

The Billboard

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AM-Par Meet Intros
Trade Promotion
Convention
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Too Many Disks Spoil the Broth

Overproduction Pressures Industry at All Levels; 100 Releases Weekly

By BOB ROLONTZ

NEW YORK—There have always been problems in the record industry but the problem of overproduction which plagues the industry today is one of the thorniest and most difficult to solve. Unlike other industries where manufacturers trim production to compensate for dull business such as that experienced by record firms over the past six months, the number of new disks and the number of records released every week has shown a steady increase ever since the start of the year.

By actual count the number of single records released during the first half of 1958 has averaged more than 100 records a week. Some weeks it has been as high as 125 records issued. At other weeks the low point has been 80 records. This constant and increasing flow of single disks has built up pressure at all levels of the industry, affecting the distributor, one stop, disk jockey and retailer in the fight to get product exposed.

A total of 100 records released each week means that there are 200 sides available to be played each week by disk jockeys. With the average station on the air about 16 hours a day a station might just manage to play each new release one time in a full programming day. This, of course,

only if the station played nothing else but these new releases, no hits, no albums, no standards, etc. And seven days later the station would have 200 new sides to program.

If a dealer tried to stock only one each of the 100 new releases that come out each week it would mean that a dealer would have to keep in stock, over a three-month period, 1,200 individual records. No dealer could stay in business this way. He must stock new records on the basis of name value of the artist, trade paper spotlights, or calls across the counter due to exposure on the part of a local disk jockey.

Narrowing Funnel

What this all means, of course, is that the great amount of new product that comes out each week is funneled thru an opening that becomes narrower and narrower as the number of releases grows larger. The manufacturer, the distributor, the music publisher and the artist all put pressure upon the disk jockey to expose their product. And the jockey, faced with a constant stream of new records, of which he has time to play only a few, programs the few he can, selecting them either by actual listening, by the librarian's list, by guesswork, by the competition, or by being influenced.

What happens to most of the records that are released? Since

(Continued on page 4)

IT'S A GRAND NAME, WHOEVER THOUGHT IT UP

NEW YORK — Two new explanations of the origin of the term "Tin Pan Alley" were advanced last week by Douglas Edwards, CBS commentator. Edwards researched the long-time controversial question for his "Answer, Please!" radio series and broadcast these as most authoritative:

The term was originated by a composer-publisher of the 1890's, to whom the "tinny quality of the over-used cheap pianos of rival publishers" suggested the name. The second theory: Bryant's Minstrels starred in a show in 1861 which was described by its press agent as a "Grand Tin-Pan-O-Ni-On," or "pot pourri."

Most popular explanation of the past few years pins the term on the fact that 50 years ago music publishing firms were located in a section of New York also occupied by manufacturers of tin pots and pans. Another advanced by some is that 14th Street, where pubberies were centered before 1900, was described by an early denizen as "an alley of tin pans."

The wildest recent theory (from a record exec) involves an anecdote which attributes the coining of the phrase to Diamond Jim Brady in a spat with Lillian Russell. Webster's Dictionary puts it in small letters and calls it "a street or district frequented by theatrical musicians," freeing diskeries and publishers of all onus.

NYU-Billboard Tab Cues Bigger Year For Phono Sales

Can Top 400 Million Unit Mark By 25%; Stereo Prime Factor

By RALPH FREAS

NEW YORK — The public will buy as many phonographs during 1958 as they bought last year. Indeed, there are strong indications that sales will top last year's total of 4,000,000 units by estimates ranging from 10 to 25 per cent.

The key factor to a strong increase is stereophonic sound. As more than 9,000 music merchants converge on Chicago today for their annual conclave at the Palmer House, every phonograph manufacturer is set to unveil full stereo phono lines. None intend to be left behind in the rush to what they fully expect to be a stereo bonanza.

Even without stereo, the phono business is holding well or bettering the figures of last year. This is the overall picture seen in a New York University-Billboard sponsored survey on the subject.

Survey Highlights

This survey of record-phonograph retailers, complete results of which can be found in this issue, reveals actual sales made in the period from January 1st, 1958 to May 15th, 1958. Here are some of the highlights of that survey:

- Out of the "universe" of 8,400 outlets, 6,800 (81 per cent) actively sell phonographs.

The 6,800 record-phonograph dealers sold more than 420,000 phonos for an estimated \$48,000,000 during the 19-week period of the study.

Approximately 4,900 (73 per cent of the "universe") have sold more than 39,000 tape recorders for an estimated \$6,750,000 during the 19-week period.

- About 4,900 (73 per cent of the "universe") sold more than 240,000 radios for an estimated \$7,200,000 in the 19-week period.

The study also revealed that about 50 per cent of the dealers who handle phonos also carry portable television sets.

The top sales experts in the phonograph business estimate that the period by the NYU-Billboard study yields about 25 per cent of the annual sales. Thus, totals for 1958 can be estimated by multiplying the study figures by four. Simple arithmetic then shows the total business to be done by record-phonograph outlets as follows:

- More than 1,600,000 phonographs will be sold.
- Gross dollar volume will exceed \$200,000,000.

About 160,000 tape recorders with a value of \$27,000,000 will be sold.

It is important to note that these

(Continued on page 15)

It Calls for Imagination

NEW YORK — Of the 100 or more records that are released in an average week about 60 per cent are released by established firms, and the other 40 per cent are issued by new, or nearly new labels.

One of the problems faced by a new firm is what to call the label. Standard names relating to the U. S. were used up long ago. But the ingenuity of disk manufacturers is great, and somehow few label names duplicate each other. Here is a random sample of the names of some of the newer labels who have issued records recently: B.B., Rip, New Song, GNP, Chock, Universal International, Bay-Tone, Mayhams, Elsan, Demon, Daja, Fox, Central, Track, Contender, Kay-Y, Wig-Wag, Modern Sound, G. & F., Profile, Now, Gallo, R-Dell, Big Band, Shastone, Cham, Hide-A-Way, Edison International, Conquest, Glam, Corvette, Wells, A-V, Arno, Sandy, and Mark.

NEWS OF THE WEEK

National Dealer Group to Be Formed at Chicago Meeting

A new, nation-wide dealer organization is expected to take shape at a meeting Tuesday (22) of dealers attending the National Association of Music Merchants convention in Chicago. Spearheaded by the Texas Record Dealers Association and the Associated Record Dealers of Chicago, the organization proposes among other things, to deal via legal action with threats to dealers allegedly posed by discounters, record clubs and rack jobbers. Page 2

Everybody Out With Stereo; Big Firms, Little Ones Too

A flock of record manufacturers kicked off nation-wide promotions for new LP and tape product—both stereo and monaural—last week. Labels introducing new album promotions included RCA Victor, Capitol, Columbia, Decca, Angel, M-G-M, ABC-Paramount, Liberty, Kapp, and many others. Page 2, 3, 4

Schulman Fights On but Hope Dim in Cleffers Anti-BMI Plea
John Schulman, counsel for the songwriters in

their fight for a bill that would separate broadcasters from having publishing and recording interests, continued their fight in Washington last week. But Senator Pastore appeared unconvinced. Page 4

Calgary Exhibition Draws Record Gates

The Calgary Exhibition and Stampede exhibited its strong pulling power by breaking all past attendance records, clocking 548,000 patrons in six days. Page 81

DEPARTMENTS AND FEATURES

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Dress Firm Phono Tie-In

BENTON HARBOR, Mich. — Vicky Vaughn and V-M phonos are an item. They're "going steady," according to a recent announcement.

The Vicky Vaughn in this case is a line of dresses for teen-age chicks manufactured by the R & M Kaufman Company, Aurora, Ill. The firm is tying in with V-M in an ad and promotion campaign. Kaufman dealers will feature V-M phonos and tape recorders in store displays and V-M dealers will use ad reprints and mannequins wearing Vicky Vaughn dresses in their displays.

The manufacturers have figured out a bonus for the teen-agers. The dresses will carry "golden record" tags which, together with 60 cents, entitle the dress purchaser to a red plastic carrying case for 45's, valued at \$1.25.

Program kicks off with an ad spread in the August issue of Seventeen.

Own Nat. Org. Shape Up at NAMM Meet

Texas Group Spearheads Fight On Club, Rack, Discounter Tactics

DALLAS — An organized national body of record dealers may take shape when dealers from throughout the nation congregate at the annual convention of the National Association of Music Merchants in Chicago next week.

Plans for the National Association of Record Dealers were announced here this week by Charles Simmons of Coghill-Simmons, leading local retail outlet. Coghill-Simmons was one of the spearheads of a drive which saw the organization of the Dallas Record Dealers Association late last year. This group later expanded into the Texas Record Dealers Association.

Several weeks ago, Simmons was in New York to line up deals with suppliers there for a more favorable discount structure for Texas stores, which were prepared to operate on a group-buying basis. At the time, Simmons said that "Eastern discounters were getting

records at unusually good discounts from right under our noses in Texas, discounts which were not offered to our members."

Many Want In

As a result of an account of the buying maneuver which appeared in The Billboard (July 7), Simmons said the Texas Association received a "barrage of phone calls and wires from dealers all over the nation who wanted to get together to form a national group."

Simmons told The Billboard

that dealers representing local retailer organizations in such markets as Boston, Memphis, Buffalo, Cleveland, Denver and Phoenix had indicated eagerness to "sit down and set the wheels in motion next week at the NAMM."

"As a result," said Simmons, "we have set a meeting for Tuesday (22) in Parlor Nine of the Palmer House. Mr. A. J. Schaps, who is president of the Associated Record Stores of Chicago, got in

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Cap, Angel Set for August Stereo Drive

HOLLYWOOD — Capitol and Angel will take their initial stereo disk step on August 18 when they will jointly issue 22 stereo packages. Capitol will release 10 pop albums and five classical. Angel will issue seven. Both Capitol and Angel will price their stereo packages \$1 more than the monaural versions.

Cap's pop stereos include three demo disks, "The Stereo Disk," "Stars in Stereo," and "Big Band Stereo," plus the following stereo versions of monaural packages: "The King and I," "Ports of Pleasure" by Les Baxter and orchestra, Nelson Riddle's "Sea of Dreams," "Les Brown Concert Modern," "Selections from South Pacific" by Fred Waring and His Pennsylvanians, Nat King Cole's "Song From 'S. Louis Blues,'" and "Burnished Brass," featuring the George Shearing Quintet. The latter album is the only new item in the pop stereo releases. The others are stereo disk versions of earlier releases.

Capitol's stereo classics include Britten's "Young Persons Guide to the Orchestra" with Felix Slatkin conducting the Concert Arts Orchestra, who also perform Dohnanyi's "Variations on a Nursery Tune"; Leopold Stokowski's interpretation of Holst's "The Planets"; the Roger Wanger Choral and the Hollywood Bowl Symphony Orchestra in "Starlight Chorale"; Erich Leinsdorf conducting the Concert Arts Orchestra in "The Sound of Wagner," and Carmen Dragon conducting "La Belle France." All are stereo versions of earlier monaural releases.

The Angel stereo disks debut will feature the Glyndebourne Festival Chorus and Pro Arts orchestra with Sir Malcolm Sargent conducting in Gilbert and Sullivan's

"The Mikado"; Carl Orff's "Die Kluge" with Elisabeth Schwarzkopf, Gottlob Frick and the Philharmonic Orchestra conducted by Wolfgang Sawallisch; Emil Cielelski and the Philharmonia Orchestra, Leopold Ludwig conducting, performing Beethoven's Fifth Piano Concerto; Sir Thomas Beecham and the Royal Philharmonic Orchestra's reading of the Rimsky-Korsakov "Scheherazade"; Tchaikovsky's Fourth Symphony performed by Constantin Silvestri and the Philharmonia Orchestra; Arturo Benedetti Michelangeli performing Rachmaninoff's Fourth Piano Concerto and Ravel's G Major Piano Concerto with Ettore Gracis conducting the Philharmonia Orchestra, and Guido Cantelli conduct-

(Continued on page 74)

WB Pix Tab Conkling VP

HOLLYWOOD — Jim Conkling has been elected a veepee of Warner Bros. Pictures, Inc., by the firm's board of directors. Conkling entered the WB fold in February as president of Warner Bros. Records, Inc., picture company's subsidiary label.

Conkling, as a result of board's action, is a veepee of the parent company in addition to serving as top exec of the WB diskery.

Victor 'Best Buy' Intros at 8 Meets

NEW YORK — RCA Victor is kicking off its 1958 "Best Buy" program July 21-25, with execs introducing the program at eight regional distributor meetings. Following the regional confabs, distributors will hold their own conferences to introduce the program to local dealers.

The Victor program includes a total of 28 LPs, available in both stereophonic and monaural versions. According to George R. Marek, vice-president and general manager of the record division, this year's "Best Buy" shapes up as one of the most exciting merchandising plans ever developed by RCA Victor.

Participants in the New York meeting and the Boston meeting July 21 and 23 respectively are the following: Bill Alexander, ad-

Imperial Sets Hefty August LP Promotion

HOLLYWOOD — Heavy promotion will back up Imperial's August release, according to prexy Lew Chudd. The release consists of four albums, featuring Fats Domino, Ernie Freeman, Slim Whitman, and an LP devoted to march music. The albums are "The Fabulous Mr. D," "Dreamin' With Freeman," "Slim Whitman Sings" and "Favorite American Marches."

Chudd has budgeted \$10,000 to give the August release its promotional kick-off. Imperial has presented in-store display material, window banners, streamers and cover boards. The campaign also includes co-op advertising with local distributors and dealers.

Apart from this promotion, Chudd is preparing to send his label's new vocal acquisition, Johnny Garner, on a national personal-appearance tour during August to help launch his first release, "Little Starry Eyes" backed with "Kiss Me Sweet." Chudd plans to be on the road during August to personally supervise the promotional activity.

Verve Sale to UA Reported

NEW YORK — The acquisition of Verve Records by the diskery wing of United Artists is expected to be consummated shortly. At press time Friday (18), negotiations between attorneys for both sides were known to have reached an advanced stage.

It was indicated that negotia-

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Liberty Steps Up Stereodisk Sked in Sept.

HOLLYWOOD — Liberty Records is stepping up its stereodisk releasing schedule with 10 multi-track albums currently in production for September release. The 10 stereos will follow on the heels of four stereodisk packages to be released in August. The label's September stereo schedule calls for twice the number it plans for monaural release.

The stereo packages include

(Continued on page 71)

Hard Sell Keys Columbia Meet

ESTES PARK, Colo. — Columbia Records National Sales Convention got down to serious business here this weekend as the firm's execs in sales and a.&r. pitched their new fall line and programs to distributors. Both Friday and Saturday, (19, 20) were devoted to business sessions and Saturday night the label held a banquet and gave the salesmen a two-hour show featuring the label's top artists.

The pitch was a bit different this year, the label's 10th anniversary of LP. The merchandising men and the repertoire men gave their approaches at the same session, thus tying both the product and the sales approach together. There were separate meetings on single records, on LPs, Harmony Records, and Masterworks. And there was a complete seminar on stereo, including both the LPs and the phonos to play them.

As part of the merchandising show, sales execs actually built a store on stage, to show how a salesman should stock a retail shop with Columbia Records. This was part of the label's hard-sell program of "Columbia means business."

The program opened with a speech by Paul Southard, of the Columbia Distributor in New York.

(Continued on page 74)

Decca Pacts Pro Musica, Jen Tourel

NEW YORK — Noah Greenberg's New York Pro Musica and mezzo-soprano Jennie Tourel have been signed to exclusive disk pacts by Decca's Gold Label division. Initial albums under the new agreements are set for August release.

The Pro Musica group performs "Play of Daniel," the 12th Century musical drama, on its disk. The work was performed by the group earlier this year at New York's Cloisters. The disk gets de luxe packaging, with action photos of the original Cloisters production, an introduction to the liturgical drama by critic Paul Henry Lang, a listing of the cast, instruments used and text material.

Miss Tourel's initial effort includes a set of Russian, entitled "None But the Lonely Heart."

Gallico on Europe Trek

NEW YORK — Al Gallico, Shapiro-Bernstein exec, left for Europe on the Liberte last week on a business trip which will take him to England, France, Switzerland, Germany and other countries.

Gallico will likely set up an English firm, which will replace the free-lancing operation. He will also acquire material in England and on the Continent.

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Columbia Issues 20 Stereo Albums

NEW YORK—Columbia Records will release 20 stereo records next week and another 20 stereo disks in late August. Release includes both pop and classical LPs, with some of the label's strongest names, such as Johnny Mathis, Ray Conniff, the Philadelphia Orchestra and the New York Philharmonic. The Columbia stereo items will retail for \$5.98.

Here is the list of pop albums that the label will issue stereophonically: "S'Awful Nice"—Ray Conniff; "Sound Ideas"—Les and Larry Elgart; "Patterns"—Frank Comstock; "Sing Along With Mitch"—Mitch Miller; "Music From South Pacific"—Percy Faith;

"Encore!"—Andre Kostelanetz; "J. J. In Person"—The J. J. Johnson Quintet; "Portraits"—Frank De Vol; "A Guy in Love"—Guy Mitchell; "Good Night Dear Lord"—Johnny Mathis; "Victor Herbert"—Percy Faith.

The Masterworks albums include: Respighi: "The Pines of Rome" and "The Fountains of Rome"—The Philadelphia Orchestra; Bartok: "Concerto for Violin"—Isaac Stern and the New York Philharmonic; Grofe: "Grand Canyon Suite"—Philadelphia Orchestra; Prokofiev: "Symphony No. 5 in B. Flat Major"—Philadelphia Orchestra; "Bach at Zwolle"—E. Power Biggs; Tchaikovsky: "Symphony No. 6"—New York Philharmonic; Schoenberg: "Transfigured Night," Vaughan Williams: "Fantasia on a Theme by Thomas Tallis"—New York Philharmonic; Stravinsky: "Le Sacre du Printemps"—New York Philharmonic; Mahler: "Symphony No. 2"—New York Philharmonic.

All of the above records have been released monaurally. In addition to these Columbia will bring out a special package, called "Listening in Depth—An Introduction to Columbia Stereophonic Sound," aimed especially at the hi-fi bug and newcomers to stereo.

Court Rules For Warner's In Tops Suit

LOS ANGELES — Summary judgment on the issue of liability was handed down last week (18) against Tops Records, its manufacturers, distributors and some of its leading sellers, covering copyright infringement of 62 songs. The ruling was made here by Federal Judge Leon R. Yankwich on behalf of the plaintiffs, Harms, Witmark, Remick, New World, Advance and Shubert Music Publishing Company, against Tops, Cavindish, Dorshay Records and all the 14 named seller defendants. Latter included Woolworth's, Sears,

(Continued on page 71)

Wing Diskery Returns to Singles Kick

NEW YORK—Wing Records, the label recently reactivated by Mercury Records as a \$1.98 LP line, is issuing single records again. First single release features singer Phil Flowers and is being shipped this week. Thinking behind the single release is that the \$1.98 line will have a better chance to make it big if the label name is known, and firm feels a hit single can do it.

Mathis Gets Fat Col. Pact

NEW YORK — Johnny Mathis has signed a new long-term contract with Columbia Records. Although the firm would give out no information as to the actual contract terms, it is understood that the chanter was handed a very lucrative contract assuring him of \$200,000 in record royalties in four years.

Mathis has blossomed into one of the brightest stars ever on the Columbia roster. It is estimated that his income last year from Columbia Records was close to the \$100,000 mark. He may surpass that this year, as he has two best selling albums out now and his new single, "A Certain Smile," looks like his strongest since "Chances Are."

In his new contract, Mathis receives a 5 per cent royalty, something he has been striving for from the label since last year. At one time it was rumored he would leave Columbia, but such rumors were quashed with the repacting last week.

Jay-Gee Buys Jan Label; to Be Called Jane

NEW YORK — Jerry Blaine's Jay-Gee Record Company, which owns Jubilee, Josie and Port records, has taken over the Jan label.

According to Blaine, Jay-Gee has purchased Jan, the Texas label, and has laid out a substantial cash advance for the rights to the Jan catalog, artist roster and completed masters. This includes Jan's current strong disk, Gene Summer's "Nervous."

Under the new set-up the name of the Jan label will be changed to Jane Records. Distributors handling the Jubilee-Josie labels, including the five Blaine-owned Vosnat Distributors, will handle the Jane line. Tom Fleeger and Dan Weisfeld, of Jan, will continue to help guide Jane Records in its new set-up. Fleeger will handle the recording work from his Dallas office under the supervision of Morty Palitz, Jubilee a.&r. head.

Weisfeld will function as field man for all four Jay-Gee labels, reporting to Bill Darnel, sales chief of the four labels, and will also do promotion work. Jean Glover will be the administrative assistant for the East Coast office of Jane Records, which will be located with the Jubilee-Josie labels.

AM-Par Meet Intros New LP Promotion

'Third Anniversary Album' Plan Beams 11 New Stereo Packages; Dozen Tapes

NEW YORK—ABC-Paramount Records' national distributor meeting at the Concord Hotel, Kiamasha, N. Y., last week was highlighted by the introduction of its "Third Anniversary Album Promotion."

The new album release features 11 new stereo packages (10 also available on monaural), 12 stereo tapes (culled from Am-Par's LP catalog) and 9 EP's.

Am-Par prexy, Sam Clark, who presided over the distrib sessions, said that more than 250,000 LP orders were written up during last week's meeting, which was attended by 26 of the label's 31 distributors, including a representative from Honolulu.

The new album releases were introduced by Sidney Pastner, newly appointed national LP sales merchandising chief for the label. Pastner, heretofore Am-Par's national field representative, replaced Dewey Bergmen Jr., who will announce a new label affiliation soon.

Following a discussion of various discount programs utilized by other

labels, the Am-Par distributors unaniously voted approval of Am-Par's present discount system. Pastner then outlined a new incentive plan for them, whereby distributors may receive higher discounts if their sales exceed certain quotas.

Other Am-Par execs addressing the group included artist and repertoire exec Creed Taylor, who demonstrated the label's new stereo line via a stunt involving NBC's Miss Monitor; sales chief Larry Newton; Leonard Goldenson, American Broadcasting-Paramount Theater prexy; SI Segel, ABC-PT director; Natt Hale, West Coast field representative; Lee Palmer, and East Coast field representative Clayton Burdick.

The 10 new ABC-Paramount LP's which will be released on both stereo and monaural include Eydie Gorme's "Eydie in Love," a Johnny Nash package; the Blazers' "Drinking Songs Around the World"; "Bawdy Barracks Ballads," by the Four Sergeants; the "Accidentals, with Kai Winding's Trombone"; Roy Smeck's "Hi-Fi Paradise"; "Flamenco Guitars," by the Sabicas; Ted Maksymowicz's "Let's Polka"; "Hi-Fi Square Dance Party," and an Hawaiian package by Alfred Apaka.

Release on stereo only will be a band album titled "Paradise Field in Stereophonic Sound." The stereo tape packages will be packaged in special gold boxes with pull-out tabs. An extensive display material for the new stereo LP and tape line-up is in the works, along with a sizable consumer advertising campaign.

Carlton Adds Kelly; Enters Package Field

NEW YORK—Carlton Records is getting set for an expansion of recording activity. Label's chief, Joe Carlton, has signed Monty Kelly to head up the a.&r. operation. Kelly has a two-year pact at a substantial figure and will function as arranger and artist in addition to heading a.&r.

Signing of Kelly coincides with the diskery's entry into the package field. Next month, according to Carlton, the firm will release 10 stereo and 10 monaural LP's, the former listing at \$4.98 and the latter at \$3.98. This will be the first entry of the diskery into the package field. Scott in the late fall is expected to go abroad to record material.

Carlton late this week flew to attend the NAMM confab in Chicago to talk terms to distributors regarding album product.

Allen Joins Dot Banner

NEW YORK—Steve Allen has signed a long-term pact with Dot Records. The veteran TV personality, author, clefter and musician will rejoin Bob Thiele at Dot, with whom he had a long association at Coral Records. The new pact becomes effective October 1.

Under Thiele at Coral, Allen turned out 11 albums and a number of single releases. Many of these packages contained tunes written by Allen. He has, in the meantime, cut a special one-shot album with Roulette, which came about as a result of his appearance at Manhattan's Roundtable Club, operated by Morris Levy, who also owns the Roulette firm.

Huge Aug.-Sept. M-G-M LP Push

NEW YORK — M-G-M Records has set one of the heaviest package promotions in the label's history for its August-September program. The plan, which includes 22 albums on the M-G-M label and an initial release of two dozen sets on the low-priced Lion line, will be introduced at a special M-G-M distributor convention at the Hotel Sheraton, Chicago, Tuesday (22). The gathering will feature a film slide presentation of the line.

A feature of the program will be a full line of merchandising aids, heavy trade and consumer advertising and a bonus plan for dealers. The sliding scale bonus deal, for 12 albums purchased, a dealer gets one free; for 25 albums bought, three free albums are awarded. For 50 purchased, the dealer gets seven free sets and for 100 he'll get 15 free sets. In each case the bonus selections are up to

the dealer. The bonus arrangement does not affect the normal markup.

The M-G-M pop release includes a deluxe two-LP job, "Yesterday and Today," with Maurice Chevalier; another new three-LP omnibus Hank Williams set with an illustrated booklet, entitled "Hank Williams, Volume II"; "Meet Cleo," with British thrush Cleo Laine; and sets by the Ferrers, Rosemary and

(Continued on page 72)

Oberstein Digs Stereo \$\$ The Most

NEW YORK — Eli Oberstein head of Rondo Records, has been so delighted with the sales of the 12 stereo records that he issued early this month that he is releasing 12 more stereo disks in August. "Contrary to what many people believe," said Oberstein, "there is already a healthy stereo market."

The 12 new stereo disks will include three classical albums by the Boston Symphony Orchestra, under the direction of Willis Page. There will also be an album, "The Burlesque Show," an on the scene stereo recording of a complete performance at Minsky's Burlesque house in Union City, N. J. Strippers Patti Waggin and Marie Voe are featured and several burlesque comedy sketches. There is also an album of railroad sounds, one with steel band groups, and an organ set. Rondo will also bring out a blues album featuring Lizzie Miles, a Dixieland set, and a folk set from Trinidad.

10% Off on Merc Tapes

CHICAGO—Mercury's catalog of stereotapes is being offered to dealers at 10 per cent discount until August 31, Pete Fabri, marketing manager announced.

Sale is the result of the success of a similar offer last January and April, Fabri said.

Melcher Keys Arwin Label Brit. Invasion

HOLLYWOOD — Marty Melcher last week concluded a deal whereby London Records will press and distribute his Arwin Label in England. Arwin's initial invasion of the British Isles will be spearheaded by its two domestic best-sellers, "Jenny Lee" by Jan and Arnie and "Cha-Hua-Hua" by the Pets.

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the Kapp single version of the song of the same title; "Favorite Songs of College Days (Moments to Remember)," with Marty Gold and His Ork and Chorus; a two-pocket LP set titled "Great Songs From the Great Shows of the Fabulous Century," with Jane Morgan; and a second two-pocket package titled simply "Songs of the Fabulous Century," with Roger Williams. There will also be two monaural-only packages by the great Portuguese folk singer, Amalia Rodrigues, who in the past appeared on Angel Records.

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Own Nat. Org. Shape Up at NAMM Meet

Texas Group Spearheads Fight On Club, Rack, Discounter Tactics

DALLAS — An organized national body of record dealers may take shape when dealers from throughout the nation congregate at the annual convention of the National Association of Music Merchants in Chicago next week.

Plans for the National Association of Record Dealers were announced here this week by Charles Simmons of Coghill-Simmons, leading local retail outlet. Coghill-Simmons was one of the spearheads of a drive which saw the organization of the Dallas Record Dealers Association late last year. This group later expanded into the Texas Record Dealers Association.

Several weeks ago, Simmons was in New York to line up deals with suppliers there for a more favorable discount structure for Texas stores, which were prepared to operate on a group-buying basis. At the time, Simmons said that "Eastern discounters were getting

records at unusually good discounts from right under our noses in Texas, discounts which were not offered to our members."

Many Want In

As a result of an account of the buying maneuver which appeared in The Billboard (July 7), Simmons said the Texas Association received a "barrage of phone calls and wires from dealers all over the nation who wanted to get together to form a national group."

Simmons told The Billboard

that dealers representing local retailer organizations in such markets as Boston, Memphis, Buffalo, Cleveland, Denver and Phoenix had indicated eagerness to "sit down and set the wheels in motion next week at the NAMM."

"As a result," said Simmons, "we have set a meeting for Tuesday (22) in Parlor Nine of the Palmer House. Mr. A. J. Schaps, who is president of the Associated Record Stores of Chicago, got in

(Continued on page 16)

Cap, Angel Set for August Stereo Drive

HOLLYWOOD — Capitol and Angel will take their initial stereo disk step on August 18 when they will jointly issue 22 stereo packages. Capitol will release 10 pop albums and five classical. Angel will issue seven. Both Capitol and Angel will price their stereo packages \$1 more than the monaural versions.

Cap's pop stereos include three demo disks, "The Stereo Disk," "Stars in Stereo," and "Big Band Stereo," plus the following stereo versions of monaural packages: "The King and I," "Ports of Pleasure" by Les Baxter and orchestra, Nelson Riddle's "Sea of Dreams," "Les Brown Concert Modern," "Selections from South Pacific" by Fred Waring and His Pennsylvanians, Nat King Cole's "Song From 'S. Louis Blues,'" and "Burnished Brass," featuring the George Shearing Quintet. The latter album is the only new item in the pop stereo releases. The others are stereo disk versions of earlier releases.

Capitol's stereo classics include Britten's "Young Persons Guide to the Orchestra" with Felix Slatkin conducting the Concert Arts Orchestra, who also perform Dohnanyi's "Variations on a Nursery Tune"; Leopold Stokowski's interpretation of Holst's "The Planets"; the Roger Wanger Chorale and the Hollywood Bowl Symphony Orchestra in "Starlight Chorale"; Erich Leinsdorf conducting the Concert Arts Orchestra in "The Sound of Wagner," and Carmen Dragon conducting "La Belle France." All are stereo versions of earlier monaural releases.

The Angel stereo disks debut will feature the Glyndebourne Festival Chorus and Pro Arts orchestra with Sir Malcolm Sargent conducting in Gilbert and Sullivan's

"The Mikado"; Carl Orff's "Die Kluge" with Elisabeth Schwarzkopf, Gottlob Frick and the Philharmonic Orchestra conducted by Wolfgang Sawallisch; Emil Gilels and the Philharmonia Orchestra, Leopold Ludwig conducting, performing Beethoven's Fifth Piano Concerto; Sir Thomas Beecham and the Royal Philharmonic Orchestra's reading of the Rimsky-Korsakov "Scheherazade"; Tchaikovsky's Fourth Symphony performed by Constantin Silvestri and the Philharmonia Orchestra; Arturo Benedetti Michelangeli performing Rachmaninoff's Fourth Piano Concerto and Ravel's G Major Piano Concerto with Ettore Crecis conducting the Philharmonia Orchestra, and Guido Cantelli conducting

(Continued on page 74)

WB Pix Tab Conkling VP

HOLLYWOOD — Jim Conkling has been elected a vice president of Warner Bros. Pictures, Inc., by the firm's board of directors. Conkling entered the WB fold in February as president of Warner Bros. Records, Inc., picture company's subsidiary label.

Conkling, as a result of board's action, is a vice president of the parent company in addition to serving as top exec of the WB diskery.

Victor 'Best Buy' Intros at 8 Meets

NEW YORK — RCA Victor is kicking off its 1958 "Best Buy" program July 21-25, with execs introducing the program at eight regional distributor meetings. Following the regional confabs, distributors will hold their own conferences to introduce the program to local dealers.

The Victor program includes a total of 28 LPs, available in both stereophonic and monaural versions. According to George R. Marek, vice-president and general manager of the record division, this year's "Best Buy" shapes up as one of the most exciting merchandising plans ever developed by RCA Victor.

Participants in the New York meeting and the Boston meeting July 21 and 23 respectively are the following: Bill Alexander, ad-

Imperial Sets Hefty August LP Promotion

HOLLYWOOD — Heavy promotion will back up Imperial's August release, according to prexy Lew Chudd. The release consists of four albums, featuring Fats Domino, Ernie Freeman, Slim Whitman, and an LP devoted to march music. The albums are "The Fabulous Mr. D," "Dreamin' With Freeman," "Slim Whitman Sings" and "Favorite American Marches."

Chudd has budgeted \$10,000 to give the August release its promotional kick-off. Imperial has presented in-store display material, window banners, streamers and cover boards. The campaign also includes co-op advertising with local distributors and dealers.

Apart from this promotion, Chudd is preparing to send his label's new vocal acquisition, Johnny Garner, on a national personal-appearance tour during August to help launch his first release, "Little Starry Eyes" backed with "Kiss Me Sweet." Chudd plans to be on the road during August to personally supervise the promotional activity.

Verve Sale to UA Reported

NEW YORK — The acquisition of Verve Records by the diskery wing of United Artists is expected to be consummated shortly. At press time Friday (18), negotiations between attorneys for both sides were known to have reached an advanced stage.

It was indicated that negotia-

(Continued on page 71)

Liberty Steps Up Stereodisk Sked in Sept.

HOLLYWOOD — Liberty Records is stepping up its stereodisk releasing schedule with 10 multi-track albums currently in production for September release. The 10 stereos will follow on the heels of four stereodisk packages to be released in August. The label's September stereo schedule calls for twice the number it plans for monaural release.

The stereo packages include

(Continued on page 71)

Hard Sell Keys Columbia Meet

ESTES PARK, Colo. — Columbia Records National Sales Convention got down to serious business here this weekend as the firm's execs in sales and a.&r. pitched their new fall line and programs to distributors. Both Friday and Saturday, (19, 20) were devoted to business sessions and Saturday night the label held a banquet and gave the salesmen a two-hour show featuring the label's top artists.

The pitch was a bit different this year, the label's 10th anniversary of LP. The merchandising men and the repertoire men gave their approaches at the same session, thus tying both the product and the sales approach together. There were separate meetings on single records, on LP's, Harmony Records, and Masterworks. And there was a complete seminar on stereo, including both the LP's and the phonos to play them.

As part of the merchandising show, sales execs actually built a store on stage, to show how a salesman should stock a retail shop with Columbia Records. This was part of the label's hard-sell program of "Columbia means business."

The program opened with a speech by Paul Southard, of the Columbia Distributor in New York. (Continued on page 74)

Decca Pacts Pro Musica, Jen Tourel

NEW YORK — Noah Greenberg's New York Pro Musica and mezzo-soprano Jennie Tourel have been signed to exclusive disk pacts by Decca's Gold Label division. Initial albums under the new agreements are set for August release.

The Pro Musica group performs "Play of Daniel," the 12th Century musical drama, on its diskings. The work was performed by the group earlier this year at New York's Cloisters. The disk gets de luxe packaging, with action photos of the original Cloisters production, an introduction to the liturgical drama by critic Paul Henry Lang, a listing of the cast, instruments used and text material.

Miss Tourel's initial effort includes a set of Russian, entitled "None But the Lonely Heart."

Gallico on Europe Trek

NEW YORK — Al Gallico, Shapiro-Bernstein exec, left for Europe on the Liberte last week on a business trip which will take him to England, France, Switzerland, Germany and other countries.

Gallico will likely set up an English firm, which will replace the free-lancing operation. He will also acquire material in England and on the Continent.

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Columbia Issues 20 Stereo Albums

NEW YORK—Columbia Records will release 20 stereo records next week and another 20 stereo disks in late August. Release includes both pop and classical LP's, with some of the label's strongest names, such as Johnny Mathis, Ray Conniff, the Philadelphia Orchestra and the New York Philharmonic. The Columbia stereo items will retail for \$5.98.

Here is the list of pop albums that the label will issue stereophonically: "S'Awful Nice"—Ray Conniff; "Sound Ideas"—Les and Larry Elgart; "Patterns"—Frank Comstock; "Sing Along With Mitch"—Mitch Miller; "Music From South Pacific"—Percy Faith;

Court Rules For Warner's In Tops Suit

LOS ANGELES — Summary judgment on the issue of liability was handed down last week (18) against Tops Records, its manufacturers, distributors and some of its leading sellers, covering copyright infringement of 62 songs. The ruling was made here by Federal Judge Leon R. Yankwich on behalf of the plaintiffs, Harms, Witmark, Remick, New World, Advance and Shubert Music Publishing Company, against Tops, Cavindish, Dorshay Records and all the 14 named seller defendants. Latter included Woolworth's, Sears,

(Continued on page 71)

Wing Diskery Returns to Singles Kick

NEW YORK—Wing Records, the label recently reactivated by Mercury Records as a \$1.98 LP line, is issuing single records again.

First single release features singer Phil Flowers and is being shipped this week. Thinking behind the single release is that the \$1.98 line will have a better chance to make it big if the label name is known, and firm feels a hit single can do it.

Mathis Gets Fat Col. Pact

NEW YORK — Johnny Mathis has signed a new long-term contract with Columbia Records. Although the firm would give out no information as to the actual contract terms, it is understood that the chanter was handed a very lucrative contract assuring him of \$200,000 in record royalties in four years.

Mathis has blossomed into one of the brightest stars ever on the Columbia roster. It is estimated that his income last year from Columbia Records was close to the \$100,000 mark. He may surpass that this year, as he has two best selling albums out now and his new single, "A Certain Smile," looks like his strongest since "Chances Are."

In his new contract, Mathis receives a 5 per cent royalty, something he has been striving for from the label since last year. At one time it was rumored he would leave Columbia, but such rumors were quashed with the repacting last week.

"Encore!" — Andre Kostelanetz; "J. J. In Person"—The J. J. Johnson Quintet; "Portraits"—Frank De Vol; "A Guy in Love"—Guy Mitchell; "Good Night Dear Lord"—Johnny Mathis; "Victor Herbert"—Percy Faith.

The Masterworks albums include: Respighi: "The Pines of Rome" and "The Fountains of Rome"—The Philadelphia Orchestra; Bartok: "Concerto for Violin"—Isaac Stern and the New York Philharmonic; Grofe: "Grand Canyon Suite"—Philadelphia Orchestra; Prokofiev: "Symphony No. 5 in B. Flat Major"—Philadelphia Orchestra; "Bach at Zwolle"—E. Power Biggs; Tchaikovsky: "Symphony No. 6"—New York Philharmonic; Schoenberg: "Transfigured Night," Vaughan Williams: "Fantasia on a Theme by Thomas Tallis"—New York Philharmonic; Stravinsky: "Le Sacre du Printemps"—New York Philharmonic; Mahler: "Symphony No. 2"—New York Philharmonic.

All of the above records have been released monaurally. In addition to these Columbia will bring out a special package, called "Listening in Depth—An Introduction to Columbia Stereophonic Sound," aimed especially at the hi-fi bug and newcomers to stereo.

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Jay-Gee Buys Jan Label; to Be Called Jane

NEW YORK — Jerry Blaine's Jay-Gee Record Company, which owns Jubilee, Josie and Port records, has taken over the Jan label.

According to Blaine, Jay-Gee has purchased Jan, the Texas label, and has laid out a substantial cash advance for the rights to the Jan catalog, artist roster and completed masters. This includes Jan's current strong disk, Gene Summers' "Nervous."

Under the new set-up the name of the Jan label will be changed to Jane Records. Distributors handling the Jubilee-Josie labels, including the five Blaine-owned Vosnat Distributors, will handle the Jane line. Tom Fleeger and Dan Weisfeld, of Jan, will continue to help guide Jane Records in its new set-up. Fleeger will handle the recording work from his Dallas office under the supervision of Morty Palitz, Jubilee a.&r. head.

Weisfeld will function as field man for all four Jay-Gee labels, reporting to Bill Darnel, sales chief of the four labels, and will also do promotion work. Jean Glover will be the administrative assistant for the East Coast office of Jane Records, which will be located with the Jubilee-Josie labels.

Huge Aug.-Sept. M-G-M LP Push

NEW YORK — M-G-M Records has set one of the heaviest package promotions in the label's history for its August-September program. The plan, which includes 22 albums on the M-G-M label and an initial release of two dozen sets on the low-priced Lion line, will be introduced at a special M-G-M distributor convention at the Hotel Sheraton, Chicago, Tuesday (22). The gathering will feature a film slide presentation of the line.

A feature of the program will be a full line of merchandising aids, heavy trade and consumer advertising and a bonus plan for dealers. The sliding scale bonus deal, for 12 albums purchased, a dealer gets one free; for 25 albums bought, three free albums are awarded. For 50 purchased, the dealer gets seven free sets and for 100 he'll get 15 free sets. In each case the bonus selections are up to

AM-Par Meet Intros New LP Promotion

'Third Anniversary Album' Plan Beams 11 New Stereo Packages; Dozen Tapes

NEW YORK—ABC-Paramount Records' national distributor meeting at the Concord Hotel, Kiamasha, N. Y., last week was highlighted by the introduction of its "Third Anniversary Album Promotion."

The new album release features 11 new stereo packages (10 also available on monaural), 12 stereo tapes (culled from Am-Par's LP catalog) and 9 EP's.

Am-Par prexy, Sam Clark, who presided over the distrib sessions, said that more than 250,000 LP orders were written up during last week's meeting, which was attended by 28 of the label's 31 distributors, including a representative from Honolulu.

The new album releases were introduced by Sidney Pastner, newly appointed national LP sales merchandising chief for the label. Pastner, heretofore Am-Par's national field representative, replaced Dewey Bergmen Jr., who will announce a new label affiliation soon.

Following a discussion of various discount programs utilized by other

labels, the Am-Par distributors unanimously voted approval of Am-Par's present discount system. Pastner then outlined a new incentive plan for them, whereby distributors may receive higher discounts if their sales exceed certain quotas.

Other Am-Par execs addressing the group included artist and repertoire exec Creed Taylor, who demonstrated the label's new stereo line via a stunt involving NBC's Miss Monitor; sales chief Larry Newton; Leonard Goldenson, American Broadcasting-Paramount Theater prexy; Si Siegel, ABC-PT director; Natt Hale; West Coast field representative Lee Palmer, and East Coast field representative Clayton Burdick.

The 10 new ABC-Paramount LP's which will be released on both stereo and monaural include Eydie Gorme's "Eydie in Love," a Johnny Nash package; the Blazers' "Drinking Songs Around the World"; "Bawdy Barracks Ballads," by the Four Sergeants; the "Accidentals, with Kai Winding's Trombone"; Roy Smeck's "Hi-Fi Paradise"; "Flamenco Guitars," by the Sabicas; Ted Maksymowicz's "Let's Polka"; "Hi-Fi Square Dance Party," and an Hawaiian package by Alfred Apaka.

Release on stereo only will be a band album titled "Paradise Field in Stereophonic Sound." The stereo tape packages will be packaged in special gold boxes with pull-out tabs. An extensive display material for the new stereo LP and tape line-up is in the works, along with a sizable consumer advertising campaign.

