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TV Drama Segs Turn To Jazz Backgrounds

Private-Eye Adventure Strips Mark Trend; Can Cue Upped '59 Disk Sales

By JUNE BUNDY

NEW YORK — Jazz record sales — both albums and singles — should jump even higher next year, as the result of the new trend for TV dramatic shows to feature jazz background music.

The trend is particularly strong among detective and adventure series—"Peter Gunn," "M Squad" and "Ellery Queen" on NBC-TV; "77 Sunset Strip" on ABC-TV; "Perry Mason," CBS-TV. Jazz has also invaded the documentary field, via NBC-TV's forthcoming January 4 film on Red China, "The Great Leap Forward," featuring a modern jazz score by Ralph Burns.

Jazz, of course, has been gaining steady headway in TV, but heretofore its major outlets have been variety show guest spots and one-shot spectaculars. The new trend provides concentrated regular weekly exposure over a lengthy period, thereby giving jazz waxings of the show themes a considerably stronger boost sales-wise.

"Peter Gunn"

One of the most-jazz-conscious series in the group is "Peter Gunn," which spotlights progressive jazz background music composed, arranged and conducted by Henry Mancini, music director of the NBC-TV series. Mancini has been acclaimed as one of the first—if not the first—to compose modern jazz for the sound track of a filmed TV series.

Mancini recently cut an RCA album, "The Music of Peter Gunn," featuring music from the first six films in the series (recut in stereo). The show's title theme has also been recorded as a single by Ray Anthony on Capitol.

Mancini believes the TV viewer has become more conscious of music used in dramatic shows since TV film shows started to feature live scores rather than canned mu-

Satchmo to Top Jazz TV-er

NEW YORK — Jazz will be spotlighted on the ABC-TV show "You Asked for It" January 4 via a special half hour on "the backgrounds and customs of jazz" filmed in New Orleans.

Highlights of the show will be an appearance by Louis Armstrong and an interview with Peter Davis, who taught Armstrong to play trumpet many years ago in a New Orleans orphanage. Also scheduled are a spasm band, a funeral procession band and a group playing "bambone" music.

The Gunn series utilizes about 15 minutes of jazz music on each half hour show. The show's 12-man group includes such top jazz names as Pete Candoli, Dick and Ted Nash, Jack Sperling, Ronnie Lang, John T. Williams and Vic Feldman. Much of the action of the Gunn series takes place in a jazz nitery, tagged Mother's, where Private Eye Peter Gunn hangs out.

"Sunset Strip" Series

ABC-TV's "77 Sunset Strip," (also a private eye series) is an hour show, and jazz figures prominently in all episodes — both as background music and in jazz joint scenes. The title theme and "Sebastian" (another theme used throughout the series) were recently cut as an instrumental single by Don Ralke on the Warner Bros. label. The series is produced by Warners TV film subsidiary.

The jazz theme from "M Squad" (penned by Stanley Wilson) has been recorded on Roulette as a single by Count Basie. The NBC-TV film series also features jazz-flavored background music by Buddy Bregman.

Screen Gems' "Naked City," which utilizes a jazz-oriented background music, is currently represented on the disk market, with a Col-Pix LP of the same title, featuring George Duning's original score, with lyrics and narrative

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D.J. AND SINGER IN BIG TOP PARTNERSHIP

NEW YORK—Deejay Paul Brenner, WNTA, Newark, N. J., and singer Jerry Wayne are going into the musical tent show business. The duo will open the Pine Brook Show Tent in Pine Brook, N. J., starting in June.

In addition to presenting nightly musical comedies, the Pine Brook Tent will feature Saturday midnight jazz concerts and daily musical programs for children during the afternoon. Thus the tent will be producing revenue on a double shift.

Wayne will function as managing director and will also appear in some of the shows. Brenner may emcee the Saturday night jazz concerts. However, he said the venture is in no way connected with his deejay activities on WNTA.

Altho the show schedule isn't definitely set, Wayne said they will be selected from the following: "The King and I," "Porgy and Bess," "Lil Abner," "Show Boat" and a few others. The tent (on a 12-acre property) will have a capacity of 2,000 in a "theater in the round" setup and a pit for an 11-piece orchestra. A special theater party division will also be organized. Herman E. Krawitz, a veteran of the tent show field, will act as consulting managing director.

Singles in Hottest Comeback Skyrocket December Market

Firms, Big and Small, Toss Away Crying Towels as Sales Zoom Up

By BOB ROLONTZ

NEW YORK — The singles record business has staged one of the greatest comebacks during the month of December in the history of the industry. It has been one of the wildest, swingiest, hottest Decembers for single records yet, with everybody selling singles, from the large firms to the small, from the old firms to the new. If what manufacturers say is true then records today are hotter items than they have been since the 45 replaced the 78. Altho this tremendous upsurge in single sales has taken place in a month that traditionally has brought forth big single sales, most manufacturers look upon the resurgence of the single record business as much more than a mere December phenomenon.

It is important to note that many traders feel that much of the single sales are reaching the consumer thru chains, racks and supermarkets, as well as dealers.

Crying Towels Dry

This great upsurge in 45 rpm sales has taken place less than 60 days after many, if not most, manufacturers were bawling their fate for even being in the singles business. A crying towel was the

tie that bound singles a.&c. men from one coast to the other in July, August, September and October. Many predicted the end of single records entirely and tried to prove their point with elaborate theories. Some firms decided to turn out albums only. And some manufacturers even entered into negotiations to sell their firms to one of the floating diskery buyers around town.

But this is true no longer. Manufacturers are throwing around sales figures that would have been incredible two months ago and altho they are incredible themselves about the orders they are receiving they are making sure that they are shipping them. And it is not only the Christmas records like "Chipmunk" that are causing all of this commotion. New hits, with no Christmas message in them at all, are breaking out almost daily.

Can't Believe Figures

One manufacturer stated this week that his orders on Monday (22) were bigger that day than on any day he has been in business, which is for at least seven years. Another told The Billboard that every time he reads his orders on his three hits he calls his distributors to see if they haven't made a mistake and added an extra zero. Distributor sales of hits city by city are far beyond so-called hit figures established by hit records a year or two ago.

It seems that when a record

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NEWS OF THE WEEK

Disk Men, Pubbers, Prognosticate Interesting Development in '59 . . .

The 1959 predictions on the part of disk and publisher figures include new packaging methods, the introduction of auto radio stereo converters, the arrival on the domestic scene of the recording tape cartridge, the advent of songwriters geared to stereo, and the possibility of "multiple label" disk clubs Page 2

Ray, Desmond, Nye, Others in New WCBS Radio Personality Line-Up . . .

WCBS Radio, New York, will spotlight big-name personalities in new jock segs, starting Monday (5). Moves come in wake of recent cutback in network service by CBS. Shows will feature Johnnie Ray, Johnny Desmond, Louis Nye and others. Page 2

Marek Cites Strong Dealer-Distrib Structure As Key to Disk Growth . . .

George Marek, RCA Victor chief, cites need of a strong dealer-distributor structure in order that the disk industry may reach its full potential. In a year-end statement, the exec sees stereo as a key to prosperity in 1959. In the

coming year, Marek said, stereophonic sound will "sing" its way into the minds and hearts of many thousands of music lovers. He added it would prove a stimulant to the phonograph-record business. Page 2

Mercury, Dot, Roulette, Others Set Dealer Programs for January . . .

Special restocking and incentive programs are part of the planning for various labels for January. New programs for dealers and distributors were announced this week by Mercury, Dot, Roulette and other labels. Page 3

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Yule Service Of Supply

NEW YORK — The problem of logistics occupied the thoughts of most record manufacturers during December. With American and Eastern Airlines out on strike, disk makers had to think up many different ways to get their goods to market—and fast—to be in stores in quantity for the Christmas rush. One "hot" diskery had a man on the phone all day from mid-December on, doing nothing but route product from the pressing plant to various operating airlines. The tremendous upsurge of single record sales helped these non-struck airlines reap a bonanza from disk shipments. Of course trucking lines and the Greyhound Bus line moved a lot of records, too. And in many cases the old reliable, the private automobile, rushed records to the distributor, just in time to avert a calamity such as running out of a supply of "The Chipmunk Song."

MUSIC AS WRITTEN

By BOB ROLONTZ

HELP FOR INDIE LABELS

Harold L. Friedman Associates, a record consulting firm headed by Friedman, has formed a new organization called Record Associates. Idea of the new firm is to finance, distribute and sell records for small indie labels who have a tough time finding the money and promotion needed. Record Associates is setting up distribution in both the U. S. and Canada. According to Friedman, a small label that comes to them with an acceptable disk will be given a whole package consisting of pressing, collection of monies, accounts receivables, etc. And they will receive a statement on the 15th of each month. Marshall and Ziffer has been retained as counsel to the organization.

BONNER STAYS IN ST. LOUIS

Ed Bonner, one of the country's best-known deejays, will remain in St. Louis. He is joining radio station WIL and will be heard on the station seven days a week. WIL is one of the Balaban stations chain and John Fox is the managing director. Over the years Bonner had built himself an enviable reputation in St. Louis as a jock who could make a hit, like other name jocks as Howard Miller in Chicago, Alan Freed in New York, Bill Handle in Cleveland, etc. For a while there were stories that Bonner would head west, but he is in St. Louis to remain and it is certain that record manufacturers, promotion men, publishers and artists will continue to beat a path to his turntable at WIL there.

AND A BRIGHT NEW YEAR

To the readers of this column and to friends of The Billboard we extend wishes for A Happy New Year. Over the past year many distinguished music business friends from both the States and abroad have been up to visit all us, to sit in at our record sessions or just to say hello. We include such personages as Mitch Miller, who came over last week (trailed by scores of little elfin children), Jud Phillips from Memphis, Jacques Kluger from Brussels, Jim Cookling from the West Coast, reps from Deutsch Grammophon, big labels, little labels, music publishing firms, distributing companies, artists, sales reps, one stops, rack jobbers, etc. To all of you a shiny new year and when you are in town drop up and see us. We're always glad to say hello.

New York

Duke Niles, manager of Ray Ventura's European publishing operation here in the U. S., left for Paris last week for a vacation and discussions with the boss. There is a chance that Ventura and Niles may arrange for American distribution of their Versailles label for the U. S. . . . Lester Lanin and his businessman's bounce ork will ring in the New Year Wednesday night (31) over the CBS radio network. He will broadcast from the Barclay Hotel in Philadelphia where he will be playing for a debutante party. . . . Bob Shad, now with the Rank diskery, is transferring the Time record of the Belltones' "I've Had It" to the Rank label. . . . Durgom-Katz Associates, the personal management firm, added Tim Barzie to the outfit this week. Barzie was formerly personal manager of the Dorsey Brothers crew and the Art Mooney and Tex Beneke orks.

TAX COUNCIL TO APPEAL IRS CO-OP AD EXCISE

By MILDRED HALL

WASHINGTON—Local Washington phonograph equipment dealers feel that recent IRS decision to require manufacturers to pay excise on funds for co-operative advertising will have little effect on the substantial amount of co-operative advertising between the manufacturers and local dealers. However, the general hope is that IRS will reconsider the ruling under prodding of appeals to the House Ways and Means Committee by the Federal Excise Tax Council, and media spokesmen.

The new ruling, effective February 1, would include in manufacturer tax base, all ad allowance money to local outlets for co-operative advertising of the manufactured product. Previously, manufacturers have deducted these amounts in computing excise tax on goods sold. This type of advertising is distinct from the manufacturer's own national advertising budget, and has been considered in the nature of a cash discount to dealers for their part in the advertising.

One Washington dealer noted that tax or no tax, the need for education in stereo products at local level will mean increases in manufacturer co-op advertising, rather than decreases. Another noted: "For manufacturers to lessen co-op advertising of new products at this point would be cutting off the nose to spite the face." He predicted "only the slightest" falling off.

One Washington dealer pointed out that individual manufacturers will react differently. The one who does little advertising on a national

level, and much on the co-operative level, is not going to give it up for the extra 50 cents tax per \$5 of ad allowance to local dealers.

The new excise tax ruling, quietly published in the Federal Register this month, has been called "bad faith" on the part of Treasury, by Federal Excise Tax Council, which speaks for a variety of manufacturers and retailers. The Council has appealed to the tax-writing House Ways and Means Committee for public hearings on a reversal of tax policy "first announced in 1924, and uniformly recognized since that date."

Most recent assurance of the manufacturer's right to deduct co-op ad allowance money was made before the Forand (D., R. I.) Excise Tax Subcommittee in January of 1956, by Assistant Secretary of the Treasury, Dan Throop Smith, according to the Federal Excise Tax Council.

Treasury spokesmen claim any reduction in co-op advertising by manufacturers because of the imposed tax would be almost negligible. But media associations, including the TV Bureau of Advertising, and Radio Advertising Bureau, think the tax could hamper the future of co-op advertising.

Manufacturer items subject to excise, in most cases 10 per cent, include phonographs and records, radio and TV sets, and musical instruments, among other items.

The Council has invited trade associations and taxpayers interested to meet in Washington January 6, to join in forming a special committee in support of its proposal to have the former IRS policy on co-op advertising reaffirmed.

NBC PREPS NEW DISK TV SHOW

NEW YORK—A new network TV show, "The Music Shop," featuring big name record talent, will be aired by NBC-TV starting Sunday, January 11, from 7:30 to 8 p.m. The new program gives disk companies a powerful new exposure outlet in network TV, heretofore limited mainly to the Dick Clark show.

Conductor Buddy Bregman will act as a host, and each show will spotlight four or five record names and their releases. The telecast will be in color, with Maurice Duke as producer and Barry Shearer, director.

Top British Air Fee To Belafonte

NEW YORK—Harry Belafonte, RCA Victor artist, has signed an exclusive five-year pact with the British Broadcasting Company. The singer will receive \$75,000 for three performances a year — the highest fee ever set in Great Britain.

Belafonte's hit single, "Mary's Boy Child" was one of the all-time big sellers in England, raking in over 1,000,000 sales. His latest albums, "Belafonte Sings the Blues" and "To Wish You a Merry Christmas" are scoring strongly.

Dot Tees Off '59 With Special January Deal

HOLLYWOOD—To kick-off its simultaneous stereo-monaural album releasing policy, Dot Records will declare an additional 10 per cent return privilege over and above existing return arrangements against all January purchases and will allow a 90-day post-dated billing benefit. Extended return privilege covers all Dot merchandise currently on hand, including LP's, EP's and singles. Post-dated billing arrangement embraces all January purchases of LP's and EP's of both current stereo-monaural and catalog items.

Starting with the January release, all Dot package products (with few exceptions) will be made available simultaneously in stereo and monaural form. Furthermore, Dot will have up-dated its catalog with stereo versions of almost all past package releases.

While somewhat similar plans are followed by the various diskeries during the fall period as a sales stimulus, it is unusual for a record company to allow an extended return privilege plus post-dated billing on first of the year purchases. Dot President Randy Wood outlined the plan to all his distributors as follows:

1. All EP's and LP's, stereo and monaural, will be subject to a 10 per cent return privilege discount.
2. Distributors will be billed at regular price.
3. At the end of this period, January 31, a credit memo will be issued allowing distributors to return immediately this amount in merchandise (singles and packages).
4. All merchandise purchased during this period will be billed on a 90-day post-dated basis, with payments on February 15, March 15 and April 15. Concurrent with this announcement, Wood disclosed

Merc Sets Dealer Incentive Plan

CHICAGO — Mercury Records this week announced a dealer incentive plan effective January 1 designed to hype the retailer's gross profit on post-Christmas buys. Under the plan, dealers can increase their profit margin on Merc merchandise to as much as 53.47 per cent.

The deal, called "Operation Papoose," which will stay in effect for 45 days, includes three phases in which the dealer may participate separately or together. The offers are:

- (1) For each two monaural LP's, listing at \$3.98, bought by the dealer, he gets one Mercury-Wing album of his choice. Wing packages list at \$1.98.
- (2) For each stereo record bought by the dealer, he can choose any Wing package for a bonus.
- (3) For every dozen Wing LP's selected from the label's first two releases of 24 titles, the dealer may select two additional free Wings from those released.

Purchases of Childcraft packages are applicable to the plan. Plan 1 affords a profit margin of 50.30 per cent if the merchandise is sold at the suggested list price. Plan 2 comes to 53.47 per cent and Plan 3 47 per cent.

As an aid to movement of "Operation Papoose" inventory, Mercury said that distributors will offer a variety of displays including a 22"x28" three-color panel to push the stereo version of its "1812 Overture." A dealer display contest will be held during the

period of the drive, with the winning display in each territory earning a prize of 50 Merc monaurals.

Emphasis in "Operation Papoose" on stereo and low-price Wing items reflects a developing trend in thinking by Merc execs that an expected upsurge in package goods sales will be grounded mainly on these two types of goods.

Eli Adds More \$2.49 Stereos

NEW YORK — Eli Oberstein's experience with a \$2.49 stereo record he claims, has been so satisfactory that Rondo-lette will release 20 \$2.49 stereos this month instead of 10 as originally planned. The vet a.&c.r. man claimed that the response to the inexpensive stereo records was "fantastic." The 20 stereo disks being issued on Rondo-lette include classical, pop, jazz and Latin items.

Counterpoint Stereo Singles

NEW YORK — Counterpoint Records, not previously known for its activity in the singles field, has initiated release of 45 r.p.m. stereo singles. First release is one by thrush Serena Shaw, coupling "Angela" and "Carmen." Both sides, according to a spokesman, "have been gimmicked to emphasize stereo sound."

The label is planning a promotional tie-up with stereo juke operators, phono manufacturers and stores selling stereo equipment.

CITATION EXEC INKS OWN BOSS

NEW YORK — Mort Hillman, vice-president and general manager of Citation Records, has signed Irving Szathmary, composer-conductor-arranger to a long term pact. "Szathmary," as he will be billed, will do a series of lush LP's, patterned after the Langworth transcription library.

Switch is that Hillman has signed his boss. Szathmary is president of the label.

Hillman has also signed Billie Dale, Chicago girl singer.

ROULETTE SETS UP ANNIVERSARY DEAL

NEW YORK — Roulette Records will celebrate its second anniversary next month, via a special re-stocking sales program for all record-dealers and the label's distributors.

The plan, which runs thruout the entire month of January, is set up in two parts. During January only, Roulette will offer dealers and distributors a 10 per cent discount on the label's entire album catalog (with the exception of five LP's, which figure elsewhere in the plan) including all subsidiaries — Tico, Roost, Gee, Rama and Co-Star.

Under the second part of the plan, Roulette's five best-selling LP's will be offered at the suggested retail price of \$2.95 (\$1 off the regular list) during the month of January. Prices to distributors and dealers on the five LP's will be based on the \$2.95 retail price.

The albums are "Jimmy Rodgers Sings Folk Songs," Count Basie's "Basie," Joe Williams' "A Man Ain't Supposed to Cry," "Tyree Glenn at the Roundtable," and "When Good Fellows Get Together," by Hugo and Luigi and Their Family Singers.

Sales veepee Irv Jerome is readying an all-out merchandising and promotional campaign, which will feature an extensive advertising schedule, special window and counter displays, window streamers and a consumer booklet for dealers and a new catalog order and inventory control form, plus a special order pad on the five best-sellers for distributors.

In order to stimulate renewed air play on the five special albums, Roulette is sending out some 4,000 "Hit Album Highlights" LP's which feature excerpts from the five key packages.

SINGLES UPSURGE

Phenomenal Sales
Awe Happy Firms

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looks for a hit during the month of December it broke with an explosion that was heard from Memphis to San Francisco. Initial shipments of new records — in a time when hardly any manufacturer threw his records out on allocation — ranged from 50,000 to 100,000 on initial orders after merely being sampled by distributors.

That sales of single records are as good as the manufacturers claim they are is confirmed by checking with distributors who say they never had it so good. But what is more important perhaps than this is the fact that increasing sales of singles means more net profit to the manufacturer, and directly increases store earnings. A manufacturer makes out much better on a big selling single—as far as net is concerned—than on albums, unless he happens to hit a smash LP. And of course the consumer outlet benefits directly from the increased store traffic when it has a lot of hot singles to sell.

Urania Skeds
'New Look'
1959 Program

NEW YORK—Urania Records, which has had the best year in its history, has announced a streamlined "New Look" program for the coming year, under the aegis of owner Sieg Bart and director of sales Bill Nielsen. Negotiations are under way for a strengthening of foreign affiliations, and the catalog has been deleted by almost 40 per cent, the idea being to maintain a fast-moving repertory including exclusives.

Plans call for heavy catalog exploitation in January. Emphasis to be on existing items, with no new releases during that month.

A 10 per cent discount is being offered to distributors on both monaural and stereo catalogs, with this discount passed on to qualifying dealers. Diskery states that heavy advertising, point of sale material, salesmen's kits, etc., will be on the program. The diskery reiterates its stand on shipping merchandise only thru its regular distributors and of discontinuing disposing of deleted items thru channels that have in the past hampered dealers' and distributors' efforts.

Nielsen stated that well-co-ordinated sales programs would be effected throughout the year. He added that sales and distribution of the label have improved greatly, with Decca Distributing Corporation taking over 29 markets. Urania has nine titles.

U.A. All Out on
'Live' Pic LP's

NEW YORK — United Artists Records and United Artists Pictures are waging a joint campaign to promote the sale of the sound-track LP of "I Want to Live" and the jazz version by Gerry Mulligan's Jazz Combo. As a prelude to the national release of the film in late December, all avenues of exploitation are being used.

The film company's press book which is prepared for theaters which will exhibit the flick includes a page of material about the recording with suggestions to

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No one really knows why singles suddenly snapped back as powerfully as they did in December. Some say the tunes are better, that kids have money again, etc. But whatever it is, singles are back, and as 1959 beckons traders are looking toward a strong singles year, as well as another hot year for LP's.

Roulette Debs
First Stereo
Singles

NEW YORK—Roulette Records has entered the stereo singles market. The label's first stereo singles release spotlights 10 disks, all taken from current Roulette stereo LP's.

The stereo singles, which retail for 98 cents, include sides by Immie Rodgers, Tyrre Glenn, Joe Williams, Count Basie, Joe Newman, and Marco Rizo. Basie is represented by three separate platters, while Rodgers and Glenn each have two singles in the stereo release.

LEINSDORF BATON BUSY
FOR NEXT SIX MONTHS

NEW YORK — Maestro Erich Leinsdorf, who has two best-selling LP's now up on the classical charts, "Madame Butterfly" on RCA Victor and "Sounds of Wagner" on Capitol, has a busy schedule ahead of him for the next six months. At the present time he is conducting for the Metropolitan Opera Company in New York, and he will go out on the road with the company in the spring. He will conduct about 40 performances for the Metopera this season.

In addition to this he will make four new records for Capitol over the winter and spring, two complete opera recordings for RCA Victor, and he will take on two guest conductorships with Rochester Philharmonic and the Los Angeles Philharmonic for one month each. The Rochester Philharmonic has engaged him for February and the Los Angeles Philharmonic for March.

Maestro Leinsdorf has a contract with Capitol that allows him to make opera recordings for RCA Victor, since Victor has a tie with the Metopera. One of the operas that he will cut for Victor this winter is "Don Giovanni." For Capitol he will record a number of familiar works in stereo, including the Tchaikovsky Sixth Sym-

New Exec Post
At Disneyland

NEW YORK — Charles de la Farge has been appointed to the newly created post of director of engineering for Disneyland Records. It was announced by James A. Johnson last week. De la Farge reports to a Mr. chief Tutti Camarata. De la Farge's former post as production controller has been filled by Karl G. Williams.

The new post, according to Johnson, was created because of the company's stepped-up recording activity, particularly in stereo.

GETTING CAP'S
BRASS STRAIGHT

HOLLYWOOD — Typographical errors plagued last week's report on the new top echelon appointments at Capitol Records, Inc. To set the record straight:

Dick Rising, former national sales promotion manager, was promoted to director of merchandising and will also serve as executive staff assistant to national merchandising administrator Bill Tallant.

Steve Auld was promoted to director of advertising, the post vacated by Lou Schurrer. Schurrer became director of packaging and scheduling on December 1, reporting to Lloyd Dunn, newly appointed vice-president in charge of Capitol's expanded artist and repertoire division.

Leo Kepler, formerly Angel records merchandising manager, was promoted to director of Angel repertoire, reporting to Dunn.

Forces under Dick Rising's wing have been realigned to include popular album merchandising manager Bill Muster, classical merchandising manager John Coveny, singles merchandising manager George Sherlock, merchandising co-ordination manager Perry Mayer, and newly appointed promotional production manager Bob Bates.

phony, "Scheherazade," and Tchaikovsky's "Romeo and Juliet."

There are a number of Leinsdorf-batoned LP's in the can at both Capitol and Victor, which will probably see the light of day over the next spring and summer. One of the Capitol waxings is an album of ballet music from well-known operas, another is the Brahms Third Symphony. It is also possible that the maestro will go abroad next summer to conduct at one of the European festivals.

Ask SD Aid
On Capital
Festival

WASHINGTON — The U. S. State Department has been asked by Interior Secretary Fred A. Seaton to help conduct a worldwide search for outstanding entertainers who would perform at the Carter Barron Amphitheater here.

In a letter sent last week to Secretary of State Dulles, Seaton proposed an International Summer Festival for the nation's capital. He said the "broadening" of programs to be offered in the 4,500 seat amphitheater "would afford an opportunity for the talent of other nations to be presented to an American audience in the capital city."

The Carter Barron is under Interior Department's control. That department's Capital Parks Agency has engaged a New York engineer to explore the possibility of devising an emergency rain shelter for the outdoor theater. Harry T. Thompson, parks superintendent, has in mind a device that would be raised into place by the push of a button, like the top of a convertible auto.

Thompson, who started the exploratory talks leading to Seaton's letter, said "we would feel lucky" to have one foreign troupe next year. Seaton's letter urged the co-

(Continued on page 6)

FOLK TALENT & TUNES

By BILL SACCHI

Around the Horn

The Judy Lynn show, featuring Pat Kelly and the Shamrocks, concluded a 23-day tour at Phoenix, Ariz., December 20, and headed back to Nashville to spend the Christmas holidays. The unit resumes its road trek New Year's Eve, when it joins a big group for a show and dance at Waterloo, Ia. Judy's new release on the Josie label couples "See If I Care" with "Someone's Gonna Wanna Cry Tonight." . . . The veteran c.d.w. entertainer, Zeb Carver, writes from Woodhaven, N. Y., that country and western music has been somewhat shoved aside in that area in recent years but that he and his son Jody are getting by in that area with their respective trios. Jody Carver and his threesome are appearing at Hicksville Manor, Hicksville, L. I., N. Y., with Zeb hobbling forth with his unit at the Driftwood Club, South Farmingdale, L. I., N. Y.

With Red Foley and his misses, Sally, visiting the California contingent of the Foley clan, Feelin' Husky occupied the star spot on "Jubilee U. S. A." Saturday (27), with Charlie Walker as special guest. On Monday (29), Red goes into rehearsals for next Sunday's (4) country and western spectacular to be beamed via NBC-TV, Burbank, Calif., 9-10 p.m., EST, the usual "Dinah Shore Show" time slot. Carl Smith holds the reins for Red on "Jubilee U. S. A." this Saturday (3).

Fred Stryker, of Fairway Music, Hollywood, is sporting a brand new release on one of his tunes, "Mommy for a Day," which Kitty Wells has cut for Decca. . . . Ralph E. Stevens, of Ridgcrest Records and Talent Management System, La Grange, Ga., announces the signing of Vernon Miller, of Iowa City, Ia., to a recording pact. Vernon will do for his first Ridgcrest release two of his own songs, "I'm Married Now" and "The Love of a Lifetime." He will be backed by Bill Tyler and the Circle T. Ranch Boys. . . . Pete Wasilko and His Song-Spaders are keeping busy on personals in Central Pennsylvania, while appearing regularly on WTHN, Tyrone, Pa.; WKBI, St. Marys, Pa., and WBLP, Bellefonte, Pa.

We hear that Roy Arroll was almost snogged on a side street off of Via Veneto, near Rome, recently, when one of the local hoodlums put the strong arm on him from behind. However, the wily Roy was too fast for the guy. He shook himself free and succeeded in landing a solid wallop before the snuggly fled. Roy came out unscathed. . . . Nat Nighberg has set Randy Sparks as guest star for his "Country America" on KABC-TV, Los Angeles, January 3. Cost regulars include emcee Joe Allison, Freddie Hart, Ginny Jackson, Betty Gay, Delby Kay, Gordon Terry, Shirley Caddell, the Elighles, and the Bobby Bruce band.

Wanda Jackson is slated to take off this weekend for Japan, where she is set for six weeks of theaters and auditoriums, with options for late more. . . . Chuck Bowers is playing a review engagement, Monday thru Thursday (29-31), at Casey Reid's Brass Club, Casper, Wyo. . . . Marvin Rainwater has been held over for a second week at Ray Perkins' Flame Club, Minneapolis. . . . During his holiday sojourn on the West Coast, Red Foley works an A. V. Bandford New Year's Eve date in Richmond, Calif.

A Tom Kelly-promoted package reportedly drew nearly 5,000 paid to the Coliseum, Spokane, Wash., recently in the face of a blinding snowstorm that prevented several of the acts from making it in. In the unit were Ray Price, George Jones, Cowboy Copas, Little Jimmy Dickens, Jack Roberts and His Evergreen Drifters, and Tom Donley. With the bad weather, the only performers on deck at show time were Roberts, the Drifters, Copas and Jones. Price and his lads arrived near intermission, and Dickens made it shortly thereafter. Stonewall Jackson and Jean Shepard, also billed to appear, were forced by the weather to pass it up.

A new c.d.w. music show, "Northern Arizona Lumber," originates each Saturday night from American Legion Hall, Holbrook, Ariz., with airing via KDJJ, that city. Featured with the unit are Billy Starr and the Navajo County Boys, Little Edie Crox, vocalist/fiddler Harry Quinn, formerly with Pepper Martin and His Modcats, Bud Hannaway, guitarist, and Woodie Woods, singer. . . . The entire "Louisiana Hayride" cast journeys to San Angelo, Tex., for a single performance January 3.

Oakie Jones has joined the roster of regulars on "Cowtown Hoedown," Fort Worth. . . . Red Foley, Eddy Arnold, Pat Boone, Rex Allen, Dale Evans and Jo Stafford are among the satellites slated to appear on a special TV set to emanate from Hollywood January 4, with Bog Rogers as emcee host.

With the Jockeys

From Sydney, Australia, comes a letter from Reg Lindsay, who describes himself as a constant reader of The Billboard and one very interested in c.d.w. music very directly. Lindsay is a recording artist, a full-time deejay and promoter of c.d.w. shows both on radio and with touring shows. "Like most deejays," writes Reg, "I am on the lookout for material, disks, tapes, etc., for my shows, and would be pleased to exchange material with anyone in the world of country music. Country music has been big in Australia for the last 20 years or since the days of the late Jimmie Rodgers. I find your column very interesting and a great help to my disk shelves." Lindsay's address is Radio 2SM, Sydney, Australia.

Ozark Red Murrell, country deejay at KEEN, San Jose, Calif., is featured on guitar and vocals each Tuesday night at the Hitchhiker Post, Oakland, Calif. . . . Jimmy Hoag's band continues to play personals in the Texas territory, while he does three hours of c.d.w. music daily over KYAK, Taylor, Tex. Jimmy complains of a poor record service from the various labels. "Altho I cover a large listening area, I miss a lot of independent labels and don't get any service from Columbia at all."

Fern deejay Pat Bond, of WMAX, Grand Rapids, Mich., has revamped her Country Rhythms Boys roster, with the new line-up comprising Larry Lee, Johnny Colman, Dean Lewis, Wally Kousness and Bob Wellman. The group holds forth at Evelyn Geming's "Tamarack Barn Dance," Howard City, Mich., each Saturday night. . . . Billie and Gordon Hankrick soon celebrate their fourth anniversary on WUSN-TV, Charleston, S. C. They've held the same spot with an hour-long show for the entire period.

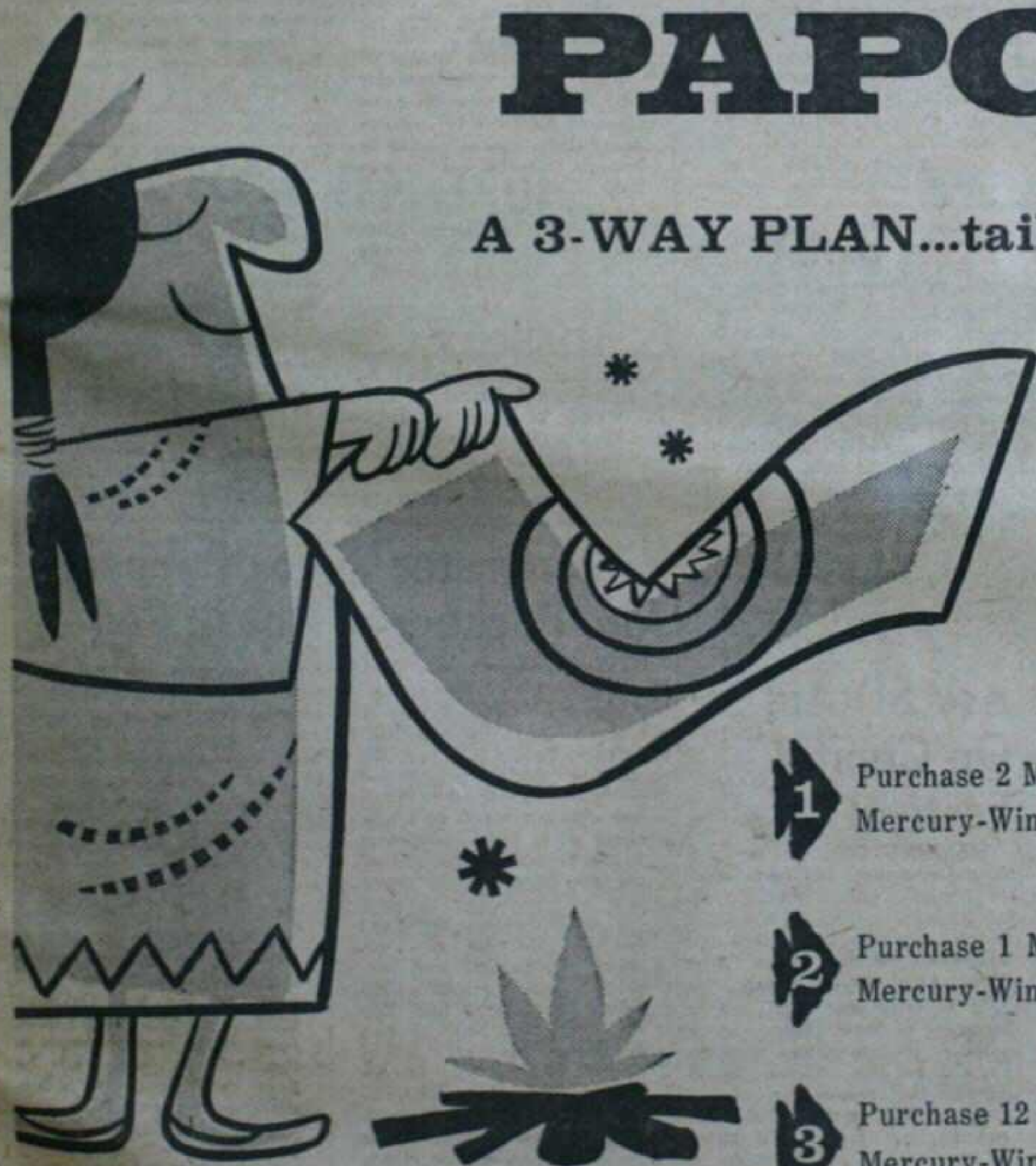
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Elektra Spots Folk Sampler

NEW YORK — Lead release for January from Elektra Records is a de luxe folk sampler, which will retail for \$2. The set includes sides by Josh White, Theodore Bikel, Cynthia Gooding, Paul Clayton, Erik Darling, the Oranm Zahar Israeli Troupe, the Randolph Singers and others.

The label will also issue a third volume of Ed McCurdy's "When Dilliance Was in Flower," known for its earthy contents. Third item scheduled is by the Cuadro Flamenca, which will be issued in both stereo and monaural form.

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DISTRIBUTOR NEWS

By HOWARD COOK

INDIANAPOLIS—Tom Takayoshi, of Capitol Records Distributing Corporation, reports strong action on some of the label's newer c.w. releases. "Last Night at a Party" by Faron Young is moving well. "Country Music Is Here to Stay" by Simon Crum is still selling strongly. "Tom Dooley" continues to be a big item, and advance orders on the new disk by the Kingston Trio are strong. "Sleepin' at the Foot of the Bed" by Tennessee Ernie Ford is starting to show. "Theme From 'Some Came Running'" by Frank Sinatra is building. Advance orders on Peggy Lee's "My Man" are heavy. Top LP's are "The Music Man," albums by Ford, Capitol's sound track LP's and "Only the Lonely" by Frank Sinatra.

