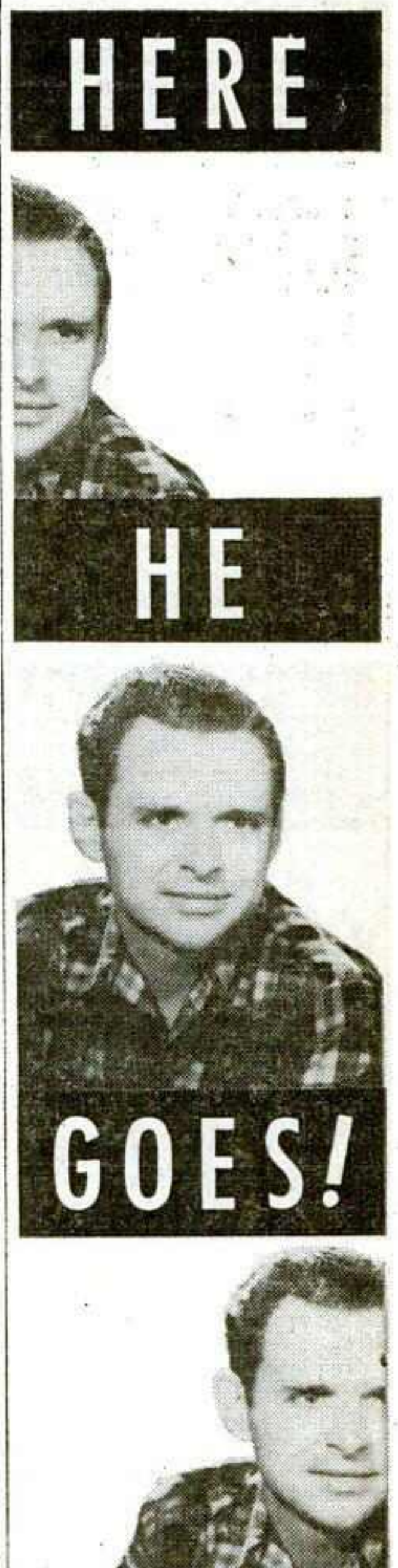
** Tottles
 Side is similar to flip in character with the chanter's high-pitched vocal, backed by lively horns and percussion. (Ron, BMI)

SONNY BOY WILLIAMSON
 ** Dissatisfied
 CHECKER 910—Fine blues in the deep Southern style. Williamson's vocal is matched with funky instrumentation and a Yancey bass figure. Lovers of the true blues have it here. (Arc, BMI)

** Cross My Heart
 On this side amidst the funky blues instrumentation, the chanter tells a truly touching story. Like the flip, it is for lovers of the genuine article. (Arc, BMI)

Seeco Inks 3 New Artists

NEW YORK — Seeco Records has signed three new artists to continue the swing to pop releases on the label. New talent includes actor-singer Keefe Brasselle, the Laurie Sisters and thrush Suzie Lee. The latter is a protege of WNTA, Newark deejay, Paul Brenner.



DANNY STONE

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GOODING SIGNS IND. STATE FAIR

Replaces Cetlin & Wilson Shows; To Bring Mad Mouse, Western Star

INDIANAPOLIS—The Gooding Amusement Company, bidding against the Cetlin & Wilson Shows, for years the supplier of midway attractions at the Indiana State Fair, Friday (5) was awarded the fair's 1959 midway contract.

The Cetlin & Wilson Shows had been on the fair's midway for more than 10 years, excepting one year—1954—when the Gooding organization played the fair.

Terms of the Gooding contract include the provisions that the show have a Mad Mouse in its line-up and also present a name star in a Western show.

Additionally, the show agreed to set up a Kiddieland, independent of the main midway if the fair

can make available an area of sufficient size for such an operation. The site contemplated is immediately adjacent to the main midway.

Floyd E. Gooding, president, and Hal Eifort made the presentation to the fair board on behalf of the contract winner. Izzy Cetlin and Jack Wilson made the presentation for Cetlin & Wilson.

The signing of the fair here gives the Gooding organization by far the strongest fair route in its history for its Number 1 unit.

The show will close at the fair here on a Thursday and have ample time to move and set up in Knoxville for a Saturday night prevue at the fair there.

SLA DONATES \$1,500 TO FIRE TRAGEDY FUND

CHICAGO — The Showmen's League of America, long known for its charity, last week donated \$1,500 to the fund to relieve suffering resulting from the tragic fire that struck Lady of Angels School here Monday (1). The blaze resulted in the death of 90 students and nuns and injuries to several score more.

President Bill Carsky appointed a committee to meet with Mayor Richard Daley who is administering the fund. Sam J. Levy Sr., was named chairman of the group which includes Al Sweeney, Maurice (Lefty) Ohren, Jack Duffield and Benedict Garmisa.

CANADA 'A' FAIRS INK BARNES SHOW

Wins Over Six Other Bidders; Tampa Fair Signs Roy Rogers

By HERB DOTTEN

CHICAGO — Barnes-Carruthers Theatrical Enterprises, Chicago, was awarded the grandstand attraction contract for the Western Canada A Fair Circuit and Roy Rogers signed for 13 shows at 11-day Florida State Fair, Tampa, in February.

These were the only major developments in fair grandstand booking during the annual convention of the International Association of Fairs and Expositions, which Wednesday (3) closed here in the Hotel Sherman.

While few grandstand contracts were closed, shopping by fair executives for grandstand and coliseum attractions was never as intensive. Attraction reps and booking offices generally reported the

heaviest traffic in their suites and rooms than ever before.

A great many fair delegations left to await word from name stars or their reps or word from packaged shows on definite commitments from such attractions.

Mike North, representing Roy Rogers, flew to the West Coast following the convention's close with two possible fair routes for the Western star. The Ringling-Barnum circus emerged uncertain which of two possible routes to take, and with the fairs involved awaiting word.

The circuit of Midwest and Southern fairs (Ionia, Mich.; Springfield, Ill.; St. Paul, Topeka, Hutchinson, Kan.; Oklahoma City, Birmingham and Shreveport) left uncommitted, deferring action un-

(Continued on page 44)

Western Fair Assn. Names Waite Prexy

600 Turn Out for Annual Meet; Elect Three New Board Members

By SAM ABBOTT

LOS ANGELES—Stuart Waite was elected to succeed A. A. Jensen as president of the Western Fairs Association as it concluded its 36th annual meeting at the Biltmore Hotel here Thursday (4).

Waite, secretary-manager of the Yolo County Fair in Woodland, Calif., takes over the presidency from Jensen, secretary-manager of the Lassen County Fair, Susanville, on January 1. Also elected were A. G. Marquardt, secretary-manager of the Antelope Valley Fair and Alfalfa Festival, Lancaster, Calif.; Duane (Spike) Hennessy, manager of the Multnomah County Fair, Gresham, Ore., and Roy Welch, secretary-manager of the Yuba-Sutter Fair, Yuba City, Calif., both of whom were named directors.

Louis S. Merrill was re-appointed WFA general manager, and Rose Links, secretary.

Meeting was attended by more than 600 members, service members and directors. Highlights included talks by Dr. Rufus von KleinSmid, University of Southern California chancellor, and Art Linkletter, TV personality and member of Vandeburg - Linkletter, Inc., which assisted in the initial planning of the multi-million dollar California State Fair and Exposition in its new site in 1961.

Dr. von KleinSmid spoke on "Educational Horizons for Fairs" at the Wednesday luncheon and Linkletter at the International fair luncheon on Thursday.

Dr. von KleinSmid approached fairs from the service angle and Linkletter from the financial point.

"Because of the outstanding job fairs are doing to educate, the California Legislature will continue to support them as in the past," the chancellor predicted.

Linkletter said there were too many fairs in California and that some would have to be eliminated. He suggested that fairs do something spectacular in the way of attractions and exhibits, spend more money individually and collectively and become first class. He predicted that within the foreseeable future—15 years—there will be fewer but better fairs.

A feature of the convention was the "12-fair-mart show" with exhibits of WFA's activities as well as commercial displays.

The five days—Friday was highlighted by a trip to Disneyland—were spotted with social events. There were trips to Warner Bros. movie studio and Pacific Ocean Park in Santa Monica. Thursday night featured the Pacific Coast Showmen's Association annual banquet and ball hosting the fair industry.

Hotel Promises Better Service For '59 Meets

CHICAGO — Post-convention meetings with officials of the Hotel Sherman brought assurances from them that there would be no further trouble about reservations made by park, fair and show people for the annual outdoor conventions.

However, the board of directors of the International Association of Fairs and Expositions left here without making any commitments on the site of its '59 convention. By unanimous action, Thursday (4), its regular post-convention meeting was suspended until February when it will reconvene during the Florida State Fair. At

(Continued on page 45)

Showfolk Frolic At SLA Banquet

Jack Duffield Awarded Gold Card; Honor Hal Eifort, Carl Sedlmayr Sr., Patty Conklin

CHICAGO — Outdoor show business tossed off its cares here Wednesday night (3), donned its best bib and tucker and celebrated in large numbers at the 46th annual Banquet and Ball of the Showmen's League of America held in the ballroom of the Hotel Sherman.

The festivities were marked by the presentation of awards for service to the League and the

business, good food, top entertainment and a minimum of speeches.

High points included the presentation to outgoing president Jack Duffield with a gold life membership card by his father, Frank, who was SLA president in 1940. Hal Eifort was awarded a plaque for his fund-raising activities, and Carl Sedlmayr Sr., and J. W. (Patty) Conklin received awards for their chairmanship of the clubhouse plaque committee. Gene Autry was on hand to receive the annual award as "Showman of the Year" and spoke briefly in thanks. Much applause greeted Bill Carsky, new president of the League.

Herb Shriner, TV comic, served as toastmaster and introduced those at the speaker's table. League officials on the platform, in addition to Duffield and Carsky, were Paul Olson, first vice-president; Ed Sopenar, second vice-president; Lou Dufour, third vice-

(Continued on page 44)

Millions in Rides and Units Sold at NAAPPB Trade Show

New Devices Win Attention and Orders; Lag in Traffic Seen

By IRWIN KIRBY

CHICAGO — The hubbub typical of the annual trade show here was somewhat stilled this year, but for many of the ride and equipment suppliers there were encouraging results as outdoor show people window shopped and, in considerable cases, made purchases. A partial rundown of sales will be given and supplemented in coming weeks as reports come in.

As has been proven by experiences of recent years, interest was highest in the new devices, some of which carry relatively high price tags. The showmen again demonstrated anxiety about getting on the early delivery lists in order to win revenue from novel units.

For carnival and independent operators this desire was heightened with the knowledge that they can often write their own tickets in bookings when they have a unit which is not in the field in great numbers. At this stage it is plain that for a couple of years, at least, the edge will not be taken off such novel innovations as the Mouse units, which several firms are offering.

It appears that imported rides will be holding their own this year. In addition to the European-born

multi-body Carrouseles, which sold well this time, there were advances made in the more massive German rides.

Millions Written Up

In all, there were a couple of million dollars' worth of contracts written at the trade show this time despite what veteran observers termed a decline in attendance. Some figured this was caused by the airline labor troubles. There was encouraging spending, however, and for all exhibitors there now comes the traditional period of waiting for mail and telephone calls with final decisions by convention shoppers. It is expected there will be the usual manufacturers' gripe of orders coming on the eve of the season, with requests for early delivery.

In terms of dollar volume the Allan Herschell and Ben Schiff Associates firms took the greatest strides, giving both an exceptionally bright outlook for 1959. Herschell went into the convention with its best backlog of orders ever and had its new Jumping Jupiter, Mad Mouse, 1865 Steam Train and other units on display. The first Flying Coaster was bought by Peck Amusements, which will operate it at the Florida State Fair, Tampa, where it will get further trade ex-

posure. Jack Robinson also ordered a Jumping Jupiter for operation at the Canadian National Exhibition.

Mad Mouse, first displayed and bought by the Olson Shows, also earned action, and the firm reported having 17 deposits for it. Olson purchased a second one and Gooding Amusement Company ordered three. E. D. McCrary is getting delivery on a Mad Mouse this month. The Steam Train will go to Bob Heath, of Audubon Zoo Railroad, New Orleans, which already has three G16 trains. W. D. Pavalon, of Capital Courts Kiddieland, Milwaukee, bought a two-seater Brownie Tractor ride.

Herschell's Helicopter ride will go to Rocco Amusement Company of Chicago. The unit, of which 89 were placed in the field over the last two years, will have another big season at the plant on the basis of orders on hand.

Schiff Display Bought

Schiff's entire floor display of Belgian kiddie ride bodies was bought by the Millers for Fairyland Park, Lyons, Ill. Gross sales topping \$500,000 are indicated in the 11 claimed orders for Wild Mouse rides.

Cerbini and Razzano will get one for Suburban Park, Manlius, *(Continued on page 45)*

IMCA Elects Virgil Miller '59 President

CHICAGO — Virgil Miller, secretary of the Kansas State Fair, Hutchinson, was elected president of the International Motor Contest Association at its annual board of directors meeting here Monday (1). He succeeds Joe Monsour, Louisiana State Fair, Shreveport, who was named to the board of directors.

C. C. (Pete) Baker, Oklahoma State Fair, Oklahoma City, was renamed vice-president, and John E. Libby, Minnesota State Fair, St. Paul, secretary-treasurer.

Also on the board are Douglas K. Baldwin, Minnesota State Fair; Lloyd Cunningham, Iowa State Fair; R. H. McIntosh, Alabama State Fair, and Ed Schultz, Nebraska State Fair.

Bryants in Europe; Set for Todd Flick

BERCHTESGADEN, Germany —Capt. Billy Bryant and wife, Josephine, of the old showboat family, the Four Bryants, who for years toured the Ohio River and its tributaries with their Bryant's Showboat, are on another European tour.

On a recent visit here they announced that they are set to work in a picture for Mike Todd Jr. in Spain before returning to the States.



A. Gondeck, operating at Pleasure-bound Park, Rye, New York, says: "Have never enjoyed anything so much as the installation and net profits BIG ELI has returned to me. My Wheel is tops." Another satisfied owner writes: "Receipts were very satisfactory. The Wheel is one of the few rides that paid for itself the very first year."

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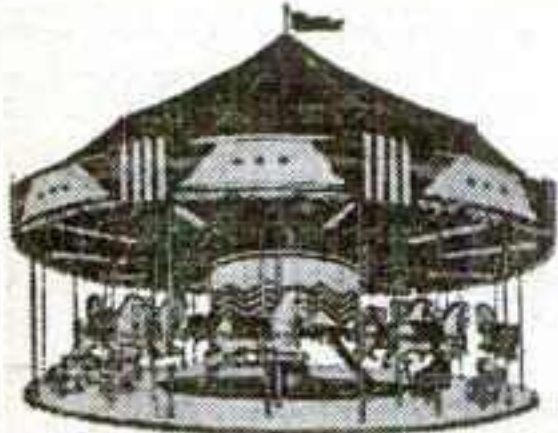
IAFE Prez Honored; SLA Vets Get Pins

CHICAGO—Maurice Harnett, general manager of the Calgary, Alta., Exhibition and Stampede, is having a big year. He was elected president of the International Association of Fairs & Expositions. His Fair was awarded the Breeder's Gazette trophy for distinguished service in the field of livestock improvement at the convention and just before coming to Chicago Harnett was elected president of the Western Canada Racing Association, which operates horse racing at four of the five Western Canadian A fairs.

Nine members of the Showmen's League of America received pins for 25 years of membership. Included were Carl Sedlmayr Sr., Joseph Custock, John Sbarbaro, E. C. Velare, Ralph Woody, Max Brantman, Jimmy Campbell, J. C. Noon and Joe C. Harris.

In ending his term as president of the Showmen's League of America, Jack Duffield marked the second father-and-son team to hold that honor. Jack's father, Frank, (Continued on page 44)

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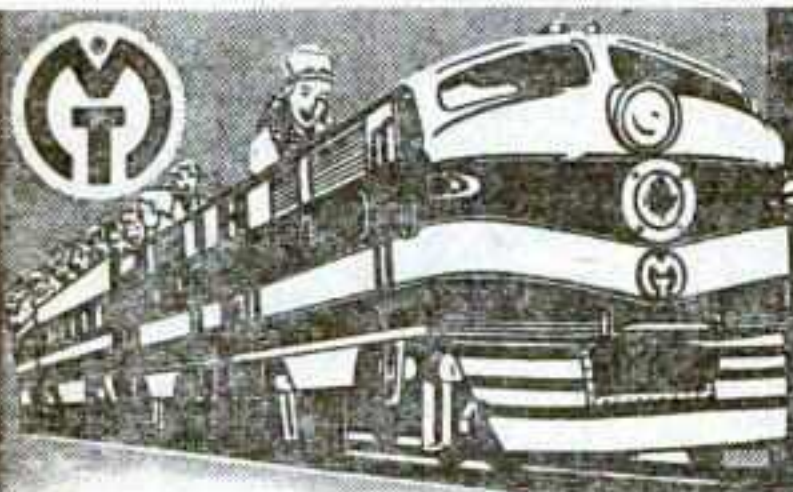
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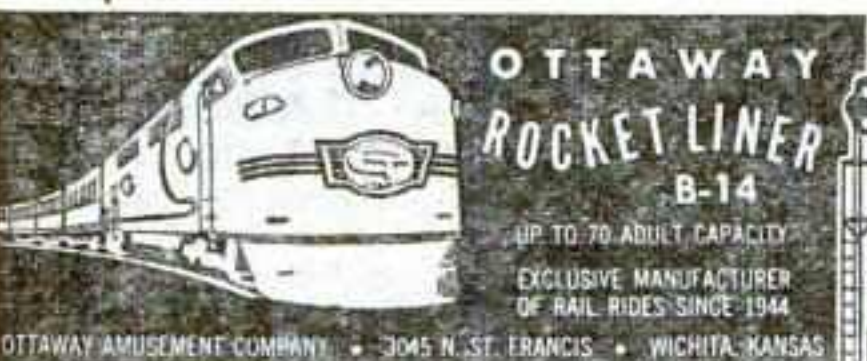
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A TRUE REPRESENTATIVE of the fair business is Judy Barger, 18, of Huntingdon, Tenn., who was named "Queen of Queens" at the convention of the International Association of Fairs and Expositions last week in Chicago. Miss Barger, who was selected Miss Tennessee County Fair early this year by the Association of Tennessee Fairs, is the final selection in a five-State contest in which some 3,000 contestants vied. Her first title was Miss Carroll County Fair. She is the daughter of Mr. and Mrs. Sam Barger, of Huntingdon, and is a freshman at Memphis State University.



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Notes From the Convention

Continued from page 43

was president in 1940. The other team was the Sedlmayrs, Carl and C. J. The elder Sedlmayr headed up the League in 1942, while the son was the top man in 1954.

The Middle West Fair Association took the accolade for the briefest meeting of the convention. Under the able and fast chairmanship of President Bill Masterson, the organization wrapped up all its business in a matter of 15 minutes.

The three new officers of the Fair Women's Affiliate have something in common. All their husbands graduated from the College of Agriculture of the University of Wisconsin, all three have been affiliated at some time or another with the Wisconsin State Fair, and all three are currently managers of major fairs. The feminine officers are Mrs. Jack Reynolds, president, whose husband manages the Eastern States Exposition, West Spring-

field, Mass.; Mrs. Willard M. Masterson, vice-president, whose husband, Bill, manages the Wisconsin State Fair, and Mrs. E. Lee Carteron, whose mate manages the Southeastern Fair, Atlanta.

Two managers of major fairs, at opposite ends of the longevity scale, were prominently topics at the doings, even tho one was not present. Charley Hurt, of the Southern West Virginia State Fair, at 28 the youngest manager at the convention, made his first visit and was royally treated by amusement purveyors. He wound up with a GAC-Hamid grandstand show and Jack Kochman's Hell Drivers. Sam Lewis, of the York (Pa.) Inter-State Fair, at 84 the dean of IAFE past presidents, has been ill since before fairtime and his condition at York General Hospital is serious. Assistant concession manager Jake Fickes represented the fair.

First chuckle at the trade show was provided unconsciously by Harry (Waggie) Prince of Boston, importer of German multi-body Carousels. He made the rounds of the booths for some time before somebody looked closely at his lapel tag. It read, "Mrs. Harry Prince."

Chuck Moss, veteran Dallas concessionaire, and Russell Cornell, Rochester, N. Y., are now driving new 1959 Cadillacs awarded in the Showmen's League of America giveaway program. Ned Torti and Don Elliott were each awarded \$500 Defense Bonds for selling the tickets to the drivers. Fund drive hit a new high gross of \$23,000 with Olson Shows topping the sales, turning in \$5,530.

Tommy Morrisey, Riverside Park, Agawam, Mass., was stump-

SLA Banquet

Continued from page 42

president; Bernie Mendelson, treasurer; Hank Shelby, secretary; George B. Flint, chaplain; Morris A. Haft and Arthur Morse, co-counselors, and Dr. John C. Havlik, physician.

Clubs Represented

Representing other clubs and organizations were Hal Eifort, International Showmen's Assn.; Ben Weiss, Miami Showmen's Assn.; William (Big Bill) Siebrand, Arizona Showmen's Assn.; William (Bill) Green, Michigan Showmen's Assn.; C. C. (Specks) Groscurth, Greater Tampa Showmen's Assn.; J. Jeff Harris, National Showmen's Assn.; William T. Collins, Midwest Showmen's Assn.; Norman Schlossberg, Hot Springs Showmen's Assn.; William B. Schmidt, National Association of Amusement Parks, Pools & Beaches; Elmer Velare, Pacific Coast Showmen's Assn.; Joseph T. Monsour, International Association of Fairs and Expositions; Chick Schloss, Al Sopenar Post of the American Legion, and Max Cohen, American Carnival Assn.

Congratulatory wires were read from the St. Louis men's club, Horan family, Mike Brody, Carsky family, Variety Club of Illinois, Miami club, Bessie Polack, Wolf and Leona Carsky, Sara McCaffery, Ethel Weinberg of the New York club, Hot Springs club, Tampa club, Jack Norman, Lone Star Showmen's Club, Selma Murray, Detroit Club and Elvis Presley and his manager, Col. Tom Parker.

The floor show was led off with the presentation of a new song "Showmen's League of America." Acts included the Trio Martelli, comedy dance; Betty Johnson,

Canada 'A'

Continued from page 41

til its February meeting in Kansas City.

Last year the Wisconsin State Fair, Milwaukee, withdrew from the circuit by booking Roy Rogers. There are indications that another fair in the circuit will withdraw before the February meeting date. The Wisconsin State Fair will continue outside the circuit for grandstand booking purposes. Bill Masterson, manager of the Milwaukee event, said during the convention that he has several attractions under consideration for a split run of the fair.

McClellan Presents

Stu McClellan made the winning presentation for the Barnes-Carruthers office before the Western Canada A Circuit. The presentations and consideration of them by circuit delegates took the greater part of three days.

There were seven bidders. Besides Barnes-Carruthers, others who made presentations were GAC-Hamid Inc.; Music Corporation of America, Willard Alexander, Inc., L. N. Fleckles, Al Dobritch, and the Hetzer Theatrical Agency, which supplied the 1958 circuit with its grandstand show.

Signing of Roy Rogers by the Tampa fair marks the first time that event has presented a name attraction. J. C. Huskisson, fair manager, said that several 5:30 p.m. matinees are planned for Rogers, with some to follow shortly after the wind-up of the various Gasparilla parades which long have distinguished the Tampa event.

Rodeo producers and Western names sparked considerable attention during the convention. Rex Allen closed for five days at the Mason City, Ia., fair, and for a one-day appearance at the Northern Wisconsin District Fair, Chippewa Falls. He also was re-signed to appear at the Colorado State Fair, Pueblo, and the Snake River Stampede, Nampa, Idaho.

Eldred Stacy, Music Corporation of America, was busy with his fountain pen. He closed with the North Carolina State Fair to bring in the Tommy Steiner Rodeo for five days with a name attraction to be determined at a later date. He also closed to put Dale Robertson, star of TV's "Tales of Wells Fargo," into the Pikes Peak or Bust Rodeo, Colorado Springs, for five days beginning August 4, and into the Sidney, Ia., rodeo which starts August 18 for six days.

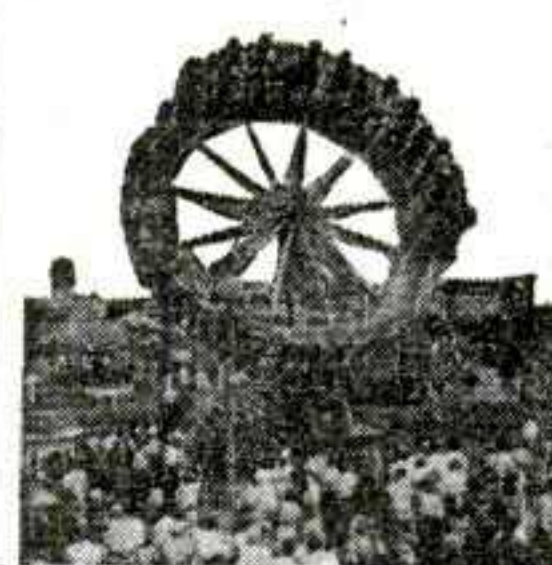
An unusual booking was set by Ernie Young of the GAC-Hamid office. He booked the Red Foley show into Austin, Minn., for a matinee and into Cedar Rapids, Ia., for that night. The Foley unit also was booked for one day at Belleville, Kan.; Marshfield, Wis., and Seymour, Wis. The Foley show also was signed by Saginaw, Mich., for two days.

Chippewa Falls, Wis., pacted the Sam Howard water show for four days thru the GAC-Hamid office, which also closed for the run-of-the-fair program at Allegan, Mich., and booked Pee Wee Hunt and the Connee Boswell unit into Jamestown, Mo. Acts booked into Austin, Minn., and Faribault, Minn., by GAC-Hamid Inc. included the Mariners.

The GAC-Hamid office added the Charleston, W. Va., fair to their list. The show, sold by Henry Hamid, calls for the 16-girl Manhattan Rockets line, supporting acts, and Jennie Smith, a Charleston singer.

songs; Four Step Brothers, dance, and the Chordettes, songs. Lou Breese and his orchestra cut the show.

Following the show the floor was cleared and the showfolk danced well into Thursday.



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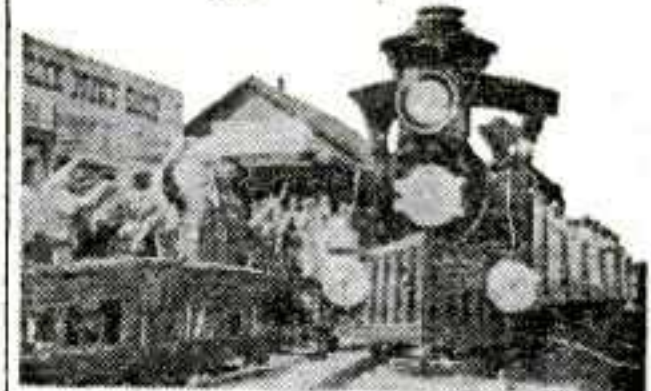
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 Sugar State: Oakdale, La.

Circus Routes

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PUBLIC HEARING
 STATE OF NEW YORK

MINIMUM WAGE
 DEPARTMENT OF LABOR

Pursuant to Section 657 of the Labor Law, the Industrial Commissioner will hold public hearings on the report and recommendations of the Amusement and Recreational Minimum Wage Board relating to the Minimum Wage Standards in the Amusement and Recreation Industry as follows:

New York City Thursday, December 18, 1958, at 10:00 A.M.
 New York State Office Building Room 659 80 Centre Street New York 13, New York

DEFINITIONS

- AMUSEMENT AND RECREATION INDUSTRY.** "The Amusement and Recreation Industry" is defined to include all establishments whose primary service is to provide amusement, entertainment, or recreation, including establishments which produce and distribute motion pictures and services allied to this, such as casting and rental of motion picture film or equipment. The industry also includes owners, lessees, and concessionaires whose business is incidental thereto or in connection therewith, or a part thereof, and such services as are allied therewith. The industry includes but is not limited to motion picture and other theatres, dance halls and studios, ballrooms, bowling alleys, billiard parlors, skating rinks, riding academies, race tracks, and stables, amusement parks and centers, penny arcades and other coin-operated amusement-device parlors, athletic fields, arenas, ball parks and stadiums, swimming pools, beaches, gymnasiums and slenderizing salons, golf courses, tennis courts, carnivals, circuses, boathouses, card clubs and other similar establishments, as well as play-producing or other entertainment-producing companies, theatrical agents, ticket brokers, and professional sports promoters. The industry also includes allied services operated in connection with amusement and recreation establishments, such as check rooms and parking lots. The industry excludes (a) establishments engaged in the operation of radio and television broadcasting stations, and (b) non-profit organizations organized exclusively for religious, charitable, or educational purposes.
- EMPLOYEE.** "Employee" means a woman 21 years of age and over, and any person under the age of 21 years employed in the amusement and recreation industry. Summer Theatre apprentice actors, actors, employed in New York City theatres with less than 300 seats, and rolling chair pushers shall be excluded from this definition. (Pursuant to Section 663-a of Article 19 of the Labor Law all of the provisions of a minimum wage order apply also to males 21 years of age and over.)
- WORKING TIME.** "Working time" means time worked or time of required attendance, including waiting time, whether or not work is provided, and time spent in traveling as part of the duties of the employee. This provision shall not apply to pinsetters, caddies, and ushers at sports exhibitions.
- MOTION PICTURE SERVICE STAFF EMPLOYEES.** An employee in a motion picture theatre whose duties involve the performance of services for patrons and require direct contact with patrons.

Copies of the Board's recommendations are available on request at the Office of the Industrial Commissioner, 80 Centre Street, New York 13, New York.

Isador Lubin
 Industrial Commissioner

December 2, 1958.

Legitimate Shows

Beryokza Russian Folk Ballet: (Er-langer) Philadelphia, Pa., 8-13; (Loew's Capitol) Washington, D. C., 15-16; (Masonic Aud.) Detroit, Mich., 17-20.
 Crazy October, with Tallulah Bankhead: (Huntington, Hartford) Los Angeles, Calif., 8-13.

Ice Shows

Holiday on Ice of 1959: Green Bay, Wis., 9-14.
 Ice Capades, 18th Edition: San Diego, Calif., 9-14.
 Ice Capades, 19th Edition: Raleigh, N. C., 9-13; Charlotte 14-21.
 Shipstads & Johnson's Ice Follies of 1959: New Haven, Conn., 8-14.

Miscellaneous

Burke's Wild Cargo: (Crossroads Shopping Center) St. Petersburg, Fla., 8-24.
 Matchstick City: St. Petersburg, Fla., 8-14; Tampa 15-Jan. 3.

Hotel Promises

that time a site is expected to be selected, Frank Kingman, secretary-treasurer, disclosed.
 John Bowman, NAAPPB secretary, said the hotel had promised a "complete re-organization of its reservation system" and guaranteed accommodations for "100 per cent" of the conventioners. Other business will be lopped off, if necessary, Bowman reported.
 He said the park association is committed to returning to the hotel by a contract with several years to run and that 1959 papers will be executed as soon as the hotel prepares them.

Equipment Sales

Continued from page 42

N. Y., and the ride was also ordered for Buckeye Lake Park in Ohio; Willow Mill, Mechanisburg, Pa.; Playland, Council Bluffs, Ia.; Nashville; Waldemere Park, and Chain of Rocks, St. Louis. Ten Whirley-birds were reported sold by Schiff, plus the imported kiddie multi-body ride for Palisades (N. J.) Park; Pee Wee Valley Park, Cincinnati; Kenneywood Park, Pittsburgh; George Summers, and Al Miller, who bought two.
 Other exhibitors were satisfied with trade show results. Norman Bartlett's Flying Coaster, offered by Lowell Stapf, had orders filling that firm's production capacity for early delivery. It will go to the Velare Bros., Mac Duberges, two to Hal Wilson, Earl (Pop) Ingalls and Rod Link.
 Eric Wedemeyer reported excellent reception to his major European units, including sales of four Satellite Jets, three Roto-Jets, one Spiral Jet Coaster, one Calypso Capri, one Dark Ride, and two Wild Mouse coasters. Purchasers are Glen Echo Park, Washington; Savin Rock, New Haven, Conn.; Rainbow Gardens, McKeesport, Pa.; Pacific Ocean Pier, Santa Monica, Calif.; Funtown, Seaside Heights, N. J.; Gwynn Oak, Baltimore; Playland, San Francisco, and Pleasure Beach, Bridgeport, Conn.
 Pretzel Amusement's two-story dark ride will be installed by Venice Amusements, Seaside Heights. Thunderbird Jr., tracked auto rides are going to Rocco Amusement Company, Chicago, and George Long at Dreamland, Rochester, N. Y. The Hot Rod racer is going to W. H. Zimmerman at Chain of Rocks. The Pretzel ride was added by King Amusements.

Sales By National

National Amusement Device Company display, featuring its Roller Coaster cars, tracked and trackless trains and Funhouse mirrors, drew heavy patronage. Bill de L'horbe reported the purchase of a 26-foot-high Intermediate Coaster by Topeka (Kan.) Kiddieland with 1,400 feet of track. About 15 of the Pygmy trackless trains are expected to be contracted, plus 18 Coaster cars and 10 smaller trains.
 Frank Hrubetz reported \$127,000 worth of conversion unit orders to transform Spitfire rides into Paratroopers. One set is going to Amusements of America, which also added King's Baby Coaster and Tugboat Ride. The show also purchased a pair of 60 kw. light plants from Charley Lenz, a set of 12 Lusse Scooter cars and a Stacy Johnson Scooter building to be delivered in June. Hrubetz also sold a set of Paratrooper cars to Bill Howard with the James E. Strates Shows, and a complete ride to the Velare brothers.
 Harry Prince's German Merry-Go-Round was sold to Playland, Rye, N. Y.; Whalom Park, Fitchburg, Mass.; Mountain Park, Holyoke, Mass., and three to Sol Rubel, Wilkes-Barre, Pa.
 Ottaway Amusement Company took a larger booth and displayed its new Rocketliner train. By show's end production which will put eight of these units in the field by summer was all spoken for.
 The Sellner firm sold Tilt-a-Whirls to Hale's Shows of Tomorrow, Norman Carpenter, St. Marys, O., and Ken Davis, Biloxi, Miss. There are eight orders to be closed for in coming weeks.

Good Results for Eli

Eli Bridge Company had one of its better trade show visits, cementing old friendships and adding to its already lengthy Scrambler waiting list. Eighty of the powerful whirling units are in the field now, and production has been stepped up to allow another 25 to be put in action during 1959, Ben Roodhouse reported.
 Arrow Development Company made its first significant Eastern sale with the deal with Ed Carrol for a 30-gauge 19th Century

THE FINAL CURTAIN

BORT-Harry, 69, dean of Detroit ticket sellers, recently in Hallandale, Fla. He was in charge of ticket sales at the Michigan State Fair and Olympia Stadium, Detroit, and at various Motor City legit theaters since 1907. He operated his own ticket agency since 1923. Survived by his son, Harry Jr., who continues with the business.
EMMERSON-George A., 82, a member of the Alameda Agricultural Society for 50 years, at Alameda, Sask., recently. Survived by a daughter, a son, two sisters and a brother. Burial was in Alameda.
GRAY-George, 49, for the last 15 years associated with the Triangle Poster Company, Pittsburgh, suddenly at his home in that city November 26. He hailed originally from Philadelphia. Surviving are his widow, two sons, two daughters, his parents and one brother. Burial in Pittsburgh.
HARMAN-Patrick H., 71, who appeared in circuses and Wild West shows before entering motion pictures, November 26 at his home in Mira Loma, Calif. A native of Lewiston, Ill., and a resident of California for 48 years, he started his career by appearing in minstrels with his parents, John and Elizabeth Harman. He was known professionally as Pat Harmon. Survived by his widow, Freda, and a brother, George. Burial December 1 at Forest Lawn Memorial Park, Glendale.
JACKSON-Walter D., 73, retired manager of the Western Fair, London, Ont., November 27 in London. (Details in Outdoor department.)
McMACKEN-Norris, 47, longtime active in the rodeo field, November 27, in a Spokane, Wash., hospital. A member of the Rodeo Cowboys Association, he had been active in the rodeo management field and had been associated with Gene Autry. Survivors include his widow, three sons, his mother, two sisters and three brothers.

Mirth, Rogers Bros. and Buff Hottle shows. Survived by a sister, Nola, and two brothers, William and Elmer. Burial in Cooperstown, Ill.
WALTER-Hattie, 58, who spent the major portion of her life in outdoor show business, November 25 in De Ridder, La. Survived by her husband, Lee. Services and burial November 27 in Cooper Cemetery, De Ridder.

IN LOVING MEMORY
 of My
BELOVED HUSBAND



SAM GORDON
 Who Passed Away
 December 1, 1957
MYLDRED
 and Tiny Son, Sam

IN LOVING MEMORY
LYDIA POWELL

We were always blowing bubbles. Until they nearly reached the sky. Then like dreams, they burst and died.

BETHEL

IN LOVING MEMORY OF
RALPH H. BARR
 Who passed away
 December 10, 1954.
FRANCES BARR HOLTZMAN

MARRIAGES

COLE-REED-
 Alvin Cole, nonpro, and Barbara Reed, daughter of James Reed, popcorn concessionaire with Byers Bros.' Shows, October 2 in Lake Charles, La.

Streamliner for Riverside Park, Agawam, Mass. The train is also going to Belmont Park, San Diego. Marvin Staton's new Jalopy Dark Ride unit with 15 gags is being delivered this month. Arrow's Dark Ride car production is sold for this season.
 Everly Aircraft Company reported the sale of a Rock-o-Plane to M. H. Zimmerman of Chain-of-Rocks, an Octopus to Ernie Farrow, Rock-o-Plane to A. J. Carl and others to be completed soon. Interest was highest in the portable units, Jack Everly noted.
 Ohio Mechanical Handling Company showed its domestic Monorail ride and orders totaling \$400,000 are reportedly in the mill.
 Elsewhere on the floor there were good results reported for pneumatic gallery, baseball batting, miniature golf and coin operated units.

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Bill Muar Elected NAAPPB President

Fritz Is Kiddieland Director; Platt Represents Pools, Beaches

CHICAGO—William W. Muar, of Roseland Park, Canandaigua, N. Y., was elected president of the National Association of Amusement Parks, Pools and Beaches at the convention here last week. He succeeds William B. Schmidt, of Riverview Park, Chicago. Elected vice-presidents were

HONOR TWO

AREA Keeps '58 Officers, Sees Picture

CHICAGO—Aurel Vaszin, of National Amusement Device Company, and Clarence Latscha, of The Billboard, were honored for long service to the association and industry by the American Recreational Equipment Association at its annual banquet here Monday (1).

AREA members also voted to re-elect the 1958 officers. They are Lyndon Wilson, of Allan Herschell Co., president; John Allen, of Philadelphia Toboggan Co., vice-president; Ben Roodhouse, of Eli Bridge, Co., secretary, and Fred L. Markey, of Dodgem Corporation, treasurer. New directors are Dick Robertson of Allan Herschell (Continued on page 47)

Kiddielanders Turn Out For Convention Sessions

CHICAGO — Good attendance turned out for the NAAPPB's special sessions for kiddieland operators here last week. Arthur Fritz, Melrose Park, Ill., and Jimmie Thompson, Alexandria, La., were the chairmen.