Oberstein Digs Stereo \$\$ The Most

NEW YORK — Eli Oberstein head of Rondo Records, has been so delighted with the sales of the 12 stereo records that he issued early this month that he is releasing 12 more stereo disks in August.

"Contrary to what many people believe," said Oberstein, "there is already a healthy stereo market."

The 12 new stereo disks will include three classical albums by the Boston Symphony Orchestra, under the direction of Willis Page. There will also be an album, "The Burlesque Show," an on the scene stereo recording of a complete performance at Minsky's Burlesque house in Union City, N. J. Strippers Patti Waggin and Marie Voe are featured and several burlesque comedy sketches. There is also an album of railroad sounds, one with steel band groups, and an organ set. Rondo will also bring out a blues album featuring Lizzie Miles, a Dixieland set, and a folk set from Trinidad.

Carlton Adds Kelly; Enters Package Field

NEW YORK—Carlton Records is getting set for an expansion of recording activity. Label's chief, Joe Carlton, has signed Monty Kelly to head up the a.&r. operation. Kelly has a two-year pact at a substantial figure and will function as arranger and artist in addition to heading a.&r.

Signing of Kelly coincides with the diskery's entry into the package field. Next month, according to Carlton, the firm will release 10 stereo and 10 monaural LP's, the former listing at \$4.98 and the latter at \$3.98. This will be the first entry of the diskery into the package field. Scott in the late fall is expected to go abroad to record material.

Carlton late this week flew to attend the NAMM confab in Chicago to talk terms to distributors regarding album product.

Allen Joins Dot Banner

NEW YORK—Steve Allen has signed a long-term pact with Dot Records. The veteran TV personality, author, clefter and musician will rejoin Bob Thiele at Dot, with whom he had a long association at Coral Records. The new pact becomes effective October 1.

Under Thiele at Coral, Allen turned out 11 albums and a number of single releases. Many of these packages contained tunes written by Allen. He has, in the meantime, cut a special one-shot album with Roulette, which came about as a result of his appearance at Manhattan's Roundtable Club, operated by Morris Levy, who also owns the Roulette firm.

10% Off on Merc Tapes

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Schulman Reiterates BMI-Broadcaster Blast in Summary to Solons

Only One New Angle in Long Rebuttal

WASHINGTON — The only new angle in the final summation by Counsel John Schulman for the songwriters, against BMI and broadcasters, before the Pastore subcommittee last week was a plea for a bill to prohibit broadcast ownership in music licensing and publishing companies (see separate story).

The proposal by the spokesman for ASCAP songwriters in the American Guild of Authors & Composers, formerly SPA, would replace the discredited Smathers (D., Fla.) bill to divorce broadcasters from any music publishing and recording interests.

Main areas of the Schulman rebuttal before a sympathetic but unconvinced Chairman Pastore (D., R. I.) accused BMI and broadcasters of organizing a five-year plan to control music, of using BMI to depress price of ASCAP music to broadcasters, of tie-ins between BMI-subsidized publishers and net-owned record companies. BMI and networks were accused of "compelling" independent broadcasters to support BMI tactics by keeping music prices down and winning their vote at National Association of Broadcasters meetings.

Anything New?

Frequent reference to the plugging activities of BMI in its founding days led Pastore to ask if Schulman had "anything more up to date." The AGAC counsel quoted The Billboard story (issue July 14) on the NBC spot-sales LP record, (Continued on page 10)

Chances Dim For Kefauver Hearings

WASHINGTON — There is almost no chance that the Senate Antitrust Subcommittee under Estes Kefauver (D., Tenn.) will try to hold hearings in this waning session, on songwriter complaints against BMI and broadcasters, which were talked over with the Subcommittee last week (21). Subcommittee spokesmen say that for the present, Justice Department has assured them it is looking into the

(Continued on page 73)

Hanover Label Expands Scope

NEW YORK — Hanover Records, recent new entry in the disk business being backed by Steve Allen, is expanding the scope of its operation.

According to Len Levy, mahoff of the label, the firm is adopting a policy of fast covers of tunes which appear to have promise of getting action. In line with this, the label has covered "Honolulu," with a new group called the Serenaders. The original is by Milton DeLugg on Dot. The label has also covered Betty Madigan's original of "Dance Everyone Dance," with a new group, the Hi-Liters.

Levy said the firm will continue to acquire masters and search out new material and talent. The label's debut into the package market is upcoming with a set of standard readings by new thrush Dori Howard and a package of waxes in a semi-religious vein by the Hon-dreamers. The latter set was independently produced and purchased by Hanover.

NO LEGAL BAR TO MUSICAL FAD

WASHINGTON — Very appropriately, the subject of "Yakety-Yak" came up during the waning session of a Senate hearing on music, which has run three months, heard 48 witnesses and produced 1,378 pages of transcript, exclusive of AGAC Counsel John Schulman's rebuttal testimony last week (15).

The song was listed as an offender in the alleged cheapening of American music, during a Schulman quote from The Billboard's account of recent NBC recorded blast at big-beat music (July 14 issue).

Said Commerce Communications Subcommittee Chairman Pastore (D., R. I.): "My daughter bought that record. The young people want it. We can't be asked to legislate against a musical fad."

Pastore also told the story of an American diplomatic official whose daughter had to go to a Viennese school. Her new schoolmates took her to their bosom with one query: "Have you ever met Alvoris Pressley?"

100 New Disks Per Week Clog Funnel

Continued from page 1

less than 10 per cent of all records released become hits, and the figure is closer to 5 per cent than 10 per cent, the majority of them hardly sell at all. Possibly 60 per cent of all released sell 2,000 to 3,000. Another 20 per cent sell up to 25,000. And another 10 per cent sell 50,000 or more. The hit 10 per cent sell the 100,000 to 1,000,000 records. In other words 80 per cent of all records released are a loss for all concerned, the manufacturer, the distributor, etc.

But the overproduction of disks has had many effects upon the record industry, in addition to making the disk jockey the most sought after man in the business. The disk output has been partly responsible for the great number of record deals, freebees, 100 per cent returns, 100 per cent guarantees that many manufacturers offered until a short time ago. This situation, happily enough, is beginning to right itself. (The Billboard, July 14).

It is believed by many observers that overproduction is the reason why so few new artists who come up with hits have any staying power. As they put it, if an artist has a hit by the time he gets his next record out there are four or five new artists who are current favorites. And if the hit artist had an unusual style or sound, he has

Weather Can't Stop Garner

NEW YORK — Rain, floods and storms cut the attendance at the Jazz Festival at Ravinia, Ill., on the weekend of July 4, but Erroll Garner still proved his pulling power with good attendance on both nights he played. Garner is set to play George Wein's Storyville Club in Harwich, Mass., starting tonight (21) for two weeks, his only location date of the summer. And on August 10 he will play his second "Concert by the Sea" at the Carousel Music Tent in Framingham, Mass.

Pastore Tabs Legislation 'Impossible'

WASHINGTON — Senate Subcommittee Chairman Pastore has labeled "impossible" the type of legislation asked by the ASCAP songwriters in their fight against BMI and the broadcasters for alleged discrimination against ASCAP music. Pastore (D., R. I.) rejected as "bad legislation" the Smathers (D., Fla.) bill to divorce broadcasters from all music interests, during the next-to-the-last hearing held last week (15).

Pastore's noncommittal silence also appeared to doom the last-ditch suggestion by songwriters' counsel, John Schulman, for a new bill outlawing ownership of licensing societies, music publishing and related interests by "broadcasters in joint participation."

Pastore Lowers the Boom

Thruout the rebuttal hearing, Pastore sympathized with Schulman's position in wanting to protect the songwriters, and also his claim that networks can wield great power. But when songwriter claims reached out to condemn the (Continued on page 10)

PSYCHOLOGICAL EAR IRRITATION

LOUISVILLE, Ky. — Station WAKY (formerly WGRC) here lived up to its new call letters last week, via a day-long programming binge, wherein its deejays played practically nothing but "The Purple People Eater Meets the Witch Doctor."

Every hour or so, "to give 'em a change," the jocks played Jim Backus' equally wacky waxing "Delicious." The gimmick was utilized to kick off WAKY under its new owner Gordon McLendon. Philosophy behind the gag, said McLendon, was "People get completely disgusted... They tune away to another station. Then they wonder if 'they're still doing that' on that other station. So they turn back."

Cap's August Release Debts 25 Packages

HOLLYWOOD — Capitol Records August release, to be issued next week, will consist of 25 packages, including pop, Capitol of the World and classical albums. The August line-up is tagged "New Worlds of Music From the Capitol Tower."

The pop portion includes "Dancing Over the Waves," with Ray Anthony and orchestra; "Confetti," by Les Baxter and orchestra; Joe Bushkin's piano doing "I Get a Kick Out of Porter," Nat King Cole's Havana-recorded "Español" album; "Hawaii Calls: Fire Goddess," with Webley Edwards presenting authentic Hawaiian chants; "Popular Jazz Gold Album," "The Best of the Stan Freberg's Shows" (on two 12-inch LP's from over seven hours of Freberg's 1957 CBS radio shows); "The New James," featuring Harry James and orchestra; "Burnished Brass," with George Shearing Quintet with brass choir; "Jumpin' With Jonah," by the Jonah Jones Quartet; "Goin' Steady With the Blues," by Skeets McDonald; the debut of Wanda Jackson (Continued on page 74)

ASCAP Counsel Soft Pedals Complaints

WASHINGTON — There "no letters in the ASCAP" from Mrs. Mae Boren Ax ("Heartbreak Hotel") request membership. This was the answer supplied by American Association of Composers, Authors & Publishers counsel Herman Finkelstein. Sen. Pastore's sharp question as why Mrs. Axton's efforts to get membership had been ignored by the Society. (The Billboard, M 12, 1958.)

The Finkelstein reply was re by John Schulman, final proponent witness, at last week's rebuttal hearing on the Smathers' (D., Fla.) bill to divorce broadcasters from music interests. Finkelstein answered Commerce Subcommittee Chairman Pastore's (D., R. I.) queries on membership complaint of former Louisiana Governor Jimmy Davis and Gene Autry.

At earlier hearings, country music writer Davis had testified that he had tried for "a number of years" to gain entry into ASCAP (Continued on page 7)

Cunningham Asks Cabaret Tax Slash

WASHINGTON — Entertainment in cabarets "should be taxed at no higher rate than the entertainment in theaters," according to ASCAP president Paul Cunningham.

In a statement submitted to the Senate Finance Committee last week (14), Cunningham said that entertainers appearing in cabarets "are primarily people of the theater" and frequently "present much the same entertainment at cabarets as before audiences in theaters." (Continued on page 7)

Pincus Debuts First Platter

NEW YORK — Veteran musician George Pincus kicked off his Pincus Platters label in early this week, with the announcement of the first disk with which he planned to go "all the way." In the past, the Pincus-made disks have been produced primarily as masters for sale. At least five have been sold to Victor, Dot and others.

The newest Pincus disk is by a instrumental group called the Yo Yo's and the push side is called "The Mole in the Hole," a tune by Dick Wolf and Randy Starr. The latter, known as the singing dentist, has appeared as an artist on Dave Krengle's Dale label.

The new Pincus label already has distribution in 10 key markets and, according to Pincus, is showing action.

Toronto Dealers Seek Distrib Aid

By HARRY ALLEN

TORONTO — Members of the Ontario Record Dealers Association, Toronto ranch, have come to an understanding with the leading record distributors and manufacturers of the country.

The Association headed by Wilf Sayers, president, has recruited 100 members, with fees set at \$15 a year. Purpose of the Association is, in the face of declining business, "to bring about a betterment in the record industry."

Specifically, the group wants to get back to the franchise system of operation, what with one-stoppers and rack jobbers opening new dealers, says Jack Markle, vice-president.

Markle states: "We can't stop the new rack jobbing locations, but we feel there should be more selection so that we dealers depending on records for our living can be given an opportunity of continuing our business."

In the meeting with the distributors and manufacturers, the following problems were placed on the table: hit parade program-

ming; rack-jobbing; one-stop operations; theft and sale of stolen records; faniches; record clubs and protection against low-price lines.

The distributors told the dealers that many of the problems brought before them were new, and further meetings were planned.

The dealers themselves realize they must work more co-operatively (Continued on page 10)

CLIBURN CHI CONCERTS BOOM HIS VICTOR LP

CHICAGO — Van Cliburn confirmed that he is possibly the hottest property that ever fell upon the longhair business when 70,000 persons stormed his free, open-air concert Wednesday (16) in Grant Park and pulled him back for eight bows and three encores.

Rave reviews and front-page color stories in the dailies threatened to stir up an even greater crowd for another performance Friday (18), when he was scheduled to play the Tschai-kowsky piano concerto.

Booking for the 23-year-old Texan was set by the Chicago Park District before he won the Moscow competition that rocketed him to an almost Presley-like adulation. Reportedly, he pocketed only \$42 for each of two bookings. His current price tag is \$2,500 for in-door concert hall appearance.

Most local record shops were (Continued on page 10)

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The most beautiful sound in the world is made by your cash register when you ring up an original AUDIO FIDELITY album sale for the full retail list price. AUDIO FIDELITY shares your pleasure because it means that you made your full mark-up, our distributor got his full price (and full mark-up, too) from you and that we got ours from him. However, the era of Full Price, Full Mark-Up, Full Profit Sales may vanish because of:

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Remember, your retail profit on an AUDIO FIDELITY album sold at retail list is \$2.25 per album . . . on an AUDIO FIDELITY STERIODISC - \$2.65 per album.

You hurt yourself - us - our business - when you consort with these vicious elements. Why clutter your inventory and tie up your capital with worthless, price-cut, cheap, non-selling, profitless imitations.

Remember, there is NO such thing as "like AUDIO FIDELITY"!

Help us - Help yourself - Help the industry. Drop in and tell us at Room 928W, the Palmer House, Chicago, during the NAMM Convention what else we can do to cooperate with you or write us, please.

Sincerely

Geo. Frey
PRESIDENT,
AUDIO FIDELITY RECORDS INC.



Ross Switches Stations for FM Outlet

CHICAGO—The rising importance of FM radio and its classical music audience was reflected last week in two new ways.

"Tunes for Talman," ranging from classical selections to Broadway shows, emceed by Norman Ross, switched stations from WGN to WMAQ. One of the chief reasons, it was learned, was because WMAQ has an FM outlet.

The show is sponsored by Talman Federal Savings & Loan Association, which recently made news by pacting with an FM station here for the longest contract in radio history. On WFMT, the bank bought three-and-a-half hours of longhair time each morning for a period of five years. In addition, it bought a Sunday afternoon operacast.

Another indication of the trend came last week when word got

Rank Eyes U. S. Labels

LONDON — Several American labels are to be handled in Britain by Rank Records. J. D. Relph, chief of the new company, says: "We are studying various contracts which have already been prepared for ventures in this respect."

Already there is speculation about the future handling of Delaney disks now that the band leader's two-year contract with the Pye-Nixa label has terminated.

Commenting on the speculation, Relph says: "It is too early for us to make any comments regarding Eric Delaney or any other artist who may be presented under our auspices."

out that WBBM, the CBS outlet here, is fixing to divorce its FM operation from the AM schedule, with a view toward building it into a classical music station.

Indie Guild May Get Chi Facelift

CHICAGO — An Independent Record Manufacturers Guild, which was first projected at the Music Operators of America convention here last May, may get a dose of new blood here at a meeting during the convention of the National Association of Music Merchants. With the promise of this meeting, the air here figures to be full of the crusading spirit. On the same scene, an attempt will be made to form a national body of record dealers.

The meeting which has been set up for the indie diskeries, has been called by veteran disk man, Herman Lubinsky, one of the powers behind the original movement two months ago. According to Lubinsky, there is a pressing need for such an organization which would deal with problems of returns, credit, etc.

"The problems of the indie record man are many," says the Newark music man, "and it's vital that we pool our efforts to solve these pressing matters. This may be the last gasp for the indies. The time to act is right now."

Asked who was expected to attend the meeting, Lubinsky asserted that "whoever can still scrape up enough loot for the fare to Chicago should plan to be there."

'Music Courier' Sold to Diva

NEW YORK — The Music Courier, one of America's oldest music magazines, has been purchased from Gainsburg-Shack, Inc. by Mrs. Lisa Roma Trompeter. Mrs. Trompeter has taken over the

First Stereo By Montilla

NEW YORK — Montilla Records is releasing its first stereo LP's next week. The 10 stereo packages will retail at \$5.98.

Stereo line-up includes albums by Miquel de Los Reyes, Sabicas and Escudero, Felo and Bruno, and the Orquesta De Camara De Madrid. Meanwhile, Montilla has signed Antonita Moreno to an exclusive contract. She is the daughter of the silent screen star Antonio Moreno.

Coed Label Court Hassle in Making

NEW YORK — Norris Mayhams, operator of the Coed label here, has filed suit against publisher George Paxton, for infringement of a label title. Paxton, last year, instituted his own Coed label.

Mayhams started his label during World War II. His best known record was a disk of the tune, "I'll Build a Bungalow." Paxton's attorney's answer to a letter on the matter from Mayhams' attorney, Richard Baltimore, pointed out that the Paxton label had sold more records in its one year of operation than Mayhams had sold in 15 years. Baltimore plans to seek a temporary injunction against Paxton on Thursday (10).

presidency and direction of the magazine. The present editorial staff remains the same.

Mrs. Trompeter, a soprano, introduced several songs by French composer Maurice Ravel and toured in America with Ravel in 1928. She is also the author of "The Science of Art and Singing."

Col. Offers Can. Dealers Summer Break

TORONTO — A "Sales for Summer" plan is being offered Canadian dealers by Columbia Records of Canada thru June and July.

The company wants to give inventory relief to the dealer thru an immediate return of overstocked merchandise accumulated during the peak selling periods and give the dealer a buying incentive on the entire Columbia LP catalog.

The dealer may stock and offer this new merchandise thru a slow buying season "with no immediate financial outlay," said Fred Wilmot, National Sales Director.

The plan increases the dealer's return privilege 10 per cent, over and above the regular 5 per cent return privilege on all Columbia LP merchandise other than the Harmony material; it enables all dealers purchasing a minimum order of \$150 to earn 30 to 60 days to pay for the merchandise.

Following the lead of its U. S. counterpart, the label has announced a reduction in the suggested retail price of its Harmony label. The price will be \$1.98, with dealer cost at \$1.23. In order to provide dealers with complete inventory protection, the 100 per cent exchange privilege policy on the Harmony label will remain in effect.

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The Billboard's Disk Jockey Programming ISSUE

DATED Aug. 18

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With information to help dealers, disk jockeys and juke box operators buy and program better.

The Fidelitys' new one is a SMASH!

MEMORIES OF YOU

BA #256

BATON RECORDS

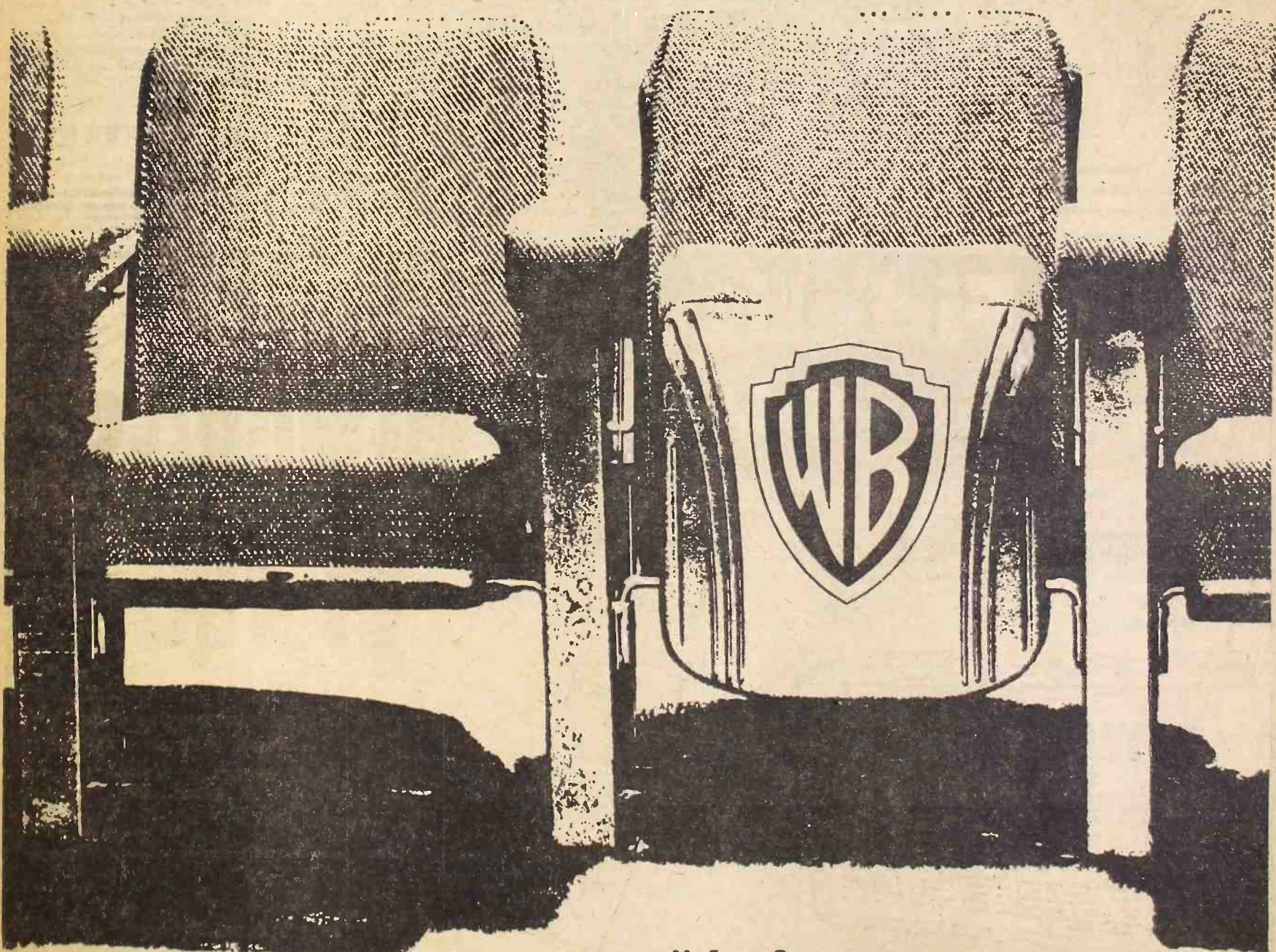
Thanks, Record Retailers for your warm reception to our latest release...

DIRECTION: UNIVERSAL ATTRACTIONS, 200 W. 57TH ST., N.Y.C. PHONE: JU 2-7575

Review Spotlight on... The Billboard, June 30, 1958
POP RECORDS
THE FIDELITYS... Baton #56...
MEMORIES OF YOU (Shapiro-Bernstein, ASCAP)
The lead singer offers a warm and sincere reading of the evergreen with good group and instrumental backing. The rockabilly instrumental has the money sound, and the side opens a strong pop and R&B contender. Flip, "Can't You Come Out," is a swinger that is also given a latentele go (Dore, BMI).

July 12, 1958
The Cash Box
Sleeper of the Week
"MEMORIES OF YOU" (2.50) (Shapiro, Bernstein ASCAP—Reef, Blake)
"CAN'T YOU COME OUT" (2.50) (Dore BMI—Foster)
THE FIDELITYS (Baton 256)
● Baton Records should have its biggest hit to date in the Fidelitys' exciting new treatment of a grand standard "Memories Of You". The exciting new treatment of a grand standard "Memories Of You". The exciting new treatment of a grand standard "Memories Of You". The exciting new treatment of a grand standard "Memories Of You". The exciting new treatment of a grand standard "Memories Of You".

Your place
has been
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WORLD
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Arlene Fontana — Paris

SCARLET RIBBONS
The Kingston Trio — Capitol

THE SHEIK OF ARABY
Lou Monte — RCA-Victor

"WHEN YOU'RE SMILING"
THE WHOLE WORLD SMILES WITH YOU!
STEVE ALLEN BARRY MARTIN
Coral Liberty
LOUIS ARMSTRONG
Decca

MILLS MUSIC, INC.

★ "GYPSY MANDOLIN"
★ "GOODNIGHT AGAIN"
Tommy Gaylord

★ "MARY'S LITTLE LAMB"
★ "I MEAN REALLY"
The Ricardos

★ "CARD FROM MY BOUQUET"
(Valley Publ.)
★ "GO DEVIL GO"
Al Corsal

★ "YOU CAN'T BLAME ME"
★ "TEEN AGE KING"
Maureen Sheehan

On STAR-X RECORDS
★ Biernat & Dietz Music Publ.
1960 Rogge Avenue
Detroit 34, Michigan

4 GREAT RECORDS

CHERIE, I LOVE YOU
PAT BOONE Dot

SAME OLD MOON
PERCY FAITH Columbia
FELICIA SANDERS Decca
RAY HEINDORF R.C.A. Victor

TIP-TOE THRU' THE TULIPS WITH ME
RUSS HAMILTON Kapp

TOO MUCH, TOO SOON
SARAM VAUGHAN Mercury

MUSIC PUBLISHERS HOLDING CORPORATION

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One New Angle in Rebuttal

• Continued from page 4

disparaging rock 'n' roll tunes. Schulman said it was evidence that nets were two-faced.

"They tell your committee that rock 'n' roll is all right. Marek, of Victor Records, said there was nothing wrong with it, but then they tell advertisers that people don't really want the stuff."

Pastore was mellow toward the beat, and only remarked that young people go for that type of music, including his own daughter, 14, who owns records like "Yakety Yak." Said Pastore: "We can't legislate against a musical fad."

Schulman Indicts BMI

Schulman indicted BMI for guarantees to certain music publishers. These are "subsidiaries" to favored publishers with "good connections," he said. Altho nominal BMI rate of payment to publishers is "6 cents for each network-logged performance, and 4 cents for each logged local-station performance," the favored receive sums which raised their rate as high as 47 cents per performance, in some cases, in 1953. Favored publishers got 57 per cent of BMI total performance money in 1953, Schulman estimated.

Singled out for comment by Schulman were Moe Gale, of Sheldon Music, alleged to receive "subsidy" that would break down to 51.9 cents per performance for fiscal 1952, and 22.8 cents in fiscal 1953. Sammy Kaye, of Republic Music, was rated at 15.1 cents in 1952, 11.3 in 1953; Pee Wee King, 4.2 cents in 1952, and 6 cents for 1953.

Raps Major Diskeries

Schulman scored big recording companies for demanding fees "either to subsidize the making of a recording, or for its subsequent exploitation." He said this put the top-bracket, subsidized BMI publishing firms in better position to get recordings for their songwriters.

Schulman cited Joe Csida, co-owner of Csida-Grean Associates, talent firm, owner of both BMI and ASCAP music publishing firms, and former Billboard editor, as an example of a "well-connected" publisher getting favored treatment.

Pastore asked: "What's wrong with good connections? When the songwriters wanted a lawyer, they got you—not just anybody, didn't they?"

The chairman also disagreed with Schulman's contention that publishers were an unfair competitive measure. "The discrimination in payment would antagonize smaller BMI publishers and drive them into ASCAP, logically," Pastore pointed out. "You people tell me that out of thousands of BMI publishers, only a few hundred are active. Therefore, the subsidies

can't be attracting too many into BMI."

Is Plugging Wrong

Schulman went into the plugging by BMI in the early days of its operation. Pastore said: "Is this wrong? Why shouldn't these organizations plug their own music—don't you people plug your songwriters?"

Schulman said the unfair aspect was in allowing broadcasters, who have a "trusteeship over public limited privilege to promote their owned music."

The AGAC counsel criticized BMI logging techniques, and said that in the sampling aspect broadcasters could rig logging records during the sampling periods, because they were told when they were being logged. (BMI has a daily census-type log of network performances, BMI counsel Sidney Kaye explained, and a 75-station sampling, done on a revolving basis, with a multiple of 40 to make it representative of the national broadcast performance.)

ASCAP tapes its sample logging without any warning to stations, Schulman said. Pastore was critical of the whole system of logging songwriters' tunes as being inadequate, but he did not go deeply into the question.

Cliburn in Chi

• Continued from page 4

counter-displaying Cliburn's first RCA Victor package, the Tchaikowsky concerto, and moving them briskly. Bob Nosselt, RCA distrib chief, said that more than 7,000 pieces had moved here in three weeks since its release. Projecting this figure nationally, it may mean that close to 100,000 have already been sold.

At a press conference preceding the concert, Cliburn manifested surprising savvy in fielding hot liners from story hungry reporters. For example, when one newsman asked the youth if he felt that his contribution to international good will had been undone by the eruption in Lebanon, Cliburn met it niftily: "Politics has never stood the test of remembered time, but are always has."

Cliburn said that during his New York Philharmonic guest appearances in October, he will play concerti by Mozart, Prokofieff and Brahms, and later may add the Beethoven "Emperor." This announcement contained the hint that these items are also scheduled for diskings. Numerous critics have openly wondered when he would step beyond the Tchaikowsky and Third Rachmaninoff concerti, the numbers that won him the Moscow prize.

100 Disks a Week

• Continued from page 4

As long as a session runs under \$500 and a new label can press up and send a quantity of records to deejays for another \$500 there will always be new producers entering the business confident that they can come up with a big one.

The prolific number of record releases has also led to elaborate testing systems that are employed by many firms. They "test" records in certain markets with certain disk jockeys, and then if they get a "good" reaction they ship the record to other sections of the country. The only trouble with this is that many so called "successful" test records have turned out to be flops. And if the test itself turns out to be "unsuccessful" but the manufacturer believes in the record, he puts it out anyway.

All that seems certain is that each week more records are released and more new labels see daylight. The chances get smaller and smaller, but hopes run higher and higher.

Pastore Says It's 'Impossible'

• Continued from page 4

4,000 American broadcasters as being "compelled" to favor BMI music and to "deny the public full access to music," Pastore lowered the boom on the spokesman for the American Guild of Authors & Composers, formerly SPA, who are also involved in a court suit on the same issues.

"You say these broadcasters voted at their association meeting to support BMI. How many were actually compelled to vote as they did? You're actually after the big networks and owned stations, but you're throwing every little Tom, Dick and Harry into the soup. You make him bad because he belongs to a broadcaster association. You belong to the Bar Association, John—they don't tell you how to vote."

Pastore himself rebutted the songwriter claims that law was needed to save the independent broadcasters from being pressured into favoring BMI music.

"You must admit there has been no tangible evidence here of compulsion. These broadcasters came in from all over the country and said they license with ASCAP and BMI, and are not pressured by BMI. They don't care which they use, as long as they please the public. How can we tell them: 'You have a toothache, whether you know it or not?'"

Where Is Public Interest?

Pastore singled out the public interest issue, the only real concern of the Interstate Commerce Subcommittee. He demanded: "Where is your public interest here? All I'm doing is sitting here all by myself as a kind of judge, trying to decide between two groups of lawyers. You've seen how the other senators on this committee have introduced their constituents, opposing this bill—let's be practical and face the facts."

Pastore noted that the long record in three months of "dull hearings—and let's admit it, they are dull"—has produced only "speculation. But in fact, can the public ask for a certain record to be played? The answer from the broadcasters is 'yes.'"

Pastore said he had conducted a test of his own over the weekend. Without giving his name, he asked all Providence radio stations to play "Louise" in honor of his daughter's birthday. "They all played it," he said. "How is the public being denied?"

Is Public Being Denied?

Pastore concluded that it wasn't, altho Schulman said the denial was being done "indirectly," by broadcasters who were not giving the public a free choice of all types of music.

"That is what has been the whole trouble with these hearings," said Pastore. "Accusation is by indirection, by 'influence.'"

Pastore had a warning, however, for networks and broadcasters. "The transcript of these hearings is going to the Justice Department to see if there has been any violation

Toronto Dealers

• Continued from page 4

if they are going to stay in business. They want co-operative promotions and to learn to give better service.

One idea broached is that of making up a stencil list of dealers to provide a customer with discontinued records. Already this has been tried among small groups and proved successful.

A program of better training is being proposed for the record clerks. This will be arranged by the organization in co-operation the record manufacturers.

The success of the Toronto group has spread into the Niagara Peninsula in the southwestern section of Ontario, where dealers Chris Lovett and Bob Moody have organized their groups.

of the antitrust laws, and to the FCC. If it should ever become obvious in the future that the 'thought control' or 'music control' you mention, or any control is being exerted on the American public, this committee will act to amend the Communications Act to put an end to it."

Bad Legislation!

Pastore said it was "bad legislation" for a bill to tell a Rhode Island broadcaster who owned a department store that he "could not sell records." If broadcasters are not to be allowed to own anything, then why permit networks to own stations? he asked.

A Solid Hit!

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Ray Martin Jose Melis
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With the Buddy Bregman Orch. & Chorus
—RCA Victor

JULIE LONDON—"IT'S EASY"
With the music of David Seville—Liberty

BETTY MADIGAN—"DANCE EVERYONE DANCE"
With the Dick Jacobs Orch. & Chorus
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FIVE KEYS—"EMILY PLEASE"
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Suite 607, N. Y. 19

Bally USA Pin Features New 'Ball Buy Back'

CHICAGO—Bally USA, a new single-player pin game, incorporates the "Ball Buy Back" feature once successively used on Bally pinballs in the mid-'30's.

The Ball Buy Back means that the player, after shooting the basic five balls and failing to get desired score, can release up to three additional ones by depositing added coins. He is guaranteed one added ball per coin.

Bally USA also features a simple, direct scoring system. Player simply shoots to hit ball bumpers and roll-overs which correspond in number and color to cities of the U. S. connected by red and yellow lines on a backglass map.

Nine cities are connected with a red line, nine with yellow. Player lighting up all yellow or all red line cities, earns replays. Player lighting up both yellow and red-line cities, in addition to regular replays, accumulates a bonus which is built up from game to game as ball bumpers are hit. Every other hit advances bonus one point, to a top bonus count of 45.

Bumpers numbered 1, 4 and 6 are two-way, scoring both in the red and yellow routes. Spot-numbered roll-overs give player a double shot at lighting numbers 2, 5, 7, 8 and 9. The spot number shifts each time a bumper or button is hit.

As bumpers or roll-overs are hit on the playfield, corresponding numbered cities on backglass light up. Numbered bumpers on playfield go out when hit, so that player can immediately see which remain to be hit.

Gottlieb Ships Roto Pool Pin, Single-Player

CHICAGO—Roto Pool, a new single-player five-ball pin game with a unique backglass score attraction, was shipped to distributors last week by D. Gottlieb & Company.

Player lights up miniature colored pool balls in rack on backglass as he hits roto-targets corresponding in number to each of the 15 balls. When all are lighted, player earns free games.

The pool ball light-up is a hold-over feature, with balls remaining lighted from game to game until all 15 are made.

Roll-overs at top and bottom of playfield also correspond in number to balls in the rack, and light them up when hit.

Player makes a special score when all pool balls are lighted, and a center target and bottom roll-over are then lighted for added special scores.

Player hitting any of seven points on playfield spins the roto-targets, changing their numbers. High score is 7 million.

Incorporate Louisville Coin Machine Company

LOUISVILLE—Litsey Equipment Company, Inc., Louisville, was chartered by the Secretary of State. Authorized capital stock is \$50,000. Firm is wholesale and retail dealer in coin-operated machines. Owner is James H. Litsey.

Suits Snag Ore. Anti-Pin Campaign

SALEM, Ore.—The Oregon Attorney General's controversial opinion that free play pinballs are illegal gambling devices has ironically delayed a crackdown on the machines in the State.

Atty. Gen. Robert Y. Thornton issued his opinion last March, but since that time, few of the estimated 2,700 pinballs in Oregon have been seized.

The opinion at first set off a rash of attempted pinball seizures by county district attorneys. Their moves were thwarted quickly by operators who filled suits asking for restraining orders against seizure of the free play games.

Thornton directed district attorneys to confiscate the machines, but confiscation has been slow in coming. One judge, Circuit Judge David R. Vandenberg, of Klamath Falls, said there need be no particular speed in the courts since Oregon has been studying the question for six years.

Others Agree

Other judges have agreed with Judge Vandenberg, and seizure of the machines has stopped throughout the State pending a decision on the question by the State Supreme Court.

Only county where definite steps have been taken to get rid of the machines is Multnomah, where the State's largest city, Portland (population, 404,880) is located. There arrests have been made on secret indictments by the county's grand jury. (Continued on page 116)

Pins Disappear From Ohio City

COLUMBUS, O.—Police here report that pinball games have ceased to exist in the city.

The city's much-debated ordinance banning the games has been tested by the courts and approved. Thus, with the grace period extended to operators to remove their machines ended, the pins have disappeared.

The Columbus case was carried to the State Supreme Court, and finally made an appeal to the U. S. Supreme Court. The State court backed the ordinance, and the U. S. court chose not to review the case.

Most of the pinballs were reported shipped out of the area, with many reported exported overseas. A few of the older machines were scrapped.

The four-year-old city ordinance carries a fine of \$500 maximum and six months' sentence.

Wave of Location-Buying Stopped Denver Game Operators' 60-40 Bid

Spots Grow \$-Conscious

By BOB LATIMER

DENVER—Better commission arrangements? There is little hope that game operators in the Denver area will be able to work them out, according to members of the Colorado Music Merchants' Association, which comprises most of the city's game operators as well as music men.

Until about six months ago, many operators were attempting to set up 65-35 splits in busy, popular spots and some had arranged successful 60-40 splits, with 40 per cent going to the location. While the standard split since the end of World War II here has been a straight 50-50, at least a dozen major operators attempted to set up a more favorable split, pointing out rising costs of equipment and maintenance, and that the location

FIFTH IN BB'S CITY SERIES ON LOANS, SPLITS

CHICAGO—This article, on Denver, is the fifth in a series on loan and commission practices in the amusement game operating business. Previous articles were centered on the cities of Birmingham, Los Angeles, Detroit and Boston.

Reports on commissions and loans in other areas of the nation will continue on a weekly basis.

owner would not suffer from a smaller cut of the receipts, in view of the traffic in his spot.

Late last fall, a new element came into the picture, however. A sudden wave of "location buying" which saw game and juke box spots (Continued on page 117)

But Loans Are Out

DENVER—Loans to locations has all but disappeared from this area, according to local operators. This is due to the fact that most location owners here have at least a partial understanding of the plight of today's operator.

Whereas in 1956 and 1957, there were many instances in which a location owner asked an operator for small loans ranging from \$200 to \$500, most operators today have made it clear to their locations that machines cost up to twice as much as they did a few years ago. They have further argued that in paying for a machine, often only one out of every three or four machines show sufficient play to net a profit before it is depreciated out.

Since location owners are having similar problems with the purchase of new bar equipment, cocktail lounges, restaurants furnishings, and such, they are inclined to be a bit more reasonable on the subject of loans, operators report. The average loan in the past was about \$350, usually spent immediately for improvements and paid for from game and juke box collections, up to as much as \$10 per week.

Collections Paid Loans

There were very few instances in which any interest whatsoever was charged, and location owners seemed to be complacent in being paid. (Continued on page 111)

Game, Juke Exports Continue Heavy Run

April's \$1,855,770 Slightly Below March Level, Higher Than Most 1957 Months

CHICAGO—U. S. export of amusement games and juke boxes remained at the heavy March level during April, hitting a volume of \$1,855,770 on over 4,000 units shipped. March's top 1958 mark of \$1,917,868 was made on over 5,000 units shipped.

Shipments of new juke boxes, which reached a dollar volume of \$1,022,000 the previous month, made \$1,111,939 in April, to set a high mark for the year to date. Used phonograph shipments also bettered the March run of \$199,900, making \$254,509 in April (see chart this section).

Game exports, averaging \$646,301 per month in 1957, ran up an April volume of \$695,877 on just over 3,000 units shipped.

But April volume was far behind January's record \$2,197,183, the biggest one-month juke and game combined total in history.

Belgium took top honors in April, with a total of \$343,849 on game and juke imports, according to U. S. Department of Commerce figures. West Germany notched

second, on the strength of heavy new juke imports. Venezuela and Italy followed, close behind. Canada and Switzerland were the only other markets "over \$100,000."

Venezuela was the best market for new jukes during April, taking \$215,335 worth. West Germany and Belgium were also among the top markets here. Belgium was the biggest importer of used U. S. phonographs. No other market was impressive in this category.

Italy was by far the top market for amusement games in April, and it has been consistently at or near the top in this category for many months. Its April volume was \$142,776. Next in line for games were West Germany (\$85,794), and Belgium (\$81,160), and Canada (\$77,124).

Salvador showed promise as a good market for new phonographs in April, taking \$20,216 worth, one of its top months in the import field.

Vending machine volume in April (not shown on chart) reached \$223,751 on 1,593 units shipped, above the March level.

Collections at Brussels Fair Disappointment

PHILADELPHIA—Abe Witsen, head of International Scott-Crosse, reports that the Brussels Worlds Fair has proven a bust so far as the coin machine business is concerned.

Witsen, who operates both Arcades at the Fair, said that collections haven't come close to expectations, and that the Europeans, hit hard by recession of their own, think twice before spending a franc.

All told, it's been a pretty poor season for Witsen, who has closed a couple of his Philadelphia Arcades because of dipping collections.

Witsen, one of the nation's largest exporters of coin machines, is also a major Arcade operator here. He recently acquired a route of cigarette machines in Philadelphia.

Empire Launches Kiddie Ride Line

CHICAGO—Empire Kiddie Rides, a new kiddie ride line, has been launched by Empire Coin Machine Exchange, local game and music distributor.

Old Smokey, a miniature locomotive ride, is the first introduction. The new unit is being made by Empire thru a manufacturer on contract.

The ride features a rocking action. Dimensions are 56 inches high, 39 inches wide, 64 inches long. Coin box is attached separate from ride body. Construction is of steel. Price is unquoted, but reportedly relatively low.

COIN MACHINE EXPORTS

APRIL, 1958

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	247	\$ 161,344	281	\$101,345	457	\$ 81,160	985	\$ 343,849
Venezuela	260	215,335	3	6,568	321	85,794	614	290,447
West Germany	282	198,085	11	3,000	27	9,841	290	228,176
Italy	110	79,270			483	142,776	593	222,046
Canada	127	84,515	26	6,155	347	77,124	500	167,794
Switzerland	97	74,585	36	25,179	66	20,720	199	120,484
Austria	97	66,829	40	31,880	1	516	138	99,225
Netherlands	48	38,242	47	17,225	30	4,121	125	59,588
Cuba	77	59,488					77	59,488
Denmark	10	7,513	40	32,136	20	8,730	70	48,379
Sweden	16	11,820			54	21,142	70	32,962
Guatemala	41	20,949					41	20,949
Salvador	22	20,216					22	20,216
Philippines	19	18,798					19	18,798
Mexico	12	10,223	14	5,739	5	2,098	31	18,060
Other Countries	91	44,727	95	25,282	173	35,300	359	105,309
Totals	1,556	\$1,111,939	598	\$254,509	1,984	\$489,322	4,133	\$1,855,770

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 July 14, 1958)

Table with columns for Machine Name, High Price, Low Price, Mean Average, and Manufacturer. Categories include Music Machines, Shuffle Games, Arcade Equipment, and Pinball Games. Manufacturers listed include AMI, Evans, Gottlieb, Wurlitzer, Bally, Williams, and Chicago Coin.