Donald Main, of Associated Distributors, RCA Victor distributors in Indianapolis, lists "Oh Yeah, Uh-Huh" by Mickey & Sylvia among Victor's best-moving newer platters. "Red River Rose" by the Ames Brothers is hot. "The Diary" by Neil Sedaka is already a big disk, and the flip side, "No Vacancy" is also starting to get requests. Main reports a significant rise in c.w. sales during the past few months. The country artists seem to have more staying power, and their releases continue to sell for much longer periods of time. Strongest artists are Hank Locklin, Porter Wagoner and Johnny & Jack. Other hot new singles include "Yakety Sax" by Randy Randolph, "The Counterfeiter" by the Chargers and "Twangy" by Boots Brown. Strongest albums are "Arthur Murray Music for Dancing" and "Peter Gunn." Stereo sales are substantial.

Miss May Lou Antibus, of Columbia Records Distributors, Inc., in Indianapolis reports strong sales on "Happy Birthday, Jesus" by Little Cindy. "The Children's Marching Song" by Mitch Miller has already started to move well. "Love Look Away" by Tony Bennett is selling well. There is a split reaction on Johnny Mathis' "Let's Love" b-w "You Are Beautiful." "The Girl On Page 44" appears a big one for the Four Lads. "Kissin' My Honey" by Doris Day is getting action. Response on "Don't Take Your Guns to Town" by Johnny Cash is great. Top c.w. items are "Springtime in Alaska" by Johnny Horton and "Kissin' Your Picture" b-w "That's What It's Like to Be Lonesome" by Ray Price. Top albums are the "Sing Along" by Mitch Miller, the original cast of "The Flower Drum Song," sets by Johnny Mathis and Ray Conniff.

Marvin Taylor, of Peaslee-Gault Corporation, Decca Distributors in Indianapolis, reports heavy action on "May You Always" by the McGuire Sisters on Coral. "Oh, Falling Star" by the Four Knights on Coral is gathering coin. "Smiles" by Red Foley on Decca is doing well. "Oh! My Goodness" by the Kalin Twins on Decca is strong. "One Rose" by Teresa Brewer on Coral looks promising. Hottest new LP's are "Tea for Two Cha Cha" by the Tommy Dorsey-Warren Covington ork and the stereo version of "Around the World in 80 Days" on Decca. "Lawrence Welk's Champagne Dancing Party" on Coral and "Lawrence Welk Presents Dick Kesser" on Brunswick. Stereo sales are good and are presently accounting for 35 per cent of total LP sales.

BALTIMORE: Sam Kasoffman, of K-G Distributors, lists "The Reason" by the Chantels on DeB as his top record. "Let's Make a New Start" by Bobby Mack on A-Dell-Hook is also moving well. "Windstorm" by the Cravers on Chuck is also a good seller. "Another Day in the Life of a Fool" by Art Lastro on Ballad is getting lots of requests. Strongest albums is "Rockets, Missiles and Space Travel" on Vox.

Phil Markman, of Marnel of Maryland, Inc., in Baltimore writes that Epic has a good record going with "Snow Train" by the Jamies. "Gazachstahagen" by the Wild Cats on United Artists looks like a sure thing. Dion and the Belmonts are clicking with their latest Laurie release, "Don't Pity Me." "The All American Boy" by Bill Parsons is hitting all the lists and moving well. "The Trial" by Jerry Field and the Philadelphia Lawyers on Parkway is a hit. Marnel recently acquired the Carlton label. Current Carlton big ones are "Philadelphia, U. S. A." by the Nu Tornados, "Goodbye Baby" by Jack Scott and "Little Space Girl" by Jesse Lee Turner.

BRIEFS: Lee Gallo, proxy of Gallo Records, Inc., has formed a new label—Fame. Distributors for the new company are: Coastal in Detroit, Newark, N. J., Cleveland and New York; Stanley in Seattle; Century in Dallas and Houston; Bill Lawrence in Pittsburgh; Marnel of Maryland in Baltimore and Jarbird in Los Angeles. First release for Fame is "Jeffere's Rock" b-w "Fried Eggs" by the Intruders.

BUFFALO: Joe Finter, promotion man at M & N Distributors, writes that Epic is swinging with "The World Outside" by the Four Coins, "You Never Can Tell" by Ernie Hickey and "Snow Train" by the Jamies. Hottest Epic album is "Have Band, Will Travel" by Lester Lanin. Coed Records has a smash with "16 Candles" by the Crests. "Tall Paul" by Annette on Disneyland is moving well. Ditto "All American Boy" by Bill Parsons on Fraternity. Swan has winners with "Lucky Ladybug" by Billie and Lillie, "Trains" by the Quaker City Boys and "Teardrops Will Fall" by Dickey Don and the Don'ts. Checker and Argo are swinging with "But Not for Me" and "Ahmad Jamal" LP's by Jamal on Argo. "A House a Car and a Wedding Ring" by Dale Hawkins on Checker and "Miserable" by Earl Washington on Checker. Top Sun items are "It's Just About Time" by Johnny Cash and "It Hurts So Much" by Jerry Lee Lewis. Bobby Darin has two Ales hits in "Queen of the Hop" and "Mighty, Mighty Man." "Short Circuit" by Lee Allen on Ember both good. Kapp is cooking with Jane Morgan's "If Only I Could Live My Life Again," "The Things I Didn't Say" by Russ Hamilton and "It's No Sin" by Betty James. Top M-G-M disks are "My Happiness" by Connie Francis, "Love Is All We Need" by Tommy Edwards and the sound track of "Gigi."

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SALES RESULTS—

the advertising columns of

THE BILLBOARD!

1958 TOP TUNES

Based on the Honor Roll of Hits

A recapitulation of The Billboard's weekly Honor Roll of Hits for the period January thru December. The Honor Roll of Hits chart is constructed by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's music popularity charts. These charts include record sales, sheet music sales and 400 weekly performances.

Position	Title	Writer, Publisher, Licensee
1.	SUGAR TIME	Charlie Phillips/Otis Ichols, No-Va-Jak, BMI
2.	VOLARE (NEL BLU DIPINTO DEL BLU)	Domenico Modugno, Robbins, ASCAP
3.	ALL I HAVE TO DO IS DREAM	Boudleaux Bryant, Acuff-Rose, BMI
4.	IT'S ALL IN THE GAME	Brown and Sigman, Fynick, ASCAP
5.	PATRICIA	Frank Frazz, Peer, BMI
6.	IT'S ONLY MAKE BELIEVE	Conway Twitty, Musicella, BMI
7.	HE'S GOT THE WHOLE WORLD IN HIS HANDS	Linden-Henry, Chappell, ASCAP
8.	TWILIGHT TIME	B. Ram, M. Nevins, A. Navin, J. Dunn, Furgie, BMI
9.	WITCH DOCTOR	R. Bagdasarian, Monarch, ASCAP
10.	TOM DOOLEY	Dave Guard, Beechwood, BMI
11.	BIRD DOG	Boudleaux Bryant, Acuff-Rose, BMI
12.	AT THE HOP	Singer-Medora-White, Singular, BMI
13.	PURPLE PEOPLE EATER	Shel Woolley, Cordial, BMI
14.	CATCH A FALLING STAR	Paul Vance and Lee Peckris, Marvin, ASCAP
15.	LITTLE STAR	Veneta-Picani, East, BMI
16.	TEQUILA	Chuck Rio, Mt, BMI
17.	RETURN TO ME	Carmen Lombardo and Danny Misse, Southern, ASCAP
18.	POOR LITTLE FOOL	S. Sheeley, Eric, BMI
19.	APRIL LOVE	Fain and Webster, Fain, ASCAP
20.	ROCKIN' ROBIN	J. Thomas, Records, BMI
21.	POPSY II	Bette Durham, Cosmopolitan, ASCAP
22.	YAKETY-YAK	Jerry Leiber and Mike Stoller, Tiger, BMI
23.	TO KNOW HIM IS TO LOVE HIM	Phillip Spector, Warner, BMI
24.	SAIL ALONG SILVER MOON	Percy Wenrich-Harry Tolvas, Jay, ASCAP
25.	LOLLIPOP	J. Dickson, B. Ross, Marks, BMI
26.	SECRETLY	Hoffman-Manning-Markwell, Planetary, ASCAP
27.	HARD-HEADED WOMAN	Claude DeMetrius, Gledys, ASCAP
28.	RAUNCHY	Justin Manker, Hi-La, BMI
29.	GET A JOB	Silhouettes, Ulysses and Raggy, Wildcat, BMI
30.	JUST A DREAM	Jimmy Clanton-E. Malassa, Ace, BMI

HOT 100 ADDS 10

NEW YORK — Ten new sides are listed for the first time in this week's edition of The Billboard's Hot 100 chart. These are:

- 44. Green Christmas—Stan Freberg, Capitol
- 72. Hawaiian Wedding Song—Andy Williams, Cadence
- 73. Blue Hawaii—Billy Vaughn, Dot
- 76. The Worryin' Kind—Tommy Sands, Capitol
- 81. La Bamba—Ritchie Valens, Del-Fi
- 88. Voice in My Heart—Eddie Gomez, ABC-Paramount
- 92. The Bluebird, the Buzzard and the Oriole—Bobby Day, Class
- 93. Funny—Jesse Belvin, RCA Victor
- 98. Save My Soul—Jack Scott, Carlton
- 99. Heartbeat—Buddy Holly, Coral

Westminster Jan. Packages

NEW YORK — Westminster Records plans nine monaural and four stereo LP's in their January release. All of the stereo releases are classical. Eight of the monaural releases are classical, and one is a folk album.

The stereo releases include "Classical Hits in Stereo Hi-Fi" by various pianists, "The Devil and Daniel Webster" with soloists and the Festival Choir and orchestra, conducted by Alberti; "Invitation to the Waltz" with the Vienna State Opera Orchestra (Liebowitz), and an album of selections by Liszt, Weber and Saint-Saens with the Vienna State Opera Orchestra, conducted by Scherchen.

The orchestral, monaural releases include works by Beethoven, Weber and "Arthur Schnitzler—A Tribute." Two solo instrumental piano albums, one set of sonatas for piano, four hands and one album of "Folk Songs From Erin" complete the monaural packages.

Jazz for TV Dramas

Continued from page 1

by Ned Washington. Tunes include "Jazz Chase" and "He Plays It Cool."

Several key TV dramatic shows have featured jazz background music on individual drama telecasts, including "Playhouse 90," "GE Theater" and "Frontier."

Fox Pubbery Hot in Pop Sweepstakes

NEW YORK — Sam Fox Publishing Company, music firm which is strongly entrenched in the standard and educational field, is having a good sport of pop activity. One of the publisher's big standards, "Nuts," has been cut by the Morgan Brothers with Leroy Holmes on Coral. A disk of other disks are on the way, using a new modern version by Sonny Stitt. The firm has also headed disks on "Kissin' the Benet Carroussel" with lyrics by Al St. John. This is set for release after the first of the year.

Sam Fox has also acquired worldwide rights to "Happy 1st Anniversary" and "The Wonderful World of Music" to the music of "The Song Song" and "Almost Good" which is the flip to the Liberty Records' "Chippin' on In."

Ask SD Aid

Continued from page 1

operation of the State Department, then American musicians should, in contacting appropriate government officials in the countries to which they are itinerated, to determine their interest, and see if interested countries could provide transportation to and from the U. S. for performers.

Letter emphasized that only "outstanding talent" would be booked. State Department has not yet replied.

ON COLUMBIA...

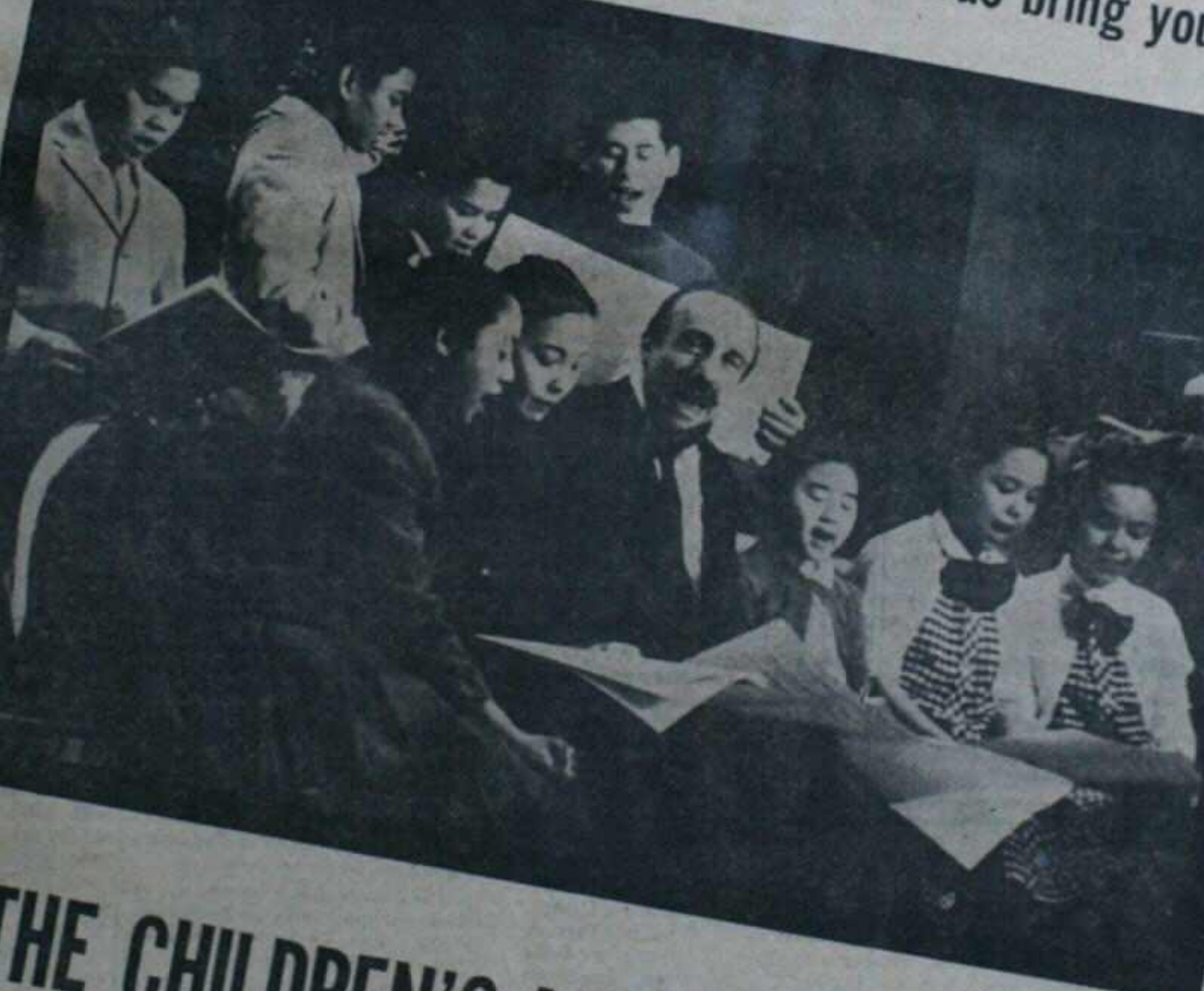
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Marek Recaps

Continued from page 2

mentioned as showing promise as a new artist.

New classical artists signed included Leontyne Price, Maureen Forsythe, Cesare Valletti and Leoni Byssnek.

Marek prognosticated that in 1959 stereo would prove a potent stimulant to the phonograph-record business. He also stated that the tape cartridge developed by RCA would aid the use of tape in the American home.

He concluded on an optimistic note: "In spite of problems, we have many reasons to feel confident . . . We hope to continue to foster the best interests of all men and women who serve and love music.

Marek congratulated The Bil-

Hub Jazz Fest

Continued from page 2

people who are either unable or unwilling to make the 120-mile round trip to Newport. A jazz festival held two years ago in Lynn drew fine response but was held back by inclement weather.

There seems little doubt that Boston could swing a jazz festival since jazz events draw well here. In August last year, Count Basie drew 1,800 people to a dance at the Rowland Ballroom in mid-week. Boston's Arts Festival jazz nights have brought out as many as 25,000 jazz buffs.

board on doing an excellent job during 1958.

RADIO-TV REVIEWS

Easy on Ear, Pretentious to Eye

Getting in shape for his January 7 music stint on the "Times All-Star Jazz Show," Jackie Gleason performed a similar show on his regular CBS-TV telecast last Friday (19) with only partial success.

The show—featuring fine instrumental work by Bobby Hackett, Charlie Ventura and Charlie Shavers and equally fine jazz-flavored vocalizing by Tony and Jan Arden—was thoroughly satisfying to the ear.

Unfortunately, the same cannot be said of it visually. The numerous shots of hard-working, sober-faced musicians lacked color, and Gleason's somewhat grand conducting style at times was embarrassingly reminiscent of his pompous comedy character, Reggie Van Gleason.

With the exception of a lively jazz version of "That's A Plenty," all of the spotlighted selections (mostly excerpts from his Capitol albums) were penned by Gleason—best of which was the haunting theme of his TV version of "Time of Your Life." Gleason deserves credit for championing the cause of commercial jazz on network TV, but his campaign would be more effective if presented in a less pretentious manner. *June Bundy.*

Script Baffles 'Mother Goose'

It wasn't the fault of the actors that the musical version of "Mother Goose" presented on the NBC-TV network last Sunday (21) from 8:00 to 9:00 p.m. (EST) was a dull show. Blame it on a script that wasn't sure where it was going, or how to get there. For this musicalized version of "Mother Goose," the last one of the "Shirley Temple Storybook" productions of 1958, attempted to be a story, a fairy tale and an English pantomime all in one, and it failed in all three. There were occasional bright spots, but these were few and far between in the 60 minute film presentation.

Shirley Temple, her three children, Elsa Lanchester, Carlton Carpenter and Billy Gilbert, did as well as they could with their roles. Shirley Temple was particularly winning in her part, and Elsa Lanchester somewhat overcame a rather silly Mother Goose. But the songs, penned by Jerry Livingston and Mack David, were routine, except for a particularly charming effort titled "Wouldst" which Miss Temple and Carpenter performed happily. This spot, and those occasions when the marionettes performed, or the fire-eaters, the jugglers and the stilt walkers were in front of the camera were the most enjoyable. Perhaps, if the story line had been forgotten, and the concentration instead had been on singing and dancing and variety, a lot of kids might have had a most enjoyable pre-Christmas show. Color was excellent, and the commercials, by Breck's and Sealtest, were brief and to the point. *Bob Rolnitz.*

VAUDEVILLE REVIEW

Bo Diddley Hottest on Freed Show

Alan Freed presented a bevy of the hot rocking acts of the day in his 10-day Christmas stagelash at Loew's State Theater, New York, which opened Christmas Day (25).

To a nearly packed house at the first show Friday (26), Chuck Berry, Bo Diddley, Frankie Avalon, Eddie Cochran and the Cadillacs stood out among the 17 acts on the bill. Unfortunately Johnnie Ray, who got top billing for the first five days of the show, seemed out of his element. The second five-day seg was due to carry the Everly Brothers in the feature spot.

Of all the acts, Bo Diddley and his guitar broke it up most of all. The audience really rocked and clapped with the fine performer. Frankie Avalon, who is not the best in the vocal department, has the personal magnetism for the teen-age fans which got him across in great style. Chuck Berry also wowed them with his big hits, "Sweet Little Sixteen" and "Johnny B. Goode."

The Cadillacs and the Moonglows both appeared to good advantage making the most of the simple staging movements, usually associated with the rock and roll type of act. Unfortunately the Moonglows' vocal work didn't get across the audience interference and their act somewhat resembled a pantomime performance. Jackie Wilson also impressed with his highly dramatic style.

Johnnie Ray tried very hard with "Up Above My Head," "Shake a Hand" and "Cry," but the teeners really didn't dig him. Others on the bill included Jo Ann Campbell, Inga, Jimmy Clanton, Dion and the Belmonts, the Crests, the Nu Tornados, Gino and Gena and Baby Washington. *Ren Corvatt.*

THEATER REVIEW

'Whoop Up' Has Bright Show Tunes

"Whoop Up," the new Four-Martin musical, came to Manhattan's Shubert Theater last week on the heels of mixed press comment, and was further handicapped by a local blackout of newspapers. Musically, it is a very workmanlike performance. The songs by Norman Gimbel and Moore Chaplin are in the tradition of bright show material. The lyrics are carefully wrought, many of them having a quality of facile sophistication, and a number of the melody lines are exceedingly good.

Those having potential for disks include "Love Eyes," "Carry Me, Please Me, Perform" and a country-flavored item, "I Wash My Hands." A Western-tinged piece, "Montana," and several novelty items, as "Nobody Threw Those Bulls" and "The Best of What This Country's Got," also impressed as disk material.

M-C-M has the original cast rights to the score. Quite a few singles have been released, altho it is too early for any of them to have taken off. *Paul Ackerman.*

New AFM-Disk Pact Seen Near

NEW YORK—Representatives of diskeries and the American Federation of Musicians were near agreement on a new record industry musicians contract at press time Friday (26). It was understood that basic agreement had been reached on all essential points, thus eliminating from the scene the aforementioned strike possibility. Attorneys for both sides were working on drafts of the contract which were to be submitted to the mass echelon of the record companies the week of Monday (29).

The agreement was understood to call for the elimination of the 21 per cent trust fund contribution. The trust fund would be maintained in the future via the standard mechanical rates of 1 cent per single disk and approximately 5 cents per album. The recorders would receive graduated increases over a period of five years on the minimum scale which in the end would approximate 21 per cent formerly paid into the Trust Fund. A start on a Pension Fund, long sought by the AFM, was also agreed upon for the new contract.

Big Year Ahead

Continued from page 2

surveying the singles business, had two thoughts. "Any hit like 'The Chipmunk Song' is a help to the whole business. It gets people into the stores to buy other records, and man, we're happy to see that anytime. I would also expect to see a lot more activity in EP's in the year to come. The EP is a much better buy anytime than the single and people today are more conscious than ever of dollars and cents."

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DEE CLARK

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#52 on "Hot 100"

"HERE I STAND"

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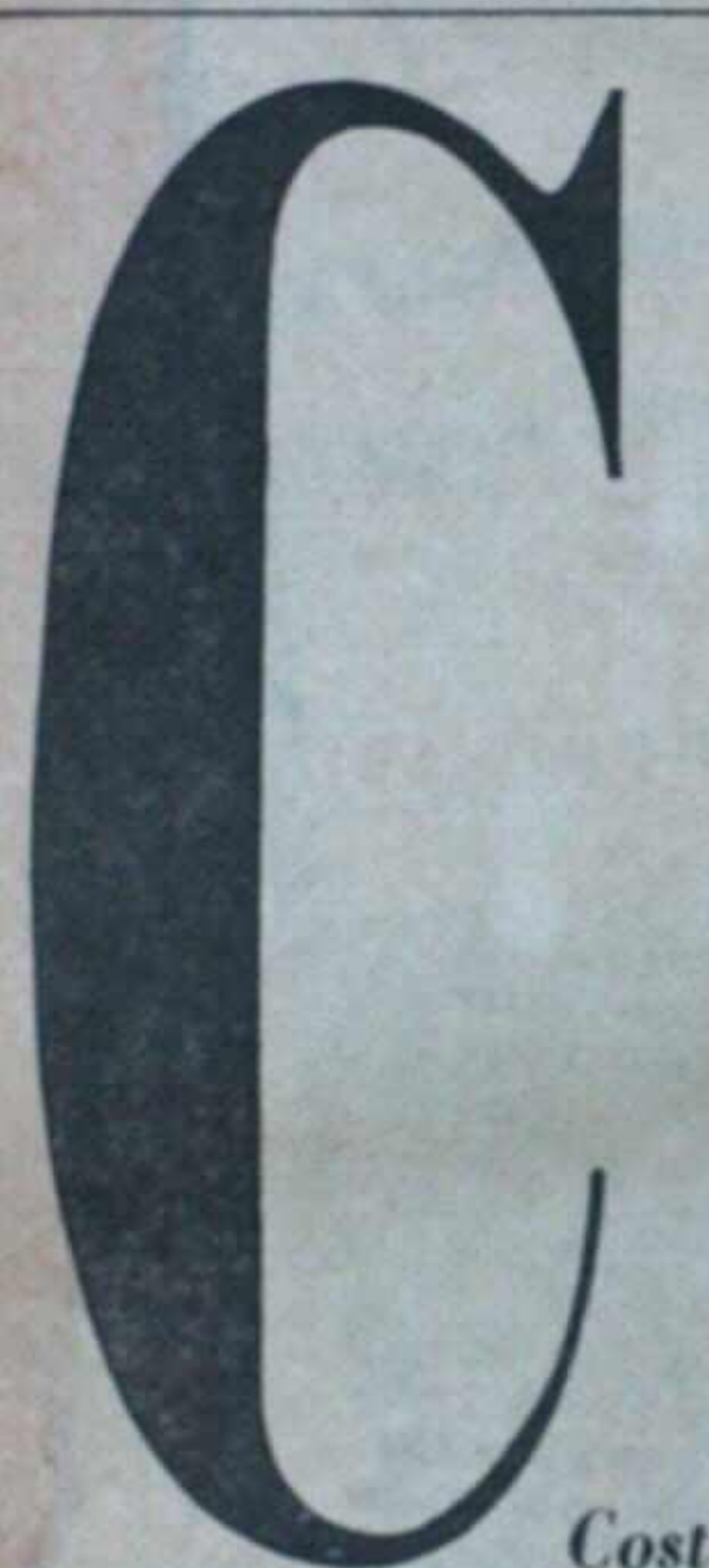
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SEE THE GOTTED ARTIST—THE TOASTMASTER-GENERAL OF THE UNITED STATES—ON CBS-TV "PERSON TO PERSON" FRIDAY, JANUARY 3, AT 10:30 P.M.

SEASON'S GREETINGS

the Vincent Youmans Company, Inc.

A Partial Listing Of Vincent Youmans Show and Film Song Successes*

FLYING DOWN TO RIO

ORCHIDS IN THE MOONLIGHT
MUSIC MAKES ME
FLYING DOWN TO RIO
CARIOCA

GREAT DAY

HAPPY BECAUSE I'M IN LOVE
GREAT DAY
MORE THAN YOU KNOW
WITHOUT A SONG

HIT THE DECK

AN ARMFUL OF YOU
HALLELUJAH
HARBOR OF MY HEART
JOIN THE NAVY
LOO LOO
LUCKY BIRD
NOTHING COULD BE SWEETER
SOMETIMES I'M HAPPY
WHY OH WHY

LOLLIPOP

IT MUST BE LOVE
DEEP IN MY HEART
GOING ROWING
HONEY BUN
TAKE A LITTLE ONE STEP
TIE A STRING AROUND YOUR FINGER

MARY JANE McKANE

COME ON AND PET ME
FLANNEL PETTICOAT GIRL
MY BOY AND I
TOODLE-OO

NIGHT OUT

I WANT A YES MAN
KISSING
LIKE A BIRD ON THE WING

NO, NO NANETTE

I WANT TO BE HAPPY
I DON'T WANT A GIRLIE
I'VE CONFESSED TO THE BREEZE
NO, NO NANETTE
SANTA CLAUS
TEA FOR TWO
TOO MANY RINGS AROUND ROSIE
WHERE HAS MY HUBBY GONE
YOU CAN DANCE WITH ANY GIRL
AT ALL
BOY NEXT DOOR

OH PLEASE

I KNOW THAT YOU KNOW
I'M WAITING FOR A BEAUTIFUL GIRL
LIKE HE LOVES ME
NICODEMUS

RAINBOW

HAY STRAW

SMILES

TIME ON MY HANDS

TAKE A CHANCE

I WANT TO BE WITH YOU
MY LOVER
OH HOW I LONG TO BELONG TO YOU
RISE AND SHINE
SHOULD I BE SWEET
SO DO I

THROUGH THE YEARS

DRUMS IN MY HEART
KATHLEEN MINE
KINDA LIKE YOU
THROUGH THE YEARS
YOU'RE EVERYWHERE

TWO LITTLE GIRLS IN BLUE

DOLLY
OH ME OH MY
ORIENTA
RICE AND SHOES
WHO'S WHO WITH YOU
YOU STARTED SOMETHING

WILDFLOWER

APRIL BLOSSOM
BAMBALINA
GOOD BYE LITTLE ROSEBUD
I CAN ALWAYS FIND ANOTHER
PARTNER
IF I TOLD YOU
I LOVE YOU, I LOVE YOU,
I LOVE YOU
WILDFLOWER
YOU NEVER CAN BLAME A
GIRL FOR DREAMING

our special thanks to the Disk Jockeys, Recording Executives and Publishers for the current successes.

TEA FOR TWO CHA CHA

and

I WANT TO BE HAPPY CHA CHA

VOX JOX

By JUNE BUNDY

KAYE TO WAEB: S. Robert Ackley, manager of WAEB, Allentown, Pa., informs us that Gene Kaye, formerly with WHOL, same city, has joined WAEB. Kaye, in addition to emceeing a record show on WHOL, also sold his own accounts, and he brings to WAEB (according to Ackley) approximately 50 per cent of his old billing.

He will continue his four-hour morning remote broadcast from the Superior Restaurant, moving it to WAEB. The show will become a two-man show, featuring Kaye and Kern Gregory.

Nedd Flemming, who formerly shared the WAEB morning slot with Gregory, will continue his daily afternoon show and has also been appointed program director for the outlet. Kaye will also continue his 2-5 p.m. Sunday afternoon remote from the Quakertown Farmers Market and Auction.

Ackley expects the new team of Kaye and Gregory to register particularly well in the teen-market as well as with adults, since both jocks are strong with teen-agers. Gregory emcees regular Saturday night hops, tagged "Castle Rock" dances; while Kaye hosts regular Saturday night "Notre Dame Bandstand" hops—both events playing to more than 1,000 kids each week. Meanwhile, Kenny Reeth and Eddie King, who have been performing as a comedy team in movies and theaters, have returned to WHOL, to resume their morning show, taking over Kaye's time on WHOL.

CHANGE OF THEME: Gordon Show has joined KENL, Arcata, Calif. The jock formerly held down deejay posts at KFRB, Fairbanks, Alaska; KKEY, Portland, Ore.; and KDAN, Eureka, Calif. ... Marty Allen is now spinning 'em at WGHM, Snowlegan, Me. The former night jock at WOCM, St. Johns, Newfoundland, emcees WGHM's morning show, "Mornings with Marty." ... Dick Lemon has returned to KIOA, Des Moines. ... Dick Lawrence, former program director at WKBW, Buffalo, has joined WMAK, Pittsburgh. ... New jockey at KFSD, San Diego, Calif., is James Patrick O'Leary, formerly with KBIG, Alhambra, Calif.

THIS 'N' THAT: Howie Leonard, program director of WLOB, Portland, Me., writes that the station is readying its second annual music popular-

ity poll, results of which will be revealed during January. Listeners obtain their official ballots from local record dealers. The Portland outlet will also serve as a collection center for old Christmas cards, which will be distributed to local hospitals, orphanages, etc.

In line with this, Tom Edwards, WERE, Cleveland, distributes holiday cards he receives from record artists to kids who attend his hops. ... Station WINE, Buffalo day-timer, has switched its format to a "soft sound in music," with emphasis on album selections. ... We will continue to run comments submitted by jocks answering The Billboard's Deejay's Favorite Artists survey. Some of them appear in this issue of "Vox Jox," and others will appear in future issues.

GAB BAG: Sterling M. Campbell, WFDF, Flint, Mich., and station management were so moved by the plight of 54 children left fatherless when the freighter "Carl D. Bradley" went down in Lake Michigan last month, that he and fellow jocks Carl Barger and Dick Henry staged a special on-the-air drive to raise funds for families of the men lost in the tragic accident. All station personnel devoted their time as did the Braun Wark Ork. Campbell writes he hopes jockeys at other stations across the country will conduct similar drives to raise money for the children. "Frankly," notes the jock, "they need a bundle."

LEE LEONARD, WAVY, Portsmouth, Va.: "If the framed dollar bills were taken off the walls and replaced with a small plaque that says 'taste' we might all be in better shape and be around longer."

LARRY MYERS, WBRV, Boonville, N. Y.: "I'd like to hear more love songs of good, clean, wholesome, happy love. Also tasteful folk ballads. I personally feel there is too much programming to children, some of which is downright immoral."

J. P. MCCARTHY, WOR, New York: "LP's are becoming increasingly better. They promote good music, introduce new artists, stimulate imaginative arrangements and choice of 'tasty' material. They are for the adult market. Singles are for the most part for the musically illiterate—the kids who want only a beat. Some good singles stagger thru, but give me LP's for

YESTERYEAR'S TOPS—

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

DECEMBER 25, 1948

1. Buttons and Bows
2. On a Slow Boat to China
3. My Darling, My Darling
4. A Little Bird Told Me
5. All I Want for Christmas (Is My Two Front Teeth)
6. You Were Only Foolin'
7. Until
8. Lavender Blue
9. Far Away Places
10. Cuanto Le Gusta

DECEMBER 26, 1953

1. Rags to Riches
2. Changing Partners
3. Oh, Mein Papa
4. Stranger in Paradise
5. Ricochet
6. That's Amore
7. You, You, You
8. Ebb Tide
9. Many Times
10. Santa Baby

programming and home listening—especially at Christmas time."

JOHN JOHNSON, KOY, Phoenix, Ariz.: "This mass production of singles and albums is driving both record stores and deejays out of their minds. How do the companies expect to get any help from deejays on any one album when so many keep coming out?"

DON FRENCH, KFMB, San Diego, Calif.: "I think all the companies are doing an excellent job of pleasing 'all of the people all of the time.' If any person cannot fulfill his musical desires today, it's not the fault of the record industry. Naturally, the big companies come in for most of the praise. Sure a.k.r. people go overboard sometimes, but you have to go out on a limb—that's where the fruit is."

REX DENMAN, WACL, Waycross, Ga.: "Music and record releases have shown a definite improvement this year in quality of material and less offensive sounds. I am especially pleased that dozens of releases on new material have been backed up with new sounds of standards. Another good point this year has been the quantity and quality for LP's which have become the backbone of our library."

ON THE BEAT

By REN GREVATT

Calmece Records boss, Archie Bleyer, has concocted a new and different method of artist promotion. Believing the international market to be more important a part of the total disk sales picture than ever, Bleyer has arranged to send three of his top acts on a two-week TV promotion safari to continental Europe. Included on the junket will be the Everly Brothers, the Chordettes and Andy Williams.

The group is tentatively set to leave here January 17 for the tour which will include live TV appearances in Belgium, France, Luxembourg, Holland, Denmark, Germany and Italy. It's also expected that an appearance will eventually be lined up for England, probably after the first two-week portion has been completed.

Pop acts, of course, have been shuttling back and forth between here and Europe in greater numbers than ever in the past year. Paul Anka, Connie Francis and the Platters have become tremendous popular favorites in Britain and western Europe on the strength of relatively brief appearances there during 1958. Anka is now doing a one-month engagement at the Paris Olympia Theater and prior to this, proved a sensational success in Belgium. The Bleyer strategy appears geared to cash in on the acknowledged popularity of American artists abroad in a way that will reach the biggest possible audience in the shortest possible time. The trade will be watching for the results of the experiment in promotion.

People often ask such questions as, who will be the Crosby, the Sinatra and the Coons of tomorrow. In practically the same breath, they point out that you could never find the answer from studying the pop charts from week to week. In a given three-month period, one might see a better than 50 per cent turnover of artists on the top singles charts. Perhaps a look at the best-selling album charts will provide a better picture of how and where the men, so to speak, are separated from the boys in the disk field.

The round-up of the top 30 best-selling LP's of 1958, compiled by The Billboard gives a clue. Only one relatively new artist, who made his first dent with the largely teen-oriented singles market, has continued to make the grade with singles, and at the same time, has hit heavily in the album field. This would be Johnny Mathis. The singer scored with two albums in the top 10 best-sellers of the year, according to The Billboard survey. The Mathis albums finished in third and seventh places.

The next most impressive showing by a strictly pop-style star was Ricky Nelson's appearance in sixth position, with his package, "Ricky." Elvis Presley remained in the album running with his "Golden Records" LP, while Pat Boone was represented with sets in 14th and 24th positions. Aside from this, long established male vocalists like Sinatra, Cole and Tennessee Ernie Ford, the last named with three best sellers, filled out the listings for the singers. The only other singer represented was the new teen star, Dakota Staton.

It figures that to be in the running for long-term honors, an artist will have to crack the LP barrier. If he doesn't, he's at the mercy of the single buyers, who have proved this year to be more fickle than ever before. This group can put an artist on a pedestal one day and chop him down to size the next.

Interestingly enough, the picture with the EP scene is not unlike the one with LP's. Of the top-selling 30 EP's, 27 were vocal disks. Of these, 22 were those of five artists, Presley, Nelson, Ford, Mathis and Boone. One each was also chalked up for Sinatra, the Everly Brothers, Johnny Cash, Mario Lanza and the Twintones. It need to be considered quite a phenomenon for an artist to sell in the three fields of pop, country and rhythm and blues. That is no longer a feat. What is a feat is to sell not only consistently to the fickle-minded teen singles market but to the buyers of EP and LP merchandise as well. This is the place to look for the long-term stars who can sustain themselves. It appears that only a very few are cracking thru in this area.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Bill Parsons Typifies 'All-American Boy'

Bill Parsons was born in modest surroundings in Crossville, Tenn., 24 years ago. He spent 19 months

with the Army in Germany, touring with special service shows. Upon his return to the States he located in Wallston, O.