Bill Schmidt, NAAPPB president, Lynson Wilson, AREA president, and Jim McHugh, Funspot editor, greeted the kiddielanders at their opening meeting Tuesday (2). John S. Bowman, NAAPPB secretary, also took part.

Kicking off the program was James Conklin of Brantford, Ont., who spoke about the general operation and basic needs of a kiddieland and pointed out the great opportunities ahead for the business.

Thompson and Herb Youtie, Pennsylvania kiddieland operator, described the kiddie areas spotted on the NAAPPB tour of Europe in September. A panel took on questions with the invitation, "What's Your Problem?"

On the second day (3), a panel discussed food and drink problems. On the panel were Waddy Platt, Coca-Cola; Bert Nathan, park man and member of National Association of Concessionaires; Spiro J. Pappas, theater chain owner and NAC member; Philip L. Lowe, who has his own company and is president of NAC; and Norman Wasser, Pepsi-Cola.

They discussed the pricing, sizing, icing and merchandising of soft drinks. A manufacturer's rep-

resentative also discussed proper frying procedures.

Charles Mack, insurance man, discussed group insurance plans. The sessions won response from the floor and the second day's was held over after the scheduled closing time to allow for further discussions.

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40th Park Convention Brings Top Crowds, Wide Interest

By TOM PARKINSON

CHICAGO — Fortieth annual convention of the National Association of Amusement Parks, Pools and Beaches drew capacity crowds at most sessions here Monday (1) thru Wednesday (3). Program included talks by members and allied specialists on park topics.

Program chairman was Jack Singhiser, of Fontaine Ferry Park, Louisville, with President William B. Schmidt, Riverview Park, Chicago, presiding in business sessions.

An executive session Monday opened with committee reports paced by Secretary John S. Bowman's account of the year's activities. He mentioned the European tour, re-examination of the budget improvement of bulletins, participation in NIRA, helping on tax reduction problems, and studies of insurance, injury claims, and publicity.

He outlined moves to increase the value of NAAPPB to kiddielanders, pool operators and AREA.

Lawrence Canfield said the Locations and Exhibits Committee found general satisfaction among trade show exhibitors. The treasurer reported a profitable year.

John Logan Campbell spoke about the trend for juries to give outsized damage judgments, and Harry Batt reported on the government activities committee's work. Banquet Chairman Bill Muar reported on plans for that and other social events. Fred McFalls reported on Exhibit Awards Committee actions.

President's Report

Outgoing president William B. Schmidt's address touched on NAAPPB activities in co-operation with other groups, and he thanked Paul Huedepohl, former secretary; Bowman, and the new association office staff. Broader association activities were predicted by Schmidt, who told of preliminary talks about (Continued on page 47)

Board Plans More Activities, Cites Bowman

CHICAGO—NAAPPB directors meeting here last week set up plans for expanding the association activities. A projects committee will be named to outline the proposed program.

Likely to be included is a plan to align the association closely with the National Safety Council and increase the safety activities of the association. Another project would involve establishing a group insurance plan for employees of member parks, and a survey of interest will be made.

The directors voted a resolution commending John S. Bowman for his work as secretary. They amended his contract to provide a general salary as before and to discontinue the arrangement by which the secretary shared in the volume done by the trade show and manual.

Herschell Gets Award For Exhibit

CHICAGO — Four exhibit awards at the annual NAAPPB trade show were bestowed on the Allan Herschell, Coca-Cola, Lowell Stapf and Bally firms last week.

Massive equipment spreads by three ride companies were recognized, in competition for the John R. Davies Award for the most meritorious exhibit of the entire show. Herschell showed many of its ride components, including the new Steam Train, Jumping Jupiter and Mad Mouse rides. Honorable mentions went to B. A. Schiff and Associates and National Amusement Device Corporation, which also featured ride bodies.

Other awards were as follows, with the winner listed first, followed by honorable mention listings: Wilson Award for the most meritorious exhibit of equipment or supplies—Coca-Cola, Globe Ticket Company, and Krispy Kist Korn Machine Company.

D. S. Humphries Award, for the most meritorious display of new (Continued on page 47)

MORE THAN 700

NAAPPB Fete Pulls Hefty Attendance

CHICAGO — More than 700 members and friends of the National Association of Amusement Parks, Pools and Beaches found their annual Hotel Sherman banquet enlivened by the awarding of door prizes last Tuesday (2). Two full-week resort stays were the choice plums. Other satisfaction came from a steak dinner.

An eight-act show was provided by GAC-Hamid.

A room for two at Fort Montagu Beach Hotel, Nassau, was won by Russ Pace, of Suburban Park, Manlius, N.Y. A room for two at the Eden Roc Hotel, Miami Beach, was won by Mrs. Nate Faber, of Coney Island, N.Y.

NBOA Announces Publicity, Contest For Early 1959

CHICAGO—Otto Weber, of the National Ballroom Operators Association, announced at the NAAPPB convention here that NBOA will start a public relations program in the spring of 1959. He said it would be handled by a principal agency.

He also revealed the NBOA will assist the musicians' union in handling of a band contest in early 1959, with finals scheduled for Easter time.

Beach-Pool, NAAPPB Co-Operation Hyped

CHICAGO—Beach and Pool sessions of the NAAPPB convention here last week took up the problems of creating greater co-operation between the branch and the parent organization.

Vernon D. Platt, general chairman of the sessions, and John Bowman, NAAPPB executive secretary, also discussed relationships of NAAPPB and Platt's independent Participating Sports Association.

First-day beach and pool sessions

The turnout was estimated at some 200 persons more than last year in the grand ballroom.

Carrolo Gets Hand

One of the association's veteran members, Joe Carrolo, was introduced. Observing his 81st birthday, Carrolo, of Rhode Island, is dean of the nation's Merry-Go-Round operators. Also introduced were George and Gloria Sinclair, of Meyers Lake Park, Canton, observing their eighth wedding anniversary.

NAAPPB Cites 5 Speakers, Transit Group

CHICAGO—Winners of awards for their presentations at the convention sessions of the NAAPPB included:

O. C. Holland, of the Interchemical Corporation, who spoke about "Magic of Color," the N. S. Alexander Award for the "finest presentation on a subject dealing with parks or piers." An honorable mention was given A. J. Claxton, (Continued on page 47)

Monday (1) included a panel discussion taking up such topics as health codes, better engineering, and claim prevention thru safety. An early adjournment was called so members could attend the full NAAPPB executive session. There was a Beach and Pool cocktail party later in the day.

On Tuesday (2) the morning sessions drew another good turnout and heard a discussion of group insurance plus a report on the NAAPPB European tour. Pool operators Platt and James Bateman, Oklahoma City, showed pictures and commented on European pools.

Pool promotions for the past year also were discussed.

Final morning's meeting (3) had a presentation about new methods of artificial respiration. It was given by James H. Carnahan of the American Red Cross. Further panel discussions followed.

Ray Says Giant Rides Could Play Route of Parks

CHICAGO—That big rides like Velares' Double Sky Wheel might some day be used by parks like free acts are handled today was foreseen by John Ray, of San Diego's Belmont Park.

At the convention here last week Ray said the Sky Wheel at his park proved to be a big attraction and yet it did not hurt business done by other rides.

He said he believed giant riding devices like this could play stands of a few weeks at each of several parks in a season with the park advertising it as a special attraction for a limited engagement.



Wherever
You Are . . .
You'll Find
Many of
Your
Needs
in the
CLASSIFIED SECTION
this issue

ROLLER RUMBLINGS

Truemans Score Thru Marion Press Layout

MARION, Ind. — When the father and son team of Dewey and Kenneth Trueman, operators of Idyl Wyld Roller Rink here, take steps to publicize their establishment, there's nothing half-hearted about their method.

In The Marion Chronicle-Tribune of November 23 the rink was the subject of a long feature article by Jim Ward. Along with the article was a double-page Idyl Wyld ad which should do a powerful job of selling the rink as an excellent community establishment for youth of the city.

One page of pictures carrying the line "Mothers, for 22 Years We Have Given Your Son and Daughter a Clean, Respectable Place to Play," showed the rink's attractive entrance and parking lot, a shot of its 70 by 160-foot maple floor with Rink-Cote finish, pictures of the luxurious entrance lobby and club-TV room, another photo showing the rink's main lobby and small portion of its seating capacity, and a shot of the rink cafeteria that appears to contain the most modern equipment.

The second page carried a reprint of testimonial letters from a church and the Salvation Army, a photo of Jack Becker, rink professional; a picture of Marion Skating Club officers, shots of the rink sales room and skate repair shop, and other photos showing children at a 10-cent Saturday matinee, a school skating party, and Girl Scouts at work on tests for their merit badges in roller skating.

The article, almost two columns in length and carrying large portraits of the Truemans, stated that the rink has been hailed by the United Rink Operators on State and national levels as "a leading example of what a well-run community rink should be," and called the skater a byword "both here and in eight surrounding counties."

The senior Trueman came to Marion in 1926, the article relates, to work for a local concern. In 1936 he opened a swimming pool and had park facilities at the present site of Idyl Wyld, but closed the pool in 1942. The rink was started in 1937. The first building

was a 100 by 140-foot structure that was enlarged in 1950 to 190-foot length. Strict enforcement of rink conduct, a fair admittance price and special offers to church and school classes began to create greater interest in the recreation, and in 1955 the building was enlarged to its present size, 140 by 200 feet. Plans are now in the making for further expansion.

Not the least of the rink's elements responsible for its strength is a strong and active membership of the Marion Skating Club, run entirely by parents. More than 300 members are on the club's roll, with more than 700 youngsters enrolled in skating classes. In all, some 2,500 skaters patronize the rink each week. Patrons and party groups of the rink vary from social and school groups to church, industrial and military groups.

Two years ago facilities were expanded to the point where personnel can serve an annual Christmas banquet to more than 300 guests, clear the floor, and have the group skating within two hours from the time they sit down at the tables.

NAAPPB Cites 5

• Continued from page 46

Beatrice Foods, whose topic was "You Gotta Make a Profit."

John R. Singhiser, Fontaine Ferry Park, winning the Andrew S. McSwigan Award for outstanding service during the year. He was chairman of the European tour group and program chairman at the convention as well as a vice-president.

John E. Philips, Dayton, O., receiving the A. R. Hodge Award for the best presentation of a subject dealing with pools and beaches.

Dudley Humphrey, Euclid Beach Park, Cleveland, the Harry J. Batt Award for the outstanding presentation on a subject dealing with promotion.

Plaque to New York

The Association awarded a plaque to the New York City Transit Authority for its participation with Rockaway Playland in operation of excursion trains from Manhattan to the park. Charles L. Patterson, chairman of transit authority, received the award and addressed the association. He cited the traction company origins of many parks in this country.

Honor Two

• Continued from page 46

Company and Arthur Sellner, of Sellner Manufacturing Company.

Guest speaker was Roger Franz, whose topic was "Thirty Minutes to a Better Memory." Bill Schmidt, retiring NAAPPB president, and John Bowman, NAAPPB secretary, were introduced. Bowman stayed on to narrate the showing of a film taken during the NAAPPB's recent tour of Europe.

Wilson reported on progress made by NAAPPB and AREA in working out trade show hitches. A summer meeting of officers of the two groups was disclosed and another meeting was set for late last week.

Herschell Gets

• Continued from page 46

equipment—Lowell Stapf Company, Frank Hrubetz Company, and Arrow Development Company.

Robert Guenther Award, for the most meritorious exhibit of games and Arcade equipment—Bally, Chicago Dynamics and Autophoto companies.

TIE-INS PROVE POPULAR

Successful Promotions Described By 10 Operators; Prexies Speak

CHICAGO—Recaps of successful promotions at parks throught the country sparked interest at the NAAPPB convention at the Hotel Sherman last week. Ten park operators described their special events of 1958.

Don Dazey, LeSourdsville Lake, Middletown, O., told about his Pony Show, set up thru the American Shetland Pony Club and operated for a second year in 1958. The three-day event opened about noon and drew large crowds, mostly children, to the park for the remainder of the days.

George Hamid Jr., Steel Pier, Atlantic City, N. J., pointed out that

to fill the light business periods on Fridays the pier instituted Cowboy Mornings in which special tickets give kids a Western movie at half price, door prizes and other benefits. Typical Friday attendance was upped from 2,000 in 1954 to 6,000 in 1958. A different method of distributing the tickets was used each of the four years of the promotion.

Richard Geist, Rockaway's Playland, New York, described the deal by which the park and the New York transit authority co-operated in the operation of excursion trains from midtown New York to the park. Tickets were \$1.55 and gave

the train ride plus several rides at the park. A survey showed 52 per cent of the excursion-takers had not been to Playland before and that they came from areas of the city not previously tapped.

Johnson's Tie-In

Jimmy Johnson, Playland Park, San Antonio, outlined a five-year tie-in with a grocery chain in which the stores advertise Handy Andy Day and distribute 2,000,000 tickets, while the park makes its only price cut of the year for ride tickets. The annual event now gives the park its second best day's business of the year and the month's business before that is better.

Marvin Staton, Springlake Park, Oklahoma City, reported his park's "TV Day." Performers from station WKY come to the park and sponsor various events there. Bagpipers sirens, and fireworks add. A Mobile unit telecasts live pick-ups. There are talent contests, autograph parties, and free acts. The day now gives the park "a second Fourth of July."

Don Becker, Pleasure Beach, Bridgeport, Conn., told about his School's Out Party, which was sponsored by the mayor; about a program to benefit mentally retarded children, and about a newspaper published by and for the park.

Simmons, Humphrey

Arthur R. Simmons, Crescent Park, Riverside, R. I., told of a Kids' Parade started with co-operation of the school authorities. At first the park gave a prize to each child in the march, but the number grew so great in a few years that new arrangements had to be made.

Dudley Humphrey, Euclid Beach, Cleveland, described Coca-Cola Family Day, in which Coke paid a flat fee for the park and publicized the event widely among the public and Coke employees. The park cut its prices on rides and on Coke. Together they drew a big crowd, only to be rained out.

Lawrence Stone, Paragon Park, Nantasket Beach, Mass., mapped a tie-in in which a 98-store chain distributed 500,000 tickets and 30 per cent of the ducats were used. In a 12-day period, the gross went up 50 per cent on refreshments and 25 per cent on games. About 10,000 came daily. Stores did the advertising and the park gave free rides on certain units.

Presidents' Panel

Julian Norton, Lake Compounce, Bristol, Conn., told about a date played at his park by the Tommy Bartlett Water Show, which drew 30,000 on a Wednesday, July 9.

The promotions session was Tuesday (2). On the following day the Past Presidents' Panel discussed a number of questions about park operation.

Taking part Wednesday were Edward L. Schott, Coney Island, Cincinnati; Harry Batt, Pontchartrain, New Orleans; Edward J. Carroll, Riverside Park, Agawam, Mass.; Don Dazey, LeSourdsville Lake, Middletown, ; John L. Coleman, Riverview Park, Indianapolis, and Bill Schmidt, Riverview Park, Chicago.

Proposed Boston Park Plans Spring Opening

BOSTON—New England will have its first "Disney-type amusement center" by next Memorial Day, when the tourist attraction will open under the name of Pleasure Island in Wakefield, a community 20 miles to the north of the Hub.

The park anticipates a million visitors yearly and is situated just off Route 128, one of the area's main expressways. The project sponsors are Cabot, Cabot & Forbes, Boston management firm; Child Life Magazine, and Breck's of Boston, landscape specialists.

The 80-acre tract will be designed by C. V. Wood Jr., of Marco Engineering, Los Angeles.

An artist's conception of Pleasure Island features a reproduction of a New England village whaling port called Clipper Cove and a hunt for the Great White Whale. Whaling boats will carry visitors on a chase which ends with a 70-foot replica of Moby Dick roar-

ing up from one of the man-made lakes in the park.

Clipper Cove buildings will include a sail loft, chowder house, shipping office, seaport store, ship model house, coffee house and country store. Cactus Flats, a frontier town of the Old West, will occupy another section.

There will be a place for prospectors to try panning gold and a narrow-gauge railway thru Western territory. A shipwrecked raft ride to hunt for buried treasure in pirates' coves is planned.

Other attractions will include a New England dairy farm. A exhibit of early equipment used in the railroad, transportation and construction fields will be known as Engine City.

Also planned is a car parking lot with capacity for 3,000 cars, a restaurant capable of serving 2,200 persons an hour. It is figured that some 400 will be hired to man the establishment from May thru September.

Meet Pulls Crowds, Interest

• Continued from page 46

safety, group insurance and other projects.

Stressing that the amusement park business is an expanding field, Schmidt declared the spots, stand to gain in forthcoming business booms if they continue to be known for safety and novelty in amusement.

O. C. Holland, Interchemical Corporation, New York, demonstrated "Magic of Color" with visual aids and pointed up how color combinations may be determined.

Ray on Design

John Ray, scenic designer and operator of Belmont Park, San Diego, Calif., advocated unusual and forceful design for parks but warned against frilly detail. Decide first what you want to accomplish, who you want to appeal to, before starting construction, he said.

Ray urged that park man seek not a quiet and dignified response, but to create anticipation with big, colorful design. One should be modern even when designing a period piece, he stated. Fronts should be built with the idea they will be replaced in a few seasons, he added. Ray also showed movies of his park and of fronts he has designed.

Theme Park Plans

From State Fair Park, Dallas, Peter Wolf came to describe his plans for Grand Old Texas, a theme park to be opened there next season. He said it will cost \$2,500,000.

Harry Batt Jr. narrated a collection of slides that illustrated fronts, ticket boxes and landscaping at such parks as Lagoon, Pacific Ocean, Coney Island at Cincinnati and Pontchartrain Beach.

Kicking off the second day was A. J. Claxton's dissertation on "You Gotta Make a Profit," in which the Beatrice Foods executive pointed out features of employee relations and stated that "management means dealing with people and it takes management to make a profit."

Funspot's Survey

Maynard Reuter, vice-president of The Billboard Publishing Company and publisher of Funspot, introduced Thomas Lea Davidson, who has been compiling results of a survey made by Funspot in the amusement field.

Davidson reiterated the prospects for great increases in population and in leisure time in coming years. He reported his survey, still in progress, is showing that per capita spending at those installations replying to the survey is about 98 cents to \$1. He said the principal spenders are white collar workers between the ages of 30 and 39, with college degrees and incomes of from \$5,000 to \$7,000, and with children. This market is scheduled to grow, he said.

Among statistics quoted by Davidson were these:

Of participating installations 41 per cent are on a part-time basis. (Continued on page 51)

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Cristiani Contracts Philadelphia Shrine

Repeats Lighthouse Lot Set-Up; Add Day to Run; Schedule Parade

PHILADELPHIA — Cristiani Bros. Circus and the Shrine Temple here have contracted for

the show to repeat the major spring engagement here in 1959. The transaction was handled by Howard Y. Bary, associate of the circus.

The show will play the regular Lighthouse grounds, with the independent midway alongside operated independently of the circus itself.

Stand will open Sunday, May 24, and close on May 31, giving it one more day than last year, with two Sundays instead of one. There are plans for a street parade in which the Shrine's 60-horse mounted unit will participate. Publicity plans are scheduled to include a Fifty-Year-Ago club in which contestants will win circus tickets for describing parades they saw a half century ago.

Cristiani will play the engagement under canvas. Plans call for using a larger tent than last year's and for increased seating capacity.

Mills Changes Last of Seats To Wagon Type

CHICAGO — Mills Bros. Circus announced here last week that it has purchased the trucks to complete a switch-over to seat wagons. With four units now being built and 11 on hand, the show will be the first to have all seats on wagons.

Co-owner Jack Mills announced he will go to Europe shortly to see the holiday circuses in England, Germany and elsewhere, and he will return about January 1.

Next season's show will be billed as the 20th anniversary edition. New sidewalls, banners, marquee and concession canvas will be used along with the big top that was bought new in mid-season last year.

Show recently was in Columbus papers in connection with elephants it donated for use in a circus party at Ohio State University.

H. W. Ahrhart and George Lawrence are booking the show, and it is contracted well into the season. Show is making some flat-price sales, including some in repeat stands and some in the Chicago suburban area.

Packs Announces Acts, Plans for Havana Date

NEW ORLEANS — Plans for Tom Packs' Circus in Havana during the holiday season have been completed following a conference in New Orleans between Havana impresario Emilio de Armas, Ernesto Azua, Cuba's Sports Commissioner, and Tom Packs and staff.

Event is set for 10 days with a seven-day option at the new 12,000 capacity Coliseo Nacional De La Ciudad Deportiva, which has taken the place of the old Palacio De Los Deportes that formerly housed circuses.

From headquarters in Sarasota, the show is to ship animals and equipment from West Palm Beach on December 13, by a vessel of the West India Fruit and Steamship Company. Personell will fly from Miami on December 14.

The following will be in the line-up of acts:

Four Carlon Sisters and Manuel Baragan, cloudswing ensemble; Pat Anthony's Wild Animals; the Platos, aerial vaulting, and Great Mario, headbalancing trapeze; Lola Dobritch, wire; The Duncans, comedy table act, and the Eddys, trampoline; elephants, camels, llamas, zebra and guanaco worked by Rex and Barbara Williams; aerial ballet, starring La Norma on single

trapeze; the Gaonas, comedy casting; Miss Rietta, high mast; Baudy's Greyhound and Monkey Revue; Wallenda Troupe, high-wire; the Flying Zaccinis; Allen Family's bears; Marcus Troupe, juggling; the Goetschis, unicycling revue; eight-girl aerial carousel; "Blancas Navidades," production number; the Ricchiardis, illusions; Kristensen Troupe, bareback riding; St. Leon Troupe, teeterboard; Rudy Sisters and Rudy, breakaway aerial, and patriotic finale.

In clown alley will be Massimo Bertei, Frederico Ferroni, Francesco Fornasari, Nico Drogue, Joaquin Cruz-Balila, Jose Cueto Julian Bill Brickle, Lee James, Teto Flint and Bozo Harrell.

"Blancas Navidades" (White Christmas) will have a cast of 100 with several Cuban groups and chorus lines participating. It will have choreography and staging by Luis Trapaga of the Tropicana night club, with costumes by the Tropicana's Atelier.

C. W. Hoeber and Jack Leontini will be with Tom Packs on the date; William Pruyn, regular Packs musical director, will front Angel Centeno's circus band with Bill Browning Jr. Karl Wallenda will be aerial director and Arthur Grotefent, electrical engineer.

CHICAGO MEET DRAWS CIRCUS OWNERS, AGENTS

CHICAGO — Several circuses were represented at the outdoor show business conventions here last week. Among the shows and their principal representatives were:

Ringling Bros. and Barnum & Bailey, General Manager Art Concello and General Agent Paul Eagles.

Clyde Beatty & Cole Bros. Circus, Manager Walter Kernan and General Agent Floyd King.

Harold Bros. Circus, Manager Harold Voise with Dick Slayton and George Hubler.

Mills Bros. Circus, Co-owner Jack Mills and agent George (Larry) Lawrence.

Al G. Kelly & Miller Bros. Circus, General Agent Art Miller.

Polack Bros. Circus, Sam Polack, general agent, with Mickey Blue, Sam Ward, and other promotion managers.

Hamid-Morton Circus, George Hamid, owner.

Bailey Bros. Circus, Bob Stevens, owner.

LAKEFRONT

Beatty-Cole Show Seeking Chicago

CHICAGO — Clyde Beatty & Cole Bros. Circus now is actively seeking the Chicago lake front engagement. Manager Walter Kernan, in the city for the outdoor conventions, also was in conference with key figures in the lake front picture.

These include the Chicago park district representatives and management of the Chez Paree night club here. Being discussed was a

plan similar in outline to that considered recently by Mills Bros. Circus. It includes a lengthy stand on the lake front lot this summer and a guarantee. In the Beatty negotiations, it was understood that the show would seek a guarantee larger than Mills had asked for.

Late last week there was no indication as to status of the talks, except that no decision had been reached. Kernan left Chicago Wednesday (3).

He also had discussed certain principal fair dates as a possibility for the Beatty-Cole show.

Cristiani Bros. Circus played the lakefront last year. Previously only Ringling-Barnum had made it in modern times. It is assured that Cristiani Bros. remain in the complex running for the 1959 engagement.

Houston Crowds Reach 120,000

HOUSTON — Houston's Shrine Circus played to 120,000 people in its run early last month. Judge Clem McClelland, chairman, said this was 20,000 more than last year and that it represented several straw houses in Sam Houston Coliseum.

Shrine committee produced the show, while Bob Atterbury was equestrian director, Charles Basile was assistant and William Pruyn was band director.

Performance included Pat Anthony's Lions, the Great Wallenda Family, Norbu, Flying Malkos, Flying Wards, and the "Rin Tin Tin" troupe from television. Latter included Lt. Rip Masters, Corporal Rusty, and Rin Tin Tin in old time Wild West action climaxed by an Indiana attack on the stockade and rescue by the Cavalry.

Mexico to Sarasota Jump for Ringling

Will Go to Quarters for 2 Weeks After Mexico City Holiday Run

CHICAGO — Ringling Bros. and Barnum & Bailey Circus will go to Sarasota after it completes its Mexico City engagement. This was decided here when Art Concello, manager, and Paul Eagles, general agent, conferred here.

The show was to open in Mexico City Friday (4) and stay at least until December 28 and probably until about December 31. Volume of business will decide the length of the stay there as it has in playing other cities in Mexico.

It was learned here that the show's promotion man in Mexico held it over for six days in Torreon, where three were scheduled, and that it was playing 10 days in the other three towns. However, at the same time business in Mexico was described only as "all right," with the implication that it was better than closing down for December as nearly every other show does.

Reopen at Miami

The stay in Sarasota quarters is planned for January 5-20.

After that Ringling will go to Miami, where it is scheduled to play the new Exhibition Hall for January 23-February 1.

Montgomery, Ala., is to follow Miami, according to present plans, and an earlier date for Shreveport, La., has been changed to a time after the Montgomery appearance. Show was said to be booked solidly until mid-February.

Ringling will close the year with "money in the bank," it was reported here. A management source said "it was a good year; we got a little money." He de-

New Ringling Book To Be Published

SEATTLE — Superior Publishing Company here, announced this week it will publish "A Ticket to the Circus," by C. P. Fox in the spring. Title was changed from "The Incredible Ringlings" and it is a history of the Ringling show and family. Fox earlier wrote "Circus Trains" and "Circus Parades." He currently heads the campaign to raise funds for the Circus World Museum in Baraboo, Wis.

Beatty-Cole, Palisades Confirm March Opening

CHICAGO — Opening dates for the Clyde Beatty-Cole Bros. Circus will be March 28, it was confirmed here by Walter Kernan, manager, and Irving Rosenthal of Palisades Park, N. J., site of the stand.

Show will launch the season unusually early and repeat its set-up of last year using double sidewall and heating units on the big top.

The Palisades stand, in competition with Ringling's Madison Square Garden run, will be for 45 days. The circus is in on a guarantee plus concessions.

March 28 start will put it in ahead of Ringling, which opens in April. Beatty-Cole will continue until mid-May.

The season will get underway with new cages for Beatty animals, additional chairs for the big

clined to compare it with last year's business.

Paul Eagles was in touch with numerous fair executives here during the outdoor conventions. Concello said he was in the city to contact a few acts. Among those he contracted here were an animal act and an acrobatic act, it was reported. Al Dobritch also was in touch with the Ringling manager.

Hard Luck Dogs Turner; To Try Again

LA JOLLA, Calif. — Turner Bros. Dog & Pony Show will make another attempt in 1959 after having an initial short and unprofitable run that ended in Calexico after a few dates in and around San Diego.

The show, bedecked in true circus tradition with plenty of color, was besieged by trouble, said Percy Turner, who with Joy Turner, owns it.

(Continued on page 49)

New Orleans Turnaways For Tom Packs

NEW ORLEANS — Tom Packs Circus gained big business at the recent engagement here under Shrine auspices. The show in Municipal Auditorium had turnaways from the Wednesday (26) thru the Sunday closing (30). Even the final Sunday show at 5:30 p.m. was a turnaway, the show reported.

The city's police crash squad rushed to the building on one occasion when the crowd lunged and broke thru the glass doors of the auditorium.

top, and a fleet of new trucks. About 40 per cent of the show's tractors will be new, and included are to be several units for the advance, among them three panels for country routes.

Beatty-Cole will bring in its own Side Show this year, rather than book an independent unit for Palisades.

While the circus is holding off on naming acts that it will have this season, confirmation has come that Emmett Kelly is booked again for the Palisades stand at least. Pinito del Oro also is booked for the first weeks, with an option for more. An Arabian act has been signed.

Press man Frank Braden is scheduled to be with the Beatty-Cole circus for the full season, including Palisades.

Bertram Mills Sets London Opening

LONDON — Bertram Mills Circus will open its Christmas engagement here on December 19, when the Marquess of Exeter will preside and the Lord Mayor of London will attend. Formal invitations now being distributed include a reproduction of a Toulouse Lautrec drawing of a circus scene.

3-PHONEMEN-3

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Macon Shrine Equals 1957

MACON, Ga.—The six-day run of the 24th annual Macon Shrine Circus closed Saturday (29) with business on a par with last year, which was one of the best years in history.

In past years 10,000 passes good for Monday and Tuesday nights were distributed through supermarkets but this practice was not followed this year. Accordingly, concession receipts for the first two nights were off about \$300. Starting with Wednesday there were capacity crowds for the remainder of the week and the slight decrease was overcome.

A final financial statement cannot be made until the 12 Shrine clubs have reported ticket sales and the cost of concession merchandisers figured, but Robert Cain, executive co-chairman, said it is apparent the show is a big winner.

Wilson F. Storey, booker, left Wednesday for Chicago for the meetings there and will return to Sarasota after stops in Fort Worth and New Orleans. The Canestrelli troupe left for Montreal for a two-week engagement at the Mocambo. The St. Leon troupe will go to Sarasota for a few days and then play the Havana date with the Tom Packs Circus.

Band leader Raymond Aguilar left for his home in San Bernardino. Beatrice Dante and the Joannides troupe returned to Sarasota. The Namedils also went to Florida.

The Shrine uniformed units operated all concessions, except the refreshment stand operated by the Y-Civic club, and a booth by the Daughters of the Nile; Ollie Bradley, peanuts, and Bill Andre, candy floss, the latter two professional concession operators who have played the date for many years. All reported big business.

As usual the 36 performers were guests of the Shrine at an elaborate party after the final show Saturday. Showmen visitors included Floyd King, Charles T. Underwood, Elmer Kauffman, Walter Nealand, Byron Gosh, Tom Kennedy and son, Charles Blaum, Bob Watley, Charles Roark, Billy and Gee Gee Powell.

Hard Luck Turner

• Continued from page 48

The first day and a half was lost due to fire department restrictions, poor advance, and late arrival of paper. On its third stand, Turner played within two miles of Ringling-Barnum for four days.

Television appearances were made by some of the acts in an effort to substitute for the lithographs that were lost in transit. Turner also got good co-operation from community newspapers.

Circus opened in the Quad shopping center using a 70 by 130 bale ring top, red and white striped sidewall, and marquee. There were 20 lengths of five-high blues, and three parade and menagerie cage wagons spotted between the marquee and big top entrance. Cage wagons, purchased from Auction City in Norwalk, Calif., were nicely painted and lettered by Turner.

Billy Carmen's Circus Band was used for four days. Then Lou Johnson handled the calliope but was forced to give up the job due to bad health. Turner attempted to substitute but finally gave up in favor of recorded music.

Program ran just an hour with a one-ring presentation, spec, liberty horses, ponies, dogs, pony drill, chimps, elephants (large and small) clowns, trampoline, one-finger stand, acrobatic adagio, and hand-to-hand balancing.

D. C. Potentate Issues Statement On Show Change

WASHINGTON — F. Latimer Barkley, potentate of the Shrine Temple and president of Shrine Activities, Inc., here, issued a statement last week to clarify the Shrine's dropping of the Hamid-Morton Circus in favor of a contract with Cristiani Bros. Circus.

An early statement about the date "misrepresents the true facts to such a degree that the committee feels compelled to set the record straight," Barkley stated.

He denied that Hamid-Morton or the Shrine had suggested cutting the indoor date to two or three days, and he said there was no intimation that any union pressure played any part in abandoning the arena date.

"The executive committee unanimously decided," Barkley reported, "that since the city of Washington had not seen a circus under canvas for more than three years, a change from an arena to a tent show might serve to stimulate interest and increase public attendance. Cristiani Bros. Circus was selected by the committee as best serving its purpose to produce a five-day show in Washington. . . . The possibility of a combined Clyde Beatty-Hamid-Morton tent circus appearing in Washington. . . was never discussed."

Convention Hears Rumors Of New Shows

CHICAGO—Possibility of two new circuses hitting the road this spring came in for much discussion among circus people at the outdoor show business conventions here.

The junior Cristiani troupe, cousins of the owners of the present Cristiani Bros. Circus, are allied with concessionaire Tom Kennedy in talks about a possible new show.

Arnold Maley is associated with Eastern backers in talks that are aimed at fielding a new circus in the spring.

Both groups have made widespread inquiries about staffers, acts, animals and equipment recently, but apparently neither has taken any decisive action yet.

In addition there are several others in the business who are giving thought to possible new shows but plans are not so far developed.

At Dallas, Gil Gray's show included Weldes Bears, Lemke's Chimps, Lou Ryan's Lions, Tommy Bentley's dogs, the Wellendas, and more.

6-PHONEMEN-6

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UNDER THE MARQUEE

Among those in Chicago for outdoor show conventions were Bill Green, Bob Stevens, Jack LaPearl, Larry Benner, Tommy O'Brien, Sam Ward, Nat Green, Mel Smith, Dave Friedman, Tom Carroll, Paul Delaney and Justus Edwards.

More conventioners were Emmett Sims, Joe Levine, Chris Anas, John Facer, George Paige, Tex Maynard, Charlie Schuler, Frank Davis, Jack Kwiet, Mitch Gorrow, Dwight Pepple, Bob Raupfer and Mae Hong.

Others were John Cuneo, Slayman Ben Ali, Paul Kelly, Berni Miller, Lew Christiansen, E. R. Gray, Rink Wright, Johnnie Anderson, Bill Naylor and Gene Whitmore.

Karl Cartwright reports that Bob V. Darke, circus trouper, is in the Veterans Hospital at Richmond, Va., and would enjoy mail. Tom Inabinette caught the Tom Packs Circus in New Orleans and Hagen Bros. in Texas.

Noyelles Burkhart has been promoted to office manager of the Sarasota, Fla., dairy firm he has been with. He recently turned down an offer from a circus for next year.

Slivers Oakley reports he caught the Jacksonville, Fla., fair and now is in Miami until spring. . . . LeRoy Carpenter's costume firm, with Mel Rennick as designer, is supplying wardrobe for the Beatty-Cole

show. . . . Geoff and June Dewsbury were on float in Macy's Thanksgiving Day parade in New York. Kitten and Gabby Wendt were on another float in the same parade. . . . Billy Barton is scheduled to open in a revue at the end of the year and will go to Europe next fall. George Barton is ill at Greencastle, Pa., and won't troupe next season.

J. C. Patterson's Patterson Bros. Circus did well at Kalamazoo, Mich., and opened Sunday (7) at Battle Creek. Acts include Brownie Silverlake, Townsends, Joe Mix, Hubler Brothers, Consuello, Jerry Lewis, Medora Chimps and Jon Friday.

Cleaver-Brooks Company of Milwaukee has donated the America Steam Calliope to the Circus World Museum at Baraboo. Delivery was pictured in the Milwaukee Journal, which also carried other museum stories.

Neal Walters is announcing opening of his new General Business Forms company. He also has the Neal Walters Poster Corporation.

Seattle Times carried a full-page Sunday feature about Wallace Winter's circus hobby. . . . Shreveport Times carried a feature about Clyde O'Neal, promoter of the annual antique show there and elsewhere, who formerly was a circus performer. He lives in Waco

(Continued on page 55)

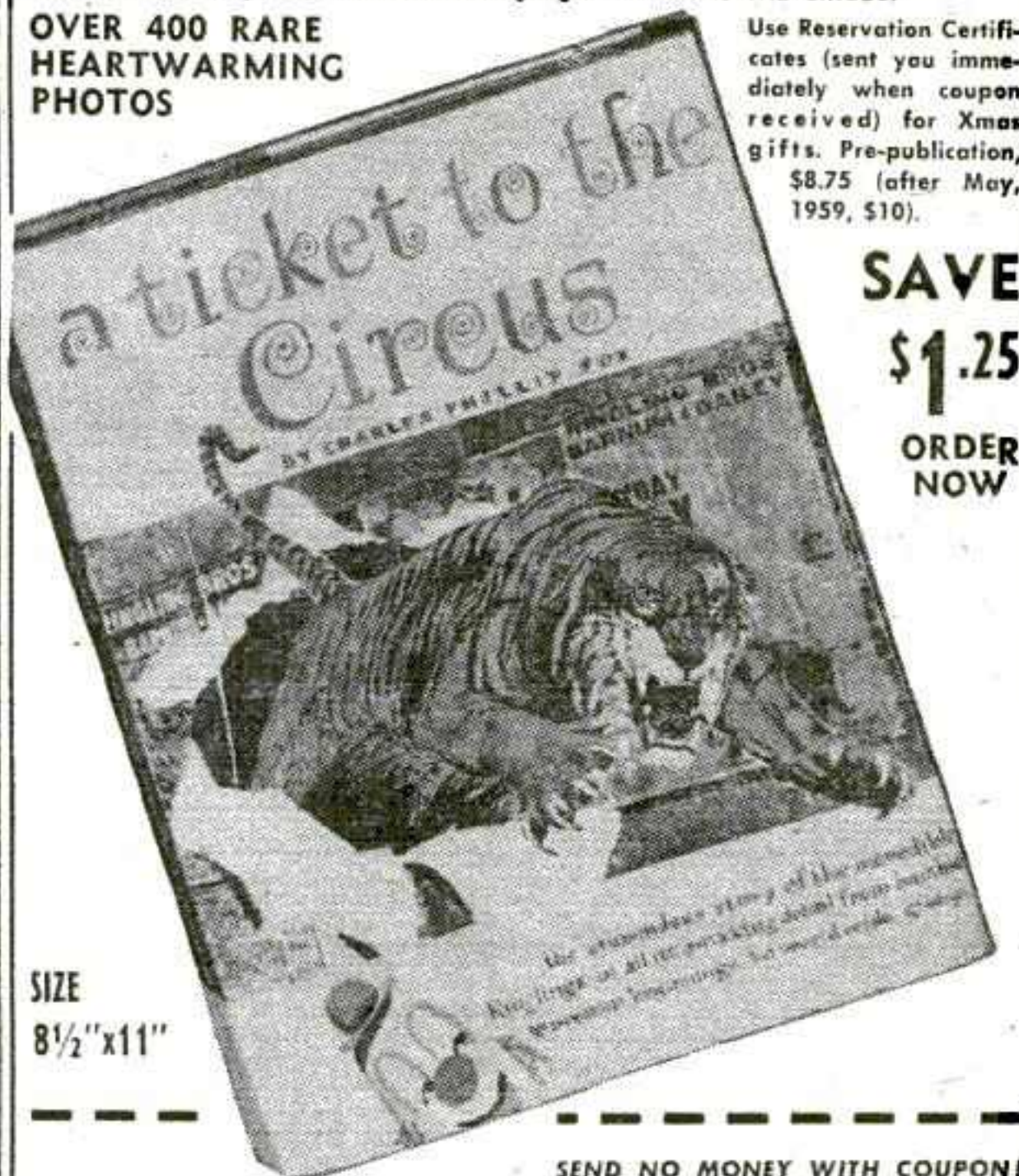
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IAFE MEET SETS RECORD; HARTNETT ELECTED PREZ

Bill Masterson Named Veepee; Registration Jumps 50% Over '57

By CHARLES BYRNES

CHICAGO — Fair executives from the United States and Canada left here last week after one of the most successful conventions of the International Association of Fairs and Expositions on record—a three-day confab that saw registrations top all previous marks shooting some 50 per cent of the '57 meeting.