Angel Preps Longhair Feast

HOLLYWOOD — Angel Records' August release will feature the complete recording of Gluck's "Orpheus et Euridice" with Nicolai Gedda, Janine Micheau and Liliane Berton as soloists with the Paris Conservatory Orchestra and Chorus under the direction of Louis De Forment; on the lighter side will be the complete recording of Johann Strauss' "The Gypsy Baron" with Elisabeth Schwartzkopf, Erick Kuntz, Nicolai Gedda, Edrika Koeth in the cast and Otto Ackerman conducting the Philharmonic Orchestra. This is the sixth in a series of operettas issued by Angel. Other vocal packages in this release include an album of Lieder by Kirsten Flagstad and volume two of Giuseppe Di Stefano's "Songs of Naples."

The orchestral portion of the release includes Andre Cluytens conducting the Paris Opera Orchestra in highlights from Berlioz' "Damnation of Faust" and "Romeo and Juliet"; Igor Markevitch conducts the French National Radio Orchestra in six Rossini overtures, and the same orchestra is conducted by Constantin Silverstri for an album.

(Continued on page 71)


Kellem Cleans Creditors' Debt Slate

NEW YORK — Milton Kellem and Milton Kellem Music, Inc., on Friday (18) satisfied two judgments against him and his music firm two years ago by Samuel I. Burd. At the same time Milton Kellem and Milton Kellem Music, Inc., was discharged from the petition in bankruptcy filed in 1956. Kellem paid Burd \$8,606 for himself and \$17,213 for Milton Kellem Music, which was on promissory notes to Milton Kellem and the Kellem Music firm. Satisfaction of the judgments were filed in New York County Court last Friday. Kellem has now satisfied all creditors.

Rip Exec Adds Personal Mgt. To Schedule

HOLLYWOOD — Richard Puccio, president of Rip Records, is invading the personal-management field. He has opened Puccio Personal Management Corporation, with the initial members of its talent stable including Jerry Rhodes, John Sage, Bart Mattson and Bill E. Dart. Victor Gazzi, formerly with National Pictures, will head the operation as the exec in charge. Puccio was elected proxy of the Rip label by a vote of the firm's stockholders in Rochester, N. Y. Also voted into office were Gazzi as vicepres, and Al Simms as secretary-treasurer. The firm's headquarters were moved from New York to Hollywood.

Wherever You Are . . . You'll Find Many of Your Needs in the



CLASSIFIED SECTION
this issue

Cap. Tees-Off Album Progr'm Via Two Meets

HOLLYWOOD — To kick off its August-September album merchandising program, Capitol conducted two national conventions simultaneously July 18-19, one in Miami and the other at Coronado Island, Calif., with the entire Capitol Record Distributing Corporation sales force attending.

Presiding at the Coronado confab was Lloyd Dunn, Capitol Records vicepres in charge of merchandising and sales; national promotion manager Dick Rising; assistant national sales manager Bill Tallant; Perry Mayer, of the national promotion department, and the national display manager, Fred Rice. Bud Fraser, CRI director of merchandising; CRI sales director Mike Mailand; national sales manager Max Callison, and Bill Muster, of the national promotion department, conducted the Miami sessions.

Fair Trade Comittee to Hear Dealers

WASHINGTON — Jack Jolley, president of the Association of Retail Record Dealers of Pennsylvania will give the dealers' point of view to Senator Alan Bible's (D., Nev.) special Subcommittee of Fair Trade, at hearings this week (21, 22).

The hearings are being held on the Fair Trade Bill S. 3850, authored by Senators Humphrey (D., Minn.) and Proxmire (D., Wis.), to allow manufacturers to set minimum prices which would have to be maintained by all retail distributors. The Bible subcommittee was appointed by Sen. Warren Magnusen (D., Wash.) chairman of the full Interstate and Foreign Commerce Committee. (See Billboard, July 14, 1958.)

Record dealers across the country have complained of inroads on their business by discount houses, and price cutting by drug chains and other retail outlets.

M-G-M Inks Six New Artists

NEW YORK — M-G-M Records added a half dozen new acts to its roster this week, headed by Alan Dale and Johnny Desmond. Others include Tommy Edwards, Sonny George, thrush Kay Brown and TV personality, Arnold Stang, formerly on the Milton Berle TV show.

Dale's initial release is a cover of the hot Italian tune, "Volare," while Desmond, star of "Cay Darling," has come up with "I'll Close My Eyes," and "Hot Cha Cha." Both Dale and Desmond were formerly with Coral. Edwards, who rejoins M-G-M after a considerable absence, has cut "It's All in the Game," while George debuts with a July 28 release of "Lip Lockin'" and "Tell Me, Tell Me." Stang appears on a novelty cha oha disk with Leroy Holmes and his ork, titled "Lotsa Luck, Charlie."

GAC Package In Hot Stride

NEW YORK — General Artists Corporation exec Tim Gale is flipping over the success of the "Summertime Dance Party" package now out on the road thru the Midwest. The unit, created by Gale and booked by GAC with the help of the Irving Feld office, stars Frankle Avalon, the Kalln Twins, Jan and Arnie, Dickey Doo and the Don'ts, Link Wray and the Raymen. Package started slowly but

To Syndicate Freed Via Tape

NEW YORK — Video station WABD here is readying plans to syndicate its new Alan Freed record hop show, via tape, to other local TV outlets across the country sometime this summer, thereby putting Freed in national competition with ABC-TV's Dick Clark.

The station has purchased two Ampex video tape recorders, which will be in operation by early August, in what WABD claims to be "the most complete TV taping facilities of any indie station in the country."

The daily (5-6 p.m.) Freed program (Continued on page 71)

Westminster Heavy on Aug. Stereos

NEW YORK — Westminster will release 15 stereo albums against seven monaural in August. Heading the twin-track LP's are four Schumann symphonies with Sir Adrian Boult and the Philharmonic Promenade Ork, two groups of Berlioz Overtures with same, Elgar's Symphony No. 2 and "Falstaff" with same, and three pop medleys for dancing. One two-channel item, "Cool Coleman" featuring the Cy Coleman Jazz Trio, won't be released monaurally for some months.

The monaural August list includes Moussorgsky's "Pictures at an Exhibition" in an unusual coupling of piano version by Nadia Reisenberg and ork version by Artur Rodzinski and the London Philharmonic, Beethoven's "Hammerklavier" Sonata by Egon Petri and the first volume of Dowland "Ayres for Four Voices" with the Golden Age Singers. Stereo versions of these will not be released for some months.

Concertapes Bonus Plan

CHICAGO — Concertapes, Inc., announced a bonus plan to kick off its line of stereodisks. With an order for 21 reels of tape, listing at \$11.95 each, the label offered the initial disk release of seven packages free.

Al Freiburger, general manager, suggested to dealers that they pass on a comparable saving to consumers.

The entire tape catalog will be released on disks, Freiburger said. The initial seven include "Repercussion," by Richard Schory and the Percussive Art Ensemble; two volumes of "Sound in the Round"; selections from "Gi-Gi" and "My Fair Lady"; "Dancing and Dreaming," Jay Norman Quintet; the Symphony of the Air playing "Nutcracker Suite," "Roman Carnival Overture" and Overture to "Die Meistersinger"; "Swingin' Easy" by the Modernes, and "The Opposite Sides of the Mike," featuring Mike Simpson's band.

has been attracting over 2,000 attendees a night this week.

On the strength of this the agency is sending out another "Summer Dance Party" unit in two weeks starring Danny and the Juniors, Gerry Granahan, the Poni Tails, Jody Reynolds and the Buddy Morrow ork. The adding of the Morrow crew is an experiment to see if the kids will dance to a regular dance band that plays tunes with a beat. Morrow ork has a special book for the one-nighter show that will let the kids dance their special dances, the chicken, stroll, hop, etc.

The Billboard Weekly Index RECORD SALES IN RETAIL STORES

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

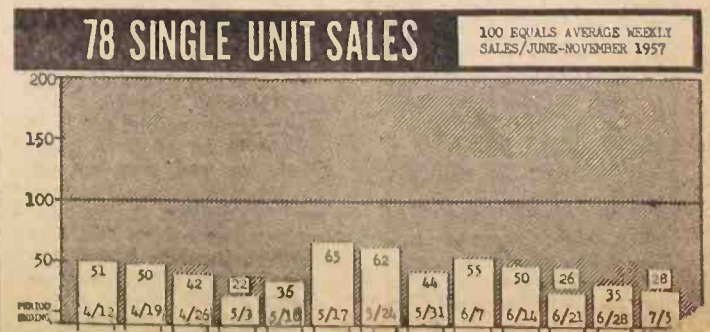
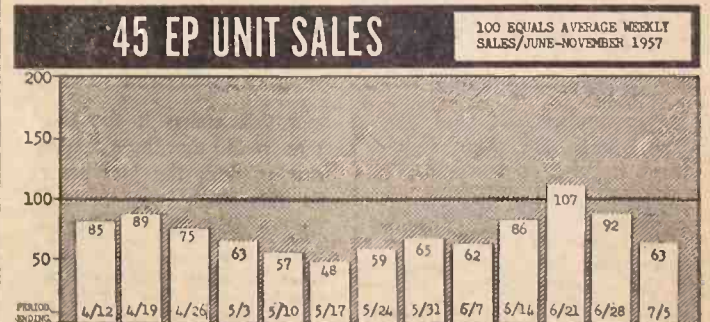
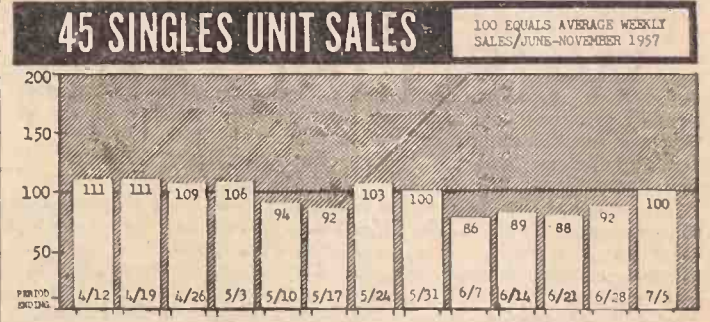
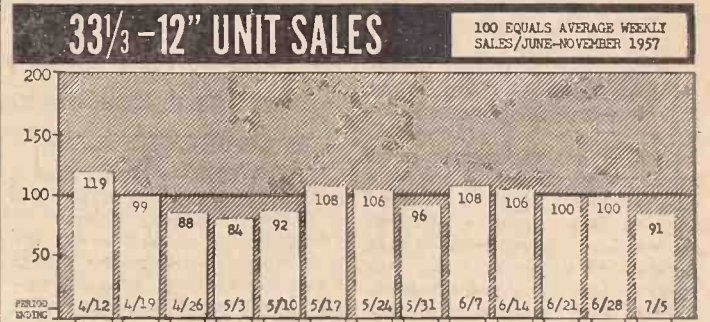
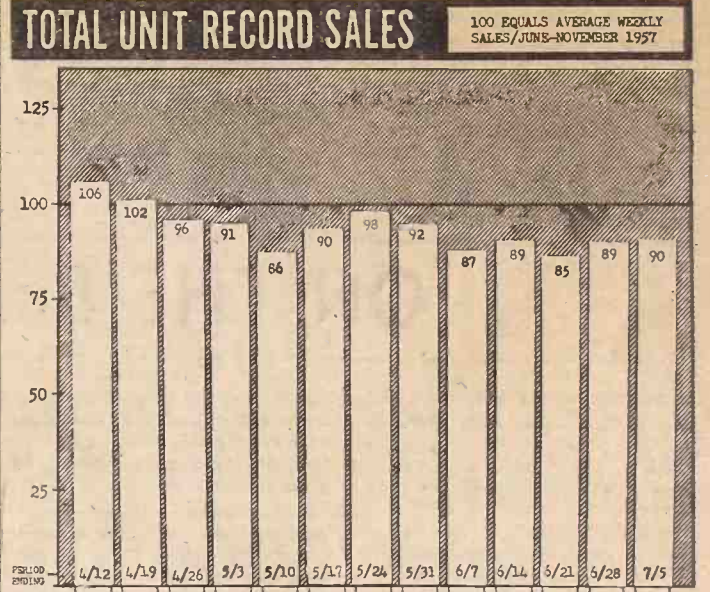


Total Unit Record Sales for the past 11 periods have averaged 90, or the same as they register for the current period. Every speed has fluctuated more than the total unit record sales, but invariably within each period there is one speed, or more, which takes up the slack of the other speeds which may have dropped in sales.

The current period, ending July 5, is a good example. The previous period showed a sharp de-

crease in 45 EP's but LP's held their own, and 45 singles increased a little. For the current period, LP's and 45 EP's dropped off some, but 45 singles increased sufficiently to actually up the total unit sales figure a percentage point.

The 78 singles unit sales for the past three periods have not decreased or increased enough to be a factor.



Optimism Rides High Among Execs at NAMM Trade Show

Fall Boom Is Expected, Sparked By Stereo, Phonos, Van Cliburn

CHICAGO — Musical equipment sales are rounding the recession corner and are tuned up for a fall business boom.

That's the consensus of manufacturers and retailers arriving in Chicago for the annual Music Industry Trade Show and Convention opening at the Palmer House today (21).

More than 9,000 are expected to attend the trade show sponsored by the National Association of Music Merchants. An estimated \$1,500,000 in musical merchandise ranging from the newest in stereo phonographs to the highest-priced in pianos will be on display at the show. "Hard sell" marketing will be the theme with panelists from all member associations sharing their experiences in battling recession blues.

A tremendous boom in the music business in future years based on a

vast U. S. cultural awakening is seen by Paul E. Murphy of Boston, Mass., NAMM president, in his annual report. Citing the success of pianist Van Cliburn in Russia, Murphy declares: "To me Van Cliburn is a symbol of the upsurge of our American musical world."

Murphy hails the introduction of stereo records as a boon to all branches of the music industry because it will "make more people enjoy more music." He adds: "We can look ahead to boom years the like of which few of us can possibly imagine."

Fall Phono Boom

Greatest upturn should come in the phonograph and radio-combination fields because of the tremendous technical developments in stereo and hi-fi equipment as well as transistor radios to be shown at the show, predicts James D. Secrest, executive secretary of the Electronics Industries Association.

"Factory sales of phonographs, record player attachments and radio combinations reached a new high of five million units in 1957," says Secrest. "It is doubtful that any industry will have more new features to attract buyers than those found in the 1959 radio and phonograph lines, but hard selling will still be necessary to overcome" (Continued on page 36)

Emerson Will Service DuM Distributors

NEW YORK — Benjamin Abrams, president of DuMont Television and Radio, new wholly-owned subsidiary of Emerson Radio & Phonograph, in a letter to all DuMont distributors, has announced that the new organization will continue to service DuMont distributors and dealers and continue the policies maintained by (Continued on page 36)

Magnavox and Liberty Music Romance Ends

NEW YORK — "That's right. We haven't a Magnavox in the place."

Coming from a spokesman of the Liberty Music Shops, swank metropolitan chain, those words have a strange ring. The phono-TV firm and the carriage-trade outlets have had an association that dates way back. In fact, an identity between the two has been strongly maintained thru extensive advertising in local newspapers.

The Liberty spokesman declined any further comment and the usually outspoken president of the chain, Ben Kaye, couldn't be reached. He was "out of town." However, mention of a rift between the manufacturer and the stores was vigorously denied.

"You can just say that we have no Magnavoxes in stock," The Billboard was told.

Other featured phono lines at Liberty's shops are Scott, Fisher, Pilot and Columbia.

'GOOD STEREO IS A MUST': R. WILLIAMS

Top-Selling Pianist Predicts Boom For Instrumentalists Via New Disks

By CHARLES SINCLAIR

NEW YORK — Stereo records are likely to provide a major boom in platters featuring popular instrumentalists, as well as an up-beat in sales of everything from banjos to pianos in music stores—but only if musical arrangements, recording work, and stereo playback demonstrations take full advantage of the "two-channel" effect to spotlight and "center" the instrument in dramatic musical fashion, rather than as a louder-than-ordinary member of the orchestra.

So says Roger Williams, the best-selling pop pianist whose 12 albums for the Kapp label are now reported nearing the 2,000,000 mark in total sales.

Virtually a fixture on the charts as a monaural star (including the charts appearing in The Billboard),

Williams has definite stereo plans of his own.

The boyish-looking keyboarder, a transplanted Iowan (like Meredith Willson), has cut the master tapes of his last six albums in stereophonic fashion, and expects to see stereo waxings of them "in a matter of months."

"I'm a firm believer that musical arrangements can be designed to have plenty of musical taste, and yet contain enough unusual effects to 'sell' stereo, as well as featured instruments," he says.

Has Jazz Itch

With his monaural albums and singles hitting the charts regularly, with stereo on the horizon, with his popularity building because of overseas releases of his platters, and with a one-man concert tour scheduled for later this year, Williams has only one gripe.

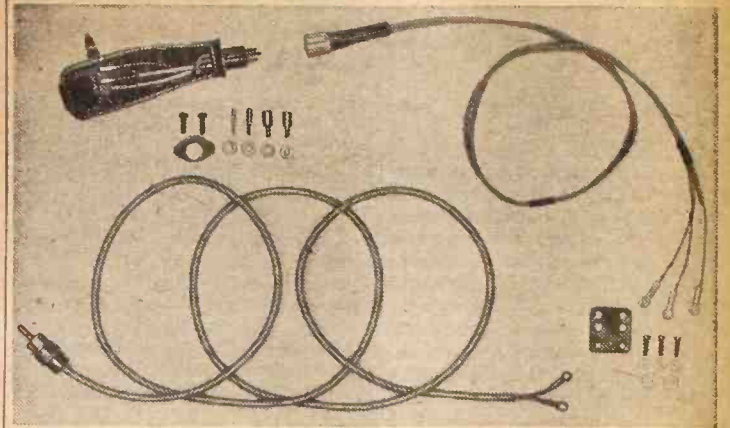
"There's too much categorizing of artists in the monaural record field today," he says. "When I came to New York five years ago, I studied with Lennie Tristano and Teddy Wilson. My own favorite pianist is Art Tatum. But nobody takes me seriously if I say I want to cut a jazz album. Maybe I'll (Continued on page 36)

Zenith Sets 37-Unit Intro

Most of Zenith Radio Corporation's display space at the NAMM convention this week is devoted to its new line of stereophonic high-fidelity phonos.

Each of the 37 units in the new line is equipped to play both stereophonic and all monaural records. Fifteen of the new phonos (nine with FM-AM radio also) have the two stereophonic hi-fi systems completely enclosed in a single cabinet, which is equipped with Zenith's "completely new, extra powerful" dual channel hi-fi amplifying system.

Garrard Conversion Kit



DO IT YOURSELF: New \$4.95 kit enables owners of recent Garrard record changers (Models RC88, 98, 121, 121-11 and T Mark 11) to hook up quickly for stereo disk play. Kit includes new shell, cables, hardware and full instructions.

MRIA Asks for A Tax Hiatus On Recorders

WASHINGTON — Levying a 10 per cent tax on tape and wire recorders, players and recorder-players would be like "giving a weak baby a razor before it is old enough to shave," according to Mark Mooney, Jr., of the Magnetic Recording Industry Association.

In a statement before the Sen- (Continued on page 36)

Aurora Maid Phonos Debut

AURORA, Ill.—Ben and Harry Polen, co-owners of Harben Manufacturing Company here, previously in radio set manufacturing only, have debuted a line of four (and possibly more in the fall) portable phonographs.

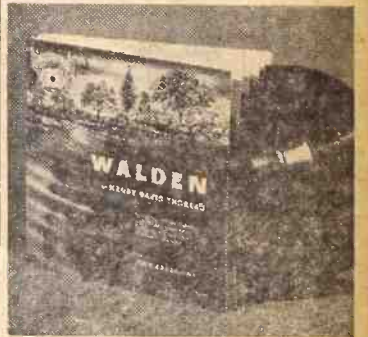
The line, called Aurora Maid, ranges in price from \$19.95 to \$39.95. Models 111 and 113, retailing at \$19.95 and \$29.95, are manually operated four-speed changer machines, with one-needle sapphire stylus cartridges. The 111 is leatherette covered with a volume and turn off control. The 113 is a wooden cabinet, with separate volume and tone controls and shut-off control.

Models 114 and 117 are two-needle cartridge machines in a shadow-box wood cabinet, covered

Talking Books Due in NAMM Chi Showcase

The Audio Book Company, St. Joseph, Mich., will display its entire catalog of Audio Book albums at the NAMM convention in Chicago this week.

Three new Audio Book albums will be featured—"Walden"—narrated



by John Carradine, six Audio Book records, retailing at \$6.95; "Adventures of Sherlock Holmes" narrated by Basil Rathbone—five records, retailing at \$5.95; and "Treasure Island" narrated by Hans Conried, eight records, retailing at \$8.95.

Audio Book Records can be played on any 16 r.p.m. phono and on a 33 1/2 r.p.m. phono with the use of the Audio Zook speed-reducing adaptor.

with washable Pyroxylin covering. The 114 at \$34.95 has one speaker, while the 117 at \$39.95 has two directional speakers. The sets will be displayed at the NAMM convention.

PRESS AGENCY GETS THE BEARDS-AND-SANDALS TOUCH

NEW YORK — Man, like the Shorty Pederstein influence is being extended to the air-conditioned sanctums of that squarest of streets, New York's Madison Avenue. The following press release arrived at The Billboard late last week from Mike Merrick, steam-heated flack in the Bud Brant publicity shop:

"Dad, three cool cats, Don Friedman, Ken Joffe and their shadow, Frank Geltman are making like tycoonville. They got the craziest gig ever planned at Randalls Island, Friday, August 22 and Saturday, August 23, with the hippest, wildest most collection to tooters that ever wailed. Man, they're the end! They're like too much!"

"The whole ball is tagged the New York Jazz Festival

and this makes it the third time 'round that these cats are making with the jazz scene. In this crazy outdoor pad, they're gonna stomp 'n' swing to cats like Count Basie, Dave Brubeck, Thelonious Monk, Horace Silver, George Shearing, Miles Davis, Chico Hamilton, Sonny Rollins, Max Roach and that way out chick Chris Connor. They got the scene covered.

"You can get your tix starting Thursday, July 24, at the Henry Hudson Hotel and later on they'll be all over town. Stash 'em and save 'em for the big night, 'cause it's gonna wail. Like Pops, it's the coolest sound ever—New York Jazz Festival, Randalls Island, August 22-23 — An that's no jazz."

WHAT NEXT?

Get Set for the Tape Cartridge

By BOB ROLONTZ

NEW YORK — There was a time, not long ago, when the average dealer could dismiss tape as appealing only to a small audience. Price of the tape, the machines and the complexity of use added up to a lot of barriers limiting tape's importance.

But this will soon be no longer true. In fact, this will not be true after the fall. By that time, RCA Victor will be selling its new 4 track stereo tape cartridge. And there will be machines to play them. When this happens, stereo tape will be, for the first time, almost competitive to stereo disks.

Tape Revolution

Basically, the tape field has undergone a technological revolution during this past winter and spring. This revolution is so far reaching that it could, according to many trade observers, switch many record collectors, double and even quadruple the tape market in a short time. It will mean new sales of machines and tapes and it behooves a prudent dealer to be aware of the development.

As of right now, twin track stereo tapes are selling at a price range of \$8.95 to \$18.95. These are tapes that are played at a speed of 7 1/2 inches per second (IPS). The new four-track stereo tape will sell for \$4.95 to \$8.95 and will play at a speed of 3 3/4 IPS. All four tracks don't play at once, but only two at a time, just as on two-track tape. The machines that play four-track tape have two heads, one head plays the bottom two tracks when the tape runs from left to right and the other head plays the top two tracks when the tape is reversed. In other words, by slowing down the speed 50 per cent and putting twice as much music on a reel, manufacturers are able to reduce the price of tape by about 50 per cent. Is tape played

at 3 3/4 equal in quality to tape played at 7 1/2? RCA Victor claims claims so and so do other manufacturers.

Players Coming

The RCA Victor cartridge, a complex unit that is merely slipped into a machine, where it works automatically, can only be played on a special machine which will be marketed in the fall. Victor has offered other manufacturers the right to make the same machine. So far, Ampex, Motorola and Pen-tron have taken the company up on it. This means that if anyone wants to play the RCA Victor cartridge he must buy the cartridge player from Victor or one of the others. No matter what type of tape machine anyone has today, he will not be able to play the Victor tape cartridge on it without buying the new mechanism.

Will there be open-reel, four-track, stereo tape as well as the RCA Victor cartridge? No one knows for certain, but Ampex has announced a machine to play the four-track, open-reel tapes. When it hits the market, tape recording firms possibly will issue open-reel four-track tapes. These tapes and the RCA Victor cartridge will not be interchangeable. Two different machines are needed to play the different four-track tapes. The Ampex company, however, will offer a conversion unit at \$75 that will enable the owner of a two-track tape machine to convert his unit to play open-reel four-track tapes. But the conversion will only be possible if the machine has a 3 3/4 speed. And only some of the better tape players have a 3 3/4 speed.

As far as other recorded tape or tape recorder manufacturers are concerned, they do not yet appear to have made up their minds. None of the record companies have stated whether they will go four-

(Continued on page 36)

The Billboard's 1958 Music Merchants' Trade Show Special

Published in conjunction with the 57th Annual Trade Show and Convention of the National Association of Music Merchants

JULY 21 THRU JULY 24, THE PALMER HOUSE, CHICAGO

NYU-BILLBOARD SURVEY SALES OF COMPONENTS

NEW YORK — The New York University School of Retailing has tackled the subject of high-fidelity component in a brand-new study for The Billboard. Similar in scope to the phonograph survey to be found in this issue, and using the same accurate sampling methods, the component study will be sent to manufacturers in this field sometime this week.

Among other things, the study reveals that 2,500 dealers in the "universe" of 8,400 record-selling dealers handle components. In the first 19 weeks of 1958, the period covered by the study, these 2,500 dealers accounted for \$7,670,000 in component sales (based on net selling price).

The study breaks down the sales by individual components and by brand names. Complete results will be published in an upcoming issue of The Billboard.

NYU-Billboard Survey Cues Big Year for Phono Sales

Continued from page 1

figures refer to estimated business to be done by record-phonograph dealers alone. Total sales of phonographs by all outlets will hit the 4,000,000 mark. This 4,000,000 tally includes everything from the small kiddie acoustic models to the most lavish high fidelity phono-radio-tape recorder console. Another important factor — one that could greatly alter the gross dollar volume figure — is the fact that virtually every model from \$80 and up is equipped to play stereo disks by the simple addition of another speaker or amplifier-speaker combination. It is reasonable to believe that when the customer buys such a phonograph he'll also take along the necessary additional components for stereo reproduction. If he doesn't buy the additional stereo components immediately, he'll buy them within a short time—or the dealer is missing a sure bet for a plus sale. Few dealers are likely to pass up such an opportunity.

One of the more significant facts revealed by the NYU-Billboard study is the comparative sales figures between various phonograph models. For instance, the greatest "dollar volume" category is the phono console under \$200. In the period covered by the study, dealers sold 40,000 of these units at an estimated \$6,900,000. This contrasts with the top unit sales done in manual phonos under \$30. In this category, dealers sold 93,000 units for an estimated \$2,300,000. Stated another way, dealers had to sell twice as many manuals under \$30 to realize one-third the dollar volume done in consoles under \$200.

Another aspect of this contrast is the number of dealers handling the two categories. More than 5,900 dealers handle manual phonos under \$30. The consoles under \$200, on the other hand, were handled by 4,100 dealers, a difference of 1,800. Implicit in the figures is the idea that these 1,800 dealers would work less and make more by handling the consoles under \$200.

The study also shows that the dealer is in a fair way to profit from the oncoming stereo bonanza. Two-thirds of his unit phono sales were made in the multi-speed category. In other words, he has been selling the more expensive units — the very units that will be offered this fall as stereo phonos.

Since he is geared to selling on this level, it is likely that he will be able to do an even better job when able to offer stereo reproduction. Stereo gives him something extra to offer.

The study was made under the supervision of the School of Retailing of New York University and only the most rigid and scientific sampling techniques were used. The sample used totaled 2,000 outlets. The questionnaire used was carefully constructed, following the most modern survey methods. It was field-tested before use.

Why did the study cover the period January 1 to May 15? The field tests proved that dealers could more easily and accurately recall their sales in units since January 1 than in any longer or shorter term. Many of them had completed their inventories as of the first of the year and had even more accurate information about sales than that of straight recall.

The estimated sales in dollars in each group were figured on what seemed to be a fair basis. Averages were struck and extended. For example, manual phonos selling for \$30 or less were considered to fall at an average of \$25 and this was extended over the total of units sold. Those selling for \$31 were extended at \$35.

V-M's Newest Changer to Bow

A highlight of the V-M Corporation's showings at the NAMM meeting will be the "Stereo-O-Matic" Model 1201 changer, which will be delivered ready for use in stereo disk playback systems.

Styled in black and white, the unit will be complete with stereo cartridge, stereo jacks and a stereo-monaural switch. Four speeds are included, and the unit will list for approximately \$50, or for \$56 on a metal base pan.

Features of the unit include V-M's unitized mechanism and jam-proof spindle, as well as special motor mounting to keep rumble to a minimum, plus new styling in the escutcheon and control knobs. Other changer models for monaural use will be shown.

HAIL, QUEEN CAROLE! MISS MUSIC OF 1958

CHICAGO—She's lovely, she's engaged to be at the NAMM Show, and she uses a piano to produce some mighty pretty sounds.

That's the once-over-lightly on Carole Pava, petite blonde doll who's been chosen Miss Music of 1958 by a panel of music celebrities from among a roster of feminine candidates, all of whom work in retail music shops across the country.

Attractive, 19-year-old Miss Pava is a salesgirl at Larry Ackard's Allegro Music Shop in

Pacific Palisades, Calif. She's due to be crowned (with a replica of the British Imperial State Crown) today at the NAMM show, and to receive, as Queen of the Show, a jackpot list of prizes. These include, apart from the trip to Chicago, a Pentron tape recorder, Lo Duce accordion, Thomas electric organ, Stromberg-Carlson portable phono, Gibson mandolin, Selmer clarinet, Dixie banjo-ukulele, Country Belle telephone radio, Amfile organ dehumidifier and a whole batch of records and accessories.

Lyons Named Show Chairman

CHICAGO—Howard R. Lyons, of Lyons Band Instrument Company of this city, has been named chairman of the National Association of Music Merchants 1958 Convention and Trade Show.

A veteran in the music field and a leading educational distributor, Lyons has been active in the organization since 1927, when he and his cousin founded the family music firm. He'll co-ordinate trade activities and function as a representative-at-large of dealers at the conclave.

He was a member of this year's NAMM nominating committee, and has served in various other NAMM posts since the group's inception. In the merchandising field, he has been a pioneer in the "try-it-now, pay-later" technique of selling instruments.



THE BILLBOARD 1958 RECORD-PHONO DEALER SURVEY

A detailed analysis of the music-record-phono business during the first five months of 1958.

Here is a scientific analysis of the extent of phonograph sales made by record phono dealers during the period of January 1, 1958, to May 15, 1958.

The New York University School of Retailing in cooperation with The Billboard recently completed a study for sales of phonographs thru outlets selling records. The study was made by the Interview method, the first time such methods have been used in analyzing phono sales on a national scale.

Included in the study are other questions considered to be of interest to manufacturers and dealers. They deal, as the reader will soon see, with such topics as: self-service, promotion, tape and tape recorder sales. The real meat of the study, however, is the relationship of phono-record dealers to the total phonograph market in the United States.

QUESTION 1: What form of service facilities do you offer your customers?

Partial self-service	59.3%
Mostly clerk service	19.0%
Self-service with check-out counter	16.3%
No answer	5.3%

COMMENT:

Interesting aspect of this question is the rather large group (almost 20 per cent) still using mostly clerk service. The self-service trend really began with the introduction of LP and the use of lavish cover art. That, of course, was fully 10 years ago. As expected, the largest group is that with partial self-service. Most dealers approach the problem from the point of view of modifying fixtures they already have. The 16.3 per cent with complete self-service are stores that have been opened, for the most part, rather recently.

QUESTION 2: Do you send direct mail promotion to your prospects or customers?

Do not use direct mail	58.0%
Use direct mail	41.3%
No answer7%

COMMENT:

One of the most difficult concepts for most people to grasp is the benefit that accrues thru advertising and promotion. Even those retailers who make regular outlays for advertising and promotion are, for the most part, unsure of the results, tangible and not so tangible. It is not surprising that almost 60 per cent of dealers use no form of direct mail whatsoever.

QUESTION 3: If you use direct mail promotion, how often do you mail?

Every two weeks to once a month	37.4%
Three to six times a year	31.3%
Once or twice a year	20.0%
Every two weeks or more often	11.3%

COMMENT:

Only the first and last groups can be considered as sold on the benefits of direct mail promotion. In the previous question, 41.3 per cent of the dealers said they used direct mail at all. Question three reveals that, of this group, only about half (48.7 per cent) use this type of promotion on a regular basis. It is fair to say therefore that only about 20 per cent of the dealers (half of the 41.3 per cent) are sold on the value of direct mail.

QUESTION 4: What kind of direct mail do you send to your customers?

Manufacturer's stuffers or catalogs	47.5%
Self-created promotion pieces	28.5%
Catalogs which you buy	17.0%
Other than the above	7.0%

COMMENT:

The easy route to direct mail is obviously the mailing of manufacturer literature provided by the dealer's local distributor. An encouraging factor is that almost 30 per cent go the trouble of creating their own mailing pieces.

NAMM PERSONALITY



J. W. Farrow, marketing manager of Ampex Audio, will discuss "New Products and Profit Opportunities Thru Stereo Tapes" at the High-Fidelity Clinic at the NAMM Show. Farrow will join other panelists Wednesday afternoon at the Palmer House, where they will talk on ways to market high fidelity.

Disk Dealers May Set Up Own Natl. Org

Continued from page 2

touch with us to set up the meeting and has asked our Texas delegation to chairman the meeting. The primary topics of discussion will be record clubs, rack jobbers and discounters, and their devastating effect on the business of the local retailer. Any and all dealers attending the NAMM convention are invited.

"We have also been given time on the program for the Tuesday evening NAMM session. One of the members of the new body will be selected in the afternoon to deliver the speech in the evening," Simmons continued.

To Offer Rewards

On the local Texas scene, Simmons said that at its last meeting Tuesday night (15), the Texas Association "authorized the posting of a substantial reward for any information leading to the successful prosecution of fair trade violators in the record field. When our members were levied for dues, many put in much higher amounts than requested. So we have quite a kitty set up, from which we can withdraw amounts for the rewards."

On the matter of fair trade, Simmons pointed out that various disk clubs are offering "up to 42 per cent off to buyers, which of course is more than the normal dealer discount. Last week Life Magazine carried ads for the Columbia and Capitol Records Clubs, in which such discounts were offered members.

Next Tuesday, Senator Humphrey's subcommittee on fair trade will hear testimony on the record business. Our organization is providing the subcommittee with documented evidence that violations are occurring in our business and we are asking that one of our people be allowed to appear before the subcommittee at a later date. The practices of some of the record company club operations will of course be brought to their attention."

Discussing trans-shipping of disk merchandise, one of the alleged thorns in the side of the Texas dealers, Simmons said it was now his understanding that one of the local groups from another part of the country to attend the meeting in Chicago, has called in attorneys and is now preparing a case

SCHEDULE OF EVENTS

1958
CONVENTION
AND TRADE
SHOW

Monday—July 21

- 8:00 a.m. Annual breakfast, in private dining room 11, of junior executives of National Association of Music Merchants.
- 9:00 a.m. Exhibits officially open.
- 12:00 noon Opening luncheon in Grand Ballroom.
- Address by Arno H. Johnson, vice-president of J. Walter Thompson Advertising Agency, on "The Economic and Social Trends of the Music Industry."
- Crowning of Miss Music of 1958.
- Award of prizes in Outstanding Promotion contest of junior executives of National Association of Music Merchants.
- 3:30 p.m. Ladies' tea and reception in Crystal Room.
- Presentation of "From Whence a Wedding," by Cathy Allen.

Tuesday—July 22

- 8:00 a.m. Annual meeting of Members' Breakfast in Grand Ballroom. Reports of officers, election of directors.
- Report by H. R. Scull, vice-president of E. H. Scull Company, on "Survey of Occupancy Costs."
- Report of James M. Jutte, vice-president of E. H. Scull Company, on "Survey of Advertising Costs."
- 10:30 a.m. National Association of Band Instrument Manufacturers, Band Instrument Clinic in Grand Ballroom. Chairman, Robert Zildjian, of Avedis Zildjian Company, N. Quincy, Mass. Program and speakers to be announced.
- 2:30 p.m. Executive Clinic in Grand Ballroom by National Association of Musical Merchandise Wholesalers. Chairman, Fred Targ, of Targ & Diner, Chicago, chairman of the Promotion and Trade Relations Committee of NAMMW.
- Address by Forrest L. McAllister, editor and publisher of School Musician, on "Selling to Schools" and showing of film, "The Power of Enthusiasm in Selling."
- 7:00 p.m. Phonograph Record Clinic in Crystal Room. Chairman, Leon Ferguson, of Ferguson Record Shop, Memphis, chairman NAMM Phonograph Record Committee.
- Panel discussion by Ralph Freas, of The Billboard, on "Album Promotion"; Sidney Frey, of Audio Fidelity Records, on "Stereo Records"; Howard M. Judkins, of Judkins Music Company, Garden Grove, Calif., on "Stereo Records From the Dealer's Viewpoint." and two other speakers, to be announced, on "Stereo Tapes" and "One-Stop Buying for the Retailer."

Wednesday—July 23

- 9:30 a.m. Piano Clinic in Grand Ballroom by National Piano Manufacturers' Association of America, Inc. Chairman, Edward J. Amrein, president of Everett Piano Company, South Haven, Mich., president NPMA.
- Address by Dr. G. Herbert True, assistant professor of marketing, Notre Dame University, on "Creativity in Piano Selling."
- 2:00 p.m. Hi-Fidelity Clinic in Grand Ballroom. Chairman, William J. Lee, merchandise manager of Radio-TV, Sherman-Clay Company, San Francisco, chairman NAMM Electronics Committee.
- Panel discussion by Lewis Rudin, Grinnell Bros., Detroit, on "Merchandising Hi-Fidelity"; J. W. Farrell, marketing manager, Ampex Audio, on "New Products and Profit Opportunities Thru Stereo Tapes," and three other speakers, to be announced, on "Stereo Disks," "Radios: Portable, Table and Transistor," and "Hi-Fidelity in the Music Store."
- 2:00 p.m. Guitar Clinic in Crystal Room by National Association of Musical Merchandise Manufacturers. Chairman, Al Frost, Valco Company, Chicago.
- Panel discussion by Mel Bey, Mel Bey Music Company, Kirkwood, Mo., on "Why Do People Buy Guitars?"; Ed Targ, Targ & Diner, Chicago, on "How Guitars Build Dealer Profits"; Parham Werlein, Werlein's for Music, New Orleans, on "How a Successful Dealer Sells Guitars"; Norman English, Norman English Studio, Lansing, Mich., on "How Guitar Studios Make Money"; Russell Kurth, Lyon & Healy, Inc., Chicago, on "Selling Premium Guitars Is Good Business," and Fred J. McCord, McCord Music Company, Dallas, on "Promotional Ideas That Sell Guitars."
- 7:00 p.m. String Clinic in Crystal Room. Chairman, Reuben A. Olson, president, William Lewis & Son, Chicago. Address by Gerald H. Doty, of University of Indiana School of Music, on "How to Create a Better Interest in Orchestral String Instruments." Address by dealer to be announced. Question and answer period, with Heinrich Roth, Scherl & Roth, Inc., Cleveland; Eric Emerson, Coast Wholesale Music Company, Los Angeles; Robert H. Guertin, Fawick Strings, Inc., Cleveland, and J. Frederick Muller, Fawick Strings, Inc., Cleveland, presiding.

Thursday—July 24

- 10:00 a.m. Address and demonstration by Jack Schwartz, author of "How to Get More Business by Telephone," on how to sell by phone.
- 7:00 p.m. Annual banquet in Grand Ballroom.

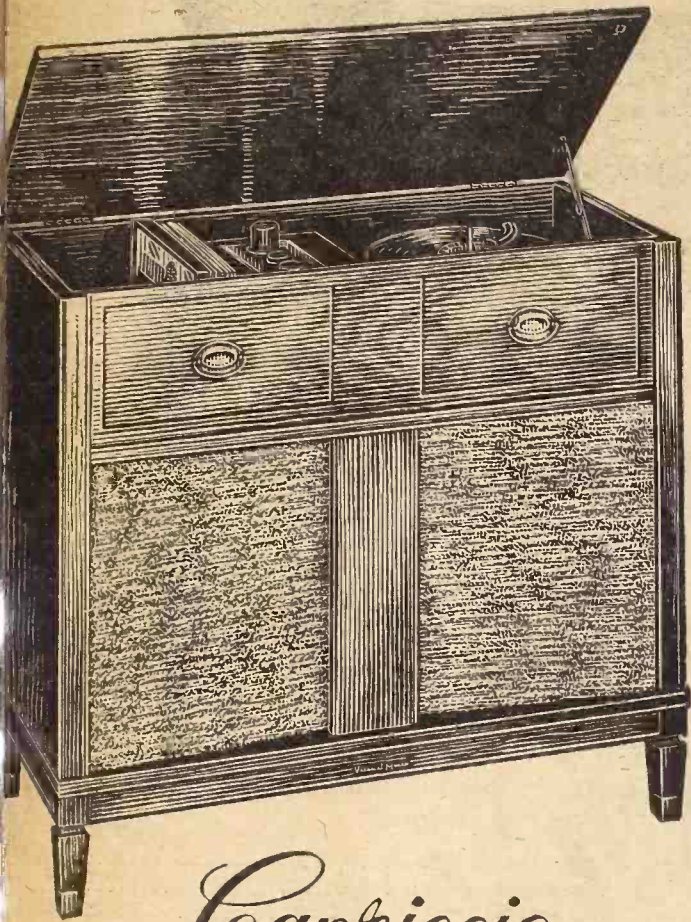
against certain outfits believed to be engaging in transshipping product out of its area.