The music business is not new to Parsons, since he started playing the guitar at the age of eight. This is his most valued possession, as it was left to him by his brother, who was killed in Guam during World War II. The artist has been playing and singing with his own orchestra for several years. He is also the co-writer of "The All American Boy," which could be Fraternity Records' biggest hit to date.

Right now Parsons is on the road promoting his record, but he's scheduled for TV appearances in the near future.



'Lady Bug' Lucky for Billy and Lillie

Billy Ford credits much of his present success to two valuable years spent with Connie Williams, singing in vocal groups and collaborating with other writers. Ford

left Williams to form the Thunderbirds, a group of seven which featured comedy, choreography, instrumental and vocals. The Thunderbirds appeared in such well-known spots as Hollywood's Brown Derby and New York's Paramount Theater.

Lillie Bryant, Ford's partner in the vocal duo, is the youngest member of the group. Since their tour of U. S. Air Force bases on the Atlantic Coast during the past year, they have been receiving fan mail from airmen stationed around the globe.

"La Dee Dah," their first effort for Swan Records, was an enormous success. Ford hopes to top this with "Ladybug," now on Billboard's charts for the second week.

YESTERYEAR'S HITS... '48-'58

A list of the 10 hits of each of the past four months, January, February, March and April, for the years 1948 thru 1958. Source of these listings is The Billboard's Honor Roll of Hits chart.

	JANUARY	FEBRUARY	MARCH	APRIL
1948	<ol style="list-style-type: none"> 1. Ballerina 2. How Soon 3. Serenade of the Bells 4. Near You 5. I'll Dance at Your Wedding 6. Golden Earrings 7. Too Fat Polka 8. Civilization 9. You Do 10. Now Is the Hour 	<ol style="list-style-type: none"> 1. I'm Looking Over a Four Leaf Clover 2. Ballerina 3. Now Is the Hour 4. I'll Dance at Your Wedding 5. Golden Earrings 6. Beg Your Pardon 7. Manna 8. Serenade of the Bells 9. How Soon 10. The Best Things in Life Are Free 	<ol style="list-style-type: none"> 1. Now Is the Hour 2. I'm Looking Over a Four Leaf Clover 3. Manna 4. Ballerina 5. Beg Your Pardon 6. The Best Things in Life Are Free 7. Serenade of the Bells 8. I'll Dance at Your Wedding 9. But Beautiful 10. Golden Earrings 	<ol style="list-style-type: none"> 1. Now Is the Hour 2. Manna 3. I'm Looking Over a Four Leaf Clover 4. Beg Your Pardon 5. Baby Face 6. But Beautiful 7. The Dickey Bird Song 8. Sabre Dance 9. Toolie Oolie Doolie (Yodel Polka) 10. Ballerina
1949	<ol style="list-style-type: none"> 1. Buttons and Bows 2. A Little Bird Told Me 3. On a Slow Boat to China 4. My Darling, My Darling 5. Lavender Blue (Dilly Dilly) 6. Far Away Places 7. You Were Only Foolin' 8. Until 9. Powder Your Face With Sunshine 10. Galway Bay 	<ol style="list-style-type: none"> 1. Far Away Places 2. A Little Bird Told Me 3. Lavender Blue (Dilly Dilly) 4. Buttons & Bows 5. Powder Your Face With Sunshine 6. On a Slow Boat to China 7. Cruising Down the River 8. Galway Bay 9. My Darlin', My Darlin' 10. I've Got My Love to Keep Me Warm 	<ol style="list-style-type: none"> 1. Cruising Down the River 2. Far Away Places 3. Powder Your Face 4. Lavender Blue (Dilly Dilly) 5. Galway Bay 6. A Little Bird Told Me 7. I've Got My Love to Keep Me Warm 8. So Tired 9. Red Roses for a Blue Lady 10. Buttons & Bows 	<ol style="list-style-type: none"> 1. Cruising Down the River 2. Far Away Places 3. Red Roses for a Blue Lady 4. Forever and Ever 5. Sunflower 6. Galway Bay 7. Careless Hands 8. Powder Your Face With Sunshine 9. A-You're Adorable 10. Lavender Blue (Dilly Dilly)
1950	<ol style="list-style-type: none"> 1. I Can Dream, Can't I 2. Mule Train 3. Dear Hearts and Gentle People 4. The Old Master Painter 5. Dreamers Holiday 6. Slipping Around 7. There's No Tomorrow 8. Bibbidi Bobbidi Boo 9. I've Got a Lovely Bunch of Coconuts 10. Johnson Rag 	<ol style="list-style-type: none"> 1. Dear Hearts and Gentle People 2. Chattanooga Shoe Shine Boy 3. Rag Mop 4. There's No Tomorrow 5. The Old Master Painter 6. I Can Dream, Can't I 7. Music, Music, Music 8. Bibbidi Bobbidi Boo 9. I Said My Pajamas 10. Johnson Rag 	<ol style="list-style-type: none"> 1. Music, Music, Music 2. Chattanooga Shoe Shine Boy 3. Rag Mop 4. Dear Hearts & Gentle People 5. I Said My Pajamas 6. Cry of the Wild Goose 7. If I Knew You Were Coming I'd of Baked a Cake 8. There's No Tomorrow 9. The Old Master Painter 10. Johnson Rag 	<ol style="list-style-type: none"> 1. If I Knew You Were Coming I'd of Baked a Cake 2. Music Music Music 3. It Isn't Fair 4. Chattanooga Shoe Shine Boy 5. Third Man Theme 6. Dearie 7. Daddy's Little Girl 8. Peter Cottontail 9. My Foolish Heart 10. There's No Tomorrow
1951	<ol style="list-style-type: none"> 1. Tennessee Waltz 2. My Heart Cries for You 3. Harbor Lights 4. The Thing 5. A Bushel and a Peck 6. Nevertheless 7. Be My Love 8. If 9. You're Just in Love 10. The Roving Kind 	<ol style="list-style-type: none"> 1. Tennessee Waltz 2. My Heart Cries For You 3. If 4. By My Love 5. The Roving Kind 6. Harbor Lights 7. You're Just in Love 8. So Long 9. Bushel and a Peck 10. The Thing 	<ol style="list-style-type: none"> 1. Tennessee Waltz 2. If 3. Mockin' Bird Hill 4. My Heart Cries for You 5. Aba Daba Honeymoon 6. Be My Love 7. The Roving Kind 8. Would I Love You 9. So Long 10. You're Just in Love 10. Penny a Kiss, Penny a Hug 	<ol style="list-style-type: none"> 1. Mockin' Bird Hill 2. If 3. Aba Daba Honeymoon 4. Be My Love 5. Would I Love You 6. Sparrow in the Treetop 7. Tennessee Waltz 8. How High the Moon 9. On Top of Old Smoky 10. My Heart Cries for You
1952	<ol style="list-style-type: none"> 1. Slow Poke 2. Cry 3. (It's No) Sin 4. Shrimp Boats 5. Down Yonder 6. The Little White Cloud That Cried 7. Charmaine 8. Because of You 9. Undecided 10. Anytime 	<ol style="list-style-type: none"> 1. Cry 2. Tell Me Why 3. Anytime 4. Wheel of Fortune 5. Slow Poke 6. Shrimp Boats 7. Little White Cloud That Cried 8. (It's No) Sin 9. Charmaine 10. Blue Tango 	<ol style="list-style-type: none"> 1. Wheel of Fortune 2. Anytime 3. Blue Tango 4. Cry 5. Tell Me Why 6. Please, Mr. Sun 7. Bermuda 8. Slow Poke 9. Charmaine 10. Blacksmith Blues 	<ol style="list-style-type: none"> 1. Wheel of Fortune 2. Blue Tango 3. Any Time 4. Blacksmith Blues 5. Cry 6. Tell Me Why 7. Please, Mr. Sun 8. Guy Is a Guy 9. Little White Cloud That Cried 10. Pittsburgh, Pennsylvania
1953	<ol style="list-style-type: none"> 1. Why Don't You Believe Me 2. Don't Let the Stars Get in Your Eyes 3. Till I Waltz Again With You 4. Keep It a Secret 5. Glow Worm 6. You Belong to Me 7. Oh, Happy Day 8. Lady of Spain 9. I Went to Your Wedding 10. Have You Heard 	<ol style="list-style-type: none"> 1. Till I Waltz Again With You 2. Don't Let the Stars Get in Your Eyes 3. Oh, Happy Day 4. Why Don't You Believe Me 5. Tell Me You're Mine 6. Keep It a Secret 7. Hold Me, Thrill Me, Kiss Me 8. Have You Heard 9. Doggie in the Window 10. Glow Worm 	<ol style="list-style-type: none"> 1. Till I Waltz Again With You 2. Doggie in the Window 3. Tell Me You're Mine 4. Don't Let the Stars Get in Your Eyes 5. Why Don't You Believe Me 6. Pretend 7. Hold Me, Thrill Me, Kiss Me 8. Keep It a Secret 9. Oh, Happy Day 10. Side by Side 	<ol style="list-style-type: none"> 1. Doggie in the Window 2. 'Til I Waltz Again With You 3. Pretend 4. I Believe 5. Your Cheatin' Heart 6. Tell Me You're Mine 7. Don't Let the Stars Get in Your Eyes 8. Side by Side 9. Tell Me a Story 10. Wild Horses

• YESTERYEAR'S HITS *Continued*

	JANUARY	FEBRUARY	MARCH	APRIL
1954	<ol style="list-style-type: none"> 1. Oh Mein Papa 2. Changing Partners 3. Rags to Riches 4. Stranger in Paradise 5. Ritzcochet 6. You You You 7. Ebb Tide 8. That's Amore 9. Heart of My Heart 10. Secret Love 	<ol style="list-style-type: none"> 1. Oh Mein Papa 2. Stranger in Paradise 3. Changing Partners 4. Secret Love 5. Make Love to Me 6. Rags to Riches 7. Ritzcochet 8. Heart of My Heart 9. Till We Two Are One 10. From the Vine Came the Grapes 	<ol style="list-style-type: none"> 1. Secret Love 2. Make Love to Me 3. Oh, Mein Papa 4. Changing Partners 5. Stranger in Paradise 6. I Get So Lonely 7. Wanted 8. Cross Over the Bridge 9. From the Vine Came the Grapes 10. Young at Heart 	<ol style="list-style-type: none"> 1. Make Love to Me 2. Wanted 3. Secret Love 4. Cross Over the Bridge 5. I Get So Lonely 6. Young at Heart 7. Answer Me, My Love 8. Oh, Mein Papa 9. A Girl, a Girl 10. From the Vine Came the Grapes
1955	<ol style="list-style-type: none"> 1. Let Me Go, Lover 2. Mr. Sandman 3. Naughty Lady of Shady Lane 4. Hearts of Stone 5. Teach Me Tonight 6. Melody of Love 7. This Ole House 8. I Need You Now 9. Count Your Blessings 10. Sincerely 	<ol style="list-style-type: none"> 1. Melody of Love 2. Hearts of Stone 3. Sincerely 4. Let Me Go, Lover 5. Mr. Sandman 6. That's All I Want From You 7. Earth Angel 8. Ko Ko Mo 9. Naughty Lady of Shady Lane 10. Make Yourself Comfortable 	<ol style="list-style-type: none"> 1. Melody of Love 2. Sincerely 3. Ko Ko Mo 4. Tuxedo Dee 5. Hearts of Stone 6. Earth Angel 7. Ballad of Davy Crockett 8. How Important Can It Be 9. That's All I Want From You 10. Open Up Your Heart 	<ol style="list-style-type: none"> 1. Ballad of Davy Crockett 2. Melody of Love 3. Sincerely 4. Tuxedo Dee 5. How Important Can It Be 6. Cherry Pink and Apple Blossom White 7. Unchained Melody 8. Open Up Your Heart 9. Dance With Me Henry 10. Ka Ko Mo
1956	<ol style="list-style-type: none"> 1. Memories Are Made of This 2. Sixteen Tons 3. Moments to Remember 4. He 5. Great Pretender 6. Band of Gold 7. I Hear You Knockin' 8. It's Almost Tomorrow 9. Autumn Leaves 10. Lisbon Antigua 	<ol style="list-style-type: none"> 1. Memories Are Made of This 2. Great Pretender 3. Rock and Roll Waltz 4. Lisbon Antigua 5. Band of Gold 6. Sixteen Tons 7. It's Almost Tomorrow 8. No, Not Much 9. See You Later, Alligator 10. He 	<ol style="list-style-type: none"> 1. Lisbon Antigua 2. Rock and Roll Waltz 3. Poor People of Paris 4. No, Not Much 5. Great Pretender 6. Theme From the Three Penny Opera (Moritat) 7. Memories Are Made of This 8. I'll Be Home 9. Why Do Fools Fall in Love? 10. Band of Gold 	<ol style="list-style-type: none"> 1. Poor People of Paris 2. Lisbon Antigua 3. Hot Diggity 4. Rock and Roll Waltz 5. Why Do Fools Fall in Love? 6. Heartbreak Hotel 7. Blue Suede Shoes 8. No, Not Much 9. I'll Be Home 10. Theme From Three Penny Opera (Moritat)
1957	<ol style="list-style-type: none"> 1. Singing the Blues 2. Green Door 3. Love Me Tender 4. Blueberry Hill 5. Banana Boat Song 6. True Love 7. Just Walking in the Rain 8. Young Love 9. Love Me 10. Don't Forbid Me 	<ol style="list-style-type: none"> 1. Young Love 2. Don't Forbid Me 3. Singing the Blues 4. Banana Boat Song 5. Too Much 6. Moonlight Gambler 7. Banana Boat Song (Day-O) 8. Love Me Tender 9. True Love 10. Blueberry Hill 	<ol style="list-style-type: none"> 1. Young Love 2. Don't Forbid Me 3. Marianne 4. Too Much 5. Butterfly 6. Banana Boat Song 7. Party Doll 8. Round and Round 9. Banana Boat Song (Day-O) 10. Teenage Crush 	<ol style="list-style-type: none"> 1. Butterfly 2. Round and Round 3. Party Doll 4. All Shook Up 5. Little Darlin' 6. Marianne 7. Young Love 8. Why, Baby, Why 9. I'm Walkin' 10. Gone
1958	<ol style="list-style-type: none"> 1. April Love 2. At the Hop 3. Raunchy 4. Kisses Sweeter Than Wine 5. Peggy Sue 6. You Send Me 7. All the Way 8. Great Balls of Fire 9. Sugartime 10. Why Don't They Understand 	<ol style="list-style-type: none"> 1. At the Hop 2. Sugartime 3. Get a Job 4. Sail Along Silvery Moon 5. April Love 6. Catch a Falling Star 7. Don't 8. The Stroll 9. Peggy Sue 10. Raunchy 	<ol style="list-style-type: none"> 1. Catch a Falling Star 2. Sugartime 3. Twenty-Six Miles 4. Trepida 5. Don't 6. Sail Along Silvery Moon 7. Sweet Little Sixteen 8. Get a Job 9. Lollipop 10. Who's Sorry Now 	<ol style="list-style-type: none"> 1. Trepida 2. He's Got the Whole World in His Hands 3. Lollipop 4. Twilight Time 5. Who's Sorry Now 6. Sugartime 7. Catch a Falling Star 8. Are You Serious? 9. Witch Doctor 10. Wear My Ring Around Your Neck

Yesteryear's Hits --- Month of December '47-'57

DECEMBER, 1947

1. Heart You
2. Ballerina
3. How Soon
4. You Do
5. The Fat Pinks
6. Civilization
7. I Wish I Didn't Love You So
8. And Miss
9. Sideshow of the Hills
10. Golden Earrings

DECEMBER, 1948

1. Ballerina and Blues
2. On a Slow Boat to China
3. My Darling, My Darling
4. You Were Only Foolin'
5. A Little Bird Told Me
6. Time in the Meadow
7. Lull
8. All I Want for Christmas
9. Lonesome Blue (Dilly Dilly)
10. Far Away Places

DECEMBER, 1949

1. Mule Train
2. I Can Dream, Can't I?

1. That Lucky Old Sun
2. Slipping Around
3. Dear Hearts and Gentle People
4. You're Breaking My Heart
5. Jealous Heart
6. A Dreamer's Holiday
7. Don't Get Me
8. Fudgish the Red-Nosed Reindeer

DECEMBER, 1950

1. Tummy Wails
2. Hush! Light
3. The Thing
4. Nervousness
5. A Bushel and a Peck
6. All My Love
7. Fudgish the Red-Nosed Reindeer
8. My Heart Cries for You
9. Thinking of You
10. Goodbye, Irene
11. Orange-Colored Sky

DECEMBER, 1951

1. It's No Sin
2. Because of You
3. Cool, Cool, Cool
4. Snow Pinks

5. Diner Number
6. Unchained
7. Mummy Bear
8. Cry
9. Charmaine
10. And So to Sleep Again

DECEMBER, 1952

1. Why Don't You Believe Me?
2. You Belong to Me
3. I Want to Visit You
4. Don't Let the Stars Get in Your Eyes
5. Glass Walls
6. Lady of Spain
7. Because You're Mine
8. Keep It a Secret
9. I Saw Mommy Kissing Santa Claus
10. Jambalaya

DECEMBER, 1953

1. Rags to Riches
2. Changing Partners
3. You, You, You
4. Raunchy
5. You Can Drive
6. Oh, Mein Papa
7. Ebb Tide

8. Stranger in Paradise
9. Mule Train
10. The Computer

DECEMBER, 1954

1. Mr. Sandman
2. I Need Your Love
3. This Ole House
4. Teach Me Tonight
5. Let Me Go, Lover
6. If I Give My Heart to You
7. Count Your Blessings
8. Naughty Lady of Shady Lane
9. Papa Loves Mamma
10. Mrs. Tave

DECEMBER, 1955

1. Sixteen Tons
2. Autumn Leaves
3. Moments to Remember
4. He
5. Memories Are Made of This
6. Love Is a Never-Ending Thing
7. Only You
8. I Hear You Knockin'

4. Love and Marriage
10. Moving, Whispering Youth

DECEMBER, 1956

1. Love Me Tender
2. Singing the Blues
3. Green Door
4. Just Walking in the Rain
5. True Love
6. Blueberry Hill
7. Candy, Oh, Candy
8. Hey, Jealous Lover
9. Friendly Persuasion
10. Shanty Town

DECEMBER, 1957

1. April Love
2. Raunchy
3. You Send Me
4. Jambalaya
5. Silhouettes
6. All the Way
7. Kisses Sweeter Than Wine
8. Chances Are
9. Peggy Sue
10. Fudgish

FORGET-ME-NOT—WHEN and NOW
their 3RD SMASH RUNNING



The
**KALIN
TWINS**

do it again—with



**OH MY
GOODNESS**

AND

**IT'S ONLY THE
BEGINNING**

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THEIR
LATEST
DECCA
ALBUM

THE KALIN TWINS • When • Cool • School Bell Dream •
Walkin' to School • The Spider and the Fly • Three o'Clock
Thrill • Forget Me Not • Dream of Me • You Mean the
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ATLANTA DEALER TELLS:

How to Sell Stereo Via Self Service

By J. FORMBY

ATLANTA — Putting stereophonic tape recorders and phonographs on what amounts to "self-service" has boomed sales for Wing's Camera Shop of Atlanta. Wing's includes one of the city's biggest and best high fidelity departments along with his camera merchandise, and H. E. Wing, owner, is proving everyday that it is possible to sell a profitable volume of stereo high fidelity equipment with a limited amount of space. The reason is simply that Wing's has utilized an eight-foot display space on one side of the store to demonstrate three varieties of stereophonic players by "push button." Each recorder is kept "ready to go," with a reel of tape or a record already in place, ready

to operate as soon as an interested prospect pushes the "on" button. The tape or records are demonstration types, which explain what stereo is, emphasize the features which will be heard in musical selections following, and does a package job on answering the questions which any customer is most likely to bring up.

Each of the stereo sets shown is accompanied with a sign which reads, "Ask for a Free Demonstration." Then, an arrow points to the "on" button immediately below. When salespeople are too busy with other customers to break away quickly, the natural inference is for the customer to activate the set with the button.

Carefully chosen stereophonic tapes go thru the usual procedure of demonstrating the three-dimensional sound feature, plays several examples of music, and in between make short but complete explanations of the stereo principles which will "stick" in the customer's mind. Some of the tapes were recorded by Wing himself and ask questions such as, "Wasn't that clear? Wasn't the sound natural and life-like? That's stereophonic sound. The music comes from two speakers. It's a three-dimensional sound. Couldn't you feel yourself right within that hand-right in front of you?"

Continuous demonstration in this

New Mohawk Recorder Is 'Palm-Size'

NEW YORK — Mohawk, makers of Midgetape tape recorders, have added another tiny unit to their line—the "Midgetape Professional 500." It's a palm-size, "high fidelity," high-speed, all transistorized, one battery operated pocket tape recorder.

The unit features a high speed tape of 3 3/4" per second and an exclusive "VU Meter," which permits recording of voice and music without distortion. Weighing only three pounds, the "Midgetape Professional 500" is equipped with a 5-minute automatic tape cartridge, a T-12 battery and a patchcord for patching into the mike in-

(Continued on page 34)

IHFM Bullish On '59 Prospects For Components

NEW YORK—The Institute of High Fidelity Manufacturers is bullish about component sales prospects for 1959. Continued interest in stereo is the major contributing factor, according to the IHFM. Monophonic conversions to stereo will account for a big piece of business for the component firms. Actual percentage increase over 1958 is estimated to be 15 per cent.

Here's the way the industry has gone from year to year since the

(Continued on page 34)

EDITORIAL

The 'Stereo Year'

Ten or 20 years from now, disk industry historians will look back on 1958—if they care to—as the year the stereo disk got off to a booming start. The year opened with Audio Fidelity's announcement of a commercially pressed stereo disk. And the panic was on.

The first people to climb aboard and start hollering were cartridge manufacturers. The cartridge is the heart of a stereo system. With a cartridge and other regularly available components (extra amplifier and speaker), the consumer was in business.

But the disk companies weren't far behind. All of them seemed to want to be on the stereo bandwagon and by May there were few who weren't pressing some two-channel disks.

Packaged phono people weren't far behind. First complete packaged stereo phonos were offered in early spring. By the time the NAMM show came along in July, every phono company had a stereo line. The industry hadn't seen such unanimity of opinion since the time a few years ago that Columbia introduced their 300 phono. It had two speakers and it was a table model phono priced above \$100. Within six months, everybody was in the same two-speaker act.

Looking back on the first six months of 1958, one can only be astonished with the rapidity with which the entire industry moved into stereo.

Early in the year also, another significant development was announced—the RCA tape cartridge. Unlike the stereo disk, however, RCA's tape cartridge caused no stampede into stereo tape cartridge manufacture. Indeed, RCA itself has been slow to capitalize on its important "first." Rather, they have repeatedly postponed bringing out the cartridge player.

It has been expected that they would show the player at the NAMM show in July. They did but they played it down and didn't write any business on it. More recently, the firm vowed they would have the unit in stores before Christmas. They asserted before a recent meeting of the Magnetic Recording Industry Association that pre-Christmas delivery was a certainty. Two days before Christmas a Billboard check of several important distributors revealed that they had not yet received the player and an RCA spokesman at their Camden headquarters would only comment that he "won't say what sort of distribution has or has not been made."

And finally, with the stereo disk boom on and the tape cartridge imminent, the small but healthy recorded tape industry

(Continued on page 34)

Arvin Debuts Transistorized Portable Radios

NEW YORK — Two transistor portable radios, both of "camera" size, have been introduced by Arvin Industries. Designed as combination table-portable sets, each is operated by four standard C size flashlight batteries and has a three-inch speaker.

The model 9595 has seven transistors plus two germanium diodes.

(Continued on page 34)

STARTING OFF THE NEW YEAR WITH A BANG!

ART MOONEY

and his orchestra



BYE BYE BLACKBIRD

"CARESS ME, POSSESS ME," PERFUME

MGM K12744

(From the Broadway Musical "Whoopee!")

MGM Records

HONORS TO RCA VICTOR FROM CRITICS... DISC JOCKEYS

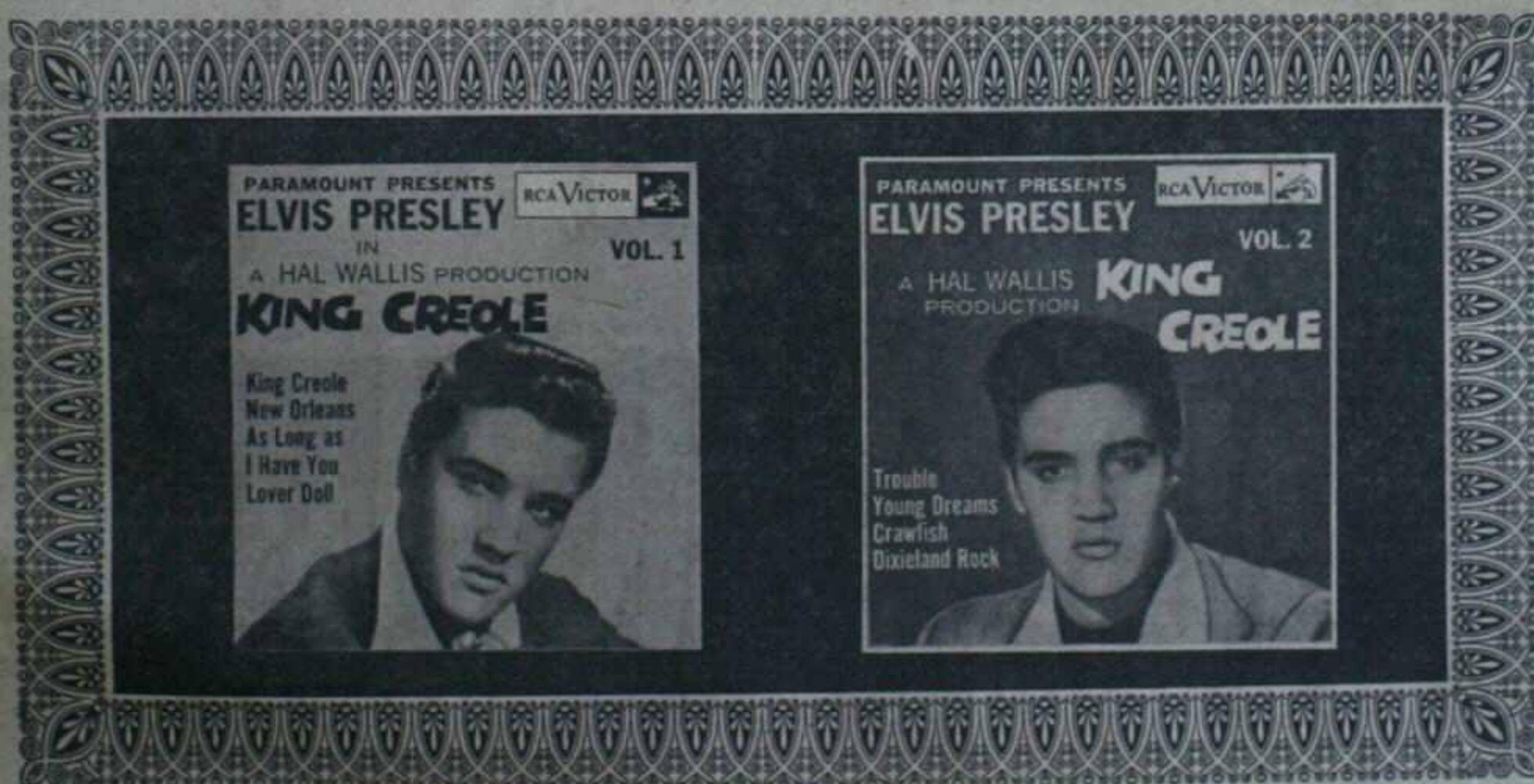


Saturday Review

CRITICS' CHOICE FOR 1958
TCHAIKOVSKY CONCERTO NO. 1
Van Cliburn Kiril Kondrashin
LM/LSC-2252

Saturday Review

CRITICS' CHOICE FOR 1958
"MADAMA BUTTERFLY"
Anna Moffo Cesare Valetti
LM/LSC-6135



The
Billboard

ELEVENTH ANNUAL DISC JOCKEY POLL "FAVORITE EP"
KING CREOLE Elvis Presley EPA-4319, 4321

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AND THE RAIN
IN YOUR HAIR"

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NEW SMASH!



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ROCKIN'
TONIGHT"**

#15888

The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING DECEMBER 20

The information given in this chart is based on actual sales to consumers 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 Statistics of New York University.

This Week		Last Week	Weeks on Chart
1.	Christmas Sing Along With Mitch Mitch Miller, Columbia CL 1295	2	4*
2.	Sing Along With Mitch Mitch Miller, Columbia CL 1160	1	25
3.	Christmas Carols Mantovani, London LL 913	6	2*
4.	Merry Christmas Johnny Mathis, Columbia CL 1195	9	3*
5.	Merry Christmas Bing Crosby, Decca DL 8128	10	3*
6.	The Music Man Original Cast, Capitol WAO 990	4	44
7.	Tchaikovsky: Piano Concerto No. 1 Van Cliburn, RCA Victor LM 2252	2	22
8.	More Sing Along With Mitch Mitch Miller, Columbia CL 1243	6	8
9.	Perry Como Sings Merry Christmas Music RCA Victor LPM 1243	13	3*
10.	The Star Carol Tennessee Ernie Ford, Capitol T 1071	25	2*
11.	South Pacific Sound Track, RCA Victor LOC 1032	7	40
12.	Johnny's Greatest Hits Johnny Mathis, Columbia CL 1133	14	38
13.	Christmas Hymns and Carols Robert Shaw Chorus, RCA Victor LM 1711	22	2*
14.	Only the Lonely Frank Sinatra, Capitol W 1053	8	14
15.	Gigi Sound Track, M-G-M E 3641 ST	11	28
16.	Stardust Pat Boone, Dot DLP 3118	17	24
17.	But Not for Me Ahmad Jamal Trio, Argo LP 628	12	15
18.	Gems Forever Mantovani, London LL 3032	20	21
19.	South Pacific Original Cast, Columbia OL 4180	18	248
20.	Swing Softly Johnny Mathis, Columbia CL 1165	21	15
21.	Now Is the Caroling Season Fred Waring, Capitol T 986	23	2*
22.	The Kingston Trio Capitol T 996	15	9
23.	My Fair Lady Original Cast, Columbia OL 5090	16	143
24.	Elvis' Golden Records Elvis Presley, RCA Victor LPM 1707	—	26
25.	Belafonte Sings the Blues Harry Belafonte, RCA Victor LOP 1006	—	7

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



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

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

Pop Albums

THE VERY THOUGHT OF YOU

Nat King Cole with Gordon Jenkins Ork—
Capitol W 1084

Warmly expressive chanting by Cole on a group of great standards—"This Is All I Ask," "I Wish I Knew," "Paradise," etc., with lush backing by the Jenkins Ork. Strong display value in unusual "mood" photo of the artist on cover. Another sure-fire seller for the "King."



SWINGIN' AT THE CINEMA

Jonah Jones Quartet—Capitol T 1083

Here's another powerful sales item by best-selling artist Jones, with a rock pin-up-queen cover, and, of course, dual market appeal. Jones' tasteful instrumental treatments of a group of film themes—"Tommy," "Sweet Love," "All the Way," etc.—are as always, eminently spiciable and listenable.



THE YOUNG FRANKIE AVALON

Chancellor CHL 5002

Avalon has a powerful following in the singles market, and his second LP should chalk up considerable sales mileage in the album field. He warbles his usual bouncy r&B items with verve and also registers well with the blues, "Fever" and such standards as "The One I Love," "Teach Me Tonight," etc. Nice cover shot of lad gives LP sock display value.



TEA FOR TWO CHA CHA

The Tommy Dorsey Ork starring Warren
Covington—Decca 78842

STEREO & MONAURAL

Covington continues to do a fine job of fronting the T. D. ork. Here the package includes their hit single, "Tea for Two Cha Cha," and other favorites in the Latin tempo such as "Por Favor," "Patricia," and "I Want to Be Happy Cha Cha." Strong sound with wide appeal.



LATIN LACE

The George Shearing Quintet—Capitol T 1082

This is Shearing's first set devoted entirely to Latin rhythms. The quintet is paced by a group of Latin percussion musicians. Tunes include familiar, international favorites. As usual with his releases, the set should prove a big item in both jazz and pop markets. Numbers include "Serenata," "It's Not for Me to Say," and "To the Ends of the Earth."



Low-Price Pop Albums

SONGS FROM "THE FLOWER DRUM SONG"

Various Artists—Bell BLP 13

STEREO & MONAURAL

One of the finest low-priced show albums around. In some ways, its arrangements are more suited for the mass market than the original, having eliminated the saccharine from the music. Performers are real pros, including understudies from the show and such slick showbiz vets as Jane Connell. Lyrics are clear and intelligible, and the score is not B&H's best, for what it is this is an excellent interpretation and a bargain at the price.



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

Classical Albums

BEETHOVEN: PIANO CONCERTO NO. 4

Emil Gilels, Piano, with the Philharmonia Orch.
(Ludwig)—Angel S 35511

STEREO & MONAURAL

A brilliant performance by the Russian virtuoso, exquisitely recorded. Must merchandise, of course, and packaged in Angel's tasteful style. Dealers should demonstrate this, as the engineering, sound and genius of the performer combine to make a superb disk.



Classical Special Merit Albums

THE PAULIST CHOIR OF CHICAGO

Father O'Malley, Conductor—Efom 100

One of the best all-male choruses anywhere in their first recording. This excellent disk features polyphonic music by Palestrina, Morley, Gibbons and other 16th century composers on one side and folk songs and carols on the other. A wonderful balance is maintained on every single note by this choir whose beauty of tone, dynamic resource and perfect intonation preserve a rare tradition. A treat for a limited market.



Semi-Classical Albums

GILBERT & SULLIVAN: THE GONDOLIERS (2-12")

Pro Arte Orch. & the Glyndebourne Festival Chorus
(Sargent) With Various Artists—Angel 3570 B-L

STEREO & MONAURAL

The stereo version of the recent, new, bubbly waxing should delight Savoyards and sound buffs alike. It's vibrant, full and spirited, with Geraint Evans heading a strong cast.



Jazz Special Merit Albums

JAZZ BEGINS

The Young Tuxedo Brass Band—Atlantic 1297

Here's an album that is certain to become part of every true jazz fan's collection. It features the actual street performance of the Young Tuxedo Brass Band of New Orleans playing a funeral. This album is a sound documentary of the band going to the cemetery and playing dirges on the way and then playing bright swinging marches on the way back. It not only is authentic, but it also sounds authentic as well. The cover, which recently appeared in Life magazine, was painted by Morton Roberts and makes a strong display piece.



C&W Albums

THIS IS FARON YOUNG!

Capitol T 1096

Strong country merchandise, chiefly in the traditional style. Material is made up of ballads, weepers and rhythm tunes—songs with which the chanter has been identified, including such hits as "Live Fast, Love Hard, Die Young," "Goin' Steady," "If You Ain't Lovin' (You Ain't Livin')," etc.



Documentary Albums

NAUTILUS

Colpix 701

Produced and narrated by comedian Herb Shriner, this is an unusual documentary package with solid educational values. It features actual sounds and voices recorded during the Nautilus' historic voyage under the north pole. It's handsomely packaged with a double-fold album cover and bound-in booklet featuring pictorial material and technical information. Strong appeal for both adults and scientific-minded youngsters.



(Continued on page 20)



Best Selling Pop EP's

FOR SURVEY WEEK ENDING DECEMBER 29

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

1. THE STAR CAROL...Tennessee Ernie Ford, Capitol EAP 1-1071
2. MERRY CHRISTMAS...Johnny Mathis, Columbia EPB 11951
3. KING CREOLE, VOL. 1...Elvis Presley, RCA Victor EPA 4319
4. CHRISTMAS HYMNS & CAROLS.....
.....Robert Shaw Chorus, RCA Victor ERA 1-2139
5. KING CREOLE, VOL. 2...Elvis Presley, RCA Victor EPA 4321
6. HYMNS.....Tennessee Ernie Ford, Capitol EAP 1-758
7. MERRY CHRISTMAS.....Pat Boone, Dot DEP 1002
8. PERRY COMO SINGS MERRY CHRISTMAS MUSIC....
.....RCA Victor EPB 1243
9. NEARER THE CROSS.....
.....Tennessee Ernie Ford, Capitol EAP 1-1005
10. THE EVERLY BROTHERS.....Cadence CEP 107

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• Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure Fire Merchandise—Top Demand

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

★★★—Good Potential—Will Sell

★★—Moderate Potential—Salable Qualities

★—For dealers who stock all merchandise.