The sharp upturn in turnouts, which marked most of the sessions, was attributed to a combination

of reasons. More interest in shopping for attractions was given as one possible reason for the bulge, and the streamlined format of the sessions, concentrating on open discussions rather than formal speeches, was another.



MAURICE HARTNETT

In the course of business the association unanimously elected Maurice Hartnett, manager of the Calgary (Alta.) Stampede and Exhibition as its new president, succeeding Joseph T. Monsour, Louisiana State Fair manager. Willard (Bill) Masterson, manager of the Wisconsin State Fair, was elevated to the post of vice-president, and Frank H. Kingman was returned as secretary-treasurer.

Named to the board of directors were Edward G. Leidig, Allentown, Pa.; D. Robert Jones, Columbus, O.; Maurice E. Fager, Topeka, Kan.; Harry L. Fitton, Billings, Mont.; E. D. McGugan,

London, Ont., and Monsour as the immediate past-president. Holdover directors, with another year to serve, include John W. Leahy, Danbury, Conn.; J. C. Huskisson, Tampa; G. W. (Bill) Wynne, Memphis; Clyde E. Byrd, Little Rock; J. Hugh King, Yakima, Wash., and Clifford C. Hunter, Taylorville, Ill.

Sessions Packed
Altho many fair boards did plenty of shopping around for attractions and most paid their annual visit to the International Livestock Show here, the business sessions were marked by good crowds. The panel segments, which were inaugurated last year for the first time, proved particularly popular.

Donald L. Swanson, Michigan State Fair, led one on attractions; Joseph B. Rucker Jr., State Fair of Texas, headed one on commercial space, and Clarence C. Lester, moderated discussions on agriculture. L. (Doc) Cassidy, New Albany, Ind., supervised a spirited discus-

sion on advertising while Bill Wynne, Mid-South Fair, Memphis, was in charge of a concession panel. Andy Hanson, All-Iowa Fair, Cedar Rapids, was chairman of operations.

Dudley Fortin, California State Fair, conducted a forum on grandstand shows. D. Robert Jones, Ohio State Fair, was in charge of youth and Ivan B. Brodie, Canadian National Exhibition, conducted the discussion on exhibits.

The Wednesday afternoon session was the only one at which formal speeches were delivered. Highpoints of this was a showing of colored slides of the Brussels World's Fair by Jack Reynolds, Eastern States Exposition. Don Davis, publicity supervisor for the Indiana State Fair, spoke on "Merchandising the Indiana State Fair"; Ed Leidig, Allentown, Pa., described how they increased their revenue from a new admission system; Jones again spoke on youth and Fortin described the new California State Fairgrounds that is scheduled for completion by 1961. Thomas H. McLeod, Regina (Sask.) Exhibition showed their new exhibit building and David Granahan spoke on the "World's Poultry Congress."

In its resolutions the IAFE paid tribute to three members who passed on during the year, Archie Putnam, Chippewa Falls, Wis.; J. Charles Youle, Calgary, and Walter D. Jackson, London, Ont.

Jack Reynolds presided at the annual luncheon of the Past-Presidents' Club on Tuesday (2). Also at lunch were Doug Baldwin, Clarence H. Harnden, Lloyd Cunningham, J. S. (Doc) Dorton, Leon H. Harms, R. H. McIntosh, C. G. (Pete) Baker, James H. Stewart and Joe Monsour.

Middle West Assn. Skeds Feb. Meeting

CHICAGO—The Middle West Fair Association will hold its annual winter meeting in Kansas City, Mo., in February, it was announced at its Monday (1) meeting here during the outdoor convention. Exact date will be determined by President Willard Masterson and Secretary Maurice Fager.

A nominating committee to select new officers at the Kansas City meeting was appointed, with Virgil Miller as chairman, and Joe Monsour and C. G. (Pete) Baker as members.

Masterson presided at the meeting here and all business was wrapped up in a matter of 15 minutes.

County Execs Discuss Pertinent Problems

CHICAGO—County fairs had their innings at the meetings here last week and an entire afternoon of discussion was held Monday (1) covering a broad list of subjects of pertinent interest to events below the State fair level.

Everett Erhart, secretary of the Kansas Fairs Association and president of the Kansas State Fair, served as chairman of the session.

Under the heading of grandstand shows, the delegates touched on auto races, horse races, thrill shows, fireworks, name personalities, free grandstands and revues. Special attractions recommended by some included parades, queen contests, giveaways, special days, religious programs and horse shows.

Concessions were discussed briefly, with merchandise games, carnivals, contracts, rates and passes getting treatment by the

fairmen. The increasing importance of revenue from commercial space sales was stressed by many who spoke on building layouts, contracts, rates, policies and passes. The advertising round table includes opinions on newspapers, television, radio, fliers, novelties and posters.

The importance of youth to the county fair was pointed out in a discussion that included children's day, 4-H activities, schools and contests. Under the agriculture subject, flower shows, dairy, grange and agriculture were discussed.

On exhibits, the county fairmen spoke on health, hobby, antiques, historical, fine arts, defense, conservation and atomic. Other topics treated includes maintenance, tight outside gates, admission prices, off-season use of plants and advance sales of tickets.

BAKER, KELLEY NAMED TO IAFE HALL OF FAME

CHICAGO—C. G. (Pete) Baker, manager of the Oklahoma State Fair, and Harry B. Kelley, secretary-treasurer of the Michigan Association of Fairs were named to the Hall of Fame by the International Association of Fairs and Expositions here last week.

Baker was named to the hall in the first category, Kelley was selected in the second category, for his job as secretary of State association of fairs.

The presentations were made by Douglas K. Baldwin, chairman of the Hall of Fame Committee.

IAFE Women's Group Elects Mrs. Reynolds

CHICAGO — Mrs. Jack Reynolds, wife of the manager of the Eastern States Exposition, West Springfield, Mass., was elected president of the Fair Women's Affiliate at its annual luncheon meeting here Monday (1). She succeeds Mrs. T. O. Robinson, wife of the president of the Western Fair, London, Ont.

Mrs. Willard M. Masterson, whose husband manages Wisconsin State Fair, Milwaukee, was elected vice-president, and Mrs. E. Lee Carteron, wife of the manager of the Southeastern Fair, Atlanta, was renamed to the post of secretary-treasurer.

The 78 ladies present voted to continue their "fair friends program" and exchanged names, addresses and birthday greetings. A letter of sympathy was sent Mrs. George A. Hamid Sr., who was unable to attend due to illness.

Attending the luncheon, in addition to the officers, were: Mrs. Ruth C. Hartkopf, Mrs. Leon H. Harms, Mrs. F. S. Lannas, Mrs. J. F. Thorpe, Mrs. R. B. Harris, Mrs. (Continued on page 51)

TRUE COUNT

IAFE Seeks Audit of Gate Figures

CHICAGO — The International Association of Fairs and Expositions last week took initial steps toward the possible establishment of some type of an audit thru which accurate fair attendance figures would be defined.

The matter was brought up by Maurice Hartnett, manager of the Calgary Exposition and Stampede, who said true figures on attendance are necessary to give exhibitors and concessionaires a true picture of the fairs.

Hartnett urged the IAFE to give thought to setting up an accurate audit of the figures citing the system used with success by the Western Fairs Association.

He said a number of State fairs are interested in getting audited attendance, listing State events in Michigan, Oklahoma, Indiana, Utah, Kentucky, Arkansas, Iowa, Wisconsin, Ohio and Tennessee.

A motion was passed on the floor recommending that the incoming IAFE board of directors appoint a committee to study some feasible plan of auditing fair attendance figures.

Ed Estel Resigns at Waterloo, Ia.

WATERLOO, Ia. — Ed Estel, for 44 years secretary-manager of the National Dairy Cattle Congress here, has resigned and was named an honorary director of the show.

Replacing him in the position of secretary is Norbert Kash, who has served as assistant secretary a number of years. All other officers of the Congress were re-elected, including Glenn W. Miller as president.

During Estel's lifetime in the fair business, he served as president of the Fair Managers' Association of Iowa and for years was active in various committees of the International Association of Fairs and Expositions.

While still a student at Iowa State College, he worked as a laborer at the first dairy show. After graduation he joined the Iowa State Dairy Association but later become assistant to the secretary of the Congress. In 1918 he was elevated to secretary-manager and held the position until his resignation.

Canada Fair Assn. Elects McCallum Prez

TORONTO—Hiram E. McCallum, general manager of the Canadian National Exhibition here, was elected president of the Canadian Association of Exhibitions at its recent annual meeting here.

Jack Clarke, Central Canadian Exhibition, Ottawa, was elected vice-president, and Emery Boucher was renamed secretary-treasurer. Named to the executive committee were Jean Alarie, Three Rivers, Que.; Al Anderson, Edmonton, Alta., and Alex Thomson, Truro, N. S.

West Canada Race Assn. Names Slate

CALGARY, Alta. — Maurice Hartnett, general manager of the Calgary Exhibition and Stampede, (Continued on page 51)

Federation Re-Elects Bartlett Secretary

CHICAGO — Joseph Bartlett, secretary of the Association of Connecticut Fairs, was re-elected secretary-treasurer of the Federation of State and Provincial Associations of Fairs at the organization's annual meeting here Monday (1). This marks the sixth year for Bartlett in the position.

Other officers, Clifford C. Hunter, president, and Win Eldridge, vice-president, were elected to two-year terms in 1957.

The federation, an association of State and provincial associations, again held its own meeting this

year during the fair convention here.

President Hunter presided at the sessions, which included talks by Eldridge and Bartlett. Wilbur E. Layman, Lincoln, Ill., moderated a panel on State association highlights at the morning program.

In the afternoon Clyde E. Byrd, manager of the Little Rock, Ark., fair and longtime secretary of the Arkansas Fair Managers' Association, joined with Paul Powell, Vienna, Ill., fair manager and a member of the Illinois Legislature, in a forum on fair legislation.

Wherever You Are . . . You'll Find Many of Your Needs in the CLASSIFIED SECTION this issue

Walter Jackson, Fair Exec, Dies Suddenly

JACKSON, Ont. — Walter D. Jackson, 73, retired secretary and manager of the Western Fair here, died suddenly November 27 following a stroke.

One of the best known fair men in the United States and Canada, Jackson had retired from the fair in February of 1957 after spending 33 years as secretary and later general manager.

In 1952 he was honored by being elected president of the International Association of Fairs and Expositions, an organization in which he was quite active for many years.

For two years, 1948 and 1949, he served as president of the Canadian Association of Exhibitions.

A graduate of the Ontario Agriculture College, Guelph, he had been associated with the Agriculture Representative Service and later became associate director for the entire province of Ontario. In 1924 he left the service to join the fair.

He is survived by his widow and a son, David, who is a professor at the University of Illinois.

Funeral services were held here Saturday (29).

FAIR MEETINGS

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 8-10. Eugene R. Moore, Tipton, secretary.

West Virginia Association of Fairs, Waldo Hotel, Clarksburg, January 3-4. Mabel Hetzer, P. O. Box 589, 307 First National Bank Arcade, Huntington, secretary.

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, Sheraton-Ten Eyck Hotel, Albany, January 26-27. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 28-29. William Arthur Morris, 522 Court Street, Reading, secretary.

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

FLORAL SHOW

Maine Event Puts Space To Good Use

SKOWHEGAN, Me. — One of the most successful aspects of the annual Skowhegan State Fair in Maine is the way the underside of the grandstand is transformed for exhibit purposes. Beneath the seats are two major shows, a flower show and fish and game exhibit supervised by the State Conservation Department.

In viewing pictures of the displays it is difficult to accept the fact that they are indoors, so colorful and natural are the renditions of flora and fauna. In the flower show end, for example, appear large trees and a landscaped home-site with pool. Besides these basic elements are sodded stretches of ground, in-bloom flowers and a regular garden furniture setting. All combine to make an atmosphere of rustic charm outside a typical Northern home.

The fish and game display is just as remarkable in its natural appearance. A pool and backwoods scenery are accurately presented. There are fauns, fish, pheasants, campers' tent at a campsite and other wildlife elements. One of the impressive parts of the two shows is that the trees are actual columns supporting the grandstand. Laborious work in applying back transforms the uprights into trunks of trees, realistic enough to convince any observer. Roy Symons, managing the fair, says the grandstand's hidden (from without) displays are the most successful of the entire layout. Outside the building, the midway and harness racing progress with typical noise, while nature quietly captures the attention of viewers inside.

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.

SPACE SALES

Terms Com'l Exhibits Untapped Gold Mines

CHICAGO—Joseph B. Rucker Jr., State Fair of Texas, called commercial exhibits the most undeveloped gold mine that fairs have at the annual meeting of the International Association of Fairs and Expositions here last week. Rucker headed up a round-table discussion on commercial space, assisted by Ivan Brodie, Canadian National Exhibition, Toronto, and Harry Frost, Minnesota State Fair, St. Paul.

Rucker pointed out that commercial exhibits are the only example of where an advertiser will pay the fair to permit them to put up what in the final analysis is usually a fine attraction. He said he knows of no better way of improving a fair than to work to enlarge commercial exhibits and improve the quality of the various exhibits.

Many national firms have in recent years displayed their wares at foreign trade fairs and are more aware of this type of advertising than ever before, he said.

Rucker said certain points must be attended to, however. He said that the fair's space sales personnel should be of high quality, a good mailing piece should be used, personal calls should be made on key accounts, the exhibit halls should be clean and well lighted, and much advance planning should be done by the fair.

Build Demand

Brodie suggested that fairs build up demand for their space, impress accounts that they should buy space early or they might miss out completely or get a poor location and acquaint potential exhibitors with the fact that the fair has a priority exhibitor list.

As a result of this program, the CNE now has a waiting list, Brodie said. He explained how his staff writes letters before the first of the year thanking each exhibitor for his participation and telling him the deadline for signing for the next fair. As a result, many exhibitors come back to the CNE each year, he said. In fact, in 1958 some 108 exhibitors were back for their 35th year; 60 fell in the 25 to 30-year group and 100 were back for the 15th to 25th year.

Frost said the Minnesota State Fair has a 90 per cent renewal record and he was most concerned with improving the quality of the individual displays.

Brodie related how the CNE has rated its exhibits, writing complimentary letters to the top ones and telling the poor ones that they

should improve their exhibits or no space would be available. Other fair executives reported they give out trophies to the top exhibits.

Women's Group

Continued from page 50

R. O. Planert, Mrs. T. T. Armstrong, Mrs. J. A. Winter, Mrs. E. D. McGugan, Miss Moxie Mulrooney, L. C. Robinson, Mrs. Lamar Allen, Mrs. R. Queen, Mrs. T. H. McLeod, Mrs. Llyle Higgins, Mrs. Edna Ikemire, Mrs. Alex McPhail, Mrs. S. N. MacEachern, Mrs. E. J. Keirns, Mrs. J. H. Warren, Mrs. A. M. McIntyre, Mrs. Ray Tucker, Mrs. Ralph Watkins Jr., Mrs. H. L. Fitton, Mrs. Dollie Frazier, Mrs. Ruth Palmer.

Mrs. Stan Muckle, Mrs. Anton C. Geiger, Mrs. A. J. Anderson, Mrs. Ray Sorenson, Blanche Moore, Mrs. Roy Freeland, Mrs. Harold Staadt, Mrs. Peter Buback, Mrs. Harold Zorlen, Mrs. C. J. Wasung, Mrs. Harold E. Crowe, Goldie L. Scheible, Mrs. Donald Bevins, Mrs. Bennie Dahl, Mrs. Walter Wemer, Mrs. J. T. Monsour, Mrs. Maurice E. Fager, Mrs. Donald C. Craig, Mrs. Lemuel E. Jones, Mrs. Floyd Wilson, Mrs. Joseph Bartlett, Mrs. Harry B. Kelley, Mrs. Leaster R. Schrader.

Mrs. C. J. Smout, Mrs. W. H. Eldridge, Mrs. Charles B. Drewry, Mrs. James Bryson, Mrs. Don McDowell, Mrs. W. J. Uthmeier, Mrs. W. A. Uthmeier, Mrs. Marc Hansen Jr., Mrs. Don Swanson, Mrs. Ray LaPorte, Mrs. R. E. Allingham, Mrs. Doris Flint, Mildred B. Starle, Mrs. Estel Callahan, Mrs. Joe Schermerhorn, Mrs. Oren A. Wright, Mrs. Earl Bailey, Mrs. John Craft, Mrs. Carrold Bledsoe, Mrs. Walter Wimmer, Mrs. Chester Hackleman, Mrs. A. John Cassel, Mrs. W. E. Struckman, Mrs. Arthur K. Hale and Mrs. Joe Lynch.

WFA, Ont., Conn., Named Federation Contest Winners

CHICAGO — The Western Fairs Association, the Association of Connecticut Fairs and the Ontario Association of Agricultural Societies took top honors in the contest on printed material conducted here last week by the Federation of State and Provincial Associations of Fairs.

The WFA took top honors in the judging of date books, with the Ohio Fair Managers' Association in second place, and the Virginia Association of Fairs in the third slot.

The Connecticut organization won the contest for the best letterhead, followed in order by the New York State Association of Agricultural Fair Societies and the Wisconsin Association of Fairs.

The Ontario association took top honors for its meeting program, with the Illinois Association of Fairs, third.

Joseph Bartlett, secretary-treasurer of the Federation, reported

that first, second and third-place ribbons would be sent the nine associations placing in the contest.

Can. Race Assn.

Continued from page 50

was named president of the Western Canada Racing Association at the annual general meeting. He succeeds Al Anderson, of Edmonton, for a one-year term.

Other officers are T. H. McLeod, Regina, first vice-president; S. N. MacEachern, Saskatoon, second vice-president, and A. J. Anderson, Edmonton, third vice-president.

E. J. Courtney, C. W. Adams and L. E. Wilson remain on the board of directors, while Elmer Bell, Saskatoon, was named to succeed the late F. G. Salisbury, Saskatoon.

Lou Davies continues as general manager.

Meet Pulls

Continued from page 47

30 to 40 per cent of the costs are fixed, 20 per cent make off-season use of their property, they average 14 full-time employees making this a 300,000-man industry, and 58 per cent of the owners have other occupations that give them investment funds.

Final Sessions

Paul Jones of the National Safety Council made a rapid-fire program appearance to urge safety and to point up the plans for closer cooperation between NAAPPB and his group.

Wednesday speakers included Richard L. Geist, New York, who described office automation at his Rockaway's Playland, and Philip L. Rowe, of the National Association of Concessionaires, who talked on the subject of "Food Is Your Fortune."

Final activities at the convention sessions included the showing of movies and slides taken on the NAAPPB European tour in September.

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WILD ANIMAL CIRCUS
Featuring
RACING OSTRICHES
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THE ATTRACTION THAT WILL FILL YOUR GRANDSTAND
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ACTS WANTED
For 5 weeks Fairs. Must do two or more acts; all kinds. Salary, photo first letter.
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For our 1959 Fairs and Celebrations
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mail service.
USE IT ON ALL YOUR MAIL
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RAS Adds Cars; Olson Buys Base

Few Major Booking Upsets Made At Chi; Many Rides Purchased

By HERB DOTTEN

CHICAGO—There were no fair contract booking upsets for major Midwest carnivals at the outdoor convention here, but the three biggies in the area—the Royal American Shows, the Olson Shows and the Gooding Amusement Company either announced or made substantial purchases during the confab in the Hotel Sherman which wound up Wednesday night (3).

The biggest of the trio—and already the largest midway aggregation in the world—the Royal American Shows disclosed that it will go out with 10 more cars next year.

This, Owner-General Manager Carl Sedlmayr Sr., said, will up the show train to 80 cars. Of the 10 added cars, six will be compartment-type Pullmans, purchased recently by the Royal from the Pullman Company. The other four cars will be flats.

Two reasons were cited by Sedlmayr for adding to the show train. Increased difficulty in obtaining needed sleepers in Canada for the show's swing over the Western Canadian A Fair Circuit is one. The other is the higher rates put into effect this year by Canadian railroads for renting, as well as moving show trains.

The higher railroad fees, it will be recalled, caused J. P. (Jimmy) Sullivan, owner of the World's Finest Shows, to refrain from bidding for the midway contract of the Western Canadian B Circuit. The higher cost, Sullivan had told the Western Canadian B fair men, had made it impractical for him to play the circuit. The contract was then awarded to a U. S. truck show—the Art B. Thomas Shows.

Sedlmayr, in discussing the addition of 10 cars, pointed out that Royal American's tour of Canada's prairie provinces comes at the height of the tourist season in Western Canada.

Sleepers Short

"Up until a few years ago, we were able to obtain regulation Pullman sleepers. However, in recent years the best that the railroads could provide were old colonization cars. And, they gave no

assurance that such cars would be available in '61."

Sedlmayr said that the six recently purchased Pullmans are all-steel, both inside and out. They give the show a total of 22 sleeping cars.

For the Royal, the show went out of the convention with a fair route which was a carbon copy of that of this year.

The Olson Shows also was re-

(Continued on page 53)

Frank Winkley Nominated by Midwest Club

CHICAGO — Frank Winkley, auto race impresario, was nominated to head the '59 regular office ticket of the Midwest Showmen's Association of Minneapolis at a meeting here Sunday (30).

Charles Carroll was put on the ticket for the position of first vice-president; Bernard Thomas, second vice-president, and Fred O'Neil, third vice-president. Carl Sedlmayr Sr., was nominated as a trustee; Gerald Ramsey, secretary, and Stan Muckle, treasurer.

700 Honor SLA Prez At Annual Party

Pay Tribute to Jack Duffield; Floor Show Feature of Event

CHICAGO — Nearly 800 outdoor showmen paid tribute to Jack Duffield at the annual President's Party here Sunday night (30) in the ballroom of Hotel Sherman.

Duffield, who bows out as SLA president, was presented with a 17-inch brief-case television set and an attache case by his father, Frank, who was League president in 1940.

Lou DuFour served as toastmaster of the event, while Bill Carsky and Lefty Ohren were co-chairmen in charge of the party.

Following a banquet dinner and the presentations, Ken Nordine, local radio-TV announcer, narrated a tribute titled "There's No Business Like Show Business," was composed by Carsky and Les Lear.

On the act program were the Eight Sons of Morocco, Roaring '20's on Parade, Ernie McLean's Freedom Singers; Soja, steel guitar; Dyerettes, dancers; Jimmy Byrnes and Patti, novelty; Daro and Corda, comedy dance; Rowena Rollins, comedy; Don Rickles, comedy; Frank Marlowe, comedy; Paul Benson, auctioneer; Michael Evans, star of "My Fair Lady"; Chiquita and Pedro, Ken Whitmore and John Shirley. Sonny Mars served as emcee, and the Lou Breese ork cut the show.

Assisting Carsky and Ohren in arrangements for the party were

Ed Levinson, Noble Case, William Hetlich, Neil Webb, Herb Dotten, Nat S. Green, Al Sweeney, Harry Duncan, Mickey Blue, Dave Friedman, Benedict Garmisa, Max Brantman, Tom Sharkey, Harold Barrows, Sam Solomon, Charles Magid and Jack Benjamin.

Entertainment was headed up by Charles Hogan, Marcus Glaser and Norman Schlossberg. On the committee were Pat De Carlo, Harry Greben, Paul Marr, Sam Levy, Ernie Young, George B. Flint, Charles Zemater, Lou Breese, Ernie Fast, L. N. Fleckles, Dave Malcolm, Chick Schloss, Les Lear, Joe Higgins, George Hamid and Frank Taylor.

Sam Ward, Dick Ware, Jimmy Stanton and Lou Leonard were stage co-ordinators.

Showmen's League Pays Tribute to Deceased

CHICAGO — Outdoor show business honored its deceased here Sunday afternoon (30) at the annual memorial services of the Showmen's League of America held in the Bal Tabarin of the Hotel Sherman.

The Rev. Adolph Bohn, Edgewater Presbyterian Church, conducted the program and delivered the sermon of the day. Sophia Vail sang "In My Father's House Are Many Mansions"; Earl Bichel offered "The Twenty-Third Psalm," and Mina Lox rendered "Light." The church trio sang "Beside Still Water."

George B. Flint, League chaplain, read the memorial for members. The Commonwealth Edison Post of the American Legion presented the colors and "Taps." Nata Dasing was the organist, and Earl Bichel directed.

Members who passed on during the past year were William Canady, Tom W. Allen, Paul E. Low, Alex Lobban, Andrew Worzola, Archie Putnam, Raymond Anderson, Bob Lohmar, Phil Isser, H. J. McKay, Irving Zolen, George Olmstead, Johnny J. Kline, E. Courtemanche, W. Charles Mueller, H. (Bing) Bernstein, Sam Bloom, Gardner Lloyd, J. Gitelson, John Criss, Sylvester (Buster) Cronin, J. Frenzel and R. Cutting. Courtemanche, Bernstein and Criss were buried in the League cemetery plot.

Ed Sopenar was chairman of the services, assisted by Hy Neitlich. Max Erantman, Harry Cherniak, Tom Sharkey, Jimmy Campbell, Chick Bodhan, Harold Barrow and Isaac Malitz.

Bill Carsky Named 35th SLA President

CHICAGO — William Carsky, veteran member of the Showmen's League of America, was elected its president here Monday (1), succeeding Jack Duffield in the top spot. Carsky is the 35th president in a list of showmen that dates back to 1913 when William F. (Buffalo Bill) Cody became the organization's first president.

Also named to office were Paul Olson, first vice-president; Ed Sopenar, second vice-president; Lou Dufour, third vice-president; Bernie Mendelson, treasurer, and Hank Shelby, secretary. The last two were re-elected. Sam J. Levy Sr. was named to a five-year term as trustee.

Elected to the board of governors were Douglas K. Baldwin, Louis J. Berger, Mickey Blue, Max Brantman, Elmer Byrnes, John Campi, Noble Case, William T. Collins, James F. Conklin, Hadji Delgarian, Herb Dotten, Hal Eifort, George B. Flint, John Galagan Jr., Benedict Garmisa, Ken Garman, C. C. (Specks) Groscurth, Eph Glosser, Morris Haft, Jeff Harris, William Kaplan, Andy Kasin, Al Kaufman, Jack Kwiet, Lou Leonard.

Also Ed Levinson, Sam J. Levy Jr., R. H. McIntosh, Gerald Mackey, Chuck Magid, P. A. Marco, Art Morse, Harold Paddock, Dave

Eastern Routes Shape Up Slowly

Several Announcements Due; Earlier Allentown Choice Seen; Eye Meetings

NEW YORK—More important news will be developing about Eastern fair bookings over the holiday period and into the state meetings than in recent years. At the Chicago conventions where few major Eastern spots were represented, it appeared several of these are as yet uncommitted. More news is expected to come out of the scheduled state meetings than is customary.

One of the fairs which has drawn increasing attention is Petersburg, Va. Played in recent seasons by Amusements of America, it was open thru last week-end. Making presentations in Petersburg were the Prell; Penn Premier, Ross Manning and John Marks midways. The Amusements of America wired in a bid from Chicago, where the Vivonas and fair manager Ralph Lockett were visiting.

Partial shaping up of routes shows several big ones up North and at least one in the South which are being hotly contended. Many contracts have been signed and many others are close to confirmation. The Great Allentown Fair, which waited late into the winter before making its choice last year, indicates it will come up with an earlier decision out of fairness to all parties concerned.

On the Prell's Broadway slate are Harrington, Del.; Carlisle and Huntington, Pa.; Bridgeton, N. J.; Portsmouth and Warsaw (Labor Day), Virginia; Goldsboro, S. C.; Gastonia, N. C.; Frederick, Md.; Wilson, N.C.; Rock Hill, S. C., and the Columbia, S. C. Colored Fair, R. C. McCarter has been assisting in the contracting.

Penn Premier Shows has at least Indiana, Pa.; and Burlington,

Mount Airy and Winston-Salem Colored Fair.

L. I. Thomas has at least Chase City, Va., and Kinston, Leaksville, Concord and Lexington, N. C.

James E. Strates has at least Hamburg, N.Y.; York, Pa.; Raleigh and Shelby, N.C., and Greenville, S. C.

Amusements of America has Hughesville and Leighton, Pa.; Hagerstown and Cumberland, Md.; Bedford, Pa.; Sumter, Lancaster and Charlotte, S. C., Exchange Club and Colored Fairs; Statesville, N. C., and Fredericksburg, Va.

World of Mirth has at least Brockton, Mass.; Bangor, Me.; Ottawa; Valley Field, Que.; Augusta Ga., and several others. Also firm for the Cetlin & Wilson Shows are at least Reading, Pa.; Roncoverte, W. Va.; Spartanburg, S.C.; Richmond; Macon, Ga., and Albany, Ga.

The routes mentioned are necessarily incomplete. Several shows have traditional fair pacts which are all but set at this time and which will jell in the coming weeks. The railroaders are cases in point.

Affecting the setting of Southern dates is this year's late arrival of Labor Day, which falls on September 7 and thereby creates an additional week ahead of the spots which are keyed to this holiday week. Another element is the big North Carolina State Fair in Raleigh, with which few Carolina spots desire to run in conflict. Raleigh has been set for Tuesday, October 13.

PCSA Honors Past Prexies

LOS ANGELES — Past presidents of the Pacific Coast Showmen's Association were honored at a special ceremony conducted by Hunter Farmer prior to the regular weekly meeting in the clubrooms here Monday night (1).

Among those who had directed the club during its 36 years of existence and attended were Mo Levine, Frank Warren, Bob Downie, Ted LeFors, E. W. Coe, William Hobday, Joe Glacy, Mike Krekos, J. Ed Brown, Theo Forstall, C. F. (Doc) Zeiger, Edward Harris, Harry G. Seber, and Farmer, the latter also a past president. Harry Fink was unable to attend because of recent major surgery and his confinement to a San Fernando hospital.

Farmer made brief introductions, mostly in a humorous vein, with the past presidents thanking their committees of the year in which they served and reviewing some outstanding event.

Joe Glacy, chairman, and Dick Seacore, co-chairman, reported on the annual banquet and ball held Thursday night (4) at which the club was host to the Western Fairs Association in the Biltmore Bowl.

Seber and LeFore were given a vote of thanks for their outstanding work in connection with the annual Memorial Services held Sunday (30).

The Chevrolet automobile was awarded Harry (Bosco) Sandler.

Lantz called on Harry Myers, nominee for president of the Show Folks of America; Ed Hellwig, (Continued on page 53)



BILL CARSKY, 35th president of the Showmen's League of America.

Pacific Coast Club Nominates Andersen

LOS ANGELES — Arthur Andersen has been nominated for the presidency of the Pacific Coast Showmen's Association. He was first vice-president during 1958.

Other candidates for the December 29 election include: Steve Vaughn, first vice-president; Joe (Red) Dauer, second vice-president, and Ed Hellwig, third vice-president. Al Weber was again nomi-

nated as treasurer and H. D. (Bob) Matthews, secretary. Dauer was second vice-president in the Lantz administration.

Harry G. Seber was slated a member of the cemetery board to serve five years and Theo Forstall to the trustee board for a similar term.

The committee also submitted the names of 40 members nominated for the board of governors. They include John T. Backman, Robert Banard, Joe Blash, M. M. Buckley, Harry Barron, L. G. Chapman, Al (Red) Cohen, William Davis, Dan Dix, Sam Dolman, M. H. Ellison, F. M. (Pete) Sutton, Charles Goss, John O'Kelley, Arthur Hockwald, Harry A. Illions, Rudy Jacobi, Al Cecchini, Abe Goldstein, Sam Brown, Sam Shaftron, Jackie Lee, Lloyd Hilligoss, Fred Mortensen, C. E. (Candy) Moore, Harry Myers, Harry Phillips, Dick Havins, Dick Searce, Sam Shaffer, Joe Steinberg, James Smith, Lee Smith, John Snobar, Sam Steffin, Ed Roth, George Surtees, Elmer Velare, Matt Herman, and Al Blake.

Harry Seber was chairman of the nominating committee which was composed of Sam Brown, Abe Goldstein, John C. O'Kelley, Theo Forstall, E. W. (George) Coe, Joe Steinberg, Jack Shaffer, Sam Coomas and Joe Glacy.

Boston Club Sets Banquet For Dec. 17

BOSTON—The New England Showmen's Association will hold its installation of officers and banquet December 17, John Venditto, president, announced. Earlier it had been announced as a January date.

Venditto will be installed at that time, succeeding Jack Ableman in the top spot. The Ladies' Auxiliary will also participate in the event to be held in the Hotel Bradford.

Prof. Willie J. Bernard advises that his wife, Marie, formerly in the Bagleys bag punching act in vaude, is confined in a nursing home at 593 Maple Street, Manchester, N. H.

Members Pay Tribute to PCSA Dead

LOS ANGELES—While warm, sunny weather brought out a number of people to the 36th annual Pacific Coast Showmen's Association Memorial Services at Showmen's Rest here Sunday (30), attendance was held down by the conflict with the Chicago meetings.

The ceremonies were marked by the planting of a tree, an event which will be followed annually hereafter, by Matthew (Jimmy) Lantz, PCSA president, and Helen Vaughn, Ladies' Auxiliary president, while Ted LeFors, a PCSA past president, made a brief talk on plans to beautify the plot.

Harry G. Seber, senior past president, served as chairman. The principal address was made by Sam Abbott of The Billboard. Ruth Felts was the soloist and Opal Manly recited "The Rose Ritual."

Eighteen club members died during the year, including two past presidents, Earl O. Douglas and Sylvester L. (Buster) Cronin. Others included William Allman, Abe Lefton, Roy B. Wilson, Arthur Towner, Barney Clancey, Jack Beames, Robert Lohmar, Eli Weber, James McPherson, Thomas McDow, Crawford (Red Crawford) McLeister, Milo Hartman, Swede Ballard, Norman Wolff, George Lauerman, and Jack W. Bieward.

Almost 800 Frolic At PCSA Banquet

LOS ANGELES — A record crowd of nearly 800 attended the 38th annual banquet and ball of the Pacific Coast Showmen's Association at which members of the Western Fairs Association in convention were entertained in the Biltmore Bowl of the Biltmore Hotel here Thursday night (4).

The event, usually held in the Gold Room, was moved to the site of the night spot to accommodate the unusually large number of diners. Joe Clacy was chairman of the event with Dick Searce, co-chairman.

In order to permit the entertainment highlight, "Truth or Consequences" ample time, only a few introductions were made by Norman Carroll, ex-circus announcer. They included Clacy Searce, and William Hobday, past president, who presented a gold life membership card to Matthew (Jimmy) Lantz, retiring president. Helen Vaughn, Ladies' Auxiliary president, was presented as were A. A. Jensen, retiring WFA president, and his successor, Stuart Waite.

The show club members and fair managers were joined for the night by TV and motion picture stars including Molly Bee, Jimmy Wakely, Dale Robertson, Tommy Sands, Judy Bush and Randy Edwards.

Bob Barker, who has been on "Truth or Consequences" for two years, and Ed Bailey, producer, presented it just as it is done on the network with the gimmicks

and prizes. Contestants were from the audience and included Mary Lou Hilligross, Kitty Searce, Grace Merkle, Rudy Jacobi, Les McClure, William Hobday, Theo Forstall, Emery Poundstone, Louis Southern, Mrs. Whetstein, Juny Merten and Rush Labourdette. Josephine Lynch was awarded a "door" prize from Chuck.

Following the show, dancing was to Les Elgart and his Columbia recording orchestra.

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RAS Adds Rides, Olson Base

Continued from page 52

turned to all its '58 fairs, but created quite a stir with its trade show and convention buying and with the announcement that it had purchased its 40-acre Hot Springs, Ark., winter quarters site from Harry Hennies, former owner of the show. At the trade show and convention the show made purchases said by Paul Olson, manager and co-owner, to total \$80,000.

Olson said he and the show's other two co-owners, Maurice (Lefty) Ohren and Norman Schlossberg, had purchased a second Mad Mouse from the Allan Herschell Company, North Tonawanda, N. Y.; a new Roller Coaster from the B. A. Schiff Company, Miami, a German kiddie ride, and a second Scrambler. Late this season the show had purchased a Mad Mouse, which it subsequently installed in the permanent park on the Alabama State Fairgrounds, Birmingham. The Mad Mouse purchased during the convention will be in the show's line-up starting with the first date of the season, Olson said.

He also announced that he had closed for the Velare brothers' Space Wheel and the Velare Rotor to operate under the Olson banner at three of the show's major fair dates—Springfield, Ill.; Des Moines and Louisville.

Signs Waters

Olson also disclosed that he had booked a Dancing Waters unit thru Sam Shayon to play at one of the show's fair dates—the Northern Wisconsin District Fair, Chippewa Falls.

Floyd E. Gooding, president of the Gooding Amusement Company, who earlier had announced the purchase of two Mad Mouse rides to bring the organization's total of such rides to three, bought two additional rides during the convention. They are the Paratrooper ride, manufactured by Frank Hrubetz & Company, Salem, Ore., and Crazy Cups, made by the Philadelphia Toboggan Company, Philadelphia.

As per custom, Gooding put in a busy time at the convention, re-

signing fair contracts. At convention's end, he announced re-pacting the following fairs: Missouri State Fair, Sedalia; Southeastern Fair, Atlanta, Ga.; Centerville, Hillsdale, Kalamazoo, Monroe, Jackson, Saginaw and Corunna, all in Michigan; Pensacola, and Tallahassee, Fla.; Nashville and Knoxville, Tenn., and Savannah and Columbus, Ga. Before leaving his Columbus, O., base for the convention Gooding had re-contracted the Ohio State Fair, that city, for the 41st year.

Kunz Busy

The Heth Shows re-signed the Mobile, Ala., Fair, with the contract calling for the show to include the Wild Mouse and Rotor in its ride line-up. Al Kunz, owner-general manager, said that he had re-contracted fairs at Jackson, Tenn., and Tuscaloosa, Ala., and that the show's fair route will be the same as last year.