CHICAGO—Organizers of the meeting of the budding National Association of Record Dealers, expected to take place Tuesday (22) in the Palmer House here, have served notice that they will avail themselves of "all legal and governmental protection necessary for the preservation of the independent disk dealer."

According to a spokesman for the group here, the association's emphasis on legal action is a departure from most previous attempts to organize dealers. Earlier movements which invariably dwindled away, put their faith in negotiating with diskeries and distributors, hoping to develop a clout thru numbers.

It's understood that legal counsel has already been retained to implement whatever action the meeting approves.

PHONOGRAPHS



Capriccio

V-M/Stereo High-Fidelity Phono-AM-FM Tuner Console, Model 571
 V-M/Stereo High-Fidelity Phonograph Console, Model 570

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Here's unequalled versatility in a pair of striking decorator-designed, hand-rubbed cabinets. Sell either model in either cabinet! V-M Stere-O-Matic® changers have stereo cartridges, are all equipped to play stereo records! Superb speaker systems are driven by powerful push-pull AC amplifiers.

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- Model 571 'Capriccio,' Mahogany\$365*
- Model 570 'Capriccio,' Mahogany\$245*

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COMPLETELY WIRED FOR STEREO!

Radiant high-fidelity, crisp, trim design. Deluxe AM radio, Stere-O-Matic four-speed changer. Full-range bass-treble and volume controls.

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\$ 289⁹⁵*



Stereomate Package 66SP includes Model 566 hi-fi console with stereo cartridge, stereo cord, 12" stereo LP record and matching Model 165 StereoVoice amplifier-speaker. YOU CAN SELL THIS \$337.50 VALUE FOR JUST \$289.95!*



'Vicky Vaughn Goes Steady with High-Fidelity by V-M'—A SOCK NATIONAL CAMPAIGN WITH UNBEATABLE LOCAL TIE-IN OPPORTUNITIES!

Four big color pages in 'SEVENTEEN'S "Back-to-School" issue kick off an unprecedented campaign. Join the operator of the teen-age dress shop in your town in a promotion the entire retailing industry will be talking about! • A SENSATIONAL PREMIUM OFFER! • AD REPRINTS, BANNERS, MAT ADS! • DISPLAY AND DEMONSTRATION IDEAS!

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Stromberg Unveils New Stereo Units

Several new hi-fi consoles, including stereo equipment, are being introduced at the NAMM Show opening today (21) by Stromberg-Carlson, a division of General Dynamics Corporation.

In announcing the new models Stanley E. Guzy, Consumer Products Sales Manager, reiterated Stromberg-Carlson's policy of offering new and improved models at various times in the year as engineering advances are made.

Mr. Guzy also pointed out that the sudden interest in stereophonic sound poses no problem with Stromberg-Carlson high fidelity equipment, as all models produced in the past five years can be readily converted to a stereo system.

Principal new Stromberg-Carlson high fidelity consoles being unveiled today are the "Mardi Gras" (Model AF-601) and "Eldorado V" (Model AF-681) phonographs, and the "Stereo Mate" consolette (Model SA-540) for second-channel amplifier and speakers.

The "Mardi Gras" is a low-priced console phonograph incor-

porating many features normally found only in more expensive units. An outstanding feature of the "Mardi Gras" is its "Trim-A-Door" sliding panel that conceals the record changer and storage compartment. This panel is easily removable and reversible, adding a new touch for the home decorator. Slip the sliding door out, reverse it, and there's a satin-finish enameled panel, softly complementary to the cabinet's lustrous hardwood.

Other features of the "Mardi Gras" lowboy include a 15-watt peak power amplifier with separate bass, treble and loudness controls; two wide-range 9-inch oval speakers and a 3-inch tweeter, in a special acoustical chamber, providing a frequency response of 40 to 20,000 cps. The four-speed record changer has twin sapphire styli, is wired for stereo, and a "stereo-dapter" switch is provided on the chassis for easy conversion. A three-way remote speaker switch also provides for operation of the speakers in the cabinet, a remote speaker, or both speaker systems simultaneously.

The "Mardi Gras" cabinet, in fine hardwood, is said to "exemplify truly modern design." The changer compartment has an interior light, and there is space for record storage or for the installation of a stereo amplifier. It is available in mahogany, walnut or limed oak. Suggested Zone One retail prices are \$199.95 for the mahogany, and \$209.95 for walnut and limed oak models.

"Eldorado V"
The "Eldorado V" is a de luxe phonograph in a richly-styled contemporary design. The right-hand door swings open to reveal the control center, the rollout changer drawer, and record storage space. The record changer is made especially for Stromberg-Carlson by Glaser-Steers, and features the famous "Speedminder," which automatically intermixes 33 and 45 r.p.m. records, regardless of size or sequence. The turntable pauses during the 5-second change cycle, to eliminate record surface wear. The magnetic turnover cartridge has one diamond and one sapphire stylus.

The amplifier is conservatively rated at 32 watts (peak) with less than 1 per cent distortion at 20 watts. A separate preamp circuit assures maximum continuously adjustable bass and treble controls provide exceptional high fidelity performance adjusted to room acoustics or listener preference. A rumble filter is an integral part of the circuitry, and a selector switch provides for tape or auxiliary inputs, and for automatic or manual shut-off of the complete unit.

The speaker system incorporates five Stromberg-Carlson high fidelity speakers in a specially-designed Labra-Port acoustical chamber. Frequency response is 30 to 20,000 cps. The woofer, two mid-range cones, and two tweeters comprise a speaker system with unusual "presence."

A three-way remote speaker switch provides easy and complete selection of the cabinet speaker system, remote speaker only, or both.

The "Eldorado V" may be easily converted to stereo, as the changer is completely wired for a stereo cartridge, and a "stereo-dapter" switch provides for instant choice of stereophonic operation with the simple addition of a second amplifier and speaker system.

The "Eldorado V" also is available in mahogany, walnut and limed oak, at suggested Zone One retail prices of \$339.95, \$349.95, and \$349.95 respectively.

For easy conversion of monaural high fidelity equipment to stereo
(Continued on page 39)

QUESTION 5: How large is your mailing list?

Over 500 names	45.2%
101 to 250 names	24.3%
250 to 500 names	20.0%
Under 100 names	10.5%

COMMENT:

Obviously dealers feel that if it is worth doing, it's worth doing well. If you're going to use direct mail, use a big list. Almost half of the dealers report that they use more than 500 names when they send a mailing. It makes sense. It costs money to set up for a mailing and, if you're going to hit a list of 250, the cost for 500 names is only a little more.

QUESTION 6: Do you handle blank recording tape? If so, what brands?

73.4 per cent of the dealers reported that they handle recording tape. Following are the brands they handle in order of frequency of appearance on the questionnaire:

Minnesota Mining & Mfg.	67.7%
Irish (Orradio)	35.9%
Reeves Soundcraft	19.0%
Audiotape	12.3%
RCA	10.9%

COMMENT:

While tape recorder sales have shown strong increases during the past few years (particularly thru music stores where they are sold as music reproducers as much as they are sold for their appeal to hobbyists) it is nevertheless surprising to see that an overwhelming majority of stores (almost three-quarters) carry recording tape. Obviously, blank tape is now a key item on dealers' accessory shelves. Sales by brands speak for themselves. "Scotch" brand is sold in twice as many outlets as the nearest competitor.

QUESTION 7: If you do not stock blank tape, do you plan to stock it in the near future?

Plan to stock it	6.2%
No plans to stock it	77.6%
No answer	16.2%

COMMENT:

Those dealers who do not now stock blank tape are in a distinct minority. The dealers who see a profit in it already stock it. It is no surprise to see that most of those in the minority do not plan to reverse their position.

QUESTION 8: If you handle multi-speed manual portable phonos at \$30 or less, what brands have you actually sold in the first 19 weeks of 1958?

1. More than 5,900 dealers handle them.
2. An estimated 93,000 units were sold in that period.
3. Average sale per dealer was 15.6 units.
4. 2 per cent made no sales.
5. Of the dealers who made sales:
 - 49% sold one or more Decca
 - 16% sold one or more RCA Victor
 - 15% sold one or more Columbia
 - 10% sold one or more V-M
 - 10% sold one or more Webcor
 - 10% sold one or more Symphonix
 - 7% sold one or more Capitol
 - 6% sold one or more Steelman
 - 6% sold one or more Dynavox
 - 3% sold one or more Emerson
 - 3% sold one or more Phonola
 - 23% sold one or more others, including Admiral, Audio-Master, Beam, Birch, Fanon, King, Magnavox, Motorola, Olympic, Philco, Sonic, Trav-Ler, Zenith.

QUESTION 9: If you handle multi-speed manual portable phonos at \$31 or more, what brands have you actually sold in the first 19 weeks of 1958?

1. More than 4,300 dealers handle them.
2. An estimated 31,000 units were sold in that period.
3. The average sale per dealer was 7.4 units.
4. 25 per cent made no sales.
5. Of the dealers who made sales:
 - 20% sold one or more V-M
 - 18% sold one or more Columbia
 - 18% sold one or more Decca
 - 18% sold one or more RCA Victor
 - 10% sold one or more Capitol
 - 7% sold one or more Webcor
 - 4% sold one or more Steelman
 - 4% sold one or more Zenith
 - 4% sold one or more Emerson
 - 4% sold one or more Magnavox
 - 21% sold one or more others, including Admiral, Birch, Callphone, Dynavox, Hallicrafter, Motorola, Phonola, Sonic, Symphonix, Wilcox-Gay.

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PHONO-RECORD WRAPPING MACHINE

Seals on all four sides with one operation and only one operator. Seals from 3,000 to 4,500 per 8-hour shift.

Saves 35% by using polyethelene on rolls instead of Bags and extra operator.

Seals albums, singles and Boxed Tapes—12", 10" and 7" by just adjusting guides.

See this machine in operation on 4th floor main exhibit room at the NAMM show at Palmer House.

CONTAINER-KRAFT CO.

801 East 61st Adams 19156 Los Angeles, Calif.

Suppliers of Record Jackets—Albums—Packaging Supplies to the Phonograph Record Industry.

\$485.00

F.O.B. Los Angeles

We also furnish the Rolls of Polyethelene, 1 1/4 Mil. for this machine at the lowest possible prices.

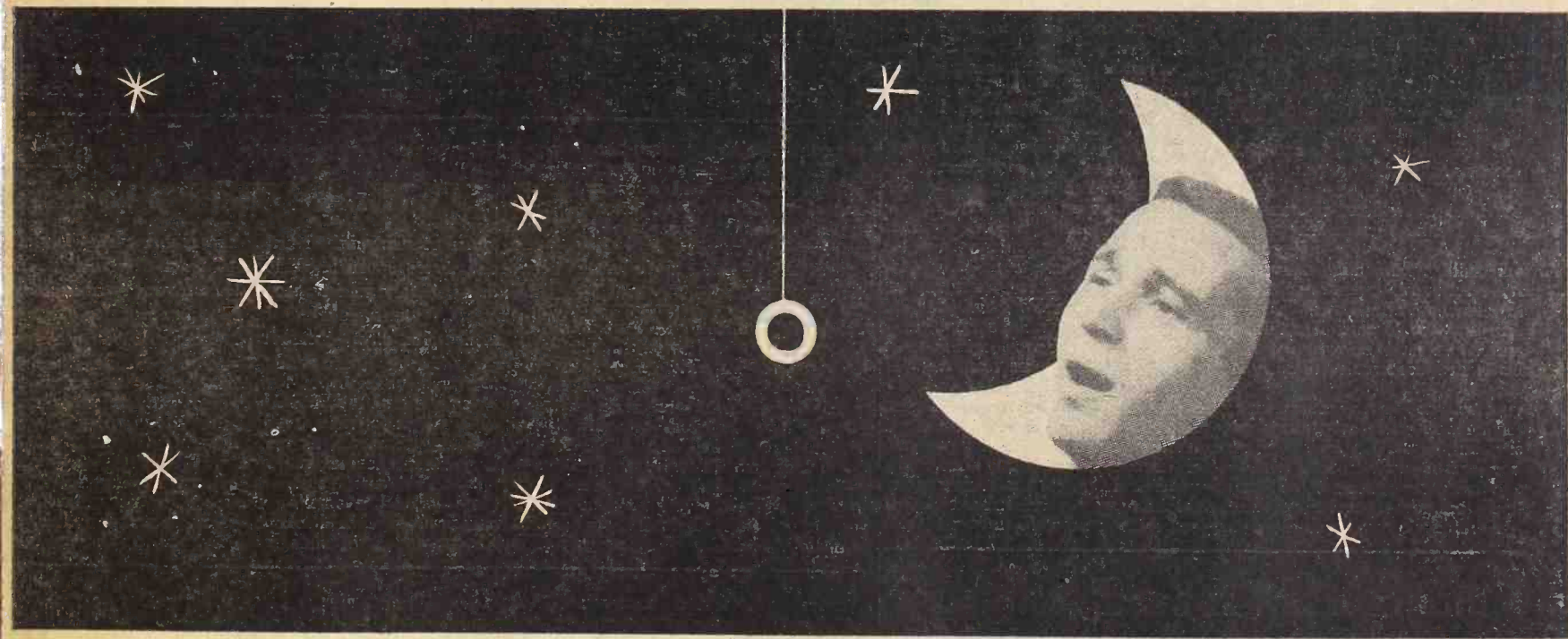
Tal Saddle Model (10-3)

BEST
WISHES
TO
THE
MUSIC
DEALERS
OF
AMERICA

PERRY COMO

just released

MOON TALK



b/w

BEATS THERE A HEART SO TRUE

RCA VICTOR



Direction
GENERAL ARTISTS CORPORATION
 NEW YORK • CHICAGO
 BEVERLY HILLS • CINCINNATI • DALLAS • LONDON

STEREO WEBCOR

FONOGRAFS
BY

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

Check these sales-building advantages:

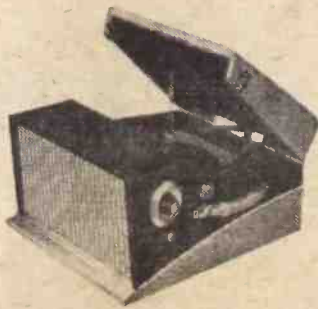
- ★ Webcor Stereo-Fidelity Portables give big, console-quality reproduction
- ★ Exclusive "Magic Mind" Stereo-Diskchanger plays 33 and 45 rpm stereo or monaural records intermixed
- ★ Webcor fonografs play all 4 record speeds automatically—make standard LP records sound better than ever
- ★ New, bigger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



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



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



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



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

VISIT US AT THE WEBCOR DISPLAY NAAM CONVENTION

Red Lacquer Room, Palmer House, Chicago

See and hear Webcor's great
'59 line of Stereo
Fonografs and Tape Recorders!

QUESTION 10: If you handle multi-speed automatic portables at \$80 or less, what brands have you actually sold in the first 19 weeks of 1958?

1. More than 5,700 dealers handle them.
2. An estimated 79,000 units were sold in that period.
3. Average sale per dealer was 13.9 units.
4. 7 per cent made no sales.
5. Of the dealers who made sales:
 - 27% sold one or more Decca
 - 25% sold one or more V-M
 - 22% sold one or more RCA Victor
 - 19% sold one or more Columbia
 - 13% sold one or more Capitol
 - 11% sold one or more Webcor
 - 9% sold one or more Magnavox
 - 5% sold one or more Symphonic
 - 5% sold one or more Dynavox
 - 5% sold one or more Motorola
 - 4% sold one or more Emerson
 - 4% sold one or more Trav-Ler
 - 3% sold one or more Steelman
 - 3% sold one or more Zenith
 - 12% sold one or more others, including Audio Master, Birch, Olympic, Philco, Sonic.

QUESTION 11: If you handle multi-speed automatic portable phonos at \$81 or more, what brands have you actually sold in the first 19 weeks of 1958?

1. More than 4,700 dealers handle them.
2. An estimated 34,000 units were sold in that period.
3. The average sale per dealer was 7.3 units.
4. 18 per cent made no sales.
5. Of these dealers who made sales:
 - 26% sold one or more RCA Victor
 - 20% sold one or more V-M
 - 18% sold one or more Columbia
 - 18% sold one or more Webcor
 - 15% sold one or more Decca
 - 11% sold one or more Magnavox
 - 7% sold one or more Capitol
 - 5% sold one or more Zenith
 - 3% sold one or more Dynavox
 - 3% sold one or more Motorola
 - 3% sold one or more Steelman
 - 14% sold one or more others, including Emerson, Hoffman, Olympic, Philco, Pilot, Sonic, Symphonic.

QUESTION 12: If you handle multi-speed automatic portable phonos at \$101 or more, what brands have you actually sold in the first 19 weeks of 1958?

1. More than 4,800 dealers handle them.
2. An estimated 37,000 units were sold in that period.
3. Average sale per dealer was 7.7 units.
4. 14 per cent made no sales.
5. Of the dealers who made sales:
 - 28% sold one or more RCA Victor
 - 24% sold one or more V-M
 - 14% sold one or more Columbia
 - 14% sold one or more Webcor
 - 13% sold one or more Motorola
 - 9% sold one or more Zenith
 - 9% sold one or more Magnavox
 - 8% sold one or more Decca
 - 7% sold one or more Capitol
 - 5% sold one or more Stromberg-Carlson
 - 4% sold one or more Pilot
 - 12% sold one or more others, including Audio Master, Dynavox, Emerson, Granco, Philco, Sonic, Steelman, Sylvania, Symphonic.

QUESTION 13: If you handle automatic table model phonos at \$100 or less, what brands have you actually sold in the first 19 weeks of 1958?

1. More than 3,400 dealers handle them.
2. An estimated 19,000 units were sold in that period.
3. The average sale per dealer was 5.6 units.
4. 24 per cent made no sales.
5. Of those dealers who made sales:
 - 30% sold one or more RCA Victor
 - 27% sold one or more V-M
 - 26% sold one or more Decca
 - 20% sold one or more Webcor
 - 14% sold one or more Columbia
 - 9% sold one or more Motorola
 - 6% sold one or more Magnavox
 - 5% sold one or more Capitol
 - 23% sold one or more others, including Emerson, Granco, Olympic, Philco, Sonic, Steelman, Symphonic, Zenith.

SELL THE LINE THAT SELLS THE FASTEST! SELL WEBCOR!

MGM Records

welcomes

ALAN DALE



singing

"VOLARE"

MGM
K 12699

(Nel Blu,
Dipinto
Di Blu)

QUESTION 19: *If you handle console phonographs with radio at \$201 to \$300, what brands have you actually sold in the first 19 months of 1958?*

1. More than 2,400 dealers handle them.
2. An estimated 13,000 units were sold in that period.
3. Average sale per dealer was 5.7 units.
4. 22 per cent made no sales.
5. Among those dealers who made sales, the following brands (listed alphabetically) were most widely sold:

Columbia, Emerson, Grundig-Majestic, Magnavox, Motorola, Olympic, Packard Bell, RCA Victor, Stromberg-Carlson, Webcor, Zenith. Others sold were Blaupunkt, Capitol, Decca, Delmonico-International, Fonovox, Philco, Pilot, Sonic, V-M, Westinghouse.

QUESTION 20: *If you handle console phonographs with radio at \$301 to \$500, what brands have you actually sold in the first 19 months of 1958?*

1. More than 2,600 dealers handle them.
2. An estimated 12,000 units were sold in that period.
3. Average sale per dealer was 4.7 units.
4. 21 per cent made no sales.
5. Among those dealers who made sales, the following brands (listed alphabetically) were most widely sold:

Columbia, Grundig-Majestic, Magnavox, Motorola, Pilot, RCA Victor, Stromberg-Carlson, V-M, Zenith. Others sold were Andrea, Audio-Master, Blaupunkt, Capitol, Delmonico-International, Dumont, Emerson, Fonovox, Granco, Olympic, Philco, Webcor, Westinghouse.

QUESTION 21: *If you handle console phonographs with radio at \$500 or more, what brands have you actually sold in the first 19 months of 1958?*

1. More than 700 dealers handle them.
2. An estimated 2,200 units were sold in that period.
3. Average sale per dealer was 3.0 units.
4. 10 per cent made no sales.
5. Among those dealers who made sales, the following brands (listed alphabetically) were most widely sold:

Columbia, Magnavox, Pilot. Others sold were Bell & Howell, Capehart, Capitol, Delmonico-International, Grundig-Majestic, Motorola, Stromberg-Carlson.

QUESTION 22: *If you handle console phonographs with radio and tape recorder at \$1,000 or less, what brands have you actually sold in the first 19 months of 1958?*

1. More than 400 dealers handle them.
2. An estimated 800 units were sold in that period.
3. Average sale per dealer was 2.1 units.
4. 45 per cent made no sales.
5. Among those who made sales, the following brands were sold (listed alphabetically):

Grundig-Majestic, Magnavox, Olympic.

QUESTION 23: *If you handle console phonographs with radio and tape recorder at more than \$1,000, what brand have you actually sold in the first 19 months of 1958?*

1. More than 300 dealers handle them.
2. An estimated 300 units were sold in that period.
3. Average sale per dealer was 1.1 units.
4. 22 per cent made no sales.
5. Among those who made sales, the following brands were sold (listed alphabetically):

Ampey, Columbia, Magnavox.

QUESTION 24: *If you handle tape recorders at \$100 or less, what brands have you actually sold in the first 19 months of 1958?*

1. More than 2,600 dealers handle them.
2. An estimated 8,000 units were sold in that period.
3. Average sale per dealer was 3.1 units.
4. 54 per cent made no sales.
5. Among those who made sales the following brands (listed alphabetically) were most widely sold:

Pentron, Telectro, Webcor, Wilcox-Gay. Others sold were Bell, Columbia, Delmonico-International, Keystone, V-M.

There are 2 important differences in the new

CAPITOL STEREO PHONOGRAPHS

1 Sound systems developed by Capitol's own recording engineers to give true, balanced stereophonic sound:

Capitol sound engineers—pioneers in the science of stereo—developed these sound systems themselves. Each stereo model, with (optional) matching speaker cabinet and master control panel, offers true, balanced stereo sound. And all models, from console to portable, play monaural records with the clearest possible fidelity.

What's more, as a Capitol dealer, your efforts are backed by aggressive merchandising. This is the same merchandising that has made Capitol Records, in its short lifetime, one of the leaders in the music industry.

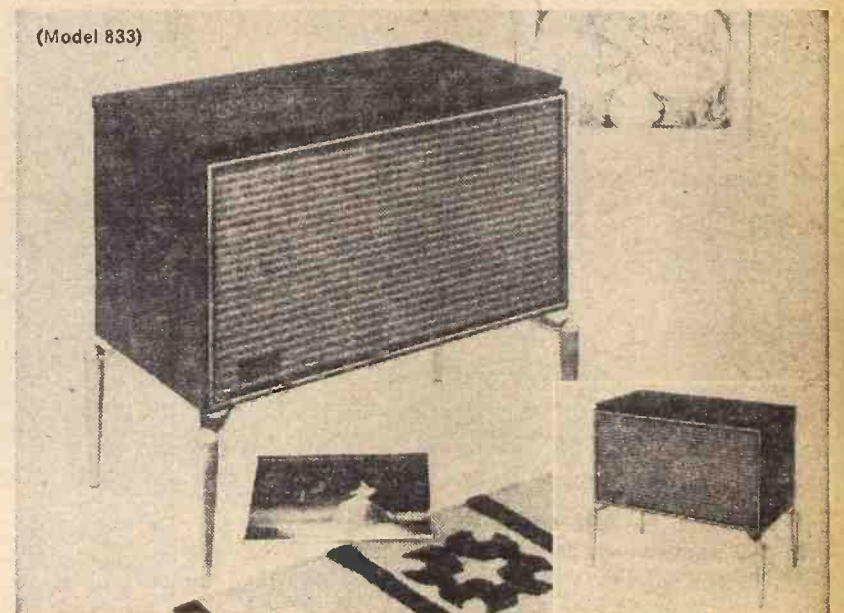
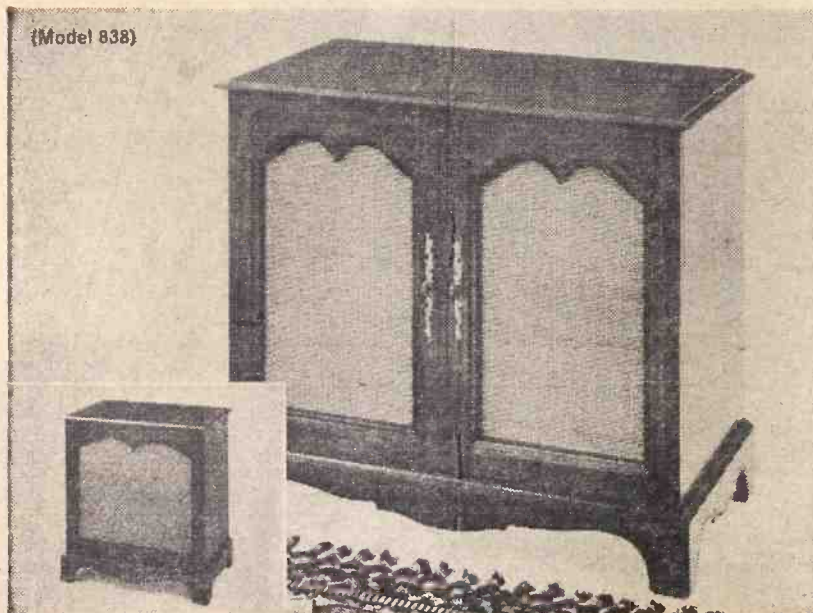
2 Custom-quality sets from the recognized merchandising leaders in the music industry—Capitol Records.

These other advantages will stimulate sales, too:

CUSTOM-STYLED CABINETS! Fashioned by leading furniture designers. Hand-rubbed wood consoles, scuff-resistant portables.

FACTORY-AUTHORIZED SERVICE! Every set carries Capitol's full warranty, allowing for free parts and service for 90 days at no cost to you, the dealer.

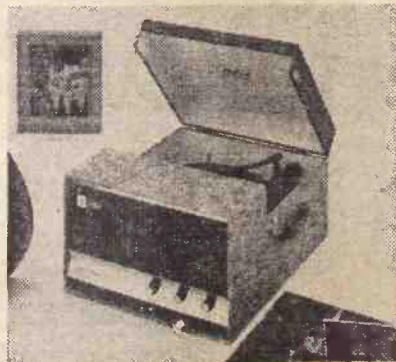
FULL PAGE ADS! Millions of potential customers will see these phonographs advertised in Look and Life. And Capitol's successful merchandising know-how helps you plan local promotions.



Four handsome console models, each equipped for stereo and standard records, with (optional) matching speakers



Attractive Barco leather stereo portable (Model 832 above)



Two portables equipped for stereo conversion (Model 827 above)



Four low-priced, high-styled portables for regular discs (Model 824 above)



Versatile 2-speed stereo tape recorder (Model 850 above)

Add it up: Capitol delivers high styling...
higher fidelity...highest value
in the whole wide world of music



Electric

DAKOTA STATON



THE BILLBOARD REVIEWS—June 16 issue of The Billboard

NIGHT CLUB

Dakota Staton Makes Smash Debut

Dakota Staton, Jimmy Jones, Whitney Young, Jimmie Rodgers, New York, June 19.

Dakota Staton opened at the Village bistro before the largest and most enthusiastic opening night crowd since comic Mort Sahl played the club last winter. It was the Capitol Records thrust's first appearance in New York since her album "The Late Late Show" caught fire and zoomed to the top of the

best selling lists. She didn't let anyone down. In a word, she was "sensational."

Mrs. Staton is a singer. She can belt, she can whisper, she can be cute and she knows what to do with a lyric. She has an electric quality that can lift an audience right out of their seats and her performance at Max Gordon's boite indicated that she will join that select company of contemporary gal singers who are called by their first names, like Ruth, Dinah, or Sarah. And that is something indeed.

Dakota handled both ballads and uptempo efforts with ease. But her most exciting and memorable moments came with the performance of a blues effort called "Ain't No Use" which she sang with all the stops pulled out and the audience responded in kind. Her repertoire included songs from her album, such as "Late Late Show" and "Give Me the Simple Life," and a group of fine standards from "My Funny Valentine," to "A Foggy Day."

Not to be overlooked in the thrust's triumphant opening night was the great work back of her of Jimmy Jones on piano. He made her artistry seem effortless. Bob Rolonta.

CURRENT BEST SELLING SINGLE:

"CONFESSIN' THE BLUES"

b/w

"BLUES IN MY HEART"

Capitol #4012

BEST SELLING ALBUM:

"IN THE NIGHT"

with

George Shearing

Capitol T-1003

PERSONAL MANAGEMENT:

JOHN LEVY

1650 Broadway
New York, N. Y.

BOOKINGS:

**SHAW ARTISTS
CORPORATION**

565 Fifth Avenue
New York, N. Y.



SIX NEW PHONO MODELS

Westinghouse Stereo, TV Sets Tailored to Small Home Space

Six new "stereo fidelity" phonographs with companion amplifier-speaker unit, especially designed to save space will be introduced at the NAMM show today (21) by Westinghouse in its first full line of stereophonic sound systems.

Westinghouse also announced availability of a simple new "conversion kit" that will adapt any of the company's present phono high fidelity sets to play stereophonic records. The kit will be offered free to purchasers of any of the new stereo amplifier-speaker units, according to T. B. Kalbfus, general sales manager, TV-radio division.

The Westinghouse stereophonic line is on display here this week to distributors and dealers attending the Music Show at the Palmer House. All new models will be available at retail stores this fall, Kalbfus said.

Included in the stereo line are vertical and horizontal console phonographs and AM-FM radio-phonographs. A stereo console phonograph model is also offered with AM radio. Each model is equipped with a stereo phonograph cartridge, a push-pull control for playing stereo or conventional records, and output for the companion amplifier-speaker unit. In addition, console models carry a dual loudness control.

As a new approach in design, Westinghouse introduced two versions of shelf-size amplifier-speaker units for use with its console and vertical console models. For hook-up with its horizontal con-

soles, Westinghouse is offering a companion amplifier-speaker unit designed as an occasional table, and also a wall console model. All of the companion units are equipped with loudness, bass and treble controls, and serve as extension speakers when conventional records are played.

For Small Homes

"We are convinced that most homes do not have the wall space to devote to large stereophonic cabinets," Mr. Kalbfus pointed out, "especially in view of the fact that these units have to be placed along the same wall surface to produce the proper sound. We think there will be greater appeal and convenience to the consumer in acoustically-matched companion units that take a minimum amount of space, or else serve as a functional piece of furniture."

Westinghouse is stressing that the addition of stereophonic equipment does not make any of its present high fidelity sets obsolete, and that it will continue production of present models. Current models can be converted to stereo "in a matter of minutes" with the new conversion kit, which contains all the necessary wiring and controls.

The new Westinghouse stereo phonographs and amplifier-speaker units are offered in finishes of mahogany and limed oak, plus fruitwood in the horizontal console models, wall console and occasional table console amplifier-speaker units.

TV-Phono Units

Combination television-phonographs, especially suited for budget conscious young families, and a new "Town and Country" series of portable television sets are also being introduced by Westinghouse today at the Music Show.

The new models, on display at Westinghouse showrooms in the Palmer House, are the first to be announced in the company's 1959 television line. Additional models will be introduced next month, according to the television-radio division.

Styled in low contemporary cabinets, the new Westinghouse "Fiesta" combination consoles feature 17-inch television screens and four-speed automatic record changers.

The "Fiesta" also comes equipped with built-in stereo output jack that allows easy conversion to stereophonic sound by the addition of a second amplifier-speaker unit.

"Besides providing two entertainment facilities at a moderate price," says sales chief Kalbfus, "these new TV-phonographs are compactly designed in the manner of our stereo phonos, for easier placement in small or crowded living rooms."

TV Features

For easy combination with all furniture styles, the "Fiesta" is available in mahogany, walnut, limed oak or fruitwood grain finishes. A special version of the "Fiesta," called the "Celebrity," is styled in a marble finish for use in recreation rooms. As optional equipment, Westinghouse is offering a record storage rack that can be attached under the cabinet of its "Celebrity" model.

A new "visor-mask" cabinet design is being introduced by Westinghouse in the "Town and Country" series of 17-inch portable television sets. The lightweight set uses a short-neck 90-degree picture tube, plus "an optically-curved, tinted safety shield to reduce glare. Twin-telescoping antenna are provided on vinyl-clad models to pull distant signals. Other features include a silicon rectifier power supply, plus an automatic gain control that minimizes signal "fade-out" and "flutter." The "Town and Country" is available in charcoal enamel, antique white vinyl and rajah silk brown vinyl.

Birch Lines 16 Phono Units

CHICAGO — Boetch Bros., makers of the Birch line of medium-priced phonos, will present 16 new models, priced from \$14.95 to \$119, at the NAMM conclave. Many of the units are portables.

One is a stereo console unit containing a four-speed changed, dual woofer and tweeter speakers and stereo amplifier, and is available in several wood finishes. It is priced at \$109.95, with a matching four-speaker enclosure for \$27.95. Firm headquarters in New Rochelle, N. Y.

LUNCH SPEAKER

Ad Boss to Give Views On Markets

CHICAGO — The music industry's future is due to be the subject of some intensive analysis and crystal-balling at the convention-opening luncheon of the NAMM show here today.

The American Music Conference is joining with the NAMM for the joint luncheon program designed to give music merchants, manufacturers and wholesalers a forward look at the key trends and influences in today's music field, according to Jay L. Kraus, president of the AMC.

Principal speaker is one of America's best known and most knowledgeable marketing experts, Arno H. Johnson, who is a top-ranking vice-president of the J. Walter Thompson ad agency. He will review the economic and social trends that affect the music industry, particularly as regards music dealers.

NAMM PERSONALITY



William J. Lee is the radio-TV merchandising manager for the Sherman Clay Company, San Francisco. He will be the chairman of the High-Fidelity Clinic, meeting Wednesday at the Palmer House to discuss ways of marketing high fidelity. Lee is also chairman of the NAMM Electronics Committee.

QUESTION 25: If you handle tape recorders at \$100 to \$200, what brands did you actually sell in the first 19 weeks of 1958?

1. More than 4,000 dealers handle them.
2. An estimated 26,000 units were sold in that period.
3. Average sale per dealer was 6.4 units.
4. 11 per cent made no sales.
5. Of those dealers who made sales:
 - 45% sold one or more V-M
 - 34% sold one or more Webcor
 - 27% sold one or more RCA Victor
 - 9% sold one or more Wollensak
 - 7% sold one or more Bell & Howell
 - 6% sold one or more Pentron
 - 5% sold one or more Wilcox-Gay
 - 3% sold one or more Bell
 - 15% sold one or more others, including Ampro, Capitol, Crescent, Ekotape, Emerson, Grundig-Majestic, Revere, Stromberg-Carlson, Symphonic, Viking.

QUESTION 26: If you handle tape recorders at \$201 or more, what brands have you actually sold in the first 19 weeks of 1958?

1. More than 1,500 dealers handle them.
2. An estimated 4,900 units were sold in that period.
3. Average sale per dealer was 3.2 units.
4. 20 per cent made no sales.
5. Of those dealers who made sales:
 - 52% sold one or more V-M
 - 34% sold one or more Webcor
 - 10% sold one or more RCA Victor
 - 7% sold one or more Bell & Howell
 - 6% sold one or more Wollensak
 - 4% sold one or more Ampex
 - 4% sold one or more Bell
 - 4% sold one or more Capitol
 - 14% sold one or more others, including Ampro, Columbia, Concertone, Ferrograph, Magnavox, Pentron, Philco, Symphonic.

Seven Clinics Stress 'Hard Sell' for Fall

CHICAGO — Recession-era "hard sell" techniques will be the keynote of at least seven merchandising clinics at the NAMM conclave, with a total of 23 outstanding industry and educational leaders joining in discussions of musical instrument, phono and album sales.

Tuesday morning (22), the session will cover band instruments, under the chairmanship of Robert Zildjian, of the Avedis Zildjian Company, North Quincy, Mass. Subject of the session: "The Value of Music Education in a Scientific Era," with a number of musical educators slated to appear.

The National Association of Musical Merchandise Wholesalers will hold an afternoon executive clinic, featuring an address by Forrest L. McAllister, editor and publisher of The School Musician.

Tuesday evening's clinic on record merchandising will spotlight a panel discussion by The Billboard's own Ralph Freas; Audio Fidelity's Sidney Frey; Howard

Judkins, of Judkins Music Company, Garden Grove, Calif., and Russell D'Angelo, of The Music Box, Chicago.

Wednesday's merchandising sessions will be started by the National Piano Manufacturers' Association of America, due for an address by Dr. G. Herbert True, assistant professor of marketing, Notre Dame University, on "Creativity in Piano Selling."

A hi-fi clinic is skedded for the afternoon, with a panel composed of executives from such firms as Ampex, Columbia Records, Zenith Radio and Magnavox. Wednesday afternoon will also feature a guitar clinic, covering various aspects of musical instrument merchandising.

The clinics will wrap up with a session on stringed instrument selling on Wednesday night, and a special telephone sales clinic, featuring Jack Schwartz, Thursday morning.

Admiral Debs 'Satellites'; Stereo Phonos

A wide variety of new models, ranging from portables to a stereo-voiced combination phono-and-TV, will be spotlighted by Admiral Corporation at the NAMM meeting.

Basic design function in the wide and handsomely styled line is the use of stereo "satellite" units in matching cabinets containing a speaker and amplifier. A featured unit will be the Clarion, at \$129.95 (Model 601), which is a stereophonic table model available in several pyroxylin finishes.

There are, in addition, chairside models and small consoles for \$179.95 to \$199.95, and larger consoles and radio-phonos listing from \$325 to \$625. TV and stereo phonos are paired in the Admiral Stereo Theater model at \$395, which features a changer equipped for two-channel disks below the picture tube.

Expert Tells How You Can Dial a Sale

CHICAGO — An object lesson in skillful telephone salesmanship will be demonstrated for NAMM attendees by Jack Schwartz, author of the book, "How to Get More Business by Telephone," on the morning of Thursday, July 24.

Schwartz, who himself has sold over \$10 million in insurance policies by "cold" phone calls, will

NAMM PERSONALITY



JACK SCHWARTZ

call customers at random and sell them music merchandise on a telephone specially wired so that the audience can plainly hear both ends of the conversation.

In announcing Schwartz' appearance, William R. Gard, executive secretary of the NAMM, said: "No longer can a retailer wait for business to come to him; today he has to roll up his sleeves and go after

NOW! CAPITOL STEREO RECORDS

"the full spectrum of sound"

Capitol Stereo records are the ultimate in fidelity, quality... and saleability! Here are best-selling popular and classical albums, all perfectly engineered for the best in Stereo sound... and priced to sell! Capitol Stereo records promise and deliver "The Full Spectrum Of Sound."



Popular Stereo Albums (on release August 18 - order now!)

THE KING AND I Soundtrack	SW-740
PORTS OF PLEASURE Les Baxter	ST-868
SEA OF DREAMS Nelson Riddle	ST-915
LES BROWN CONCERT MODERN	ST-959
SELECTIONS FROM "SOUTH PACIFIC" Fred Waring	ST-992
SONGS FROM "ST. LOUIS BLUES" Nat "King" Cole	SW-993
BIG BAND STEREO Various	SW-1055
STARS IN STEREO Various	SW-1062
THE STEREO DISC Various	SWAL-9032

Classical Stereo Albums (on release August 18 - order now!)

WRITTEN: YOUNG PERSON'S GUIDE TO ORCHESTRA	
JOHANNY: VARIATIONS ON A NURSERY TUNE	
elix Slatkin and Concert Arts	SP-8373
TARLIGHT CHORALE	
oger Wagner Chorale and Hollywood Bowl	SP-8390
OUND OF WAGNER Erich Leinsdorf and Concert Arts	SP-8411
A BELLE FRANCE Carmen Dragon	SP-8427
HOSTAKOVICH: SYMPHONY 11 Leopold Stokowski	SPBR-8448

NOW! ANGEL STEREO RECORDS



Angel's world-famous classical artists and repertoire are now available on Angel Stereo Records. And the superb quality of Stereo further enhances the master performances that make Angel records truly the "Aristocrats of High Fidelity."



Angel Stereo Albums (on release August 18 - order now!)

GILBERT AND SULLIVAN: THE MIKADO Sir Malcolm Sargent, Conductor	\$3573 B/L
ORFF: DIE KLUGE W. Sawallisch conducting The Philharmonia Orchestra	\$3551 B/L
BEETHOVEN: PIANO CONCERTO NO. 5 IN E FLAT MAJOR L. Ludwig conducting the Philharmonia Orchestra	\$35476
RIMSKY-KORSAKOV: SCHEHERAZADE Sir Thomas Beecham, Bart., C.H. conducting the Royal Philharmonic Orchestra	\$35505
TCHAIKOVSKY: SYMPHONY NO. 4 IN F MINOR Constantin Silvestri conducting the Philharmonia Orchestra	\$35565
RACHMANINOFF: PIANO CONCERTO NO. 4 IN G MINOR	
RAVEL: PIANO CONCERTO IN G MAJOR A. B. Michaelangeli Ettore Gracis conducting the Philharmonia Orchestra	\$35567
BEETHOVEN: SYMPHONY NO. 7 IN A MAJOR Guido Cantelli conducting the Philharmonia Orchestra	\$35567

new popular albums



POPULAR (on release July 21)

DANCING OVER THE WAVES Ray Anthony T-1028
 CONFETTI Les Baxter T-1029
 I GET A KICK OUT OF PORTER Joe Bushkin T-1030
 COLE ESPANOL Nat "King" Cole W-1031
 BRIEF INTERLUDE Otto Cesana T-1032
 FIRE GODDESS Webley Edwards T-1033
 POPULAR JAZZ GOLD ALBUM various T-1034

BEST FROM THE STAN FREBERG SHOWS WBO-1035
 THE NEW JAMES Harry James T-1037
 BURNISHED BRASS George Shearing T-1038
 JUMPIN' WITH JONAH Jonah Jones T-1039
 GOIN' STEADY WITH THE BLUES Skeets McDonald T-1040
 WANDA JACKSON T-1041

'CAPITOL' OF THE WORLD

(on release July 21)

ITALY REVISITED Sergio Bruno T-10155
 SWISS MOUNTAIN MUSIC T-10161
 SCHOTTISCHES AND WALTZES Jelving's Swedish Band and Singers T-10172
 SWINGING SWEETHEARTS Ron Goodwin's Orchestra T-10177
 MEXICO ALEGRE El Piporro T-10178
 PARIS AFTER HOURS Vicky Autier T-10179

from the world's leading producer of HIT ALBUMS!