POPULAR ★★★★★

★★★★★ THINGS ARE SWINGIN'

Faye Lee with Jack Marshall Ork. Capitol T 1049

Faye Lee is in a solid swingin' groove in this set. She does the brunt of standards in a smooth, finger-popping manner against fine arr support from Jack Marshall. Set is a top notch programming item that includes "I'm Beginning to See the Light," "Lullaby in Rhythm" and "You're Mine You." Strong prospects.

★★★★★ JUDY IN LOVE

Judy Garland with Nelson Riddle Ork. Capitol T 1050

Miss Garland's fans will find this set a delight. She turns in a great set of songs about love. Nelson Riddle's excellent arrangements back the throat all the way. It's a bit of a departure for her, and one that should be well received. She's in great voice. Fine programming set. Good cover sketch and slicker liner notes by tunesmith Johnny McHugh add to overall appeal.

★★★★★ HARRY'S CHOICE

Harry James & Various Artists. Capitol T 1051

Disarming delights will like this one. James, one of the great names of the swing era, dips into the jazz repertoire to come up with sophisticated, yet traditional, favored arrangements of "I Want a Little Girl," "Mama's Swing," "Willow Weep for Me," etc. These instrumentals swing and have touches of the Kansas City and earlier styles. The musicians on the date obviously enjoyed it, and this feeling is projected.

★★★★★ LOVE IS A FABULOUS THING

Lee Remick Ork. Capitol T 1052

Remick has an excellent mood item in

this set of love themes which describe the various stages and emotional ranges of love. The themes vary from light, flirty moods to smooth and sophisticated strains. Many colorful arr efforts are presented in the various medleys. Sound and good cover shot of loving pair add to overall appeal. Titles include "My Love and the Sea," "The King of Love" and "Rush Hour Romance."

★★★★★ STRICTLY PRIMA!

Louis Prima. Capitol T 1132

Jumping version of standards and less well-known fare. Louis' styled vocalizing may be demonstrated to good advantage on "Judy" (Side 1, Band 2). Sound is as crisp as they make 'em. Strong item in light of Prima's recent sales record.

★★★★★ SWINGIN' FLYING WITH THE MUSIC OF ALVINO REY

Capitol T 1053

Here's a swinging big band album with fresh, lively instrumental treatments of some jazz standards—"I Love Paris," "How High the Moon," "Isn't It Romantic," and a few originals. Solid beat and excellent guitar work by Ray. Fine jacket too.

★★★★★ THE THINGS WE DID LAST SUMMER

The Four Preps. Capitol T 1054

The boys, who had a big hit single with "26 Miles," blend smoothly and pleasantly on a group of nostalgic-themed titles with various themes—"Avalon," "In the Good Old Summer," etc. Spinable wax.

★★★★★ RAY ANTHONY PLAYS STEVE ALLEN

Capitol T 1055

Swingin' big band instrumental treatment with a solid top beat of some jazz-flavored themes pressed by TV's Steve (Continued on page 22)

• Review Spotlight on Albums . . .

• Continued from page 19

Opera Albums

VERDI: FALSTAFF (3-12")

Tito Gobbi, Baritone; Elisabeth Schwartzkopf, Soprano; Various Artists with the Philharmonia Opera Company & the Philharmonia Orch. & Chorus (Van Karajan)—Angel 3553 C-L

The wonderful monaural version of this rollicking masterwork has been out for two seasons. Now the opera takes on even more dimension and excitement with fine stereo technique, tho no attempt is made to move people about like stage action.



RICHARD STRAUSS: DER ROSENKAVALIER

(4-12") Elisabeth Schwartzkopf, Soprano; Otto Edelmann, Bass-Baritone; Various Artists with the Philharmonia Orch. & Chorus (Van Karajan)—Angel S 3563 D-L

STEREO & MONAURAL

The stereo version of this package—previously reviewed as a monaural LP (October 28, 1957)—features excellent sound values and outstanding performances. Handsomely packaged album should enjoy considerable sales success in stereo opera field.



Polka Albums

POLKA-GO-ROUND

Louis Prohut & the Polka-Go-Rounders—ABC-Paramount ABC 262

Fourteen lively, jumping polkas done with juice and verve by Louis Prohut and his gang. The groups' ABC video series of the same title as the album should be a major promotion asset and should help it move in areas where polkas are popular. Lyrics are understandable and the songs are lively and humorous.



Religious Albums

PSALMS

Tex Ritter—Capitol T 1100

A powerful religious album, containing 15 Psalms, read by Ritter to a setting of harp music by Kathryn Kulve. Reaches a high point in spiritual feeling. The individual readings are gem-like in their clarity and sincerity. Good cover art is an additional selling aid.



POPE PIUS XII

Capitol W 1141

The record consists of various ceremonies conducted by Pius XII during the recent Holy Year. It's an excellent disk history of the significant events, which include the opening of the Holy Doors in 1949, the celebrating of the Easter Postical Mass in 1950 and the Procession of the Blessed Sacrament on the Feast of Corpus Domini in 1950. The ever-all production, altho not recorded under the most favorable conditions, is an excellent effort.



Specialty Albums

1958 INTERNATIONAL BARBERSHOP CHORUS WINNERS

Decca DL 78788

STEREO & MONAURAL

Here is another fine barbershop quartet package, by Decca, featuring the 1958 winners. A nice - five quality package for barbershop quartet fans. Groups which placed in first five are represented, with the No. 1 winners and International champs, Dixie Cotton Ball, registering particularly well. Stereo is excellent.



Spiritual Albums

THE GOSPEL CLEFS

Savoy MG 14022

The septet delivers a group of spirituals in sincere and devoted fashion. There are some rich voices and fine harmonies expressed in the album. The hymns are in both slow and rhythmic patterns. Excellent item for the market.



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12 love songs, including such greats as *Fools Rush In*, *A Fine Romance*, and
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MGM Records

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HAPPY NEW YEAR HITS!

CONNIE FRANCIS MY HAPPINESS NEVER BEFORE

(From the Broadway Musical "Whoop-Up")

MGM K12738

TOMMY EDWARDS

MORTY CRAFT and His Orch.

LEROY HOLMES and His Orch.

LOVE IS ALL WE NEED

MGM K12722

NEVER BEFORE AND PIZZICATTO CHA CHA

(From the Broadway Musical "Whoop-Up")

MGM K12741

CHIEF ROCKY BOY

(From the Broadway Musical "Whoop-Up")

AND SONG FROM "SOME CAME RUNNING"

(From the MGM Picture)

MGM K12745

SHEB WOOLEY

ALAN DALE

STAR OF LOVE

MGM K12743

LOVE EYES

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

AND AS YOUNG AS WE ARE

MGM K12742

PINKY RECORDS

Distributed by

MGM RECORDS

JOHNNY ANDREWS

HAVIN' A WONDERFUL TIME

IT'S A WONDERFUL, WONDERFUL FEELIN'

PINKY RECORDS MAN-101

Reviews and Ratings of New Popular Albums

Continued from page 20

Also, Andrews will probably sing LP, via a guest spot on Alan's NBC-TV show, which should spark some sales.

POPULAR ★★★

*** **HOWARD LANE PLAYS FLOWER DRUM SONG**
ABC-Parlophone ABC 372
Bright and extremely danceable writings of the genre come from the latest Rodgers-Hammerstein musical. Performances are in the spirit of the year. Each side includes five individual numbers, plus a medley. Package should move well.

*** **TOMMY EDWARDS SINGS**
MGM MG 8094
Tasteful vocal writings by the "All In the Game" singer. Material includes "It's Love, My Sweet," "You Didn't Want Me When You Had Me," "Blackberry Blossom." Much of the material is fresh-sounding, with an excessive dependence upon old standards. Edwards, of course, is new on M-G-M, so the sides are of older vintage.

*** **YOUNG ROMANCE**
Mally Box, Capitol T 1407
Drama-voiced teenage vocalists pleasantly sing a group of standards and contemporary favorites—"Candy Kisses," "Chorus" on Me," "You're Somebody Else," etc. Caputo's frequent TV appearances and recent movie roles should spark some sales.

*** **I'M SHOOTING HIGH**
Ann Richards with Brian Farnon Orch., Capitol T 1407
The songstress has just-learned, beautiful delivery. Highlights are "Blues in My Heart," "Should I," "Will You Still Be Mine," and the title song. "I'm Shooting High" lovely cover shot of the artist should spark sales.

*** **BANJO RAMA**
Carmen Mastros, Banjo, with Various Artists, Mercury MG 12841
Carmen Mastros, the master of the banjo, really works the instrument over in this varied set. Mastros and group of accompanying artists play with much vitality and enthusiasm. "Riv, Riv Blues," "If You Knew Suzie" and two medleys of old favorites provide good listening and listening. Attractive cover and wide appeal.

*** **FAVORITE SHOW TUNES**
Suzuki Strings, Concert-Disc CD 29
STEREO & MONAURAL

The arrangements sound as if they were done specifically for stereo disks. There is a marked (but not distracting) separation. The selections are from recent and past favorite hit shows, and the set should easily find a market. The treatments are lush and offer a good mood package for folks. Tunes include "What Is That Thing Called Love," "Someday I'll Find You" and "Blue Moon." Sound is excellent.

*** **OLIVES, ALMONDS AND RAISINS**
Ray Martin Disk & the Bill Shepherd Chorus, Capitol T 14113
Traditional Hebrew tunes are turned into pop songs, some pleasant, all danceable, some with singles potential. Lyrics Alton and chorus supply punchy vocals.

POPULAR ★★

** **MINSTREL SHOW**
Various Artists, Stereo-Fidelity SF 1408
STEREO & MONAURAL

A lot for the money. Colorful cover plus more than 18 numbers, comprising straight singing, comedy, etc., with authentic sounds of band accompaniment.

** **SONGS OF STEPHEN FOSTER**
The John Williams Choir, Concert-Disc CD 30

STEREO & MONAURAL
The John Williams Choir offer moving choral settings of the Foster melodies. The disk is a fine offering in vocal music with voices clearly separated. Side two features the chorus on various American folk material. It should gather fair sales.

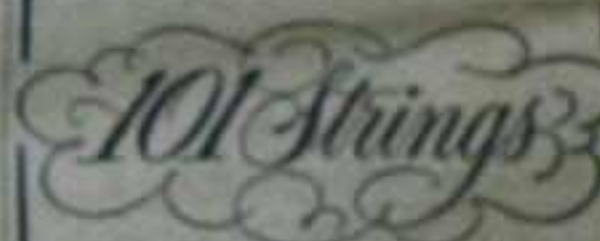
** **COCKTAIL HAVING**
Dino Baker Trio, Capitol T 1409
Nice sound from this trio of Jo Jo Zeevich on piano and guitar, Milt Holland accompanying with Lew Collier on drums and Dino Baker on the Hammond organ. Pleasant mood music provides for enjoyable package.

** **THE TEN VOYAGE OF SENRAD**
Sound Track, Capitol CF 864
A groundbreaking score with attractive melodramatic and a lush sound makes a pleasant mood story. Part of the new line will arrive.

POPULAR ★

* **SOUTH SEAS ADVENTURE**
Sound Track, Audio Fidelity AF1P 184

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GEORGE JESSEL'S NEW TREASURE ALBUM LP 408 (TREASURE PRODUCTIONS, MOUNT VERNON, N. Y.) IS A WOW NOVELTY TO BE RELEASED JANUARY 12, IN "TEAR JERKERS OF THE NOT-SO-GAY NINETIES" GEORGE AND HIS SUPPORTING CAST EVOKE BOTH LAUGHTER AND TEARS FROM THE ALBUM'S UNIQUE COVER TO THE LAST OF SIXTEEN TERRIFIC SONGS THAT JOLTED OUR GRANDPARENTS AND SENT THEM TO BED WEeping. A GREAT WAVE OF NOSTALGIA WILL SWEEP OVER THE MATURE GENERATION, AND THE YOUNGER, SOPHISTICATED FOLKS WILL ENJOY THESE GEMS WITH TONGUE-IN-CHEEK.

SEE THE GIFTED ARTIST—THE TOASTMASTER-GENERAL OF THE UNITED STATES—ON CBS-TV "PERSON TO PERSON" FRIDAY, JANUARY 2, AT 10:30 P.M.

LOW-PRICE POPULAR ★★★★★

★★★★ GYPSY CAMPFIRES
181 Strings, Somerset SF 8188

STEREO & MONAURAL

The 101 Strings sound more like 200 in this stereo addition to Somerset's popular series. It's not so much gypsy music as an overpowering combination of gypsy motifs, orchestra flash and popular favorites. Selections include "Dark Eyes," "Two Guitars" and "Golden Earrings." Eye-catching cover will help it move off racks.

DOCUMENTARY ★★★★★

★★★★ A LINCOLN TREASURY
Read by Gross Weller, Carl Sandburg & Walter Huston with Various Artists. Decca DL 9665

"The Lonesome Train," a musical legend by Earl ("Ballad for Americans") Robinson and Willard Lampell, directed by radio's Norman Corwin, and featuring Earl Inet, makes up one side of this disk. Flip offers the Gettysburg and second inaugural addresses read by Weller; poems by Markham and Lindsay, read by Huston; and Sandburg read by Sandburg. Good Lincoln's Birthday fare, well performed by all hands.

FOLK ★★★

★★★ AUSTRIAN FOLK MUSIC
Toni Praxmar & the Kitzbüheler Nationaltänzer. Capitol T 10154

Yodeling, cowbells and foot stomping are among the off-beat ingredients that help make this a good-humored, fast-paced album. It features simple music, mainly with a polka beat, rendered with high spirits with plenty of whistling and yippies in the background to help the music keep moving. There's even a "Cowbell Symphony" which will be recognized as the music known here as "Old Spinning Wheel."

★★★ MUSIC AND SONG OF ITALY
Tradition TLP 1030

Alan Lomax has collected some fascinating folk material from modern Italy, song and played with vibrancy on location and good sound. Ethnic fans will embrace this.

FOLK ★★

★★ TEXAN FOLK SONGS
Sung by Alan Lomax. Tradition TLP 1029

Some interesting parts of Texas Americana are related in this group by the folk singer. "The Dring Cowboy" is a good one along with "Black Betty." Sales potential limited to its specific field.

INTERNATIONAL ★★★

★★★★ AN EVENING IN BEIRUT
Various Artists. Capitol T 10189

An exotic album of Middle East music recorded in Lebanon. Side 1 has pop styles featuring "Jar Al-Hawa" sung by Su'ad Hashim and "Ya Hala Ya Hala" by Fairuz. Side 2 features folk music which is haunting and lovely. "Mina Wa' ihau" by Al-Dabha is especially enchanting. Good appeal in its field.

★★★★ LOS MACABENOS' FLAMENCO!
Capitol T 10144

Disk captures the folk quality and spontaneity of these bona fide Spanish gypsies in a manner rarely heard on wax. While the artists are not of first caliber, their earthiness, drive and energy are truly exciting. Sound, taped at an actual performance, is poor, but flamenco fans will want this one.

★★★ PIANO BY MORES
Mariano Mores Ork. Capitol T 10159

Tangos and milongas by a smooth ork, featuring inventive piano by Mores, with

"La Campanella" and "Mimi Fissini" especially infectious. A Capitol of the World album to delight fans of this series.

★★★ CAFE ITALIANO
With Joe Basile, Accordion; Aldo Conell, Tenor, & Chorus & Ork. Audio Fidelity AFLP 1893

Relaxed, attractive Italian pop tunes, sung warmly by Conell and the boys, with Basile and good rhythm section in support. Amusing cover shot, superb liner notes. Songs include "Gugliotta" and a delightful "Lazzarella."

INTERNATIONAL ★★

★★ NA MELE O HAWAII
The Kanehameha Alumni Glee Club. Capitol T 1092

Traditional Hawaiian music is seldom heard stateside in authentic performances. A highly proficient 24-voice chorus here sings unaccompanied, with the program including songs running the full gamut of emotions. No artificial hula rhythms, but the genuine music performed properly. However, the album does wind up with a couple of standbys, "Song of the Islands," and "Aloha Oe."

LATIN AMERICAN ★★★★★

★★★★ DANCE ALONG WITH THE LECUONA CUBAN BOYS
ABC-Paramount ABC 230

The melodic and often tender compositions of Ernesto Lecuona are performed here by the Lecuona Cuban Boys, the band the composer formed years ago. It specializes in giving his works a danceable treatment, and the arrangements also prove such Lecuona standouts as "Siboney," "Always in My Heart," "The Breeze and I," and "Malaguena." Eye-catching album cover should help, too.

LATIN AMERICAN ★★★

★★★ CUBANA
Cuarteto Caney. Decca DL 8814

The Cuarteto Caney has been noted for several years as a small group with a potent beat, and this album provides a convincing demonstration. Album leads off with the "Rumba Rhapsody" which, at a 78 r.p.m. single some years back, helped make the group's reputation. Other numbers also are given authentic Cuban flavor with a perfect beat for dancing.

LOW PRICE-LATIN AMERICAN ★

★ LATIN STEREO
Juan Perez Ork. Roudo-lette SA 45

STEREO & MONAURAL

RELIGIOUS ★★★

★★★★ CHIMES OF FAITH
Dr. Charles S. Kendall. Dot DLP 3129

Variety and charm from the chimes and vibraphone make these 20 popular hymns good mood wax. Dr. Kendall accomplishes wonders with a limited sound range.

★★★ PRAY FOR PEACE
Charles K. L. Davis with Various Artists. Everest LPBR 5021

Sincere and rich interpretations of the set of prayers for peace from various religions. Especially well done is the interesting and beautiful rendition of "The Lord's Prayer" in Hawaiian. Good package for its field.

SPECIALTY ★★★

Oscar Brand. Riverside RLP 12-832

Song hits of 50 years back get spirited reading by Brand and his guitar, with banjo, piano and percussion whipping up the old sound neatly. The authenticity of these lyrics will be disputed, but it's fun wax for parties.

★★★ MISTERIOSO

Thelonious Monk Quartet. Riverside RLP 12-279

This is one of the best waxings to date by the extraordinarily talented composer pianist, Thelonious Monk, who finally, after many hard years, is coming into his own. On this set Monk has been recorded at an actual performance at the Half Note Cafe in New York and the set has all the brightness of a live performance. The tunes include "Nuttin'," "Let's Cool One," "In Walked Bud," and "Misterioso." Monk's performance is aided by the fine tenor work of Johnny Griffin. A strong package.

★★★ HARRY ARNOLD - BIG BAND - QUINCY JONES - JAZZ!

JAZZ!
Mercury MG 36129

The Harry Arnold ork, a Swedish crew which has had one other LP released in the U. S., shows off some mighty attractive big band jazz on this new LP which features arrangements by Quincy Jones. The ork swings and the Jones arrangements are excellent, some driving and others tender and warm. The Arnold band, as heard on this disk, compares favorably with many current American crews. Tunes include orig-

(Continued on page 35)

• Reviews and Ratings of New Jazz Albums

JAZZ ★★★

★★★★ STEVE'S SONGS
Manny Albam & His Jazz Greats. Dot SLP 9698

This album contains a group of sparkling arrangements penned by Manny Albam, and blown by top-flight jazzmen of a group of tunes penned by comic Steve Allen. If the material was up to the arrangements and performances, it would be a strong set. As it is, it features some good performances by G. Quill, A. Cohn, E. Royal, N. Travis, A. Farmer and B. Brookmeyer on 12 of Steve Allen's less than memorable tunes.

★★★ BRANCHING OUT
Nat Adderly Quintet. Riverside RLP 12-285

Nat Adderly, younger brother of Julian (Cannonball) Adderly, gets a chance on this new set to show off his cornet work on a group of down-home blues items, and he performs them neatly. He is helped by an excellent combo consisting of J. Griffin on tenor, and the "Three Sounds" (G. Harris on piano, A. Simkins, bass, and B. Dowdy on drums) as the rhythm group. Tunes include "Sister Caroline," "Well You Needs It," and "Don't Get Around Much Anymore." A listenable waxing.



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**HAPPY
NEW YEAR
HIT!**



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

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TAMBLYN**

SINGS

**"Tom
thumb's
tune"**

METRO
K20012

**CASH
BOX
PICK**

The
only
original
sound track
record

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending December 20

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Chipmunk Song By Ross Bagdasarian—Published by Minorch (ASCAP) BEST SELLING RECORDS: David Seville, Liberty 57148.	2	3	6. Lonesome Town By B. Knight—Published by Eris (BMD) BEST SELLING RECORDS: Ricky Nelson, Imperial 5545.	6	10
2. Smoke Gets in Your Eyes By Harbach-Levine—Published by Harms (ASCAP) BEST SELLING RECORDS: Patters, Mercury 71382. RECORDS AVAILABLE: Richard Barrett, MGM 12614; Harry Belafonte, Jubilee 5077; Earl Bostic, King 4770; Carmen Brownell, Deo 27055; Carmen Cavallaro, Deo 24187; Dennis Day, Cap 1630; Jerry Gray, Deo 27450; Gordon Jenkins, Deo 27166; Guy Lombardo, Deo 23996; Tab Smith, Argo 3123; Fred Waring, Deo 27724.	4	5	7. Problems By F. Stewart & R. Brown—Published by Aruff-Ross (BMD) BEST SELLING RECORDS: Enoch Brothers, Calrose 1313.	7	6
3. To Know Him Is to Love Him By Phillip Spector—Published by Warner (BMD) BEST SELLING RECORDS: Teddy Bears, Decca 503. RECORDS AVAILABLE: Cathy Carr, Roulette 4187; Evelyn and Towers Kinglet, Cap 4069.	1	11	8. Beep Beep By Denny-Marcy-Chis—Published by R.A.L. (BMD) BEST SELLING RECORDS: Playmates, Roulette 4113.	8	8
4. Tom Dooley By Dave Guard—Published by Beachwood (BMD) BEST SELLING RECORDS: Kingston Trio, Cap 4049.	3	12	9. It's Only Make Believe By Conway Twitty & Nance—Published by Matella (BMD) BEST SELLING RECORDS: Conway Twitty, MGM 12671. RECORD AVAILABLE: Jimmy Bart, Decca 391.	9	12
5. One Night By Dave Bartholomew-Pearl King—Published by Travis-Frederly (BMD) BEST SELLING RECORDS: Elna Frealey, Via 7416.	5	7	10. Whole Lotta Loving By Donnan & Bartholomew—Published by Marquis (BMD) BEST SELLING RECORDS: Fats Domino, Imperial 5574.	11	5

Second Ten

11. A Lover's Question By Brock Benton-Jimmy Williams—Published by Eden-Progressive (BMD) BEST SELLING RECORDS: Clyde McPherson, Atlantic 1129.	12	8	16. Queen of the Hop By Woody Harris & Bobby Davis—Published by Walden-Tweed (ASCAP) BEST SELLING RECORDS: Bobby Davis, Atco 4127.	14	9
12. I Got Stung By Aaron Schroeder-David Hill—Published by Gladys Music (ASCAP) BEST SELLING RECORDS: Elna Frealey, Via 7416.	10	8	17. Lonely Teardrops By Berry Gordy Jr. & Tyrone Carter—Published by Pearl (BMD) BEST SELLING RECORDS: Jackie Wilson, Brunswick 17405.	18	3
13. Gotta Travel On By Paul Clayton—Published by Sings (BMD) BEST SELLING RECORDS: Billy Grammer, Monument 406. RECORD AVAILABLE: Bill Morrow & His Blue Grass Boys, Decca 30805.	16	4	18. Donna By Enoch Valera—Published by Kama (BMD) BEST SELLING RECORDS: Enoch Valera, De-Fi 4119.	28	2
14. My Happiness By Petros & Bergamini—Published by Happiness (ASCAP) BEST SELLING RECORDS: Connie Fralick, MGM 12738. RECORDS AVAILABLE: Ella Fitzgerald, Decca 24448; Melba, GNP 131; Fred Pope, Cap 1629; Ron Rich Trio, Cardinal 1001; Joe Stella & Sonora, Coral 43516; Treasures, Caldonal 1032.	26	2	19. I'll Wait for You By Marcel-DeAngelis—Published by Rumbel (BMD) BEST SELLING RECORDS: Frankie Avalon, Chancellor 308.	25	7
15. Bimboombey By David-Perrin-Cremona—Published by Florentine (ASCAP) BEST SELLING RECORDS: Janice Rodgers, Roulette 4114.	13	5	20. 16 Candles By Dixon-Kreit—Published by Coronation (BMD) BEST SELLING RECORDS: Coon, Coral 506.	-	1

Third Ten

20. Love You Most of All By B. Campbell—Published by Harms (BMD) BEST SELLING RECORDS: Sam Cooke, Keen 2298.	-	1	26. Philadelphia, U.S.A. By Aronson & Baroli—Published by Brothers (ASCAP) RECORDS AVAILABLE: Milton De Luga, Deo 27845; Art Lund, Coral 43964; No Tomada, Calson 491.	29	2
22. Topsy II By Belle Diamond—Published by Cowgipolite (ASCAP) RECORD AVAILABLE: Copy Cole, Love 2954.	15	13	27. Manhattan Spiritual By Billy Hayes—Published by Eris (BMD) RECORD AVAILABLE: Fog Over O.S., Pacific 5965.	-	1
23. I Got a Feeling By B. Knight—Published by Eris (BMD) RECORD AVAILABLE: Ricky Nelson, Imperial 5545.	19	11	28. World Outside By Edward Adamec—Published by Chappell (ASCAP) RECORDS AVAILABLE: Four Aces, Deo 26784; Four Cities, Eyle 1297; Roger Young, Key 146.	17	6
24. Love Is All We Need By Enoch-Weil—Published by Sardon (BMD) RECORDS AVAILABLE: Enoch Brothers, Epic 6287; Tommy Edwards, MGM 12712; Bury Frank, Mack 140.	20	6	29. Poor Boy By G. Kaufman—Published by Meridian-Parkwood (BMD) RECORD AVAILABLE: Carlotta, Mercury 71387; Royal Tones, Jubilee 518.	24	6
25. That Old Black Magic By Johnny Mercer & Harold Arlen—Published by Famous (ASCAP) RECORDS AVAILABLE: Dave Brubeck Trio, Fantasy 308; Billie Holiday, GNP 131; Billy Daniels, Mercury 71407; Sammy Davis Jr., Deo 28541; Ernie Gardner, Mercury 70446; Norman Green, MGM 12609; The Grimes, Atco 4194; Glenn Miller Co., Via 5944; Louis Prima and Carlo Smith, Cap 4063; Martha Raye, Mercury 70544; Ruelle Robinson, Winchester 1480; David Ross, MGM 12688; Sanderson, Winchester 1480; Fred Waring Co., Deo 40713.	27	4	30. It's All in the Game By Dixon and Kippen—Published by Rumbel (ASCAP) RECORD AVAILABLE: Tommy Edwards, MGM 12688.	30	18

WARNING—The term "HONOR ROLL OF HITS" is a registered trade-mark and the design of the list has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be addressed in writing to the publisher of The Billboard at The Billboard, 1744 Broadway, New York 26, N. Y.

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

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159

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THE KINGSTON TRIO



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SALLY

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PEGGY LEE

with JACK MARSHALL's Music



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ALRIGHT, OKAY, YOU WIN

The man with "THE SECRET"

GORDON MACRAE

Van Alexander and his orchestra has another smash hit with



LITTLE DO YOU KNOW

RECORD NO. 4116

FLY LITTLE BLUEBIRD

The Nation's No. 1 C&W Small Vocal Group!

THE LOUVIN BROTHERS



KNOXVILLE GIRL

RECORD NO. 4117

WISH IT HAD BEEN A DREAM

14 cities demanded this single record!

RAY MARTIN

and his orchestra with the Bill Shepherd Chorus



OLIVES, ALMONDS AND RAISINS

RECORD NO. 4118

COME DANCE THE HORA

Both sides from the smash hit "Capitol of the World" album, "Olives, Almonds and Raisins"

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WITH THESE GREAT **HITS** FROM ATLANTIC

- 1 RAY CHARLES THE RIGHT TIME #2010
- 2 RUTH BROWN I'LL STEP ASIDE #2008
- 3 LaVERN BAKER I CRIED A TEAR #2007
- 4 BETTY JOHNSON I WANT A GOOD HOME FOR MY CAT #2009
- 5 RAY CHARLES ROCKHOUSE #2004
- 6 CLYDE McPHATTER A LOVER'S QUESTION #1199
- 7 CHUCK WILLIS KEEP A-DRIVING b/w YOU'LL BE MY LOVE #2003

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• Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. TOM DOOLEY (Beechwood)	1	8
2. TO KNOW HIM IS TO LOVE HIM (Warman)	2	8
3. THE CHIPMUNK SONG (Monarch)	4	3
4. THE WORLD OUTSIDE (Chappell)	3	6
5. WHITE CHRISTMAS (Berlin)	5	3
6. WINTER WONDERLAND (Bergman, Vico & Conn)	8	3
7. THE DAY THE RAINS CAME (Garland)	6	12
8. NON DIMENTICAR (Hollis)	5	11
9. LONESOME TOWN (Eric)	7	7
10. SILVER BELLS (Paramount)	10	3
11. COME PRIMA (AMC)	14	4
12. RUDOLPH, THE RED-NOSED REINDEER (St. Nicholas)	12	3
13. SMOKE GETS IN YOUR EYES (Harris)	—	1
14. IT'S ONLY MAKE BELIEVE (Mariella)	13	5
15. IT'S ALL IN THE GAME (Rimick)	15	15

• Best Selling Sheet Music in Britain

(For week ending December 20)

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

More Than Ever—Sitting (Ampul)	Sea of Mary—Chappell (Jolia)
Mary's Boy Child—Browne (Schmunt)	The Day the Rains Came—John Field (Gerland)
A Certain Smile—Robbins (Rimick)	Mandoline in the Moonlight—Brow (Winnem)
It's All in the Game—Browning (Rimick)	Love Makes the World Go Round—Chappell (Winnem)
It's Gals Make Believe—Francis Day (Mariella)	Tom Doolley—Ardmore (Beechwood)
Someday—Henderson (Lords)	You Need Hands—Lakewood (Lords)
Hoosier—Southern (Southern)	I Heard the Bells on Christmas Day—Chappell (St. Nicholas)
Tom Doolley—Eves (Ludlow)	Tulips From Amsterdam—Compton (Kerr)
Tragic—Henderson (Kassner)	Real Love—Prosser (Walton)
Volare—Robbins (Robbins)	
Carolina Moon—Lawrence Wright (Crown)	

• Best Selling Pop Records in Britain

(For week ending December 20)

Compiled from the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. IT'S ONLY MAKE BELIEVE—Conway Twitty (MGM)	1
2. HOOTS MON—Lord Rockingham's XI (Decca)	2
3. TOM DOOLEY—Louisa Douglas (Pye-Nixa)	3
4. TEA FOR TWO CHA CHA—Tommy Dorsey O.K. (Brunswick)	4
4. IT'S ALL IN THE GAME—Tommy Edwards (MGM)	5
6. TOM DOOLEY—Kingsize Time (Capitol)	6
7. LOVE MAKES THE WORLD GO ROUND—Pony Club (RCA)	8
8. THE DAY THE RAINS CAME—Jane Morgan (London)	11
8. HIGH CLASS BABY—Curt Richard (Columbia)	7
10. COME ON LET'S GO—Tommy Steele (Decca)	12
11. MORE THAN EVER—Melba Vogler (HMV)	10
12. MARY'S BOY CHILD—Harry Belafonte (RCA)	9
13. SOMEDAY—Ricky Nelson (London)	15
14. A CERTAIN SMILE—Johnny Martin (Parade)	13
15. MANDELIN IN THE MOONLIGHT—Pony Club (RCA)	17
15. COME PRIMA—Marina Marul (Decca)	14
17. WINTER WONDERLAND—Johnny Martin (Parade)	24
18. MORE PARTY POPS—Bess Conover (Columbia)	20
18. BIRD DOG—Evelyn Brothers (London)	16
20. REAL LOVE—Bobby Murray (Columbia)	17

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b/w "CALL ME DARLING"
Atlas 1103**
ANOTHER STRONG ONE
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b/w "DON'T LET ME SHED
ANY MORE TEARS"
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easily take off" (NOTE: IT HAS!)