William T. Collins, owner of the show bearing his name, said that he had signed the Owatonna, Minn., fair as a replacement for the Cedar Rapids, Ia., Fair, and that he had contracted the Sioux Falls, Ia., Fair, which returns him to that fair after a lapse of two years. Collins also announced that he had signed Fayetteville, Ark., to fit between the Nebraska State

Ex-PCSA Prexies

Continued from page 52

chairman of the SFA banquet and ball to be held at the Sheraton Palace Hotel in San Francisco January 11; E. S. Fitzgerald, SFA past president; Alex Freedman, SFA president; Al Rodin, Harry Martin, William Wright and Roger Warren. Dave Cavagnaro was thanked for supplying the wine for the evening's dinner, and Earl Leonard, co-chairman of the SFA banquet and ball, invited the PCSA members to attend. Robert Banard extended an invitation to all to attend the Arizona Showmen's Association banquet and ball to be held December 15 at the Highway House in Phoenix. The ASA will hold its memorial services at 11 a.m., in Greenwood Park in Phoenix on December 14, Banard added.

Fair, Lincoln, and the Muskogee, Okla., fair.

Schafer's 20th Century Shows added three new Iowa fairs to its route—Cedar Rapids, Davenport and Iowa City.

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PIPES FOR PITCHMEN

"SO MANY . . . people have asked why they no longer see med pitchmen that I feel impelled to tell the story about this branch of the pitch business," writes Madaline E. Ragan from Panama City, Fla. "The truth is that in the last 10 years many of the old-time med pitchmen have gone to the great beyond, among them Billy Beam, George (Little) Beaver, Herman (White Eagle) Keller, Doc L. R. Smith, Bobbie Dale, Archie Rosenberg, Doc Ward, Leon Streets, Mississippi Kid, Doc Goodman, Doc Frankhauser, Shorty Treadway, Timmy Wells, Jimmy Burns, Doc Gilbert, Doc Duncan, Buffalo Cody, Phil Bradley and a number of others whose names I can't recall now. Others have quit and gone into other lines of business, and there have been no new ones to take their places. That seems to be the reason for the dearth of med showmen today."

WRITING . . . from Baltimore, Doc Mapes reports that he recently closed eight good weeks with horoscopes in the G. C. Murphy store there and that he plans to remain in the area until after Christmas. Money is abun-

dant in the area and the two farmers' markets are ripe for weekend action, says Doc. Also working the town is Bill Reiser with pens. Another recent arrival was Leo Heller, who plans to be in action in local stores until Christmas. Sybell Mets also has a few workers in the area and is reportedly doing well. She'd like to read a few pipes from friends.

JERRY KLEIN . . . is back from Anchorage, Alaska, and is reportedly doing well in a Murphy store in Washington. He's revising his slicer operation, according to Doc Mapes.

BROTHER . . . Ray Herbers was all shook up by the Pipes column of November 24 which revealed that he celebrated his 75th birthday on November 7. Of course the error was the result of a transposition of figures. Ray says his actual age is 57 and that he has no hankering to increase his age by multiplication. He and his wife, Madaline (Ragan), left their Tallahassee, Fla., haunts recently to visit Jimmy Heron in Jacksonville, Fla. Heron, the former circus owner, is scheduled for a trip to the hospital for minor surgery.

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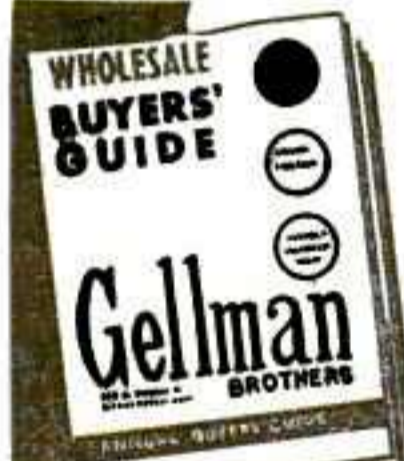
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COMING EVENTS

- California**
 San Diego—Southern Calif. Marine Assn. Boat Show (Electric Bldg., Balboa Park), Jan. 23-Feb. 1.
 San Francisco—San Francisco National Sports & Boat Show (Cow Palace), Feb. 27-March 8. Thomas Rooney.
 San Jose—Santa Clara Valley Boat, Travel & Sports Show (Fairgrounds), Jan. 2-4. Bob Barkhimer.
- Colorado**
 Denver—Denver Auto Show, April 8-11, 1959.
 Denver—Denver Rodeo, Jan. 16-24.
- Florida**
 Fort Pierce—St. Lucie County Home Show, Feb. 11-15. Lew Nachman, Fort Pierce Hotel.
 Hollywood—Home Show (Armory), Jan. 24-28. Al Stern, 2007 N. Ocean Blvd.
 Miami—Intl. Foreign and Sports Car Show, Jan. 25-Feb. 1, 1959.
 Miami Beach—1959 World-Wide Auto Show, Feb. 27-March 8, 1959.
 Orlando—Central Florida Food - O - Rama, Jan. 7-11. Lew Nachman, Fort Gatlin Hotel.
 Tampa—Tampa Auto Show, Jan. 22-27, 1959.
 West Palm Beach—Colored Elks Block Party, Dec. 3-13. Mac Mackrea, 177 N. Marguerita Drive.
- Georgia**
 Atlanta—Southeast Boat & Vacation Show (Aud.), Feb. 27-March 8. Martin P. Kelly.
- Illinois**
 Chicago—Chicago Auto Show, Jan. 17-25, 1959.
 Chicago—Chicago Sportsmen's & Vacation Show (Intl. Amphitheater), Feb. 27-March 8. H. Werner Buck.
- Kansas**
 Wichita—Kansas Sports, Boat & Travel Show (Forum) Feb. 10-15. Robert G. Langenwaller.
- Kentucky**
 Louisville—Mid-America Sports, Boat & Travel Show (Fairgrounds), Feb. 14-22. William H. King.
- Louisiana**
 Cameron—La. Fur & Wildlife Festival, Jan. 16-17. Jerry Wise.
 Lafayette—La. Mid-Winter Fair, Jan. 15-18. Dr. T. J. Arceneaux.
- Michigan**
 Bay City—Poultry Show, Jan. 15-18. Ben W. Mau.
 Detroit—Junior Livestock Show (Stockyards), Dec. 9-11. G. F. Ridley, 6750 Dix Ave.
 Grand Rapids—West Michigan Sports & Boat Show (Aud.), Feb. 28-29. Jack Locks.
 Jackson—Jackson Boat, Sports & Travel Show (Armory), March 12-15. National Sports & Travel Shows, Inc., 10421 West Jefferson, Detroit 18.
 Kalamazoo—Kalamazoo Sports, Boat & Travel Show (County Center Bldg.), Feb. 18-21. E. H. Buchner & Co., 10421 W. Jefferson Ave., Detroit 18.
 Pontiac—Pontiac Boat, Sports & Travel Show (Armory), March 28-29. National Sports & Travel Shows, Inc., 10421 West Jefferson, Detroit 18.
- Minnesota**
 Minneapolis—Midwest Auto Show, Jan. 9-18, 1959.
- Missouri**
 St. Paul—Land-O-Lakes Boat, Vacation & Travel Show (Auditorium), Jan. 16-24. Noel Van Tilburg.
- Missouri**
 Kansas City—Kansas City Boat, Sports & Travel Show (Auditorium), Jan. 30-Feb. 8. F. W. Kahler.
 St. Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 20-March 1. Wendell Enrick.
- New Mexico**
 Albuquerque—Albuquerque Auto Show, Feb. 19-23, 1959.
- New York**
 Buffalo—Buffalo Boat, Travel & Sports Show (Armory), Feb. 21-March 1. John G. Mellon.
 New York—National Motor Boat Show (Coliseum), Jan. 16-25. Joseph E. Chontes.
 New York—New York Outdoor Exposition (Coliseum), Feb. 14-23.
- North Carolina**
 Charlotte—Sportsmen's Motor Boat & Vacation Show of the Carolinas (Coliseum), Feb. 17-22. H. F. Van Horn.
- Ohio**
 Cleveland—Mid-America Boat Show (Auditorium), Jan. 3-11. Cleveland Press & Marine Trades Assn.
 Columbus—Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), Jan. 18-25.
 Dayton—Sport, Boat and Outdoor Living Show (Fairgrounds Coliseum), April 2-5. Ward Collopy, 133 Warren St.
 Toledo—Toledo Home & Travel Show (Auditorium), Jan. 31-Feb. 8. Milt H. Tarloff.
- Pennsylvania**
 Harrisburg—Pa. Farm Show, Jan. 12-16. J. B. McCool.
 Harrisburg—4-H Club Tractor Clinic (Farm Show Bldg.), Dec. 8-10.
 Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb. 27-March 7. Clinton W. Smullen.
 Pittsburgh—Pittsburgh Auto Show, Jan. 10-17, 1959.
- Tennessee**
 Pleasant View—Tobacco Festival, Dec. 12. Lewis H. Hunt.
- Texas**
 Brownsville—Charro Days, Feb. 5-8. M. G. Dennis, 1006 Van Buren St.
 El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1.
 El Paso—Southwestern Livestock Show & Rodeo, Feb. 11-15. Chamber of Commerce.
 Fort Worth—Fort Worth Rodeo, Jan. 30-Feb. 8.
 Houston—Houston Fat Stock Show & Rodeo, Feb. 25-March 8. Herman Engel, Mgr.
 Laredo—Washington Birthday Cele., Feb. 18-March 2, 1959. J. George Loos, Mgr., Box 465, Laredo.
 Odessa—Sand Hills Stock Show, Jan. 8-11.

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A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

DECEMBER 8, 1958

THE BILLBOARD

MERCHANDISE

55

UNDER THE MARQUEE

Continued from page 49

Tex., and was with Gentry, Floto and early King shows. . . Dallas Morning News featured Mayme Ward, wardrobe mistress of Gil Gray Circus.

Charley Cox, side show man, is in Jamaica. . . Joe Candrea, formerly with King Bros., is out of the Veterans Hospital and living on Delavan Street in Buffalo, N. Y.

Mills Bros.' route book is being readied for early publication.

Charles V. Turner, former Ringling man, visited in Chicago last week. He is living in St. Louis again after a stay at Villa Rica, Ga., and a stopover in Plumb, N.C., Ga. . . Joe Mix and Princess Blue Sky are in Michigan to work the J. C. Patterson winter dates. Later they will make schools and then go East. They were in New Jersey all last season, working Western acts at Wild West City, Netcony.

Bob Couls is framing a show in Kansas, with intent to play indoors this winter and under canvas later. It's Zell Bros. Circus.

Rex and Kitty Ronstrom are home again at Galva, Ill., and plan to be with Harold Bros.' Circus next season. They expect to visit Polack at Springfield, Ill. . . B. N. Stevens, Tiskilwa, Ill., CFA, writes that he caught Hagen, Cristiani and Beatty.

Harold Ramage, friend of the flying acts, writes from Hot Springs, that he's taking treatments there for arthritis. He's completing a list of flyers and flying acts and recently got a list of names from Freddie Valentine, who was aided by Bob Porter, Harold Ward and Mike Malko.

Don Sexton advises that the CFA members in Elgin, Ill., have worked up a circus program that they are presenting at Christmas parties in the territory. The Elgin CFA will have its own annual Christmas party December 13 at the Red Lion Inn south of the city.

R. M. Harvey, Perry, Ia., dean of the agents, writes that he has been ill, but that he continues work on his series of newspaper articles about circus life. Recent articles told about opposition fights, flying squadrons and a time a circus left five of its cars behind by accident.

E. F. Day, Phoenix, clowned Arizona State Fair. . . William S. Dykes, CHS, caught Mills, Cristiani and Hunt around Salisbury, Md. . . Pinto Colvin, clown and recording artist, reports he counts the latest Merle Evans circus record as among the best.

Raymond Ronquist, Crystal Falls, Mich., writes that a lease on the airport lot has reverted to mining companies and there's a question as to whether shows will have access to it hereafter. It has been used by shows from Orton and Yankee Robinson to Kelly-Miller.

Hi-Brown Bobby Burns, minstrel and circus man, spent the past season ahead of a barnstorming baseball unit that played ball parks in the East and Canada. His wife

Alvin Vandike, Obadal Merge For El Paso

CHICAGO — Shows, rides and concessions booked by A. (Booby) Obadal will be combined with attractions of Alvin Vandike's Victory Exposition Shows for the December 19-January 2 El Paso (Tex.) Sun Carnival. The midway will be the first to occupy El Paso streets in eight years.

High spots of the celebration will be the December 31 Sun Bowl football game and a January 1 parade.

Obadal and Vandike have high hopes for the date, pointing out that the celebration will draw from a combined population of 504,000 people in El Paso and Juarez, Mex., plus over 100,000 soldiers stationed in the area.

was with him and now they are wintering at De Land, Fla.

Frank Orman, adjuster for the Beatty-Cole circus, has a son who is a high school senior at Fort Lauderdale, Fla. After graduation in June the son will enter college to study nuclear science.

Eddie Kuhn is with Circus Incorporated with his cat act. Also on the show were Dolly Jacobs and her elephants, the Luvax act, and Schreiber's chimps. The Kuhns' granddaughter, Alicia Ellen, daughter of the Eddie Kuhns Jr., died October 1 at a naval base hospital in Maryland. The child was less than four months old. Eddie Jr. is to get out of the service next summer and expects to re-enter show business.

Notes From the Convention

Continued from page 44

ing heavily for that State's Senator Kennedy for President, to the extent of seeking signed vote pledges from other park men. Brother of a former secretary to Kennedy, he enjoyed moderate success until bucking a group of New Englanders—all solid Republicans.

Jackie Weiss' life hung in the balance in Orangeburg, S. C., when he fell behind the tractor while uncoupling his folks' bingo trailer. The tractor lurched and threw him, then rolled up to him before it could be braked. The story spread to the point where, in Chicago, it was said he had suffered several fractured ribs, but his actual injuries were considerable bruises and the scare of his life.

One of the hardest working acts the Chicago convention-goers had ever seen was the seemingly tireless Betty Johnson. The slick vocalist made the rounds of lobby, dining rooms and entertainment suites. She autographed record albums, sang at both the park and SLA banquets, gagged with fair and park folks and generally won friends up and down the line.

Sam Solomon observed his 10th year in the show insurance business by announcing that he has

been named general agent of the Midland National Insurance Company of Chicago. Early during the meetings he reported having picked up 22 new accounts.

Much in evidence at the meetings were officials of Ohio Fireworks Manufacturing Display Company, Bellaire, O., Veto J. Presutti, president, and L. (Doc) Cassidy, vice-president. Doc, former publicity director of Kentucky State Fair, Louisville, and Presutti were obviously elated over the manner in which their Chemorama fireworks presentation was accepted this year at fairs.

Nelson Breeze, ride owner and operator of the Falmouth, Ky., Fair, has been named sales representative in Kentucky for the Enquirer Printing Company, Cincinnati, it was announced by Enquirer's John Anderson.

The fair board of the Clay County Fair, Spencer, Ia., headed by Robert Keir, president, and Bill Woods, secretary, were on hand to congratulate Charles Wood Jr., of Spencer, whose steer, Holy Cow, took the grand championship of the International Live Stock Exposition. The animal was one of the top steers exhibited at the Spencer annual this year.

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\$3,000 PROFESSIONAL COMEDY LINES, Routines, Sight-Bits, Parodies, 1,600 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. de22

Agents, Distributors Items

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts. ch-np

EARRINGS, ASSORTED STONE AND TAILORED, \$8 per gross plus postage. Billboards, plastic alligator or lizard, \$10.80 per gross plus postage. C.O.D. gross lots. New England, Dept. B, 124 Empire St., Providence, R. I. de29

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Assorted Stoned Brooches \$1.75 dz.
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SAVE 50% ON CHRISTMAS CARDS WITH music designs; records, orchestra. Free samples. Williams Cards, 19 Hudson St., New York 13. de22

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TO SETTLE ESTATE—ENTIRE STOCK OF young, healthy animals must be disposed: Chimpanzee, 4 Wapiti, 8 Deer, 1 Buffalo, 1 Donkey, 7 Bears, 30 Turtles, 2 Red Foxes, 15 Raccoons, Ducks, Canadian Wild Geese, 1 Monkey Sooty Mangabey, 2 Rhesus, Pigeons. Tapp Zoo, 3718 St. Denis St., Montreal, Que.

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BUY WHOLESALE! \$5,000 NATIONALLY advertised products. Get amazing dealer catalogs. Complete details free. American Wholesalers, 1841 D.X. Levee, Dallas 7, Tex. ch-tfn

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HOUSE TRAILER SALES BUSINESS—EASTERN Penna. Long established, valuable franchises. Sacrifice for quick sale. D. C. Wisecup, P. O. Box 62, Trevoise, Pa. de29

HOW TO MAKE MONEY WITH CARNIVAL Games, 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. de29

HOW WOULD YOU LIKE TO OWN YOUR own tourist attraction for only the valuation of the land? Due to illness we must dispose of a tourist attraction located on Florida's famous AIA highway near Marine-Land. The buildings, gift shop and animals make a fine attraction. Priced low for a quick sale. This may be the opportunity you have been waiting for. Box C-428, c/o Billboard, Cincinnati 22, Ohio.

"MAILORDER ANGLES" SHREWD OPERATORS use. Makes earning money at home by mail quicker, easier, surer. \$1 postpaid. Ballard, 1834 Edgeland, Louisville 4, Ky.

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ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. de8

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500 RUBBER MOLDS—FIGURINES, LAMPS, Wall Plaques, Carnival Plaster Novelties, \$1 up. Send dime for illustrated catalog. Valents, Perry, N. Y.

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SIDE SHOW FRONT PANEL — 38X10 inches; 30x40 Tent, excellent condition, poles, stakes included. David Blom, Sharleville, Pa.

TRAINS, ALL SIZES, GAUGES, TYPES; new, used, custom built. Photos, details. \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass.

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

7 GENTLE PONIES, 6 SADDLES, PONY Ring. Best offer. M. Pletto, Rt. #2, Oaklawn, Ill. Tel. Terminal 9-2737.

MODERN MANUFACTURING FORMULAS and Processes, all kinds. Cleaners, Cosmetics, Foods, etc. Write for free list. Moon Chemical, Martville 2, N. Y.

Help Wanted NEED IMMEDIATELY Piano and/or Accordion Man for top entertaining combo. Also Tenor Man, preferably doubling. Must be good all-round musician, good appearance, adaptable to most styles. Modern, but far-out jazz. Group works Nevada, Florida, etc. Excellent salary. Write, wire MARTIN, 2541 East 124th Street, Cleveland, Ohio.

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MUSICIANS FOR TRAVELING COMMERCIAL band. Steady salary, some locations. Sammy Stevens, 1611 City National Bank Bldg., Omaha, Neb. Jackson 7485. de8

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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, Bookings. World's finest Magic Catalog (408 pages), \$2.50. Kanter's, B-1311 Walnut, Philadelphia 7, Pa. de29

Miscellaneous \$50 TRANSISTOR RADIO, \$23.95; TELE-type, \$349.50, send, receive; electronic Cathode Ray Hypnotizer, \$139, in lots of 3, \$79.50 each; Soldering Gun, \$8.95. C.O.D. Transworld Export, P. O. Box 929, Indio, California.

M P, Films & Access 16MM. SOUND "THE PASSION PLAY." 7 reels, \$150; "Scrooge," Dickens' Christmas Carol, \$75; also other features. Minot Films, Inc., Milbridge, Maine. de22

Musical Instruments and Accessories

PROFESSIONAL EXCELSIOR CONCERT Accordion, case, new condition, cost \$1,895. Due to illness will sell for \$948. Ship your Railway Express station for inspection. Paula Ivey, P. O. Box 788, Russells Point, Ohio.

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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-tfn

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10 LITTLE BROOD MARES, 4 TO 7 YEARS old, all for \$800. There will not be any more at this low price. 10 little mixed Mares and Horse Ponies, two to three years old, ideal for Christmas and pony rides, all for \$600. Truck available for delivering. No time for letter writing. This is a real give-away price. Phone 9317, day or night. P. L. Cobb, Amite, La.

Printing

200 8½x11 LETTERHEADS AND 200 6¼ Envelopes, \$3.95; black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich. de15

5,000 COLORED CIRCULARS, \$39 COMPLETE. Art, copy, layout, printing. Offset printing your copy, 8½x11, 1M, \$5.50; 5M, \$19. Promotion B-10, 385 Broadway, New York City 13. ch-de8

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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-212, Chicago 32. de22

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.

Bands and Orchestras

TENOR BAND—COMMERCIAL, 8 PIECES, sober, reliable. Oregon's finest. Want resort or tour, summer 1959. Will go anywhere. Union. References or audition disc on request. Write Box C-421, c/o The Billboard, Cincinnati 22, Ohio. de8

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A sure way to attract more attention and secure greater results. Rate: \$14 Per Inch Rule border permitted when using two inches or more.

FRANCHISE MEN — EXTRA LARGE INCOME for good closers. Write Commercial Enterprises, 139 N. Clark, Chicago, Ill. ch-de22

INCREASE SALES! AN OPENING ITEM you give your customer. It's a hilarious laugh. Free sample. Koehler, 12 Caldwell, Cincinnati 16, Ohio.

\$300 FIRST WEEK OR MONEY BACK—AD Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 10. ch-np

Trucks, Trailers, Accessories

ATTENTION, CONCESSIONAIRES Do You Need a Trailer? We build all types of Concession Trailers for Hanky Panks, Grind Stores, Snow Cones and Candy Floss. We also have a complete line of Cargo, Office and Pony Trailers. TRAILVAN TRAILERS Box 1042, Commercial Sta., Springfield, Mo.

Tattooing Supplies NEW MODERN SHEET OF 8 COBRA TATTOO designs, \$2. Free sheet of Air Force and Marine designs which are popular everywhere. Zets, 728-A, Rockford, Ill.

Wanted to Buy GOOD, USED SHOOTING GALLERY, Complete; Dodge Ride. Send complete details. Box 1579, St. Thomas, Virgin Islands. de8

ICE MAKING EQPT. FOR 60'X120' OUT-door skating rink. Colonial Plaza Motel, 10203 Balt. Ave., College Park, Md. de8

RIDES, SHOWS—STATE LOWEST PRICES. Also booking Concessions, Rides, Shows 1959. Best route in Northwest. Robinson's Western Shows, Box 20, Everett, Wash. de18

WANTED Magic Carpet, Distortion Mirrors, Glass House, Stunts for Dark Ride and Fun House. What have you? JOHN COLLINS Lincoln Park, No. Dartmouth, Mass.

WANT TO BUY—SET OF USED FERRIS Wheel (Eli) Seats. Guy Adams, Gen. Del., Marietta, Ga.

WANT TO BUY — WELL-FRAMED FUN House. J. A. Blash, 2805 Peyton Rd., La Verne, Calif.

COIN MACHINES

Help Wanted WANT FIRST CLASS PHONO AND BINGO Mechanic. Route and shop work. Must Machine Co., Brunswick, Ga.

Used Equipment SCALES—SCALES—SCALES—10 WATLING 600 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. Gaycoin Distributors, 4868 Woodward, Detroit 1, Mich.

STAMP MACHINES — DUPLICATION, \$12.50; Shipman Triplex, like new, \$34.50; Folders, Northwestern Rolltype, \$69; used, \$55. USP Co., 100 Grand, Waterbury 2, Conn. de29

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.

Bands and Orchestras

TENOR BAND—COMMERCIAL, 8 PIECES, sober, reliable. Oregon's finest. Want resort or tour, summer 1959. Will go anywhere. Union. References or audition disc on request. Write Box C-421, c/o The Billboard, Cincinnati 22, Ohio. de8

Hypnotists

WORLD FAMOUS HYPNOTIST AVAILABLE for immediate bookings after Nov. 17. Contact Dr. Morton Greene, 5040 N. Kenmore Ave., Chicago 40, Ill. AR 1-9635. de8

Miscellaneous

AVAILABLE! MIRACLE MADE MAN INTO woman. Feature unprecedented in show history! Phenomenal singing voice, youth, beauty at amazing age of 79. Miracle age 20! Recognized by city, state, federal authorities. Personal appearance anywhere or will feature with traveling show or orchestra. Management wanted that can produce. Miss Marita Delores, Capitol Hotel, Richmond, Va. de15

AVAILABLE NOW, PIANIST, ALL TUNES, right chords, society and jazz. Sax Man, alto, tenor; clar., vocals. Also thoroughly experienced Bass Man, good voice, novelties, M.C. Call person, days. Adams 49160, Panama City Beach, Fla.

FEMALE COCKTAIL PIANIST—ATTRACTIVE accordion, gags, novelties, laughs. Available immediately. Write Blanch Le Bau, Hotel Nevada, 2025 Broadway, New York 23, N. Y.

FEMALE IMPERSONATOR—GORGEOUS wardrobe; wishes engagements. Fans write for photos. Address Box C-423, c/o The Billboard, Cincinnati 22, Ohio. de8

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

NOW AVAILABLE—ROY COLE AND HIS family of Giant Marionettes starring Mickey the Pixie and Jake the Great. Pixie Productions, 2850 Scottwood Ave., Toledo 10, Ohio.

Musicians

MAN AND WIFE, SAX AND PIANIST, available after Jan. 1. South preferred. Pianist exceptional jazz and classic. Fake anything, cut any show. Sax plays alto, tenor, clarinet, guitar. Excellent reader and fake. No notice required. Hundreds of arrangements. Box C-426, c/o The Billboard, Cincinnati 22, Ohio. de15

A-1 RHYTHM DRUMMER—20 YEARS' complete and thorough experience. Play all styles. Strictly sober. Available immediately. Location preferred. Ellis Lee, Omar Hotel, Louisville, Ky.

COMMERCIAL LEAD, ALTO OR TENOR, double Flute, ad lib., Clarinet, read shows well, name experience; consider combo or hotel work only. Interested in Southern location. Write, phone or wire Eddie Beau, Taychedah, Wis.

PIANIST AND ORGANIST AVAILABLE now for lounge, cafe or accompaniment. Letha Townsend, 160 9th S.W., Huron, South Dakota.

PIANIST AVAILABLE FEB. 1. TRAVEL with dance orchestra or as vocal accompanist. No habits. Age 21. Andy Hudson, c/o The Billboard, 188 W. Randolph St., Chicago 1, Ill.

PIANIST—VERY EXPERIENCED, ANY style. Location not particular. Expect transportation. Don Fulton. Contact Mrs. Baner, 1621 So. 10th, Burlington, Iowa. Plaza 2-1592.

TENOR, CLARINET AND BASS FIDDLE. Commercial, locations only. Write or wire, available immediately. Ed Bolick, Gen. Del., Farmington, N. M.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. de22

Vaudeville Artists

BUSTER DOSS VARIETY REVUE—MAGIC, Clown, Music, Vent. Act. Experienced all type dates. Phone dates, etc. Box 243 Roston, Texas. de15

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

Merrill, Speedy, pkg. 40¢ due

Ackley, Jimmy & Mrs. Adkins, Lucky Mrs. Ambrosio, C. Annin, Ralph J. Antonucci, Albert (Jim Heiler Spectacular)

Asher, Charles Austin, Arthur Barr, Clyde Barrett, Robert A. Beck, Sam Bell, Jack Bell, James Albert Bensch, Frank Bensch, Clarence E. (Whitey)

Biddle, M. L. Bidbee's Comedians (Mgr.) Blackly, Ben H. Bodin, Johnnie M. Borden, Sammy Boston, Joe Bowers, Porter Bowler, Sheila Bowman, Jacob Landis

Brady, F. J. Brady, Jack Brawn, Raymond W. Brennan, Vince J. Broome, Yvonne Brown, Raymond W. Buchanan, Albert Bullock, R. T. (Bob) Bullock, W. H. Burke, Anthony Burton, Jack C. Bush, W. A. & Mrs. Butler, Gill Buzzard, Sam Camateria, Jimmie Campbell, Edith Canter, K. G. (Cookhouse Operator)

Carawan, C. L. & Mrs. Carpenter, Charles F. & Mrs. Caudill, Sarah E. Chapman, Mrs. Helen Clancy, D. (Pat) Clark, Lou & Mrs. Clay, Bill Clayton, Bill Cole, B. B. Conlon, Edward Connors, James & Mrs. (Gina Joint)

Converse, Art Cortland, Leona (Lee) Couch, Linda Crain, George L. Cullen, Bill Cundiff, A. B. (Red) Davidson, Jimmie Davis, Eddie Davis, Jimmy Davis, John M. Davis, Koke Dean, Russell S. Dearduff, Roy H. Dempsey, John DeWitt, Mrs. Irene Dobbs, Robert Eugene Donato, Chappie Duggan Jr., W. F. Dundee, Ricky Duval, Jim Ewell, Peggy Evans, Ann Fagin, Charles & Mrs. Ferinial, James Fetta, Mrs. Audrey Files, Howard Finstineteno, Tony Fisher, Mark Flynn, Jack Francis, Russell Frazer, Harold (Kummel)

Fussmer, The Great Gallagan, Anna Gibson, Benjamin Gilbreth, Mrs. H. S. (Rita) Graves, Benjamin Gray, Clifford H. Green, Ralph & Mrs. Greenburg, H. Greene, Marshall Griggs, Charlie Grobe, Jim Gullette, Wm. Bill Hackett, Edward J. Haley, Denny Hallstrom, D. Hanker, David Lee Harris, Pocketbook Hart, John P. Hays, Tom Haywood, Lee Hazelwood, Howard Head, Henri Margone Heller Jr., Leo Franz Herbers, Ray Hays, Pat & Frosty Hidey, Una Hinchcliffe, G. D. & Mrs. Hitchcock, Clyde Holland, Lynn (Mgr.) Horton, Wentworth M. Houston, Lee Hudson, Smith Gerard

Hunt, Arthur Ikao, Tanit Ireland, Mrs. Agnes Jack, Barbara E. Jack, Frank Jacobsen Chas. James, Al. Johnson, George W. Johnson, Wm. Teddy Jones, Mr. (Bingo) Jones, David (c/o Avery B. Jones)

Joseph, Herman Kaiser, Kay Kelley, Frank (Red) Kelly, Owen Kepley, Jesse Kibel, I. H. King, Mrs. Ethel King, Luke (Brother) Klein, Seymour Knapp, George Lamons, W. F. Lanis Jr., Harry Lauley, Jesse James Lavine, Max & Rose Lawrence, Jerry (Blackie)

Lawson, Ernest A. Lawson, Robert A. LeBlanc, Jack Lee, Harley Lee, Michael & Sheila Leib, Rodrick H. Le May, Barbara Levine, Harry Linsky, John Littlefield, Jack Livingston, Earl Loudon, Clark Love, Lester Ronald Lowe, Glen Lytle, Clarence McClain, Obed McClure, Dorothy McCrary, Mack & Mrs. McDaniel, Bertha McGraw, Phil McGraw, Scott McKay, Mary Fox Majors, Mrs. Peggy H. Maki, Edwin John Manley, Harold A. Marshall, Thomas G. Mansfield, William Mason, Tony Miklotche, Joseph Milan, Alan Miller, Donald S. Miller, Wallace F. Mills, Robert Mitchell, Candy & Monty Monroe, George Moore, Harry or Helen Moore, Jimmie (Not of Resp. Nev.) Moore, John L. or T. (Cookhouse Operator)

Moore, Mike Moran, Ed (Wolcott's Minstrels) Moran, Sallor Morgan, Lloyd Edison Morton, Bob Murphy, E. J. (Spud) Namba, Kaichi Nicholas, John Noble, John E. Nolte, Irvin Ernest Oddi, Joseph O'Brien, Frederick O'Reilly, Jerry Osborne, Bill Padgett, Gene Pannebaker, Mrs. G. D. Paradise, Tony Parry, Bud Peacock, John Peion, Vern Perez, Jimmie Peralay, George Phillips, Chas. E. Pierce, Bill Poole, Kenneth Powers, Mrs. Nellie R. Pruitt, Lee Puckett George Ramero, Mickey Ramiers, Ben Blackie & Mrs. Ramsey, C. L. & Mrs. Raymer, Ford E. Reed, James E. Reeves, Tommy Reichert, Frank Rice, Alvin Clarence Richmond, Barbara Dean Riggs, W. L. Riley, Tex Rizzo, Augie Robinson, Charles Robon, B. L. Rogers, Bernie Ross, John H. Sanders, Alford J. Saxe, Reggie Schwartz, Kenneth Seifer, Howard Settle, Thelma Inez Sevov, Albert A. Sevov, Harvey (Boe) Sexton, A. & Mrs. sheets, Howard C. Shockey, Homer Shumate, Charlotte Silva, Alvin Emma Simons, Charles Simpson, C. T. Simpson, Mrs. Ethel Slate, Mrs. Ruby Smith, Ella Spinlock, Hazel Stevenson, Louis E. Stokes, Ernie (Musician) Stolle, Frank A. Stutler, Bob Swank, Susan Swanson, C. O. & Mrs. Swartz, Herman Talbott, J. D. (Lucky) Tanson, AJ (Circle T Ranch) Thomas, Chas. Thompson, Henry Thompson, Jack (Carl) Thompson, Marlon Tirza Tobin, Lester Townsend, Lester Tucker, W. R. Turner, Jack Tyski, Walter (Doubles) Van Hooser, M. B. Vileko, Paul Villemariem, Joseph R. Vogt, Robert Wald, Frank Walden, J. D. Walsh, Jack (Strong Man) Ward, Billy Warren, Margaret Warren, W. H. or June Washburn, George H. Watson, John Barber West, Richard White, Claudi, Chief White, William Wilbur Whyte, Carl Wildaman, Ed & Mrs. Wilder, Dan

Williams, Connie Williams, G. Williams, L. L. Wilson, Donald R. Wilson, Jack Rogers Windrod, E. L. Wolf, Gus Wright, Joseph W. Wright, Ray Allen Yoder, Floyd Young, Mrs. Laura Young, Max B. Yvonavitch, Mr. (Cy)

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Avery, Alice Kitty Boothe, Dallas F. Briggs, Benny L. Burr, Edward Carr, Frank N. Cox, William Hogan, Benny Jackson, Dixie Jones, Adrin D. Kahus (No initial) Kaufman, Richard King, Ethel Koebler, Joseph Sevov, Alvert A. Sevov, Harvey (Boe) Sprengle, Raymond Taylor, Pat Vivona, Moe Whitmer, Ken Williams, Connie Wirth, Frank Zangar, J. B.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Allison, Jimmy Angelus Amusement Co. Arnold, Raymond L. Bernstein, Milton Lee Burke, Capt. Jimmy Briggs, Benny L. Camp, William Dukes, Daniel T. Faircloth, Mrs. Ann Artgaugh, Ralph Jr. Hennessy, Mr. & Mrs. John (Sheik) King, Mrs. Ethel Kobacker, Robert Lee, Robert Levine, Mr. & Mrs. J. B. Lue, Ava Magee, Jimmy Payton, Earl M. Pasteur, Mr. L. Pee Wee No Shoes Powers, Patricia (Babe) Pruett, Mrs. Mary Ranson, Richard Reynolds, Ely Richards, Franco Robinson, R. A. Zevor, Albert A. Sevov, Harvey (Boe) Sloan, Brownie Stack, J. Lea Staub, John Trapez Bros. Circus 20th Century Kiddie Rides Williams, Connie

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post Carpetner, Mr. & Mrs. 34¢

Adams, Mr. & Mrs. W. J. Asher, Mr. & Mrs. Charles Barry, A. J. Bates, Chuck Boatwright, Bruce Boitze, Albert Bonta, W. H. Burto, L. H. Carl, Robert Carpenter, Walter E. Carr, Kenneth W. Church, Curtis Crowe, William J. Davis, Lucky Red Delph, Tommy Diaz, Isabelle Doherty, William F. Elmore, John Ferguson, Danny Finley, Evelyn Grant, Val Griever, Robert L. Griggs, Charles Haddix, Mr. & Mrs. Harmon, William Harris, William P. Harrison, Mr. & Mrs. Jimmie Hollenbeck, Glen Johnson, Mrs. Joyce Kelley, Charles O. Kelly, Mrs. May Kerner, Mrs. Dorothy Kiely, John King, Mrs. Ethel Logan, Mr. & Mrs. Scotty Loe, James H. Loter, Marie P. Magid, Charles Martin, Ralph R. Menzel, A. Pearl Meyers, Mrs. Robert Moore, Mr. & Mrs. Moorehead, Merle Morgan, Donald Neill, Mrs. Corkey Ogilvie, Ben Parsons, H. E. Patrick, T. W. Poole, Bill Ritter, J. L. Robinson Enterprises, John Ruth, Ted Sandusky, Durb Sevov, Albert A. Sever, Harvey (Boe) Shefchick, Dorothy Sims, James K. Smith, Mr. & Mrs. Don Smith, Howard David Star, Hedy Jo Stock, Steve Stoddard, Jack C. Stevenson, John Todd, J. W. & Matilda Thomas, K. B. Vernier, Roy Welch, John Wants, Gerald Williams, Connie Williams, Joseph Young, Roger

WINTER FAIRS

California San Bernardino—National Orange Show. April 9-10. G. Walter Glass. Florida Arcadia—DeSoto Co. Fair & Livestock Expo. Jan. 13-18. A. G. Erickson. Clewiston—Sugarland Expo. March 3-8. Mrs. Dorothy Moore. Dade City—Pasco Co. Fair. Jan 14-17. J. P. Higgins. DeLand—Volusia Co. Fair. March 2-7. Lee Maxwell. Eustis—Lake Co. Fair & Flower Show. March 9-14. Karl Lehmann. Fannin Springs—Suwanee River Fair & Livestock Show. Feb. 25-27. L. C. Cobb. Trenton. Kissimmee—Kissimmee Valley Livestock Show. Feb. 18-22. James B. Smith. Largo—Pinellas Co. Fair & Horse Show. Feb. 24-28. J. R. Logan. Miami—Southeast Fla. & Dade Co. Youth Show. Jan 29-Feb. 2. Ralph E. Huffaker. Ocala—Southeastern Fat Stock Show & Sale. March 26-31. Louis Gilbreath. Orlando—Central Fla., Fair. Feb. 23-26. Crawford T. Blockford. Palmetto—Manatee Co. Fair. Jan. 26-31. Harper Kendrick. Plant City—Fla. Strawberry Festival. Feb. 23-28. Fred W. Nutler. Plant City—Hillsborough Co. Jr. Agri. Fair. April 16-18. D. A. Storms. Sarasota—Sarasota Co. Fair, March 16-31. K. A. Clark. Tampa—Florida State Fair, Feb. 2-14. J. C. Huskisson.

WHOSE 03011?

Snellens Cops NSA's Top 1G Award Prize

NEW YORK — The \$1,000 top award at the National Showmen's Association open house went to Gerald Snellens, past president and one of the group's tireless workers. Seventeen prizes were distributed, two of them to M. Dodson of Palisades Amusement Park, who won a \$100 U. S. Savings Bond and a \$50 bond.

Other winners were as follows: \$500 bond to Harry Sindell, of New York; \$200 bond apiece to Norman Marshall, of Flemington, N. J., and Dorothy Packtman, of Lynn Aquilino, of Brooklyn, Harry Kahn, of Springfield, Mass., and ticket 03011 (no name) of Palisades; \$50 bond apiece to Veronica Zucci and Ken Gothold, of Palisades, and Joseph Gianduso, of Paterson, N. J.

Also, case of Irish whiskey to F. Glen, of World of Mirth Shows; woman's diamond wristwatch to Louie Scherer, of I. T. Shows; vacuum cleaner to F. Muir, of New York; matched luggage set to Jessie Brady, of Miami, and pair of table lamps to Harry Waxman, of Atlantic City.