NEW CLASSICAL ALBUMS



THE GREATEST SYMBOL IN SOUND



VIRTUOSO Roger Wagner Chorale P-8431



THE ORCHESTRA SINGS Carmen Dragon P-8440



GRIG: CONCERTO IN A MINOR RACHMANINOFF: VARIATION ON A THEME OF PAGANINI Leonard Pennario P-8441



SCHUBERT: TRIO IN E FLAT Immaculate Heart Trio P-8442



BEEETHOVEN QUARTET, Op. 127 Hollywood String Quartet P-8443



SHOSTAKOVICH: SYMPHONY II Leopold Stokowski PBR-8448



THE ARISTOCRATS OF HIGH FIDELITY



GLUCK: ORPHEE ET EURYDICE Nicolai Gedda, Janine Micheau, Paris Conservatoire Orchestra and Chorus 3569 B/L



J. STRAUSS: THE GYPSY BARON Nicolai Gedda, Erika Koeth, Elisabeth Schwarzkopf, Otto Ackermann, Conducting the Philharmonia Orchestra and Chorus 3566 B/L



NORWEGIAN SONGS Kirsten Flagstad Gerald Moore, Piano 35573



GIUSEPPE DI STEFANO IN "SONGS OF NAPLES" Album 2, Giuseppe Di Stefano 35470



BERLIOZ: LA DAMNATION DE FAUST Highlights BERLIOZ: ROMEO ET JULIETTE Highlights Andre Cluytens, Conducting the Paris Opera Orchestra 35431



ROSSINI: OVERTURES Igor Markevitch, Conducting the Orchestre National de la Radiodiffusion Francaise 35548



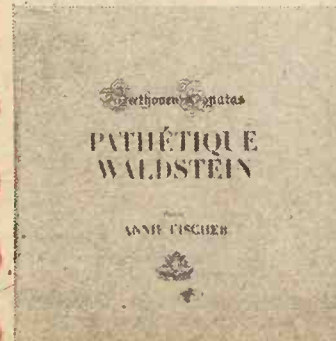
DVORAK: SYMPHONY NO. 5 IN E MINOR, "New World," Constantin Silvestri, Conducting the Orchestre National de la Radiodiffusion Francaise 35623



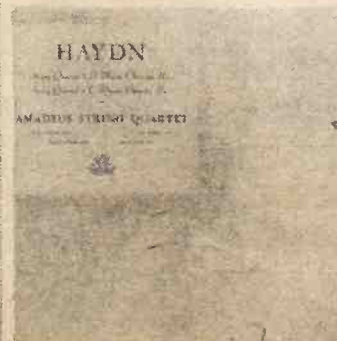
SCHUBERT: IMPROMPTUS Album 1 Walter Gieseking, Pianist 35533



SCHUBERT: IMPROMPTUS Album 2 Walter Gieseking, Pianist 35534



BEEETHOVEN: SONATA NO. 8 IN C MINOR "Pathetique" SONATA NO. 21 IN C MAJOR "Waldstein" Annie Fischer, Pianist 35569



HAYDN: STRING QUARTET IN G MAJOR, No. 1 STRING QUARTET IN C MAJOR, No. 2 Amadeus String Quartet 45024

These superlative new Angel albums by distinguished artists are impressive additions to the ever-expanding range of treasured musical performances on Angel Records.



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Latest film—to be released in the fall—
"TONKA"
A Walt Disney Production

Current Hit Album—
"SAL"
Epic LN 3405

Preparing to record a new single
upon completion of "Tonka"

Exclusively



231 FIRMS SIGN

New High Set for NAMM Exhib Space

The largest exhibit space in the 57-year history of the Music Industry trade show has been booked by the 231 exhibitors signed to date for the 1958 convention.

Space reservations are 14 per cent ahead of last year, according to William R. Gard, executive secretary of the National Association of Music Merchants. A total of 95 per cent of all available space has been booked to date.

To accommodate demand for added space at this year's show, three new wings on the ninth floor will be used by exhibits. There will be 106 exhibit rooms with displays on the ninth floor as compared with 36 in 1957.

Biggest increases in space will be by high fidelity and musical instrument exhibitors, according to NAMM figures.

"The tremendous interest in new stereo record equipment accounts in part for the big increase in exhibit space this year," noted Gard. "There is every indication that every major name in the hi-fidelity field will have their new models of stereo disk players ready for the Music Trade Show. This will represent the first opportunity for music merchants from all over the country to see and hear for themselves what every trade name has to offer in stereo."

Attendance Up

Attendance at this year's show should equal, if not exceed, last year's record-breaking figure of 9,292, predicts the NAMM.

Exhibitors at the 1958 show are classified as follows in the preliminary breakdown of displays: accordions 18, associations 5, trade publications 11, band, woodwind and percussion 43, string and fretted instruments 24, musical merchandise 21, organs 18, organ supplies and accessories 15, phonographs and high fidelity 45, phonograph records and accessories 35, pianos 22, piano supplies and accessories 8, radios and radio-phonographs 31, recorders and sound equipment 33, sheet music 7, television 9, and television accessories 6.

The 1958 show should hit a new high in pagentry if advance plans of exhibitors are any indication. Westinghouse kicked off its show plans with a coast-to-coast television tribute to the NAMM convention on "Studio One," last Monday.

And in line with the interest in the Broadway hit "Music Man,"

NAMM PERSONALITY



H. R. Scull, vice-president of the E. H. Scull Company, New York, will report on a survey of "Occupancy Costs" to members of the NAMM during the trade show and convention. Delegates will hear him at the annual meeting of members' breakfast on Tuesday.

which tells the story of musical instrument salesmen at the turn of the century, Conn Band Instrument will have all its personnel at the trade show dressed in "Music Man" band uniforms.

New Faces

New exhibitors at this year's music trade show will be: Admiral Corp., Alan Insulated Manufacturing Co., Inc., AMI, Inc., Audio

Fidelity, Inc., Vincent Bach, Inc., Belgium Consulate General, Berlitz Publications, Inc., Bradley Plastic Bag, Inc., Calbest Electronics, Columbia Records, Dexter Chemical, Dial-A-Cord, Disneyland Records, Alan B. DuMont Laboratories, Inc., Eagle Rolled Leaf Stamping Co., Ferree's Band Instrument Tools and Supplies, Freedman Art Craft Engineering Corp., Hi Fidelity Merchandising, Hinners - Galanek Radio Corp., Guy Hobbs, Inc., Imperial Furniture Co., Kilgen Organ Co., Klann Organ Supply Co., Klemantk, Inc., La Prima Accordion, Inc., London Records, Magnus Organ Corp., Metalcraft Products Co., Inc., Minnesota Mining and Manufacturing Co., Minx (Continued on page 36)

HERE FOR 1958 IS

the fabulous

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the portable line that doubles your unit sales because it is
THE 1 HI-FI EVERY FAMILY WILL WANT 2 OF



NEW! from phonola...it's fabulous phonographs now in
STEREOPHONIC PORTABLES

see, hear the entire line-up of these fast-selling monaural and stereo phonographs during NAMM
ROOM 905-W
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Send this Phonola-gram for complete details on the line that will set new sales records for you.

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17 EAST CHESTNUT STREET
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Factory: Rochester, Minnesota



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Mr. Howard Kavin, Sales Mgr.,
Waters Conley Co., Inc. Dept. B-78
17 East Chestnut Street, Chicago 11, Illinois

Mr. Kavin: rush me all the news on Phonola phonographs and stereo-phonographs. I'm interested in increasing sales.

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Firm _____
Address _____
City _____ Zone _____ State _____
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at No Cost to Dealers!

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ROOM 964
NAMM SHOW

Write
Walco PRODUCTS, INC.
60-B Franklin St., East Orange, N. J.

Stromberg Unveils New Stereos

• Continued from page 20

operation, Stromberg-Carlson is offering the SCK-2 Stereophonic Conversion Kit. This contains a ceramic stereo turnover cartridge with diamond and sapphire styli, all the necessary hardware and cable, and a booklet giving complete instructions for installation. The kit, which retails for \$21, is attractively packaged in a window box for convenient counter or window display.

To provide the second-channel amplifier and speakers, Stromberg-Carlson's "Stereo-Mate" (SA-540) is recommended. This console contains a powerful 15-watt amplifier and twin wide-range high fidelity

speakers with frequency response of 40 to 20,000 cps, in a special acoustical chamber, assuring true high fidelity performance. A special phase-reversing switch facilitates balancing the two units of the stereo system.

The "Stereo-Mate" is similar in appearance to Stromberg-Carlson's "New World" (Model AF-502) high fidelity phonograph. In design and finish the "Stereo-Mate" harmonizes beautifully with any decorative scheme and with grille cloth on both sides, it can be used as an attractive room divider. It is a perfect matching piece for any Stromberg-Carlson high fidel-

ity console. Suggested Zone One retail prices are \$129.95 for the mahogany, and \$134.95 for the walnut and lined oak models.

Rounding out Stromberg-Carlson's stereo equipment is an attractive remote speaker cabinet for those who prefer a separate second channel amplifier, for use with dual channel consoles, or as a remote speaker for monaural systems. This unit (SE-570) includes an eight inch wide range high fidelity speaker, with frequency response of 45 to 14,000 cps, in a bass-reflex type of acoustic chamber. Beautifully finished in genuine mahogany, walnut or cherry, the remote speaker enclosure has a suggested Zone One retail price of \$59.95.

2-CHANNEL SALES SLANT

Walco Launching \$69.50 Kit, Disk Accessories

A new "everything included" stereo conversion kit, priced at \$69.50, will make a star debut in the Electrovox exhibit at the NAMM show, bearing the firm's Walco trade name.

Components of the package include a stereo cartridge equipped with a .7 mil Walco Stereo Diamond needle; a shielded cable linking to a Walco 4-watt amplifier with separate bass and treble; an electronic coupling that eliminates hum, shock hazard and feedback

associated with stereo converters; a speaker and enclosure, linked to the amplifier; and necessary hardware.

At the same time, a new Walco-brand product, called DisConditioners, will be unveiled. These are three-by-five-inch rectangles of deep-pile, anti-static-impregnated fabric bonded to a flexible plastic-foam backing, and are said to provide "deep, in-groove cleaning," especially on stereo disks.

Dealer Contest

An MG-A sports car, a mink stole, and many other valuable prizes are being offered to record dealers who participate in the Walco Sports Car Contest due for NAMM featuring. In announcing the contest, Robert C. Walcutt, president of Electrovox, pointed out, "All a dealer does to enter the contest is buy Walco needles at a longer-than-usual discount!"

Contest literature and details of the extended-discount plan will be shown at the Electrovox Co. Booth No. 964 at the Palmer House. Actually, the plan is one which the company had tested on a regional basis earlier this year. Record dealers are given a "Save-on-Needles Coupon Book" containing 24 coupons.

Each coupon entitles the dealer to a free needle with every four or five he purchases at regular distributor prices—in effect, a 16% per cent to 20 per cent longer discount on all diamond and sapphire tip needles ordered. At the same time, each coupon used to secure this free merchandise automatically enters the dealer in the Walco Sports Car Contest No. 1 (more contests are planned later) in which he can win a new MG-A, a \$1,500 mink stole, a \$300 movie camera and projector, a \$160 Tile Arbor Saw, or six \$100-\$125 nationally advertised men's or women's wrist watches. The more Save-on-Needles coupons the dealer uses during the contest period, the greater his chances of winning.

Roulette Will Feature Disk 'Co-Star' Line

NEW YORK—Roulette Records will spotlight its new Co-Star record series at the NAMM meeting, demonstrating the line at the firm's hospitality suite. The series features well-known stars of stage, screen and TV acting out dramatic scenes in which the record owner, with the aid of a script, can play-act opposite the star.

Jerry Shifrin, national sales manager, and Bud Katzel, head flack, will represent Roulette at the show, with Shifrin remaining in the field following the confab for a sales junket to major cities. According to Shifrin, the Co-Star series, now on the market for less than a month, is already getting excellent sales response and many reorders.

Webcor Line

• Continued from page 38

recorders range in price from \$159 to \$440.

A special feature of the stereo units is the "High-Fonic Frequency Distribution System," in which the low bass is fed to a common woofer channel, and the high ends are fed thru separate speakers for stereo effect. Also, a new changer model designed for stereo will be shown.

SELL SATIONAL



"EMPEROR," a triumph of Stereophonic development... with full Stereo 40 Watt dual amplification and full Stereo AM/FM radio — featuring the Stielman exclusive Automatic "Binoual-balance" Control — a truly unified, truly automatic Stereo control system.

HIGH FIDELITY

STIELMAN



"TOCCATA" — FULL STEREOPHONIC 4-Speed Automatic High Fidelity Portable Phonograph



"OVERTURE" — 4-Speed Automatic Portable Phonograph



"RONDEAU" — Deluxe Twin Speaker High Fidelity Portable Phonograph

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING JULY 12

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.

Title	Last Week	Weeks on Chart
1. Gigi Sound Track, M-G-M E 3641 ST	14	5
2. South Pacific Sound Track, RCA Victor LOC 1032	4	17
3. The Music Man Original Cast, Capitol WAO 990	1	21
4. Sing Along With Mitch Mitch Miller, Columbia CL 1160	11	2
5. Johnny's Greatest Hits Johnny Mathis, Columbia CL 1133	2	15
6. Warm Johnny Mathis, Columbia CL 1078	7	31
7. My Fair Lady Original Cast, Columbia OL 5090	3	120
8. The Late, Late Show Dakota Staton, Capitol T 876	5	19
9. Nearer the Cross Tennessee Ernie Ford, Capitol T 1005	6	7
10. Oklahoma! Sound Track, Capitol SAO 595	10	146
11. Around the World in 80 Days Sound Track, Decca DL 9046	12	67
12. Ricky Ricky Nelson, Imperial 9048	17	31
13. South Pacific Original Cast, Columbia OL 4180	9	225
14. Elvis' Golden Records Elvis Presley, RCA Victor LPM 1707	13	14
15. Concert by the Sea Erroll Garner, Columbia CL 833	—	4
16. Come Fly With Me Frank Sinatra, Capitol W 920	22	25
17. Hymns Tennessee Ernie Ford, Capitol T 756	16	81
18. Till Roger Williams, Kapp KL 1081	18	16
19. Swingin' on Broadway Jonah Jones, Capitol T 963	—	8
20. Film Encores Mantovani, London LL 1700	8	52
21. Sail Along Silvery Moon Billy Vaughn, Dot DLP 3100	15	14
22. Eydie Gorme Vamps the Roaring Twenties ABC-Paramount ABC 218	19	4
23. The King and I Sound Track, Capitol W 740	21	102
24. Hymns We Love Pat Boone, Dot DLP 3068	—	1
25. Saturday Night With Mr. C. Perry Como, RCA Victor LOP 1004	—	2
25. Chet Atkins at Home RCA Victor LPM 1544	—	3

• Review Spotlight on . . .

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.

Stereo Classical Album

HI-FI FIEDLER (1-12")—The Boston Pops Orch. (Fiedler). RCA Victor LSC 2100

STEREO & MONAURAL VERSIONS

The musical Bostonians have always been strong sellers, and this excursion into three familiar works—well chosen for their stereo effectiveness, by the way—is likely to be no exception. The "William Tell" segment, with its blazing "Lone Ranger" fanfare, makes a fine demonstration track for stereo equipment, and Fiedler's reading, as usual, is in impeccable taste. Generally, the stereo effect is good.

Stereo Classical Special Merit Album

BERLIOZ: REQUIEM (2-12") — Hartford Symphony Orch. (Mahler) with Various Artists. Vanguard VSD 2006-7

STEREO & MONAURAL VERSIONS

Vanguard has here a stunning stereo achievement, filled with immense choral and orchestral passages ranging from purest lyricism to all-out dynamics. Under Fritz Mahler's intuitive, sensitive baton, it rates high honors on the basis of music alone, but the gigantic work becomes awesome in two-channel sound, capturing Berlioz's original "Stereo" effect, particularly when wind instruments sound at various off-stage points. Monaural version is a \$7.96 "Buy of the Month."

Stereo Sound Album

RE-PERCUSSION (1-12") — Percussive Art Ensemble (Schory). Concert-Disc CS 21

STEREO & MONAURAL VERSIONS

Outstanding "sound" album in its monaural version, this sets a stereo standard unlikely to be matched for some time. While the original numbers, which make up the bulk of the album, are all more potent with the stereo treatment, the double track especially helps a more familiar number such as the old jazz favorite, "That's A-Plenty." This is a major entry for sound hounds that spotlights many percussive instruments in the roster of over 100 used and imaginative treatments of real music—not mere noise. Cover also has sell.

— Album Cover of the Week —



GEORGE FEYER AND HIS ORCHESTRA PLAY JEROME KERN, Vox ST-VX 25-5000. Excellent color shot by Dimitri Rebekoff provides an interesting and unusual cover. It's an eye-catching item and should help lure buys.

• Most Played by Jockeys

FOR SURVEY WEEK ENDING JULY 12

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

1. SOUNDS OF THE GREAT BANDS
Glenn Gray and the Casa Loma OrkCapitol W 1022
2. DREAM GIRL
Ray Anthony OrkCapitol T969
3. JOHNNY'S GREATEST HITS
Johnny MathisColumbia CL 1133
4. LESTER LANIN GOES TO COLLEGE
Lester LaninEpic LN 3474
5. SING ALONG WITH MITCH
Mitch MillerColumbia CL 1160
6. THE MUSIC MAN
Original CastCapitol WAO990
7. COME FLY WITH ME
Frank SinatraCapitol W 920
8. 'S AWFUL NICE
Ray Conniff OrkColumbia CL 1137
9. SATURDAY NIGHT WITH MR. C.
Perry ComoVictor LOP 1004
10. FOUR FRESHMAN IN PERSON
Four FreshmanCapitol T1008



Best Selling Pop EP's

FOR SURVEY WEEK ENDING JULY 12

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
Elvis PresleyRCA Victor EPA 4319
2. UNCHAINED MELODY
Ricky NelsonImperial EP 158
3. RICKY
Ricky NelsonImperial EP 153
4. HYMNS
Tennessee Ernie FordCapitol EAP 1-756
5. THE LATE, LATE SHOW
Dakota StatonCapitol EAP 1-876
6. ELVIS
Elvis PresleyRCA Victor EPA 992
7. WARM
Johnny MathisColumbia EP B-10781
8. ST. LOUIS BLUES
Nat King ColeCapitol EPA 1-993
9. CHET ATKINS AT HOME
RCA Victor EPA 4194
10. JAILHOUSE ROCK
Elvis PresleyRCA Victor EPA 4114

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716

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 Occupation or Title _____
 Company _____
 Address _____
 City _____ Zone _____ State _____

To: The Billboard, 2160 Patterson St., Cincinnati 22, O.
 Model 1055

Nat King COLE ESPAÑOL

For the First Time Nat "King" Cole

SINGS IN SPANISH!

ACERCATE MAS

The Spanish version of Nat's smash single, "Come Closer To Me"

CACHITO

MARIA ELENA

LAS MANANITAS

QUIZAS, QUIZAS, QUIZAS

ARRIVEDERCI, ROMA

ADELITA

EL BODEGUERO

NOCHE DE RONDA

TU, MI DELIRIO

TE QUIERO DIJISTE



COLE ESPAÑOL (W-1031)

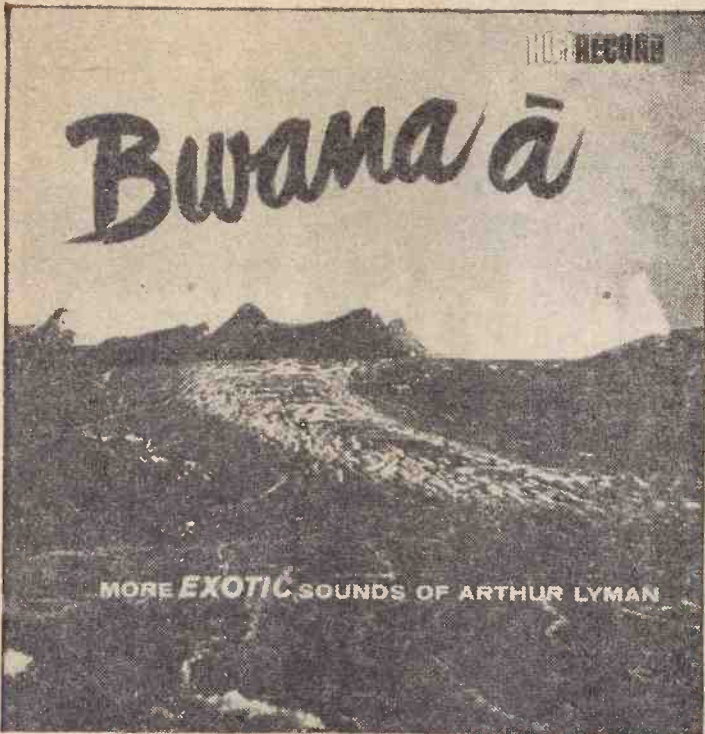
The Story Behind The Album

I have spent much time in the Latin American countries and I have always felt close to the people there. For many years it has been my wish to sing in Spanish—the language of the heart—for it is the only way of expressing the true feeling of the Latin American music. The music was recorded in Havana and we were fortunate in obtaining the services of Cuba's leading conductor — Armando Romeu, Jr. It was a great pleasure for me to cut this album of Spanish songs.

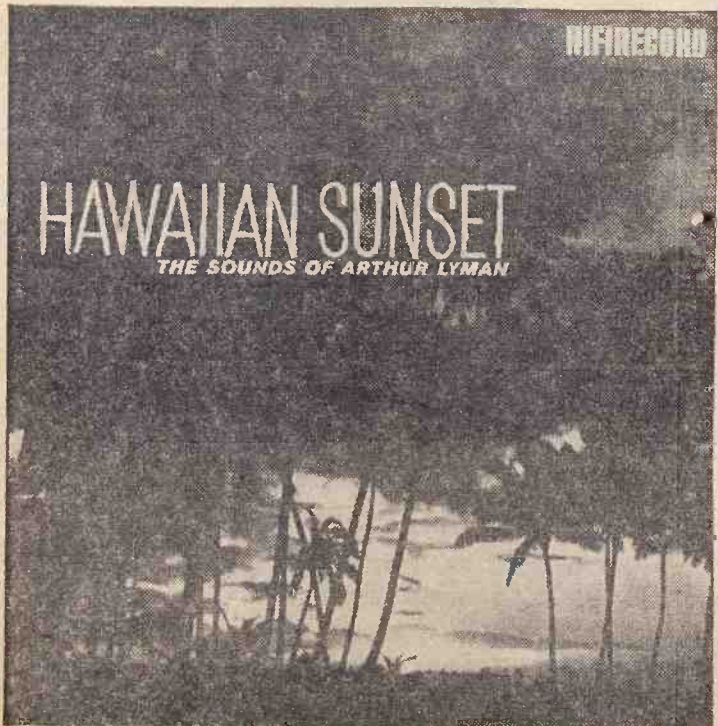


2 NEW ARTHUR (TABOO) LYMAN BEST SELLERS!!

STEREO HIFI RECORD • STEREO HIFI TAPE



R808 BWANA A
Recorded in Henry J. Kaiser's Aluminum Dome, Honolulu, Arthur Lyman again captures the exotic sounds of his No. 1 Best Seller, TABOO.



R807 HAWAIIAN SUNSET
A sound painting of the Hawaiian Islands. One of the most beautiful spots on earth. Arthur Lyman and group show another side of their versatile artistry.

• Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise—Top Demand

★★★★—Very Strong Sales Potential—Essential Inventory

★★★—Good Potential—Will Sell

★★—Moderate Potential—Salable Qualities

★—For dealers who stock all merchandise.

POPULAR ★★★★★

AMONG MY SOUVENIRS

Jonl James with David Terry Ork (1-12") M-G-M E 3602

Thrush offers a collection of old favorites like "Alice Blue Gown," "Let Me Call You Sweetheart" and "Till We Meet Again." Singer's ingenious quality and intimate charm are shown to good advantage in these tunes. Orchestral backgrounds are generally interesting, with snatches of harpsichord, electric organ, harp, bells and cocktail piano coming thru. Good summer listening for her many fans.

POPULAR ★★★

JEROME KERN

George Feyer Ork (1-12") Vox ST-VX 25.500

STEREO & MONAURAL VERSIONS

Some of Jerome Kern's best show tunes (from "Roberta," "Show Boat," etc.) are given a suave piano treatment by George Feyer, backed here by a big, lush ork. Stereo work on this platter gives a definite "blend" feeling, with one channel sounding about the same as the other. Feyer's fans are sure to like it, but it will not provide much drama in dealer stereo demonstrations. The piano sounds like it's ten feet wide.

REFLECTIONS IN THE WATER

David Rose Ork (1-12") M-G-M E 3603

His 15th LP for M-G-M finds Rose at his lushest and most impressionistic in tunes from recent movies, originals and a great reading of "You Are Too Beautiful." It's orking for listeners, not dancers, to delight many.

THE GREAT SONG HITS OF THE GLENN MILLER ORK

All Star Alumni Ork conducted by Bobby Byrne (1-12") Grand Award GA 207 S. D.

STEREO & MONAURAL VERSIONS

From a musical standpoint, this is one of the most authentic-sounding revivals of the Glenn Miller orchestral sound. Maestro Byrne has rounded up most of the former members of Miller's civilian and military band crews for the session, from the lead clarinet of Jimmy Abako to Tex Brncke's tenor. Sound is at a higher - than - average level, with only moderate separation between channels. May sell to record fanciers who never tire of "Moonlight Serenade."

HI-FI PLAY FOR DANCING

Art Mooney Ork (1-12") M-G-M E 3649

Dance music as you liked it in 1940, with a solid big band sound on "Street of Dreams," "Begin the Beguine," "Pyramid" and others, plus one for listening, a Mooney original. Colorful cover shot should help sales.

JOSE MELIS

(1-12") M-G-M E 3527

Melis has quite a name these days, as the result of his appearances on Jack Paar's NBC-TV show. The cover of this LP features the pianist and Paar, which should help sales. However, Melis is under contract now to Seeco and all of his TV plugs to date have been for his Seeco LP's. Romantic piano solos spotlight "September Song," "Granada," "Solitude," and other standards.

A MAN AND HIS DREAM

Acquaviva Ork (1-12") M-G-M E 3696

Package of mood music using a larger than usual orchestra to achieve color and effect. What the maestro has in mind is giving pop music something of the dimension and sound quality of classical. He gets a solid result. Song material, incidentally, shows some creative experimentation in that much is used which is not too well known.

ROMAN SPECTACULAR

Charles Magnante & His Ork (1-12") Grand Award GA 205 S. D.

STEREO & MONAURAL VERSIONS

Here is an instance where a good monaural performance is made definitely more appealing via stereo. Clean channel separation defines clearly the talent of the personnel: Tony Mottola, guitar; Dick Hyman, piano; Bob Haggart, bass; Terry Snyder, drums; and Magnante,

THE ARMY WAY
The Cadet Glee Club, West Point (1-12")
Vox ST-VX 25.700

STEREO & MONAURAL VERSIONS

The single-track version of this rousing choral album has already proved itself a popular seller. The stereo release may follow this sales path, even tho the two-channel effect is not especially dramatic or startling to hear because of a tendency to "blend" channels. Recording work is otherwise top-notch with the virile sound of the cadet singers coming across strongly.

POPULAR ★★

ON THE HOLLYWOOD SOUND STAGE
Johnny Green Conducting the M-G-M Studio Symphony Ork (1-12") M-G-M E 3694
Themes from several Hollywood films (M-G-M) are given lush instrumental settings by clever - conductor - arranger Johnny Green. Standout selection is a ballet excerpt from "An American in Paris." Themes from "Brigadoon," "Silk Stockings" and "Every-

(Continued on page 44)

AUTHENTIC! IMPORTED! FIESTA'S NEW INTERNATIONAL SERIES

FIRST RELEASE:

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1 Remember GERMANY FLP 1230

1 Remember SWEDEN FLP 1231

1 Remember ENGLAND FLP 1232



Sug. list price \$3.98 ea.

Those dealers who really know the authentic music of these countries are showing their tremendous reaction to this series by overwhelming re-orders!

... and another FIESTA exclusive and original find!

20th CENTURY FOLK MASS

Frank Weir and His Orchestra
with The Peter Knight Singers

Suggested list price \$5.95

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STEVE ALLEN PLAYS HI-FI MUSIC FOR INFLUENTIALS



STEVE ALLEN PLAYS HI-FI MUSIC FOR INFLUENTIALS
CRL 57218



"The Sound That Named a Company"

HIGH FIDELITY RECORDINGS, INC.

10000 Sunset Blvd., Los Angeles, Calif.

Maximum Profit... Minimum Space!

WITH



The New Economy Line!

A whole record department in a box!

**NEW RELEASES
BY TODAY'S HIT NAMES!
Packaged and priced for
Extra Sales! Fast Turnover!**

WING . . . the new label that delivers top value at the popular \$1.98 price!

WING . . . the new economy hi-fi label with Mercury engineering!

WING . . . the new economy line with today's top recording stars! Jan August, David Carroll, Dick Contino, Vic Damone, The Diamonds, Rusty Draper, Billy Eckstine, The Harmonicats, Richard Hayman, Eddy Howard, Frankie Laine, Ralph Marterie, Hal Mooney, Buddy Morrow, Patti Page, The Platters, Sarah Vaughan and other top stars are all on **WING**.

WING . . . all records attractively packaged in polyethylene and arranged in colorful display carton.

PRE-PACK DEAL No. 1 Takes up only a square-foot of space! Pays off as no other display can!

44 pre-selected sure-selling hi-fi long-play records.

12 TITLES

An assortment with strong appeal for economy-minded customers. And you can't lose because of our 100% exchange privilege.



Don't delay! CONTACT YOUR MERCURY SALESMAN NOW!

**NEW
CONCERT-DISC
STEREO
LP ALBUMS
FROM
CONCERTAPES**

CONCERTAPES, long the standard of comparison in stereo tape recording, presents SEVEN NEW STEREO DISC RECORDINGS with the flawless quality you expect only from Concertapes!

CS-21 Re-Percussion, a standout demonstration record featuring Richard Schory and the Percussive Arts Ensemble.

CS-22 Sound in the Round, Vols. 1 and 2. The best-sellers in stereo now in a single album!

CS-23 Gi Gi and My Fair Lady. Selections from BOTH Lerner and Lowe hits in a superb album!

CS-24 Dancing and Dreaming, the Jay Norman Quintet in a critic-acclaimed stereo performance.

CS-25 Symphony of the Air. The Nutcracker Suite, Roman Carnival Overture, Overture to Die Meistersinger. A stereo first! A must for the music lover!

CS-26 The Opposite Sides of Mike. Mike Simpson goes Latin in Tempo Nuevo, plays strictly American big band jazz on the other side of this sure hit.

These selections also available on standard LP records.

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

• Continued from page 42

thing I Have Is Yours" plus dramatic films are included. Prime appeal will be to the avid movie fan.

HAWAIIAN HITS
Paul Whiteman Ork (1-12") Grand Award
GA 208 S. D.

STEREO & MONAURAL VERSIONS

Big ork arrangements of many Hawaiian evergreens like "Little Grass Shack," "Beach at Waikiki," "Blue Hawaii," etc., by the veteran maestro. There is possibly too much "blending" between the channels on this platter, and the grooves seem over-cut.

DREAMS OF THE SOUTH SEAS
Alfred Apaka & The Hawaiians (1-12")
Urania UR 9016

Nice selection of Island melodies are given listenable workouts by Apaka and his group. Several others of the type

are available, but this can hold its own in the crowded market. Tunes include "Song of the Islands," "Aloha Oe" and "Across the Sea." Attractive cover can help sales.

MY MAN

Mary Lou Brewer with Sy Shaffer Ork (1-12") Westminster WP 6081

First album for thrush billed as the "New Queen of the Red-Hot Mamas" is something of a tour de force. Attractive miss, last seen on Dogfrey show, goes over better in clubs and on video, but judged by voice alone, she's no substitute for Sophie Tucker. Sy Shaffer's arrangements give her good support in somewhat subdued fashion. Disk has reminiscent value for ex-flappers.

IRISH SONGS YOU LOVE

Thomas O'Brien & Anne Greehy (1-12")
Avoca AV 105

Unabashed sentimentality is the keynote of this homey Hibernian offering. Tenor O'Brien and breathless Anne Greehy are backed up by genuine Irish band, wheezing violins and all, such as might be heard at neighboring weddings and parties. "Galway Bay," "My Wild Irish Rose" and similar nostalgic numbers are all rendered in same tempo, which is a little slow for dancing. Mighty fine listening, tho, for Emerald Isle fanciers.

theme which carry the collective title, "Honeymoon in Manhattan." A good introduction to stereo, in view of the low price and attractive packaging.

LET'S DANCE TO HITS OF THE '30'S AND '40'S
The New World Theater Orchestra (1-12")
Stereo-Fidelity SF 3100

STEREO & MONAURAL VERSIONS

A smooth, dance-tempo instrumental roundup of pop hits from the recent past, including tunes like "Dancing in the Dark," "Cheek to Cheek," "Stars Fell on Alabama," among others. The sound is something like Glenn Miller, and the band is fairly good in its ensemble work. Channel separations are not felt strongly, however. As a low-priced entry aimed at nostalgic adults, it merits exposure.

LOW PRICE-POPULAR ★★★

SHOWTIME IN STEREO
Various Artists (5-12") Stereo-Fidelity
SF 5500

STEREO & MONAURAL VERSIONS

This is one of four "library kits" issued by Stereo-Fidelity, each containing five disks and listing at \$14.90. Disks are packaged in a box which has a cover with an appropriate three-dimensional effect and an expensive appearance. Disks are also available individually. This kit contains choral treatments of "Music Man" and "South Pacific," and instrumental handling of "Pal Joey," "Red Mill," "My Fair Lady," "King and I," several Victor Herbert numbers, "Around the World in 80 Days," and a potpourri of numbers with a New York

COMO ESTA

Johnny Kay (1-12") Promenade 2110
Kay is vocally speaking a dead ringer for Perry Como. Many of Como's hits make up the repertoire in this package. The arrangements here are quite similar to those on several of Como's recent hits. Title of album may be an unintentional pun. LP is listenable, and low price tag should certainly (Continued on page 46)

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- Let's Get Away From It All. Patti Page. SR-60010
- Havana In Hi-Fi. Richard Hayman. SR-60000
- Moods In Music. Clebanoff Strings. SR-60005
- It's Dance Time. Dick Contino. SR-60006
- Let's Dance. David Carroll. SR-60001
- America's Most Danceable Music. Griff Williams. SR-60007
- I've Heard That Song Before, Patti Page. SR-60011

Mercury Living Presence Stereo

- Ravel Bolero: Ma Mère l'Oye; Chabrier Bourrée Fantasque, Detroit Symphony, Paray conducting. SR-90005
- Cherubini Medea. Maria Callas, La Scala. SR-3-9000
- Prokofiev Love For Three Oranges, Scythian Suite, London Symphony, Dorati conducting. SR-90006
- Gershwin Concerto In F; Rhapsody In Blue. Eugene List, piano, Eastman-Rochester Symphony, Hanson conducting. SR-90002
- Bartók Violin Concerto, Yehudi Menuhin violin, Minneapolis Symphony, Dorati conducting. SR-90003

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NEAR EASTERN MUSIC

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Reviews and Ratings of New Popular Albums

Continued from page 44

attract, the singer makes absolutely no attempt to be original. Tunes include "Catch a Falling Star," "Round and Round" and "Because."

TRIBUTE TO THE DORSEYS
Dick Richards Ork (1-12") Promenade 2111

"Green Eyes," "Song of India," "Breeze and I" and others in danceable Dorsey-styled arrangements, with some fine unbilled male vocals. Fans of the brothers will enjoy the Richards treatment.

SONGS THAT BROUGHT SUNSHINE INTO THE DEPRESSION
The Hollywood Sound Stage Chorus (1-12") Stereo-Fidelity SF 6300

STEREO & MONAURAL VERSIONS

Despite the title and one of the less attractive covers of the month, this album has some real assets. The num-

bers, all pop hits of the '30's, are sure-fire to people who date back that far. They're performed with humor and simple, danceable beat. Intelligent arrangements give a good stereo effect, especially in the joint use of orchestra and chorus.

LOW PRICE-POPULAR ★★

TRIBUTE TO GLENN MILLER, VOL. 1
Eddie Maynard (1-12") Promenade 2098
There are plenty of Glenn Miller tribute packages around today, which may limit somewhat sales on this package. However, the low-priced package offers pleasant Miller-styled instrumental listening. Selections include "Blue Champagne," "Chattanooga Choo-Choo," etc.

LET'S BE FRANK!

Bill St. Clair (1-12") Promenade 2109
A set of standard melodies pleasantly sung and arranged. Material includes "Bewitched," "Little White Lies," "Lady Is a Tramp." St. Clair's stylings include a touch of Sinatra flavor. Good sound.

FOLK ★★★

GERMAN UNIVERSITY SONGS VOL. 1
Erkch Kunz with Male Chorus & Orch. of the Vienna State Opera (Paulk) (1-12") Vanguard VSD 2009

STEREO & MONAURAL VERSIONS

Good performances of these old songs of "wooing, wit and wanderlust," including a few which are quite familiar in translation. Use of stereo for choral music is perhaps more legitimate than for any other, for the music frequently is meant to feature interplay between part of the group or a soloist, with another group answering or echoing. Because this is done remarkably well on this disk, it can be recommended also as a stereo demonstrator.

FOLK ★★★

YODEL IN HI-FI
Marie-Louise Tichy & The Two Rudis (1-12") Vox ST-VX 25.760

STEREO & MONAURAL VERSIONS

Vox has literally missed the chance of a stereo lifetime in this recording. Musically, it's a tasteful collection of Swiss and Austrian alpine folk songs, with accordion and rhythm accompaniment. From a stereo standpoint, there's little or no attempt to build the kind of musical "ping-pong" effect with alpine yodeling that might have made it one of the hottest demonstration items of the stereo season.

LOW PRICE—INTERNATIONAL ★★★

HONEYMOON IN SOUTH AMERICA
The Rio Carnival Orchestra (1-12") Stereo-Fidelity SF 1900

STEREO & MONAURAL VERSIONS

A good commercial entry with lush arrangements of standards from the world of tango, samba, cha-cha and bolero. Smartly arranged and performed when played monaurally, they lend themselves neatly to stereo and are particularly effective on a two-speaker basis.

SPECIALTY ★★

SELTZER ON THE ROCKS
Lee Tully (1-12") M-G-M E 3695

An amusing novelty package of Yiddish dialect vocals. Prime appeal will be in Jewish marts. Lyrics to some of the numbers are hilarious. Clever liner notes add to over-all appeal. Selections include "Today I Am a Man," "The Lone Stranger" and "Litvak Polka."

Reviews and Ratings of New Classical Albums

CLASSICAL ★★★

BEETHOVEN: SYMPHONIES NOS. 5, 6 & 7 (1-12") — Philharmonic Promenade Orch. of London (Roult). Vanguard VSD 2003-4-5

STEREO & MONAURAL VERSIONS

Aided by some excellent stereo work, these orchestral staples fairly glow in stereo in the brisk, authoritative readings by Sir Adrian Boult. They will make first-rate demonstration pieces for dealers who want to show off classical stereo sound. They early on the scene, and should sell briskly.

CLASSICAL ★★

LISZT: PIANO CONCERTOS NOS. 1 & 2 (1-12")—Alfred Brendel, Piano with Pro Musica Orch. of Vienna (Gjelen). Vox ST-PL 10.420

STEREO & MONAURAL VERSIONS

Brendel's interpretations tend to the majestic rather than the fiery, and must be placed high, artistically, among the many available. He is beginning to attract a sizable following to whom this disk will be very welcome, especially for his sensitive performance of the Second concerto. Stereo is of relatively small value here; Vox's two-channel emphasis on the solo instrument's importance is too great to permit much effect from the orchestral interplay. Exceptionally lovely color photo of a concert hall graces the cover.

LOW PRICE-CLASSICAL ★★★★★

TCHAIKOWSKY: 1812 OVERTURE; CA-FRIGGIO ITALIEN (1-12") — Nord Deutches Symphony Orch. (Rohr). Stereo-Fidelity SF 5100

STEREO & MONAURAL VERSIONS

These are doubtless among the most-recorded works in the catalog, and tho the monaural competition is tremendous, it is quite opportunistic to make this one of the earliest stereo couplings. The low price and a sufficiently good rendering of the turbulent melodramatic music makes this a highly commercial release. Stereo-Fidelity also is right in there in any competition for the loudest bells and genuine cannon blasts. The sound is bright, and clean channel separation makes this a top demonstrator for classical music or sound enthusiasts.

RINSKY - KORSAKOV: SCHEHERAZADE (1-12") — Nord Deutches Symphony Orch. (Rohr). Stereo-Fidelity SF 2600

STEREO & MONAURAL VERSIONS

For those still cutting their classical teeth, this remains one of the most popular of all recorded works. And while this is not apt to be the definitive performance, the fact that it's one of the first versions in stereo is likely to pile up substantial sales. The album also proves that the work lends itself well to stereo, altho Rohr's conducting does not overemphasize the inherent lushness or drama of the music. Could be a big seller in stereo as a low-priced entry.

SEMI-CLASSICAL ★★★

RHAPSODY
Farrante & Telcher, Pianists (1-12") Urania UR 8011

Excellent duo-pianistics on a flashy lineup of familiar rhapsody themes, ranging from Liszt "Second Hungarian Rhapsody," to Gershwin's "Rhapsody in Blue." Romantic, colorful wax. For team's fans and beginning collectors.

(Continued on page 80)

HOLDING STEADY ALL SUMMER!

HOW WILL I KNOW MY LOVE?

by Annette
F-102

DISNEYLAND RECORDS
BURBANK, CALIFORNIA

Album of the Week

"MELIS AT MIDNIGHT"

CELP-414

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Judson 6-8620

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Basil Rathbone reads SHERLOCK HOLMES Hans Conried reads TREASURE ISLAND John Carradine reads WALDEN

These Three New Audio Book 16 RPM Record Albums are Packed with customer Appeal and Profit for You

Audio Book offers you an unbeatable combination of famous stars reading timeless classics. There's continuing profit for you when you sell "literature for listening" on 16 rpm records! One sale leads to dozens more.