CASH BOX: "Disk of the Week"—"Chart prospects are tremendous"

LONDON
RECORDS



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The Billboard

HOT 100

FOR THE WEEK
ENDING
JANUARY 4

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
37	10	1	1	THE CHIPMUNK SONG	David Seville & the Chipmunks, Liberty 85168	4
11	6	2	2	SMOKE GETS IN YOUR EYES	Platters, Mercury 71383	7
1	1	3	3	TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 583	15
5	4	6	4	ONE NIGHT	Elvis Presley, RCA Victor 7210	8
6	2	4	5	PROBLEMS	Everly Brothers, Cadence 1355	8
2	3	5	6	TOM DOOLEY	Kingston Trio, Capitol 4649	14
7	7	8	7	LONESOME TOWN	Ricky Nelson, Imperial 5345	10
4	5	7	8	BEEP BEEP	Playmates, Roulette 4115	9
14	13	10	9	A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	11
16	15	12	10	WHOLE LOTTA LOVING	Fats Domino, Imperial 5553	7
30	20	14	11	GOTTA TRAVEL ON	Billy Grammer, Monument 400	6
3	8	9	12	IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	16
57	38	17	13	MY HAPPINESS	Connie Francis, M-G-M 12738	4
9	9	11	14	I GOT STUNG	Elvis Presley, RCA Victor 7210	9
18	11	13	15	BIMBOMBAY	Jimmie Rodgers, Roulette 4116	8
33	24	19	16	LONELY TEARDROPS	Jackie Wilson, Brunswick 55165	6
10	14	16	17	QUEEN OF THE HOP	Bobby Darin, A&O 6127	13
55	33	27	18	DONNA	Ritchie Valens, DeFi 4110	6
19	16	15	19	LOVE IS ALL WE NEED	Tommy Edwards, M-G-M 12722	10
13	17	22	20	I GOT A FEELING	Ricky Nelson, Imperial 5545	12
24	22	23	21	POOR BOY	Royal Tones, Jubilee 9338	11
69	55	31	22	MANHATTAN SPIRITUAL	Reg Owen, Palette 5005	4
21	23	21	23	I'LL WAIT FOR YOU	Frankie Avalon, Chamberlin 1026	10
22	18	24	24	THAT OLD BLACK MAGIC	Keely Smith & Louis Prima, Capitol 4663	9
68	48	32	25	16 CANDLES	Crests, Coed 566	6
65	36	36	26	★ LOVE YOU MOST OF ALL	Sam Cooke, Keen 2608	7
45	37	26	27	PHILADELPHIA, U.S.A.	Su Tornadoes, Carlton 492	7
8	12	20	28	TOPSY II	Cozy Cole, Love 58034	19
—	—	88	29	★ THE LITTLE DRUMMER BOY	Harry Shuman Chorale, 20th Fox 121	2
—	81	68	30	★ GOODBYE BABY	Jack Scott, Carlton 493	3

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
17	19	18	31	CANNON BALL	Duane Eddy, Jangle 1111	9
83	51	41	32	THE DIARY	Neil Sedaka, RCA Victor 7488	4
42	34	37	33	TEEN COMMANDMENTS	F. Anka, G. Hamilton IV, J. Nash, ABC-Paramount 5974	5
93	75	45	34	★ I CRIED A TEAR	LaVern Baker, Atlantic 2607	4
—	—	57	35	★ JINGLE BELL ROCK	Bobby Helms, Decca 30513	2
58	41	44	36	TURVY II	Cozy Cole, Love 5014	5
15	26	25	37	CHANTILLY LACE	Big Bopper, Mercury 71343	21
12	25	29	38	IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12488	19
—	—	56	39	★ ALL AMERICAN BOY	Billy Pearson, Fraternity 435	2
26	30	30	40	THE WORLD OUTSIDE	Four Cuts, Epic 9285	8
20	21	34	41	THE END	Earl Grant, Decca 30719	16
64	44	38	42	BIG BOPPER'S WEDDING	Big Bopper, Mercury 71375	4
—	—	39	43	(ALL OF A SUDDEN) MY HEART SINGS	Paul Anka, ABC-Paramount 5987	2
—	—	—	44	★ GREEN CHRISTMAS	Stan Freberg, Capitol 4097	1
50	53	59	45	★ PLEDGING MY LOVE	Roy Hamilton, Epic 9284	7
63	59	52	46	NOBODY BUT YOU	Don Clark, Abner 3019	5
—	66	53	47	DONDE ESTA SANTA CLAUS!	Angie Biko, Metro 28010	3
77	65	43	48	C'MON EVERYBODY	Eddie Cochran, Liberty 55166	6
35	43	48	49	CALL ME	Johnny Mathis, Columbia 41253	14
61	42	35	50	PEEK-A-BOO	Calliope, Josie 548	4
71	52	55	51	THE WEDDING	June Valli, Mercury 71383	6
59	56	54	52	SWEET LITTLE ROCK AND ROLLER	Chuck Berry, Chess 1709	8
94	77	66	53	★ STAGGER LEE	Lloyd Price, ABC-Paramount 5927	4
—	78	62	54	IT'S JUST ABOUT TIME	Johnny Cash, Sun 309	3
—	—	63	55	DON'T PITY ME	Dion & the Belmonts, Laurie 3021	2
—	—	77	56	★ LUCKY LADYBUG	Billy & Lillie, Swan 4820	2
52	46	58	57	SING, SING, SING	Beverly Lowe Ork, Cameo 153	6
—	—	64	58	ROCK-A-CONGA	Applejacks, Cameo 155	2
29	28	42	59	LETTER TO AN ANGEL	Jimmy Clanton, Ace 551	11
23	31	51	60	TEA FOR TWO CHA CHA	Tommy Dorsey Ork-Warren Covington, Decca 30784	18

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

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

These 100 sides are listed in order of their national POPULARITY, as determined by weekly local studies prepared for The Billboard in markets representing a cross-section of the United States. These studies reflect sales registered for each disk up to press time.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	80	67	61		TRY ME	James Brown, Federal 12337	3
25	27	28	62		NEED YOU	Donnie Owens, Gayden 2991	13
31	50	61	63		HIDEAWAY	Four Esquires, Paris 529	15
47	47	76	64		MR. SUCCESS	Frank Sinatra, Capitol 4970	10
40	54	40	65		I'LL REMEMBER TONIGHT	Pat Boone, Dot 15849	10
—	—	86	66	★	WHITE CHRISTMAS	Bing Crosby, Decca 23778	2
—	100	75	67		COME PRIMA	Polly Bergen, Columbia 41275	3
—	—	81	68		TEASIN'	The Quaker City Boys, Swan 4023	2
—	83	73	69		RUN, RUDOLPH, RUN	Chuck Berry, Chess 1714	3
32	45	46	70		THE MOCKING BIRD	Four Lads, Columbia 41266	9
—	90	79	71		MERRY CHRISTMAS, BABY	Chuck Berry, Chess 1714	3
—	—	—	72	★	HAWAIIAN WEDDING SONG	Andy Williams, Cadence 1358	1
—	—	—	73	★	BLUE HAWAII	Billy Vaughn, Dot 15879	1
87	76	69	74		CINDERELLA	Four Preps, Capitol 4978	6
34	32	33	75		WALKING ALONG	Diamonds, Mercury 71366	10
—	—	—	76	★	THE WORRYING KIND	Tommy Sands, Capitol 4882	1
91	91	84	77		THE FOOL AND THE ANGEL	Bobby Helms, Decca 38749	4
90	88	83	78		DIAMOND RING	Jerry Wallace, Challenge 59027	4
—	—	95	79	★	ROCKHOUSE II	Ray Charles, Atlantic 2896	2
73	40	78	80		LOVE OF MY LIFE	Four Brothers, Cadence 1355	6
—	—	—	81	★	LA BAMBA	Ritchie Valens, Del-Fi 4110	1
41	39	49	82		PUSSY CAT	Amos Brothers, RCA Victor 7315	14
—	97	92	83		DREAMY EYES	Johnny Tillotson, Cadence 1353	5
72	93	—	84		LITTLE RED RIDING HOOD	Big Boy, Mercury 71375	4
—	—	96	85		WIGGLE WIGGLE	Accords, Brunswick 55188	2
27	35	50	86		FORGET ME NOT	Kathie Twiss, Decca 38745	14
—	—	97	87		SO MUCH	Lilla Anthony & The Imperials, End 1836	2
—	—	—	88	★	VOICE IN MY HEART	Faith Gorman, ABC-Paramount 9971	1
—	92	93	89		PHILADELPHIA, U.S.A.	Art Lund, Coral 62854	3
28	29	47	90		THE DAY THE RAINS CAME	Jane Morgan, Kapp 235	15

THE BILLBOARD'S BEST BUYS

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

POP

- THE HAWAIIAN WEDDING SONG Andy Williams
(Criterion, ASCAP) The House of Bamboo (Pickwick, ASCAP) Cadence 1358
- BLUE HAWAII Billy Vaughn
(Famous, ASCAP) Tico Tico (Peer Int'l, BMI) Dot 15879
- TRY ME James Brown
(Wista, BMI) Tell Me What I Did Wrong (Wista, BMI) Federal 12337
- RED RIVER ROSE Ames Brothers
(Duchess, BMI) When the Summer Comes Again (Winnelon, BMI) RCA Victor 7413

The above are previous Billboard Spotlight picks

C&W

- THAT'S WHAT IT'S LIKE TO BE LONESOME Ray Price
KISSING YOUR PICTURE
(Tree, BMI) (Cedarwood, BMI) Columbia 41309

A previous Billboard Spotlight pick

R&B

- ENDS AND ODDS Jimmy Reed
(Conrad, BMI) I Told You Baby (Conrad, BMI) Vee Jay 304

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
36	57	65	91		THERE GOES MY HEART	Paul James, M-G-M 12796	16
—	—	—	92		THE BLUEBIRD, THE BUZZARD, AND THE ORIOLE	Bobby Day, Chess 241	1
—	—	—	93		FUNNY	Jeanie Belton, RCA Victor 7387	1
80	72	70	94		COME PRIMA	Tony Dalardo, Mercury 71327	4
62	58	82	95		MANDOLINS IN THE MOONLIGHT	Perry Como, RCA Victor 7353	10
—	—	—	96		THE WORLD OUTSIDE	Roger Williams, Kapp 246	2
56	73	72	97		THE TEN COMMANDMENTS OF LOVE	Harvey & The Monogloves, Chess 1785	16
—	—	—	98		SAVE MY SOUL	Jack Scott, Carlton 493	1
—	—	—	99		HEARTBEAT	Roddy Holly, Coral 62851	1
—	—	—	100		RED RIVER ROSE	Amos Brothers, RCA Victor 7413	1

The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

SPOTLIGHT—Strongest Sales Potential of ALL records reviewed this week

★★★★—Very Strong Sales Potential

★★★—Good Sales Potential

★★—Moderate Sales Potential

★—Limited Sales Potential

★★★

SHEB WOOLEY

★★★ **Cherry Sweet**
M-G-M 12743—Personable reading of effective rockabilly item. (Cordial, BMI)

★★★ **Star of Love**

Appealing delivery by Wooley on wistful country ballad. Should grab play. (Cordial, BMI)

THE GENE KRUPA QUARTET

★★★ **Sing, Sing, Sing (Parts I & II)**
VERVE 10160—Drummers are hot right now in the singles field, and this version by Krupa (who soloed on the original hit waxing back in the '30's) should pull plenty of play even tho the Bernie Lowe platter will grab most of the coins. (Robbins, ASCAP)

TOMMY CARMAN

★★★ **Cry and Tell the Mirror**
CHART 10001—Carman tells this story of his girl's foolishness with sincerity and if the record can get some exposure it has some chance. (Marlow, BMI)

★★★ **Girl Friend**

On this side the lad sings of the joy of having a girl friend who is true, sweet and kind. It, too, has some chance if it gets exposure. (Marlow, BMI)

VINCE MARTIN

★★★ **Goodnight Irene**
ABC-PARAMOUNT 9992—First on the label by the chanter is a bright reading of the oldie. Tune is done with a chorus assist. Nice sound by the lad. (Ludlow, BMI)

★★★ **Old Grey Goose**

Pretty folk ballad is rendered with appeal by Martin. It's done as a statement and answer side. Good chorus work helps. It should go as well as the flip. (Stone, ASCAP)

EDDY ARNOLD

★★★ **Chip 'Oh the Old Block**
RCA VICTOR 7435—Country novelty is sung brightly by the artist, helped much by a combo and chorus. It could get spins. (Skidmore, ASCAP)

★★★ **I'll Hold You in My Heart**

Pretty song is handled with Arnold's usual expressiveness over simple backing plus a vocal group. (Adams-Vee & Abbott, BMI)

CATHY CARR

★★★ **First Anniversary**
ROULETTE 4125—Cathy Carr bows on the label with a sweet reading of a romantic new rockabilly, which has a lot of trick effects in the backing. It has a chance. (Planetary, ASCAP)

★★ **With Love**

Pretty ballad is sung appealingly by the petite thrush over a backing with a beat and guller figures. Flip appears stronger. (Favolite, ASCAP)

CHRIS BARBER'S JAZZ BAND

★★★ **Petite Fleur**
LAURIE 3022—Haunting clarinet solo slant on appealing instrumental theme by British group. Merits spins. (HBB & Hange, BMI)

★★ **Wild Cat Blues**

Pleasant, lightly paced jazz instrumental, featuring nice clarinet solo work. (Flek-wick, ASCAP)

SHORT TWINS

★★★ **I'm Gonna Love You More and More**
EAGLE 1005—Country-flavored rocker is

handled with verve by the twins. Rhythmic dirty has a sound that could catch on. (Sounds, ASCAP)

★★ **Take a Look**

Snappy rocker-type comes off second to flip. Side has a ricky tick feel. (Sounds, ASCAP)

BRENDA LEE

★★★ **Bill Bailey Won't You Please Come Home**
DECCA 30806—Here's a wild, driving reading of the old favorite by Brenda Lee, backed by a swinging arrangement. It deserves spins. (PD)

★★ **Hummin' the Blues Over You**

Brenda Lee rocks over the lyrics in this listenable effort in a semi-rockabilly kick. Nice side could get some attention. (Roussell, BMI)

ART MOONEY ORK.

★★★ **Bye Bye Blackbird**
M-G-M 12744—Zestful string-band instrumental work and bright group vocalizing on oldie. Happy rock and juke wax. (Remick, ASCAP)

★★ **"Carens Me, Possess Me" Perfume**

Smart special-material-type dirty song in ckey fashion by group. Tune is from new Broadway musical, "Whoop Up." Merits spins. (Saunders, ASCAP)

THE NUTMEGS

★★★ **Story Untold**
HERALD 452—This is a reissue of the Nutmegs hit of a few years ago. It still has a sound and it has a chance to grab some coins again. (Rush, BMI)

★★ **Makes Me Lose My Mind**

The Nutmegs sing this rocker in so-so style over the old-fashioned r.&r. beat. (Rush, BMI)

★★★

JOHNNY HARTMAN

★★ **Birth of the Blues**
BETHLEHEM 11011—Deep-voiced vocal on the standard is read against jazz-type backing. Good programming side with fair sales prospects. (Harms, ASCAP)

★★ **I'll Follow You**

Pretty ballad is nicely rendered by Hartman with soft, lush ork support. Potential appears similar to flip. (Robbins, ASCAP)

SHANE HUNTER

★★ **I'll Keep Looking**
CANDELO 340—Shane Hunter, who has a sound somewhat similar to Roy Hamilton, tells this rockabilly with feeling, over zouline triplet backing. (Almor, BMI)

★★ **Fra Lost Her**

Some comment. Hunter projects well and with the right material he may happen. (Almor, BMI)

RONNIE SAVOY

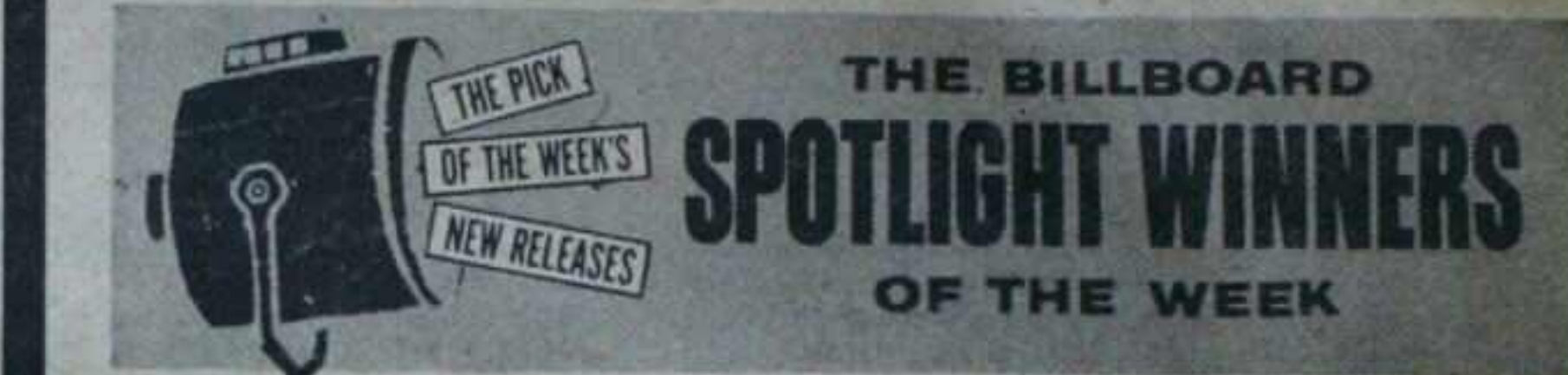
★★ **Once and Only Once**
CANDELO 381—Savoy comes thru with a tender reading of a pretty rockabilly, backed by the usual triplets and a beat. (Tel-Park, BMI)

★★ **Challenges**

Another ballad receives a nice go from Savoy. Lyrics are rather muddled, but the tune is attractive. (Almor, BMI)

COUNT BASIE ORK.

★★ **Rusty Dusty Blues**
ROULETTE 4124—From the album "Sing Along With Basie," comes this recording with the Basie Ork and the Dave Lambert Singers. This is in the hop-styled groove of a couple of years ago. (Leeds, ASCAP)



Pop Records

PAT BOONE GOOD ROCKIN' TONIGHT (Blue Ridge, BMI) WITH THE WIND AND THE RAIN IN YOUR HAIR (Paramount, ASCAP)

Boone has what appears to be another sure-fire chart topper in "Good Rockin'." He revives the old Roy Brown click in rockin' fashion, and the side should step out. Flip, "With the Wind," is also an oldie. The tune is done as a rockabilly. Both can score. Dot 15888



JOHNNY CASH DON'T TAKE YOUR GUNS TO TOWN (Cash, BMI) I STILL MISS SOMEONE (Cash, BMI)

"Don't Take Your Guns to Town" is a Westernish, folkish effort that Cash gives his usual fine reading. It's an offbeat side for the artist, but it's already doing well in some areas. Flip is also a fine approach on a melancholy weeper. Strong potential in both pop and c.&w. marts. Columbia 41313



GEORGE WESTON WELL, DON'T YOU KNOW? (Jat, BMI) HEY! LITTLE CAR HOP (Jat, BMI)

Weston has two strong sides that should generate lots of interest. "Well, Don't You Know" is a bright rockabilly tune that he presents with verve. It's a danceable side, and driving backing helps the chanter's vocal. "Little Car Hop," the flip, is a topical rocker that should also click with teens. His performance here also has the hit sound. Both Jackpot 45013



★★ **Jumpin' at the Woodside**

The Basie favorite is played by Basie and sung by the Lambert Singers with earnestness over a swinging backing. It also is from the album. (Regan, Vocco & Conn, ASCAP)

CARMEN CAVALLARO

★★ **Whingy**
DECCA 30816—The European tune is performed lushly by the Cavallaro crew with the piano featured, and the ork stringing along behind. It could get some of the action, if the tune happens. (Shapiro-Bernstein, ASCAP)

★★ **A Cute Little Flava**

Bright, breezy tune with a happy spirit is played neatly by the pianist. It, too, should get spins. (Leeds, ASCAP)

SONNY BURKE ORK

★★ **Bye Bye Blues**
DECCA 30815—Sweet version of the oldie with a harp lead gets a good instrumental reading here. (Bourne, ASCAP)

★★ **Theme From "Auntie Mama"**

Pleasant theme from the "Auntie Mama" flick is played warmly by the Burke Ork. Deejays may spin. (Witmark, ASCAP)

LINDSAY CROSBY

★★ **Della**
RCA VICTOR 7429—The folk-based tune is sung pleasantly by the young Crosby over happy combo support. (Montclare, BMI)

★★ **I Know**

Novelty blues effort is given a fair shout by the Crosby schim. (Shayne, ASCAP)

BILL DARNEL

★★ **Lonely Wine**
JUBILEE 5355—Darnel had somewhat of a hit with this tune on Decca several years ago, which he has re-cut with r.&r. backing. Merits exposure. (Kingsway, ASCAP)

★★ **I Understand**

Country-flavored ballad with wistful lyrics is warbled pleasantly. (Jubilee, ASCAP)

THE MILLER BROTHERS

★★ **I Didn't Go to Your Party**
MERCURY 71391—Shuffle-paced rockabilly is read with emotion by the crew. Mildly driving backing assists. (Harvard, BMI)

★★ **Let Me See You Smile**

Fervent vocal by the lad on the ballad with heat is given okay group support. It can move. (Harvard, BMI)

THE CHARLESTON CLUB ORK

★★ **I Could Have Danced All Night**

STEREO & MONAURAL

WORLD WIDE 2501—Recorded in stereo, with the stereo effect quite noticeable in this instrumental version. Arrangement has charm and is very danceable. (Chappell, ASCAP)

★★ **On the Street Where You Live**

Same feeling as the flip. Dancers will get a bang out of these sides. (Chappell, ASCAP)

BOBBY CHANDLER

★★ **The Voice of a Fool**
HI 2012—Pleasant vocalizing on nice rockabilly. Merits spins. (Jec, BMI)

★ **By-O**

Same comment. (Jec, BMI)

THE TIARAS

★★ **Mr. Wise Guy**
SD 377—The chicks rock along on a vocal type "Tequila" kick. It's a cute side that could catch plays. (Almor, BMI)

★ **The End of a Summer Romance**

The gals sing a three-beater that has only seasonal application. Doesn't figure to stir much action now. (Almor, BMI)

KIMBALL COBURN

★★ **Please, Please**
HI 2016—Coburn develops a fair sound on this rocker. The band rocks effectively in the backing. Could catch some interest. (Jec, BMI)

★ **Teen-Age Love**

A slow rockabilly has only fair appeal. Flip would have the edge here. (Jec-Jac, BMI)

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

Pop Talent

GLASER BROTHERS AND TOMPALL LAY DOWN THE GUN (Acuff-Rose, BMI)

The new group presents the Boudleaux Bryant tune with appeal. It's a folk ballad with interesting rhythmic patterns, and the boys read it in fine fashion to make for a good debut disk. Flip is "Oh, Little Mary," (Be-Are, BMI). Decca 30803



Pop Disk Jockey Programming

LEROY HOLMES ORK CHIEF ROCKY BOY (Saynders, ASCAP)

The Holmes crew presents the tune from "Whoop Up" with a jazz flavor. The exciting side should find favor with audiences. Flip is "Some Came Running" (Maraville, ASCAP). M-G-M 12745



RAY HEINDORF ORK AUNTIE MAME (Witmark, ASCAP)

Heindorf serves up a lush, instrumental setting of the pretty theme from the current flick. It's a good side that offers spinnable material for adult segs. Flip is a vocal version by David Allen. Warner Bros. 5029



C&W Records

NO SELECTIONS THIS WEEK

R&B Records

NO SELECTIONS THIS WEEK

Spiritual Records

MARIAN WILLIAMS PACKIN' UP (Crossroads, BMI) THROUGH ETERNITY (Crossroads, BMI)

Miss Williams' delivery of "Packin' Up," a bright spiritual, is filled with sincerity. It's a rhythmic number that she presents with intensity. "Through Eternity" is also a wonderful side on which she sings with warmth and emotion. Lovers of spirituals will find these attractive sides. Gospel 1010



GENE TERRY
** Never Let Her Go
GUESSBAND 1981 - Whirlful chattering on plaintive rockabilly with haunting tempo. (Kamaar, BMI)

* No Mail Today
Lively rockabilly side, but flip is better showcase for Terry. (Kamaar, BMI)

BILLY LAMONT
** Tom Cat
CANDELO 376 - The chatter with this wild effort with enthusiasm as he tells of his buddy named Tom. It's on the "Bird Dog" list. (Alton, S & H)

* N386
Lament shows out this driver, but it doesn't mean too much. (Alton, BMI)

THE ROVER BOYS
** Magic Lamp
RCA VICTOR 7412 - The Rovers come thru with a big styled reading of a story ballad about a "Magic Lamp" and genie and love. Backing is by Ray Martin and his ORK. (Opus, BMI)

* Little Darlin'
Novelties is performed nicely by the boys over wild backing by the Ray Martin crew. (Garage, BMI)

ANN LEONARDO
** Siskid Cha-Cha
COLPIX 104 - Infectious cha-cha tempo

marks this male group vocal version of the adventure theme. Spinnable wax. (Kaulwood, ASCAP)

* Siskid
Canary chants in okay fashion on special material-type tune. Flip is better side. (Thursday, ASCAP)

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

JOE ALLEGRO: You've Got Me Crying Again, The Voice in the Choir - Wizz 714

THE BELAIRES: Ballads A Most Unusual Way - Chart 10002

BIG WALTER: Crazy Dream - San Antonio - Goldband 1080

RAY BURDEN: Christmas Is Here at Last! Santa Bring Me a Girl - Columbia 4407

SAM CAUSEY: Too Shy/Janie - Deb 1008

WILL MERCER: Not Much to Give You/Call of the Wind - Hi 2011

TOM PERKINS & LEONARD MACCLAIN: We Thank Thee for America/Last Night We Met in Disneyland - Delaware 8636

REED BROTHERS & THE STINGERS: Swamp Rock/Tell Me You'd Be Mine Again - Aways 122

EDWARD SOTOLONGO: When Is the World/Be Mine Again - JD 374

TOSH & HIS INVESTERS: That Fascinating Procrastinator/Gal O' Mine/Merry Christmas (Betcha My Boots) - Broadway 112

THE TWIN TONES: Saint Louis Blues/Please Take My Love - Mousie Carlo 608

Jazz

BENNIE GREEN
**** Just Friends
BLUE NOTE 1707 - Fine arrangement on the standard spotlights Green's trombone. Side is from his current LP. Jazz locks will spin. (Robbins, ASCAP)

**** Melba's Mood
Melba Liston, ten trombonist, wrote this poetic theme. It's presented in a medium-beat groove. Green is featured on "bone. (Groove, BMI)

THE THREE SOUNDS
**** Mo-Go
BLUE NOTE 1723 - Flang with bass and drums presents this mood theme which is in a Latin-jazz vein. Good prospects in jazz field. (Groove, BMI)

**** Both Sides
Poppy item features Gene Harris, piano; Andrew Simpkins, bass, and Bill Doway on drums. Side is done in a mild, funky manner. It should go as well as flip. (Groove, BMI)

BILL HENDERSON
**** Ain't That Love
BLUE NOTE 1725 - Henderson is backed by the Jimmy Smith Trio on this great Ray Charles tune. Fair prospects. (Progressive, BMI)

** Willow Weep for Me
Quivering-voiced vocal on the jazz standard. Flip appears top side. (Bourse, ASCAP)

A. K. SALIM
**** Blu-Shout
STEREO & MONAURAL

SAVOY 1802 - Up-tempo, blues-oriented modern jazz item. Virtuoso soloing. Fine for jazz devotees. (Planemar, BMI)

** Blu-Nary
Modern jazz instrumental, quite creative in feeling and arrangement. Good sound. (Planemar, BMI)

BOBBY DONALDSON
** Oh, What a Beautiful Morning
STEREO & MONAURAL

SAVOY 1801 - A fetching instrumental of the standard, with horns used in an interesting fashion. (Chappell, ASCAP)

** The Surrey With the Fringe on Top
Similar in quality to the flip, and very danceable. (Chappell, ASCAP)

Latin American

ANTONIO TAIN ORK
** El Gallito
STEREO & MONAURAL

WORLD WIDE 2502 - The pretty melody gets an authentic Spanish-flavored performance. This instrumental, with its Tex-Mex quality, and mariachi-type brass, may prove interesting to pop jocks. (Morro, BMI)

** Espana Cani
Bright instrumental of the noted piece, with authentic arrangement and spirit. (Morro, BMI)

Polka

L'IL WALLY
** We Wierzenia Polka
JAY JAY 194 - Bright polka effort is played pleasantly by the ork. It has a Polish vocal. (Jay Jay, BMI)

** Chicago Wyjezdram Walta
Attractive waltz receives a nice go from the ork. It, too, has a vocal in Polish. (Jay Jay, BMI)

GEORGIE COOK ORK
** Ketchikan Polka
DECCA 30796 - Fair polka effort is played brightly by the Cook combo. (Coda, BMI)

** The Real McCoy Polka
Same comment. (Coda, BMI)

Religious

LEE RUSSELL
**** That's How He Watches Over Me
BATON 264 - Rouse presents the moderate-paced, inspirational type with appeal. Some coin possible. (Skidmore, ASCAP)

**** The Rich Poor Man
The tune has religious overtones. The artist is nicely backed by smooth chorus and ork support on the pretty tune. (Skidmore, ASCAP)

Spiritual

DIXIE HUMMINGBIRDS
**** Make One Step
PEACOCK 1791 - Moving rendition of a gospel is presented by the great crew. Good rendition by the lead is given fine group backing. Lovers of this sort will be attracted. (Lion, BMI)

**** Never Fall or Fall
Emotional belt of a moderate-pace hymn. This is also a fine side for the market. Good prospects. (Lion, BMI)

THE STAPLE SINGERS
**** Since He Lightened My Heavy Load
GOSPEL 1011 - Moving rendition of an in-

spiring vocal by the fine vocal group. It offers lots for devotees of this sort.

**** Low Is the Way
Same comment.

THE YOUNG PEOPLE'S CHOIR OF THE ABBYSSINIA BAPTIST CHURCH OF NEWARK

**** I'm Trampin'
GOSPEL 1012 - The old, traditional hymn is presented with spirit by the large choir. Excellent piano accompaniment puts the fine group work. (Volunteer, BMI)

**** I Promised My Lord
A male voice has the lead on this slow gospel. He puts much feeling into his reading. Both sides are excellent for the market. (Volunteer, BMI)

THE EVANGELISTIC SOUL SEEKERS

**** Am I Born to Die
GOSPEL 1013 - This is done in semi-eclectic fashion, with high moments of intensity by the lead, against a restrained chorus. Very effective. (Volunteer, BMI)

**** What Can I Tell Him Now
In contrast to flip, this one rolls along with an infectious rhythm. A fine change of pace. Plenty of spirit in the side. (Volunteer, BMI)

THE SOUTHERN HARMONAIRES

**** Honey in the Rock
APOLLO 529 - Group comes thru with a good reading of a swinging gospel tune, sung a cappella. Far fast of the genre. (Bess, BMI)

** I'm So Glad
The Harmonaires sing this gospel effort with true feeling in a cappella style. (Bess, BMI)

Country & Western

RED SOVINE
**** Leave Me Alone
DECCA 30814 - Country weeper is sold with feeling by Sovine over traditional support with a beat added. (Champion, BMI)

**** You Used to Be My Baby
Bright country effort is handled a touching rendering by Sovine, helped by double tracking. Side has a chance for juke coin. (Tree, BMI)

TED DOYLE
**** He Made You Mine
D 1029 - Doyle, who has an amazingly wide vocal range, gives this weeper a sincere sound. Quivering fiddles feature the backing. Could get spins in strictly back country markets. (Glad, BMI)

** I'm All Wrapped Up
A happy, bright sound here on a good country record. Lots of chuckles in the low-down manner. (Glad, BMI)

JIMMY HALL
** Cowboy's Christmas
CIMARRON 2767 - Disk is rather late for this Christmas, but Hall tells the story of Christmas on the trail nicely. (Cimarron, BMI)

** Steel Guitar Chimes
Liberable waxing here featuring the steel guitar over rhythm support. (Cimarron, BMI)

BENNY INGRAM
** Jello Sal
BANDERA 1305 - Exuberant waltzing on a bouncy rockabilly side. (Golden River, BMI)

** How Can I Keep You Loving Me
Same comment. (Tollie, BMI)

RAY DOGGETT
** High School Wedding Ring
TNI 159 - Rockabilly with a teen-dated lyric has appeal. Doggett gives it a soft rendition with chorus and rhythm backing. Has a chance for some coin with glossing. (TNT, BMI)


** Whirlpool of Love
Rockabilly effort is presented at a racy clip by Doggett with chorus and plucked string backing. It should go as well as the flip. (TNT, BMI)

(Continued on page 33)

The Billboard HOT C & W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
				FOR THE WEEK ENDING JANUARY 4		
				TITLE	Artist, Company, Record Number	
1	1	1	1	CITY LIGHTS	Ray Price, Columbia 41191	11
2	4	2	2	PICK ME UP ON YOUR WAY DOWN	Charlie Walker, Columbia 41211	11
9	2	5	3	BILLY BAYOU	Jim Reeves, RCA Victor 7386	8
4	3	3	4	COUNTRY MUSIC IS HERE TO STAY	Simon Criss, Capitol 4673	9
5	5	4	5	LIFE TO GO	Stonewall Jackson, Columbia 41257	9
13	11	7	6	TREASURE OF LOVE	George Jones, Mercury 71373	7
7	6	6	7	GIVE MYSELF A PARTY	Don Gibson, RCA Victor 7336	11
10	9	8	8	ALL OVER AGAIN	Johnny Cash, Columbia 41251	11
3	8	10	9	SQUAWS ALONG THE YUKON	Hank Thompson, Capitol 4817	11
18	15	9	10	THAT'S THE WAY I FEEL	Faron Young, Capitol 4654	11
11	10	11	11	YOU'RE MAKING A FOOL OUT OF ME	Jimmy Newman, M-G-M 12707	9
8	7	12	12	WHAT DO I CARE!	Johnny Cash, Columbia 41251	11
6	13	15	13	ALONE WITH YOU	Faron Young, Capitol 3982	11
15	12	13	14	MY BABY'S GONE	Louvin Brothers, Capitol 4655	11
28	30	19	15	I'VE RUN OUT OF TOMORROWS	Hank Thompson, Capitol 4885	5
30	26	14	16	ROCK HEARTS	Jimmy Martin, Decca 36763	4
16	25	24	17	FALLING BACK TO YOU	Webb Pierce, Decca 36711	11
—	—	26	18	I WANT TO GO WHERE NO ONE KNOWS ME	Jean Shepard, Capitol 4668	2
—	17	22	19	COME WALK WITH ME	Stoney Cooper & Wilma Lee, Hickory 1685	3
—	—	—	20	SO MANY TIMES	Roy Acuff, Hickory 1690	1
—	20	18	21	CIGARETTES AND COFFEE BLUES	Lefty Frizzell, Columbia 41268	5
22	24	21	22	PROBLEMS	Everly Brothers, Cadence 1355	5
—	27	25	23	AIN'T I THE LUCKY ONE	Marty Robbins, Columbia 41282	3
—	—	29	24	ONE NIGHT	Elvis Presley, RCA Victor 7410	2
—	26	22	25	I'D LIKE TO BE	Jim Reeves, RCA Victor 7386	6
20	18	17	26	TOUCH AND GO HEART	Kitty Wells, Decca 36734	10
23	—	—	27	SEND ME THE PILLOW YOU DREAM ON	Hank Locklin, RCA Victor 7127	9
—	—	—	28	BLUE MEMORIES	James O'Gwynn, D 1622	1
—	—	—	29	THAT'S WHAT IT'S LIKE TO BE LONESOME	Bill Anderson, Decca 36773	1
21	19	16	30	HE'S LOST HIS LOVE FOR ME	Kitty Wells, Decca 36734	6

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"PROBLEMS"
 b/w "LOVE OF MY LIFE"
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 from
 The Inn of The Sixth Happiness
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 JAZZ BAND

The Billboard HOT R & B SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
5	1	1	1	LONELY TEARDROPS	Jackie Wilson, Brunswick, 85185	7
14	5	2	2	TRY ME	James Brown, Federal 12337	8
1	2	4	3	A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	11
—	16	6	4	STAGGER LEE	Lloyd Price, ABC-Paramount 9927	3
—	10	3	5	SMOKE GETS IN YOUR EYES	Flatters, Mercury 71353	3
4	3	5	6	NOBODY BUT YOU	Doc Clark, Abner 1019	7
2	4	7	7	WHOLE LOTTA LOVING	Fats Domino, Imperial 5553	5
15	18	11	8	HOLD IT!	Bill Doggett, King 5149	11
24	—	9	9	TOM DOOLEY	Kingston Trio, Capitol 4049	4
—	—	22	10	PRETTY GIRLS EVERYWHERE	Eugene Church, Class 238	2
—	20	8	11	CHIPMUNK SONG	David Seville, Liberty 55164	3
22	23	12	12	LOVE YOU MOST OF ALL	Sam Cooke, Keen 32804	11
9	14	20	13	KEY TO THE HIGHWAY	Little Walter, Checker 904	11
—	15	17	14	ROCKHOUSE II	Ray Charles, Atlantic 2006	3
26	—	16	15	SWEET HOME CHICAGO	Little Jr. Parker, Duke 301	3
19	19	13	16	CLOSE TO YOU	Muddy Waters, Chess 1794	11
12	30	21	17	ONE NIGHT	Elvis Presley, RCA Victor 7410	7
3	12	23	18	TOPSY II	Cozy Cole, Love 30634	11
—	24	19	19	KEEP A-DRIVING	Chuck Willis, Atlantic 2005	3
20	—	25	20	IT'S ONLY MAKE BELIEVE	Conway Twitty, M-G-M 12677	8
10	17	15	21	TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 303	7
—	13	26	22	SWEET LITTLE ROCK AND ROLLER	Chuck Berry, Chess 1799	3
—	—	—	23	THE END	Earl Grant, Decca 30719	1
23	21	28	24	HERE I STAND	Wade Flumore, Vee Jay 295	6
—	—	29	25	GOTTA TRAVEL ON	Billy Grammer, Monument 400	2
25	11	27	26	CHANTILLY LACE	Big Boyez, Mercury 51343	11
—	—	24	27	I CRIED A TEAR	LaVern Baker, Atlantic 2007	2
13	6	14	28	QUEEN OF THE HOP	Bobby Darin, Atco 4127	9
17	9	10	29	PLEASE ACCEPT MY LOVE	B. B. King, Kent 318	8
6	—	—	30	I'M GONNA GET MY BABY	Jimmy Reed, Vee Jay 297	10

Reviews of New Pop Records

Continued from page 31

WYNN STEWART AND JAN HOWARD
**** Yankee, Go Home**
 JACKPOT 48014—Placative thrashing by teen member of duo on wistful ballad with good lyrics. (Cap, BMD)

*** How the Other Half Lives**
 So-so reading by duo on weeper-ballad. (Cap, BMD)

EDDIE CASH
**** Doing All Right**
 PEAK 1001—Enthusiastic rockabilly delivery on bouncy blues-rocketer.