Miami Showmen's Association

Ladies' Auxiliary

The November 25 meeting was called to order by President Rosita Dell, with eight officers and 77 members present, according to Tylers Margaret Farris and Mae Nelson.

The president welcomed new members and those attending their first meeting. Lillian Reilly reported that the sick list included Kate Vessley, Helen Peterson, Agenes Grossi and Pearl Schultz.

Kitty Glosser announced that the testimonial dinner for the outgoing president would be held at the Bonfire Restaurant December 16.

It was also announced that Sid Eisenberg, of the Hope School, would be present at the next meeting to show motion pictures of the youngsters. Charlotte Melville donated a Swedish tablecloth to be given away, with proceeds to go to the blood bank.

Penny parade netted \$8.93, and the dark horse of \$20.50 was won by Emma Schaff. June Tate donated a manicure set, which was taken by Rita Bauck.

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USE IT ON ALL YOUR MAIL Your local post office will be glad to furnish you with any information concerning postal zones.

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1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- Acts, Songs, Gags
Advertising Specialties
Agents, Distributors Items
Animals, Birds, Snakes
Business Opportunities
Calliopes and Band Organs
Collectors Items
Costumes, Uniforms, Wardrobes
Food & Drink Concession Supplies
Formulas and Plans
For Sale—Secondhand Goods
For Sale—Secondhand Show Property
Help Wanted
Instructions and Schools
Locations Wanted
Magical Supplies
Miscellaneous
Mobile Homes, Accessories
M. P. Films—Accessories
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies & Developing
Ponies
Printing
Rigging and Props
Salesmen Wanted
Scenery, Banners
Talent Wanted
Tattooing Supplies
Trucks, Trailers, Accessories
Wanted to Book
Wanted to Buy

Music, Records, Accessories

- Business for Sale
Record Pressing
Situations Wanted
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

Coin Machine Headings

- Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

Talent Availabilities Headings

- Agents and Managers
Bands and Orchestras
Dramatic Artists
Hypnotists
Miscellaneous
M. P. Operators
Musicians
Outdoor Acts and Attractions
Vaudeville Artists
Vocalists

3. Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—20¢ a word. Minimum \$4
DISPLAY CLASSIFIED AD—\$1 per agate line. One Inch \$14 (14 agate lines to inch)
TALENT AVAILABILITIES AD—5¢ a word. Minimum \$1
Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in _____ Issue

NAME _____ I enclose
ADDRESS _____ remittance of
CITY _____ STATE _____ \$ _____

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

Denver Ops Went After New Locations in 1958

By BOB LATIMER

DENVER—New locations and multiple vending have been primarily responsible for a 5 to 10 per cent increase in bulk vending revenue reported by operators for the current year. A migratory population boom is the underlying cause of the sharp increase in locations.

Operators have done very well in spotting machines in restaurants, bowling alleys, cocktail lounges and shopping centers sprouting up

all over Denver and surrounding suburbs. These new spots are generally additions to the routes and not simply replacements for other locations lost thru store bankruptcy.

Multiple vending has also proved very successful for operators here. Most operators are using three machines in spots where a single machine was in operation only a year ago. There is also growing enthusiasm for multiple stands holding six machines each. They plan to spot these batteries in supermarkets.

Little Change

There was little change in product vended over the past year. Charles Flowers, however, is one operator who substantially increased the number of his machines vending pan candies. Ball gum-charms is the backbone of the business. There is little vending at levels higher than a penny. The 5-cent capsule is the only attempt by operators to get into more expensive bulk vending. Charms are vended in the majority of machines, and operators here are satisfied with the variety and quality turned out by manufacturers this year.

Not only have operators been

(Continued on page 60)

Charity Drive Gets Boost by Coin Vending

NEW YORK — Leaders of the automatic merchandising industry met Wednesday (3) at the Park-Sheraton Hotel where they were luncheon guests of Melville B. Rapp, executive vice-president of Apco, Inc., at the kickoff of the 1959 March of Dimes Campaign.

Rapp is chairman of the Automatic Merchandising Division of the drive's New York campaign.

Speaker was Ernest M. Frost, director of the New York March of Dimes. Frost said that tho the Salk polio vaccine can stop polio, the majority of people have failed to take the necessary three shots, and polio is still a major threat. He said that the Foundation would conduct a January drive to convince people to take thier shots.

Foundation Work

Frost also described the work the Foundation is doing in research with virus diseases, arthritis and central nervous disorders.

Lester Reiss, local March of Dimes executive, suggested that operators be encouraged to give a portion of one day's collection to the Foundation.

He cited the example of Charles Bernoff, Regal Music, who did so and gave \$497 to the March of Dimes. Rapp suggested that such a program could be publicized, with posters on each machine proclaiming that a certain percentage of the day's receipts would be given to the March of Dimes.

WVMOA to Battle Taxes In New Year

LOS ANGELES — Campaign for equitable taxes on bulk vending machines in surrounding municipalities will be stepped up after the first of the year, members of the Western Vending Machine Operators' Association voted at their regular monthly meeting at the Unique Restaurant, November 25. There will be no meeting in December.

William H. Siegle, president, led a discussion of what the group considers discriminatory taxation. Municipalities of Lakewood and Garden Grove were singled out for the first move, with a committee to appear before the city administrators to plead the case.

Bill Coombs, secretary, was thanked by members for his promptness in mailing the meeting notices. Daniel F. Lally, treasurer, advised that the restaurant was increasing its dinner prices.

President Siegle re-introduced the Preston Coombs to the group Dick Carey, of Gardena, a new operator, was a visitor.

START SERIES IN THIS ISSUE

CHICAGO — This issue kicks off a series of articles on bulk vending conditions in major cities during the past year. Changes in operating methods as well as basic problems that operators faced are explained for each city included in the series. Reports this week come from Milwaukee and Denver. The stories may be found elsewhere in this section.

Mandell Makes Soap Machine

NEW YORK — Moe Mandell, Northwestern Sales & Service, local distributor of bulk vending machines and supplies, has gone into manufacturing.

Mandell is currently making a single-selection machine for use in locations with coin-operated laundries. The unit, operating on a 10-cent vend, will handle soap, bleach, ammonia or bluing.

Dimensions of the machine are 20 inches high, eight inches wide and eight inches deep. Capacity is 50 packets measuring three inches by 2.5 inches by a quarter inch. List price is \$39.50.

Mandell has the ingredients packed in dry form in containers suitable for vending.

Loss of Downtown Spots Big Milwaukee Problem

By BENN OLLMAN

MILWAUKEE — The steady loss of locations in the heart of town accompanied by dispersion of new store construction to the fringes and suburbs have been the most significant developments for bulk vending here over the past year.

Typical of the trend is the closing of small grocery stores, filling stations and drugstores in the city. As retail stores follow the shifting of the old community, bulk vending operators have found it necessary to spot machines over an ever larger area. This trend continued into 1958.

New store construction is often consolidated into shopping centers. Has the opening of at least a half dozen shopping centers in the past several years compensated for the loss of downtown locations? Are enough new spots for bulk vending equipment being created in the shopping centers to offset the closing of those in the core of the city?

Serious Problems

Shopping centers present serious problems, according to veteran operator Erwin Samp. "First of all, they are extremely difficult locations for the operator to penetrate.

Most of the outlets in shopping centers are chain stores. They usually discourage the use of bulk vending equipment unless the operator installs it at their terms. It usually involves some red tape to get into these chain outlets. The small, independent merchant, garage owner or machine-shop operator are still our best prospects. They are more approachable than the impersonal chain stores in shopping centers."

Distributors and suppliers report that during the recent recession a number of factory workers who had been laid off from their jobs toyed with the idea of keeping busy with a string of machines. Said one supplier: "They soon learned that it is not an easy get-rich-quick proposition and dropped out. As a result of this fast turnover of part-time operators, today there are a lot of peanut and gum machines rusting in basements around here."

Bulk vending is dominated here by a handful of operators. The high

(Continued on page 60)

Ind. Cig Tax Hike Unlikely

INDIANAPOLIS — An imminent possibility of a renewed attempt to increase Indiana's 3-cent cigarette tax vanished with the counting of the ballots on the night of November 4.

Strongly supported by the incumbent State administration, a bill hiking the excise to 4 cents was nearly enacted in the closing hours of the 1957 session of the Indiana General Assembly. The raise was resisted massively by Hoosier tobacco dealers.

Democrats staked their campaign on tax increases voted by the Republican-led Legislature in 1957 and approved by the Republican governor, Harold W. Handley.

In conformity with the national pattern of the 1958 election, normally Republican Indiana was carried by the Democrats, and even Governor Handley, seeking a seat in the U. S. Senate, was buried under an avalanche of Democratic ballots.

Now the Democrats will be in a position to implement their pledge against new taxes or the increase of old taxes. For theirs will be a lop-sided control of the House of Representatives while in the Senate they will be only three votes behind their Republican antagonists. Handley, tho thwarted in his bid for the U. S. Senate, remains governor for another two years.

Even without the raise in the cigarette tax, Hoosier operators were staggered by the comprehensive increases of Indiana taxes in 1957. The State derives the major portion of its revenue from what is known as the "gross income tax." Cigarette vending machine operators who had been paying at the rate of 1 per cent were raised in 1957 by 50 per cent, to 1½ per cent. The wholesalers' hike was 100 per cent, from one-fourth of 1 per cent to one-half of 1 per cent.

Raynor Will Talk At Graff Party

DALLAS—Milton Raynor will be featured speaker at a Christmas dinner party of Graff Vending Supply Company, announced President Everett Graff last week.

The party will be held December 12 at the Oak Cliff Country Club. More than 200 operators are expected to attend.

Charm Mfrs. See Big Emphasis On Feature Charms During 1959.

NEW YORK — Four of the nation's leading charm manufacturers see a shifting of emphasis away from fill and toward the more expensive feature charms and gimmicks.

For example, Bill Falk of Plastic Processes has 60 per cent of his production devoted to feature charms this year, and he plans to boost this figure to 80 per cent next year. In 1957, most of his production was on fill charms.

Sam Eppy says that his current

production is 80-20 for feature charms, and he plans to keep the same ratio next year. For 1958, both Paul Price and Bob Guggenheim each turned out roughly the same number of feature pieces as fill pieces. Next year, Price intends to concentrate almost exclusively on gimmicks, but Guggenheim intends to keep the same production ratio.

A wide price gap exists between fill and feature charms, with the former selling for about \$2 a thousand and the latter ranging be-

tween \$7 and \$13 a thousand.

The increased emphasis on the more expensive charm items is regarded as a healthy sign for the industry. For one thing it indicates that operators are taking more pains in stocking their machines and are alert for new ideas.

For another thing, it indicates that the all-charm machine is gaining in popularity and that the new feature charms are selling well.

Old Favorites

But despite all the new releases, there are enough perennial items — often fill — which consistently earn money for the operator.

Among the all-time favorites — tho not necessarily in the order named — are rings, compasses, harmonicas, buttons and charms which glow in the dark.

Other categories which never seem to die out are charms which are anatomical in nature (false teeth, etc.) labeled charms (records, grocery products, etc.), action charms (games, scissors, pliers), Western charms and vacuum-plated items.

And while the charm manufacturers will concentrate more and more on new items and features, the old favorites will still account for a substantial part of their production.

NEXT CONVENTION

NVA Stages Business Meets in Afternoon

CHICAGO—Afternoon business meetings and morning exhibit hours are two basic programming changes in next year's National Vendors' Association convention, said association counsel Milton Raynor last week.

The convention itself will be held April 17-19 in Chicago, he continued. Site where it will be staged is yet to be selected.

The business meetings will be immediately preceded by a noon luncheon, said Raynor. The meetings, beginning at 1:15, will be held in the same room as the luncheon and will last until approximately 3:15 in the afternoon. Two short business sessions will be held during the NVA convention, said Raynor.

These were the main results of a convention committee meeting recently held in Chicago (The Billboard, December 1). The meeting was presided over by chairman Rolfe Lobell and was held in the offices of counsel Raynor.

Also discussed by the committee was the content of the business session. Speeches by executives outside the bulk vending industry

and films on selling and merchandising were suggested as good possibilities. It was definitely decided to reserve open time during the second business meeting for general discussion by all in attendance. This will give everyone the chance to put before the common group special problems or ideas that he may have, said Raynor.

Minting of 2-Cent Coin Would Help Bulk Ops

NEW YORK — While the penny vend still is the mainstay of the bulk vending industry, the increasing cost of ingredients and labor is reducing the operator's profit margin to a dangerous point, according to Sam Eppy, local charm manufacturer.

Moe Mandell, Northwestern Sales and Service, pointed out that while agitation for a 2-cent coin has been going on for some time, little has been done to sell the idea

to the Congress and to the Treasury Department.

According to Mandell, the only item which can be vended profitably for a penny is ball gum. Charms, he explained, promote the sale of ball gum, but they must be vended for more than a penny if they are to stand alone.

Limited Selection

He said that the 1-cent vend limits the ingredient selection of

(Continued on page 59)

OFFICIAL
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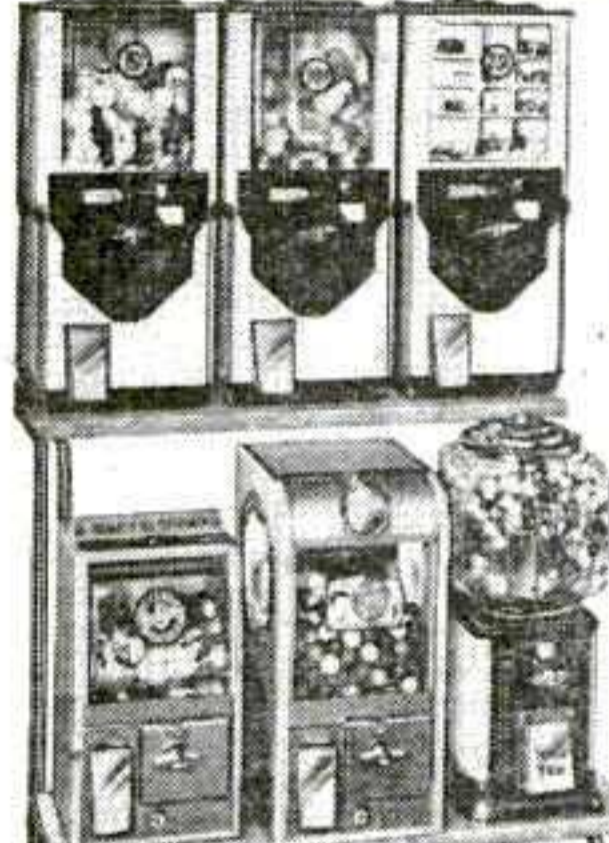
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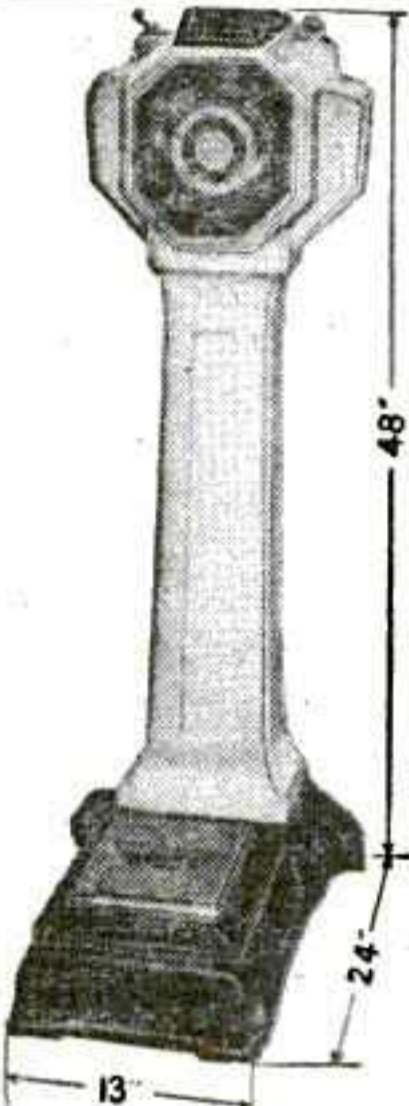


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2-Cent Coin Would Help

Continued from page 58

the operator, thereby reducing the incentive of the customer to buy. He added that the penny vend allows the operator to dole out six or seven peanuts and this often creates customer resentment.

Eppy pointed out that because of inflation, the purchasing power of the penny is fast disappearing. He cited the tremendous production of pennies and suggested that some of this production might well be diverted to the manufacture of a 2-cent coin.

According to Eppy, attempts to vend bulk items for two single pennies failed because the child is in the habit of inserting one coin for his purchase. He feels that if a 2-cent coin were available, the purchaser would have no objection to depositing it in a bulk machine.

Cigarettes, Candy
Cigarette and candy operators would also benefit from a 2-cent coin. Many candy operators are faced with the prospect of operating on too slim a margin at a 5-cent vend, or jumping to 10 cents and risk discouraging business. A 7-cent vend might solve their problems.

Cigarette operators are having trouble holding the line at 25 cents

for regular cigarettes, and the 27-cent vend entails penny packs. A 2-cent coin, with the coin acceptor taking a quarter and a 2-cent coin, would help out.

Roger Folz, president of the New York Bulk Vendors Association agrees that the customer has a psychological block when it comes to inserting two coins in a bulk vending machine.

He pointed out that on his own operation, the two-coin vend has been tried and found wanting. Folz reasons that were a 2-cent coin available, this resistance would not have materialized.

25,000
Color Vacuum-Plated
CHARMS—Series #10
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(That's \$2.50 per 1,000)

Consists of over 100 Assorted CHARMS in Gold, Silver, Red, Blue and Pink Color Vacuum-Plate.

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N.W. 39 1c Porc.	7.95
N.W. Model 33 1c Porc. Con- verted for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00

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Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Large Tulip	.73
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Pistachio Nuts, Shell	.48
Cashew Whole	.44
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.37
Baby Chicks	.57
Rainbow Peanuts	.30
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 Ct.	.59
Hershey-ets	.47

Rain-Blo Gum, 60 ct.	.30
Malt-etts, 100 ct., per 100	.37
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct., 200 lb minimum, prepaid on all Rain Blo Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.40
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands,
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STAMP FOLDERS, Lowest Prices Write

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GET YOUR SHARE WITH

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You'll hit the
jackpot with this
selective tab
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columns for wide
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bigger capacity
have doubled
and even tripled
sales. "Quick
Change" mer-
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time in half



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MOE MANDELL
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**Lorillard Shifts
5 Top Executives**

NEW YORK — Five top executives of the P. Lorillard Company have been named to new posts, with Lewis Gruber, Lorillard president since 1956, becoming chief executive officer and chairman of the board. He will continue to set company policy.

Harold F. Temple, vice-president and director of sales, becomes president, while Manuel Yellen, formerly vice-president and director of advertising, moves into the berth vacated by Temple.

In other promotions, George A. Hoffman, director of manufacturing, becomes a vice-president, and Morgan J. Cramer, director of export and government operations, joins the board of directors.

Irvin H. Peak, director and executive vice-president, has reached the mandatory retirement age of 65.

Named to the new post of advertising manager is Tom Tausig, who had been assistant director of advertising since 1957.

**P. Morris Names
Turner, Cullman**

NEW YORK — James E. Turner has been named vice-president in charge of sales and Hugh Cullman has been named director of the Philip Morris Overseas Division. Turner was formerly export sales manager, while Cullman is assistant treasurer. Turner joined the firm in 1937, while Cullman has been with the company since 1954.

Robert P. Roper, PM vice-president for operations, was recently named chairman of the Tobacco Division of the USO Fund of New York. The Fund seeks to raise \$1,600,000 this year.

**Bantam Super
Chalks Gains**

CHICAGO—A beginning trend toward bantam supermarkets may provide valuable new locations for bulk vending operators. These pint-sized supers are designed for convenience shopping—chiefly of staple foods—for metropolitan residents. The stores keep long hours, and are often open until midnight, seven days a week.

The movement began in Southern California, Texas, Florida and the Denver area, with spotty growth in major cities elsewhere. Three new firms recently announced plans to launch chains of the bantam supers, according to Supermarket News. Convenient Food Marts opened the first of 1,000 projected stores in suburban Chicago two weeks ago. The Convenient chain is planned on a national scale. Pik-Quik, Inc., Minneapolis, plans to form a chain in Florida. Farmhouse Stores, Philadelphia, has plans to open around 65 stores between Philadelphia and Washington.

A bantam supermarket is designed for the metropolitan resident who wants to make quick, limited purchases, often at odd hours. They are located on main arteries and have small parking lots so that motoring patrons can quickly get in and out of the stores.

**Hold 3d CAVA
Show Next Nov.**

LOS ANGELES — Tentative plans for the third annual California Automatic Vendors' Association are being made for November 21 and 22, 1959. B. J. (Bob) Grenier, CAVA president, said here last week.

Grenier said that the vending machine show will include 80 booths instead of 45 as this year and will be held in both the Sunset Room and Ballroom at the Ambassador Hotel. The association concluded its second annual two-day show here November 23.

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BIG BEAUTIFUL RINGS!
• MIXES FOR EVERY NEED •

DELUXE RING MIX (15 gorgeous stone rings) \$11.75 per M	PLATED RING MIX (11 vacuum plated rings) \$8.74 per M	SPECIAL RING MIX (entire selection) \$5.00 per M
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STAR BRITE BALL GUM
Save Money!

GET ALL THREE . . .

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SAVE MONEY!
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MONEY-MAKER
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\$13.25 ea. **\$12.75 EACH** 100 or more.
Packed and sold 4 per case.

Write for Lowest Prices on our complete line of
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• CAPSULES • MACHINES

Order Now From Victor's South-eastern Distributor.

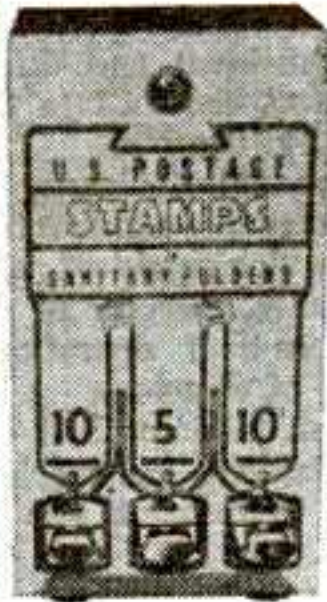
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**MUNVES' POSTAGE
STAMP MACHINES!**



**3
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**7 1/2" wide
6 1/2" deep
13 1/2" high
Wt.: 11 Lbs.**

1, 4 and 8-Column Machines also available. Write for Prices!

Blue Hammertone Cabinet, Blue and Red Lettering on Baked White Enamel.

EXPORT—ALL MACHINES

Vending Machines Made to Order.

MIKE MUNVES

CORPORATION
BRyant 9-6677

577 Tenth Ave., New York 36, N. Y.

Denver Operators

Continued from page 58

finding new locations, but there has been a noticeable tendency for the bigger to buy out the small, part-time operator. The seven largest operators in Denver have added an average 100 machines to their routes in this way over the past year. In a couple of instances, the largest operators have bought up several hundred machines on location from other operators.

Taxes and sanitation codes have not been a problem in this area during 1958. No legislative changes have been made, and operators do not anticipate any in at least the near future. Neither has there been any tendency to diversify into major equipment vending. Operators are unanimous in their belief that the highest profits are to be made in bulk vending only thru specialization. Denver operators also report that co-operation between major equipment and bulk vending operators is the rule.

Downtown Spots

Continued from page 58

costs of doing business combined with low profit margins are cited as prime reasons why few new people are going into the business on a permanent basis. These same factors are held responsible for a gradual dwindling of full-time operators over the years.

Charms and capsules are frowned upon by the law in Milwaukee. Several seasons back local police labeled these units gambling devices and confiscated a number of machines in locations. Chiclets and ball gum are the most commonly vended products. Penny peanut vendors have almost disappeared from the scene. Nickel nut machines are still in demand, however. Operators claim that the wholesale costs of nuts has virtually pushed them out of the coin machine market. In addition, they prefer fills that do not require the servicing of nut machines.

FOR SALE

13-Col. National, \$175.00; 11-Col. National, \$155.00; 9-Col. National, \$90.00; 7-Col. National, \$70.00; 8 Rowe, Model 430, \$80.00; 11 Rowe, Model 520, \$135.00; all mechanical; also 13-Col. National Electric, \$195.00, and C-8, all coin combination, \$80.00. All reconditioned. Cash prices only.

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CAPSULE VENDOR**
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Here's the 25c Vendor that has the whole trade talking! At the low, low price of just \$18.45 this machine pays for itself on one loading... takes in \$87.50!
The Oak 25c Capsule Vendor vends lighters and a select assortment of jewelry items being shown by Oak factory sales offices listed below. Innumerable items in standard capsules will make the 25c Vendor a great profit producer for you!
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Attack Racketeer Pressuring Of Distributors in Senate Probe

Detroit Hood, Frank Cammarata, Questioned During Committee Hearings; Pleads Fifth

WASHINGTON — A blockade run by racketeers against distributors of Seeburg music machines was the target hit by the Senate committee on rackets in labor and management last week (4) in its preliminary probe of the coin industry. During the brief but fiery session, committee chairman John McClellan (D., Ark.) became increasingly annoyed at witness Frank Cammarata, an old-time Detroit hoodlum, for pleading the fifth amendment. McClellan called on committee staffers to develop background on Cammarata and his connection with the juke box industry.

Arthur Kaplan, assistant counsel for the committee, said he had investigated Cammarata and uncovered a situation where Music Systems, Inc., distributor for Seeburg in Detroit and Ohio, had trouble selling machines. Operators were told not to buy machines from Music Systems but to buy from

Angott Distributing, a company favored by Teamster Local 985, headed by William Bufalino in Detroit.

New Union

Music Systems tried to set up an independent union so it could put union labels on machines and end picketing. The company failed in its attempts, however, and called on Cammarata. Cammarata met with Vincent Meli, a juke box operator who opposed Music Systems, and it took only a few words in Italian or Sicilian to straighten out the problem. Cammarata in effect told Meli to be "nice" to Music Systems and not give trouble.

In a short time, according to prober Kaplan, Music Systems no longer had trouble selling machines. Committee counsel Kennedy pointed out that Meli's brother, Angelo, is the elder statesman of the underworld in Detroit.

Cammarata next appeared in Youngstown, O., where Music Systems was having trouble selling Seeburg "100" machines. The distributor here tried to get into the International Brotherhood of Electrical Workers but couldn't. A few words from Cammarata, and Emmanuel D'Amato took over the franchise and there was no difficulty. *(Continued on page 63)*

Second Juke Assn. Started in Detroit

UMO Future Uncertain, Officials Not Available; 41 Signed to New Group

DETROIT — A major reshuffling appears to be under way in the Detroit juke box trade association scene.

About 41 operators met last week and organized a new group, Music Operators, Inc.; elected temporary officers and promptly proceeded to file incorporation papers for a State charter in Michigan.

The future of the existing group, United Music Operators of Michigan (UMO), now appears uncertain, and association officials are unavailable for comment.

First Meeting

The first meeting of the new association (MOI) was held at the salesroom of Fabiano Sales & Service Company. The group named Leo Piazza conciliator and director of public relations. Interestingly, Piazza comes to the new organization after being field man with the United Music Operators under direction of Roy Small, UMO's conciliator.

UMO meanwhile still maintains

its offices in the Fort Wayne Hotel here, but inquiries at the hotel indicate that personnel have been "on vacation" for about two weeks.

Roy Small, conciliator and public relations counsel of UMO, has been out of town for about three weeks in connection with other business interests and was not expected back until late last week (past Billboard press time), according to Mrs. Small. She did, however, say that a statement on the UMO was anticipated upon his return.

Low Piazza, meanwhile, acting as spokesman of the new association, said that 45 operators attended the original meeting and all but four had been signed up.

Piazza said the new group would restrict membership to juke box operators, leaving out amusement games and vending machines.

Officers

Temporary officers of the new Music Operators, Inc., all major operators in their own right, are: President, Lou Nemes, Grand Music; vice-president, Frank Alluvot, Frank's Music; secretary-treasurer, Carl Angott, Angott Distributing Company; directors, Frank Fabiano, Fabiano Sales & Service, and Vincent Meli, Meltone Music. (See story on Senate hearings for other references to Meli and Angott.)

Permanent officers will be elected in the near future, officials said. Headquarters have been established at 13502 Fenkell Avenue, with exchange answering service TRinity 1-4811.

Altho there was no further comment from officials of the new organization at this time, an indication of the tone of conditions can be had by statements made earlier in the week by Frank Alluvot, then only a prime organizer of the group.

Reorganization

Alluvot stated flatly that the "music industry in Michigan was reorganizing." He said that five of the largest operators in the Motor City had "walked out" of UMO. Significantly, these same five turned out to be the officers of the new group.

Alluvot stated that "the old association (UMO) hadn't done anything for the members for months. If you are dissatisfied with something" he continued, "there's no use trying to patch it up."

"It seems as tho the history of *(Continued on page 62)*

Denver Ops Fear \$50 Juke Tax

DENVER—Phonograph operators in Denver are watching with apprehensive interest a proposed \$50 tax on phonographs which may be applied during 1959.

To date, operators have paid \$12.50 per year on juke boxes, levied by the city and county of Denver. The tax on games is \$10.

At.-N. Y. School Pulls 35 Ops

NEW YORK — Murray Kaye of the Atlantic - New York Corporation reports that some 35 operators and servicemen attended the Seeburg service school Monday (24). The schools will be held each Monday thru the fall and most of the winter.

Emphasis has been on stereo, with John Stuperitz, factory field engineer, in charge of the sessions. According to Kaye, Atlantic-New York has made 60 stereo installations in the New York area, with all stereo machines set at 10-cent play for singles and 15 cents for EP's.

Senate Probe To Focus on Labor Unions

WASHINGTON—In a statement issued earlier on the forthcoming Senate investigation, Senator McClellan said the committee is endeavoring to discover the extent of racketeer infiltration into the coin machine industry.

Focal point, he said, will be an attempt to determine whether or not labor unions in this field have been formed and operated for legitimate labor union aims or whether in many cases they have been formed as an adjunct to and enforcement arm for management acting in collusion to allegedly monopolize the industry.

About 100 witnesses have been subpoenaed to appear, including Gerardo Catena, Newark, N. J.; Joseph Massei, Miami; Joseph Indelicato, Miami; Harold Sherry, Los Angeles; Harry Friedman, Cleveland; Carlos Marcello, New Orleans; Raymond Patricarca, Providence, and Fred Sica, Los Angeles.

MUSICAL BIOGRAPHY

George Sammons: From Office Boy to President

By ELTON WHISENHUNT

MEMPHIS—One of the best known juke box figures in the Mid-South, George Sammons, started out as an office boy and ended up owning the company he now heads.

The tall, pleasant southerner is president of Sammons-Pennington Company, local Seeburg distributor. He's constantly on the go, traveling some section of the territory every week, calling on operators and handling sales for his firm.

Early Start

Sammons started to work in 1936 for Jack Canipe Sr., one of the pioneers in the juke box field.

Canipe operated in several parts of the country. Sammons worked for him when he was 16 and still in high school. He was an office boy and was hired to answer the phone and relay calls to route men.

In 1938, when he graduated, he was hired as a route man. At that time the name of the company was Electric Ball Company and was the Memphis branch of a Dallas company, which was the Seeburg distributor.

Young Sammons worked a route from 1938 to 1940 and learned the business. He took care of service, repairs, bought records, *(Continued on page 63)*



GEORGE SAMMONS, seated, started out as an office boy at 16 and now heads a big phonograph distributing enterprise in Memphis. His partner, D. V. (Cotton) Pennington, standing, is service manager.

LETTER TO EDITOR

Title Strips on Record Sleeves Not Practical

The following letter was received from Norman W. Morgan, manager of Star Title Strip Company, in response to a suggestion by an Alabama operator that title strips be made a part of the record sleeve. The original suggestion by Dr. H. E. Killian appeared in the November 24 issue of The Billboard. The Billboard would be interested in any ideas on this subject. What's your opinion? Address all replies to Robert L. Dietmeier, Coin Machine Editor, The Billboard, 188 West Randolph, Chicago.

"Dear Editor: I would like to take this opportunity to thank The Billboard magazine for the chance to answer Mr. Killian's letter published in your November 24 issue.

"Mr. Killian's letter displays an acute lack of knowledge concerning the printed title strip field. I would like to enumerate a few points of information for him and for others who are not informed.

"1. A situation prevalent in the Alabama territory does not make it a nationwide problem. The greatest majority of operators are receiving free printed title strips when he purchases his records. The

modern one-stops and distributors provide the free printed title strips as part of their service.

"2. The idea of printing the title strips on the record sleeve is not a new one. Some 10 years ago, Star was toying with this idea but discarded it because it was too complex and expensive to be workable. The burden of this added cost would be passed on to the operators. Title strips must be a relief for the operator, not an additional burden.

"3. An economical, flexible printed title strip service is available to all manufacturers and their *(Continued on page 62)*

Coinmen You Know

New York

Al (Senator) Bodkin is busy drumming up donations for one of his favorite charities — the National Catholic Community Services USO. Bodkin and Meyer Parkoff, Atlantic - New York, are co-chairmen for the Coin Machine Division of the NCCS. Anyone wishing to donate to the NCCS, which provides food and entertainment for servicemen of all faiths, may do so by writing the Senator at 69-10 Yellowstone Boulevard, Forest Hills, N. Y.

Barney Sugarman, Runyon Sales, is back on the job after a siege in the hospital and a recuperation period at home. . . . Johnny Bilotta, New York State Wurlitzer distributor, is back at Newark, N. Y., after a Florida vacation and a business trip to Chicago.

Ermi Levine, Keystone Music, is leaving the city for California. He sold his route to Larry Ser-

2d Juke Assn.

• Continued from page 61

the music associations in the city is to go along for two, three, four or five years and then we get off on the wrong track and break up." He wouldn't elaborate further, tho, on what specifically he meant by the "wrong track."

Rift

Signs that a rift has been brewing within UMO, tho on a strictly behind-the-scenes basis, have become increasingly apparent in recent weeks.

UMO, shortly after moving into new quarters at the Fort Wayne Hotel recently, announced a "program of reactivation" would get under way.

Conciliator Small also was known to be in favor of setting up a profit-sharing type of operating corporation, with shares available for all subscribing operators.

The idea was for some of the smaller companies to pool their efforts and resources in one co-operative effort. A number of operators were even named to an organizing committee, but nothing ever came of the effort.

Status Clouded

The status of the trade association picture now appears to be clouded. Certainly significant will be whatever action conciliator Small of UMO may or may not take upon his return to the local scene. But of equal significance will be steps taken by the new association and their success in getting members, with many observers already pointing out that their present figure of 41 can be significant—depending upon the degree of activity.

lin, Lou Price and Morris Kahan of County Enterprises.

George Holtzman is out of the hospital and home recuperating. . . . Tom Greco, Greco Bros., Glasco, N. Y., reports that six inches of snow have fallen in his area, slowing up the routemen on their rounds. . . . Lou Boorstein, Leslie Distributors, is taking golf lessons.

Chicago

There just isn't any way of getting around saying that for coinmen and most coin exhibitors, the park show last week was a big, fat bust. It is true that the arcade equipment manufacturers, and one or two other major equipment manufacturers with arcade pieces—notably Chi Coin and Bally—undoubtedly did better than the rest. But the question of why many companies continue to exhibit year after year—especially those without equipment which might directly appeal to park people—is a good one. This year's turnout and results was so poor, it's about time the coin industry decide what's in it for them. Isn't one a year — MOA—enough? Nobody would rather see another all-out coin convention and exhibit than we would if it was worthwhile. But from what we can recollect, they were all-out outings, not conventions.

Letter to Editor

• Continued from page 61

distributors. I am safe in saying that the record companies are satisfied with the services offered by the commercial printed title strip companies. They leave the title strip business in our hands.

"4. The growth of the printed title strip was due to following important factors: The introduction of this type of service for the operator by Star, the fine cooperation from the record companies, the acceptance by the operator of our services.

"Our success in the printed title strip business can be credited to the record industry and the progressive operator businessman. Their success is further success for us.

"The Southern States badly need printed title strips and we are making every effort to encourage the adoption of this service. I feel sure that the one-stops and distributors in Alabama will provide the free title strip service which is so customary thruout the major portion of the United States.

"Sincerely yours,
"Star Title Strip Company, Inc.
(Signed)
"Norman W. Morgan
"Manager"

Rivaling the park show—and probably surpassing it—for real interest was the now-famous Texas scratchpad story which made the rounds last week. It seems that Fat Jimmy Johnson, from San Antonio, was in town with a unique piece for taking down notes, a "Texas Scratch Pad." It consisted of 10 crisp new one-dollar bills. Fat Jimmy proudly showed it to Billy DeSelm, United sales chief, watched closely to get his reaction when he opened it up. Billy thought it was a fair idea and what one might expect of a Texan, and a big Texan at that. But Dick Ford, BB coin ad chief, was on hand to spoil it. No small man himself, Ford suggested that for a Texan, 10 one's were for pikers—they should be 100's. That ended that (Ford escaped without serious injury). At the show, the United booth was ably manned by Johnny Casola most of the time. In fact, he was so conscientious about his assignment, BB decided to check into it. Finding: Claudia Davy, a beautiful doll gracing the Williams' exhibit premises (a fact which also explains why Sam Lewis, Williams sales exec, took his exhibit duties so seriously). Herb Oettinger, United veepee, also hosted at the United booth, back from recent trips East. He was happy to report that the United juke box is rolling along. Also spotted at the United booth: Sam Weisman and Harry Berger of Double-U Sales of Baltimore. Sam was bemoaning the park bust.

Irving Kaye and Buddy Knox, both of whom manned the Irving Kaye booth, were also conscientious about their booth duties (for the same reason as above, except that we didn't catch her name). Next door to Kaye's, Chi Coin's jumbo-sized exhibit was humming much of the time, largely it seemed because of "hot interest" (Harry Glick's term) in the Commando Machine Gun Gallery and trailer installation. It could be that Mort Secore would be more places at once than he was taking care of the prospects, but it's doubtful. Art Weinand, CC's sales head, seemed happy enough about the proceedings, was last seen huddled in close conference with a coin trader talking deals.

Bally's Herb Jones reported he'd picked up a few new contacts for coin rides and all in all, thought this was about s.o.p. for the park run. Bill O'Donnell, Bally sales exec, (better known as the "Iron Man" for endurance) busied himself during the week entertaining the visiting firemen. Art Garvey put in an appearance at the show and was off to better things.

Valley's Earl Feddick and Pack Sound Engineering's Stan Piotraczk (formerly with Valley) held down the fort at Valley's convention booth and both looked like they were at least enjoying themselves in the Windy City, altho maybe not quite as much as the time they came to town to take A.B.T.'s George Kozy to the Chez Paree
(Continued on page 64)

Tune Talk . . .



Earl J. Bowman, veteran St. Louis coinman, tells what records he is putting out on the route this week.

the picks

Problems, Everly Brothers (Cadence)

"I listen a good deal of the time to disk jockey shows, and this record was heard many times on the various programs. Then, too, we have about six locations on which we try out new records the minute something comes out, and in the two weeks at these spots this tune got good play on all the locations tested."