Basil Rathbone played Sherlock Holmes in 16 Hollywood films. Now this distinguished actor adds new drama to Sir Arthur Conan Doyle's best-loved stories of mystery, A Scandal in Bohemia • The Red-Headed League • The Adventure of the Speckled Band • The Adventure of the Blue Carbuncle. (Five Records—\$5.95)



Hans Conried, a television favorite and veteran of some 90 motion picture roles, gives a stirring interpretation to Robert Louis Stevenson's classic tale of pirate gold, rascals, reckless men and adventurous young Jim Hawkins. It's all here—complete and unabridged. (Eight Records—\$8.95)



"... The mass of men lead lives of quiet desperation . . ." so speaks Henry David Thoreau in his Immortal Walden. The voice is that of film actor John Carradine in a moving reading of Economy • Where I Lived, and What I Lived For • Reading • Sounds • Solitude • Visitors. (Six Records—\$6.95)

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AS PREDICTED BY

JOE FRANKLIN ON MEMORY LANE (WABC-TV, JULY 4, 1958)

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BEST SELLING POP SINGLES IN STORES

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail 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.

FOR SURVEY WEEK ENDING JULY 12, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. HARD HEADED WOMAN (ASCAP)— Elvis Presley	2	4	17. WILLIE AND THE HAND JIVE (BMI)—Johnny Otis Show Ring-A-Ling (BMI)—Cap 3966	23	4	34. LOOKING BACK (BMI)— Nat King Cole	19	15
DON'T ASK ME WHY (ASCAP)— Vic 7280			18. RETURN TO ME (ASCAP)— Dean Martin	14	15	Do I Like It (BMI)—Cap 3939		
2. YAKETY YAK (BMI)—Coasters	3	7	Forgetting You (ASCAP)—Cap 3894			35. FOR YOUR LOVE (BMI)— Ed Townsend	33	14
Zing, Went the Strings of My Heart (ASCAP)— Atco 6116			19. PADRE (ASCAP)—Toni Arden	25	9	Over and Over Again (BMI)—Cap 3926		
3. PURPLE PEOPLE EATER (BMI)— Sheb Wooley	1	8	All at Once (ASCAP)—Dec 30628			36. I WONDER WHY? (ASCAP)— Dion and the Belmonts	32	9
I Can't Believe You're Mine (ASCAP)— M-G-M 12651			20. IF DREAMS CAME TRUE (ASCAP)— Pat Boone	37	2	Teen Angel (ASCAP)—Laurie 3013		
4. SPLISH SPLASH (BMI)—Bobby Darin	5	5	THAT'S HOW MUCH I LOVE YOU (BMI)—Dot 15785			37. ENCHANTED ISLAND (ASCAP)— Four Lads	45	2
Judy, Don't Be Moody (BMI)—Atco 6117			21. A CERTAIN SMILE (ASCAP)— Johnny Mathis	35	3	Guess What the Neighbor'll Say (BMI)— Col 41194		
5. POOR LITTLE FOOL (BMI)— Ricky Nelson	4	3	Let It Rain (ASCAP)—Col 41193			38. HIGH SCHOOL CONFIDENTIAL (BMI)—Jerry Lee Lewis	26	8
Don't Leave Me This Way (BMI)—Imperial 5528			22. WITCH DOCTOR (ASCAP)— David Seville	17	15	Fools Like Me (BMI)—Sun 296		
6. PATRICIA (ASCAP)—Perez Prado	6	5	Don't Whistle at Me, Baby (ASCAP)— Liberty 55132			39. DOTTIE (BMI)—Danny and the Juniors	49	4
Why Wait? (BMI)—Vic 7245			23. BIG MAN (BMI)—Four Preps	20	11	In the Meantime (BMI)—ABC-Paramount 9926		
7. REBEL-ROUSER (BMI)—Duane Eddy	10	3	Stop, Baby (ASCAP)—Cap 3960			40. DELICIOUS! (ASCAP)—Jim Backus	—	1
Stalkin' (BMI)—Jamie 1104			24. JUST A DREAM (BMI)— Jimmy Clanton	50	2	I Need a Vacation (ASCAP)—Jubilee 5330		
8. WHEN (ASCAP)—Kalin Twins	13	4	You Aim to Please (BMI)—Ace 546			41. TWILIGHT TIME (BMI)—Platters	22	15
Three o'Clock Thrill (BMI)—Dec 30642			25. FEVER (BMI)—Peggy Lee	—	1	Out of My Mind (BMI)—Mer 71289		
9. ENDLESS SLEEP (BMI)— Jody Reynolds	8	9	You Don't Know (BMI)—Cap 3998			42. THE BIRD ON MY HEAD (ASCAP)— David Seville	40	2
Tight Capris (BMI)—Demon 1507			26. LEFT RIGHT OUT OF YOUR HEART (ASCAP)—Patti Page	30	3	Hey There, Moon (ASCAP)—Liberty 55140		
10. SECRETLY (ASCAP)—Jimmie Rodgers	9	11	Longing to Hold You Again (ASCAP)— Mercury 71331			43. ANGEL BABY (BMI)—Dean Martin	—	1
MAKE ME A MIRACLE (ASCAP)— Roulette 4070			27. NO CHEMISE, PLEASE (BMI)— Gerry Granahan	31	6	I'll Gladly Make the Same Mistake Again (ASCAP)—Cap 3988		
11. FOR YOUR PRECIOUS LOVE (ASCAP)—Jerry Butler and Impressions	12	6	Girl of My Dreams (ASCAP)—Sunbeam 102			44. OOH! MY SOUL (BMI)—Little Richard	36	5
Sweet Was the Wine (ASCAP)—Abner 1013			28. JENNIE LEE (BMI)—Jan and Arnie	21	9	TRUE, FINE MAMA (BMI)— Specialty 633		
12. GUESS THINGS HAPPEN THAT WAY (BMI)—Johnny Cash	16	8	Gotta Getta Date (BMI)—Arwin 108			45. TORERO (ASCAP)—Renato Carosone	—	9
COME IN, STRANGER (BMI)—Sun 295			29. OH, LONESOME ME (BMI)— Don Gibson	27	19	Chella Lla (ASCAP)—Cap 71080		
13. LEROY (BMI)—Jack Scott	18	6	I Can't Stop Loving You (BMI)—Vic 7133			46. JOHNNY B. GOODE (BMI)— Chuck Berry	28	12
MY TRUE LOVE (BMI)—Carlton 462			30. ONE SUMMER NIGHT (BMI)— Danleers	39	3	Around and Around (BMI)—Chess 1691		
14. ALL I HAVE TO DO IS DREAM (BMI)—Everly Brothers	7	13	Wheelin' and A-Dealin' (BMI)—Mercury 71322			47. RUMBLE (BMI)— Link Wray and His Ray Men	42	12
CLAUDETTE (BMI)—Cadence 1348			31. SUGAR MOON (BMI)—Pat Boone	24	11	The Swag (BMI)—Cadence 1347		
15. DO YOU WANT TO DANCE? (BMI)— Bobby Freeman	11	10	Cherie, I Love You (ASCAP)—Dot 15750			48. DON'T GO HOME (BMI)—Playmates	46	5
Big Fat Woman (BMI)—Josie 835			32. YOU NEED HANDS (ASCAP)— Eydie Gorme	34	7	Can't You Get It Through Your Head (BMI)— Roulette 4072		
16. WHAT AM I LIVING FOR? (BMI)— Chuck Willis	15	11	Dormi, Dormi, Dormi (ASCAP)— ABC-Paramount 9925			49. GINGER BREAD (BMI)— Frankie Avalon	—	1
HANG UP MY ROCK AND ROLL SHOES (BMI)—Atlantic 1179			33. BLUE BLUE DAY (BMI)— Don Gibson	40	2	Blue Betty (ASCAP)—Chancellor 1021		
Ring-A-Ling (BMI)—Cap 3966			Too Soon to Know (BMI)—Vic 7010			50. LITTLE MARY (BMI)—Fats Domino	48	2
						Prisoner's Song (ASCAP)—Imperial 5526		

THIS WEEK'S BEST BUYS

Special telephone reports and/or chart action indicate these recent releases have either broken out in one or more key areas or have leaped onto the charts and have excellent potential for placing among the Top 30 of The Billboard's Best Selling Pop Singles in Stores chart. Action sides are listed in capital letters.

COME CLOSER TO ME (Peer Intl., BMI)—Nat King Cole—Capitol 4004—Nothing in the World (Eden-Sweco, BMI)

MOON TALK (Roncom, ASCAP)—Perry Como—RCA Victor 7274—Beats There a Heart So True (Kahl, BMI)

BORN TOO LATE (Mansion, ASCAP)—The Poni Tails—ABC-Paramount 9934—Come On, Joey, Dance With Me (Sheldon, BMI)

The above are previous Billboard Spotlight picks.

EVERYBODY LOVES A LOVER (Korwin, ASCAP)—Doris Day—Columbia 41195—Instant Love (Artists, ASCAP)

LITTLE STAR (Koel, BMI)—The Elegants—APT 25005—Getting Dizzy (Keel, BMI)

The following record, not previously selected as a Best Buy, is on the chart for the first time this week.

FEVER (Lois, BMI)—Peggy Lee—Capitol 3998—You Don't Know (Roosevelt, BMI)



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING JULY 12

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Born Too Late **Poni Tails**
(BMI) ABC-Paramount 9934

Come Close to Me **Nat King Cole**
(BMI) Capitol 4004

Everybody Loves a Lover **Doris Day**
(ASCAP) Columbia 41195

The Freeze **Tony & Joe**
(BMI) Era 1075

Little Star **The Elegants**
(BMI) APT 25005

“YOU CHEATED”

*Another New
Smash
Headed For The Top*

DEL WIKKINGS

MERCURY 71345

MERCURY SOARS WITH THESE HOT HITS

One Summer Night

THE DANLEERS

MERCURY 71322

Left Right Out of Your Heart

PATTI PAGE

MERCURY 71331

Kathy-O

THE DIAMONDS

MERCURY 71330

Ma-Ma-Marie

THE GAYLORDS

MERCURY 71337

June July and August

RUSTY DRAPER

MERCURY 71336

Chantilly Lace

BIG BOPPER

MERCURY 71343

Walking At Night

PHIL FLOWERS

MERCURY-WING W2100



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4000 *new* families a day! They'll need homes—and everything that goes into them. Meeting these needs means bigger-than-ever opportunities for all of us.

In 1956 America's 53 million families spent an average of:

\$1350 for Food	\$475 for Clothes
\$1300 for Homes	\$575 for Transportation

Now multiply these figures by 60 million—the number of families there will be by 1965. This will give you some idea of America's growing needs—and *your* opportunities.

7 BIG REASONS FOR CONFIDENCE IN AMERICA'S FUTURE

1. More People . . . Four million babies yearly. U.S. population has *doubled* in last 50 years! And our prosperity curve has always followed our population curve.

2. More Jobs . . . Though employment in some areas has fallen off, there are 15 million more jobs than in 1939—and there will be 22 million more by 1975 than today.

3. More Income . . . Family income after taxes is at an all-time high of \$5300—is expected to pass \$7000 by 1975.

4. More Production . . . U.S. production *doubles* every 20 years. We will require millions more people to make, sell and distribute our products.

5. More Savings . . . Individual savings are at highest level ever—\$340 billion—a record amount available for spending.

6. More Research . . . \$10 billion spent each year will pay off in more jobs, better living, whole new industries.

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Add them up and you have the makings of another big upswing. Wise planners, builders and buyers will act *now* to get ready for it.

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Bill Nielsen

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Dear Dealers,
Thank you very much indeed—for merchandising our four albums into four best sellers.

Gratefully, L. L.

Most Played by Jockeys

FOR SURVEY WEEK ENDING JULY 11

SIDES 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. The reverse side of each record is also listed.

This Week		Last Week	Weeks on Chart
1.	HARD HEADED WOMAN (ASCAP)— Elvis Presley	4	4
	Don't Ask Me Why? (ASCAP)—Vic 7280		
2.	YAKETY YAK (BMI)—Coasters	2	6
	Zing, Went the Strings of My Heart (ASCAP)—Atco 6116		
3.	PATRICIA (ASCAP)—Perez Prado	5	4
	Why Wait? (BMI)—Vic 7245		
4.	PURPLE PEOPLE EATER (BMI)—Sheb Wooley	1	8
	I Can't Believe You're Mine (ASCAP)—M-G-M 12651		
5.	SPLISH SPLASH (BMI)—Bobby Darin	7	3
	Judy, Don't Be Moody (BMI)—Atco 6117		
6.	POOR LITTLE FOOL (BMI)—Ricky Nelson	8	2
	Don't Leave Me This Way (BMI)—Imperial 5528		
7.	IF DREAMS CAME TRUE (ASCAP)—Pat Boone	—	1
	That's How Much I Love You (BMI)—Dot 15785		
8.	WHEN (ASCAP)—Kalin Twins	16	4
	Three o'Clock Thrill (BMI)—Dec 30642		
9.	LEFT RIGHT OUT OF YOUR HEART (ASCAP)—Patti Page	15	4
	Longing to Hold You Again (ASCAP)—Mercury 71331		
10.	SECRETLY (ASCAP)—Jimmie Rodgers	3	10
	Make Me a Miracle (ASCAP)—Roulette 4070		
11.	ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers	6	13
	Claudette (BMI)—Cadence 1348		
12.	ENCHANTED ISLAND (ASCAP)—Four Lads	19	2
	Guess What the Neighbor'll Say (BMI)—Col 41194		
13.	RETURN TO ME (ASCAP)—Dean Martin	9	16
	Forgetting You (ASCAP)—Cap 3894		
14.	A CERTAIN SMILE (ASCAP)—Johnny Mathis	21	2
	Let It Rain (ASCAP)—Col 41193		
15.	FEVER (BMI)—Peggy Lee	—	1
	You Don't Know (BMI)—Cap 3998		
16.	ENDLESS SLEEP (BMI)—Jody Reynolds	11	7
	Tight Capris (BMI)—Demon 1507		
17.	BIG MAN (BMI)—Four Preps	10	12
	Stop, Baby (ASCAP)—Cap 3960		
18.	REBEL-ROUSER (BMI)—Duane Eddy	—	1
	Stalkin' (BMI)—Jamie 1104		
19.	EVERYBODY LOVES A LOVER (ASCAP)— Doris Day	—	1
	Infant Love (ASCAP)—Col 41195		
20.	ONE SUMMER NIGHT (BMI)—Danleers	23	3
	Wheelin' and A-Dealin' (BMI)—Mercury 71322		
21.	WHAT AM I LIVING FOR? (BMI)—Chuck Willis	12	10
	Hang Up My Rock and Roll Shoes (BMI)—Atlantic 1179		
22.	YOU NEED HANDS (ASCAP)—Eydie Gorme	24	9
	Dorml, Dorml, Dorml (ASCAP)—ABC-Paramount 9925		
23.	DO YOU WANT TO DANCE? (BMI)— Bobby Freeman	18	7
	Big Fat Woman (BMI)—Josie 835		
24.	MY TRUE LOVE (BMI)—Jack Scott	13	2
	Leroy (BMI)—Carlton 462		
25.	PADRE (ASCAP)—Toni Arden	20	6
	All at Once (ASCAP)—Dec 30628		

LESTER LANIN



LN 3474

LESTER LANIN GOES TO COLLEGE



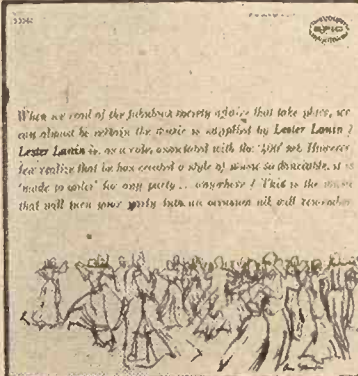
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LN 3340

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JOE TURNER
RAY CHARLES**

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QUARTET
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MABEL MERCER
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MILT JACKSON
JOHN LEWIS
WILBUR DE PARIS
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THE JAZZ MODES**

EAST-WEST

EAST WEST

**JACKIE PARIS
BURT TAYLOR**

**THE KINGSMEN
MAD MAN TAYLOR**

One In a Series of Industry Personality Statements



HARRY BELAFONTE, RCA Victor Recording Artist and Entertainer says . . .

“Billboard is invaluable to me”

The Billboard affords me with a concise and informative picture of the trends, standings and pertinent news events of the music industry. With its categorical charts, hard news stories and special features it gives the reader an up-to-date view of the entire music field. Billboard is invaluable to me as a “national barometer” of musical tastes.

Harry Belafonte

The Billboard

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY



from the great new movie
"THE YOUNG LAND"

A C. V. WHITNEY PRODUCTION

GOGI GRANT SINGS



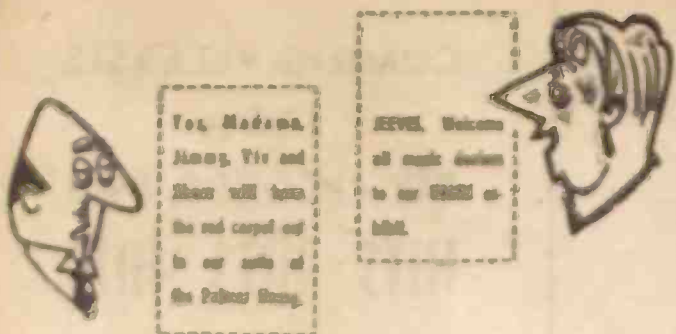
STRANGE ARE THE WAYS OF LOVE

47/20-7294



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For Madama, Jimmy, Tim and those who will kiss the red carpet out to our side of the Palace Stage.

EVERY Welcome all music lovers to our 1958 exhibit.

ABNER broke its first hit
"For Your Precious Love"
 by
JERRY BUTLER
 and
THE IMPRESSIONS
 at the **MOA Convention**

VEE-JAY will break more hits at the NAMM
 INSTRUMENTALULU!
"Wabash Blues"
 by
AL SMITH
 ABNER 1014

Review Spotlight on . . .
R&B RECORDS

JIMMY REED
 Down in Virginia (Conrad, BMI)
 I Know It's a Sin (Conrad, BMI)—Vee Jay 287
 Two really fine blues sides by Reed. Both are given low-down earthy band backing, and the artist has plenty of heart in his readings. Especially choice for Southern marts and traditional r.&b. devotees.

ANOTHER BIG HIT FOR
Gene Allison
"LET'S SIT AND TALK"
 VEE JAY 286

VEE-JAY—ABNER RECORDS
 2129 S. Michigan Chicago 16, Ill.
 Phone: CAIumet 5-6141

Best Selling Sheet Music in U. S.

Items are ranked in order of their current week-end selling performance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. PADRE (Jungtiedle)	6	9
2. SECRETLY (Planetary)	4	9
3. PURPLE PEOPLE EATER (Cordial)	2	7
4. ALL I HAVE TO DO IS DREAM (Acuff-Rose)	1	13
5. RETURN TO ME (Southern)	3	14
6. LEFT RIGHT OUT OF YOUR HEART (Shapiro-Bernstein)	14	3
7. A CERTAIN SMILE (Miller)	12	4
8. TWILIGHT TIME (Porgie)	6	14
9. YOUNG AND WARM AND WONDERFUL (Frank) ..	13	3
10. SUGAR MOON (Callatin)	7	11
11. HE'S GOT THE WHOLE WORLD IN HIS HANDS (Chappell)	5	17
12. BIG MAN (Beechwood)	10	7
13. ENCHANTED ISLAND (Korwin)	—	1
13. PATRICIA (Southern)	—	1
15. IF DREAMS CAME TRUE (Korwin)	—	1

Best Selling Sheet Music in Britain

(For week ending July 12)

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

On the Street Where You Live—Chappell (Chappell)	Twilight Time—Victoria (Porgie)
Tulips From Amsterdam—Cinephonic (Sikorski)	You Need Hands—Lakovic (Leeds)
Stairway of Love—Leeds (Planetary)	Big Man—Grossman (Beechwood)
All I Have to Do Is Dream—Acuff-Rose (Acuff-Rose)	A Very Precious Love—Blissom (Witmark)
I May Never Pass This Way Again—Chappell (Oval)	Tom Hark—Southern (Beechwood)
Who's Sorry Now?—Feldman (Mills)	Kewpie Doll—Leeds (Leeds)
I Could Have Danced All Night—Chappell (Chappell)	Trudie—Henderson (Kassner)
Book of Love—Francis Day (Regent)	Lollipop—Anglo-Pac (Mark)
	Witch Doctor—Bourne (Monarch)
	Sugar Moon—Frank (Callatin)
	A Wonderful Time Up There—Morris (Moulin)
	Swinging Shepherd Blues—Sherwin (Beaul)

Best Selling Pop Records in Britain

(For week ending July 12)

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

This Week	Last Week
1. ALL I HAVE TO DO IS DREAM/CLAUDETTE—Evelyn Brothers (London) ..	1
2. BIG MAN—Four Preps (Capitol)	5
3. TULIPS FROM AMSTERDAM/YOU NEED HANDS—Max Bygraves (Decca) ..	2
4. ON THE STREET WHERE YOU LIVE—Vic Damone (Philips)	4
4. TWILIGHT TIME—Platters (Mercury)	3
6. SUGAR MOON—Pat Boone (London)	6
7. WHO'S SORRY NOW?—Connie Francis (M-G-M)	7
8. BOOK OF LOVE—Mudlarks (Columbia)	8
9. RAVE ON—Buddy Holly (Coral)	11
10. WITCH DOCTOR—Don Lang (HMV)	13
11. SALLY DON'T YOU GRIEVE/BETTY, BETTY, BETTY—Louie Donegan (Pye-Nixa)	14
12. PURPLE PEOPLE EATER—Sheb Wooley (M-G-M)	12
13. ENDLESS SLEEP—Marty Wilde (Philips)	29
14. STAIRWAY OF LOVE—Michael Holliday (Columbia)	9
15. ON THE STREET WHERE YOU LIVE—David Whitfield (Decca)	16
16. THE ONLY MAN ON THE ISLAND—Tommy Steele (Decca)	—
17. I'M SORRY I MADE YOU CRY—Connie Francis (M-G-M)	18
18. TOM HARK—Elvis & His Zig Zag Jive Flute (Columbia)	9
18. A VERY PRECIOUS LOVE—Doris Day (Philips)	19
20. KEWPIE DOLL—Frankie Vaughan (Philips)	16

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b/w
"Cha Cha Boogie"
 Louis Carpenter's All-Stars
 M.A.D. Record #1007
***Personal Mgt. and "Yeahs" by:**
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 1207 E. 53rd St., Studio J
 Chicago 15, Ill.
 Phone: MI 3-1636

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b/w
"HAVING A RACE WITH TIME"
JOHNNY MARTINO
 Chm 002

"TEEN-AGE CLEMENTINE"

b/w
"YOU'VE GOT ME CRYING AGAIN"
JOE ALLEGRO
 Chm 001

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RECORDS, INC.

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"BEEPY TAKES A SHOWER"

B/W

"Meaning of the Word"

Featuring GREGG "Beepy" HUNTER

RIP 133

Smash Novelty Tune!!



MISERY

C/W

Q-T CUTE

RIP 134

INTRODUCING
"The Boy With The Wiggle Voice"
Dart Ward
with the CUT-UPS

S-M-O-O-T-H SOUND!!!

SILVER SATIN

B/W

Sleepy Head

RIP 135

by SINGING SENSATION
Ellison White

BEST SELLERS!!

JOHNNY BLUE

b/w

Rose Without Thorns

By Nikki Stevens

Rip 128

GERALDINE

b/w

Standing On The Mountain

By Ronnie Gill & The Pastel Keys

Rip 129

BABY BLUE

b/w

Dance To The Bop

By Steve Drexel

Rip 131

RUMBLE ROCK

b/w

You Tear Me Up

By Sonny Geno & The Cut-Ups

Rip 130

ENDLESS SLEEP

b/w

Comin' To Home

By Jimmie Witherspoon

Rip 126

OH, JOHNNY OH

b/w

Will I Be Loved

By Jan Harman
on Storm Record #445
Distributed by Rip Records

COMING RELEASES
FROM
RIP RECORDS, INC.
HITS · HITS · HITS

Ronnie Mann

Singing

"FOOLISH DREAMS"

★

Jimmie Witherspoon

Singing

"I KNOW THE LORD"

★

Four Ekkos

Singing

"THINK TWICE"

★

ON THE BRAD LABEL

ADDRISSI BROTHERS

Singing

"PRETTY PRETTY"

★

Jerry Wiggins

Doing

"DRAG IT"

★

AND MANY MORE
SCHEDULED FOR
RELEASE SOON!!



RECORDING CO.

HOLLYWOOD, CALIF. 9034 SUNSET BLVD. • CRestview 6-9700

ARE YOU IN?

... in on Fidelitone's nation-wide precedent-setting, sales-soaring consumer promotion?



IF YOU'RE NOT, LOOK AWAY IN SHAME!

The first national ads in this three-month campaign broke in Time, Esquire, High

Fidelity, Downbeat, Opera News and Better Listening . . . two weeks ago. And already co-operating dealers from coast to coast are reporting door-busting crowds, history-making demand and record-setting sales of Fidelitone quality Phonograph Needles.

If you haven't received your tie-in, point-of-sale displays, wall hangers, stickers, dealer decals and such to funnel the demand in your area to your store, pick up that phone and call your Fidelitone Distributor right now! All this tie-in material doesn't cost you a cent, so do it now. Now!

QUESTIONS? At the NAMM Show get the answers from Fidelitone in the Santa Fe Suite.

Fidelitone

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

IMPORTANT! Be sure you have entry blanks for Fidelitone's "Name Your Favorite Tune" contest!

Be ready! Customers coming! Fidelitone will award expense-free visits to the Brussels World's Fair to the winners and one guest each. They will fly to Brussels non-stop aboard a luxurious Lufthansa German Airlines Super Star Constellation, unsurpassed for comfort and service. George DeWitt, star of TV's top musical quiz show, "Name That Tune" (CBS-TV Tuesday evenings), and popular Johnny Olsen will choose the winners. Entrants must get their entry blanks from Fidelitone Dealers. So if you haven't your supply already, call your Distributor now.



VOX JOX

• Continued from page 12

type of music requested"—pop, c.&w., r.&r. and classical, with programming broken down into 15-minute units—each devoted to a different type of music. The station believes it is "the first time that a radio station has asked its listeners to help determine its programming."

Bill Eger, KSEL, Lubbock, Tex., writes, "Thought you'd like to hear from a station which isn't begging for free records and doesn't particularly care if it gets them or not. We have a new system. We program for adults, featuring nothing but good 'old style' pops from sign-on to 7 p.m., when the teenagers get their music. Our library dates back to the time when 45's began, and we keep around 2,000 of the most playable and listenable disks cut since then. We sprinkle our programming with the better new records, which we buy from the record stores when we want to. We've been rewarded by some pretty kind listener response, an uncluttered library and a clean feeling inside when we go home at night."

CHANGE OF THEME:

Sandy Singer, after a six-month stint with WIND, Chicago, has returned to Minneapolis as promotion director for Harold Lieberman Music Company, which distributes Dot, Coral and London in that area. Singer will continue his radio-TV chores on a freelance basis, and will also write a record column for six papers in that area for a suburban newspaper chain.

Starting this month, WIP, Philadelphia, is sponsoring a series of record hops from Atlantic City's Chalfonte-Haddon Hall Hotel. Each Saturday, from 2 to 4 p.m., a different WIP deejay emcees the two-hour hops, which are taped to produce five 15-minute segs for airing over WIP the following week. Jocks participating include Ed McMahon, Jim Leaming, Joe McCauley, Gene Milner, Dan Curtis and Bob Menefee.

ATTENTION JAZZ JOCKS:

The Billboard's next Disk Jockey Special will cover all aspects of jazz, so we'd like to hear from you: (1) if you have a jazz show of your own. (2) If you have any thought about jazz programming. But make it as soon as possible, because our deadline is close. Incidentally, a story about jazz deejay activ-

YESTERYEAR'S TOPS—

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

JULY 17, 1948

1. Woody Woodpecker
2. You Can't Be True, Dear
3. My Happiness
4. Little White Lies
5. Nature Boy
6. Toolie Oolie Doolie (The Yodel Polka)
7. Now Is the Hour
8. Love Somebody
9. A Tree in the Meadow
10. You Call Everybody Darlin'

JULY 18, 1953

1. Song from Mouli Rouge
2. I'm Walking Behind You
3. April in Portugal
4. Ruby
5. Vaya Con Dios
6. No Other Love
7. Say You're Mine Again
8. Limelight (Terry's Theme)
9. I Believe
10. P. S.: I Love You

ity appears elsewhere in this issue. We're interested in the type of jazz disks played, sponsors of jazz shows, jazz format ideas, jazz promotions, outside jazz projects sponsored by jocks or stations—concerts, etc.—integration of jazz disks in pop record shows, how-to reports on making jazz shows more commercial, etc. If any jocks are emceeing jazz TV shows—live or recorded—we'd like to hear about them, too.

"COFFEEHEAD" TO WRIT:

Bob (Coffeehead) Larsen, who recently resigned from WEMP, Milwaukee after 10 years with the station, joins WRIT, Milwaukee, effective August 1, as assistant general manager and morning deejay for that outlet. Larsen said his decision to join the Balaban station was motivated by a desire to move up in the radio management field, rather than limiting his chores to deejay work only.

ENRICKO CARUSO?:

Jim Lange, KGO, San Francisco, recently went out on a programming limb, when he asked listeners to write in naming favorite performers, and promised to play four solid hours of the winning artist's disks on his Saturday night show. Presley fans were eliminated, since Lange had played four hours of Presley platters the previous month. The incredible final results were 20,318 votes for the late operatic tenor Enrico Caruso, with Johnny Mathis the runner-up with 4,214. "All Shook Up," but true to his word,

Lange played four hours of Caruso wax the following Saturday.

CHANGE OF THEME: Ross Mulholland, formerly with WWJ and WWJ-TV, Detroit, joins WABC, New York, July 28. He will emcee a 6-9 a.m. show for that outlet Monday thru Saturday. . . . Stan Barton, ex-spinner at WSWW, Platteville, Wis., has moved to KDTH, Dubuque, Ia., as morning deejay. . . . New spinner at WOL, Washington, D. C., is Bill Mayhugh in the 10 a.m. to 3 p.m. time slot, Monday thru Saturday. Mayhugh's show will feature such seg titles as "National Goof-off Day for Housewives," etc.

Frank Music Ups Ostrow To V.-P. Post

NEW YORK — Frank Music has upped Stu Ostrow to the post of vice-president of the Frank Loesser publishing firms and all its affiliated companies. Ostrow will be in charge of all acquisition of material and exploitation planning. Assisting Ostrow in New York will be contact men Gerry Mann and Sam Gordon, while Judy Hicks will remain in charge of the California office. Sam Snetiker continues as treasurer and business manager of the firm.

Change in the administrative planning level at Frank Music came about as a result of the resignation of Herb Eisman, who left the firm last week to helm the coast office of a new management firm with Hillard Elkins. The Frank music firms are working on two Broadway musical productions for the fall, one being "Whoop Up" with music by Norman Gimbel and Moose Charlop, the other "At the Grand" with music by Robert Wright and George Forrest.

BIGGER & BIGGER!!

LITTLE WILLIE JOHN

YOU'RE A SWEETHEART

b/w

LET'S ROCK WHILE THE ROCKIN'S GOOD

KING 5142

BILL DOGGETT

BLIP BLOP

KING 5138

KING

RECORDS



DON RONDO

with the **BIG** version

CITY LIGHTS

and

AS LONG AS I HAVE YOU

Jubilee #5334

Chicago

1. Yaky Yak, Coasters, Atco
2. Endless Sleep, Jody Reynolds, Dem.
3. Hard Headed Woman, Elvis Presley, Vic.
4. Poor Little Fool, Ricky Nelson, Imp.
5. Splish Splash, Bobby Darin, Atco
6. Willie and the Hand Jive, Johnny Otis Show, Cap.
7. Do You Want to Dance?, Bobby Freeman, Jos.
8. Secretly, Jimmie Rodgers, Rit.
9. Jennie Lee, Jan and Arnie, Arw.

Cincinnati

1. You're a Sweetheart, Little Willie John, King
2. Yaky Yak, Coasters, Atco
3. For Your Precious Love, Jerry Butler and Impressions, Abn.
4. I Know It's a Sin, Jimmy Reed, VJ
5. What Am I Living For?, Chuck Willis, Atl.

Detroit

1. Yaky Yak, Coasters, Atco
2. Willie and the Hand Jive, Johnny Otis Show, Cap.
3. Splish Splash, Bobby Darin, Atco
4. Poor Little Fool, Ricky Nelson, Imp.
5. Secretly, Jimmie Rodgers, Rit.
6. Hard Headed Woman, Elvis Presley, Vic.
7. Looking Back, Nat King Cole, Cap.
8. Do You Want to Dance?, Bobby Freeman, Jos.
9. What Am I Living For?, Chuck Willis, Atl.
10. High School Confidential, Jerry Lee Lewis, Sun

Los Angeles

1. Yaky Yak, Coasters, Atco
2. Hard Headed Woman, Elvis Presley, Vic.
3. Willie and the Hand Jive, Johnny Otis Show, Cap.

5. Hard Headed Woman, Elvis Presley, Vic.
6. Don't Ask Me Why, Elvis Presley, Vic.
7. High School Confidential, Jerry Lee Lewis, Sun
8. Looking Back, Nat King Cole, Cap.
9. Talk to Me, Talk to Me, Little Willie John, King
10. My True Love, Jack Scott, Car.

Reviews of New R & B Records

JOHNNY DARLING

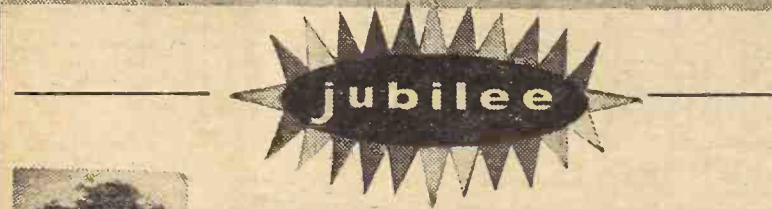
Baseball Baby... 75
 DE LUXE 6167—Blues rocker has cute lyric comparing cheating to a ball game. Chanter is sold throat for a possible coin. (Arnel, ASCAP)
 I Don't Want to Wind Up in Love... 73
 Mild ballad is nicely handled with a lot of humming. (Maggie, BMI)

JOEY DURANT

Dolly... 74
 ACE 120—Interesting blues rocker in the girl's name had gets energetic job from Durant. Some coin possible in this or pop market. (Dauphin, BMI)
 Hello Baby!... 72
 Blues rocker is nicely handled by chanter. (Dauphin, BMI)

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

THE SUIVES... increased materially during the past few months. He is assisted in the management by his wife and son.



DELLA REESE

"I WISH"

and

"YOU GOTTA LOVE EVERYBODY"

No. 5332

major label, r. chores. Ini- "Baby Sittin' y Martino, and My Teen Age ther sides are ra and Julie ria says, "We grow and our s open for new erial."

he Herald-Ember ently in England various diskeries ase of their mber. In line with mber has already by British band ombie, entitled, eet Beat." Crom- a rock and roll oup in England. currently excited t to Remember," the Satins. This in quite a spell group, which has s again, following vice of key mem-

oomer in the -Deluxe stable John's revival ou're a Sweet- it by Tommy Clambake ist, Edythe



on Jubilee

- Jim Backus
 "DELICIOUS"
 "I Need a Vacation"
 #5330
- Bob Miller
 "BABY, JE VOUS AIME"
 #5329
- Bill Darnell
 "SATIN DOLL"
 "AIN'T MISBEHAVIN'"
 #5328

- Cy Coleman with Annie Ross
 "IT'S DOOM"
 "SOMETHING'S ALWAYS HAPPENING ON THE RIVER"
 #5331
- Moe Koffman
 "LITTLE PIXIE"
 #5324

on Josie

- Bobby Freeman
 "DO YOU WANT TO DANCE"
 #835
- Sticks & Bricks
 "IT'S MY HEART"
 "Kiss the Pretty Girl Twice"
 #839
- The Four Counts
 "YUM-MEE, YUM-MEE"
 #840

on Art

- Randy Luck
 "I WAS A TEEN-AGE CAVE MAN"
 #170

THANKS, NAMM, FOR YOUR CO-OPERATION THROUGHOUT THE YEAR

jubilee



josie RECORDS

1721 B'WAY

NEW YORK

JAY-GEE RECORD CO., INC.

The Billboard Weekly

POPULAR

WHAT AM I LIVING FOR!
★ CHUCK WILLIS ★
HANG UP MY ROCK AND ROLL SHOES
Atlantic 1179

NEW HIT
FEVER
PEGGY LEE
YOU DON'T KNOW
Capitol 3998

YAKETY YAK
★ THE COASTERS ★
ZING! WENT THE STRINGS OF MY HEART
Also 6116

POOR LITTLE FOOL
★ RICKY NELSON ★
DON'T LEAVE ME THIS WAY
Imperial 5528

PADRE
★ TOMMY ARDEN ★
MILLIE AT ONCE
Decca 30628

JENNIE LEE
★ JAM AND ARNIE ★
GOTTA GETTA DATE
Ariston 108

FOR YOUR PRECIOUS LOVE
★ JERRY BUTLER AND IMPRESSIONS ★
SWEET WAS THE WINE
Ariston 1093

NEW HIT
IF DREAMS CAME TRUE
PAT BOONE
THAT'S HOW MUCH I LOVE YOU
Dot 15785

LEFT RIGHT OUT OF YOUR HEART
PATTI PAGE
LONGING TO HOLD YOU AGAIN
Mercury 71381

SECRETLY
★ JIMMY RODGERS ★
MAKE ME A MIRACLE
Boudette 4870



IF YOU'RE NOT, LOOK AWAY IN SHAME!

The first national ads in this three-month campaign broke in Time, Esquire, High Life, Fidelity, Downbeat, Opera News and Better Listening . . . two weeks ago. And already co-operating dealers from coast to coast are reporting door-busting crowds, history-making demand and record-setting sales of Fidelity quality Phonograph Needles.

ATTENTION JOCKS: The Billboard Disk Jockey Special will cover all aspects of jazz, like to hear from you you have a jazz show own. (2) If you have thought about jazz programming. But make it a possible, because line is close. Incredible story about jazz in Philadelphia, is sponsoring record hops from Atlantic City to Haddonfield Each Saturday, from 2 to 4 P.M. on WIP, a different WIP deejay, two-hour hops, which produce five 15-minute airings over WIP the week. Jocks participating: Ed McMahon, Jim Lea, McCauley, Gene Milner, and Bob Menefee.

Chicago, has returned to the city as promotion for Harold Lieberman Company, which has Dot, Coral and London area. Singer will coordinate radio-TV choreography on a lance basis, and will record a column for in that area for a newspaper chain.

... In on Fidelity's nation-wide precedent-setting, sales-soaring consumer promotion?

STERN IN!

In Pop List.

Victor 7010

YOU
Capitol 3982

D
BROTHERS ★
Hi!
Decca 30610

A
Victor 7266

X
ERING
Decca 30662

NEW HIT
RAY PRICE
INVITATION TO THE BLUES
Columbia 41191

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

LOOKING BACK
NAT KING COLE
DO I LIKE IT
Capitol 3939

JOHNNY B. GOODE
CHUCK BERRY
AROUND AND AROUND
Chess 1691

FOR YOUR LOVE
★ ED TOWNSEND ★
OVER AND OVER AGAIN
Capitol 3926

TWILIGHT TIME
PLATTERS
OUT OF MY MIND
Mercury 71289

LITTLE MARY
FATS DOMINO
PRISONERS SONG
Imperial 5526

ing Guide

FOR SURVEY WEEK ENDING JULY 12, 1958

OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

BEST BUY
NAT KING COLE
Come Closer to Me
Nothing in the World
Capitol 4004

BEST BUY
THE ELEGANTS
Little Star
Getting Dizzy
Apt 25005

BEST BUY
PERRY COMO
Beas There a Heart So True
RCA Victor 7274

BEST BUY
PEGGY LEE
Fever
You Don't Know
Capitol 3998

BEST BUY
DORIS DAY
Everybody Loves a Lover
Incontinent Love
Columbia 41195

BEST BUY
THE PONI TAILS
Born Too Late
Come On, Joey, Dance With Me
ABC-Paramount 9904

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

OPINION
BERT CONY
The Gorilla
The Monsters Hop
Comstar 1314

OPINION
THE LANE BROTHERS
Lutie Brother
So Satisfied
RCA Victor 7304

OPINION
BUDDY KNOX
Somebody Touched Me
C'mon Baby
Route 4082

OPINION
BETTY MADIGAN
Dance, Everyone, Dance
My Symphony of Love
Coral 62007

OPINION
JIMMIE RODGERS
The Wizard
Are You Really Mine?
Bluebird 4990

See listing on the review spotlight page for recommended juke box versions of "Volare."

R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING JULY 12

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

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like 'Yakety Yak', 'Hard Headed Woman', 'Poor Little Fool'.

Most Played

Records are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of top disk jockey shows throughout the country.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like 'Yakety Yak', 'What Am I Living For?', 'Come What May'.

MONEY-SAVING SUBSCRIPTION ORDER

Subscription form with fields for Name, Occupation, Company, Address, City, State, and a section for payment method.

ON THE BEAT

Continued from page 12

signed to a long-term pact on Savoy. The Davis Sisters have signed for five years and a five-year option. Also signed by the label are the Gate City Singers, a "thrilling" Philadelphia spiritual group, according to Lubinsky, and a group called the Sensational Six.

This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . . R&B RECORDS

NO SELECTIONS THIS WEEK.

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING JULY 12

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

Regional record lists for Atlanta, Charlotte, Chicago, Cincinnati, Detroit, Los Angeles, New Orleans, and New York. Includes entries like 'Yakety Yak', 'Poor Little Fool', 'Splish Splash'.

Reviews of New R&B Records

JOHNNY DARLING Baseball Baby . . . 78 DE LUXE 6167—Blues rocker has cute lyric comparing cheating to a ball game.

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

THE FOLLOWING RECORDS HAVE INCREASED MATERIALLY DURING THE PAST FEW MONTHS. HE IS ASSISTED IN THE MANAGEMENT BY HIS WIFE AND SON.

R.R. Museum To Be Moved To Golden

GOLDEN, Colo.—A \$150,000 railroad museum is scheduled to be constructed between here and Denver by the Iron Horse Development Corporation, Cincinnati.

Advertisement for Peacock Records featuring the slogan 'COMPLETELY YOURS' and listing 'Somebody Else Walked In' by Peacock 1685.

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

Reviews and Ratings of Stereo-Only Albums

(Ratings Indicate Relative Strength Among Stereo-Only Albums)

JAZZ ★★★

THE SAXOPHONE SECTION

Coleman Hawkins with Various Artists (1-12") World Wide MGS 20001

THE SOUL OF JAZZ

Bill Harris, Joe Wilder, Bobby Jasper, Pepper Adams, George Duvivier, Eddie Costa & Art Taylor (1-12") World Wide MGS 20002

artists. With the exception of "Royal Garden Blues"—which is not given the standardized Dixie treatment, by the way—all the tunes are of "gospel" origin.