*** Land of Promises**
 Attractive reading by Cash on routine folk theme.

BLACKY VALE
**** If I Had Me a Woman**
 HURRICANE 100—Attractive rockabilly warbling still on okay blues. (Starline, BMD)

*** Star of Love**
 So-so reading of rock'n' country item. (Starline, BMD)

BYRON JOHNSON
**** You Were Only Fooling**
 D 1031—A fine, old-style country weeper in the Hank Williams tradition. Could get spins in traditional areas. (Starline, BMD)

*** True Affection**
 A country disk with something of a rocking backing. Flip gets the nod here. (Starline, BMD)

JIMMY SMITH
**** I Have No Sweetheart**
 WONDER 110—Pretty ballad in song with feeling by the country warbler. (Wonder, BMD)

*** Pluck Me Quick**
 Routine rock and roll blues is handled nicely here. (Wonder, BMD)

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

LEFTY KING & HIS RANGERS: I'm Loving You/Oh Please Forgive Me Darling—Cool 112

MERLE MATTS II: Shake With Me Baby/Tennessee Baby—Cool 111

FLOYD TILLMAN: On You My Life Depends/I'm Free From the Love I Had for You—Major 1004

AL DEAN: Blue Sky Waits/Fragile Heart—Warrior 506

JOHNNY MAC: I Need Some One/That's All I Can Do—D 1032

RAY SANDERS: I'm So Afraid—I Can't Resist You—Columbia 6405

REM WALLI: Tears in My Eyes Carried Away—Bakersfield 113

Rhythm & Blues

NAPPY BROWN
***** You're Going to Need Someone**
 SAVOY 1335—Fastidious vocal sung by Brown on chorine rockabilly with choral backing. (Valentour - Miller Song Craft, BMD)

***** Skidy Woo**
 Exuberant reading on okay rhythm novelty. (Crossroads, BMD)

HOP WILSON
**** Breaks & Hungry**
 GOLDBAND 1078—Hop Wilson sells his Southern blues pleasantly over rhythm backing. (Kamaar, BMD)

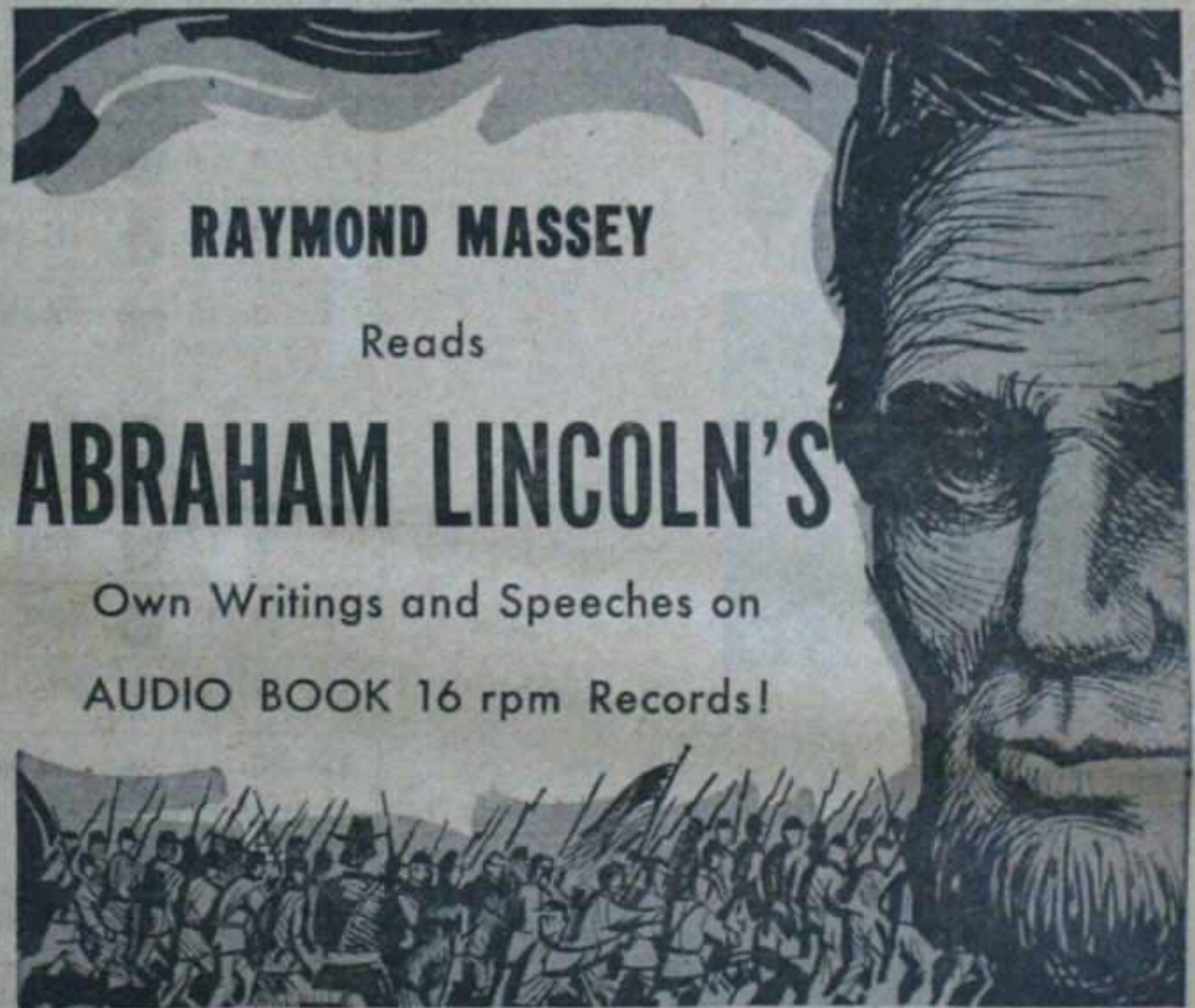
**** Always Be in Love With You**
 Same comment. (Longhorn, BMD)

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

SCREAMIN' JAY HAWKINS: Baptize Me in Wine/Not Anymore—Apollo 528

MERCY BABY: You Ran Away/Love's Voodoo—Mercy Baby 501

(Continued on page 35)



RAYMOND MASSEY

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"FIRST
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Duck-In Booths Ease Listening Problems

By BOB LATIMER

ST. LOUIS — The record department at Scruggs, Vandervoort, Barney, has diplomatically solved the problem of how to maintain a huge sales volume of records to teen-agers without tying up listening booths so that adult cus-

tomers have no place to listen to their selection.

"Catering to the youngsters brought several unexpected problems," it was pointed out. "When we began putting more emphasis on this phase of selling, we found that when teen-agers came in in groups, they were likely to carry a stack of records into one of the larger eight by six-foot listening booths, light up cigarettes, and spend the afternoon playing records, giggling, etc. A few of them even began jitterbugging in the listening booth. While this is good business, we felt it strategic to also remember the adult customer albums, or at least larger unit sales. Such customers, finding the listening booths full of teen-agers, were likely to walk off impatiently to shop somewhere else."

The full solution to the problem has been the installation of six "stand-up" booths along the front wall of the record department, which are among the most unusual ever constructed. These, occupying only 12 feet along the wall, consist of a plywood enclosure, containing six narrow booths, just large enough to accommodate a listener, and a lightweight record player set on an angle shelf in one corner. Built of heavy plywood, the face of each is cut out in the silhouette of an ordinary six-foot man, so that when a customer steps within the booth, his head, shoulders, hips, etc., fit neatly in the space provided. Interiors of the booths are lined with celotex sound-proofing material.

The low-cost booths are just large enough for comfortable listening and nothing else, according to the Vandervoort management. "They are all business," a saleslady indicated. "The average customer ducks in, listens to one or two records, and steps right out again, leaving the booth free for the next."

Atlanta Dealer

• Continued from page 14

way, with prospects often literally "selling themselves without a bit of help from anyone," has put Wing's Camera Shop in the front ranks of Atlanta high fidelity dealers, and in the ordinarily slow sales month of September and October nearly cleaned out the stock which Wing had intended to carry into the Christmas season.

Naturally, very few prospects can be sold entirely on this "self demonstration." There are such details to wrap up as the choice of sets, time payment systems, etc. However, by simply keeping the machines turned on, so that they go immediately into demonstration at the press of a switch, Wing's Camera Shop has developed a potent short-cut to stereo sales.

EDITORIAL

The 'Stereo Year'

• Continued from page 14

took it on the chin in 1958. Chief recorded tape producers reported that their business had fallen away almost to nothing and blank tape suppliers to the industry turned their attentions once more to exploring the home hobbyist market for business.

On the dealer level, the stereo movement was somewhat slower in blossoming. At year's end, many dealers were still confused about the ultimate meaning of stereo to their businesses. Equally confused were the majority of consumers who still weren't at all sure of what stereo meant to their enjoyment of records in the home.

And the year ahead? Well, let's think about that next week.

IHFM Bullish

• Continued from page 14

actual start in 1950. Dollar figures are total retail sales.

1959	— \$12,000,000
1951	— 27,500,000
1952	— 47,000,000
1953	— 73,000,000
1954	— 96,000,000
1955	— 121,000,000
1956	— 163,000,000
1957	— 225,000,000
1958	— 260,000,000

Other reasons given for the estimated gain next year are: More emphasis on product styling and quality, more advertising and promotion by the industry, and ever-widening distribution.

According to Institute spokesmen, there are now 2,500 recognized dealers handling component hi-fi. This compares with a mere handful of dealers when the industry started to grow back in 1950.

Mohawk Recorder

• Continued from page 14

put of the unit from another tape recorder, radio, record player or microphone. It has another patchcord with two control leads for use with push-button or other remote control devices. In addition, the unit has an output cord used for feeding "500" recordings directly into broadcast equipment or other amplifiers.

A single and double earphone kit, for monitoring and playing back recordings on the spot, is also part of the basic "Midgetape Professional 500." Playback can be heard thru the earphones or by patching into any available amplifier, such as a hi-fi set or TV. The unit is priced at \$329.50.

Arvin Details

• Continued from page 14

Maximum output of the push-pull circuit is 140 milliwatts. Its "duodial" reads two ways, when upright as a portable or when lying flat for table model use. The carrying handle tucks away for a trim look.

Only seven inches long, five inches high and two-and-a-half inches thick, the set weighs one-and-three-quarter pounds. Its four flashlight batteries will power the set continuously more than 300 hours. There is a plug-in facility for use with an earphone. The set is available in black, grey or white. A tan leatherette carrying case is an optional accessory. Suggested retail price is \$39.95.

Model 7595 has four transistors and one diode in a reflex circuit which produces five-transistor performance. Called the "Loudmouth," it had a maximum output of 50 milliwatts. Battery life when played continuously is more than 100 hours. The same size as the 9595, it is two ounces lighter. It comes in combinations of red and white or black and white, with a tan leatherette carrying case optional. Its carrying handle also tucks away when the radio is used as a table model. Suggested price is \$29.95.

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THE KEYMEN

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"TEAR DOWN THE
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and
"TELL ME THAT
YOU LOVE ME"

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"YOU'RE GONNA
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ABOUT TIME"

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LOVE YOU
A THOUSAND WAYS

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• Reviews and Ratings of New Classical Albums

CLASSICAL ★★★

★★★ GREGG: MUSIC FROM PEER GYNT

The Royal Philharmonic Orch., The Beecham Choral Society (Beecham) with Rex Hollweg, Soprano. Angel 35445

STEREO & MONAURAL

Beecham does wonders with this familiar music, performing it in a manner rich in sentiment without being sentimental, and the set is not intended as a stereo demonstrator disk. It can well qualify in this category. Works include "Gnomus" from "Pictures at an Exhibition," "Dance Macabre" and "Mephisto Waltz." Stereophiles will love it.

CLASSICAL ★★

★★★ SOME PLEASANT MOMENTS IN THE 20TH CENTURY

Oscar Levant, Piano. Columbia ML 5324
An album dedicated to the premise that all 20th Century piano works are not unmelodic. Levant offers Rachmaninoff, Ravel, Debussy and others in unorthodox performances that project his own personality. At times the listener gets flashes of the artist's tremendous insight into the music. Artist's name will broaden base for this disk.

CLASSICAL ★★

★★ OFFENBACH: LA GRANDE DUCHESSE DE GÉROLDSTEIN

Various Artists with the Paris Lyric Chorus & the Padeloup Orch. (Lefebvre). (2-12") Urania USD 1815-2

STEREO & MONAURAL

Here's an LP "First." The Offenbach score is tuneful and rhythmic. The recording, however, is somewhat uneven, particularly in the choral passages. French-English libretto is included in the colorful package. Can sell, if promoted on the basis of its uniqueness.

★★ THE CONCERT-MASTERS OF NEW YORK

David Broekman, Conductor. Decca DL 79955

STEREO & MONAURAL

Superb musicianship and superior stereo add up to a fine record. Because of the popularity of the Bach-Paganini program (Chaconne from Partita No. 2 for Violin, Brandenburg Concerto No. 3, La Campanella, Caprices Nos. 9, 20 and 24) the disk may be recommended to a comparatively wide audience. Don't search for a demo band. Just lay the needle on Hand 1, Side 1 for the melodic Chaconne. Very nice, rich sound.

★★ ORGAN CONCERT

Austin C. Lovelace, Organ. Concert-Disc CS 32

STEREO & MONAURAL

Several organ selections by composers that include J. S. Bach, Pachelbel and Herzman Schroeder are given masterful interpretations by Lovelace. The overall stereo effect is disappointing, with hardly any separation and the right speaker favored through. The monoaural version is in no way lacking. The majestic "Prelude and Fugue in A Minor" by Bach, which might have been a better experience in sound in stereo, rates as the best band.

★★ BUNTEHUDE ANNIVERSARY PROGRAM

Helen Boatwright, Soprano; Russell Oberlin, Counter-Tenor; Various Artists & the Cantata Singers (Mann). Urania USD 1811

STEREO & MONAURAL

Two cantatas, the "Missa Brevis" and the "Magnificat in D Major," comprise this tribute to the Danish master. The reading here is somewhat stiff and unshaded, and the chorus is unsteady. While Oberlin is excellent, he alone can't make a success of the disk. Stereo sound is good, but limited market will still prefer the older, monoaural version of the same works by Grishkat.

★★ RAVEL: DAPHNIS AND CHLOE, ALBORADA DEL GRACIOSO, LE TOMBEAU DE COUPERIN

Orchestre du Theatre National de L'Opera de Paris (Rosenbath). Westminster WST 14824

STEREO & MONAURAL

Ravel used a full range of orchestral color (including wordless choir) in scoring "Daphnis" and it's a high treat. Knowing interpretation of varied program will appeal to Ravel aficionados. Solo lines used by Ravel make for interesting stereo listening.

★★ SCHUBERT: SYMPHONY IN C MAJOR

Bavarian Radio Symphony Orch. (Jochum) Decca DL 79993 & DL 9993

STEREO & MONAURAL

Interpretation is pretty matter-of-fact, but the recording has several virtues. Stereo's promise is fully realized here, and customers looking for two-channel effects get their money's worth. The work is very accessible — full-blown Romanticism and can be recommended to the beginning collector without hesitation.

SEMI-CLASSICAL ★★★★★

★★★★ SELECTIONS FROM THE MERRY WIDOW

Kitty Carlisle & Willard Evans with Isaac Van Grove Orch & Chorus. Decca DL 8819

The grand old 78 album is transcribed here into a rousing, charming operetta disk, still the best "Merry Widow" around. Cover isn't much help, but the title should attract many. Worth pushing.

• Reviews and Ratings of New Jazz Albums

• Continued from page 23

★★ BLUES FOR DRACULA

Philly Joe Jones Sextet. Riverside RLP 12-282

Philly Joe Jones, the swingin' drummer man, gets a chance to show off both his musicianship and his ability to imitate Bela Lugosi on this new release. And the trouble with the set is that there is too much imitating of Lugosi and not enough good jazz on the LP. The men perform their chores well, with Johnny Griffin good on tenor, but the LP will be remembered more for the Lugosi take-off than for its jazz content.

JAZZ ★★

★★ THE MOVIES SWING!

Jackie Cooper & His Combo. Dot DLP 3146

TV and movie star Jackie Cooper shows off his pleasant drum work on this new set which contains a group of movie tunes performed in swing and Dixieland style by a group of well-known jazzmen. Tunes include "Bridge on the River Quai," "Gone With the Wind," "Theme from Picnic," and "Let's Fall in Love." A pleasant album for the not-so-young set.

• Reviews of New Pop Records

• Continued from page 33

Christmas

★★★★

LITTLE CINDY

★★★★ Happy Birthday Jesus
COLUMBIA 41320A youngster presents a moving reading of a Christmas tale. It's told against soft organ and chorus backing. It can score during the Christmas buying season. Side has been getting action on the Mart label. (Skidmore, ASCAP)

WILLIS SISTERS

★★ Blue Christmas
The pretty Christmas tune is given a charming reading by the young gals. Some interest possible. (Chitler, ASCAP)

UA All Out

retailers as to how to display the albums. Theaters will be supplied with a huge poster which includes reproductions of the album fronts.

United Artists Records has made several mailings to record retailers throughout the country, announcing the release of the albums with follow-up material with information about the records, musicians, etc. A large quantity of jackets and slicks have been made available for display purposes.

The two record albums have been used extensively in advance publicity. Over 6,000 responses for a free Gerry Mulligan single of music from the film have been received as a result of the record company's recent promotional campaign announcing the release of the LPs.

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Wisconsin State Fair Drops Horse Races

Three '58 Programs Lose \$8,000; Leaves Three Afternoons Open

MILWAUKEE — Wisconsin State Fair has dropped harness racing as a fairtime attraction, Wilford Masterson, general manager, announced last week. Elimination of the trotters was made by the State Board of Agriculture in Madison on the recommendation of Masterson and Don McDowell, director of agriculture.

No decision was announced on what entertainment might replace

the racing which has traditionally been held on the Monday, Tuesday and Wednesday of the fair.

Masterson pointed out that in 1958 the three harness race days lost more than \$8,000. This did not include utilities, grandstand help, police, track and maintenance and other services.

McDowell said it was not without regret that he suggested the termination of racing. He noted that this brought to an end a sport that has been traditional at the fair. Nevertheless, he said, patronage has so declined that racing could not be justified.

A horsemen's committee warned that ending State fair harness racing would have an adverse effect on county fair racing but Masterson pointed out that only 16 of the State's 76 district and county fairs now had racing and four of those were dropping it.

The board also decided to tear down three horse barns on the fairgrounds.

Islip, N. Y., Polo Grounds In Race Link

ISLIP, N. Y.—New promoters Yale Garber and Larry Mendelsohn, of Islip Speedway, are tying in with Ed Otto at the Polo Grounds in the Bronx to offer drivers a minimum of 60 racing dates for modifieds, the same number of split shows for jalopies, and 25 midget card dates.

There will be another NASCAR 500-lap midget race, this time in one event rather than the five 100-lap races offered last year by Ed Hawkins.

A new guard rail is being installed, the grandstand is being painted, concession stands are being refurbished, and new rest room facilities are being built, the promoters note. Garber and Mendelsohn have arranged with NASCAR to pay off the fines of drivers suspended late in 1958 at the track in Riverhead, L. I., and to have these men reinstated by the sanctioning organization.

Lloydminster, Sask., Elects Golightly

LLOYDMINSTER, Sask.—Bob Golightly was returned as president of the Lloydminster and District Agricultural Exhibition Association. Vice-presidents are Allan Bexson and Norman Babey. R. A. Robertson tendered his resignation as secretary-manager.

Rest Rooms, Trees Set For ESE Improvements

WEST SPRINGFIELD, Mass.—With \$139,645 worth of improvements accomplished at the Eastern States Exposition fairgrounds during 1958, the big annual has projected another list of jobs for next year.

Jack Reynolds, general manager, points out that new restroom facilities are planned for the poultry barn, two dozen trees are to be planted along the roadway leading to the East parking area, and Brooks Memorial may be expanded with wings to consolidate all departments in one central location during the fair.

Additional buildings in Storrowton are to be leased for expanded activity in that colonial village.

Last year there was considerable

work accomplished. The Industrial Art building was steam cleaned and its windows were bricked up. A new information center was constructed, lighting was added to the grounds and streets were re-surfaced. Another 2,000 cars were taken care of daily with the clearing of land in the East parking area.

The Vermont Building on the Avenue of States will again be open during the summer. Last summer some 40,000 persons were clocked thru to visit displays there.

Winter promotion is being aided by a 15-minute color-sound movie taken during the 1958 fair. It is being offered free to organized clubs, associations, civic and rural groups.

Strong Named Manager at Middletown

Named to Post of Germain; Plaque Set for Late Mgr.

MIDDLETOWN, N. Y.—Benjamin B. Strong, of Goshen, has been elected general manager of the Orange County Fair, the post vacated last August when Fred Germain's death occurred during fair week.

Strong is president of the sponsoring Orange County Agricultural Society and will continue to hold that position as well as that of general manager. The election took place at the annual meeting at the Farm and Home Center here.

Other election results had Michael A. Gurda named vice-president of the board and Enno Van Dam made a director, both positions formerly held by Germain. Strong, Gurda, Kenneth Piggott, Clarence Ford and Stanley Meduski were re-elected to the board for three-year terms. Piggott was also re-elected secretary-treasurer.

Ralph S. Runnalls and Willis Simpson were chosen for one-year terms on the executive board. Gurda is agricultural society attorney and Arnold Ellerin is accountant. The 1959 fair will be held August 10-15.

Strong reported progress on a bronze plaque in memory of Germain, which will be installed in the lobby of the Farm and Home Center, the fair's main entrance. The fair's newly elected manager has been a director of the society since 1924 when he replaced his father on the board.

Kish Joining L. D. Harris

NEW YORK — Warren Kish, formerly of Farmer Boy Corn & Equipment Company, is joining the staff of L. D. Harris Popcorn Corporation. Lou Harris has announced. With Farmer Boy for 13 years, Kish is well known by food and drink concessionaires in the theater and amusement industry. He will be in charge of all sales and advertising at L. D. Harris.

FOURTEENTH TERM

Texas State Fair Renames Thornton

DALLAS—R. L. Thornton Sr. has been re-elected president of the State Fair of Texas for his 14th term. He has served since 1946. New member of the board is W. C. (Dub) Miller, succeeding the late Alphonso Ragland Jr. Other officers, also re-elected, are James H. Stewart, executive

vice-president and general manager; Charles R. Meeker Jr., vice-president and assistant general manager; Fred F. Florence, treasurer, and Arthur K. Hale, secretary.

The annual meeting of the board of State Fair Musicals, Inc., also was held December 16. Thornton was re-elected president of the Musicals; Stewart, executive vice-president and general manager; Meeker, vice-president and managing director; Florence, treasurer, and Hale, secretary.

Elected to the executive committee of the Musicals were Thornton as chairman and A. L. Exline, W. Alvin Herold, J. J. Kettle, W. E. Mitchell, James M. Moroney, Harry S. Mass, C. A. Tatum, T. M. Watson, Stewart and Meeker.

Martin Named At Pittsfield

PITTSFIELD, Mass.—Everett L. Martin Jr. has been elected president of the Berkshire County Fourth Fair Association.

Virginia Mercier will serve as vice-president, with Diana Shepherdson as secretary and Mrs. Raymond Mercier as treasurer.

RINGLING CLOSES EARLY IN MEXICO

Mexico City Run Doesn't Come Off; Start Rehearsals January 5 in Fla.

PUEBLA, Mexico — Ringling Bros. and Barnum & Bailey Circus closed Sunday (21) on two days' notice and headed for Sarasota to organize its next edition.

The show failed to go to Mexico City as had been planned. Show sources said this was because of a sudden turn of cold weather. There had been reports for some weeks, however, that the circus had been denied permits to play the city. Only days before the Mexico City stand was to have started a top executive said that he anticipated no difficulties. The show was to have played Mexico City until the end of the month.

But in place of Mexico City, where it was to have opened early in December, the show played

three days in Leon and five days in Puebla. It was in Puebla Friday (19) when the closing notice was posted.

Options and contracts for acts and personnel being held over for next season were distributed in Puebla also. Personnel for the new 89th edition of the show are to report to Sarasota winter quarters January 4 for costume fittings and special rehearsal calls. Rehearsals will get underway on January 5.

Next stand for the circus is to be at Miami Beach's new Exhibition Hall, starting January 23 and continuing for 10 days.

3 Mil for U. S. Expo In Moscow

WASHINGTON — The U. S. will spend a reported \$3,298,000 for a six weeks' exhibition in Moscow's Sokolniki Park, tentatively slated to begin the Fourth of July.

Exhibit will be the first ever to be held in the Soviet Union under U. S. government auspices. Money to finance the project reportedly will come from the President's contingency fund. These funds are provided under the foreign program to cover special programs that the President feels are in the national interest.

Russia will send an exhibit to the U. S. in early summer, and will set up the exhibit in New York City's Coliseum.

Both exhibits will be devoted to scientific, cultural and technological development in each country. General manager of the U. S. exhibit is Harold C. McClellan, former assistant secretary of commerce, and a former president of the National Association of Manufacturers.

Panel, Talks Charted for N. J. Fairmen

TRENTON, N. J.—A panel discussion and seven speakers will provide the program for the January 26 meeting of the New Jersey Association of Agricultural Fairs, according to William C. Lynn, assistant secretary of the state's Department of Agriculture. "How We Stand on State Aid" will be Lynn's subject. The luncheon, at noon, will kick off the program in the Hotel Hildebrecht here.

Donald C. Bain, of Augusta, N. J., association president, will offer greetings. The panel, "How We Do It," will be moderated by Robert P. Wheaton, of Bridgeton, association vice-president.

Speakers and their subjects will be as follows: "Concessions at Our Fair" by James Cooper, Sussex County Farm and Horse Show; (Continued on page 38)

DEBUTS IN U. S.

'20,000 Leagues' Show At N. Y. Shop Center

NEW YORK — The new "20,000 Leagues Under the Sea" walk-thru show opened Saturday (13) at Green Acres shopping Center, in suburban Valley Stream. Belgian constructed, it has been shown once in Europe, in Brussels.

The unit is a dark, cavernous setting depicting scenes from the Jules Verne classic. Considerable use is made of luminous materials, stucco walls and partitions, and animated figures. Builder is Emil Naets, Belgian showman who brought a crew of six over to install the unit. It is large, clean, artful and true to the text.

Basic pieces came from Belgium but considerable work was undertaken to tailor the show to its present store location. It occupies an area 130 feet deep with 70-foot width. Patrons first enter a subterranean lobby, then a large grotto lined with behind-wall tropical fish tanks. This is a dimmer room, preparing customers for the nearly total darkness which follows, in the main hall.

Strollers pass such scenes as the sunken city, underground waterfall, shipwreck, Captain Nemo burial scene and others. Moving fish suspended from the ceiling add to the underwater illusion. Animated figures include sea serpents, giant clam, octopi, sharks and other denizens of the deep.

During last stages of construction one display ad was sprung in the daily Newsday, and 500 admissions resulted the following day, Saturday (13). Sid Cohen is handling promotion and Harry Easton is general manager. Admission is 50 cents and a quarter with no inside charges.

This is a particularly large layout but Naets, who hopes to bring in two more for American use next season, indicated there is much flexibility possible in use. He is associated in this venture with Harold Steinman, who uncovered the Dancing Waters attraction in Europe some years ago. They are surveying boardwalk, park and fairground locations with an eye to full-season installations.



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Skowhegan & 3 Rivers Add 'Aquacircus'

THE RIVERS, Que. — A second definite engagement for the Aquacircus being booked by GAC-Hamid is the Three Rivers Exhibition here, August 23-27. Henry Hamid represented the agency. On the opening Saturday August 22, the Jungle Racing show will be featured.

Aquacircus is also set for Skowhegan (Me.) State Fair, and contracts in negotiation will give it at least a half dozen weeks. Two swimming and diving tanks are provided.

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Saint John Rink Gift of Beaverbrook

SAINT JOHN, N. B. — This city will receive a new, modern skating rink as the donation of British Publisher Lord Beaverbrook, benefactor of New Brunswick.

The rink will presumably be an arena installation similar to the \$400,000 one in Fredericton, named the Lady Beaverbrook rink. Lord Beaverbrook has also given an ice arena to the town of Newcastle. This one is to open for the 1959-60 season.

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Nokomis, Sask., Elects Rennie

NOKOMIS, Sask. — Charles Rennie was elected president of the Nokomis Agricultural Society at the annual meeting. He succeeds Bob Edwards, who declined to run again after five years in office. Edwards will serve as honorary president.

Vice-presidents are Glen Hobman and Walter Korschuh and secretary-treasurer is Mrs. Ruby Stevenson. Tentative date for next year's fair is August 5.

ARENAS & AUDITORIUMS

Cities Build More Arenas, Voters Reject Some Plans

By TOM PARKINSON

AMONG RECENT DEVELOPMENTS in the field of constructing auditoriums and arenas have been both positive and negative. Not a few bond proposals for such buildings were defeated in recent voting, but others were passed and more cities join the ranks of those proposing to build multiple-purpose structures.

The long-debated Civic Center building for Baltimore is a step nearer actuality since the voting approval of a bond issue this winter. The proposed building would cost about \$6,000,000. Another winner was Las Vegas, Nev., where \$1,000,000 in bonds was approved for the Clark County Convention Center. This building is nearing completion.

AMONG THOSE PROJECTS which were voted down was the exhibition hall that has been urged for Cleveland; these bonds also were rejected by voters in 1957. Another loser was at Fort Worth, the \$8,500,000 Civic auditorium being voted down. In South Carolina, voters defeated a \$2,500,000 bond issue that would have built a municipal auditorium at Charleston. San Francisco voted against a \$7,225,000 bond issue for improving the civic auditorium.

On the other hand, bonds for \$3,000,000 to finance the Knoxville Auditorium-Coliseum were approved in November and on December 19 the bids of contractors were to be received.

Baltimore not only okayed the civic center bonds but also saw the opening of bids on the National Guard Northwest Armory project, that is to cost \$424,000. At Bakersfield, Calif., \$2,975,000 in bonds were approved for auditorium construction.

PROPOSALS FOR NEW construction have been made in San Rafael, Calif., and in Montreal, Que. The San Rafael building would be a civic center costing \$9,500,000 and including a Veterans Memorial Auditorium. Frank Lloyd Wright is the designer. A \$2,000,000 arena is proposed for Montreal.



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USAC Cards 9 Meets at Williams Gr.

MECHANICSBURG, Pa.—Nine USAC-sanctioned race meets are scheduled in 1959 for Williams Grove Speedway, Owner Roy Richwine estimates.

Schedule consists of the following events: April 19, 30-lap sprint car Eastern championship; May 24, 100-lap stock car championship; June 13, 30-lap sprint cars; July 5, 100-lap national midget championship; July 19, 50-lap sprint cars; August 8, 30-lap sprint cars; August 29, 100-lap national stock car championship; September 13, 30-lap sprint cars; October 18, 50-lap sprint cars.

Prize money guaranteed for the nine races is \$4,500.

Richmond Cox Opens Own Office

SPARTANBURG, S. C.—Show publicist Richmond Cox has set up his own office at 232 Reidville Road here, where he is offering booking, publicity and promotion services to outdoor show enterprises.

Cox is known thru his efforts for the World of Mirth Shows, Hamid-Morton Circus and GAC-Hamid units playing fairs and arenas. A couple of attractions are negotiating with him for their 1959 bookings.

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Arena Burns

STAVELY, Alta.—Fire of undetermined origin destroyed the town's arena recently. Loss was estimated at \$40,000, including an artificial ice plant for curling.

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Edmonton Sets
\$2 Million
Sports Bldg.

EDMONTON, Alta.—The Edmonton Exhibition Association has okayed plans for a \$2 million-plus sports exhibition building designed as a multi-use structure.

The building will be located immediately east of the Gardens and will replace the livestock barns now on that site.

The central area will have a seating capacity of 3,000, but all seating facilities will be removable for increased floor space.

Plans for the building call for 12 bowling alleys, 12 curling rinks, a cafeteria and various clubrooms. It will also house administration offices, a board room and facilities for press and radio. Refrigeration and heating equipment will be contained in a separate building.

The association also approved construction of new stable facilities at a cost of nearly \$800,000.

Theme of the 1959 exhibition will be the Golden Anniversary of Powered Flight.

Len P. Bromham was re-elected president of the fair for his second term. Lloyd E. Wilson and Reg Easton are vice-presidents.

Rodeo Group
Seeks Second
Finals Site

DENVER — National Finals Rodeo Commission now is seeking an outdoor site for 1959 steer roping and team roping events of the "world series of rodeo."

The commission recently selected the new State Fair Livestock Coliseum at Dallas for five other rodeo events. That 11,000-seat building is to be completed late next summer. The rodeo is to start December 26, 1959, John Van Cronkhite, producer and general manager of the National Finals Rodeo, said.

The two roping events also will be held late in 1959, he said, and the commission is looking mostly to the Far West or Southwest for a location. This is because of climate and because of proximity of contestants and rabid fans. He said an exceptionally large arena is needed for these events, which would last two days.

Van Cronkhite said that the proposed sites will be considered in a January 14 meeting.

Swift Current
Nets \$17,967
On '58 Fair

SWIFT CURRENT, Sask.—An operating surplus of \$17,967 on the year's operations, after depreciation charges of \$7,290, was reported at the annual meeting of the Swift Current Agricultural and Exhibition Association.

Irving Hansen, managing director, said much of the credit for the favorable money situation could go to the musical ride of the Royal Canadian Mounted Police. The unit's only Saskatchewan appearance this year was at the three-day Frontier Days Regional Fair and Rodeo, and a consequent boost in attendance was noted. The riders appeared in two parades and each afternoon in front of the grandstand.

This year, for the first time, the Frontier Days show boasted four nights of grandstand attractions, including a one-nighter by Aut Swenson's Thrillcade.

Another first was the appearance of Siebrand Bros. Circus and Carnival, which has been contracted again for 1959.

Hansen indicated that while all necessary maintenance work was done on the grounds and buildings, expenditures were kept to a minimum in anticipation of a Class B fair qualification which would make federal grants available for capital construction.

For the first time since harness races were organized in 1954 they did not operate at a loss, Hansen reported.

Jack Lundholm was elected president, with Ben Jahnke and Mrs. M. E. Elliott as vice-presidents. D. J. Robinson is chairman of the board of directors.

Total receipts for the year amounted to \$161,185 and operating expenses were \$135,671. There was a capital outlay of \$6,179.

Major sources of revenue included: Agricultural activities, \$57,536; rodeo and afternoon show, \$20,157; special events, \$20,427; concessions, \$28,330; evening show, \$12,527, and property and grounds, \$11,050.

Top expenditures included: Agricultural activities, \$60,818; administration, \$17,548; concessions, \$15,099; rodeo and afternoon show, \$13,118, and property and grounds, \$7,910.

The association has net fixed assets valued at \$67,774.

Elected to Fifth Term

KERROBERT, Sask. — R. F. Armstrong was elected for his fifth consecutive term as president of the Kerrobert District Agricultural Society. W. R. Herity and A. A. Kirk are vice-presidents and Mrs. W. J. Foster secretary-treasurer.

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THE FINAL CURTAIN

CLANCY—Fred M. (Chip) III, 21, third generation rodeo performer, grandson of the noted Foghorn Clancy, well known as a juvenile trick roper and rider and an ensign in the Navy, December 9 in a plane crash. Survived by his parents, Fred, rodeo clown, and Edith, Kissimmee, Fla. Burial in Arlington National Cemetery, Virginia.

DOWER—Frank M., 65, retired building superintendent of the Bushnell Memorial Auditorium in Hartford, Conn., in St. Francis Hospital, December 17 after a long illness.

JUSTUS—Mrs. Ethel R., 82, who with her husband, John O. Justus, who died a year ago, operated the Justus-Romains rep show for many years, December 20 in Wichita, Kan. Survived by a sister, Mrs. Mary H. Forman, Wichita; a nephew, John R. Forman, Kansas City, Mo., and a niece, Mrs. Mabel Wintz, Harrisburg, Pa.

KEEBLE—Elmer, E., 78, former musician with the Gentry Bros. Circus band of 50 years ago, December 20 in Jeffersonville, Ind. Off the road for many years, he put in 28

years as custodian of a Jeffersonville school, retiring from that job in 1956. Survived by his widow, Jennie. Burial in Walnut Ridge Cemetery, Jeffersonville.

KISER—G. B. (Jeff), 57, December 19 in Opelika, Ala., of lung cancer. Survived by his widow, Mrs. G. B. (Mehawk) Kiser; a son, Paul; four brothers, Remus of California; Ornsby, Chicago; Gene, Augusta, Ga.; and E. D. (Tubby), Opelika, and a sister, Mrs. H. B. Wright of Texas. Burial December 21 in Opelika.

LAW—James J., 34, marimba player with carnivals, November 24 in an Altoona, Pa., hospital of a brain hemorrhage. Survived by his mother and a sister. He was a veteran of World War II. Burial in Greenmount Cemetery, Altoona.

IN LOVING
MEMORY

Of My Dear Husband,

Benjamin H. Patrick

Who passed away
January 1, 1945.

"I miss you very much."

BESSIE A. PATRICK

Carnival Routes

Scott, Turner, Rides: (Edgewater & Vassar) Orlando, Fla., 29-Jan. 3.

Miscellaneous

Matchstick City: Tampa, Fla., 29-Jan. 3.

Legitimate Shows

Beryozka Russian Folk Ballet: San Francisco, Calif., 30-Jan. 4; St. Louis, Mo., 7-8; Chicago, Ill., 9-15.

Ice Shows

Holiday on Ice of 1959: Des Moines, Ia., 29-30; Rock Island, Ill., 31-Jan. 6; Lansing, Mich., 8-13.

Ice Capades, 18th Edition: Spokane, Wash., 29-31; Seattle, Jan. 2-11; Vancouver, B. C., 12-17. Ice Capades, 19th Edition: Boston, Mass., 29-Jan. 11; Providence, R. I., 12-21.

Shipstads & Johnson's Ice Follies of 1959: Philadelphia, Pa., 29-Jan. 11; New York 13-25.

Perdue Elects Weir

PERDUE, Sask. — Angus Weir was elected president of the Perdue Agricultural Society. G. Miller and O. Boucher are vice-presidents and O. K. Shepherdson secretary-treasurer.

N. J. Fairmen

Continued from page 36

"Building Youth Participation" by Russell Herbert, of Middlesex County Fair; "Paying 4-H Premiums by the Unit" by William S. Lafos, Cape May County 4-H Fair.

Also, "Choosing a Fair Queen" by D. L. Keisler, Burlington County Farm Fair; "Publicity Techniques" by Swanke Swenson, Morris County Fair, and "Promoting a Fair via Barbecued Chicken" by F. S. Mansue, Ocean County Fair.

MARRIAGES

STAATS-BROWN—Bob Staats and Gladys Brown, non-pro, were married November 29 at Cryder's Point, Long Island, and are making their home in Forest Hills, N. Y. Bridegroom has been active in Eastern outdoor showbusiness, on the World of Mirth and other shows.

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Operators in N. Y. Assail Wage Hike

NEW YORK — Several outdoor amusement representatives took part in the hearing last week on proposed new minimum wage rates for the State of New York. General increases in all categories are projected, as high as one third the minimum pay in the outdoor field.

Isador Lubin, State industrial commissioner, presided in the downtown State Building. Attending were Alan Kramer, of Atlantic Baths, Coney Island; I. H. Kline, of Coney Island; A. C. Myers, chair and umbrella concessionaire, Coney Island; Jim Moran, Tornado Roller Coaster, Coney Island; James Onorato, manager of Steeplechase Park, Coney Island.