Caravan, Cozy Cole (Love)

"Cozy Cole just hit the record market with two good tunes, 'Topsy' and 'Turvy,' and his latest is being put out because of his past performance. He (Cozy Cole) is a hit on the market now."

Hideaway, Four Esquires (Paris)

"Frankly, this one is going out because of the stars. They usually put out a record which gets good play, altho it may not be at the top of the heap."

It's All in the Game, Tommy Edwards (MGM)

"This ballad is not a new tune, but a rewrite of an old one. It was picked out because of its popularity on disk jockey shows and it did alright at our test locations."

Christmas Tunes, Mitch Miller (RCA Victor) Christmas Tunes, Elvis Presley (RCA Victor)

"These two EP's go without question, because both are done by top artists in the business."

the buyer

Earl J. Bowman, route manager of Coin Craft, operating division of J. Rosenfeld Company in St. Louis, was an electrical engineer before going into the coin machine industry in 1931. He later headed Ace Machine Company, music and amusement games machines firm, for about five years before being drafted in 1942. A former Army technical sergeant, he spent 33 months in service and saw action in the China-Burma-India theater.

His military life laid the groundwork for his hobby—raising minks—which started out as a joke. A friend in service tried to interest him in mink raising, but he declined. The friend went to Wisconsin "and did well." He continued to write Bowman and about three years ago the coinman purchased six minks, caring for them in his back yard.

"It became more and more interesting," Bowman says, "until finally the back yard was too small." His present 180 minks are being raised on a farm, bought about a year ago, at Pacific, Mo. Bowman, who has been with Coin Craft since 1946, and his wife (Cleo) make their home at Valley Park, a St. Louis municipality. Speaking of his hobby, he adds, "I've got just about enough for a mink coat."

"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.

DOES YOUR ONE-STOP SERVICE MAKE MONEY FOR YOU?

Have you been paying pennies over wholesale for your one-stop service? Have you lost business because of delay in your one-stop deliveries? Have you missed a sale because your one-stop service has an inadequate inventory?

SWITCH TO MUSICAL SALES AND GET BACK ON THE PROFIT ROAD!

Musical Sales Company, Seeburg distributors for Baltimore, Washington and Virginia, is the oldest and largest one-stop record and accessory service in the nation. The huge Musical Sales building in Baltimore houses one of the most complete inventories in the country, and the vast shipping department guarantees same day service on any order from this nation or abroad for all labels, hits and accessories.

Musical Sales sells to you at **REGULAR DISTRIBUTOR WHOLESALE!** Nothing over, with free title strips and in one prompt postage saving shipment.

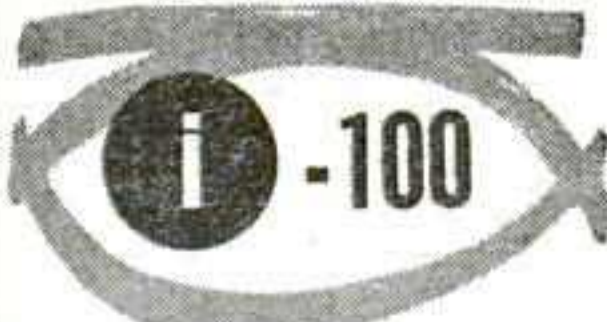
Remember, nobody beats Musical Sales prices and nobody beats Musical Sales service because Musical Sales is the oldest and largest one-stop service in the nation with worldwide distribution.

Call, write or wire your order today.



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Musical Sales Bldg. Baltimore 1, Md. Vernon 7-5755

Now at your AMI distributor's!



Every element—styling, easy operation, fast servicing, trouble-free maintenance—carefully designed to give you the finest, most profitable juke box in the world.

AMI Incorporated
1500 Union Ave., S.E. • Grand Rapids, Mich.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.

Payment enclosed

Bill me

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Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

Sammons: Office Boy to Prez

Continued from page 61

changed the machines, did all the work of a route man.

In 1940 the Electric Ball Company opened a sales office in Memphis to sell to the operators in the Mid-South area. Jack Canipe Sr., was named branch manager and Sammons assistant manager. Sammons worked on sales until January, 1942, when he went off to war.

He entered as a private, served in the quartermasters corps, won a commission and was discharged a first lieutenant in January, 1946. Returning to Memphis, he learned the history of the company he had been with:

In 1943 the Electric Ball Company had closed its Memphis office because the Seeburg Corporation went into war production making electronic equipment for the Army, Navy and Air Force.

In 1944 Electric Ball Company changed its name to S. H. Lynch Company, Inc. The company president was S. H. Lynch, of Dallas.

Sammons, a civilian and the war over, contacted Lynch and arranged to represent the company in Memphis. Sammons opened a

Memphis branch of S. H. Lynch Company, distributors of Seeburg phonographs. Sammons was manager of the Memphis branch.

Sammons brought in with him D. V. (Cotton) Pennington to head the repair department. Pennington had been an electronic engineer during the war—an instructor in radar and electronics in the Navy.

The company made good progress. Sammons handled sales. The president, he worked hard calling on operators and selling machines as if he were an employee, not the president.

In 1951 Pennington became a partner and service manager when Sammons and Pennington bought out the assets of the Memphis branch of S. H. Lynch Company and formed Sammons-Pennington Company.

The company took over the same territory and directly represented the Seeburg Corporation in the Mid-South area. The company has grown since then. It's been because of the hard work of the man at the top and his employees, and the first-class service he gives his customers.

Wurlitzer Unveils Full Stereo, Monaural Line to Distributors

Operator Showings Expected Early in '59; Feature Redesigned Cabinet, New Speakers

CHICAGO—Wurlitzer distributors throught the U. S. plus 18 foreign countries gathered here last week to view new stereo and monaural models that the firm is expected to bring out some time after the first of the year.

Altho details of the new line are not available, it is generally believed that a completely redesigned cabinet is in the works for the firm. It's also expected that Wurlitzer will have both stereo and monaural versions of each of

its new phonographs, with the firm believed to stick to its traditional 200 and 104 selection models.

The new line was shown at the firm's distributor meeting held in Miami's Carrillon Hotel, November 21-22. The meeting was of course closed to all but distributors and company officials.

However, broad general comments indicated that Wurlitzer was shooting toward a completely flexible arrangement in its new line,

with several types of speaker systems available to operators on either their monaural or stereo phonographs.

It appears that Wurlitzer will stick with its present floor cabinet speaker, available with stereo phonographs, but will also add various types of wall and ceiling speakers that can be utilized in a variety of ways in setting up stereo.

Chief differentiation between the stereo and monaural phonographs is of course in cartridge, wiring and amplifier (single for monaural, dual for stereo).

Both stereo and monaural phonographs, however, are expected to have speakers in the phonograph cabinet, altho actual speaker usage on stereo models has not yet been decided. It is expected, however, that channel separation of sound on speakers within the phonograph will be discouraged, with emphasis placed on separation thru use of supplemental speakers.

The two-day meeting got under way the morning of the 21st in the hotel's large Club Carrillon Room. Distributors were shown the new models, and actual floor discussion was held on sales philosophy and recommendations that the various distributors might have.

Both lunch and dinner were served that day, with the second day of the meeting (22) being devoted entirely to individual sales discussions and a certain amount of recreation utilizing the facilities of Miami sun, water and natural beauty.

Attack Racketeer Pressure

Continued from page 61

faculty selling machines. The union later was absorbed by the teamsters.

Probers tried to establish that D'Amato is a relative of Cammarata, but again Cammarata pleaded the fifth. He also refused to tell whether he gets a percentage of the machines operated by D'Amato. While testimony was sketchy because of Cammarata's reluctance to answer questions, the committee maintained that Cammarata, who is under deportation

orders, has been arrested 18 times. The charges ranged from possessing weapons illegally to armed robbery. He is connected by family and association, with the most notorious hoodlums in the Detroit and Ohio areas, according to counsel Kennedy.

Cammarata antagonized the committee from the very start of the 45-minute session. He appeared without counsel because he couldn't afford one, he said. Counsel Kennedy pointed out, however, that

Cammarata was not too poor to buy a house or a new car. Kennedy also labeled his strong accent as just an act, maintaining that Cammarata had spoken much more clearly to staff members earlier.

Further, Kennedy said Cammarata filed no income tax returns from 1939 to 1946, but was never prosecuted for that nor the faulty returns he made in latter years. Senator McClellan announced that he will ask the Treasury Department to explain why such leniency was shown to Cammarata.

Such leniency is a source of concern to law-abiding citizens, McClellan said.

Committee staffers also pointed out that teamster president James Hoffa allegedly tried to win a pardon for Cammarata when Cammarata was serving a term in a Michigan prison. Robert Scott, a Michigan labor official, testified during an earlier phase of the probe that Hoffa had made such a request.

Senator McClellan, obviously impatient with Cammarata's constant pleading of the fifth amendment, ordered him to appear before the committee in January if he has not deported himself by then. Cammarata told immigration officials he would be out of the U. S. by December 1, but was granted an extension to appear before the probers. He is slated to leave early this week.

A second witness slated to appear last Thursday did not make it because of a mix-up in arrangements. The witness was Joseph Blumetti, Youngstown Teamster official. He will appear Monday or Tuesday (8 or 9).

Hearings were originally planned to run three or four weeks. However, with the exception of Blumetti, no further witnesses will be heard until early January. Postponement was made because Senator McClellan had difficulty getting a quorum of his colleagues to appear.

You'll love the way it plays and pays!

Mechanically correct... beautifully styled... in colors that blend into every decor... delivering richest high-fidelity sound... the new UPB-100 offers the soundest investment an operator can possibly make in coin-operated music equipment. For long-lasting harmony between operator and location... for continuous profits year after year, cover your territory with Music by United. Write for details.

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Styled by RAYMOND LOEWY

GOTHAM OP TELLS

Dime Play and Guarantees Combine To Keep Collections at '57 Level

NEW YORK — Dime play and minimum guarantees have kept the wolf away from Joe Connors' door. Connors, a vice-president of the Music Operators of New York and head of Connors' Automatic Music, a medium-sized juke box operation, reports that current collections—about \$11 or \$12 a week after commissions—are just about the same as last year, and he's actually making more money than he did a year ago.

Connors feels that one of the prime reasons for his improved financial status is that he is not location happy. He points out that he is operating on fewer stops than he did a year ago, but these stops are all profitable ones. During the course of the year, Connors pruned the dead wood from his route, replacing them with locations that pay their own way.

He also tightened up on loans and bonuses, and he now insists on minimum guarantees ranging from \$10 to \$20 a week. On new equipment, Connors will get a weekly minimum of \$18 to \$20, while minimums on 100-play equipment run between \$10 and \$15 weekly.

Gross Play Lags
After the minimum is reached, Connors will give the location a matching amount, with all money beyond that figure splitting 50-50. Gross play this year has been considerably behind 1957, but with the minimum guarantees in effect the decrease hasn't hurt Connors. Had Connors operated on a straight 50-50 split, he would really be in rough shape.

Dime play has had a lot to do with the failure of Connors' col-

lections to fall off. All new or 200-play equipment goes on at 10 cents for a single and three for a quarter. But 100-play boxes are set at dimes for singles and five for a quarter.

During the course of the year, Connors has replaced a great many 100-selection machines with 200-play boxes, and in the process has changed them from five to three plays for a quarter. Thus, with fewer actual plays, he has been able to keep his collections on a par with 1957.

Bonus Problem

Bonuses and commissions are a constant problem in the New York area. While Connors, like many other operators, would just as soon see the practice of buttering the location owners eliminated, he is a realist.

Connors has set an arbitrary limit of \$250 on advance commissions and \$200 on bonuses. And these limits generally apply to top locations for three-year contracts.

Not all of Connors' locations are under contract. Many times he will accept a handshake as the basis for installing a machine on location, and he says that the location owner will seldom go back on his word.

Change of Hands

But what has hurt Connors has been locations changing hands or going out of business. Now he attempts to limit advance commissions and bonuses to locations which appear well established and stable. For when a new location owner moves in, whatever concessions were made to the old one carry little weight.

Connors will dump a location he

feels isn't profitable, but not before giving it a fair try. If collections are below the minimum guarantee, he will switch equipment around so that the doubtful location gets a better machine. If the newer box fails to bring collections up to where they should be, he will kiss the location goodbye.

While Connors hasn't as yet installed any stereo boxes on his locations, he plans to do so in the very near future, selecting his top locations for the two-channel music and insisting that a \$25 weekly minimum guarantee go with each installation.

Gene Waldman Joins Atlas Sales Staff

CHICAGO—A new sales staffer, Gene Waldman, 28, has joined Atlas Distributing Company here. Waldman, a newcomer to the coin machine field, has a background in the wholesale liquor business. After a brief training period at Atlas, he will be responsible for music and vending sales.

Waldman is a native of Chicago, living on the Northside with his wife and young son. He is a member of the American Legion. After graduating from school in 1947, Waldman put in two years in the Army during the Korean conflict, after which he worked for Union Liquors, a wholesale liquor distributor, as a hotel and club sales representative.

COINMEN YOU KNOW

• Continued from page 62

but decided to go to sleep early instead.

Capitol Projector's Sam Goldsmith and Leo Willkens believed the show turned out above par, at least above last year for them. They are pleased with results so far with their rental plan. Al Blendow, 35-year coin veteran, occupied with activities, and no time to reminisce.

Chet Gore, Exhibit Supply head, chuckling that the best salesmen for the firm's card venders is Herb Tekip, Riverview Park's chief of arcades. Asked if ES was planning a move back into location equipment, Chet said, smiling, "You never can tell. Right now, tho, the switch business is going like crazy." Joe and Mike Munves, looking not a day older (neither one) busy showing convention-goers thru their exhibit, jammed with wares of many manufacturers. Johnny Frantz declaring that his new counter piece "Dodge City" looks like "the" one.

Many distribs were in town last week for the show and distrib meetings. Hosting were Bob Slifer, NCMDA's executive director, and Gil Kitt, NCMDA prexy. Spotted here, there and around: J. D. Lazar, Jack Bess (looking more hale and hearty than ever if that's possible); Joe Kline (busy trying to persuade Mickey Anderson to get some equipment for him, two of something); Harold Lieberman (looking more dignified than Dulles); Don Moloney, Dave Rosen, Joe Auton and Pete Pieters, and last but not least in any sense of the word, roly-poly, jolly Johnny Bilotta, looking especially pleased over inking the deal with George Smith of Tusko (see story).

Strictly Chicago: (Mrs.) Carolyn Weintraub, long-time office manager at Gil Kitt's Empire Coin Machine, is currently recovering from acting as hostess at a combination family reunion, Thanksgiving feast, and celebration during holidays attended by over 100. Event: Official welcoming of her new daughter-in-law Carol Weintraub into the family. She and hubby live in L.A. . . . Zeke Wolf and Al Warren of Auto-Bell, moving around town fast during the week, huddling with distribs. Al finally got around to announcing Mickey Anderson as distrib. . . . Clarence Schuyler, Games, Inc., prexy, feeling good that his Wild Cat (the game) is rolling.

Kal Langer, who travels the out-of-State territory for World Wide, local Rock-Ola distributor, was in Chicago last week on one of his infrequent visits. Langer is on the road almost continuously and is lucky if he spends five weeks out of the year in the Windy City. Occasion was Joel Stern taking his yearly vacation, with Langer temporarily helping out at Joel's desk. Stern, meanwhile, is touring the West Coast and Hawaii.

At the Rock-Ola factory Les Rieck is away traveling the East Coast territory, with E. G. Doris, the firm's new vice-president in charge of sales, touring the opposite coast. Rieck is expected back this week after final stops in Washington and Baltimore, at which time Kurt Kluever takes off for a trip of his own.

Travel was order of the day for AMI's Ed Ratajack, who was in Grand Rapids, Mich., going over factory plans. . . . AMI district man, Hank Hoevanaar, spending a couple of days at AMI Sales with Manager Mike Spagnola last week. . . . Apex head, Earl Kies, had a proud moment with their second

stereo installation set up at the Elbow Lounge, Touhy and Caldwell. The installation was a joint effort between Apex's own service chief, Norman Dompke, and Atlas Distributing Company's Frank Bach. It's supposed to be a show piece and used as such by the Seeburg factory.

Christmas disks are going out on the routes thruout the city this week. However, most operators are relying more on old, traditional standards than any new tune. According to Ted Sipiora, at Singer, "We haven't had a really hot, new Christmas tune. The operators are using their old standards, at least at the start. Maybe some buying will take place later on some pop number that takes hold, but not yet." Sipiora reports their sales of Christmas records trailing last year by about 20 per cent as a result.

Paul Brown, possibly the only operator in the city that has both a highly successful juke box operation and a retail record store, says he's putting the holiday disks out on his route this week, but mentions only old standards. "Our retail sales are sticking with the old traditional stuff so far," he mentions, "and that's what we start out with on the route," he says. Brown's disk buying is done mostly by his vivacious, young daughter, Sally Hansen, recently featured in a Billboard Tune Talk column. . . . United Music boss, Jack Mitnick, was huddling a good part of the week with United Manufacturing head, Lynn Durant. Possible subjects: The firm's planned entry into stereo; plans to manufacture the United line overseas under license.

Denver

By BOB LATIMER

John Stroheim, Phoenix games operator, returned from a deer hunting expedition on November 2 which was expected to require five days. Instead, Stroheim bagged a fine buck five minutes after getting out of his jeep in Kaibab National Forest, and was on his way home immediately.

Mike Savio, of Draco Sales Company, has returned from an extended sales trip to New Mexico and Southern Colorado. There has been no particular sales drop during the early fall months.

Elton Deines, Boulder, Colo., phonograph operator, was in Denver in late October, making plans for route expansion with distributors. . . . Roy Fletcher, Wyoming phonograph operator, brought a record truckload of eight venerable phonographs into Denver as trade-ins on new equipment for his Southwestern Wyoming route.

Milwaukee

By BENN OLLMAN

Juke box operator Frank Bartnik, owner of Banaco Music, flew to Crivitz, Wis., in his private plane to go deer hunting last week with his son Roger. Newcomer on the Badger Novelty Company sales staff is George Klamm, reportedly turning in a solid job of selling the new Rockola line. Klamm formerly worked for United, Inc. . . . First stereo juke box installation in the Appleton, Wis., area was recently put out by coinman Vince Klaus.

A new machine mover on the Harry Cisler Music Company payroll is John Sweeney. . . . According to Harry Cisler, his entry in the stereo juke box field was made recently

(Continued on page 75)



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with the

all new

phonograph line

for '59



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See and hear the all new **TEMPO** at your **ROCK-OLA** Distributor today!

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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

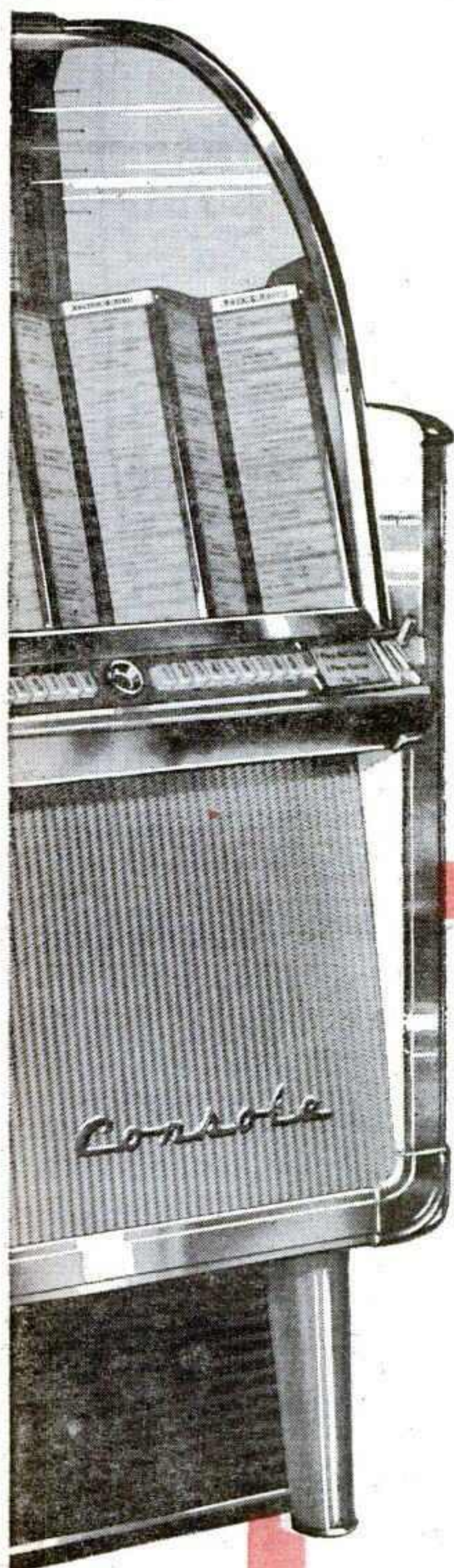
PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of December 1, 1958)

Main table containing categories: MUSIC MACHINES, PINBALL GAMES, SHUFFLE GAMES, and ARCADE EQUIPMENT. Each category lists machine models with columns for High, Low, and Mean Avg. prices.

NOW IS THE TIME TO BUY WURLITZER



If you're looking for values, look in at your Wurlitzer Distributor . . . NOW!

Get his price on the 200-selection Model 2200—most fascinating phonograph ever built.

Get his deal on the 104-selection Model 2204 for an all-time value at a new low price.

And, remember, both of these great Wurlitzer bargains can be converted to Stereophonic Sound easily, quickly, economically—ON LOCATION.

See your Wurlitzer Distributor. Learn WHY Wurlitzer is still the BEST BUY.

WHAT'S THE BEST *Steer* ON Stereo?

Convert to stereo only after you carefully analyze its cost in terms of its potential earnings in each of your locations. Stereo Music is an important investment. Mistakes can be costly. Success can be tremendously profitable. Your Wurlitzer Distributor will assist you in avoiding errors. Above all, be sure you buy TRUE Stereo — not a gimmick. Let your own ears and your good judgment decide.

**WHEEL IN AND DEAL WITH YOUR
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THE WURLITZER COMPANY *Established 1856* NORTH TONAWANDA, N.Y.

STEREO

28 AUDIO PRODUCTS

Big Stereo Promotion Set by Electro-V

Dot to Boost Stereo Output

MGM Records Releases 10 Stereo Singles

WB Enters EP Stereo Sweeps

Stereo-Spectrum To Release 20 Albums

Stereo To Take Over 90 Per Cent Of Market, Predicts N. Y. Times

Stereocasts Boom; Radio, TV Sell Stereo Benefits

FM Stereocasting Gives a Boost in Equipment, Disks

Columbia Plans Full Stereo Disk

Emerson Com Radio With S

Stereophonic For Victor In Chicago

Stereophonic Disk Industry Maintains Its Frantic Pace

Stereo Goes to Market

America's Finest and Most Complete Music Systems

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
THE SEEBURG CORPORATION
Chicago 22, Illinois

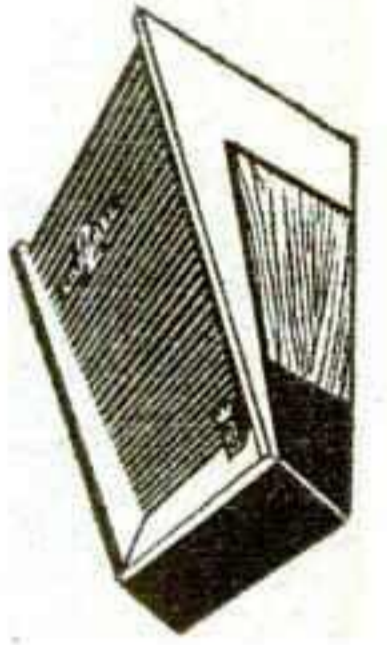
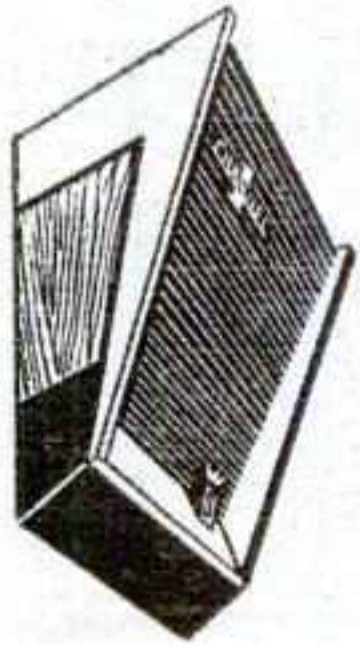
Rarely, in any business, has a new development swept the country as stereo is doing today. Every important influence is in on the act! Record manufacturers . . . radio, record player and television manufacturers . . . radio and TV stations . . . national magazines, newspapers and trade publications. Millions of dollars have been spent to introduce stereo . . . millions more will be spent to perpetuate stereo.

To music operators stereo presents the greatest opportunity for increased earnings in the history of the industry. Stereo music plus the sensational new Seeburg Stereo Music System are the solution to better business everywhere.

America's Finest and Most Complete Music Systems

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
THE SEEBURG CORPORATION
Chicago 22, Illinois

IS HERE!



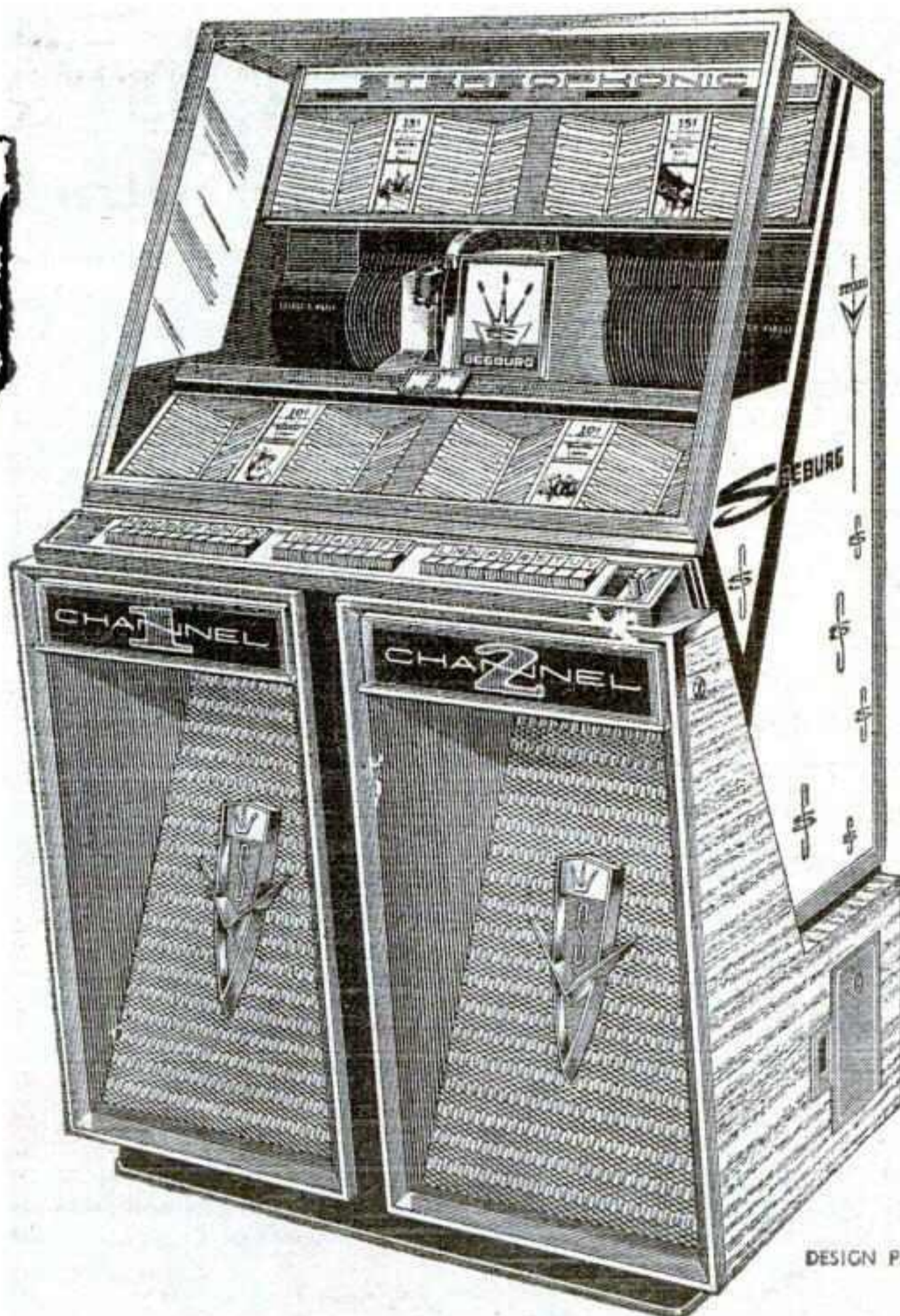
SEEBURG STEREO TWIN SPEAKERS

(Always installed in pairs and directly opposite one another)



**Channels
Stereo**

Lightest size and speed
Light cabinet is scuff,
and fade resistant.
In two-tone color
Suggested list price



DESIGN PATENT PENDING

Seeburg stereo is completely integrated stereo!

Hear it anywhere in the location!

The sensational Seeburg Two-Channel System in 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.

Tusko Announces New Sales Program

Name John Bilotta General Sales Manager; To Pick More Distribs, Map 3 New Rides

CHICAGO—Tusko Sales Corporation last week named a general sales manager and announced both a program to name additional distributors and plans for three new coin-operated kiddie rides.

John Bilotta, head of Bilotta Distributing Company, Newark, N. Y., was appointed general sales manager of Tusko, effective December 1, George C. Smith, TSC president, told The Billboard.

Bilotta said that he, assisted by two key aids of his distributing firm, John Shawcross and Bob Catlin, will direct the sales organization from his Newark coin machine headquarters. The Tusko kiddie ride plant is located at Thousand Oaks, Calif.

In a joint statement, Smith and Bilotta said that they "feel the move is one which is well suited to us both, since our experience and backgrounds complement each other." Smith, an engineer and designer, heads up manufacturing. Bilotta, veteran in the coin machine field, will head up sales.

Future Potential

"We both feel that the future holds much for the coin-operated kiddie ride field, particularly in new types of locations whose ride potential is yet to be scratched," the joint statement said.

Bilotta explained that city parks, drive-ins, public recreational areas and zoos are new potential markets for coin kiddie rides.

Bilotta said he is currently getting a sales program under way and is picking additional distributors for the Tusko line. He said he will

be naming more distributors both in the U. S. and abroad in coming weeks.

Smith said the firm will introduce "sometime in January" a new horse ride, Smoky; and a camel ride "sometime in February." Tusko's current line features Baby Tusko, an elephant, and the Tusko Racer, a racing car ride.

The firm expects to bring out a fifth ride, a burro, following the introduction of the camel and horse rides.

Both the elephant and the racer carry a list price of \$795, f.o.b. Los Angeles. Both were shown at the park show in Chicago last week.

The basic feature of the firm's animal series is a "look as closely approximating the real thing as possible," according to Smith. Bodies are constructed of paint impregnated plastic Fiberglas reinforced.

(Continued on page 73)

BALLY WINS EXHIBIT AWARD, CHI COIN PLACES

CHICAGO—Bally Manufacturing Company won the Robert Guenther Award for the most meritorious exhibit of games and arcade equipment at the annual show of National Association of Amusement Parks, Pools and Beaches at the Sherman Hotel last week.

Chicago Coin Machine Company (Chicago Dynamic Industries) and Auto Photo each won honorable mentions for their exhibits.

Bally showed its line of four new coin kiddie rides, in addition to its standard models; Skill-Parade, a new upright game, and coin bowling equipment. Chicago Coin displayed its Commando Machine Gun gallery, Rebound Shuffle, bowling equipment and its new Commando Machine Gun trailer installation. Auto Photo showed two models of its photo unit.

'59 LOOKS DIM, TOO

Tenn. Pins Down And All But Out

This is the third in a series on the status of pinballs in various areas thruout the country.

By ELTON WHISENHUNT

MEMPHIS — Pin games have declined steadily in the past year all over the State, and the prospects for 1959 are even dimmer, a survey by The Billboard last week disclosed.

There are several reasons, but the main over-all cause is the new law governing amusement games passed in 1955 which many operators interpret as a move to legislate games out of business. That law, which allows only one unrecorded free play on amusement pins, coupled with the high privilege tax on the machines have made them unprofitable for operators.

Bingo games are outlawed. Even in some private clubs in Nashville

where they are in use, the federal government requires a \$250 gambling tax on them. There are no in-line or bingo-type games on location in public places in Tennessee.

The decline has been felt in the State's four major cities, Memphis, Nashville, Knoxville and Chattanooga, as well as on rural routes.

There have been no new laws or ordinances passed in the past year affecting them, but a law was introduced in the 1957 Legislature to make it a violation for anyone under 18 to play amusement games, including pinballs.

This was not passed. However, Memphis operators saw the beginning of the end for pinballs in 1956 when the city commission passed an ordinance making it a violation for anyone under 18 to play them in drugstores and similar places and outlawing anyone under 21 playing amusement games in places where beer was sold.

(Continued on page 75)

NCMDA Board OK's Sweeping Program to Boost Industry

By BOB DIETMEIER

CHICAGO—A sweeping program of action aimed at solving basic problems and beefing up business in every segment of the coin machine industry was unanimously approved last week by the National Coin Machine Distributors' Association.

NCMDA officers and board members stamped its approval on plans centering on improving relationships among manufacturers, distributors and operators, encouraging a flood of new ideas from the field for new or improved

equipment, investigating operator diversification, outlining a workable local public relations program that can be tied into a national program with other associations, and blueprinting an effective legislative program.

Bee-Line Bows Arcade Piece At Park Show

Satellite Tracker Built by Newcomer To Coin Machines

CHICAGO — A new Arcade piece called Satellite Tracker was debuted at the NAAPPB show here last week by a newcomer to the coin machine manufacturing field.

The unit is being made by Bee-Line Company, 25-year-old, Davenport, Ia., manufacturer of

During the week, officers and board members met at top-level conferences with executives of a number of the major manufacturers to explain the basic aims and purposes of NCMDA's new program.

Bob Slifer, NCMDA's executive director, who presented the basic outline of a 10-point program to the board for their approval, said that he is "extremely pleased with the outcome of the meetings and is confident that NCMDA will do much next year to make the industry a better one for all segments."

Slifer, who attended the distributor-manufacturer meetings, along with Lou Bennett, NCMDA's legal counsel, characterized them as "eminently successful, both from the association's point of view and, I believe, from the manufacturers', too."

Slifer said that he feels sure that the meetings, "cleared the air" between manufacturers and distributors about NCMDA, its aims and

Industry Pays Final Tribute to Harry Rosen

NEW YORK — Hundreds of members of the coin machine industry crowded into Riverside Memorial Chapel here Sunday (7) to pay final respects to Harry Rosen, 62, veteran automatic phonograph executive, who died December 3 in Miami.

Rosen, one of the pioneers in the industry, got his start 30 years ago when, in partnership with the late Nat Cohn, he opened the New York Rock-Ola distributorship, later handling the firm's juke box line.

In 1934 he left Rock-Ola and opened Modern Vending, the local Wurlitzer outlet. From 1942 to 1954 he was a partner with Meyer Parkoff in Atlantic-New York, the Seeburg distributorship.

He was in charge of the Atlantic-Pennsylvania Seeburg outlet for the next four years, retiring early in 1958.

Rosen was prominent in local philanthropic circles and had been guest of honor at the annual dinner of the United Jewish Appeal's Coin Machine Division.

He leaves a widow and two daughters, Helen and Judy.

Most Coinmen Yawn Thru NAAPPB Bust

17 Coin Firms Exhibit at Poor Confab; Those Heavy on Arcade Pieces Okayed It

CHICAGO — The coin equipment lines of 17 manufacturers, including one newcomer, were shown at the annual convention and exhibit of the National Association of Amusement Parks, Pools & Beaches at the Sherman Hotel last week.

Majority reaction, both of coin exhibitors and coin traders attending: It was a poor show from the standpoint of the coin machine industry, perhaps the poorest to date, despite the fact that some exhibitors debuted new products,

all showed current new equipment and most staged impressive displays. Attendance was low (one reason: airline problem), and with some notable exceptions, little business was transacted. Some exhibitors reported some inquiries. In general, firms with heavy accent on arcade equipment were satisfied results were standard or even better than last year.

(Continued on page 75)

Capitol Debuts Machine Rental Plan for Ops

CHICAGO — An equipment rental-purchase program for operators was announced last week by the Capitol Projector Corporation.

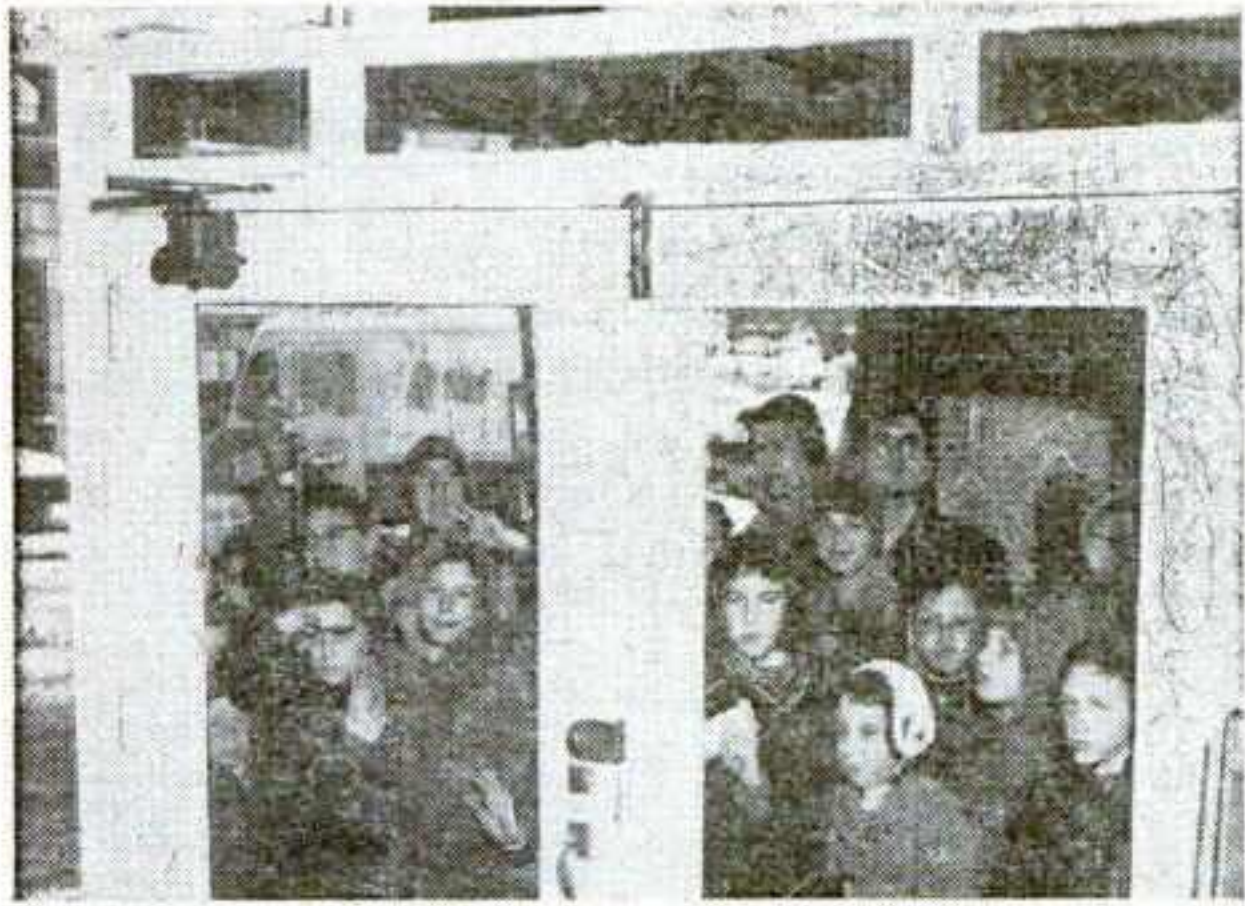
The program, which applies to any equipment in the firm's line, consists of a 20-week and a 10-week plan, Sam Goldsmith, Capitol Projector executive, explained in making the announcement.