CLASSICAL ★★★

SCHUBERT: TROUT QUINTET (1-12")

Rolf Reinhardt, Piano with the Endres Quartet. Vox ST-PL 10,890

Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★

THE ROARING 20'S - VOL. 2

Charleston City All Stars conducted by Enoch Light (1-12") Grand Award GA 211 S. D.

STEREO & MONAURAL VERSIONS

Altho this album seems to be cut at a

PHOTOS for PUBLICITY

QUALITY PHOTOS IN QUANTITY 100 8x10 . . . \$ 7.99 1,000 Postcards 19.00

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MGS PHOTO SERVICE

350 W. 50 St., New York 19. PL 7-3520

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LIVE in the Brightest, Newest, Biggest Rooms in Times Square!

Singles, Doubles and Suites. Private Bath, Shower, TV and 24-hour answering service. By the Day, Week or Month.

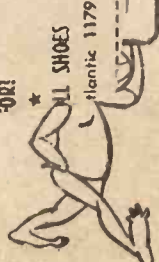
OFFICE AND STUDIO SPACE AT SURPRISING LOW RATES

Home of the Famous SPINDLETOP. And already co-operating dealers in door-busting crowds, history-making del of Fidelitone quality Phonograph Needle.

If you haven't received your tie-in, point stickers, dealer decals and such to funnel

Weekly

POPULAR



COMING Aug. 18

Second of three Disk Jockey issues designed to help programming people keep their shows in step with the season and with the rapid developments in the music/record business.

Reviews and Ratings of New Classical Albums

Continued from page 46

LOW PRICE SEMI-CLASSICAL ★★★

GERSHWIN: RHAPSODY IN BLUE; KUHN: SYMPHONY FOR BLUES

The Hamburg Philharmonic Orch. (1-12") Stereo-Fidelity SF 1800

STEREO & MONAURAL VERSIONS

The Gershwin work is given a slick, skilful reading by soloist David Haines and is fairly effective in two-channel sound.

JOHANN STRAUSS WALTZES The Danube Strings (Walther) (1-12") Stereo-Fidelity SF 2000

STEREO & MONAURAL VERSIONS

A pleasant, string-filled roundup of Johann Strauss Jr.'s best waltzes, played in a firm, Middle-European tempo.

Number of Releases This Week

Table with columns: Label, Pop, R&B, C&W. Lists various record labels and their release counts for different categories.

Reviews of New Pop Records

Continued from page 77

TONY MARTIN Indiscreet . . . 72 RCA VICTOR 7298—Emotional warble of the pretty, current flick tune by Martin. Lush chorus and o.k. company. It can move. (Morris, ASCAP)

AL HIBBLER Softer, My Love . . . 72 DECCA 30684—Tune is an adaptation of a Chopin etude. Good reading by Hibbler is given lush o.k. support. Good jockey side. (Diana, ASCAP)

THE ROYAL HOLIDAYS I'm Sorry . . . 72 CARLTON 472—Ballad with rhythm backing is given a listenable outing by the group. Fair chances. (Terrace, BMI)

ARTHUR PRYSOCK I Love You So . . . 72 OLD TOWN 1055—Rockaballad with spiritual backing is nicely handled by chanter. (Maureen, BMI)

THE FABULOUS IMPERIALS Class Ring . . . 72 M-G-M 12687—Infectious novelty with a good beat is handed neat performance by group. (Three Way, BMI)

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

- ROY BAHAM: Big Chief Rock/Sin Alley—Logan 3101
THE BAY BOYS: My Darling, My Sweet/To the Party—Coral 62004
NOEL BOGGS QUARTET: Tenderly/Morning Dew—Shastone 102

Sacred

JIMMIE DAVIS Sweet Mystery . . . 80 DECCA 30668—Jimmie Davis gives a sensitive reading of a fine sacred song. He's backed by the Anita Kerr Singers. Strong wax. (Vern, BMI)

Novelty

EDDIE LAWRENCE The Hi-Fi Blues . . . 80 CORAL 62005—A hilarious item and quite topical. Narration tells of the perils attendant upon the installation of hi-fi equipment. Jocks should go for this. (Merrick, BMI)

Spiritual

THE GOSPEL STARLETS On My Knees A-Praying . . . 70 TUXEDO 927 — Uptempo gospel chanting. Vocal by the group is enthusiastic, shot with emotionalism. (Ford, BMI)

Jazz

THE RAMSEY LEWIS TRIO Carmen . . . 77 ARGO 5303—Listenable modern arrangement of one of the "Habenera" from Bizet's "Carmen" by Ramsey Lewis and His Gentlemen of Jazz. Good item for jazz boxes. (Arc, BMI)

ELECTRONICS

Advertisement for Navy Electronics featuring a stylized graphic and text: "Treats for a bright future as a budding electronic specialist in the modern Navy."

Mfrs. of Beverage Dispensing Equipment Exclusively Since 1904
45 Gal. MECHANICALLY REFRIGERATED OR ICE COOLED

OAK BARREL SODA DISPENSERS

Draws 10-15 Drinks per min.
A finished **COKE** or **PEPSI**, both solid and creamy **ROOT BEER** and plain **SPARKLING SODA**
Also 8 and 17 Gal. Kegs. Faucets arranged as desired.



Beautifully finished, stainless steel equipment includes Faucets, Syrup Containers, Liners, Drain Pan and Hoops.
WRITE FOR FOLDER.
DEPT. 33
MULTIPLEX FAUCET CO.
1400 Ferguson Ave.
St. Louis 14, Mo.

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EVERYTHING FOR:
POPCORN • CARAMEL CORN
SNOWBALLS • PEANUTS
COTTON CANDY • CANDY APPLES, ETC.
PLUS — GOLD MEDAL PRODUCTS

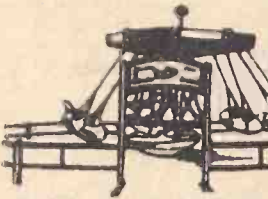


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If you have not received our new complete Equipment and Supply Catalog, write for it now. Make sure you line up with GOLD MEDAL 100% for bigger profits in 1958. It's the World's finest SNO-KONE, FLOSS, APPLE, POPCORN & COOKHOUSE line. You can get the GOLD MEDAL line from leading Concession Jobbers. Write for one nearest you.

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SPACE PLANE RIDE



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Send for complete information on these rides, now! Also Adult Ferris Wheels, and Chairplanes, Trailer-Mounted Kiddie Auto Rides, Atomic Jet Fighters and Kiddie Chairplanes.

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Features for 1958: Beautiful Fluorescent Lighting, New Center Light Column.



Features for 1958: Colorful New Plastic Signs, Fiberglass Car Tops.

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Catalogs available on request



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ROLL or FOLDED TICKETS

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Above prices for any wording, change of color only, add \$2.00.

1000 \$15.80 - ADDITIONAL 1000'S SAME ORDER, \$2.80
Each change of wording and color add \$6.00. For Must be even multiples of 10,000 tickets of a kind and color.

STOCK ROLL TICKETS
1 ROLL \$1.75
EACH ADDITIONAL ROLL SAME ORDER AT 90¢ PER ROLL

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place. Established price. Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number.

USES BIG GUNS

Wis. Fair Opens Roy Rogers Barrage

MILWAUKEE—Bill Masterson, manager of the Wisconsin State Fair here, is pulling out all of the promotional stops in publicizing the 10-day appearance of Roy Rogers and his troupe at the coming fair here.

Eighteen thousand brochures, with a specially designed ticket order form have been mailed out to regular fair patrons. In all, 100,000 of such brochures and ticket order envelopes are to go out in the fair's first intensive drive to build advance ticket sales for the night grandstand attraction.

Tickets are also to be placed on sale at 19 Sears stores, all such stores within a 100-mile radius of Milwaukee. Each city or town in which a Sears store is located—and all such have daily newspapers—are to carry special Roy Rogers advertising, tied to the advance sale in the Sears stores.

All of the fair's 24-sheets—and the fair has contracted a full showing—will feature Rogers and also advertise the advance sale thru Sears stores.

Sears is to set up a sales outlet for the Roy Rogers merchandise, with this outlet to be located in the fair's general exhibit building for the run of the fair.

Records Tie In
About 300 outlets for Golden Records and Gold Books in the fair's drawing territory will be provided with special window display

materials and cards advertising the Rogers appearance at the fair.

Rogers already has prepared special minute film strips for use on TV, in which he plugs the fair's other attractions, as well as his own appearance.

One of the most popular local TV programs, the Schlitz Saturday Night Theater, is to carry a live Rogers interview on Saturday night, August 16. The sponsor agreed not to use any commercial in order to have Rogers on the show.

One local radio outlet, WMIL, a country and western station, has decided to have programs emanated from the grounds because of the Rogers' appearance, Masterson said.

The price of 3,600 seats in the center section of the grandstand, has been upped from \$2, the customary charge, to \$2.50, for the Rogers show. Reserved seats will go at \$2, general admission at \$1.50 and children's admission, in the general admission section, will be 50 cents.

Rogers' contract calls for him to get the first \$40,000 and the fair the next \$40,000, with Rogers, additionally, to receive 70% of all receipts in excess of \$80,000.

The Rogers show will go on each night at 7 p.m., an hour earlier than past night grandstand shows, in order to make it possible for more children to attend.

Water Show Sets Compounce Record

BRISTOL, Conn.—A mid-week gross and attendance superior to any registered on a holiday was the result of the Tommy Bartlett water show appearance Wednesday (9) at Lake Compounce.

Julian Norton, co-owner, said the day was a fantastic one in the amusement spot's history. Police and park officials agreed on an estimate of 30,000 persons who jammed the park and surrounded the lake performing area. Rides and other revenue aspects of the operation did superbly, he added.

Cheyenne Rodeo Drops Night Attractions

CHEYENNE, Wyo. — The Cheyenne Frontier Days Celebration, scheduled here for July 21-26, will make several major changes from its usual program this year.

Officials of the 62-year-old rodeo announced there will be no night arena shows this year. Instead, traditional night events such as chuck wagon racing will be held during the afternoon rodeo performance. The night events will be replaced by the carnival's midway, provided this year, for the first time, by the Schroeder Shows. Two free high-pole acts will be presented to the midway.

The show will hold five rodeo performances, three parades, the nightly carnival and open-air square dancing.

Rodeo prize money may approach the \$75,000 mark this year, officials say. Last year, a total of \$69,120 in prize money was given, \$23,550 of which was posted by the show. The remainder came from entry fees. This year, the show has increased its share of the purses to \$26,700.

Storey Inks Shrine Dates

CHICAGO — Wilson Storey Entertainment Enterprises will produce Shrine circuses at Orlando, Fla., and Macon, Ga., this fall, Wilson Storey, owner-manager, announced here last week.

The Orlando date is November 17-18 in Tinker Field, while Macon will be the week of November 24 in the Municipal Auditorium.

Storey will also produce acts for Circo Atayde this winter.

SNOW BALL

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8-QT. \$22
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Phone: GR 4-2408

The TRAVELER

Final test runs completed. Public acceptance better than anticipated. Beaumont, Texas—TRAVELER ties Tilt-a-Whirl. Austin, Texas—July 4th—The TRAVELER topped Tilt-a-Whirl. It is not too late to have yours for the fairs.

FOR FULL DETAILS CONTACT
CATLETT RIDE MFG. CO.
525 Detering, Houston 7, Texas. Un. 2-4114, Un. 1-0817

Chances Good for Pool-Rink Tax Cut

No Opposition as Senate Studies Exemption of 20% Levy on Facilities

WASHINGTON — Spokesmen for swimming pool and skating rink operators did not testify before the Senate Finance Committee last week (15-16) when that group held hearings on a proposal to exempt privately operated pools and rinks from the admissions tax.

Lack of testimony does not indicate indifference on the part of the operators, nor does it mean that the committee will now look unfavorably on such an exemption. Proposal to exempt such facilities from the admission tax is part of the Forand (D., R. I.) Excise Tax Technical Change Act. The 429-page bill contains about 100 proposals for tax revision in many categories, and most of the two-day hearings were devoted to investment companies and liquor distillers.

The Senate Finance Committee, in an apparent attempt to push the

bill thru to the president, announced the hearings only five days before they began. The time element prevented many from testifying, but also means that action on the bill can be taken sooner. (The Billboard, July 14.)

The Forand bill passed the House last year, and will die if it does not pass the Senate before this session ends. Under law, all bills not clearing both Houses by the end of two-year session die and must be reintroduced in the next session.

Hearings held on the bill by the House Ways and Means Committee last year found representatives of pool associations, as well as members of Congress, urging favorable action on the section of the bill that would exempt both publicly operated and municipal pools from the 20 per cent tax. (Continued on page 102)

LAW OUTLINED

Chances Dim for N. Y. Fair Bingo

NEW YORK—The way it looks now, New York State's fairs will have a difficult chore cut out for them if they want to operate bingo this season. The State Lottery Control Commission, overseeing the game, tells The Billboard it will judge each case as it comes along.

William McDermott, administrative director of the commission, said that under the Constitutional amendment "there might be a circumstance whereby a fair could have bingo." He would not commit himself on possible amendments to the measure which may be introduced in the Legislature next season.

Several key provisions in the wordy amendment, which fills a

17-page booklet with small type, indicate the complications facing fair people. Some are quoted below:

"No bingo game shall be held, operated or conducted on or within any leased premises if rental under such lease is to be paid, wholly or partly, on the basis of a percentage of the receipts or net profits" of the game.

Salaries Ruled Out

"No person shall receive any remuneration for participating in the management or operation of any such game."

"Each applicant for a license shall file with the clerk of the municipality a written application" stating names and addresses of persons for whom, and the purposes for which, they are to be paid. It would also state "that no commission, salary, compensation reward or recompense will be paid to any person for holding, operating or conducting such games."

Bingo cannot be advertised in any way except thru one sign not exceeding 60 feet in area on or adjacent to the premises, and thru additional signs "displayed upon any fire fighting equipment belonging to any licensee, or upon any first-aid equipment or rescue squad equipment belonging to any licensee."

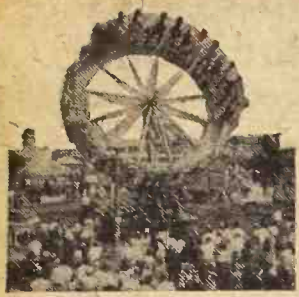
"Entire net proceeds of any game shall be exclusively devoted to the lawful purposes of the or- (Continued on page 102)

Tax Cut Again At Spaceland; 20 Cents for All

WATERBURY, N. Y.—It took three weeks for the Spaceland attraction here to find a workable price level. The spot opened at 75 cents for adults and 50 cents for kids, went to 50 and 35 in its second week, and has been running since at 20 cents for all ages.

Operation is in a converted airplane hangar at Old Roosevelt Field. (The Billboard, June 30.)

All the kids get free Space Ranger badges, and see a Captain Comet chase, with his crew, for a Space Pirate. It duplicates the Western posse routine at cowboy attractions. Most parents felt that with rides, Arcade, food, fees for various inside attractions, and a donation set-up for parking, the bite was too deep.



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Phone: Empire 4-1403




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Octopus
Midge-o-Racer
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King Amusement Co.
Mount Clemens, Mich.

MERRY-GO-ROUNDS
1958 Jumping Carousels in 3 standard sizes — kiddie, 20 ft.; teen-age, 30 ft.; adult, 32 ft.; larger sizes on special order. Also KIDDIE RIDES: Ferris Wheels, Airplane Ride, Water Boat Ride.
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Phoner MU 2-4351 Leavenworth, Kansas

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THE TOLEDO TICKET CO.
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"Allied Trades Union Label used"

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New, Novel with proven profits...
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FINANCE PLAN AVAILABLE

"After operating the new Allan Herschell Rodeo on the road last season, I am more than pleased with its performance," Billy Lynch, veteran railroad show operator, of Halifax, has written to Allan Herschell. "Ride appeal, extreme portability and low operating expense sold me on the Rodeo Ride when I saw it set up at your factory. As far as I am concerned the proof of the ride is in the profit; the Rodeo is a proven profit maker."

In the Allan Herschell Rodeo Ride the all-aluminum horses with western saddles gallop around the center and the young buckaroos shoot at the "bad men" in the center. Lights in villains' guns blink to simulate a realistic "shoot-back." Adult size horses... no horse-pipe, cranks or platforms... extreme portability.

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ALLAN HERSCHELL COMPANY, INC.
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PUMP-IT HANDCAR RIDE
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MINIATURE TRAINS
For Parks and Kiddielands — Capacities 14 Children to 240 Adults!



Write for FREE details
MINIATURE TRAIN DIV.
ALLAN HERSCHELL CO., North Tonawanda, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

MUSIC MAN, GRID GAMES TO BE FEATURED AT DALLAS

Plan Name Attractions in Bowl; Notre Dame-SMU Tops Football Sked

DALLAS—Plans for the 73d annual exposition of the State Fair of Texas, October 4-19, are taking shape with most major phases of the program already blueprinted.

The fair has once again come up with a current Broadway musical hit as the attraction in State Fair Music Hall, capacity 4,126. Meredith Willson's smasheroo, "The Music Man," has been booked into the house for 24 performances during the run of the fair at \$4.95 top. The national company of the show will come to Dallas from Los Angeles, where it will be formed, and will return to the coast after the fair run.

"Ice Capades" again will be presented in the Ice Arena by Clarence Linz. The icer will have 20 performances.

There will be no auto thrill show at the fair this year, as has been customary for the past decade, since the grandstand has been demolished to make room for a new 7,000-seat coliseum building, now under construction and due for completion in 1959.

Plan Names in Bowl

Planned for the Cotton Bowl is a series of performances by big-name stars backed by top-caliber variety acts. Entire series will be billed as "State Fair Shower of Stars." Full roster of entertainers is still in process of being signed up. There will be shows featuring a different star on most nights of the fair. Some shows will be free; others will be behind a paid gate.

A top-caliber college football

schedule during the fair will include Southern Methodist-Notre Dame on the opening afternoon, October 4; Texas-Oklahoma on the middle Saturday, October 11, and Southern Methodist-Rice on the last Saturday night, October 18.

Scheduled as twice-daily free acts, sponsored by Magnolia Petroleum Company, are the Albanis Troupe and the Atterbury-Hornbeck Sky Master and Company.

Due to be on hand thruout the run of the fair is the Atlantic Fleet Marine Corps Band, a 140-

piece aggregation which will provide daily concerts.

Set Trade Fair

Two highlights of the fair, exhibit-wise, will be the Texas International Trade Fair, to be inaugurated as an annual event this year, and the Higher Education Center, a joint project of all Texas colleges and universities.

The trade fair concept has been developed from the fair's array of foreign exhibits, which has been known as the International Center since 1955. The exhibits area will

(Continued on page 95)

LITTLE ROCK ADDS GRANDSTAND, STAGE

5,000 Seats, 150-Foot Platform to Be Completed for September 29 Opening

LITTLE ROCK — The Arkansas Livestock Exposition has mapped plans for the construction of a new grandstand and stage combination that will be completed in time for the September 29-October 4 run, Clyde E. Byrd, secretary-manager, announced.

The new combination will have a seating capacity of 5,000 and will be erected just inside the main entrance. The grandstand area will feature an all-star show this year.

"We have constructed this added feature to the showground facilities in order that the annual Livestock Exposition and Rodeo can offer more of a variety of entertainment so that the entire family will find something to their individual liking," Byrd said.

"Altho we have found almost all Arkansas residents like to see a good rodeo and take part in the exposition, we felt that by adding another type of entertainment to the program a more diversified audience would be reached," he added.

Plans for the use of the new grandstand call for several new programs each day during the fair, and officials are currently working to sign name performers to head up the bill. In addition the new feature will be used the year round for various functions.

"Many types of shows have bypassed Little Rock because facilities were not available to stage a mammoth star-studded production," Byrd said.

(Continued on page 95)

NEWSPAPER IS PREMIUM CLICK AT PA. FAIR

HONESDALE, Pa. —

Wayne County Fair is one of the Eastern annuals which have discarded premium books in favor of special newspapers containing feature stories, pictures and prize listings. The Wayne County Fair News is distinguished in 8,000 copies during the summer, and 17,000 copies of a second edition go to every mailbox in the county, 10 days before the fair.

RELIEF

Dam to Free Honesdale of Flood Peril

HONESDALE, Pa. — Completion of the big \$7,000,000 federal dam a half mile above the fairgrounds will end the Wayne County Fair's flood fears this winter. The event has been plagued by floods for years, and the end of the dam project, set for November, will enable long-awaited improvements to be started.

Doc Perkins, president, said the first job will be midway blacktopping, possibly in time for the 1959 fair. This year's dates are September 9-13.

The fair has been growing in attendance, and improvements will enable it to keep pace with increased interest in the area. A full week of attractions is set for the 2,400-seat grandstand, including Tuesday and Friday appearances of Jack Kochman stunt shows, Wednesday appearance of the Jack Joyce mixed animal show booked thru GAC-Hamid, and Thursday's Hawkshaw Hawkins hillbilly unit booked thru Cooke and Rose. Also on Tuesday will be the climax of the fair's first dairy queen contest.

Daytime grandstand offers free admission for harness racing and has been pretty successful in recent years, Perkins said. Midway this year is occupied by Mike and Arlene Dembrosky with their M.D. Amusements, who appeared here in 1956, following a 25-year tenure of Pat Reithoffer Sr. The junior Pat Reithoffer held the midway contract last year.

A sedan will be given away this fall. Stubs for all outside gate admissions will be held by patrons. Fair's press is handled by Ed Rogers of The Scranton Times.

Square Dance Show Set for St. John Ex

SAINT JOHN, N. B. — The first "Maritime Festival of Folk and Square Dancing" is set for the Saint John Exhibition, August 25-30.

Stanley Carnaghan, reporting for the entertainment committee, said Don Messer and His Islanders, top Canadian TV unit, is set for the grandstand show. Dancers of various nationalities will perform. A leading dance caller, Rod Linnell, of Peru, Me., is engaged.

N. J. Assn. Names Bain

TRENTON, N. J. — Donald C. Bain, Augusta, was re-elected president of the New Jersey Association of Agricultural Fairs at its annual meeting here last week.

Also elected were Robert P. Wheaton, vice-president, and William C. Lynn, secretary-treasurer.

Pomona Inks R-B Circus For 17 Days

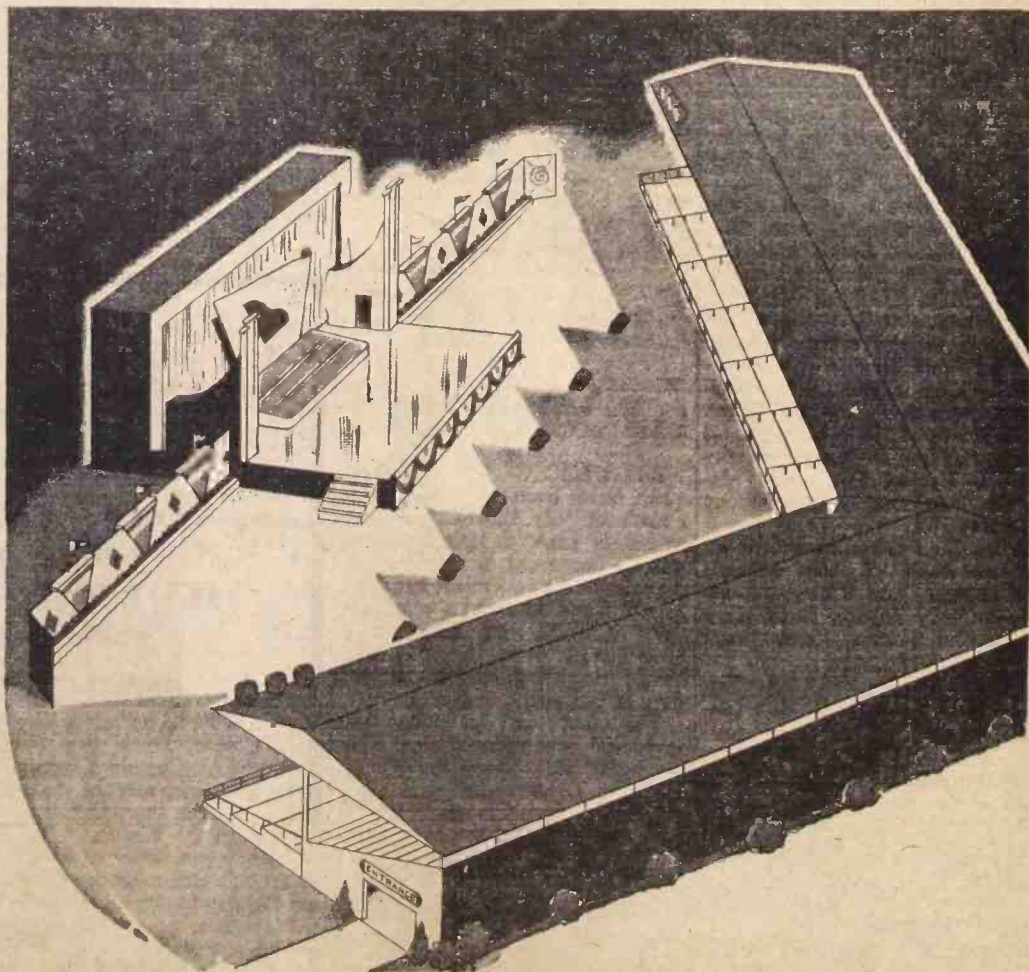
POMONA, Calif. — Ringling Bros. and Barnum & Bailey Circus again will be featured at the Los Angeles County Fair here for the full 17-day run starting September 12. C. B. (Jack) Afflerbaugh, the fair's president and general manager, said. Performances are scheduled in front of the grandstand at 8 each evening except during the three Sundays when there will be matinees at 1 and 4 p., and the night show at 7.

The circus was featured here for the first time last year when it played 10 days to strong crowds. Arrangements for the 1957 appearances were made by H. Werner Buck, of Show Management, in Los Angeles.

A.L. Leases Plant At Greenwood, S. C.

GREENWOOD, S. C. — According to an agreement drawn up by G. P. Callison, county attorney, Greenwood American Legion Post 20 has leased the county fairgrounds from Greenwood County for a period of three years.

The agreement provides that the Legion is to pay \$1,000 a year rental and shall "set aside annually one-half of the net proceeds that it makes from the Greenwood County Fair, which sum shall be used toward the repair and improvements of the buildings and of the Greenwood County Fairgrounds generally."



LATEST ADDITION to the plant of the Arkansas Livestock Exposition in Little Rock will be the above outdoor theater, which will include 5,000 covered seats and a modern stage. The grandstand area will be used at the September 29-October 4 expo for a name attraction, type show and it is planned to use it all year around for a varied type of attractions.

Regina Ex Books Names

REGINA, Sask. — Trying out a name policy for the first time, the Regina Exhibition Association has signed Smiley Burnette and Tex Ritter as added features for the grandstand show at this year's fair, July 28-August 2.

Burnette will appear for the first three days and Ritter, with comedian Hank Morton, will be on for the last three days. Burnette is expected to participate in the opening day children's parade and in the free morning grandstand show on Children's Day and will likely officially open the show.

Ritter has many fans in this area thru his television series which ran locally last winter and Burnette went over well in Regina a few years ago when he appeared with Gene Autry.



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You Are . . .
You'll Find
Many of
Your
Needs
in the
CLASSIFIED SECTION
this issue

Hawaiian "TI" PLANT LOGS



Bagged in polyethylene...

KEEP LONGER, SELL FASTER!

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

LAVENDER SACHET BASKETS

Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

LOWEST PRICES ANYWHERE

Sherfy's

5601 University Way Seattle, Wash.

CLOSEOUTS!

Flashy Slum Assortment \$1.00 gr.

Low End Ass'd. Toys & Novel. \$4.00 gr.

Ass'd. Chenille Animals & Dolls \$9.00 gr.

24" Taffeta Clown \$6.50 dz.

No Extra Charge for samples. 37 Dozen Only \$20.50

42" Dancing Doll, bag \$ 9.60 dz.

16" Plush Dog bagged 15.00 dz.

REPRESENTATION WANTED

1/3 Dep., Bal. C.O.D., if not rated. FREE: 3-color Catalog of 600 items. Full Line of Plush, Low End & Slum.

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ACE

ALY THE GATOR



Aly is a Genuine Alligator Stuffed and Preserved. Aly is so unusual he attracts attention everywhere. Over 500,000 sold to date. A natural for any Carnival or Fair.

In 100 lots:

15 inch	\$.75 each
21 inch	.90 each
26 inch	1.25 each
30 inch	2.00 each

ORDER TODAY!

Write for Catalog Sheets on other Alligator Novelties.

PAN-COAST BAGS, INC.

30 N.E. 17th St. Miami, Florida

Engraving and Religious Jewelry

Necklaces
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New Catalog

Salpro Co. 1844 S. 55th Ave. Cicero 50, Ill.

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Want to know the best way to buy the best sellers? Send us your name and address. State your business.

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Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hangers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum. Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.

2201 Washington Ave., St. Louis 3, Mo.

Pipes for Pitchmen

VETERAN . . . med show worker, James H. (Puddinhead) Rutledge, 708 West Jordan Street, Huntsville, Ala., writes that he would like to hear from friends.

TOPSY AND TOM . . . two young trained gorillas with Noell's Ark Gorilla Show, an Eastern carnival attraction, were the subjects of a feature article, along with four pictures, in the July 8 edition of The Buffalo Courier Express. The latest write-up is one of many received by Mr. and Mrs. Robert Noell, former med show folks, as a result of their unique attraction. The Noells reported a pick-up in business since mid-June. Previously the weather had been against them.

WORKING . . . the recent Del Mar (Calif.) Fair, according to A. G. (Bozo) Baugh, a visitor there, were Red (Bugs) Larkin, Danny Fine, working scales; Sammie Wexler, working a joint for Alex Freedman; Mr. Push, in his wheel chair, pitching miniature saxophones and trombones, Humatone Harry. Also seen on the lot by Baugh, picking up a little extra coin between dates by working as shills, were the following members of the Polack show: Johnny Hotrez, Albert Starkey, (Continued on page 102)

BULL WHIPS!!

Genuine Cowhide — Strongly Hand Braided 78" Overall—Wood Handle

ITEM OF THE YEAR

Kids of all ages love it (They see them used on TV)

TERRIFIC FOR:

RODEOS • FAIRS • CIRCUSES • COWBOY OR INDIAN SPOTS • CARNIVALS • ETC.

AVAILABLE FOR IMMEDIATE DELIVERY **PRICE \$7.20 DOZ.**

JOBBERS
Write for Jobbing Price.

Send \$1.00 for single sample, postpaid. Send \$7.50 for 1 dz. samples, postpaid.

All orders C.O.D. 25% deposit with order. Order today.

Enco inc.

242 Fourth Ave. New York 3, N. Y.

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MEXICAN PURSES • WALLETS • LEATHER NOVELTIES • MEXICAN RINGS • HAND-PAINTED SKIRTS • WOOL JACKETS • ZARAPES • FEATHER (BIRD) PICTURES • MARACAS • STRAW HATS • TOOLED BELTS • MEXICAN KNIVES • COIN PURSES • CARVED CANES and BASEBALL BATS • HAND-TOOLED SHOES • EMBROIDERED BLOUSES • MEXICAN EARRINGS • MUSICAL INSTRUMENTS.

Write for catalog Special set-up for Jobbers and Wholesalers

FLEISCHER & KASNER IMPORT CO.

P. O. Box 3403 El Paso, Texas

JAR DEALS and MATCH PAK DEALS

SALESBOARDS
PREMIUMS
BINGO SUPPLIES

Make BIGGER PROFITS WITH Galentine!

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GALENTINE NOVELTY CO.

519 E. JEFFERSON BLVD. SOUTH BEND 17, INDIANA

SEE!

105,000 HOT ITEMS

under one roof at the

13th INDEPENDENT HOUSEWARES VARIETY & NOVELTY MERCHANDISE EXHIBIT

August 3-7, 1958
HOTEL MORRISON CHICAGO

4 Floors of Air-Conditioned Exhibits

A natural for carnival, premium, general merchandise operators and pitchmen. Hundreds of America's leading manufacturers of Novelties, Costume Jewelry, and Housewares will display a tremendous array of the greatest bargains you have ever seen.

EVERYBODY WELCOME! ADMISSION FREE TO THE TRADE ONLY

For exhibit space and hotel reservations contact:

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8 S. Dearborn Street, Chicago 3, Illinois. All Phones: Central 6-0693

WHALE OF A BUY



75c EACH

ONE PIECE PLASTIC HANDLE

Glass Rod Shaft • Approx. 5 ft. • Multi-color space wrap • Authentic fish guides • Regulation tip • Packed 50 to master carton • No less sold. 25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.

1020 W. Randolph Street Chicago, Ill.

COOK BROS.

COSTUME JEWELRY

DIRECT FROM THE MANUFACTURER!

- Miracle Prayer Crosses, boxed \$4.25 dz.
- Men's 3-Rhinestone Rings, boxed 2.50 dz.
- Necklace, Earring Sets, boxed. 6.50 dz.
- Necklace, Bracelet & Earring Sets, boxed. 11.00 dz.
- 5-Piece Sets, beautifully boxed 1.75 ea.

MANUFACTURERS CATALOG & SAMPLES PUT YOU IN BUSINESS!

Sell from our beautifully illustrated catalog. You'll find more than 250 large pictures of Men's and Ladies' jewelry sets, watches and watch sets, earrings, scatter pins, bracelets, rings and religious items. Take advantage of this terrific money making opportunity, write today for selling information.

25% Deposit on C.O.D.'s.

Packard Jewelry Co.

48 W. 25th St., Dept. B, N.Y. 10, N.Y.

JAR DEALS and MATCH PAK DEALS

SALESBOARDS
PREMIUMS
BINGO SUPPLIES

Make BIGGER PROFITS WITH Galentine!

WRITE FOR CIRCULAR

GALENTINE NOVELTY CO.

519 E. JEFFERSON BLVD. SOUTH BEND 17, INDIANA

YOU'LL HAVE TO SPEED UP TO GET BIG WINNINGS...



... from advertising in The Billboard's

FAIR SPECIAL

Dated July 28

The Widely Distributed, Thoroughly Read Special Issue Reaching Our Readers Immediately Before Most of the Really Big Fairs Begin.

Final Deadline... Wednesday, July 23

Rush Copy Instructions Today Air Mail Special or Wire Us to Repeat a Previous Ad for You.

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2160 Patterson St.	1520 N. Gower	812 Olive St.	1564 Broadway
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Chicago, Ill.
188 W. Randolph St.
Central 6-9818

VENDING MACHINES

Senate Passes Vending Tax

MONROE, La.—House sponsored by representative and amending the tax act to set up requirements for vending machine sales. A \$1 permit fee for each machine, has been passed by Louisiana Senate. The vote was 10-0.

SPECIAL OFFER STEEL MULTI-STANDS

Exclusive ACORN DISTRIBUTORS IF OAK MAKES IT, WE HAVE IT WRITE FOR PRICES ON MACHINES AND MERCHANDISE TAPPED TO FIT ALL VENDORS

\$7.00 each \$9.75 each

Deliveries & Handle for Rear, \$2.75 extra F.O.B. New York City, N. Y.

BUYMORE SALES COMPANY Bayview Ave.

State For

State	and rate per package
Alabama	(4)
Arizona	(2)
Arkansas	(6)
Connecticut	(3)
Delaware	(3)
District of Columbia	(2)
Florida	(5)
Georgia	(5)
Idaho	(4)
Illinois	(3)
Indiana	(3)
Iowa	(3)
Kansas	(4)
Kentucky	(3)
Louisiana	(8)
Maine	(5)
Massachusetts	(5)
Michigan	(5)
Minnesota	(4)
Mississippi	(5)
Missouri	(2)
Montana	(8)
Nebraska	(4)
Nevada	(3)
New Hampshire	(3)
New Jersey	(5)
New Mexico	(3)
New York	(5)
North Dakota	(6)
Ohio	(5)
Oklahoma	(5)
Pennsylvania	(5)
Rhode Island	(3)
South Carolina	(3)
South Dakota	(3)
Tennessee	(5)
Texas	(5)
Utah	(4)
Vermont	(5)
Washington	(5)
West Virginia	(5)
Wisconsin	(5)
Wyoming	(3)

TOTALS No. of States showing increase by operators in the States No. of States showing decrease Maryland, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Tennessee, Virginia, and West Virginia. In a few instances, estimates went as high as 10,000 such venders.

Winner Ball Threat to Trade

Continued from page 103

Operators and winner ball machines within a 50-mile radius of their headquarters. This is understood as a difficult question, since operators are primarily interested in making money for themselves rather than counting machines of competitors, illegal or otherwise. As many operators reporting winner ball machines did not venture any estimate. Those that did usually judged that from one to two operators of winner ball machines were in their area. Estimates of machine totals varied from a handful to many thousands. Responses were so scattered that over-all statistic would be unrealistic.

Another 48 operators reported that winner ball machines are illegal in their areas, irrespective of local taxation policies. There are 11 who said they are legal at the local level, while 32 did not say whether they are or not. The obvious conclusion is that a great many reported winner ball machines have no legal status whatever at the local level.

Winner Ball Increase

There were 38 operators who reported an increase in winner ball machines over the past year. The average estimate given varied from insignificant to several hundred per cent. The average increase was 7 per cent. This statistic also can be interpreted in the light of the scattered response. It is the fact that no winner ball machines were reported in some areas, and a few in others. A thousand winner ball machines were reported by operators in the States of Maryland, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Tennessee, Virginia, and West Virginia. In a few instances, estimates went as high as 10,000 such venders.

States and large cities poorly represented in the survey may have large concentrations of winner ball machines. In a random survey of this type, operators are quite free to hide the fact by merely failing to respond. Different industry sources claim there is a concentration of winner balls in Chicago, Pittsburgh, Jersey City, and Cleveland, for example. An operator of less than 10 machines responded from Chicago. No reply came from either Pittsburgh or Jersey City. One Cleveland operator answered. It is an open question whether there are operators in these cities and other areas who chose to hide the presence of winner balls. A random survey goes no further than actual replies.

Consistent Reports

Three or more operators replying from any State almost always gave consistent reports on their presence or absence of winner balls. Exceptions were California and New York, both of which are quite large in area. Five Florida operators reported no \$250 winner ball machines, and three reported no \$10 winner ball machines. Four Georgia operators reported both the \$250 and \$10 machine, as did four Ohio operators. Again, four operators responding from Maryland reported that the \$10 machine, although just two mentioned the presence of the \$250 machine. The largest response came from Texas, where the greater majority of 13 operators said that neither type of winner ball machine was in their respective area.

This is the first of a three-part series on winner ball operations. Next week the competitive effect winners balls have on standard bulk

Montana Cig Sale in Dive

BILLINGS, Mont.—Smokers paid \$5,509,868 in taxes during the 1958 fiscal year while buying 3,479,914 fewer packs of cigarettes, reports the State Board of Equalization at Helena.

Said Chairman J. F. Reid of the Board of Equalization, although 1958 fiscal year taxes were \$2,377,852 more than 1957, income "would have been doubled if consumption had continued at the 1957 rate." In fiscal 1957 there were 78,019,744 packs of cigarettes sold in Montana compared with 74,539,830 in the year ended June 30.

Montana smokers paid three different taxes on cigarettes bought in fiscal 1957. They paid four pennies a pack to the end of the 1957 legislative session, when 5 cents for the Korean War bonus became effective, and lastly, 8 cents by the time of the general fund tax became effective in July, 1957.

Taxes were 8 cents a pack all through the 1958 fiscal year. Said Reid, "I think the drop in consumption is due to the excessive tax almost entirely." He said only Montana and Louisiana have 8-cent cigarette taxes. He thought that while adverse cigarette publicity might have occasioned some drop in sales, "adverse publicity does not stop at State lines."

vending—as reported by the 101 operators surveyed—will be detailed. The following week operator comments on winner ball operations will be presented.

When answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

JOBBERS WANTED

With qualified sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDORS, 3 SIZES.

None finer quality—none lower in cost! We also manufacture vendors for candy, cookies, pens, stamps, perfumes.

OUR 26th YEAR!

SHIPMAN MFG. CO. LOS ANGELES 23, CALIF.



VICTOR Standard TOPPER

1c BALL GUM VENDOR

\$13.25 each

\$12.75 each 100 or more



Available for 1c and 5c peanuts and bulk candies.

Victor's new TV Vendor in stock for immediate delivery.

TIME PAYMENTS AVAILABLE

Write BERNARD K. BITTERMAN for lowest prices on Capsules, Charms, Ball Gum, and all Vending Needs.

PROMPT SHIPMENT.

Bernard K. Bitterman 4711 East 27th St., Kansas City 27, Mo.