Also, Ray Fleming, attorney for Steeplechase Park; Bill Nicholson, executive secretary of the Coney Island Chamber of Commerce; A. Joseph Geist, president of Rockaway's Playland and council for the Chamber of Commerce of the Rockaways, and Richard L. Geist, vice-president of Rockaway's Playland and representing the NAAPPB.

Proposals Listed

The industry spokesmen were generally opposed to wage increases which, they felt, were an undue burden on their operating

economics. Some of the proposals of the Amusement and Recreation Minimum Wage Board, together with former wages, are as follows:

The 75-cent hourly wage for unclassified workers would go up to \$1 an hour thru August 31, 1959, and would become \$1.05 thereafter; beach chair and umbrella attendants and lockerroom attendants at pools and beaches, from 55 to 75 cents hourly; sports ushers from \$3 per event in 15,000-population or more cities (\$2 elsewhere) to a flat \$4 per event; pin setters, from 12 cents per line in New York and adjoining New York counties (9 cents elsewhere) to a flat 13 cents per line.

Golf caddies, from \$1 per bag for nine holes or less, to \$1.25, and from \$2 per bag for longer games in New York and adjoining counties (\$1.50 elsewhere) to \$2.25 per bag. In the motion picture business, there are increases up and down the line, with minimums to range from 75 cents to \$1 instead of the old minimums, from 55 cents to 75 cents.

The raise from 75 cents to \$1 an hour affects such outdoor amusement people as ride help, cashiers and general labor, which make up the bulk of office-paid park and traveling show workers.

BEN STERLING ARCADE UNIT IN YULE USE

MOOSIC, Pa.—Off-season use of Arcade equipment was used by Ben Sterling of Rocky Glen Park in connection with the Scranton Red Cross chapter.

Voice recording unit from Sterling's Arcade was taken to the Red Cross office and used under Red Cross direction by persons who wished to send a personal message to relatives in the armed services or elsewhere.

Plan was publicized and 55 persons arranged with the Red Cross to make 65 recordings. The recording session was photographed and the picture, showing Sterling and his equipment as well as the other people, was in The Scranton Tribune.

Convention Set-Up Studied by NAAPPB

Bowman Polls Trade Show Exhibitors, Schedules Questionnaire for Members

CHICAGO — National Association of Amusement Parks, Pools and Beaches is reappraising its whole convention set-up, Secretary John S. Bowman revealed last week.

First step is the polling of opinion among exhibitors at the recent trade show. Questionnaires were mailed last week to these people, Bowman stated.

Next will be a similar look into how members of the association regard various details of the convention procedures and programming.

The current questionnaire to trade show exhibitors asks how the

show proved out for them, how they think it proved out for the industry as a whole, and how it could be improved.

The series of questions also dwells on the exhibitors' evaluation of services provided by the hotel.

Bowman said that the purpose of the study will be to guide planning for next year's NAAPPB convention.

Copenhagen's Tivoli Holds Annual Meet

COPENHAGEN — Tivoli's stockholders held their annual meeting Monday (15) in the banquet room of Tivoli's Wivex dining establishment. While the meeting was a routine one, many interesting things were disclosed in Tivoli's annual report covering its fiscal year, November 1, 1957, to October 31, 1958.

While Tivoli's season, which runs from May 1 thru the Sunday closest to September 15, was a day shorter than 1957, and the weather was the worst in many years, the season's attendance topped the 1957 gate by 146,988.

Total gate was 4,181,452, a net increase of 3.64 per cent over the 1957 pay gate and second highest in the park's 116 years of existence. These figures do not include the 15,346 season tickets or other curate tickets sold. The daily average attendance for 1958 was 30,521 against 29,236 in 1957.

Tivoli's gross earnings also showed a favorable increase. The gross income was \$58,608.34 above that of 1957, a total of \$1,768,760.01. Thru an issue of new stock, Tivoli's capital was increased in 1958 from \$362,500 to \$725,000. Annual dividend is 9 per cent.

Copenhagen — Another permanent amusement park will go into operation in Denmark next season. New park will be laid out in the large city of Randers and will be operated by carnival operator Otto Kruger of Kolding.

Sacramento Group Signs Marco For "Disneyland-Type" Park

AUBURN, Calif.—Granting of a land development permit has cleared the way for the installation of a combination recreational, amusement and merchandising center to cost upward of \$3,000,000 south of Rocklin, approximately 20 miles east of Sacramento.

W. F. Murdock Jr., a Sacramento public accountant, said that he and his partner, Randy Steffens, an authority on the old West, planned to construct a village depicting the 1850 era which included the Gold Rush Days. The area, Murdock declared, will be a complete town with a Barbary Coast attraction around a lake upon which float rides will operate.

A contract, the accountant continued, has been signed with C. V. Wood's Marco Engineering Company of Los Angeles for the engineering work. Research, planning and preliminary studies are expected to be completed in about four months. Barring unforeseen delays, the area is expected to be opened in the summer of 1960.

While costs projections and income potentials are now being studied, Murdock said that the company, which includes Steffens and himself as well as other unnamed backers plans to construct and operate the attractions. Also

indefinite at this time is whether stock will be sold.

"The best way that I can describe the plan is to say that it will be Disneyland-type," Murdock said. The park will cover 154 acres.

"We expect to have a place where people can mine gold," Murdock continued. "There are still 2,000 feet of mine tunnels there and we hope to have some sort of train going thru them so people can see how old mines operated."

The area will have commercial exhibits. The personnel is expected to run between 300 and 500 persons.

At the hearing at which the permit was granted, approximately 60 people, most of them residents of the area, were in attendance. One of the questions discussed was liquor with Steffen indicating that it would be limited to a cocktail lounge operated in connection with a motel and restaurant.

Name Chairman Of Atlantic City Boardwalk Unit

ATLANTIC CITY — Carrying on last year's aggressive program under Chairman Henry Glaser, the Boardwalk unit of the Greater Atlantic City Chamber of Commerce was placed in the hands of Robert Ivens, who pledged continuation of this program.

One of the matters which will be given consideration is a possible series of promotions during the off-season—at least one event a week on the Boardwalk itself to draw local and area persons as well as visitors. It was felt that the promenade is not being sold enough to the folks at home.

Along these lines, plans are being made for a meeting with city commissioners, at which time new clauses in Boardwalk will be sought to make tenants keep store lights shining all year long until at least 11 p.m., even if a store is closed. This would add glamour during the winter, it is felt.

It was also urged that full support be given to the first Atlantic City China and Glass Show coming to the Convention Hall, January 4-9, so that this worthy new exhibition will become an annual event. George F. Little Management Company, which is promoting this show, handles many New York shows, and if this resort attraction is fruitful, perhaps others might be brought here.

ROLLER RUMBLINGS

Skating Report Cards Hike La Tella Classes

WEST COVINA, Calif.—The progress chart system which won a national contest as a class promotional idea in a contest sponsored by the Chicago Roller Skate Company in 1955 is now being used in varied forms thruout the country. To this system, Joe La Tella, professional at Skylark Roller Rink here, has added another idea in the form of a report card which analyzes results for the class pupil and, more important, the pupil's parents.

La Tella, who has done much experimenting with methods of handling classes during his 25 years as a roller skating teacher, claims that the progress chart system of teaching is the "best percentage-wise" method of retaining class customers. The report card

innovation merely makes the method more potent.

"In these days when roller skating can certainly use a shot in the arm and it is hard to promote weekday business," says La Tella, "the system stands up solidly over other methods as a means of retaining class participation."

The skating report card was tried by La Tella after he had used the progress chart system for five years. The idea took shape after he observed that there was no substantial connection between pupil and parents in regard to skating lessons.

"In other words," says La Tella, "the parents in most cases dropped their kids off at the rink for a lesson without much concern about what the kids were learning. Then, weeks later, when the father was approached for the customary handout for a lesson, he would suddenly bristle and ask, 'What's this roller skating lessons business about, anyway? What good is it doing? Why don't you play outside today? How do I know you are doing so well in class? How can I afford to spent \$20 for a pair of skates?'"

These are only a few of the questions a father may ask as to why he is spending his hard-earned money for skating lessons. La Tella points out, and the result is that one customer may easily miss a lesson without rinkmen ever knowing the reason.

That is where the skating report card, furnished by the teacher, will help retain that pupil as a customer. With the report card the child can prove that he or she is getting results in the class by merely handing the report card to the parent. A report card with the child's progress analyzed for the parent establishes a connection between skating teacher and parent, just as a school report card

does, says La Tella. Furthermore, he points out, it provides a means by which the pro can tell a parent that his child needs a pair of skates as better skating equipment, more lessons, more practice or private lessons. It offers the pro a chance to compliment a child's ability, something every parent likes, and most important of all, it brings the parent to the rink.

Boosted Big 15%

La Tella claims that the report card, added to his present system of teaching, has already provided a 15 per cent increase in class business in a few weeks. He has learned that children definitely want the report card so that they can prove to their parents that their weekly skating lessons are important to them and that the lessons are worthwhile.

That the system is effective is evidenced by the fact that children not present when report cards are distributed, later ask La Tella for them. "Now the older skaters want them, too, and parents are stopping at the rink to ask questions about their children's progress in class," La Tella reports.

"Our first report cards involved (Continued on page 45)

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53 x 122 AT ALL TIMES

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You're off to a career with a future... Navy career! Become a sailing specialist.

NAVY

CRISTIANI BUYS NEW MENAGERIE

Hippo, Rhino Arrive in New York; Giraffe Waiting at Chicago Zoo

BROOKLYN — Cristiani Bros. Circus took delivery here Tuesday (23) on a rhinoceros and hippopotamus. The show also revealed it had bought a giraffe from Brookfield Zoo in Chicago.

Pete Cristiani and Steve Fanning, elephant superintendent, were here along with Howard Y. Bary, associate of the circus, to meet the German ship, Goettingen, which brought the big animals from Hamburg.

Negotiations for the rhino and hippo were begun last September by Bary with Louis Ruhe, animal dealer. The animals were captured in British East Africa for Cristiani Bros. and brought here via Germany.

A new, heated elephant truck was brought here to haul the animals back to Florida. Pete Cristiani also took delivery on two chimps for himself.

Cristiani said that in about three weeks the show's new giraffe trailer will be completed and he will go to Chicago to get the surplus giraffe from Brookfield.

Heretofore, the Cristiani Bros. Circus has leased major animals from Tony Diano. There has been some talk in recent weeks that Diano might not return to the show

in 1959 and that the show would buy its own animals. In Brooklyn, however, Pete Cristiani said that so far as he knew both the Diano animals and the new Cristiani animals all would be on the circus this season.

Detroit to Run Three Weekends

DETROIT—The annual Shrine Circus will open January 30 in the Michigan State Fair Coliseum and run for two and a half weeks, according to Tunis (Eddie) Stinson, general chairman of the event for the 38th consecutive year.

This will be the second time in that period that the show has run over two weeks. A three-week stand was tried experimentally about five years ago but dropped. The new schedule has a Friday opening and is calculated to give the show three weekends, when the crowds normally turn out. There will be 35 performances, with no matinees on Mondays.

Prospects are for a good season for the Shrine Circus, Stinson said, with the critical automotive strikes expected to be settled by that time. However, advertising in the program and banners in the Coliseum are proving tougher to sell this year.

The admission scale will remain unchanged: 50 cents for general admission, with reserved seats at \$1.20, \$1.50 and \$2.40. The show will be produced by Stinson, assisted by Orrin Davenport, with Merle Evans and Harry Thomas back as bandmaster and equestrian director, respectively.

Acts booked to date include Clyde Beatty, lion and tiger act; the Robertas, comedy bar; Hugo Zacchini, human cannonball; about 35 clowns and three new Chinese acts.

Couls Reports Business Off For Zell Bros.

FORT SMITH, Ark.—Robert Couls closed the first string of indoor dates for his new Zell Bros. Circus here December 20. He said business was spotty from the time of the October 13 opening, and a week and a half on theater dates was very poor.

Couls plans to put the show under canvas in the spring. He was with Adams Bros. last season and managed Hagen Bros. before that.

With Zell Bros. were Jimmy Ray, Kansas City; Arizona Jack Ward, Detroit; Floyd Bradbury, Keokuk, Ia.; Hines Rucker, Watertown, Tenn.; Tony Ridola, Hutchinson, Kans.; John Frazier and Bozo Cooper, Hugo, Okla., and others.

SAVANNA, Ill. — Richard L. Kriel's Circus has been playing indoor dates thru Iowa and Illinois. It drew a big crowd here despite 20-below-zero weather at the time. Advance sale was big. At Mosquenta, Iowa, the show had a packed house in a theater date.

Kriel is using 12 acts. The show will go under canvas in the spring, he said.

Adams Scores Indoors, Plans Canvas Tour

APPLETON, Wis. — Adams Bros.' Circus scored as the first event to play the new Green Bay (Wis.) Arena and now it is busy with plans to convert into canvas operation for next summer. The show's altered title is to be Adams Bros.' Circus & Seils Bros.' World Toured Shows.

Owner Bill Griffith said that at the 6,000-seat Green Bay building the show had turnaways with tickets to a \$2.40 top. No auspice was used and business was generated by use of newspaper, radio and TV coverage.

Vera Himes is head contracting agent for the outdoor show. Larry Carlton in quarters is finishing a new banner line. The show will use a new blue and white 80 with three 40's, plus a 35 by 70-foot Side Show top and a 30 by 40-foot marquee. There will be seven show-owned trucks back plus two ahead. New seats are being built.

Show is planning on a four-man brigade and heavy billing plus six phone crews.

Circus World Museum Given Large Amounts

MILWAUKEE—An initial donation of \$5,000 for the Circus World Museum was announced last week by C. P. Fox, general chairman of the fund-raising campaign.

Allen-Bradley Company, Milwaukee, made the donation. It was the first call made by Joseph T. Johnson, Milwaukee financier, who heads the special gifts committee.

Fox also pointed out that merchants of Baraboo, Wis., site of the museum, previously have donated \$11,000, and the city of Baraboo gave \$10,000 which was used to buy the first property at the former Ringling Bros. Circus quarters at Baraboo.

The committee is seeking to raise \$150,000 for the museum, which is scheduled to open in July.

Billetti Animaland Plays Miami Area

MIAMI—Eddie Billetti's Animaland unit is playing the Miami area until Christmas. It will lay off until January 8 at Sarasota before resuming its route of shopping centers. Included with it are Billetti, owner; John L. Sullivan, advance; three ex-Ringling elephants (Ruth, Joske and Little Eva), and lion, tiger, leopard, bear, monks and baboon. Elephant rides are 25 cents and animals are free. There also are a pony ride and concessions.

Floyd King Okay After Eye Surgery

MACON, Ga. — Floyd King, general agent of the Beatty-Cole Circus, underwent eye surgery at the Middle Georgia Hospital here Wednesday (17). He was recuperating last week and expected to return home by Christmas Day. He is to resume work at the show's winter quarters January 15.

UNDER THE MARQUEE

Eddie Jackson reports that Tony Lamb, formerly with the Jack Phillips band on Sparks Circus, now has a service station out of Tampa. Tom Lamb, his daughter, also is a trombonist and is to be in the Tampa school band. Mrs. Lamb is the former Lola Morales.

From Gainesville, Tex., Hazel King, horse trainer, reports that Jelly Duke lost two ponies to electrocution in Sherman, Tex. There was a short in the trailer to which the stock was chained. Jimmy and Dolly Conners are in Washington State for Christmas dates, using their new semi-trailer. The Ed Widamans are wintering at Gainesville, with their trailer parked at Hazel King's place and their elephants at the fairgrounds. The Jack Harrisons visited in Gainesville.

Charlotte and Harry Levine are taking their chimps on a trip that will have them in Texas and Arizona for January and February. They will be back in Florence, N. J., in March. At Phoenix they will visit the Emile Days.

Jimmy Heron, former circus owner, is recuperating from major surgery and would enjoy mail at his home on Rural Route 5, Jacksonville, Fla.

Ruby Haag and her daughter are playing Christmas dates around Indianapolis this season.

Rex and Kitty Ronstrom report that contrary to a previous announcement they have not yet completed arrangements for the coming season.

Frank Grosjean, of The Shreveport (La.) Journal, is recovering rapidly after emergency surgery recently.

Eddie Jackson writes from Tampa that at Thanksgiving time at the Erikson's trailer park the dinner was prepared by Concha Erikson, Iva Morales, Lola Lamb, Teresa Matchett and Chata Weber. In a show afterward were Toni Lamb, Gerald Pina, Mark Yerkes, Harbie Weber Jr., Cathie Matchett, and Victoria Matchett.

Bob Stevens, Hagen Bros.' Circus concession manager, is in Scott-White Hospital, Temple, Tex., for surgery.

Visitors at the recent Shrine show in Macon, Ga., included Byron and Thelma Gosh, who were hosts at a Thanksgiving dinner; Paul Conaway, Wilson Storey, La-Tosca, Johnny Joannides, the Spillers, Don Manuez, the Namedils, Beatrice Dante, St. Leons, Bill Brickle, Billy Orwell, Ken Cannon, Charles Ruark, Floyd King, Herb Knight, Barth and Maier, Tom Mason, Tommy and Frankie Scott,

Festivals Bring Act Shortage

MADRID — Circus Price here will be the scene January 19-25 of a big centenary celebration for the Carcelle circuit. Nearly 50 principal circus acts, including big horse and animal acts, have been signed for the week.

Managers and agents have been invited to attend and the showing is widely publicized. Number of acts hired here has resulted in a shortage elsewhere. Also contributing are circus festivals being held elsewhere.

Two similar festivals are being set up in Paris. One is to be operated by the Bougliones at the Pair fairgrounds and a separate one will be in the Palais des Sports.

Tom Kennedy and Tom Kennedy Jr., Art Freeman, Charles Underwood, Walter Nealand and Jack Arnott.

Dave Friedman reports that Phil and Scott Hall have two of his film-and-book pitch units running day and date in Boston. They will be in Sarasota for Christmas season. Paul Hall was with the outfit earlier and played New England. Betty Hall Kimball also was with it. Jack Valle and Card Mondon closed at the end of the outdoor theater season. Dave and Carol Friedman will winter in California and Las Vegas, Nev., where they are backing a new film for their units.

Guy Theron writes from Caracas, Venezuela, that his Theron Dobbies are playing six weeks at Coney Island Park there. He reports that when the Circo Royal Dumber was in Caracas, a 18-year-old member of the Ninos del Oro act, Nubla Otero, was killed when she was struck by a bullet from a gun held by a cousin, Jaime Otero. The family termed the death an accident.

Joe Rossi, circus bandmaster, is going to Oklahoma and Texas to visit with his sons, Benny and Jimmy, at Oklahoma University, and with another son and daughter-in-law, the Rex Rossis, at Dallas. He was on the Mills show late last season and expects to have his own band on the road with a show in 1959.

Don Rey and Jimmy Goff visited Mrs. Bessie Polack at South Bend, Ind. They were en route to Chicago to pick up a new trailer for the Kenneth Richies. The Don Rey Trio played Christmas dates around Kansas City and Liberal, Kan.

Sam Ward, Polack promotion manager, was in Chicago last week en route to Hot Springs for the holidays. Louis Stern, Polack co-owner, is spending the holidays there, too.

Roy Bible's circus has been wintering in Arizona. . . . Mrs. Ella Miller, widow of the horse trainer, Herman Miller, needs mail at her Sparta, Wis., home. She's scheduled for surgery soon.

Don Marcks visited the James Bros. Circus in Northern California. . . . Nat Green, Chicago, was in Phoenix with his relatives for the holidays. . . . Gloria Peables and her act were featured in a layout in The Detroit Times Sunday supplement December 14. Pictures showed the dogs by a fireplace waiting for a monkey Santa Claus.

The Frank Schalk band has been signed to play the Covered Wagon Club, Minot, N. D., during 1959. It is the fourth year for the band there.

Wanted-Wanted-Wanted
For our third season Shopping Center and Supermarket tour, Family Acts doing two or more, preferably with slow member. Long season, pay day or week. If you have fair contracts, don't answer. We work from Jan. 15 to Nov. 15, no pro rata. Extra pay for Sundays, and lots of them. No mud, no long jumps. If you can't work on concrete or black top lots, don't answer. Eddie Frisco, may have good proposition for you. Answer quick. All others write, phone or wire.
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Phone: Oxford 7-5889
P.S. If you have a phone number salary in mind, forget this ad. Need one Truck Driver for semi. Every member of this organization has worked here two years or more.

8—PHONEMEN—8
To sell Adv. and Tix. on the Annual Program Book and Dance of the Duval County Aux. Patrol Sheriff Department. This is a \$50,000 deal—will start January 5. Phones are in. No collect calls. High class Salesmen only. No drunks.
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Starting Catholic deal for 8th year. Adv. and reliable Men only. Also can place Man and Wife Team to work renewals in Pa. on vet deal.
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I have some of the best deals in Florida coming up. Office opens in Cocoa, Ft. Lauderdale and West Palm on January 5. If you are a Salesman and can keep your habits out of the office, call or write where I can call you.
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THANKS
To all the well wishers who offered encouragement during my recent confinement. I hope to be seeing you all next season.
CHARLES HUNT

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TOM RYAN

You Can't Miss Finding Many Bargains in the Classified Section, this issue.



WON'T PRE-DATE RICHMOND

Hutchinson Again Manager At Petersburg, Va., Fair

PETERSBURG, Va. — Two significant developments are announced for the Southside Virginia Fair, which will hold down its usual week of operation next year. The fair will open October 5, following the State Fair in Virginia, president Gilbert Martin reported. There had been considerable talk about the event pre-dating the State Fair, but Martin said this would put Petersburg in conflict with the spirited little county fair at Chesterfield, less than 15 miles away. It was decided not to change.

Announced was the retention of Stanley Hutchinson as fair manager succeeding Ralph Lockett, and the signing of the Ross Manning Shows for the midway. Hutchinson had managed the event under its previous auspices, before it was taken over by the Lions Club three seasons ago.

The 1959 fair is expected to offer improved parking, facilities, Martin said, as the city is being encouraged to aid in the grading and improving of the lot.

FAIR MEETINGS

West Virginia Association of Fairs, Waldo Hotel, Clarksburg, January 3-4. Mabel Hetzer, P. O. Box 589, 307 First National Bank Arcade, Huntington, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 3. Robert S. Turner, Horseheads, N. Y., secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 4-6. Robert L. Barnett, Muncie Star, Muncie, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 5-7. Hubert Ransom, Saint Paul, secretary.

Massachusetts Agricultural Fairs

Association, Bancroft Hotel, Worcester, January 6-7. Paul Corson, Topsfield, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 12. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 13-15. Goldie V. Scheible, Fairgrounds, 1043 South Main Street, Dayton, executive secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 13-15. Win H. Eldridge, 315 1/2 East Mill Street, Plymouth, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 14. Tom Moore Craig, Spartansburg, secretary.

Missouri Association of Agricultural Exhibitions, January 15-16. Governor Hotel, Jefferson City. Victor M. Gray, Box 630, Jefferson City, secretary-treasurer.

North Carolina Association of Agricultural Fairs, Washington Duke Hotel, Durham, January 15-16. J. S. Dorton Jr., Route 10, Charlotte 6, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 17-19. William E. Finch, Danville, secretary.

Association of Alabama Fairs, the Battle House, Mobile, January 19-20. Christie W. Summers, Box 972, Jasper, secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 18-20. H. B. Kelley, Hillsdale, secretary-treasurer.

Maine Association of Agricultural Fairs, Portland, January 21-22. Roy E. Symons, Skowhegan, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-23. A. D. Scott, Box 68, Fargo, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Rocky Mountain Association of

(Continued on page 45)

N. J. State To Spend 150G On Plumbing

New Toilets and Sewer System; Midway of A. of A.

TRENTON, N. J. — Close to \$150,000 is expected to have been spent on improvements to the State Fairgrounds by fairtime, September 20-27, as part of the continuing campaign to get increased State participation.

This year's program includes considerable plumbing work, fair President George Hamid Sr. reports. The cesspool system is being discarded and the grounds are being tied in with city sewer system.

In addition to this job there will be complete refurbishing of the toilets with installation of modern units, Hamid added. Elsewhere around the grounds will be paving and fencing work.

Hamid said committee meetings have been taking place with State agricultural representatives. Governor Robert Meyner is reportedly taking an interest in the proceedings.

Expanded 4-H Show

The 1959 fair will offer the Amusements of America carnival of the midway for the first time. This is an operation of the Vivona family of Irvington, N. J. The 4-H show is being expanded with an effort to obtain statewide representation. Charles Gardner, executive vice-president of the Chamber of Commerce, is moving to interest Mercer County and Trenton industries in greater participation.

One commercial enlargement is the decision of Buick Motors to take a full building for its display. Last year Buick had half a building.

Helena, Ark., Re-Elects D. Simmons President

HELENA, Ark. — Doug Simmons, of this city, has been re-elected president of the Phillips County Fair Association.

Other officers: L. P. Anderson of Marvell and D. D. Dodd of Helena, vice-presidents; Edmund Hirsch of Marvell, treasurer, and Ike Van Meter of Marvel, secretary.

Directors include Paul Foree, Werner Schaffhauser, James Goodwin, Joe Davidson, Ulrich Heidelberg, Cleburne Robinson, Jerome Smith and Bob Evans.

Regina Names Prez; Reports 145G Profit

Elect Wallace Thomson to Top Spot; Gross Earnings Are Third Largest

REGINA, Sask. — Wallace A. Thomson, a farmer of nearby Pense, Sask., was unanimously elected president of the Regina Exhibition Association at its annual meeting. He succeeds Alex Aitken, who automatically becomes honorary president for a year.

D. S. MacDonald moved up to the post of first vice-president, vacated by Thomson, and named to succeed him as second vice-president was H. A. Crittenden.

Thomson is widely known in Canada for his active participation in professional agricultural organizations. He is a past president and director of the Agricultural Institute of Canada and a past president of the Saskatchewan Institute of Agrologists.

A director of the fair board since 1951, he was first vice-president in 1958 and served as chairman of the junior activities committee. He is also a member of the agricultural products, implements - equipment, livestock and women's committees. From 1920 to 1935 he judged cattle, sheep and swine at many of the Class B and C fairs in Saskatchewan.

Presenting the directors' report to the 52d annual meeting of shareholders, T. H. McLeod, manager, described the past year as a good one financially.

The gross profit of \$145,102 was topped only in 1954 and 1955. From this was appropriated \$100,000 for immediate and future capital expenditures, leaving a net profit of \$45,102 as compared with \$23,402 in 1957.

Net profit on the summer fair was \$66,538, an increase of \$4,838 over last year. Attendance was 219,941, an increase of 9,177 over 1957.

McLeod noted that grandstand and parking revenues were down, racing and concessions up, and other departments roughly on a par with last year.

Improvements to the exhibition plant were kept to a minimum dur-

ing 1958 because of the \$526,700 outlay for the Saskatchewan building. The job used up all available finances to the point where the fair board will have to postpone other major improvements for two or three years or until financial resources are replenished, McLeod said.

Revenue from rental of buildings during winter months was \$60,866, which was \$33,894 in excess of expenditures for current maintenance of grounds and buildings.

"The number of people using the facilities in the grounds has increased and we can truthfully say the association is playing a year-round role in the life of this community," McLeod commented.

Val Campbell, Wade Signed By Escanaba

ESCANABA, Mich. — Upper Peninsula Fair here has awarded the 1959 grandstand attraction contract to the Val Campbell Agency, Detroit, and the midway contract to the Wade Shows. Grandstand attractions will include the Aqua Rama Revue; Rex Allen, who in his last appearance here five years ago played to a sell-out crowd; Denny Fleenor's Hell Drivers, and wrestling.

The board also awarded the Queen's Contest to Mrs. Arthur Carlson of Escanaba and approved a resolution requesting that existing Michigan laws be changed to allow the fair to share in harness horse purse money now distributed only to county fairs. Favorable legislative action would restore harness racing to the fair's program.

Dallas County Event Elects Yarbrough

DALLAS, Tex. — Robert Yarbrough, prominent local business man, is the new president of the Dallas County Fair Association.

Other new officers for 1959 are Perry Frank, first vice-president; Joe Tosch, second vice-president; Judge F. T. Fox, third vice-president; W. T. Donawho, secretary; Ed Farley, treasurer, and Harold Rountree, Oscar Walker and Ray Green, directors.

Manitoba Skeds 78 Events in 1959

WINNIPEG, Man. — Seventy-eight fairs will be held in Manitoba next summer. Seventy-three, rated as Class C fairs, will be held between June and October.

Class A fairs will be held in Winnipeg, June 19-27, and Brandon, June 29-July 3. Class B fairs will be at Portage la Prairie, Carman and Dauphin.

ATTENTION

COLISEUM & GRANDSTAND ATTRACTIONS & NOVELTY SUPPLIERS THE INDIANA STATE FAIR

will receive and consider exclusive proposals from novelty supplier on January 15 and from entertainment features for the Coliseum and Grandstand shows on January 16. The meetings will be held at the Administration Building, State Fairgrounds, Indianapolis, beginning at 9:30 a.m., Central Standard Time. Letter or wire should arrive on or before January 14, 1959.

ALL THOSE CONTEMPLATING APPEARING TO BID ON ANY OF THE ABOVE

letter or wire should arrive on or before January 14, 1959.

EARL J. BAILEY, Secretary-Manager

Indianapolis 5, Indiana

Telephone: WAlnut 6-2471

Crockett Names Sullivan Chairman

CROCKETT, Tex. — C. N. Sullivan has been named chairman of the second Junior Livestock and Swine Show and Sale to be held in the fall of 1959. Working with Sullivan will be R. C. Overstreet and R. L. Barrett. Overstreet, who was chairman of the first show and sale held in Davy Crockett Park on October 25, announced that the financial transaction of the initial event totaled \$7,502.28.



ACTS WANTED

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Waterloo, Ia., Event Signs Art Thomas

WATERLOO, Ia. — The National Dairy Cattle Congress has signed the Art B. Thomas Shows to provide its midway attractions at the 1959 run, Norbert J. Kash, secretary-manager, announced here last week.

This will mark the first time in many years that an organized traveling carnival has played the nationally famous dairy cattle show. Heretofore, a permanent kiddieland with additional booked rides has served the purpose, but

these have been moved off the grounds and it was necessary to book a carnival.

Tentative plans for a new fun zone to accommodate the Thomas organization call for turning the midway 180 degrees on approximately the same location. A portion of the midway will be on the Cattle Congress grounds, as will the two main entrances to the rides, shows and concessions.

Kash also reported the fair will again have the national dairy cattle judging contests for 4-H, FFA and intercollegiate competition. In 1958 these contests brought teams from 44 States and Canada.

No definite commitments have been made yet on the hippodrome attraction for 1959.

Bernard Thomas, manager of the carnival, reported that signing the Waterloo dates rounds out the show's fair route for '59. Also to be played are the Canadian B circuit of fairs; Black Hills Expositions, Rapid City, S. D.; Colorado State Fair, Pueblo; North Central Kansas Free Fair, Belleville, Kan.; South Dakota State Fair, Huron; Clay County Fair, Spencer, Ia.; Corn Palace, Mitchell, S. D., and Minnesota fairs at Thief River Falls, Hallock, Henning, Littlefork, Bemidji, Hibbing, Wadena, Fergus Falls and also Waterloo, Neb., and the Red River Valley Fair circuit in Minnesota.

Sutton Title Appears in M-G-M Picture

HOLLYWOOD — Title of the Great Sutton Shows was shown on wagons used in the carnival sequence of "Some Came Running," the Metro-Goldwyn-Mayer film produced by Sol C. Siegel and which was previewed here last week (15). F. M. (Pete) Sutton was technical director for the sequence and cleared the title for the film company.

Sutton, who is currently organizing his own Pacific Coast Shows, spent several weeks last summer in Madison, Ind., arranging for the carnival background. Three weeks were allotted to the filming of this portion, with Sutton booking rides and concessions for the background scenes, which included a Ferris wheel without seats.

Cast of the film includes Frank Sinatra, Dean Martin, Shirley MacLaine, Martha Hyer, Arthur Kennedy, Nancy Gates, Leora Dana, Betty Lou Keim, Carmen Phillips, Steven Peck, Connie Gilchrist, John Brennan and Larry Gates. Vincente Minnelli directed the film, with John Patrick and Arthur Skeekman doing the screenplay of the book by James Jones. "Running" is in CinemaScope and Metrocolor.

Poole Inks Two Celes

CHICAGO — F. O. Poole, owner, and J. O. Greene, representative of Gladstone Shows, announced that they had added two new dates to their route—the July 4 cele at Griggsville, Ia., and the Sikeston (Mo.) Cotton Festival.

Show will carry 14 rides, 5 shows and upwards of 40 concessions. It will play practically the same Wisconsin route as last year. Poole and Greene will both attend fair meetings in Wisconsin, Illinois and Arkansas.

WOM Awarded Winston-Salem Return Date

WINSTON-SALEM, N. C. — The Dixie Classic Fair last week awarded its 1959 midway contract to the World of Mirth Shows, Eastern railroad show which has been playing the date, Neil Bolton, manager of the fair, confirmed the competition which had sprung up for the contract, which he termed "considerable."

SLA Meets January 8

CHICAGO — With meetings suspended during the holiday weeks, the Showmen's League of America next one will be held Thursday, January 8, Hank Shelby, secretary, announced last week.

Shelby reported that Foxy Goldfen is out of the hospital after a long siege. Mush Mossman is still in the veteran hospital here and John Courtney has entered Chicago's Alexian Bros. Hospital for surgery.

Tom Sharkey and Max Brantman left for Florida and Lou Leonard for San Francisco and Vancouver.

150 Take Part in First N. E. Banquet

BOSTON — About 150 members and friends turned out Wednesday (17) for the first big social affair of the New England Showmen's Association. The banquet and entertainment were more than equal to the task of pleasing those present, and it was expected that this would be followed by a long line of annual affairs.

A roast beef dinner was provided by the Bradford Hotel and preceded entertainment by the Al Martin agency. Dancing went on until midnight.

Larry Carr was toastmaster, and King Reid and Mack Clayton were principal speakers. Entertainment included the Karl Rohde orchestra, Debbie DeBye, emcee; Danny Melton, harmonica; Teddy English, comic, and Hal Haviland's Kapers and Papers.

Dais List Told

On the dais were Jack Ableman, John Venditto, president; Jeff Harris, King Reid, Joe Freedman, Frank McTeague, Rudolph Hebert, Milton Emerson, John Moses, Estella Natanson, Bernice Emerson, Dorothy Freedman, Claire Penny, Ann Caporale and Francis Waterman.

Harris presented Ableman with a gold life membership card, as the club's first trustee and past president. A large United States map was presented to the club by its ladies' auxiliary. Several other gifts were given, such as those by Sam Pockar to all officers, and the corsage for every woman present by Mr. Russell. In addition, \$100 was received by the club from Mossy Lynch and Harry Prince donated \$150 to start a cemetery fund. Claire Penney presented Estella Natanson, past president of the auxiliary, a charm bracelet.

Among the many members present were Milton Kaufman, Jeff Harris, Larry Carr, Charles Pefume,

Thomas Dippo, Jack D'Agostino, Lewis Simone, Jules Pasitto, Harry Bennett, Philip Sadow, Mr. and Mrs. Joseph Venditto, Mr. and Mrs. Max Glazer, Mrs. Harry Prince, Mr. and Mrs. Harry Freedman, Frank Allen, John Carrolo, Jimmy Flynn, Murray Bornstein, Paul Hoffman, Fred Veno, Nate Waterman, Israel Gross, Harold Casey, Mr. and Mrs. Al Ross, and Joe Bailey.

200 Attend Arizona Club Banquet-Ball

PHOENIX, Ariz. — Nearly 200 friends and members of the Arizona Showmen's Association attended the club's 10th annual banquet and ball held in the Mt. Vernon Room of the Hi-Way House here December 15.

Among those attending were Mr. and Mrs. R. Alvistanger, Jackie Bailey, Robert and Rais Banard, Kenneth Black, Morey Black, Lillie Mae Blackburn, Cal and Clara Boies, Lloyd Boyd, Louise Brown, Shorty Brown, Marcia Burke, C. W. and Catharine B. Caywood, Mr. and Mrs. Harry D. Clark, Mairy Clark, Morrie Cain, Mr. and Mrs. Don Cook, Mrs. Ralph K. Cooper, Norman Crane, June Curry, Mr. and Mrs. John D. Duffy, M. E. Eubank, Bill Farrar, Joan Fay, Raymond Fay, Al and Jo Ann Flood, John E. Flood, Louise G. Flood, Reed Foutz, Dollie and Art Frazier, Mr. and Mrs. C. E. Frazier, Lola Freeman, Ruby and Millard Freeman, Millard Freeman Jr.