(Continued on page 76)

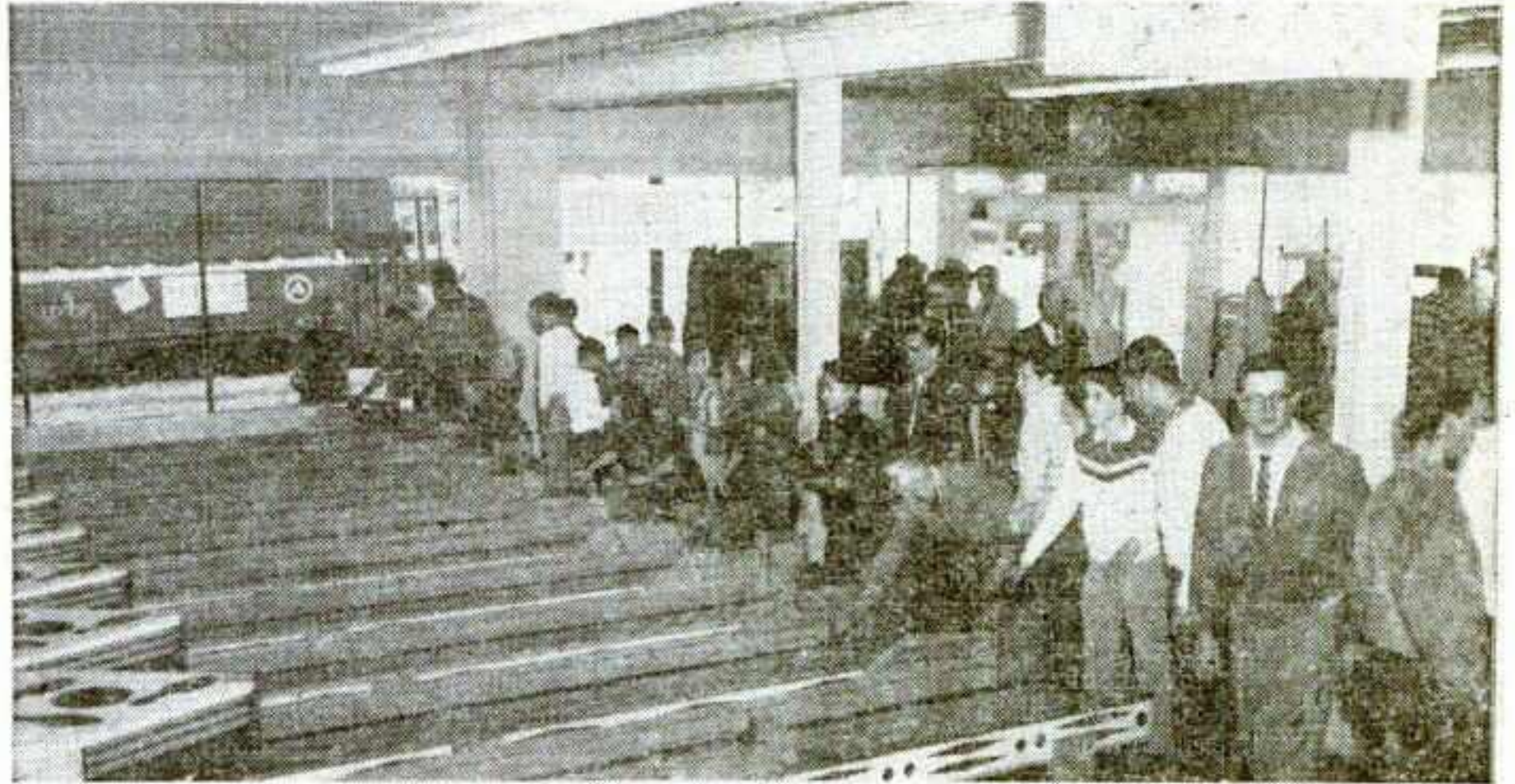


FOR FUN-LOVING YOUNG AND OLD

The story of the opening of the Bowlette appears on the opposite page, together with pictures showing equipment and happy patrons. Details of the new-type automatic recreation center which features coin bowling appeared in the announcement of Bowlette in the November 24 issue. Interestingly, both teen-agers and adults, usually those who don't habit drinking places) are taking Bowlette to heart, according to early reports. Latest development: Regulation bowling leagues are being set up. Picture to the left shows the coin bowling alleys and heavy play they're getting.



FUN-LOVING YOUNGSTERS gang up at doorway prior to opening of Bowlette. These and many older youths disregarded five-inch snowfall and coldest weather of season in St. Louis area to patronize opening.



COIN-OPERATED BOWLING ALLEYS get a workout. Alleys are featured at 10 cents a game at the Bowlette. Equipment is part of total game installations valued at \$25,000. Chicago Coin worked closely with firm in setting up installation.

500 Attend Opening Of New Coin Palace

Interest and Receipts Run High As Bowlette Debuts; Leagues Planned

By JOHN HICKS

ST. LOUIS—The opening of Jack Rosenfeld's Bowlette here the day after Thanksgiving was a gala occasion which aroused the interest of youths and parents who brought their children. About 500 persons, most of them patrons, visited the miniature coin-operated bowling palace the day it was opened despite the season's first snowstorm which left a five-inch blanket of snow and ice on the ground that morning.

In fact, Rosenfeld said, before the recreational establishment was formally launched, the crowd was so thick on sidewalks around it that some had to be forced back in order that doors could be opened. The Bowlette, a new experiment in amusements where bowling for 10 cents a game on coin-operated alleys is featured, is located in the busy Delmar Loop in University City, a St. Louis municipality of about 57,000 residents.

The launching was well timed. Friday was a school holiday and youths flocked into the Bowlette thruout the day and after neighborhood motion picture theaters closed. Families also attended Saturday and Sunday.

Among the first nighters were a mother and father who brought their six-year-old son to give him bowling instructions. The parents explained that the boy wanted to learn to bowl, but was not able to handle a real bowling ball.

Besides bowling, patrons played Criss Cross hockey, Ski Ball, shuffles, shuffle games and other machines. In all, 50 units have been installed and more are yet to come. Music is featured on a new stereophonic juke box. Other equipment includes a shooting gallery and photograph, cigarette and refreshment machines. No pinballs are in the array of amusement games installed in the Bowlette.

Several young persons expressed

amazement that most of the games, excluding bowling, could be played for 5 cents instead of the customary 10 cents. One youth kept putting a dime in a machine, and complained that it would not work. When told it costs only a nickel, he remarked that the Bowlette was the only place he knew where the game could be played for a nickel.

Rosenfeld, president of J. Rosenfeld Company here, explained this by stating the Bowlette was operating on a volume basis. In setting up the Bowlette, which is copy-righted, Rosenfeld has accomplished something he has wanted to do for a long time: "provide a place for the 60 to 65 per cent of the adults who do not frequent taverns and for children and teenagers who have not seen these games."

The Bowlette is a recreational center and not an Arcade. The philosophy behind it, Rosenfeld said, is the same as the approach to miniature golf where "a dime goes a long way."

During the course of the opening day, reservations were received from several persons. Four bouquets of flowers from well wishers were displayed around the bowling palace, and calls and wires were received from operators and other interested persons thruout the nation.

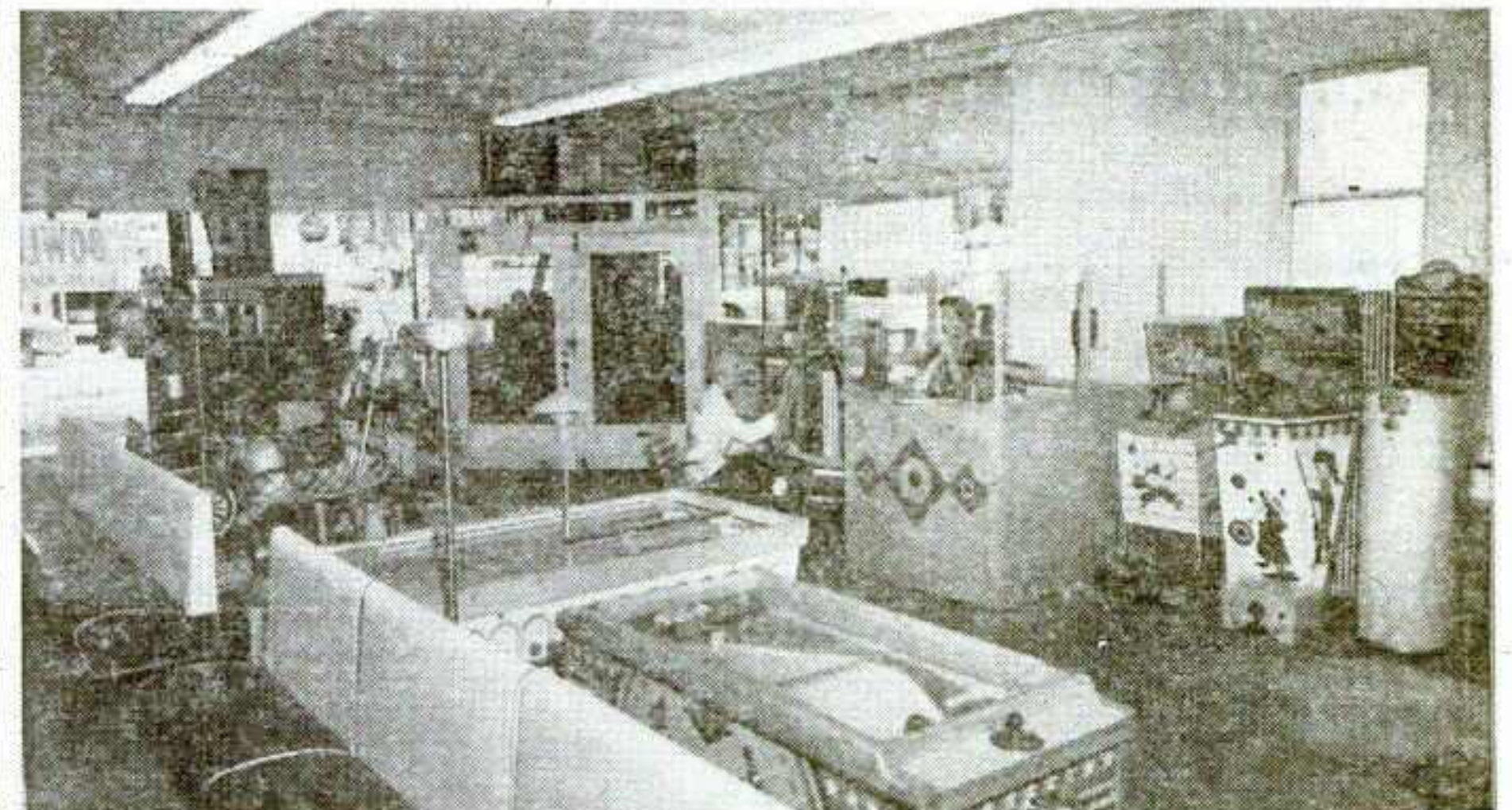
Charles Cook, Cincinnati, an Arcade operator, was on hand to inspect the operations. Information also was requested by other operators who called long-distance and wrote letters.

Mort Secore, representative of Chicago Coin Machine Company, which manufactures machines used in the Bowlette, was at the establishment both Friday and Saturday. He said the new venture here will "open a new phase for amusement game operators and bring new blood into the business."

Beside seating facilities for 40
(Continued on page 73)



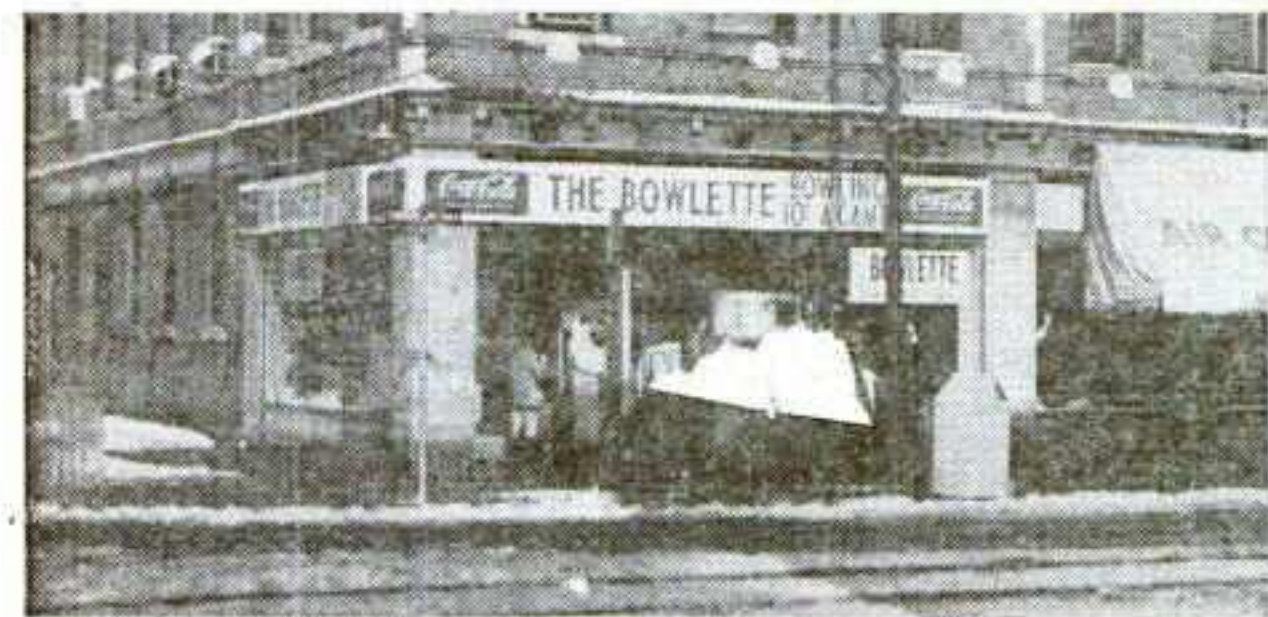
YOUTHS PLAY AND INSPECT GAMES. In white shirt at right is Arthur Andrews Jr., manager, busying himself by making sure everything is going well. Andrews is now setting up bowling leagues.



VIEW SHOWING MRS. JACK ROSENFELD (wife of Bowlette operator) in cashier's cage as patrons assemble for opening outside. Notice good number of Arcade units. Seats for bowling spectators are at left.



ANOTHER VIEW SHOWING more Arcade equipment, including several guns; notice juke box with prominent sign calling attention to "The New Sound-Stereophonic Music."



EXTERIOR OF BOWLETTE, located at busy corner in University City, a suburb of St. Louis; town has population of 57,000. Location is a remodeled 45 by 65-foot building which once housed a large drugstore.

WEEKLY SPECIALS
Fully Reconditioned

Single Player
CRISS CROSS \$225

2-Player
BRIGHT STAR \$295

Single Player 5-BALLS

WORLD CHAMP \$138
ACE HIGH 130
RAINBOW 145

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SUPER CIRCUS 295
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GOTTLIEB'S NEW
SITTIN' PRETTY
WILL PUT YOU IN THE DRIVER'S SEAT

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Games, Inc., Debuts New Upright Unit

CHICAGO—Games, Inc., last week announced a new upright game called Wild Cat. Distributor shipments started the last week of November. Clarence Schuyler, president, said.

The unit features four columns of six targets, each with 13 different scoring combinations. Back-glass highlights a wildcat; targets are animals. It measures 56 inches high, 28 inches wide and 16 inches deep. Shipping weight is 171 pounds.

Ed Martell Leaves Nat'l Shuffleboard

EAST ORANGE, N. J. — Ed Martell, sales manager of the National Shuffleboard Company, has resigned his post to assume similar duties with Tri-State Engineering Corporation, Manchester, N. H., manufacturer of refrigeration equipment.

Martell, originally a Massachusetts game operator, had been with National for two years.

1959 Arcade Outlook Good, Says Munves

CHICAGO—The Arcade business boomed in 1957, slipped badly in 1958 and should come back strong in 1959.

That's a capsule summary of the business, according to Mike Munves, head of the Mike Munves Corporation, large New York supplier of Arcade equipment.

Munves says that a number of people who held off buying equipment this year have already explained to him that they are planning to buy in 1959. On this basis, Munves is reasonably optimistic about the business in the coming year. The recession unquestionably had its effect on Arcade equipment sales this year, he said.

Asked his opinion of some of the new types of locations where arcade equipment and bowlers are being placed currently, Munves said that how well they do depends to a great extent on their location and their hours. He said that generally a location near the heart of the city which is open long hours should do all right.

He and his brother, Joe, manned an exhibit at the park show in Chicago last week. They showed the firm's Bike Ride, a two-player Arcade piece of their own manufacture, and a number of other pieces which they supply, including Mechanical Servant, all-purpose venders, postage stamp and ball pen venders, Tusko kiddie rides, Sandy Moore's Jumbo Shuffle Alley, Keeney's League Leader, Frantz's Dodge City counter game, Super Jumbo Hockey, coin-handling equipment and a peep show machine.

Dodge City Hits the Trail

CHICAGO—First shipments of Dodge City, a new pistol counter game, began December 15, Johnny Frantz, president of the J. F. Frantz Manufacturing Company, announced last week.

The game lists at \$137.50 f.o.b., Chicago. A metal stand lists at \$15.50. Target features the "Gold Gulch Saloon" and Wild West scenery background. There are 10 shots for 5 cents.

Frantz displayed a number of the units at the park show last week, along with two other production counter games, Challenger (a penny pistol unit) and Kicker and Catcher (a piece designed for penny or nickel operation), and Rifle Sport, a three-rifle shooting gallery measuring a standard 6 feet wide and 30 feet long.

United to Host School for New N. C. Distributor

CHICAGO—John Casola and Al Thoeke, United Manufacturing field representatives, were slated to leave Monday (8) on a trip to the Southeast which they will wind up by staging a school for a new distributor. Ralph Sheffield, just released from the hospital after a bout with pneumonia, may accompany them.

Pierce Music Company, Raleigh, N. C., is the new United distributor headquartered there, headed by Pappy Pierce. The school will be held the week of December 15 in connection with their official opening and showing as distributor.

Pierce will handle United's full current line: The new Duplex bowling alley, Cyclone shuffle alley and Niagara shuffle alley and the new UPB-100 juke box.

Production Rolls On 2 Bally Rides

CHICAGO—A fire engine and a stagecoach (Western Express), both coin kiddie rides, debuted at the park show last week by Bally Manufacturing Company, will go into production immediately, Herb Jones, vice-president, announced last week.

Two other rides shown for the first time at the show—Twin Ponies and the Bally Merry-Go-Round—are scheduled to go into production in 30 to 60 days.

IT MAKES PLAYERS THINK... Should I Shoot?

- 1 Ball?
- Entire Line?
- ALL BALLS?

VANGUARD
NEW POP-UP BALL TARGETS and more ways to score!

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SEE IT NOW!
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Rebound Shuffle
NOW AT YOUR DISTRIBUTOR

Chicago Dynamic Industries, Inc.

WANTED

Experienced Manager for Music Route. References requested and other information in first letter.

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The Billboard, 188 W. Randolph, Chicago, Ill.

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Exhibit Supply To Bow New Series

CHICAGO — Exhibit Supply's card vender and card business is "rolling along," with a new card series slated for introduction January 1, Chet Gore, ES head, said last week. He declined to give details on the new series last week.

According to Gore, all "principal parks" are now equipped with the firm's venders. He said River-view Amusement Park (Chicago) had 50 on location this year. Gore said the firm even sold one to a firm in Hong Kong. Current card stock contains 55 different series of 32 to 64 cards each. TV cow-

Xmas List a Mile Long?
SEND FRUIT!

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Gift #30—1/2-Bu. fruit \$ 5.95
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All gaily decorated with kumquats & shredded cellophane. (Our DELUXE fruit shipments also include a glittering assortment of tropical candies, jellies, and pecans, priced from \$7.25 to \$24.95. Write for brochure.)

*All prices include PREPAID DELIVERY East of Mississippi River; add 10% West. Add \$1.30 per unit to Canada. Delivery and quality guaranteed. ORDER NOW! Send check or money order to:

FLA. FRUIT PACKERS & SHIPPERS, INC.
261 N.W. 36th St. Miami 37, Fla.
25th Year

boys, a card series introduced this year, is the top seller, with recording stars, now in their second year, following a close second.

ES displayed both their single-cell card vender (Model 311) with a capacity of 750 cards and their double-cell Va.umatic (Model 307) with a 1,500-card capacity at the NAAAPPB show in Chicago last week.

BUY! METAL TYPERS
VENDING ALUMINUM IDENTIFICATION DISC

WHY!

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2. TROUBLE-FREE OPERATION
3. ONLY 18"x18"

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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.

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22' Shuffleboard .. \$450 (Refinished)
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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
Hot 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

500 at Coin Palace Bow

Continued from page 71

players and spectators, the Bowlette has a cashier's cage for making change. A young St. Louis artist, Ken Trueblood, will be on hand each evening and weekends to paint portraits.

A mechanic also was on duty to make sure that the equipment was functioning properly at all times.

Manager of the Bowlette is Arthur D. Andrews Jr., who received a master's degree in recreation from Washington University in St. Louis. Andrew is happy over his first venture in the coin machine industry because he is working again with youths. It provides a chance to teach bowling under conditions where young people are having fun and it is possible to get across the idea of moral values and responsibilities, he said.

Andrews' experiences with youths go back to the time he taught for three years at Normandy High School here. He also was director of recreation at the Washington University summer school for four years.

In another week, Rosenfeld said, the kinks will be taken out of the operations of the Bowlette. Bowling leagues are being formed for groups seven years old and up, patterned after those in regulation bowling alleys. So far, applications from 70 persons have been received to enter leagues.

Parents expressed "great enthusiasm" and felt that the Bowlette will be a good thing for their children. The league activities of the Bowlette also includes those for teenagers and women.

Rosenfeld stated that if the first week's receipts are any indication of the venture, it definitely promises to open an entirely new field in the coin machine industry.

Tusko Announces

Continued from page 70

How do they get the realistic look? According to Smith, the way in which the horse is being planned tells the story:

How Planned

Motion pictures were taken of his son, a top rider, riding a horse. These pictures were studied in slow motion. Prints were made of a number of frames of the horse and rider in action. From these prints, a horse was sculptured out of wood. The wooden sculpture is the prototype for the actual ride.

Smith took over Tusko last February. Trader Horn, well-known explorer who had the original idea for making authentic-looking animal coin kiddie rides and who developed the original elephant ride, is a life-long friend of Smith's and interested him in taking the firm over.

Smith's engineering and designing background is an interesting one. He worked as a designer-engineer for Douglas Aircraft from 1943 to 1946. From 1950 to 1955 he was in charge of an atomic energy program for the Dynamic Corporation, Kenosha, Wis., supervising the building of 489 actuators for the Savannah River plant. From 1955 to 1957, he worked in the experimental department of the Marquart Aircraft Company, Van Nuys, Calif. From February, 1957, to February of this year he headed up his own engineering and designing business.

The Tusko plant, measuring 50 by 280 feet, is just two years old and was built for making the firm's coin kiddie rides. It currently employs 33.

The Baby Tusko ride features an aluminum housed motor, Timken bearings and precision-cut bronze gears. Paint impregnated, the ride is claimed to be able to withstand weather. Rides and ride motors, said Smith, are unconditionally guaranteed for one year against faulty workmanship or defects.

Current distributors for the firm include the following:

Mike Munves Corporation, New York, covering metropolitan New York and New Jersey; Culp Distributing Company, Oklahoma City, Okla., Western Arkansas and the Texas Panhandle; United Distributors, Wichita, Kan., Missouri and Kansas; J. H. Rutter, Salt Lake City, Utah; Border-Sunshine Novelty Company, Albuquerque, N. M., Rock City Distributing Company, Nashville, Tenn.; Ray Williams, Dallas, Tex., except the Panhandle; Advance Automatic Sales Company, San Francisco, metropolitan area; Dunis Distributing Company, Portland, Ore., Portland, Seattle, Tacoma, Wash., and Alaska.

Badger Sales Company, Los Angeles, that city and Southern California; Service Games, Las Vegas, Utah; Service Games, Honolulu, Asiatic export; F. A. B. Distributing Company, New Orleans, La., Mountain Distributing Company, Denver, covering Denver and surrounding area.

Two new distributors added to this roster and announced last week by Bilotta are Bush Distributing Company, Miami, Fla., part of Georgia and Cuba, and Roth Distributing Company, Wilkes-Barre, Pa., Central and Western Pennsylvania.



WILL BUY FOR CASH

Wurlitzer

1800's

1900's

2104's

ACTIVE

AMUSEMENT MACHINES CO.

You can ALWAYS depend on ACTIVE ALLWAYS.

656 N. Broad St. Phila. 30, Pa. - PO. Box 9-4495

Write or wire for prices

14 FT. BOWLERS, \$325

POOLS

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
Seeburg C 395
Seeburg R 545
Wurlitzer 1900 585
Wurlitzer 2150 625

PURVEYOR
DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.

CHICAGO, ILLINOIS

JUNIPER B-1814

ROSEN SPECIAL! TURF CHAMP

LIKE NEW \$345.00

PHONE, WIRE, WRITE TODAY

1/3 With Order, Balance C.O.D.

DAVID ROSEN
Exclusive A.M.I. Dist. Ea. Pa.
859 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

Write for Complete Lists.

BUY WITH CONFIDENCE FROM AMERICA'S FRIENDLIEST DISTRIBUTOR!

AMI D-80 \$249.00
SEEBURG 100 R \$279.00
SEEBURG V200 499.00
WURLITZER 1700 419.00
WURLITZER 1900 529.00

SEEBURG COON HUNT \$ 69.00
GENCO STATE FAIR 239.00
BALLY YACHT CLUB 69.00
UNITED 16' ROYAL BOWLER 595.00
GOTT. SWEET ADD-A-LINE 119.00

SPECIAL!

AMI-200 Hide-Away and 10 Wallboxes w/stepper, sold as one lot, \$2,095.00.

WORLD FAMOUS CoMco SPEAKERS!
Hi-Fi Wall Model \$19.95
Hi-Fi Corner Model 23.95
Extended Range Wall 11.95
Extended Range Corner 15.95
Extended Range Ceiling 11.95

COVEN MUSIC CORPORATION

3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210
Cable Address: COVENMUSIC—1/3 Deposit, Balance C.O.D.

NOW DELIVERING

WRITE or CALL for Prices

- BALLY CARNIVAL QUEEN, GOLF CHAMP, LUCKY ALLEY
- BALLY BIKE, THE CHAMPION, SPEED QUEEN
- CHICAGO COIN CRISS CROSS HOCKEY, TWIN BOWLER
- ROCK-OLA STEREOGRAPHIC AND MONAURAL 120-200 SELECTION

PHONOGRAPHS

1458 Rock-Ola, 120 Sel. (new) Write
1462 Rock-Ola, 50 Sel. (new) Write
1455 Rock-Ola Deluxe, 200 Sel. \$595.00
1454 Rock-Ola, 120 Sel. \$75.00
1448 Rock-Ola, 120 Sel. \$75.00
1446 Rock-Ola, 120 Sel. 395.00
1438 Rock-Ola, 120 Sel. 325.00
Seeburg R's \$500.00
Seeburg Chrome Wall Boxes 45.00

Bally Strike Bowling Lanes, 14 ft. \$525.00
Bally Champion Bowling Lanes, 14 ft. 595.00
Bally A.B.C. Tournament Bowling Lanes, 14 ft. 525.00
Bally A.B.C. Bowling Lanes 395.00
All-Star Deluxe Bowlers, new 175.00

Gaytime \$110.00
Gayety 60.00

5 BALLS

Flying Aces \$295.00
Gott. Criss Cross 245.00
Genco Fun Fair 275.00
Balls-a-Poppin' 175.00
Derby Day 125.00
Coronation 45.00

BINGO GAMES

Beach Times Write
Cypress Garden \$575.00
Miss America 445.00
Sun Valley 425.00
Key West 295.00
Big Show 250.00
Broadway 150.00
Variety 75.00
Big Time 110.00

ARCADE

Wms. Four Bagger \$245.00
Old Smokey Write
Bally Spook Gun Write
Chi Coin Steam Shovel 125.00
Motorama 345.00
Big Inning 395.00
Chi Coin Croquet 95.00
United Carnival Gun 125.00

All machines have been checked, cleaned and ready for location

CALDERON DISTRIBUTING, INC.

433 N. Alabama St. Phone: ME1rose 4-8468 Indianapolis, Indiana

when answering ads . . . Say You Saw It in The Billboard

"World Famous Exporter"

INQUIRIES INVITED

1485 ROCK-OLA \$625.00	A.M.I. C-45 \$ 55.00
PIRATE GUN 295.00	A.M.I. D-80 220.00
WATLING FORTUNE SCALES 59.50	A.M.I. E-80 295.00
BOWLING ALLEY 319.50	A.M.I. E-120 325.00
MIDGET ALLEY 275.00	A.M.I. G-200 \$25.00
ACE HIGH 145.00	Watling Scales and others (Special) 49.50
TOURNAMENT 125.00	A.M.I. Wall Boxes, Model WQ-200 (Special) 79.50
CIRCUS WAGON 115.00	United Pirate Gun 269.50

Immediate Delivery Any Coin Machine. Just Ask!

CENTRAL DISTRIBUTORS

Cable: "Cendist" 2120 LOCUST ST. LOUIS 3, MISSOURI Phone: MA 1-3511

YEAR-END CLEARANCE

Used equipment drastically reduced. Large assortment late model phonographs.

WRITE FOR COMPLETE LISTS

Exclusive Gottlieb, Williams and Seeburg Distributors

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS Tel. Liberty 2-9480

ATLAS for TOP VALUES!

SEEBURG CIGARETTE



VENDOR
• Quiet All-Electric Selection—Delivery
• 22 Cols.—Over 800 Pack Capacity
• 3-Way Pricing

Smart, Low Console Styling IMMEDIATE DELIVERY

MUSIC

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
ROCK-OLA 1442 315

Reconditioned—Refinished

NEW Calcoin 45 RPM

Conversion for M-100A with fast-moving carriage gear!... \$49.50 Also Conversions for All Machines.

Exclusive Seeburg Distributors

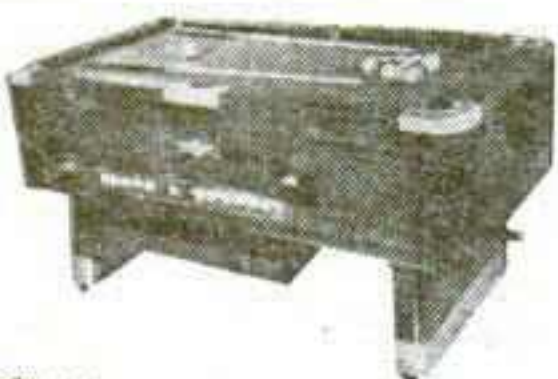
A Quarter Century of Service

ATLAS MUSIC COMPANY

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

No. 1 BUY IN 6-POCKET POOL TABLES

Valley



- ★ Fast, separate cue-ball return
- ★ "Valley-Vue," the original viewer
- ★ Genuine Billiard Balls
- ★ Genuine all-wool, rubber-backed billiard cloth
- ★ Livelier, longer lasting cushions

The DELUXE
6 Ft. and 7 Ft. Models
See your Distributor or
Write Direct

VALLEY SALES CO. (Sales Affiliate, Valley Mfg. Co.)
333 Morton St., Bay City, Mich. TWInbrook 5-8587

NCMDA Board

• Continued from page 70

purposes, and that it removed any doubts manufacturers may have had that NCMDA was concerned with all segments of the business, rather than solely their own business.

Evidence of the success of the meetings: Manufacturers agreed to encourage their distributors to join NCMDA because they agree in principle with its aims.

Nine of 13 board members attended NCMDA's meeting. In all, 25 individuals representing 17 distributorships attended the general membership meeting, less than the 40 expected. Slifer explained that difficulties in getting airline transportation was the main reason attendance was lower than anticipated. He pointed out, however, that most absentees sent word that they were enthusiastic about the program (which has been submitted in advance to board members in outline by Slifer).

Here's a summary of the action taken by NCMDA at its meeting:

- Slifer was given approval to study legislative problems at the State level with a view to setting up an association program.
- A plan whereby industry members—operators, servicemen, mechanics, etc.—will receive cash awards and trophies for ideas on equipment (the details of which are still to be worked out) was approved.
- An intensification of local drives to increase membership by present distributor members was outlined.
- The export and import market will be studied: New and used equipment exports, monetary and governmental restrictions. In addition, a system to foster the exchange of ideas between traders abroad and here will be worked out.
- Slifer is to make a thoro investigation of operator diversification, to determine particularly whether operators are getting into vending fields other than cigarettes, the results of the interrelationship between amusement and vending equipment.
- The adoption of a public relations program to be carried out on a local level was approved. In addition, the desirability of tying this program into a national one with State and local associations and other national groups, such as Music Operators of America, is to be investigated.
- NCMDA is to provide members with new ideas and suggestions on distributor sales, distributing and warehousing techniques.
- A study is to be made to determine the value today to the distributor and manufacturer of rental programs.

Declared Slifer: "I am very mindful of the position that NCMDA has been in to date with respect to carrying out a full-fledged program of value to the entire industry. I do feel that with the program the board has approved, NCMDA is on the open road to seeing some of the industry's basic problems tackled, and I believe, solved. With the full support of manufacturers and operators, we can carry out our program to the betterment of all of us."

Mickey Anderson Auto-Bell Distrib

CHICAGO—Mickey Anderson, head of Mickey Anderson Amusement Company, Erie, Pa., coin machine distributor, was officially named distributor for Auto-Bell Manufacturing Company.

Al Warren, Auto-Bell sales manager, said that Anderson had been distributor for the firm for the last three weeks. Anderson will handle Circus Days, the firm's upright, and all future products.

BALLY
CARNIVAL QUEEN with new section scoring in-line game
SKILL PARADE new idea in upright game
SPEED BOWLER new concept in high score shuffle
LUCKY SHUFFLE perennial money-maker
WRITE • WIRE • PHONE

International Scott Crosse Company
SCOTT CROSSE COMPANY
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
Rittenhouse 6-7712
Exclusive Dist. for Bally in E. Penna. and Rock-Ola in E. Penna., So. Jersey and Delaware

Low-Priced Background Music with the CINE-SONIC TAPE REPEATER

- Small self-contained unit
- Handles up to 6 external speakers
- Large selection of tapes
- Magazine load continuous play tapes
- Special tapes available—Christmas, funeral, etc.

Empire COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600
DETROIT BRANCH—14344 Fenkell, Detroit, Mich. —Tel.: BRoadway 3-2150

DAVIS GUARANTEED PHONOGRAPHS LOOK-OPERATE LIKE NEW

SEEBURG M100C	\$375
SEEBURG 100W	450
SEEBURG HF100G	475
SEEBURG HF100R	575
SEEBURG HVL200 HIDEAWAY	595
SEEBURG V200 WITH VL RECEIVER	650
SEEBURG 100JL	685
SEEBURG L100	725
SEEBURG KS200H	725
SEEBURG KD200H	775
WURLITZER 1900	495

Terms: 1/2 Deposit Required.
WORLD EXPORT Corp.
Distributing
Exclusive Seeburg Distributors
738 Erie Blvd., East
Syracuse 3, N. Y., U.S.A.
Phone: GRANite 5-1631
CABLE ADDRESS: "DAVIS"

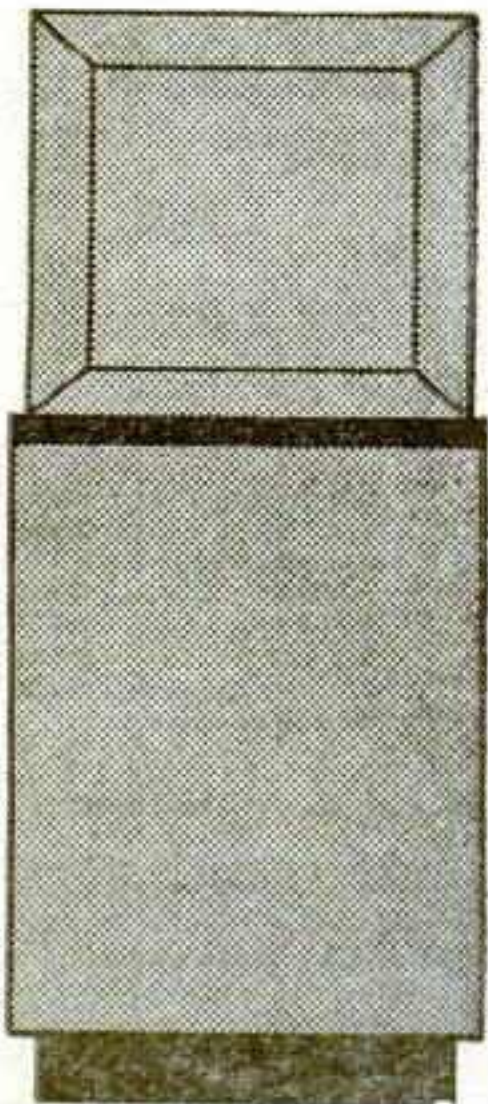
AMERICA'S FOREMOST COIN MACHINE DISTRIBUTORS AND EXPORTERS

ARCADE	VENDORS	CANDY VENDORS
Auto Photo #9	3 Sel. Spacarb Cold Drink Vendors	U-Select-It, 54 bar
Balloon-o-Mat	1 Sel. Non-Carbonated	U-Select-It, 72 bar
Bangorama	2 Sel. Non-Carbonated	Mills 5 col., 5¢
Basketball Champ	3 Sel. Hebel Ice Cream	Shipman Gum & Mint, 5¢
Bear Gun	5 Sel. Ice Cream Sucker	Shipman 6 col., new
Bonus Gun	1 Sel. Revco Cup Ice Cream	Vendall, 8 col.
Basketball, C.C.	Coffee & Hot Choc. Cup Vendor	National 6 col., 5¢
Coon Gun	Hot Chocolate with manual cup	National 9 col., 5¢
Drivemobile		N.W. Sweet Sixteen, 16 col.
Dale Gun		
Ex. Pop Gun		
Gen. Quarterback		
Gen. Rifle Gallery		
Gen. Gypsy Grandma		
Horoscope		
Lord's Prayer		
Midget Movies		
Mer. Ath. Scales		
Metal Typers Harv.		
Midget Alley		
Pitch'm-Bat'm		
Photomatic		
Phil. Toboggan		
Pirate Gun		
Rock 'N' Roll		
Set Shot		
Sidewalk Engineer		
Silver Gloves		
Six Shooter		
Squirts		
State Fair		
Treasure Cove		
Tungo		
Un. Super Slugger		
Wms. Crane		

"Wurlitzer Distributors"

CLEVELAND COIN MACHINE EXCHANGE, INC.
M. S. GISSER (Sales Manager)
2029 Prospect Ave. Cleveland 15, Ohio
All Phones: Tower 1-6715

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

GIVE TO DAMON RUNYON CANCER FUND

THE Central Plaza
★ AIR CONDITIONED ROOMS AVAILABLE
For Homelike Comfort
Just 16 minutes West of the Loop—outside of the congested area. Immediately accessible to all types of transportation. 300 outside guest rooms, all with tub and shower...and all-new kitchenette apartments...for delightfully comfortable living. Attractive air conditioned Dining Room and Ultra-modern Coffee Shop, serving excellent food.