The World's Finest Phonograph



UNEQUALLED PERFORMANCE

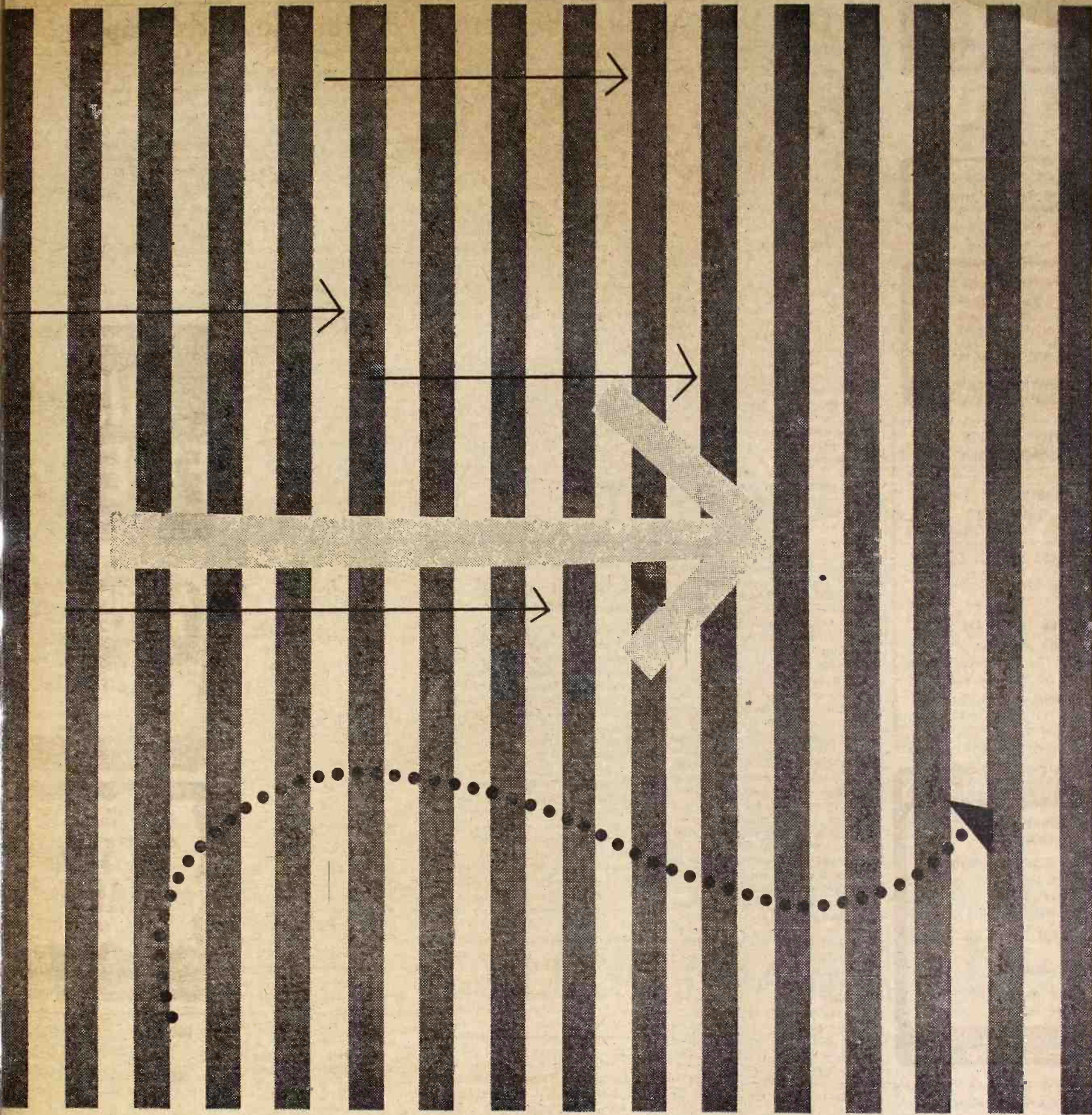
UNPRECEDENTED EARNINGS

UNPARALLELED BEAUTY

UNITED MUSIC CORPORATION

3401 NORTH CALIFORNIA AVENUE CHICAGO 18, ILLINOIS CABLE ADDRESS: UMCORP

MAKE IT YOUR BUSINESS TO GET COMPLETE DETAILS... IT MEANS VIRTUALLY UNLIMITED PROFITS FOR YOU... WRITE TODAY!



Welcome to the National Association of Music Merchants (NAMM) Convention.

If you're in Chicago this week you're cordially invited to visit the folks from *The Billboard*, Room 901, at the Palmer House.

If you're not attending the convention, this NAMM Issue of *The Billboard* brings you the exciting news and advertisements of the latest in home entertainment, and next week's issue will bring you complete convention coverage.

Alert, progressive manufacturers of records and tapes have a responsibility to see that the dealers who sell entertainment for the home—be it records or tape or equipment—are kept informed and instructed on their new developments and products.

Many of these manufacturers are now exhibiting at the National Association of Music Merchants Convention (NAMM) in Chicago, July 21-24. In addition to their exhibits, advertising messages from these alert, progressive manufacturers will be found in this, *The Billboard's* NAMM issue. These manufacturers know that week in and week out, more record and equipment dealers depend on *The Billboard* to keep them informed and advised than any combination of other music trade publications. And so their advertising messages will be informative and helpful too, for when dealers are well informed, more sales result for everyone.

COINMEN YOU KNOW

Continued from page 111

game this month which he says will be reasonably priced and which he predicts will

"be as great as the bumper pool games were."

Los Angeles

By SAM ABBOTT

Walter Cook, Los Angeles operator, is off to Yellowstone National Park for a vacation. He will return the end of the month. . . . Bob Young, Bob Young's Service, is interested in Boy Scout activities and works as an assistant scoutmaster. He recently took a group of the Scouts on a mountain trip to Chialo Flats. . . . Phil Gordon, who operates the Merryland Kiddieland, and Arcade in Long Beach, was recently in town shopping for machines at Badger Sales Company.

Jack Leonard, head of the parts department at Badger Sales, is back from his vacation spent with relatives in Chicago. . . . Ed Wilkes of Paul Laymon, Inc., marked another milestone and says that he's happy it only happens once a year. His son, Tom, leaves soon on a skin diving trip in the waters off Mexico. . . . John Nelson is suffering from a broken arm caused by a fall in his own back yard.

The many friends of Al Adelman, veteran San Bernardino operator, will regret to hear of his death. Adelman, who was an old-time operator, retired from the business only a few years ago. . . . Walt Hemple of First National Music in San Fernando is out following an illness. . . . Oscar Tetzloff, who makes about two trips a year to Los Angeles from his home in Banning, was in town with his wife and son. . . . Frank Lamb, Jud Novelty in Montebello, and Jessie are back from San Felipe where they fished. In the catch was a 180-pounder that was landed in the waters off Mexico.

Detroit

By HAL REYES

In a letter to the editor, a reader of The Billboard asked about the quiz machine made by Mercury. Since it's possible other readers may be interested, here's the story:

All available equipment and rights to manufacture the unique quiz machine and napkin dispenser combination designed by the late Edward A. Gorney have been taken over by Garnet H. Tisdell of 1120 Bedford Road, Grosse Pointe, Mich. This machine was manufactured in Detroit by the Mercury Steel Corporation (later called the Mercury Athletic Scale Corporation), and distributed Service and Equipment Company. It was one of the last machines to be brought out by Gorney, who was the inventor of numerous machines, such as the Tru-Shot Bang-A-Deer, over several decades.

Tisdell said that the business is now inactive, and he may entirely dispose of the enterprise, which is owned individually, with both companies now defunct. He has a stock of several hundred completed vendors, as well as supplies such as the quiz cards, and manufacturing equipment. With the renewed interest in quiz programs on the air, it is expected that the quiz machine may enjoy a revival of popular interest. (Continue with Detroit)

Victor J. DeSchryver and Linden F. Bush, who operate the Bush Music Company, are forming a separate partnership, Bush Record and Sales Company, to operate their retail record store, while the juke box operation remains under the Bush Music title. Negotiations for a possible sale to another organization are currently under way

Bush confirmed. This company is direct successor to the Marquette Music Company, which was the oldest and formerly the largest operation in the territory. According to company records, it was established by the late John Marquette in 1891 with a route of mechanical coin-operated pianos, and at one time was reported to have about 1,500 machines.

Carl John Grant, a serviceman here since 1940, is switching the firm name of his own independent juke box route, Grant Music Company, to Carl Grant Music Company, to eliminate possible confusion with the Grand Music Company, headed by Lou Nemesh, for which he is also doing service work.

Tony Vance, veteran operator who formerly headed the National Coin Machine Company as well as Tony's, Inc., a distributing and service firm, and Arthur D. Drew, who also continues to operate independently as Drew's Music Company, have teamed up to form a new juke box firm, TAC Amusement Company, Inc. The company will make its operating headquarters in Twelfth Street, sharing space with Drew's Music.

Louis Arvay, who operates the Wolverine Milk Vending Company, is forming a new partnership with John T. Hickey in suburban Ecorse, known as the Wolverine Automatic Company, to operate milk and coffee vending equipment, especially in industrial locations.

Edgar G. Vernon is taking over sole ownership of the V & W Music Company, which he established in partnership with John Walker about 12 years ago. Walker remains as a serviceman for the company. . . . Harold Conn, owner of a small juke box operation, is completing the sale of his route to Vincent Meli, Meltone Music Company. . . . Adele Storm, secretary of United Music Operators of Michigan, is enjoying a short vacation at a cottage at Walled Lake.

Milwaukee

By BENN OLLMAN

Tightened conditions are keeping partners Herb Wagner and Glen Geadtke, G. & W. Novelty Company, busier than ever. Pity of it, notes Herb, is that he hasn't been able to sneak in a round of golf this season in spite of the fact that he lives directly across the street from a golf course. Factory layoffs in their territory, says Glen, have hurt their tavern location takes.

July opening date for the Capitol Court Kiddietown installation was met. "It took plenty of sweat to do it," claims Carl Millman, Automatic Merchandising Corporation, whose firm has the food and vending concession on the moppet playland.

Joe Hoffman, one-stopper who supplies a good share of the local operator trade, is home convalescing from a lengthy hospital stay. Newest addition to the one-stop ranks in Southern Wisconsin is Victor Music in Madison, Wis. Chet Meissner, veteran upstate coinman, recently purchased a tavern near Three Lakes, Wis. According to reports, he will continue to run his music and games business as well.

A week's vacation "around the house" is coming up for Eddie Kay, route foreman for the Mitchell Novelty Company. Music takes are holding up better than games, notes Eddie.

Cigarette operator Ted Stroiman was passing out cigars this week. His wife presented him with his second son, a nine pound four ounce boy. . . . Premium merchandise sales are holding at a fairly strong pace, notes Sam Hastings. (Continued on page 114)

NEW GAMES

- GE. HOROSCOPE
- GE. GUN CLUB
- GE. SPACE AGE
- CC ROCKET SHUFFLE, 2 PLAYER
- CC EXPLORER
- CC BATTER UP
- VALLEY 6 POCKET POOL
- KAYE COMPETITION POOL
- KAYE ELDERADO POOL
- KAYE SUPER HOCKEY

ARCADE

- UNITED JUMBO BOWLER, 14 FT. \$645.00
- CC CLASSIC BOWLER, 16 FT. 625.00
- UNITED BOWLING ALLEY, 14 FT. 450.00
- UNITED BOWLING ALLEY, 11 FT. 450.00
- CHI COIN BOWLING LEAGUE, 14 FT. 450.00
- CHI COIN BOWLING LEAGUE, 12 FT. 475.00
- BALLY BOWLING LANES, 11 FT. 450.00
- BALLY BOWLING LANES, 14 FT. 450.00
- CHI COIN DE LUXE SKI BOWL 275.00
- CHI COIN TOURNAMENT SKI BOWL 150.00
- GENCO DELUXE SKI BALL 225.00
- GENCO 6 PLAYER SKILL BALL 175.00
- GENCO 2 PLAYER SKILL BALL 125.00

- UNITED VOGUE . . . \$285.00
- UNITED COMET . . . 110.00
- UNITED VENUS . . . 150.00
- UNITED TARGETTE 85.00

MUSIC

- AMI H-200 \$850.00
- AMI H-120 775.00
- AMI G-200 625.00
- AMI G-120 595.00
- AMI G-80 575.00
- SEEBURG V-200 575.00
- SEEBURG M100R 595.00
- SEEBURG M100C 450.00
- SEEBURG M100B 375.00
- SEEBURG M100A 125.00

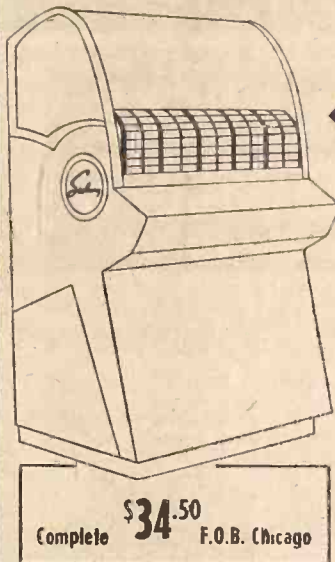
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INCREASE COLLECTIONS— SHOW ALL THE SELECTIONS— with SPEED-READ



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NO DRUM—
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**PROGRAM
HOLDER**
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V-200 and VL-200

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• Factory-Type Curved-Contour Provides Full Visibility of Mechanism. Easily, Quickly Installed!

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MAKE THIS YOUR COIN-MACHINE HEADQUARTERS FOR ANYTHING YOU REQUIRE—new or used

SELECTIVE COLD DRINK CUP VENDORS

- Spacarb 3-D-50 \$325.00
- Apeco 3 drink 395.00
- Cole 3 drink 395.00
- Keeney 3 drink 450.00
- Welch & Sunkist 2 sel. non-carbonated 225.00

HOT COFFEE VENDORS

- Bert Mills, dry ingredients \$195.00
- Andico, dry ingredients 245.00
- Brewmaster, instant 625.00
- Mills, Hot Chocolate 150.00

ICE CREAM VENDORS

- Hebel, 3 selection \$325.00
- Hebel, 5 selection 425.00
- Jolly Boy, 1 sel. 125.00
- Revco, 2 sel. cup 250.00
- Revco, 1 sel. cup 125.00

DAIROMAT CUP MILK VENDORS

Used very little, original price \$995.00, special \$425.00 each. 4 available at \$2200.00.

LUNCH-O-MATS—Complete Catereria

Vends a complete selection of hot and cold foods, original price \$4950.00, special \$1750.00 each—five available.

Feedam 6 selection Hot Canned Foods \$135. POP-A-LOT popcorn—pops \$10 to \$15 per hour, special counter model \$199.00.

SNOW CONE MACHINES—model #1, new \$165.00

SNOW CONE MACHINES—model #2, new 275.00

CANDY MACHINES

- U-Select-It 54 bar cap. \$ 35.00
- U-Select-It 72 bar cap. 45.00
- U-Select-It 74 bar cap. 55.00
- National 6 col. 69.50
- National 9 col. 99.50
- Vendall 8 col. 85.00
- Mills 5 col. 65.00
- Unecda 6 col. 65.00
- Shipman 6 col., new 165.00
- Shipman 9 col., new 195.00
- Northwestern Sweet Sixteen, F.S. 350.00

Prices include cabinet bases. Advise whether 25¢ or 30¢ denomination is required.

CIGARETTE VENDORS

- Shipman, 6 col., new \$165.00
- Shipman, 9 col., new 195.00
- Keeney 9 col. elec. 110.00
- Lehigh 10 col. 115.00
- National 930 110.00
- National 950 125.00
- National ML 9 col. 150.00
- National 11 col. 165.00
- Electro 8 col. 85.00
- Electro 10 col. 125.00
- Mark 22; 22 col. new 320.00

Prices include cabinet bases. Advise whether 25¢ or 30¢ operation is required and King Size.

CUSTARD (Soft Ice Cream)

machines. Write us for special prices on brand new equipment with complete instructions for operation.

Shipman 6 selection Film Vendors, like new, \$125.00.

All used equipment thoroughly shopped ready for use. We require one-third deposit with order, balance with sight draft.



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STEADY WORK! GOOD PAY! NO DRIFTERS! GIVE QUALIFICATIONS AND REFERENCE IN YOUR FIRST LETTER.

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WURLITZER

- 1800 \$565.00
- 1900 645.00
- 1550 AF (as is) 95.00

SEEBURG

- Original VL 200 (like new) \$665.00
- Model C 355.00
- Model R 545.00
- 100 Sel. Wall Boxes, Chrome \$2.50

AMI

- G-200 \$525.00

BINGOS

- Tropics \$ 35.00
- Starlet 95.00
- Flite 70.00
- Brazil 195.00
- Gaiety 55.00
- Variety 65.00

ARCADE

- Telequiz \$ 65.00
- Bally & United 14' Bowlers \$95.00
- Ex. Star Shooting Gallery 85.00
- Ex. Shooting Gallery 85.00

Small Eastern Electric Cigarette Machine, 8 cols., \$45.00.

Chgo. Coin Batter Up—New. Rocket Shuffles—New & Used.

1/4 down, balance C.O.D.

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Seeburg Hi-Fi 100R \$545.00 Walling 500 Guesser \$35.00
Seeburg V-200 595.00 Walling Tom Thumb Fortune 35.00
10" Cab. Oxford Speakers 7.00 A. B. T. Kirk HiBoy Guesser 35.00

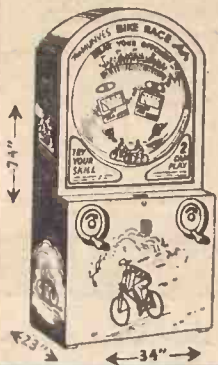
These Phonographs & Scales are not trade-ins. We are the original owner. Top condition. Ready for your location and make money for you.
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The SEEBURG CIGARETTE VENDOR



- 22 Columns—over 800 Pack capacity
—11 rear bank shift columns
• Three-Way Pricing
• Easy-view selection panel
• Low Console styling, permits "up-front" placing
• Quiet, all-electric selection and delivery

IMMEDIATE DELIVERY

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Bargains Galore!

M-100A's Taken In Trade

Table with 2 columns: Model Name and Price. Includes AMI G-200 (\$489), WURLITZER 1700 (\$369), AMI G-120 (\$469), WURLITZER 5204A (\$19.50), WURLITZER 2150 (\$589), ROCK-OLA 1446 (\$369), WURLITZER 2000 (\$569), ROCK-OLA 1434 (\$99), WURLITZER 1900 (\$489), ROCK-OLA 1438 (\$279), WURLITZER 1800 (\$429), SEEBURG 3W1 (\$49.50).

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Terms: 1/2 Deposit Required.

WORLD EXPORT

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COINMEN YOU KNOW

Continued from page 113

Demand for good used music equipment at his Bluemound Avenue showrooms is at a peak, according to Hastings.

Carl Millman, president of Automatic Merchandising Corporation, is scheduled to deliver a talk to students at Spencerian College here this week. Millman will discuss automatic merchandising as an industry and the sales problems it presents to the class studying salesmanship.

Twin Cities

By MAURICE BERNSTEIN

Harold Lieberman, head of Lieberman Music Company, Minneapolis, is on his way back from Anchorage, Alaska. Lieberman, who returned only a few months ago from a four-month trip around the world, was in Alaska by coincidence when it was signed into Statehood. Collections are down all over Minnesota, according to Solly Rose, Sandler Distributing Company, Minneapolis, just back from a two-week selling trip thru the Western part of the State. Rose predicts that many operators will be having more trouble than usual in meeting federal license payments due July 31.

Lawrence Schillinger, Knapp, Wis.; Charlie Serson, St. Cloud; Ben Jahnke, Hutchinson, and Floyd Williamson, Winona, all paid visits to Minneapolis, just a little too early to partake in the annual Aquatennial celebration. Hy Sandler, Lieberman Music Company, will miss out on all the Aquatennial festivities. He decided to forego the summer festival for a two-week vacation in New York.

Just back from short vacations are Lillian Hamburger, who spent a week in Winnipeg, and Lee Brahs, who was on a two-day fishing trip in the northern part of the State. Lillian is a secretary and Brahs the service manager at Sandler Distributing Company. Operator Andy Benna came in all the way from Ironwood, Mich., to visit distributors.

Little Rock

By ELTON WHISENHUNT

Little Rock operators report calm, normal, upsurging business has returned to the city and that the "private club" problem that was a thorn in their side has been solved. Operators worked with police, newspapers and the public to abolish so-called private clubs, which were not private, in which teen-agers were served beer and mixed drinks. Leading the drive for operators was Harold Dunaway, partner in Twin City Amusement Company.

Helping him a good deal were Cecil Hill, Hill Amusement Company; Robert Kirspeil, Kirspeil-Hollenberg Music Company; C. W. Holmes,

Western Sales Company; Andrew Cassinelli, Little Rock Amusement Company; C. E. Craig, Arcade Amusement Company; H. G. Yancey, Arkansas Amusement Company, and Charles Thomas, Thomas Music Company.

Billy Bledsoe, owner of Chicot Amusement Company, Lake Village, and his party caught 87 crappie at Chicot Lake. Orell Bledsoe, Billy's brother, owns and operates National Novelty Company at El Dorado. He recently returned from deep-sea fishing in Miami, Fla. Orell reported he caught some big ones. He also visited J. B. Woods at Miami, formerly a juke box operator at El Dorado.

Guy Morgan, Morgan Music Company at Crossett, reported recent heavy rains damaged phonographs at five of his locations. There was 12 inches of water in some locations, which burned out the juke amplifiers.

George Sammons, president of Sammons-Pennington Company, was seen in Arkansas last week calling on operators. Sammons says he likes to travel the territory and looks forward to seeing operators each week. C. O. Temple, Hope Novelty Company, reports he has had a big time with his part-time ranch and rodeo activities so far this summer—will do much more riding, cow-poking and rodeo staging the rest of the summer.

Memphis

By ELTON WHISENHUNT

Parker Henderson, general manager of Southern Amusement Company, says business is unusually good for summertime—better, in fact, than it has been in many years. Other operators also report brisk summer business, when in past years summertime meant a slump in collections. Among those reporting good business were Joe Cuoghi, Poplar Tunes Music Service; Jimmy Rutledge, Ace Music Company, and Edward H. Newell, Ormat Amusement Company.

The mid-South is also in a renewed business pick-up after the slight recession some months back, reports George Sammons, Memphis distributor. He recently traveled the Mississippi and Arkansas territory and reports business conditions very healthy for summer. He said he expects a great deal of expansion and growth in music and game operations in the next few years.

Drew Canale, Canale National Tobacco Distributors, has coined a new word—"shakathon." He made it up for the campaign of his cousin, Sessions Judge Robert Hoffmann, who is running for Chancery Court judge. Canale, Hoffmann's campaign manager, sent Hoffmann out on a tour to shake 20,000 hands.

Frank Smith, president of S & M Sales Company, reports good fishing recently at a Mid-South lake. Ditto Clarence A. Camp, president of Southern Amusement Company, who made his catches at Horseshoe Lake in nearby Arkansas. Jack Canipe Jr. has taken over his duties as sales manager for Southern Amusement Company, having resigned as vice-president of Consolidated Amusement Company.

Denver

By BOB LATIMER

Robert Ramsauer, veteran bulk operator with headquarters in Denver, has announced transfer of his interests to

Senate Hearings On Remotes End

WASHINGTON — During hearings held by the Senate Finance Committee last week (15 and 16) on a proposal to make remote control amusement and gaming devices subject to the same federal levies as coin-operated devices, no testimony was received from spokesmen for the remote operators and manufacturers.

Whether failure of industry spokesmen to testify will cause the committee to look favorably on the tax could not be determined. The tax provision, incorporated in the Forand (D., R. I.) excise tax technical change act, would levy the tax on remote machines that are "similar to an otherwise taxable machine." (The Billboard, July 14.)

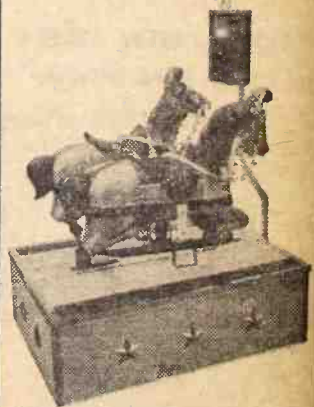
The Finance Committee, in an attempt to push the bill thru the Senate, announced the hearings only 5 days before they began. It is possible that the time element prevented spokesmen from testifying. Short hearings held on the bill will give the committee a better chance to rush the bill thru floor action in the Senate. If the Senate does not act on the measure before this session ends, the bill will die and have to be reintroduced when Congress reconvenes in January.

W. H. Chittenden, who will move much of the equipment to Sterling, Colo.,

Ace Cigarette Service reports that its most recent "sideline" installation of hot-air hand and face dryers in public washrooms is showing excellent returns. Among outstanding locations which have been installed are the Officers' Club at Fitzsimmons Army Hospital and the Officers' Club at Lowry Air Base. In most instances, the dryers have been installed at locations where Ace Cigarette Service has already had one or two cigarette vendors for several years.

Pete Gerit, head of Mountain Distributors, and Secretary-Treasurer of the Colorado Music Merchants Association, is taking it easy on an extended vacation trip thruout the Eastern States.

KIDDIE RIDES!



Send at once for catalog of our complete line of modern coin-operated rides. Convenient terms arranged.

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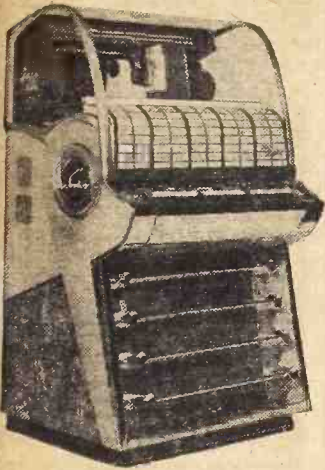
...to Lady's spectacular Navy. Complete line of quality for unexcelled flight training and other fine official officer programs—\$4750 to \$7000. Official Candidates. Easy "steps to fame" and a complete officer's commission.



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SEEBURG V-200

with VL Receiver Speed Read Scan-at-a-Glance Program Holder

\$699.50

- WURLITZER 1800 \$425
- AMI G-200 545
- ROCK-OLA 1448 475

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- 1889 Central Parkway Cincinnati, Ohio Phone MA 1-6310
- 1327 N. Capitol Ave. Indianapolis, Ind. Phone ME 4-3571

FOLK TALENT AND TUNES

• Continued from page 112

14. Curley Lewis, absent from the Thompson roster for more than a year, has rejoined, replacing Tommy Canfield on fiddle and mandolin. . . Ferlin Husky has a brand new one on Capitol coupling "I Feel That Ole Heartache Again" and "I Saw God." . . Jimmy Ward, Arkansas Troubadour, continues to do six broadcasts a week over KEAP, Fresno, Calif., while holding forth nightly at Dee's Club, Clovis, Calif. He says he's in need of sheet music for his air shows.

Dave Stonger, who with his band has been the Saturday night feature at the Barn, Fresno, Calif., the last seven years, has a new Western dance album release on Decca. Eddie Briggs, deejay at KEAP, Fresno, wrote the info pater on the platter. . . Seventeen magazine, in its current issue, names Cathie Taylor, country music singer, as one of the nation's outstanding 4-H Club members. . . Ted Daffan, who manages the Silver Star Publishing Company, Nashville, for Hank Snow, reports that Skeeter Davis has recorded one of the firm's tunes, "Wave Bye-Bye," for RCA Victor. . . Billy Walker, Suzi Arden, Flash and Whistler and the Tall Timber Boys headline this Wednesday (23) at the Arthur, Ill., Fair.

The new indie label, Volk Records, cut its first session at Seller's Studio, Dallas, July 13, recording four sides by Trini Lopez, young balladeer, with release due in two weeks. Horace Logan, program director at KCUL, Fort Worth, and producer of the station's "Cowtown Hoedown," is doing the a.&r. chores for Volk. John Sheffield, Volk general manager, Sunday (20) was skedded to cut four sides with the V Notes. Songs on both the Lopez and V Notes sessions were placed with Fairway Music, Hollywood, thru Fairway's Dallas rep, Charles Wright.

Regulars on KCUL's "Cowtown Hoedown," presented each Saturday night from the stage of the Majestic Theater, Fort Worth, are Lawton Williams, Carl and Martha, the Melody Five Band, the Texas Trail Blazers, Carl Logan, Joe Poovey, the Braga Sisters, Frankie Miller, Okie Jones, Elvis Fleming, the Sunset Starlighters, and the Black Mountain Boys. Emceed by Jack Henderson, Uncle Hank Craig and Horace Logan, the show runs two and a half hours, with the period from 8-10 p.m. aired over KCUL. . . Leroy (The Auctioneer) Van Dyke appears Saturday (26) at Seneca Lake, O., and Sunday (27) shows his wares at Mrs. Eddie Ruton's Hillbilly Park, Newark, O.

Itinerary on Abbie Neal and Her Ranch Girls stacks up as follows: Export, Pa., July 22; Bedford, Pa., 23; Dubois, Pa., 24; Export, Pa., 25; Oil City, Pa., 26; WJIC-TV, Pittsburgh, 27; Moundsville, W. Va., 31-August 2; Clear Spring, Md., 6; Brookfield, O., 7; Morgantown, Pa., 9; Altoona, Pa., 11; Waynesburg, Pa., 12; Easton, Pa., 13; WJAC-TV, Johnstown, Pa., 14; Paw Paw Fair, Rievesville, W. Va., 15; WWVA "World's Original Jamboree," Wheeling, W. Va., 16; WJAC-TV, Johnstown, Pa., 21; Stevens, Pa., 23; Idlewild, Park, Ligonier, Pa., 24; WJAC-TV, Johnson, Pa., 28, and Lebanon, Pa., 30. Several August dates are still to be filled.

"Grand Ole Opry's" Wilma Lee and Stoney Cooper and Their Clinch Mountain Clan, with Carolee and Jimmie Rodgers Show, are routed for Reading, Pa., July 26; Reeds Ferry, N. H., 27; Newville, Pa., 28; York, Pa., 29; Tobyhanna, Pa., 30-31, and Honesdale, Pa., August 1. . . Harry Glenn, manager of Mar-Vel Records, Hammond, Ind., has just returned from a 2,700-mile promotion tour to acquaint deejays with Jack Bradshaw's new platter, "Naughty Girls" b/w "It Just Ain't Right." Bradshaw made the rounds with him. During the journey they uncovered a new country singer in the person of Mona Kerry, of Shreveport, La. Glenn says plans are being made for her to cut a session for Mar-Vel. Her manager, Hank Hendrix, Thomaston, Ga., handles Mar-Vel promotion in Georgia.

The Shorty and Smokey Warren c.&w. music revue, featuring Justin Tubb, Gordon Terry, Floyd Tillman, Jimmie Skinner and Ray Lunsford, supported by Del Barker, Nicky Nastos, Billie Willow, Dottie Mae, Whitey Murphy and Tex Cast, launches its fair season July 29 at Whitney Point, N. Y. Rest of the schedule is as follows: Bangor, Me., July 31-August 2; Concord Hotel, Toronto, 4-6; Caledonia, N. Y., 12; Bellevue, Ont., 13-14; Barton, Vt., 15-16; Watertown, N. Y., 21-22; Cobleskill, N. Y., 23; Harrison Grove Park, Youngstown, N. Y., 24; Little Valley, N. Y., 25; Essex Junction, Vt., 26-28; Fredericton, N. B., September 1-3; Dunkirk, N. Y., 4-5. Tour was promoted by Smokey Warren and booked thru GAC-Hamid.

With the Jockeys

Eddie Briggs, who mans the turntables at KEAP, Fresno, Calif., 54 hours a week, says that record service from Columbia, RCA Victor (Continued on page 116)

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH . . . \$110.00	PALM SPRINGS . . . \$50.00
VARIETY 70.00	BEAUTY 50.00
GAYETY 60.00	SURF CLUB 50.00

Immediate Delivery. 1/2 Deposit.
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DISTRIBUTING INC.

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 - HARBOR LITES 155
 - 2-PI. DUETTE 150
- WILLIAMS**
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FOLK TALENT AND TUNES

Continued from page 115

and M-G-M has been excellent, but that Decca, Capitol and a few of the others have been lax in supplying sample copies. "We are the only all-country and western station in Central California and have a vast listening audience," writes Eddie. "We can't help them if they refuse to help us."

Paul Simpkins, key platter spinner on 50,000-watt WBAM, Montgomery, Ala., worked personals with Roy Acuff, the Wilburn Brothers and June Webb July 10 thru July 22 thru Alabama, Georgia and Florida. Tour was set by Melvin White, of Dothan, Ala., with promotion handled by Simpkins. Latter reports that business was good despite much rain.

Ore. Anti-Pin

Continued from page 109

jury, charging the offenders with operation and use of coin-in-the-slot machines outside the Portland city limits.

Multnomah County Dist. Atty. Leo Smith bases the charges on a statute that makes it unlawful to operate coin-in-the-slot machines. He said his action was based not only on the attorney general's opinion, but also on the opinions of courts in other jurisdictions.

Smith said it was not his intention to seize any machines, but warned that operators of the devices face possible arrest.

Portland itself eliminated pinballs by popular vote three years ago. Operation of the machines are banned even in private homes.

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 - 1 Nyack 6-pocket Pool Table 275.00

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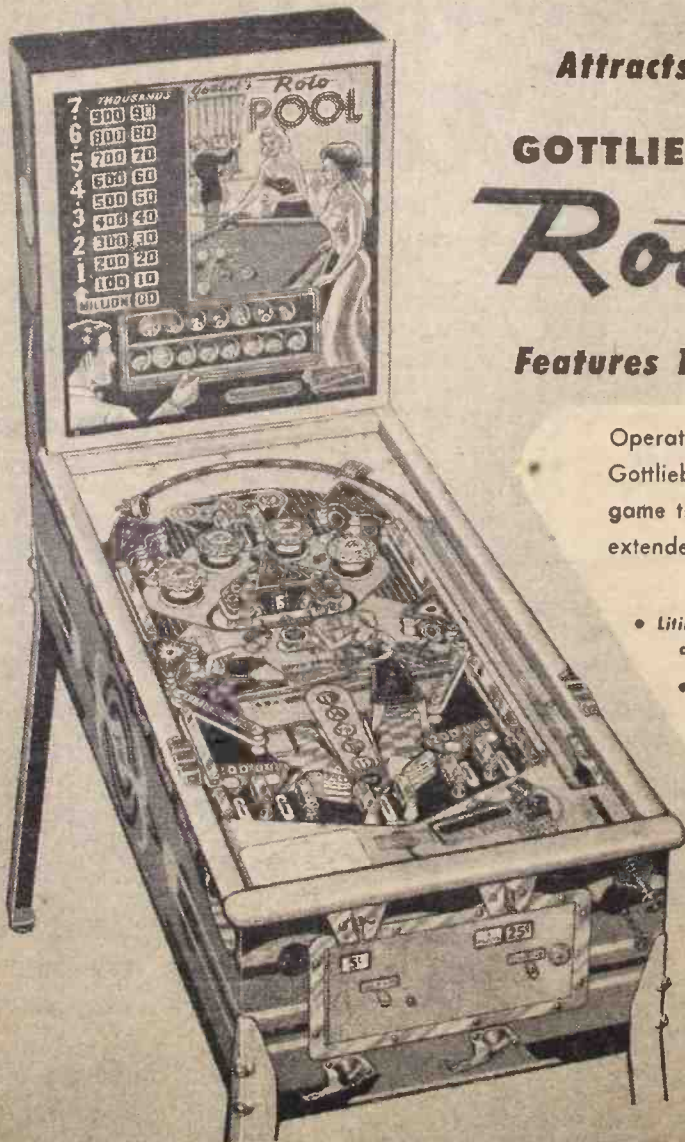
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Amusement Pinballs
as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

Denver Spot \$-Conscious

Continued from page 109

ing sold for as much as \$1,000. ale resulted in a general mercen- y attitude on the part of location vners, particularly owners of rge bars and cocktail lounges hich are prime spots for games.

Progress Set Aside

The situation was serious enough cause operators from thruout e State to meet and discuss it. y opportunity to cut commissions id to locations "went out the ndow," according to Pete Geritz, ountain Distributors, and sec- ary-treasurer of the Colorado as- ciation. Few operators had ough confidence in their relation- ps with location owners to sug- st that the latter take a smaller lit on the games, when the loca- on owner was fully aware that the ot could be sold at a high rate another operator.

With phonograph operators out- vely soliciting the purchase of ch locations, and dozens of in- ances being publicized in which oderately profitable spots were eing sold for \$500 to \$1,000, the hoe was on the other foot." Lo-

ation owners thus began asking for a larger, rather than a smaller split, and in most cases they got it.

As a result, except for a few iso- lated instances, commission ar- rangements which had been labori- ously brought to a 60-40 agreement in favor of the operator went by the board, and currently almost all machines are operating on a 50-50 basis. And in a few spots the 60-40 idea has been reversed, with the lo- cation getting the 60 per cent.

Location's Cut Rising

The trend is definitely toward higher commissions going to location owners merely to hold the spot, even tho there has been suc- cessful action taken against loca- tion buying, according to a survey of local operators.

There has been little or no front money in the game picture since the summer of 1956, with the ex- ception of a few cases in which a location owner wanted a big, new game of one type or another, such as a new long-alley bowling game. In such a case, where the location owner could recognize the high ex-

Provo, Utah, OK's Game Licensing

PROVO, Utah—The city coun- cil passed on first reading an ordi- nance licensing and regulating amusement games.

The ordinance requires all such machines to be licensed according to five classifications and that the chief of police and electrical in- spector approve them. It further restricts minors from playing cer- tain types of games.

Second reading was slated for Monday (21).

pense involved in the purchase of the machine and allowed a certain amount of front money to come out of the collections to pay for it.

One amusing incident came when the owner of a neighborhood bar informed his coin machine op- erator that he would have to ask a 60 per cent cut of the machine's take in order to leave it in. Where- upon the operator replied, "Alright —you keep the machine, give me 60 per cent, and I will service them for you free."

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- ⚡ CAPTIVE BALL ACTION GIVES PLAYER EVERY THRILL OF SATELLITES TRAVELING THROUGH SPACE! ALL BALL LAUNCH FEATURE!
- ⚡ NEW METHOD OF SCORING WITH CAPTIVE BALLS . . . 3 in Row—4 in Row—5 in Row—4 Corners DIAGONALS SCORE DOUBLE!

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- ⚡ UNUSUAL AND NEW 3 DIMENSION MIRROR EFFECT . . . GAME IS ONLY 7'7" YET GIVES THE APPEARANCE OF A GAME 11'11".

See chicago coin's Record Breaking Shuffle EXPLORER

Featuring the popular added attraction of "LIGHT-UP" a letter in word E-X-P-L-O-R-E-R

chicago coin machine

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 insures top earning power
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After shooting 5 balls, player may buy back up to 3 balls to improve score. One extra ball **GUARANTEED** for each extra coin played.

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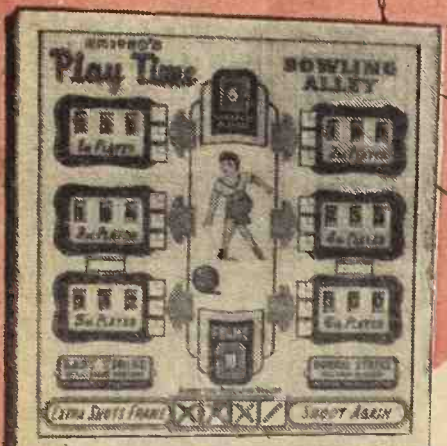
BUY-BACK feature alone easily doubles or triples earnings in average pinball spot. Fast, fascinating action, terrific "last-ball" suspense and plenty of "came-close" repeat-play appeal... all combine to insure far collections, long life on location. Get going with U. S. A. today!

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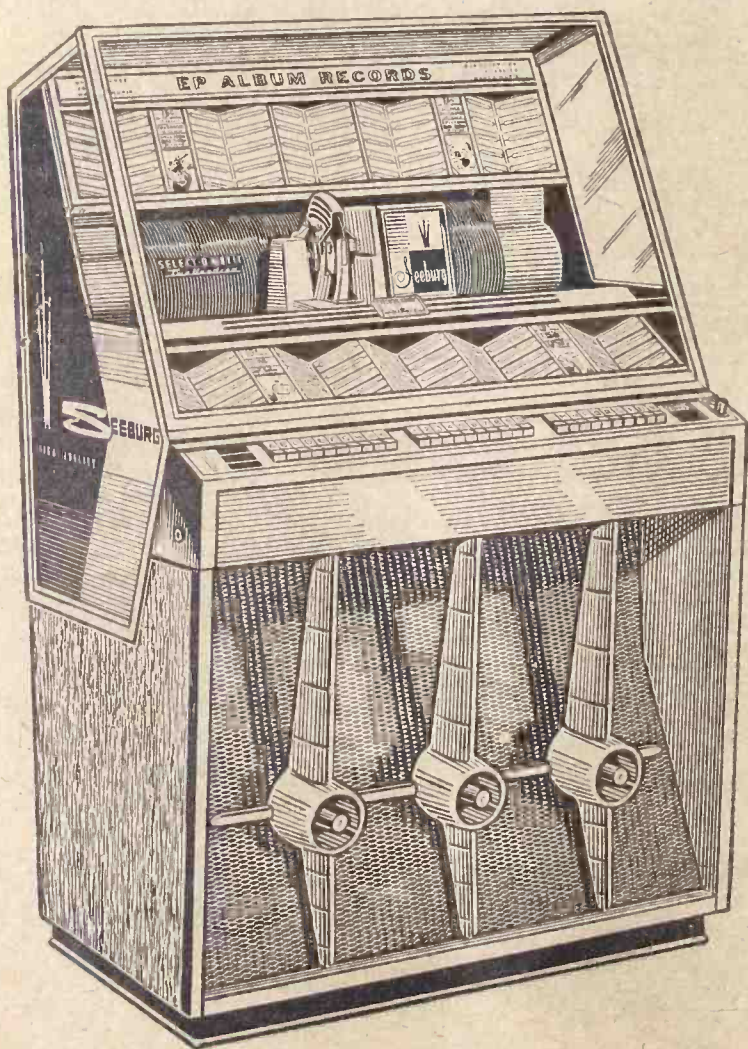
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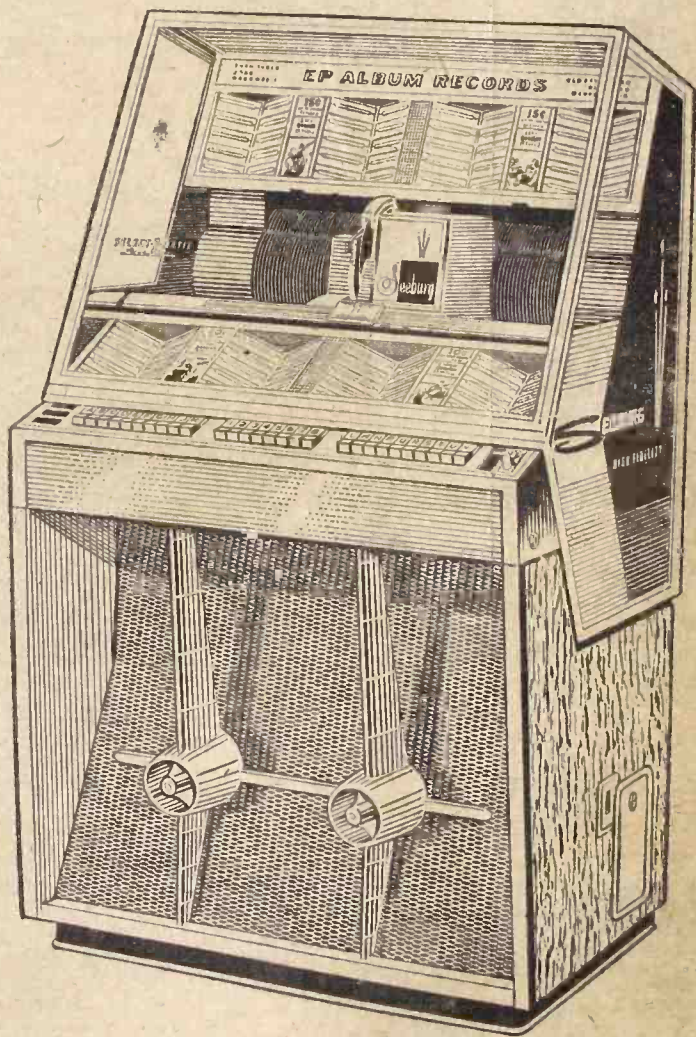
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