800 rooms from \$4.50
W. Fox Adamson Mgr.
Phone MAnsford 6-2308
Chicago
321 N. Central Ave. at Lake St.

- COFFEE SHOP
- DINING ROOM
- BANQUET ROOMS
- COCKTAIL LOUNGE
- BARBER SHOP
- BEAUTY SALON

COINMEN YOU KNOW

Continued from page 64

with excellent results in a pizza eatery location. . . Carl Staska, L. R. Distributing Company routeman, upheld his reputation as a marksman by bringing back his deer from the North woods last leek.

A number of the local coinmen and one-stop personnel attended the cocktail party to herald the Garmisa Distributing Company of Wisconsin, Inc., opening. Disk wholesaler branch is headed by Johnny O'Brien, former boss of Major Distributing Company. . . Harry Jacobs Jr. and his wife journeyed to Miami last week to attend the Wurlitzer distributor's conclave there.

Coinmen Yawn

Continued from page 70

Despite generally poor coin results at show, an impressive number of visiting coinmen were in town, including large numbers of distributors, some of whom came in for the meetings of the distributor association (See separate story elsewhere on this page and Chicago coinmen).

Five firms showed which were not announced by NAAPPB earlier. Bee-Line, an automobile alignment manufacturer and newcomer to coin manufacturing business, showed Satellite Tracker, a new arcade piece (see separate story). Tusko, which did not have its own exhibit but whose current line was displayed by its New York distributor, the Mike Munves Corporation, showed Baby Tusko, an elephant ride, and the Tusko Racer, a midget auto racer, also announced a new sales organization and two new rides coming up (See separate story). Atwood-Vacuum's A.B.T. division showed its new dollar bill changer. Valley Manufacturing Company, Bay City, Mich., showed its coin pool line and Exhibit Supply its card vender and card line.

The 12 coin firms originally announced to show, and the lines they showed, were:

Auto Photo Company, coin photo machines, Los Angeles; Bally

Tenn. Pins Down and Out

Continued from page 70

This cut down play tremendously in Memphis. Operators in Nashville, Knoxville and Chattanooga do not have this restriction, but their game play has decreased, even so.

Operators in these cities report the \$56.25 tax per machine is too high. Also they find the players and location owner tire of the pinball after a few weeks and ask for a new one.

"The cost is too high to come with a new one once a month," said an operator at Knoxville. "It seems that the young people who have the time to play them don't have the money, and the people with money don't have the time. The result is that the play on them has decreased very much due in a great part by the one free-play restriction."

Operators over the State face a proposed law in the State Legislature every two years to raise taxes on amusement games. Some of the proposed laws in the past eight years have been even more restrictive and would, in effect, kill the business.

Manufacturing Company, coin kiddie rides, upright game, and bowlers, Chicago; Capitol Projector Corporation, Record-A-Voice Audition Booth, Auto-Test, Piano Pete, Kiddie Musical Ferris Wheel, all arcade pieces, New York; Chicago Coin Machine (Chicago Dynamic Industries, Inc.), Commando Machine Gun Gallery and machine gun trailer installation, bowlers, hockey game, Rebound Shuffle, Horoscope, Chicago.

J. F. Frantz Manufacturing Company, Dodge City, new counter game, Rifle Sport, three-gun shooting gallery, Kicker & Catcher, Chicago; Irving Kaye Company, Inc., two-player roll down poker table, 6-pocket pool tables, street cleaner, Brooklyn; Logan Distributing Company, bulk vender supplies, Chicago; Mike Munves Corporation, arcade equipment, bowlers, Bike Race, (their own arcade unit), New York; Philadelphia Toboggan, skeeballs, Philadelphia; Standard-Harvard Metal Typer, Inc., Chicago; United Manufacturing Company, shuffle and bowling games, juke box; and Williams Manufacturing Company, 3-D Show Time.

Parker Henderson, general manager of Southern Amusement Company at Memphis, said he expects other such proposed bills in the 1959 Legislature which convenes in Nashville in January.

"We have to fight these bills every time," said Parker.

He said his company probably paid more city, State and county taxes (about \$22,000 a year) than did Goldsmith's, a large department store in Memphis which has one of the largest volume sales records in the South.

Drew Canale, owner of Canale Amusement Company, Memphis, said frankly that he no longer had games. They are not stable now like music and cigarette vending, which he has worked into most of his locations, Canale said.

"Games are nothing but a headache now," he said, "and as far as I am concerned I wouldn't care if they completely legislated them out. I think it can be said that that has already been done in Memphis."

Canale, who is in touch with most coin machine operators in Memphis, said there are relatively few games on location. Most operators do not have any, he said. They are "dying a natural death," as he put it.

He and most other operators which use any games at all use mostly shuffleboards or bowlers.

Operators in the other sections of the State still use some novelty pinballs but not in the number in they did before 1955, when the blow came which hurt the business badly—the law restricting free plays to one. The decline has been steady and gradual since then.

Looking back on it, operators generally agree that that was the death knell sounding. They don't seem much inclined to put out any money during the 1959 Legislature to fight any other bills aimed at further crippling game operation. It has been crippled about all it can short of death.



Don't Guess About Equipment! Come to WORLD WIDE and BE SURE!

ARCADE

Wms. CRANE	95
Games HOLE-IN-ONE	95
Bally ALL-STAR BOWLER	175
Bally TARGET ROLL	185
Bally SKILL ROLL	185
C.C. STEAM SHOVEL	95
Wms. JOLLY JOKER	75
Genco OFFICIAL SKILL BALL	95
Exh. RINGER BALL TARGETTE	75

BOWLING ALLEYS

Bally 14' ABC	335
Bally 14' STRIKES	525
United 13' JUMBO	575
United 16' JUMBO	595
United 16' ROYAL	525
United 16' BONUS	675

WANT TO BUY ALL LATE MODEL BINGOS!

WILL PAY HIGHEST CASH PRICES—OR TRADE GOTTLIEB 5-BALLS—BALLY ALL STARS—14' BOWLING ALLEYS—BASEBALLS

FISCHER

6-POCKET POOLS

with Slate Tops

LIKE NEW Only \$195

BASEBALLS

Wms. SHORTSTOP	375
C.C. BATTER-UP	345
Wms. '57 BASEBALL	325
Wms. 4-BAGGER	225
Wms. KING OF SWAT	145
United STAR SLUGGER	175
Keeney LEAGUE LEADER	195
Genco NY-FLY	145

5-BALLS

ROTO POOL	525	AUTO RACES	315
ROCKET SHIP	275	RAINBOW	155
CRISS CROSS	245	CLASSY BOWLER	145
SILVER	210	GYPSY QUEEN	125
STRAIGHT FLUSH	225	DERBY DAY	125
WORLD CHAMP	195	WONDERLAND	75
ROYAL FLUSH	175	BALLS-A-POPPIN'	125
ACE HIGH	165	CIRCUS	195

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47 330 N. Western Ave.

Phone: EVerglade 4-2300

NEW ULTRA-MODERN—UPRIGHT

It's Sensational



COLOSSAL 1,000 FEATURES

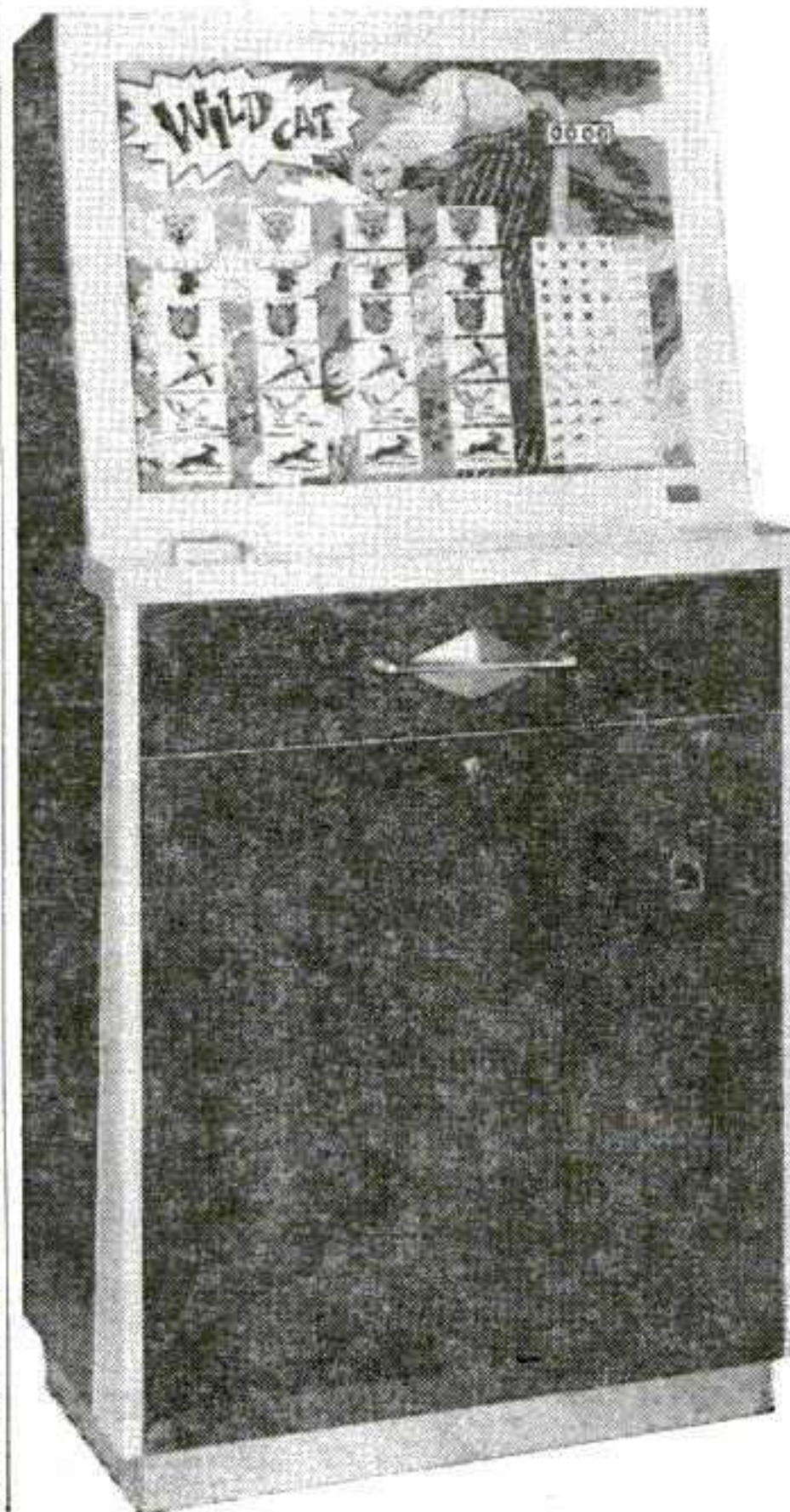
Location Tested	New Scuff-Proof Base
4 COLUMNS More Ways to Score	TERRIFIC EARNING POWER

ANOTHER WINNER BY GAMES, INC.

Height 56" Depth 16"
Width 28" Shipping Weight 171 lb.

PENNSYLVANIA DISTRIBUTOR

For Immediate Delivery, Phone or Call



MICKY ANDERSON AMUSEMENT CO.

314 East 11th Street Phone: 2-3207 Erie, Pennsylvania

ROYAL

DISTRIBUTING, INC.

5 E-120 AMI PHONOS	\$285 EACH
5 E-80 AMI PHONOS	250 EACH
2 W & K SANDWICH MACHINES	750 EACH

Rock-Ola Distributor

ASK FOR BEN MACKIE or HAROLD HOFFMAN

3726 Kessen Ave., Cincinnati, O., MONTANA 1-5001

WHAT'S NEW IN COIN MACHINES? WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every week in

The Billboard

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$15.
(Foreign rate, one year, \$15) 865

Name
Address
City Zone State



Capitol Debuts

• Continued from page 70

It was inaugurated to enable operators unable or unwilling to commit themselves to an outright purchase of equipment more easily to buy it, Goldsmith said. At any time during the rental period an operator can elect to purchase the equipment, and the full rental sum will be applied toward the purchase price.

The program will enable an operator to become acquainted with the equipment during a season and pay for at least part, or all, of the machine out of earnings, according to Goldsmith.

He cited the case of a prospective customer who was reluctant to buy one Auto-Test, finally wound up renting three.

For renting either the Ferris Wheel or Auto-Test, the 10-week plan costs \$20 a week; the 20-week plan, \$15 a week; Record-a-Voice Audition Booth is \$15 a week under the 10-week plan, \$10 a week for 20 weeks; Piano Pete is \$12 a week (10-week plan) and \$10 a week (20-week plan).

Capitol debuted its 1959 versions of the Auto Test, Record-a-Voice and the Kiddie Musical Ferris Wheel at the NAAPPB show in Chicago last week. Auto-Test and the Ferris Wheel each list at \$995; Record-a-Voice at \$595.

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
Wm. 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-CLASS EQUIPMENT
from **FIRST**
Gets **FIRST-RATE RESULTS!**

NEW GAMES

Gottlieb CONTEST
United CYCLONE
Genco GYPSY GRANDMA
Bally LUCKY SHUFFLE
Williams GUSHER
United ATLAS
Bally BEACH TIME
VALLEY 4-POCKET POOL
Kays COMPETITOR 4-POCKET
Auto Bell CIRCUS DAYS
Keeney DELUXE BIG TENT

WANT TO BUY!

CASH or TRADE
Chicoin-Bally-United

SHUFFLE ALLEYS

• **BALLY BINGOS**

CABLE: "FIRSTCOIN"—Chicago

FREE! FREE!
56-PAGE CATALOG

With Complete Price List,

Exclusively for **IMPORTERS!**

Fully Illustrated!

Send for Your Copy Today!

COIN MACHINE EXCHANGE

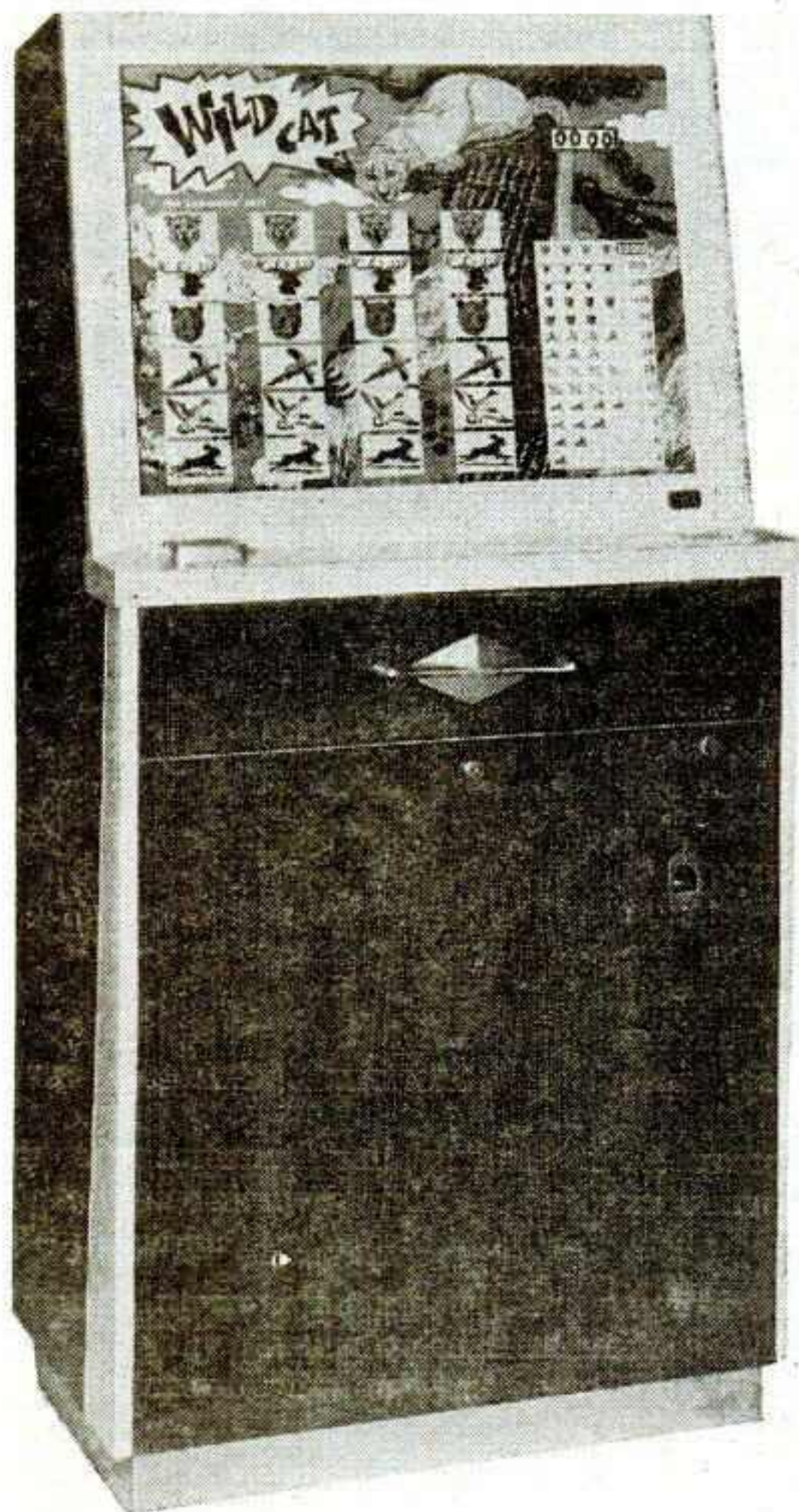
Joe Kline & Wally Finke

FIRST

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

LOOK!

SHAFFER SPECIAL

Seeburg

V-200

\$495

REFINISHED RECONDITIONED

Seeburg

V-160

REFINISHED RECONDITIONED

• Speed Read Program

VL Type Receiver

\$624.50

ALSO AVAILABLE AS V-120

GUARANTEED BY

SHAFFER
MUSIC COMPANY
Write for Illustrated Catalog

842 NORTH HIGH STREET COLUMBUS, OHIO

PHONE: AX 4-4614

CORRECTION

The line "EXCLUSIVE PENNSYLVANIA DISTRIBUTOR" appeared in the advertisement of Bill Le Bre, Erie, Pa., in the December 1st issue of The Billboard. That line should not have appeared in the ad.

Bee-Line Bows Arcade Item

• Continued from page 70

automobile alignment equipment. Object of the game is to keep a sight trained on a satellite which is in orbit around the earth. Scoring is based on this. With coin deposit, satellite begins to orbit around the earth, the patron tracking it by means of two small tracking wheels mounted vertically, one on each side of a steering post. The patron must operate one wheel with each hand to move the tracking device. Each time the device overtakes the satellite, a score is registered on the control panel scoreboard.

* Features include a rocket aimer which moves with wheel movement, TV-type target area showing outer space, the world and the satellite and moving radar antenna mounted on top. The earth, satellite and scoring panel are illuminated in black light.

(1956-1958). He took the tracker to Richard Englehart, president of Bee-Line, a family friend, because of their experience in precision equipment and their manufacturing facilities. Schaab tested the tracker on location on board the steamer Admiral.

Among other machine-building accomplishments, Schaab has built two radio-controlled boats, a two-footer and a four-footer, and is currently building a miniature automobile engine with tools and dies of his own making. He plans to install a complete engine in a radio-controlled midget racer.

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1/4 down, balance C.O.D.

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Listing at \$795, f.o.b. Davenport (one-third down, balance on sight draft), the tracker measures 32 inches wide, 62 inches long and 72 inches high.

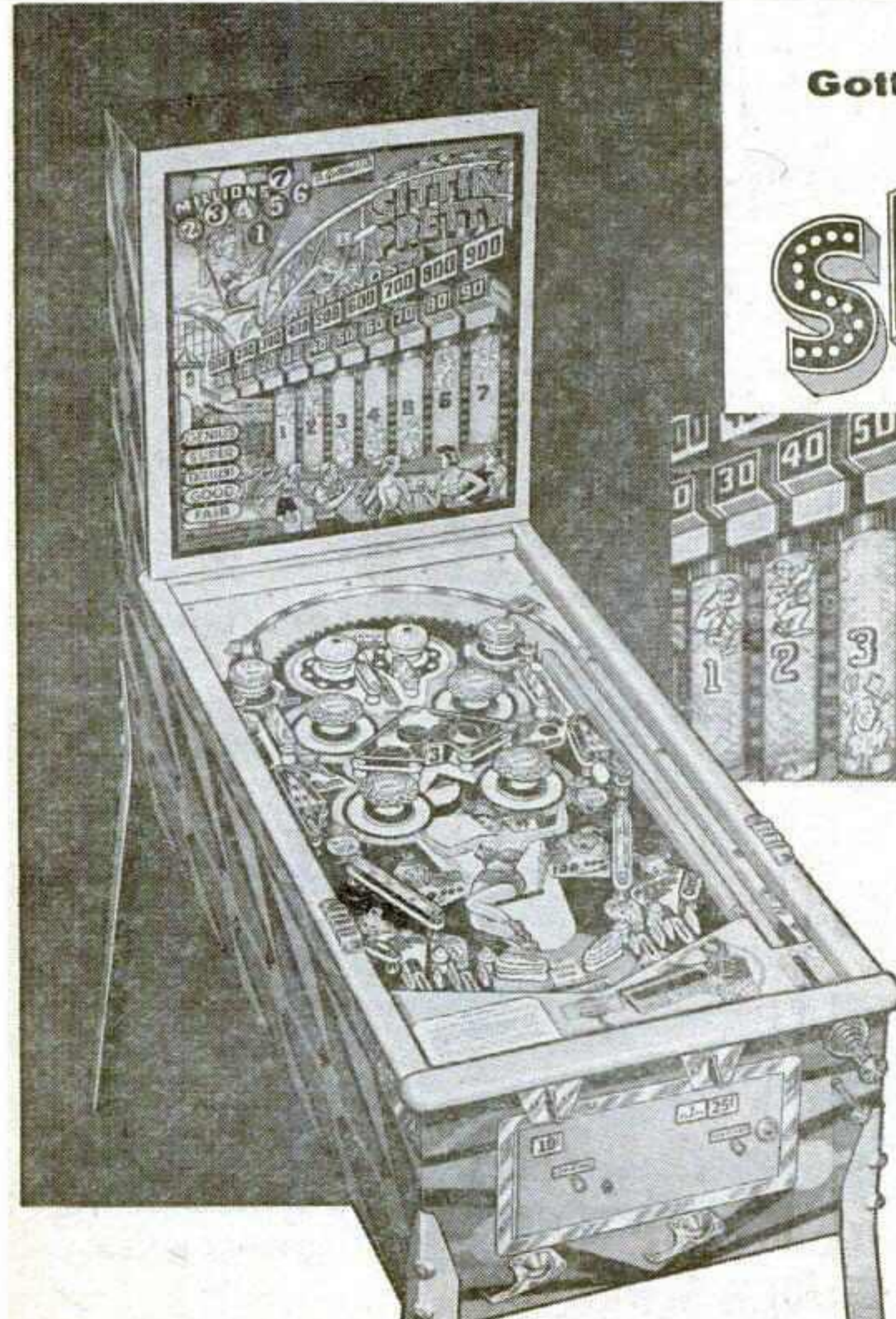
Joseph Michael (Bud) Schaab, designer and engineer of the machine, is in charge of its production and sales. Schaab said that he would announce plans for distribution to the tracker early in January. He said he also has another Arcade piece in the pilot stage.

This is Schaab's first entry in the coin machine field. Just 29, he graduated from Christian Brothers College H. S. in St. Louis (his home town) in 1946, worked there as a tool designer at the Alco Valve Company from 1946 to 1948, as a tool maker at the Haake Machine Tool Company, 1948 to 1950; as machinery repairman, second class, U. S. Navy from 1950 to 1954; as a machinist at the Nooter Boiler Company (1954-1956), and the Multiple Boring Machine Company

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1 Exhibit Ringer Ball ... 75.00	1 Gottlieb Diamond Lil .. 120.00		
1 Genco Shuffle Pool Bowler 75.00	1 Gottlieb Lady Luck 120.00		
	2 Gottlieb Four Belles .. 125.00		
	1 Gottlieb Slugging Champ 125.00		
	2 Gottlieb Gold Star 125.00		
	1 Gottlieb Frontiersman .. 125.00		
	1 Gottlieb Dragonette ... 125.00		

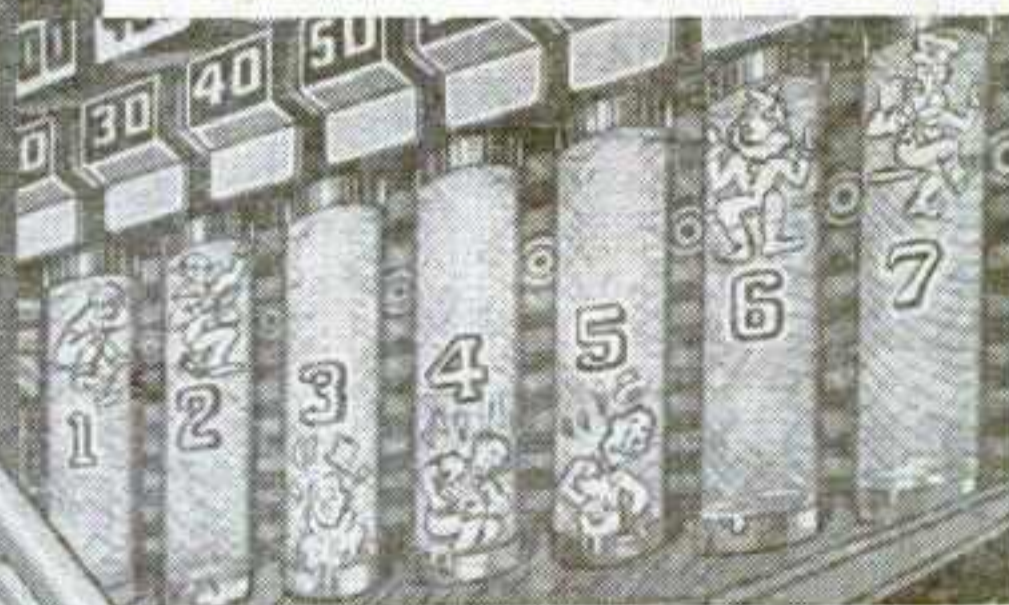
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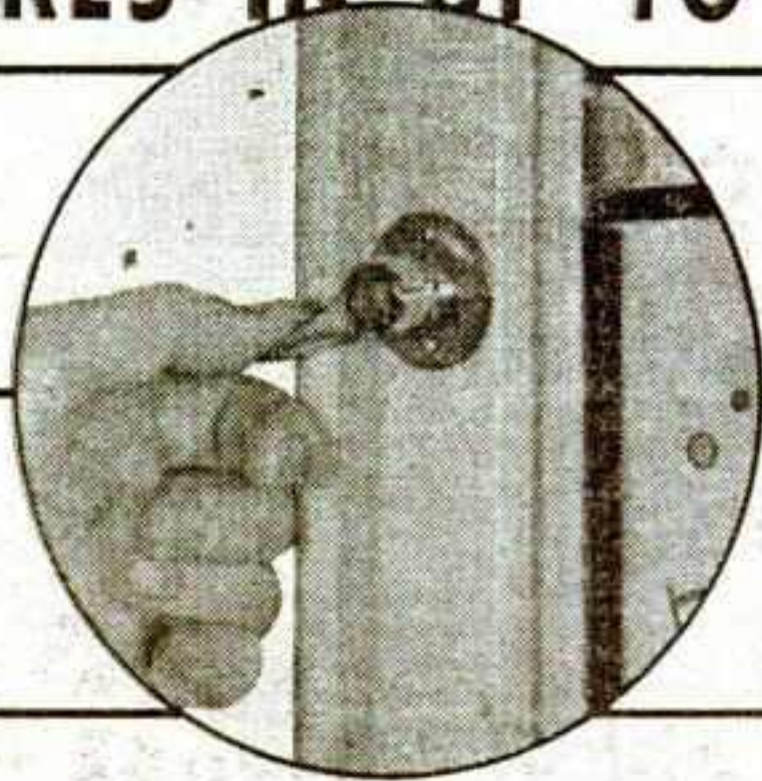
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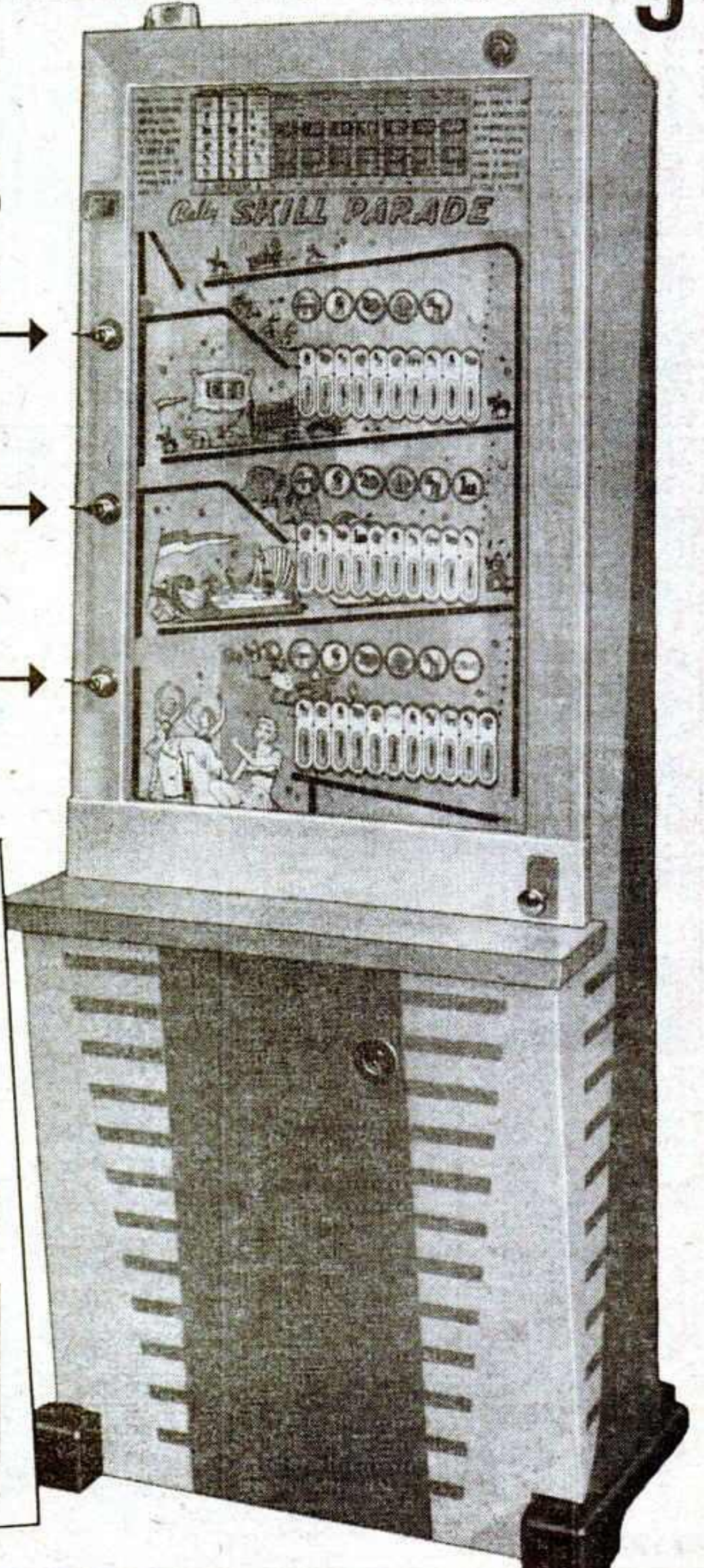
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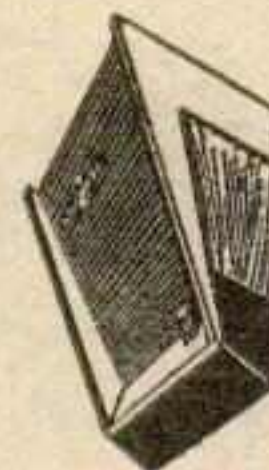
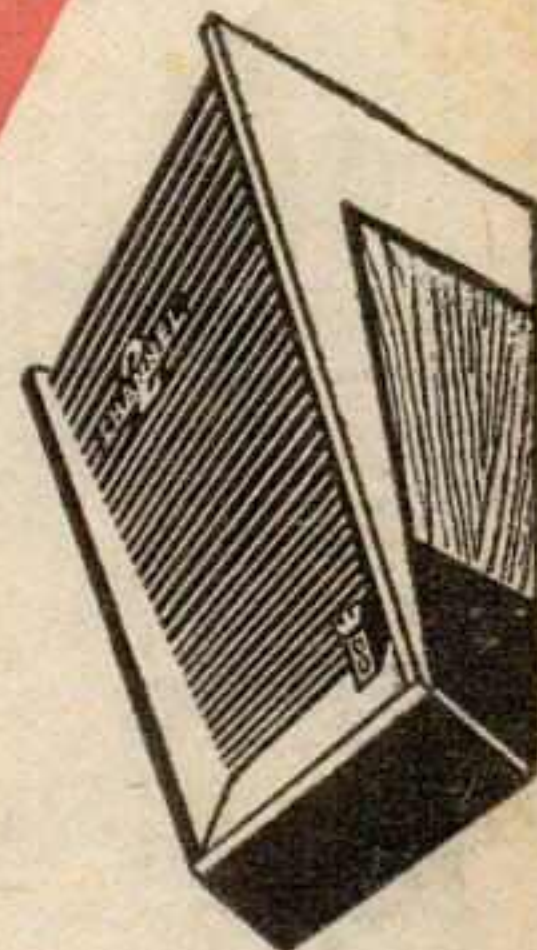
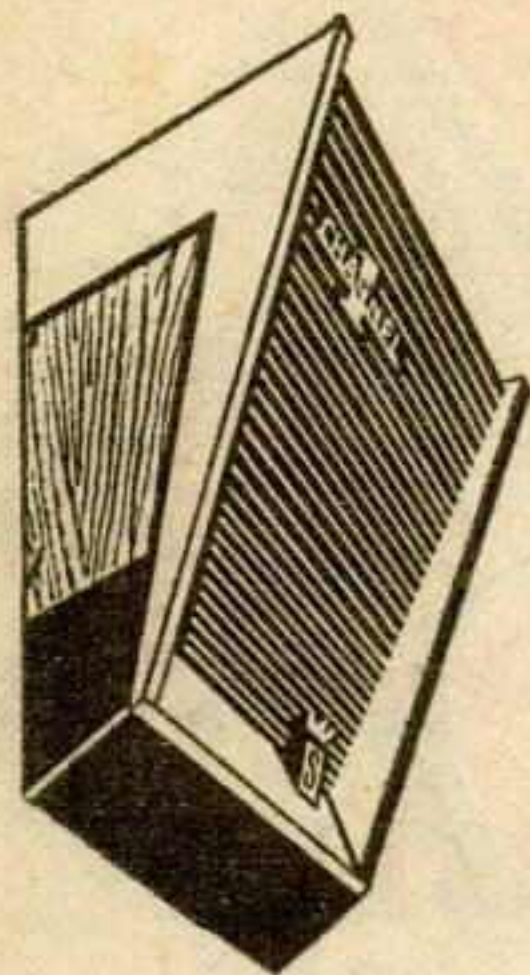
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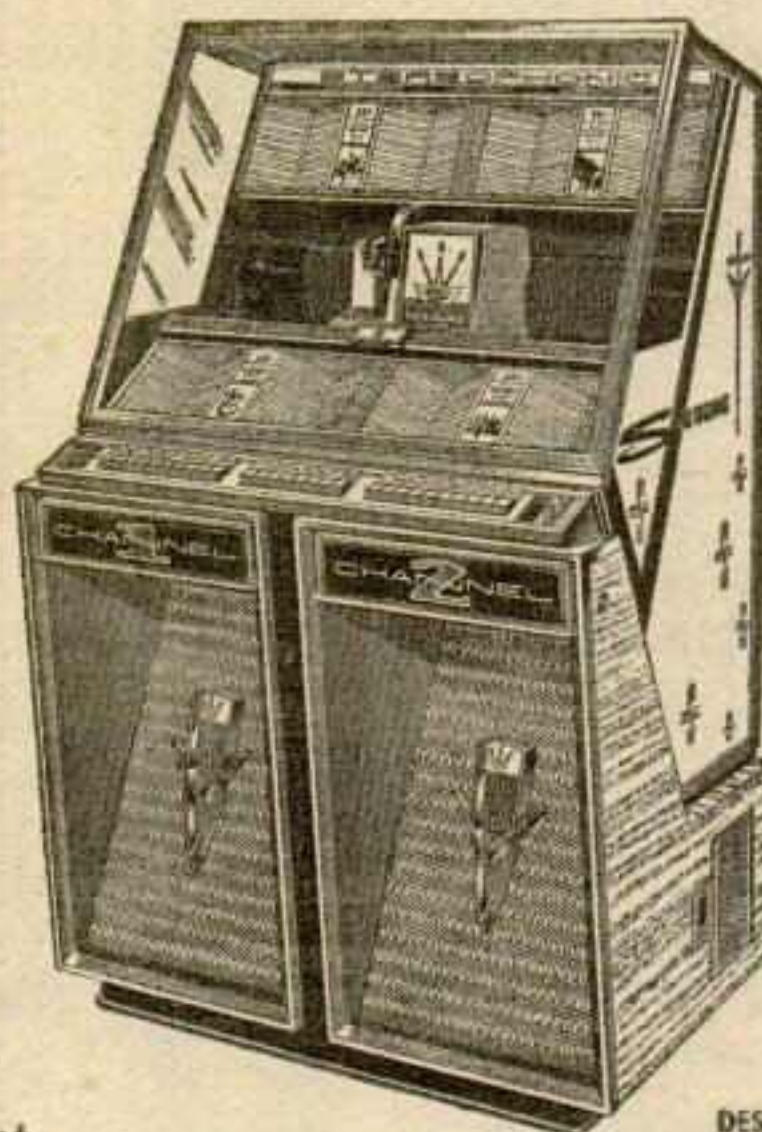
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