Babe Gallamore, Pauline Gallamore, Mr. and Mrs. D. L. George, Meyer Gerring, Clara Goodman, George N. Goodman, Dolores Gordon, Mr. and Mrs. Leo Gross, Chuck and Katie Hagler, Mickey Hanev, Don and Margaret Hanna, Marlene Hanna, Dick and Dikki Sue Havins, Mat and Morosa Herman, John N. Hoffman, Anne Horstman, Joanne Horstman, Pam Horstman, Ralph Horstman, Mr. and Mrs. Howard Hoss, Mr. and Mrs. Charles E. Howard, Mr. and Mrs. Les Howell, Vi Howell, Carol Hudson, Joe Huron, C. H. Jackson, James and Margaret A. Klein, Gary Kron, Mr. and Mrs. Vernon LaMore, Sonya Lee, Danny Locken, Evelyn Losito, Harry A. and Nora Lucas, Dallas MacArthur, Mr. and Mrs. Kemper Marley, Scherry Matthews, Mr. and Mrs. Martin C. Peterson, Mary Pickard.

Connie Marchant, Fred Musser, Mary Ellen Ramos, Lee and Cora Ritter, Frank and Danita Roche, Jimmy and Rose A. Rose, Kitty Rossi, Earl Salter, Michale Schuyler, Willodene Senner, Denny Sheridan, Helen Sheridan, Fred Siegel, Hiko Siebrand, Inga Siebrand, Janelle Siebrand, P. H. Siebrand, Patsy Siebrand, P. W. Siebrand, W. J. Siebrand, Myrtle Siegel, Frances Snyder, Sam Steffia, Mr. and Mrs. P. A. Stephen, G. S. Teasdale, Tiny and Tillie Teasdale, Larry and Marvella Tidrick, Nellie Tyler, Mr. and Mrs. Ralph Watkins Jr., Bill West, Tillie Warford, Hunter and Margaret Farmer, Mr. and Mrs. E. T. (Eddie) Williams Jr., Mr. and Mrs. W. Francis Wilson, Helen Ann Wilson, Edith Wright and Mr. and Mrs. Lester Yalst.

PRESIDENT'S PARTY

300 Honor Weiss At Miami Affair

MIAMI BEACH — More than 300 members and friends of the Miami Showmen's Association honored Ben Weiss on Tuesday (16) with a president's party that compared favorably with any such event thus far. Weiss, outgoing president, will be officially succeeded January 6 when John Vivona is installed.

Food and entertainment were more than satisfying, at the event in the Eden Roc Hotel. With member Sammy Walsh as emcee, entertainment was provided also by

Jimmy Rodgers, top recording artist, and comedy team Davis and Reese.

The affair broke up at 2 a.m. after an interlude of dancing. Weiss received a diamond studded, initialled tie clasp as a token of esteem.

On the dais with the president were the first three vice-presidents, John Vivona, Harry (Buster) Westbrook and Mel Dodson. Also Louis (Stretch) Rice representing the Hot Springs Showmen's Association; Bill Bryant, chaplain; Wallace Maer, club attorney; David B. Endy, president emeritus; Judges Williams and Carroll; attorney Don

(Continued on page 44)

Miami Fems Honor Prez

MIAMI — The Ladies' Auxiliary of the Miami Showmen's Association paid tribute to its president, Rosita Dell, and its honorary president, Frances Deemer, at a testimonial dinner here Tuesday (16) in the Bonfire Restaurant.

Jeanne Lampell served as emcee, Marie Vivona delivered the invocation and Mae Levine the toast. The board presented President Dell with a hi-fi set. She, in turn, thanked all the officers, directors and committees for their co-operation. Dorothy Cohn received a gift for being the top money-raiser for the year.

Kay Leisure, incoming president, entertained at a luncheon Friday (19) at her Hollywood, Fla., home. Attending were old and new directors, heads of her committees and a few personal friends.

League Appoints Committee Heads

CHICAGO — Chairman of various operating committees for the Showmen's League of America were announced this week by Bill Carsky, new president of the organization.

Fred H. Kressmann was appointed chairman of the home fund trustees, with Al Sweeney as secretary-treasurer. Sweeney and Jack Duffield, immediate past-president, are co-chairmen of the ways and means committee. Maurice Ohren heads the entertainment group, while three co-chairmen of the press committee were named, Nat Green, Dave Friedman and Charlie Byrnes.

Hadji Delgarian was named

170 Attend Yule Dinner

CHICAGO — Close to 170 members of the Chicago chapter of the Showfolks of America turned out for the club's annual Christmas party and turkey dinner here Sunday (21) in the Hotel North Park.

Following the dinner, which included all the trimmings, a program of entertainment was presented with most of the talent being members.

chairman of grievances, with Petey Pivor heading the welfare committee and Louis J. Berger in charge of the 1959 directory and program. Harry (Blackie) Cherinak heads the cemetery group with Carl Sedlmayr Sr., and J. W. (Patty) Conklin topping the plaque dedication committee.

A. Levinson and Fred H. Kressmann head up the finance committee, with the house committee operated under the supervision of Charles Zemater Sr., Max Brantman and Harry Heltman. Jimmy Campbell is chairman of the funeral committee with the building committee headed by Noble Case.



You Can't Miss Finding Many Bargains in the Classified Section, this issue.

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PIPES FOR PITCHMEN

CLIFFORD E. HORTON . . . writes from Washington, D. C., to say that he worked a market there during the pre-Christmas period. Also in D. C. were Bible Smitty and Bill Buttons, working a Murphy store on F Street. Cliff infers that Walter (Eggie) Boland has been doing well in nearby Virginia, while Harry Day has been doing better than okay with a pitch store on the main stem of Greensboro, N. C. "Gus Bergmann is about to retire," Cliff reports, "while Eva Hamlin tells me that she has been doing well in New York State. Bob Bowen is still in California, sitting back and taking life easy. I recently received cards from Emil and Mrs. Seibold, Sol Kunin and Andy Ramonas. Andy has been clicking them off in Waterbury, Conn. Isn't it about time Emil and Sol Kunin sent in a pipe?"

a truck stop at Hawkinsville, Ga. Madaline and her husband, Ray Herbers, stopped there recently for a couple of days and cut up plenty of jackpots. "Anyone near there should certainly stop," says Madaline. "You'll certainly be made welcome." In a survey of the South she reports that there are not many little towns in which pitchmen still can work. "A lot of the sharecroppers have gone north to work in the shops," she says, "and people no longer come to the crossroads on Saturdays to do their shopping. They've replaced their mules and wagons with automobiles and now go to the big cities. Lots we used to work in various towns now have buildings on them or are out of the money area, and med pitching is just about a lost art. Changing times have made it so."

E. C. PARDEE . . . writing from Marlin, Tex., says that he attempted to beat the cold, but it caught up with him, so he plans to drop down to Austin. "Sheet business has been on the light side so far," he infers.

WRITING . . . from Panama City, Fla., Madaline E. Ragan gives the latest gleanings from the pitch field. Her sister, Mary, is now operating a jewelry store in Fresno, Calif., and Frenchy Thebolt has a trading post in Walls, Miss. L. D. and Eunice Lance have

Committeemen Max Sharp, Nate Farber and Lew Lange are also handling arrangements for the gala annual banquet and ball at the same location on Monday, January 5. Installation of new officers will be the following night in the club-rooms.

President's Party

Continued from page 42

Chappel, and State Rep. David Eldridge.

About 500 persons are expected for the January 5 event, with the entertainment card expected to be headed up by Louis Prima and Keely Smith.

ing in Parker, Ariz., spent Monday (15) doing their Christmas shopping in Phoenix. While they were on the tour, their respective husbands, Johnny Branson, Kimmy Lynch and Frank Warren were hunting and fishing on the Colorado River near their wintering town.

MIDWAY CONFAB

Continued from page 43

Al Weinberg is working his hypnotic therapy at the Casa Marina in Key West, Fla., for the winter.

Al Weinberg is working his hypnotic therapy at the Casa Marina in Key West, Fla., for the winter.

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VENDING MACHINES

Route Upgrading Marked 1958 Bulk Vending Growth

Ops Fought Inflation, Small Store Decline With Multiple Vend Spurt

By FRANK SHIRAS

CHICAGO — Upgrading of routes was the most positive force at work during the past year in bulk vending. Responding to basic pressures at work in our economy, operators were aided in their effort by a steady supply of equipment and fills from manufacturers.

The pressures upon operators were not new. Inflation and the steady decline of the small store have harassed bulk vending for years. What was new was the industry-wide determination of operators to break out of the narrowing circle with counter-efforts of their own.

Operators went out after new locations, both high-traffic and quality spots. They also began dropping dead spots and concentrating upon their best ones. Multiple vending was chiefly responsible for route upgrading that took place during the course of 1958.

Inflation means that gross receipts from machines will buy less than an identical amount the year before. The decline of the small store means that established stops are lost or per-machine take drops off. One way to fight this is to increase the number of machines on location each year. This operators have done in the past, and will probably continue to do so. Competition and working hours a man can devote to his route are limiting factors that put a ceiling on this solution. Perhaps this ceiling was reached during 1958. Who can say?

Another Solution

Upgrading of routes is another kind of solution. It, too, has its ceiling, but didn't really get under way on a large scale until this year. Recognition of its beneficial effects will probably lead to incorporation of upgrading as a basic operating procedure. In essence, the practice is simple. An operator selects his best spots and puts batteries of machines on location. In years past, there was considerable resistance to this practice. Operators argued that a battery wouldn't stimulate sales, that in fact per-machine take would drop considerably. He would be doubly hurt because of the greater investment in equipment involved.

This attitude has gradually been overcome. First break-through came at the extremely high-traffic

stores. Here a single machine emptied so quickly that operators could see no harm in putting more machines on location. To their surprise, per-machine takes in the multiple installation didn't drop very much, if at all. Savings in overhead and servicing expenses made the practice that much more attractive. As multiple vending became more popular, it spread to smaller locations, where more modest batteries were installed. In fact, many operators began dropping dead spots in order to add to machines in their more lively locations.

Impetus Given

Considerable impetus was given to multiple vending during 1958 by a number of manufacturers. Altho stands for batteries have been made for years, there was a far greater variety available this past year. They were also made more attractive, lighter in weight, more easily disassembled. As multiple vending grew, operators began diversifying the kinds of fill they used. Ball gum-charms dominates bulk vending, but more and more operators began adding confections, large ball gum in various flavors, good feature charms, rockets and

capsules, peanuts, and special kinds of small gum.

There are no doubt various reasons why multiple vending works. Clean, attractive, convenient batteries of machines vending a variety of merchandise are certainly basic factors. Mass display to stimulate sales is an old story in any kind of merchandising. Customer attention is arrested, and the very massing of merchandise seems somehow to make the customer feel that he is missing out on something if he doesn't buy.

Prestige Element

In regard to bulk vending, multiple vending probably involves an element of prestige. People patronize a particular store partly because they believe it offers them certain values and quality in merchandise. Confronted by a multiple installation, they unconsciously lend it some of the prestige associated with the store itself. A single machine, on the other hand, is apt to be viewed as something that arose as an afterthought.

Of course, a store also gets more revenue from commissions with a multiple installation. It has also been found that when a battery of

(Continued on page 48)

Here's Rundown of Names, Events And News in Bulk Vending for Year

JANUARY — Tennessee operators point up complication of State's taxation code. . . New Gaylor bulk vender uses manikin in mechanism. . . ABT puts pilot models of new dollar bill changer on location. . . R. J. Sacks tell how he landed Walgreen chain. . . Mandell predicts growth of 2-cent vending. . . William J. Newman Company, Inc., San Francisco, expands bulk vending program. . . Southeastern States impose highest taxes on bulk vending in nation.

FEBRUARY — Inflation most serious deterrent to penny nut vending. . . WVMOA, California operator association, pushes fight for fair bulk vending taxes. . . IRS depreciation rates affect vending. . . Jane Mason and Leo Leary promoted at Leaf Brands, Inc., Chicago. . . Bill-

board survey shows that nickel, dime bulk vending has slow growth. Small operators have highest per-machine net profit. . . Schoenbach begins construction on new building. . . FTC cracks down on five firms in one week. . . IRS rules that capsule machines are subject to \$250 tax when value of article vended exceeds that of coin

BULK BANTER

St. Louis

By JOHN HICKS

A few slugs are put in machines of Louis Rohman Jr., Penny Vending Machines, from time to time, but not enough to cause alarm, he said. The big trouble, he exclaimed, is that people sometimes "just pick up a machine and walk away with it," especially if the equipment is located outside an establishment. Rohman said he has lost about four machines that way. The merchandise went with them, he pointed out. The vandals do nothing with the machines except probably tear them up or discard them.

Ted Mueller, who started in bulk vending two years ago, said during the two-year period not more than 10 of his machines have been stolen. On a whole, he said, theft is rare. Sometimes when an establishment closes he has to search for the equipment, however. The percentage of machines broken into runs somewhat higher than those stolen, but this also is not high, Mueller said. Mueller stated he had lost about four machines in

(Continued on page 49)

MORE REPORTS ON CITIES ARE IN THIS ISSUE

This is the fourth in a continuing series of spot checks on bulk vending conditions in the U. S. and Canada during 1958. Reports from individual cities are based upon interviews with operators and distributors.

The following cities have been covered thus far: Boston, Denver, Milwaukee, St. Louis, Cleveland, and Detroit. This week reports are devoted to Memphis and Toronto. Stories may be found elsewhere in this section.

'Vending' Listed In Supermarket Directory Sign

PHOENIX, Ariz. — Many supermarkets have large directory signs listing the different parts of the store in which various departments may be found. M. P. Pappas was able to include his bulk vending installations in the directory of one store, and sales have noticeably increased since that time, he reports.

The large sign in this store had numbers designating various departments listed. Corresponding numbered plaques were set around in different parts of the store where they were clearly visible. Pappas

(Continued on page 49)

Raynor Pleads Need of 2-Cent Coin to Gov't

In a letter to the Treasury Department, Washington, D. C., National Vendors Association counsel Milton T. Raynor last week cited the need of the bulk vending industry for a 2-cent coin. His letter is reproduced below in full.

"Gentlemen:

"Please be advised that this letter is written in behalf of those thousands of businessmen and concerns who sell their goods, wares and merchandise thru vending machines for one penny. It is written for the purpose of sincerely urging upon you serious consideration of a plan which would result in the Government's authorizing the minting and distribution of a 2-cent coin, in addition to those coins which presently are in existence.

"I am cognizant of the fact that it would be superfluous for me to point out to you that the cost of doing business has risen tremendously over the past 10 years or more. The cost of machines, wages, vehicles, and merchandise has spiraled enormously during this period of time but we are in the unfortunate position of not being able to add those increased costs to the selling price of our goods, and thereby pass such increases on to the ultimate consumer.

Tradition

"Our customers, in the main, are children, who have become deeply steeped in the tradition of inserting one coin (a penny) into the machine in order to make it vend its product. An attempt was made to require the insertion of two pennies into a machine so that it would vend, but this has proved disastrous. This was so principally because the procedure was contrary to tradition, and secondly, tremendous problems arose when the child inserted one coin instead of two, and then complained to the store owner that he did not get the product to which he thought he was entitled.

"By being forced to sell our merchandise for one penny in the face of increasing costs, our industry has watched its profit percentage decrease steadily, until today our profits are virtually nonexistent. We find ourselves faced with a serious crisis, since despite every effort to cut back and cut

(Continued on page 49)

Memphis Profits Same Despite Added Venders

By ELTON WHISENHUNT

MEMPHIS — Operators here made about as much money this year as last. However, they had to put out more machines to do it, they report. Some operators increased the number of machines on location by as much as 20 per cent.

Population increases and new store construction supplied many new, excellent locations. Shopping centers have been going up on the fringes of Memphis for several years, and some of the newest were completed this year.

There are a handful full-time and several dozen part-time operators here. Three full-time operators are Jimmie Wilkie, C. D. Gill and E. F. Flippen. Gill has the largest route and operates more than 2,000 machines in Tennessee,

Mississippi and Arkansas. Wilkie and Flippen each have about 1,000 machines on their routes.

Ball Gum-Charms

Ball gum-charms is the dominant fill used by operators. There have been some changes during the past year. Penny peanuts are about out. Operators claim that the price of peanuts is five times greater than it was in 1949. They find that it is too difficult to make a profit any more. Century gum has been put in most of the new machines on location. Operators claim that altho the margin of profit is smaller on 100-count gum than on 210 gum-charms, machines empty fastest in many locations when big gum is used.

Operators are not buying fewer

(Continued on page 49)

Canadian Ops Tussle For Shopping Centers

By HARRY ALLEN

TORONTO — Shopping centers are prized locations in Canada for several reasons, operators report. Landing a shopping center ordinarily means the addition of 10 to 15 new stores. Each spot can support a multiple installation. Competition is stiff in Canada, and a shopping center is harder for a competitor to get into than a single store.

However, the vast majority of machines are on location in independently owned small retail outlets, just as in the U. S. Drops in per-machine revenue have been an added spur to multiple vending during the past year. Says Kenneth McPhail, local operator-distributor: "To maintain business at the same level as last year, one has

to add to one's route by expanding at locations already on the route. Altho investment is increased, with more efficiency and with little additional servicing, you can maintain your profits." Operators are putting up to four machines in many existing locations, partly because new spots are hard to find.

Route Sizes

Full-time operators have routes ranging from 500 to 1,000 machines, while the part-timer generally has a peak of 100 machines. Part-time operators are tenacious here. They don't readily sell out, and many go on into bulk vending on a full-time basis. "Perhaps it is a feeling of job insecurity," says Morris Kezwer, another operator-distributor, in explanation of stiff

(Continued on page 49)

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NEW
YEAR**

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**CIGARETTE AND
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Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- ROWE PRESIDENT CIGARETTE, 10-col., 25c & 30c comb. \$110.00
- STONER PENNY GUM MACHINES, reconditioned 22.50
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All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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COINMEN YOU KNOW

Denver

by BOB LATIMER

Phonograph operators here are concerned over the serious automobile accident which Don Corey, operator from Sterling, suffered recently. Corey, laid up in a Sterling hospital, has not been allowed any visitors since he was extricated from the wreckage of his burning automobile after a head-on collision near Sterling.

The Floyd Kempfs, operators of Call-Kempff Vending Company, have traded in their 1955 hardtop Thunderbird on a new convertible. The Kempfs, married only recently, have built up an outstanding vending route thruout the Denver area, specializing in hot beverages, soups and coffee.

L&M Reduces Ad Allowances; Amer. Gives 2 New Ones

NEW YORK — Cigarette operators will get reduced subsidies from Liggett & Meyers and increased advertising promotional allowances from the American Tobacco Company after January 1. The new L&M subsidies are \$3.50 per column per year each on Chesterfield, L&M and Oasis. The old rate was \$5 each for L&M and Oasis, with \$6 for Chesterfield King if the operator also stocked Chesterfield regulars.

American Tobacco will offer \$5 per column per year on Tareyton and \$3 per column per year on Hit Parade. Neither of these brands had previously been subsidized.

Brothers Doyle Wycaver, who operates Midwest Music Company in Denver, and Jack Wycaver, who heads up Wycaver Music Company in Greeley, got together for one of their infrequent meetings on December 1 in Denver.

Equal Allowances Aim of FTC Order To Liggett & Myers

WASHINGTON — An order which would prohibit Liggett & Myers Tobacco Company from granting allowances for services or facilities to customers—including vending machine operators—except on a proportionally equal basis was issued by a Federal Trade Commission hearing examiner last week (11).

FTC Examiner J. Earl Cox found that Liggett & Myers paid customers allowances for point-of-sale displays and advertising in 1955, but did not give allowances to some competing customers on a proportional basis, and gave none at all to others.

In 1953, according to Cox, Liggett & Myers engaged the Harrough Corporation, New York, to place its cigarettes in vending machines. Harrough paid vending machine operators a designated rate per month for each machine dispensing only matches advertising Liggett & Myers' products. In 1955 the payments totaled over \$5,270,000. Examiner ruled that these payments were in reality paid by Liggett & Myers and not by Harrough and that Liggett is responsible for any illegality which results.

According to Examiner Cox, some vending machine operators receiving these payments were in competition with over-the-counter retailers who did not receive any. Cox ruled that "in this respect, respondent failed to comply with Section 2(d) of the Clayton Act." That section provides that where promotional allowances are given, they must be made available to all competing customers on a proportionately equal basis.

Altho the evidence did not establish that the allowances were not available to all competing over-the-counter retailers, the examiner did find that the payments were not made available on a proportional basis. He said they were arranged "thru individual negotiations between respondent and its various customers."

On the other hand, Examiner Cox ruled that the evidence failed to substantiate the charges in FTC's complaint of September, 1958, that vending machine operators were not treated equally in the distribution of allowances. Ruling that these operators are not in competition with wholesalers within the meaning of the Clayton Act, he pointed out that vending machine operators sell directly to the public, while the latter sell to retailers.

Order requires Liggett & Myers to make all future promotional allowances available to competing customers on a proportionally equal basis. This is not a final FTC decision, however, and may be appealed, stayed or docketed for review.

Confectionery Sales Up

Manufacturers' sales of confectionery and competitive chocolate products were estimated by Commerce Department at \$129,737,000 in October, 1958. This was 1 per cent above sales for September, 1958, and 2 per cent above last year's October total. For the first 10 months of this year, sales of bar goods have increased 5 per cent in dollar value, and sales of bulk goods have increased 2 per cent in dollar value.



WE HAVE
**oak's
"GOLD MINE"**

DALE DISTRIBUTING (N.C.) LTD.

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WE HAVE
**oak's
"400"**

R. R. WHITEHEAD
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WE HAVE
**oak's
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**oak's
LI'L
LEAGUER**
a top scorer!

Football, soccer, or baseball... the fascinating game is right on the front of the machine to attract the eye and interest the customer.

**AND
OAKS "400"**

Holds 100 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vendor. Vends any denomination from 5c to 25c.

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**HAPPY
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Start fine with '59
FREE SAMPLES... 27 new items from '58
Don't be late. Offer good until February 1st
PLUS...
6 new 1959 releases

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

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2538 Mission Street, Pittsburgh 3, Penn.
World's Largest Selection of Miniature Charms
NATIONAL SALES HEADQUARTERS
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**New—For Additional Income
ADVANCE AMCO®
HANDY POCKET COMB VENDOR**

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

SPECIFICATIONS

Sturdy all steel construction, fine white sprayed enamel finish, with screened in blue lettering, height 22 1/2", width 4 1/2", shipping weight 22 lbs. Keys and shackle on base give mechanism gives good coin detection, coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet, capacity approx. 200 combs; size of comb, 5 1/2" long, 1 1/2" wide, 7/64" thick.

PRICE OF MACHINE
10c Operation

Single	Each
2 and up	\$25.30
	20.27

PRICE OF COMBS

1 to 24 gross	Gross
25 to 49 gross	\$4.50
50 to 100 gross	\$2.25
	\$0

Prices quoted are net, F.O.B. Brooklyn. Deposit required with order—balance C.O.D.

Immediate Delivery on Machine and Combs. Order Today!

Write for information on other types of vending machines & merchandise

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MAKE MORE MONEY IN VENDING!
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For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry

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Fill out this coupon and mail today. Saves you more than 20% on newsstand price.

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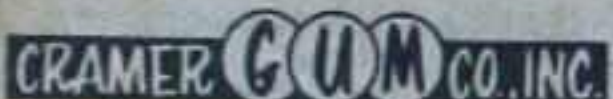
—and many thanks for the biggest year in the history of our business.

BE IN LINE FOR '59 WITH CRAMER'S "STAR-BRITE."

8 COLORS • ALL SIZES

Also Cramer's "King-Size" Solid Ball Gum.

Ask your distributor to stock Cramer's "Star-Brite" for you!



130 Orleans Street
East Boston 23, Massachusetts
Member of National Vendors' Assn.

'58 News Rundown in Vending

Continued from page 46

vending sales dropped 7 per cent from 1958. . . Southern California Leasing Company extends leasing program to bulk vending operators. . . Bitterman says special routes needed for bulk vending. . . Eppy launches four-point expansion program as machine, confection manufacturer. . . IRS rules \$10 tax applies to bulk venders with amusement features. . . Jack Nelson tells how to counter location owner's arguments. . . Distributors report nickel capsule on decline. . . Charm manufacturers bow 44 new items at NVA convention. . . Second day of NVA's business meetings doesn't hold interest of first. Charm manufacturers, Leaf Brands sponsor parties. Attendance at convention jumped 60 per cent over 1957. . . Raynor says \$250 winner ball is biggest industry threat. . . Eppy reports charm manufacturers, distributors in accord.

JUNE — Victor Vending buys new 25-cent line for jumbo capsules. . . Postage on first-class mail raised 1 cent. . . Mack Postel says small towns, rural areas best market for used machines. . . Eppy launches drive against winner balls. . . Bulk vending manufactur-

ers agree new designs could increase gross receipts. . . Operator challenges Eppy winner ball campaign. . . Number of firms engaged in manufacture of vending stands. . . Discount houses seen as ideal bulk vending locations.

JULY — Canteen loses Rowe Holdings in FTC Edict. . . Location owner sues New York on bulk vender arrest. . . Guggenheim bows TV ring. . . Retailing changes seen as bulk vending challenge. . . Seven in 10 of 101 operators surveyed contend winner balls are industry threat. One in 3 claim sales are lost to winners. . . Stamp vending takes rate hike in stride. . . FTC puts rein on Atlas "deception". . . Price gets rights to King Features comic characters.

AUGUST — Kantor Intros multiple vending stand. . . Sixteen southern operators ask whether costly charms and winner balls aren't subject to identical taxation. . . Used venders found employed extensively in multiple vending. . . Population growth seen as spur to future of bulk vending. . . Folz brothers begin 10-cent capsule tests. . . Atlas elects to appeal FTC order concerning advertising.

SEPTEMBER — NVA plans November meeting in St. Louis during NAMA show. . . Chicago ops hash problems at informal meet. . . Quota for new NVA life insurance plan met. . . Success of multiple vending in supermarkets described by Elliott Levy. . . H. B. Hutchinson, Atlanta distributor, claim dollars saved in direct buying by operators are illusory. . . Chain superettes seen as spur to bulk vending. . . Raynor cites need for increasing NVA services. . . Star Vending, Houston, expands headquarters. . . Distributors plan meetings during NAMA show in St. Louis. . . Standard Financial and Vending Industries, Inc., co-operate in long-term financing of operators.

OCTOBER — Distributors report bulk vending rebound after bad spring. . . WVMOA to seek new in-

Route Upgrading

Continued from page 46

machines is placed in the proper place, it helps keep children occupied while their parents shop in the aisles. Family shopping is becoming more and more common, and the customer service that multiple vending performs will no doubt help its growth in years to come.

NOVEMBER — President of rack jobbers association describes advantages of services to members. . . Roy Torr, vending pioneer, dies. . . Distrib sales of new and used venders ahead of 1957. . . Northwestern debuts all-purpose "Golden '59" bulk vender at NAMA show. . . Leo Agress, veteran nut distributor, dies. . . Charm manufacturers intro 13 new items, 4 series in St. Louis. . . NVA sets up plans for industry committee, regional meets. . . Becker gives dinner in St. Louis. Distributors host charm manufacturers to breakfast. . . Five in Philadelphia nut vending "ring" plead guilty. . . Leary, Rollins spark NVA membership drive. . . Robert Caplan, Portland, details successful multiple-vending program. . . Oak's European reps visit parent firm.

DECEMBER — Folz cites trend toward multiple-vending stands. . . Chicago ops hold bi-monthly dinner meet. . . Potential of chains for bulk vending seen as limited. . . Charm manufacturers see big emphasis on feature charms during 1959. . . New York operators cite need for 2-cent coin. . . NVA plans revamped business meetings for 1959 convention. . . California operator association plans tax battle for new year. . . Graff Vending holds Christmas business dinner for operators. . . Mandell manufactures soap machine. . . Grand jury indicts four in Des Moines nut vending business. . . McClellan says Senate committee is not out to discredit automatic merchandising. . . U. S. orders all-out blue sky crackdown. . . Bulk vending machine production forged 10 to 30 per cent ahead during '58. . . FTC hands Atlas consent order to stop "deceptive" advertising.

OUR SPECIALTY IS HELPING MORE OPERATORS MAKE MORE MONEY

STANDARD SPECIALTY CO.

1028 44th Avenue Oakland 1, Calif. Phone: AN 1-9037

MANUFACTURERS & DISTRIBUTORS OF:
Panned Candies • Gum • Vending Machines • Parts & Supplies



NORTHWESTERN

GOLDEN '59

- New! Attractive Sales-Making Appearance.
- Interchangeable Merchandise Units With Lock-tite Carri-cap.
- Vends All Products Accurately. No Breakage or Crushing.
- Precision-Built Die-Cast Parts to Assure Perfect Fit.
- The Best of All Lift-Out Mechanism, 1c, 5c, 10c and 25c.
- Large Capacity. Actual 9 Lbs. 210 Count.

Write, Wire or Phone for Complete Details

THE NORTHWESTERN CORPORATION
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MANDELL GUARANTEED USED MACHINES

N.W. Model 47, 1c or 5c	\$14.50
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. 529 1c Porc.	7.95
N.W. Model 232 1c Porc. Cam- verfied for 100 ct. S.O.	6.50
Silver King 1c S.O. or Midc.	8.50
AST Guns	30.00
Mills 1c Tab Gum	12.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Large Tulip	.73
Pistachio Nuts, Vendor's Mix	.58
Pistachio Nuts, Shell	.43
Cashew Whole	.44
Cashew Butts	.58
Peanuts, Jumbo	.43
Spanish	.37
Mixed Nuts	.30
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.38
Licorice Gems	.38
Leaflets, 650 ct.	.40
M & M, 550 Ct.	.49
Hershey's	.47

Rain-Bio Gum, 40 ct.	.30
Malt-ette, 100 ct., per 100	.33
Rain-Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bio Ball Gum, 100 ct., 300 lb minimum, prepaid on all Rain Bio Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	.43
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 300 ct.	1.48
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1-3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices Write

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ROWE CRUSADER
8 columns—20¢ operation, \$88

9M NATIONAL \$120
lots of 5-8118

All machines overhauled, refinished, cut down bases. Your choice of colors.

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For Victor Vending Corp
Machines, Parts, Globes
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715 LINCOLN PLACE, BROOKLYN 16, N. Y.
President 2-2900
PHONE or WRITE FOR PRICES

Happy
New Year

Sam, George
and Sid Eppy



VICTOR'S

Sextette

A terrific money-maker in those Supers and Chain stores.
The New Modern Key to Successful Bulk Vending.

IMMEDIATE DELIVERY!
THE 4-UNIT
BI-LEVEL STAND

VICTOR VENDING CORP.
5701-18 W. Grand Ave., Chicago 39, Ill.

Vend . . . the Magazine of Automatic Merchandising

HUNDREDS OF MONEY-MAKING
VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear out—mail today!

VEND Magazine, 1180 Patterson St., Cincinnati 22, Ohio

Yes—Please sign me up for Vend for

1 year \$5 3 years at \$10
(Foreign rate, one year, \$7)

Name

Address

City..... Zone..... State.....

Occupation

Glass Containers Up

Factory shipments of machine-made glass containers during October totaled 12,965,000 gross, according to Commerce Department. Returnable beverage containers accounted for 556,000 gross of the total, up 201,000 gross from September. Non-returnable beverage containers accounted for 108,000 gross, up 1,000 gross from September.

HELP YOURSELF TO MORE VENDING PROFITS



Get VENDOR Every Month Thru a Money-Saving Subscription



More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—in profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON TODAY

Vend Magazine
2160 Patterson St., Cincinnati 22, Ohio
 1 year \$5 3 years \$10
 Payment enclosed Please bill me
(Foreign rate, one year, \$5) 384

Name
Address
City Zone State
Occupation

Bulk Banter

Continued from page 46

fires. He operates about 450 to 500 machines on his route. Mueller, who was a letterman in track at the University of Missouri, is an ice-skating enthusiast. In fact, for the last eight years he has flooded his back yard during the winter, succeeding about three or four times in providing a "do it yourself" skating rink. Beside his wife, his five children have developed the hobby.

The latest addition to the Frank Lucido family closed the gap somewhat between the number of boys and girls. Lucido, owner of Frank's Vending here, had four daughters and one son before little Sam Philip Lucido was born recently. . . . The long-awaited vacation of the Jason Koritz family was combined with a family reunion in New York November 23 thru 25. The Koritz family left for the East Coast November 21 in a new automobile which was purchased for their son, Mark. Mark flew to New York November 24. Beside the family reunion, the Koritzs attended the marriage ceremony of a cousin in New York. From there they drove to Boston, where they spent Thanksgiving.

Sugar Supplies Up

Deliveries of sugar for U. S. consumption thru November 15 totaled 7,859,000 short tons, raw value, or 227,000 tons more than had been delivered during the same period last year, according to Agriculture Department. Average price of wholesale refined sugar at New York thru the middle of November has been 9.27 cents, 0.12 cent per pound higher than the average during the same period last year.

Canadians Eye Shop Centers

Continued from page 46

competition from the small operators. "There's room for expansion, but part-time operators are offering a lot of competition," he continued.

The penny machine predominates in Canada as in the U. S. Nuts and capsules are about the only items operators are vending for a nickel or more. Kezwer reports that many operators are dropping pan candies largely because of the small margin of profit. There has been a corresponding increase in machines vending jumbo ball gum. Domestic manufacture of charms and ball gum has also brought prices down on these items. McPhail manufactures charms, while Cramer Gum Company now has a manufacturing plant in Canada.

Variety

Variety of merchandise with a suitable margin is a limiting factor, however. This is one reason why multiple vending is predominately limited to four machines. Comments Bill Saunders, with a staff of three: "You are just duplicating the merchandise when you put in a number of machines in any one location." In regard to quarter vending, he says further: "There isn't the volume in this country to warrant the 25-cent machine."

Jim McCowan, Toronto operator, is a former part-timer who went into bulk vending full-time this year. The venture has proved a success, and he estimates that business has jumped by 50 per cent. Finding spots was a problem, however. "The best locations, the chain stores, have been taken. So I have placed nut machines in the service stations." Cold weather itself is a problem in this Northern climate. "Ball gum machines which are operated outside give trouble—especially during the winter. So I have begun to concentrate on shopping centers where there are large concentrations of population," McCowan reports.

Chain Stores

Jack Dargie, who with Leon D'Hondt operated a full-time route in Hamilton, Ont., until December 1, said that their business was hit by a series of strikes. "The busi-

ness in the chain stores, where we operated two units of three machines, never seemed to fall off, altho the independent locations showed a considerable drop," said Dargie.

Bulk vending operators have stayed out of major equipment, altho an occasional flier has been taken with poor results. Operators of major equipment sometimes have added bulk venders for supplementary income, however. Generally speaking there is a sharp line drawn between the two types of operation. "Psychologically and financially, the bulk vending operator is unable to swallow major vending," said one distributor.

Licensing of venders varies from one Canadian city to another. In Winnipeg, for example, 10-cent machines call for a \$10 license, while a penny machine carries a \$1 levy. In Toronto, on the other hand, no license of any sort is required. Thus far sanitation codes have not been discriminatory in regard to bulk vending.

Raynor Pleads

Continued from page 46

down our cost of operation, we still cannot make a profit. Many thousands of people are involved in our industry and earn their livelihood in and thru it, and their employment is in real jeopardy.

Only Salvation

"The only salvation for our industry lies in the minting of a 2-cent coin. We assure you that the public will get a 2-cent value. We have heard that many retail stores strongly favor the existence of a 2-cent coin, because so many items are sold for 98 cents, or \$1.98, etc. and the existence of a 2-cent coin would expedite making change and create greater efficiency in store management.

"I would be extremely happy to sit down with representatives of the Treasury Department in Washington to discuss this problem if it is felt by you that such a discussion would prove helpful.

"Your co-operation in giving consideration to the suggestions contained in this letter are deeply appreciated, and awaiting your prompt advice, I remain

Sincerely yours,
"National Vendors Association"
"Signed)
"Milton T. Raynor"
General Counsel.

'Vending' Listed

Continued from page 46

one day jokingly asked the store owner to list vending machines under number 59. The owner agreed, and Pappas painted a white "59" on the bases of his two battery installations of four machines each.

He noted that play of the machines immediately shot up, until now the supermarket is the most profitable spot on his route. Pappas believes the idea works as well as it does for several reasons. The sign serves as a reminder to some people. Others may patronize the machines out of curiosity. Also, the listing of vending machines appears to lend them some of the prestige of the store itself. Pappas is currently asking the same cooperation from a dozen other supermarkets in the Phoenix area.

Peanut Supply

Supply of peanuts held in off-farm positions at the end of October (uncleaned, unshelled) totaled 956 million pounds, according to Agriculture Department. Supply is the largest for the date since 1938. During October over 73 million pounds of shelled raw peanuts were reported used in making candy, salted peanuts, peanut butter, etc.

Memphis Profits

Continued from page 46

charms than they did last year, however. The charm market has remained stable, while jumbo gum has been used in additional machines going on location. Operators here are satisfied with the variety and quality of charms made during 1958. Altho prices fluctuate considerably, they feel that the over-all price of charms has gone up somewhat during the course of the year, however.

Capsules

Capsules are the only items operators are successfully vending for more than a cent. The nickel capsule is used almost exclusively. Operators have been trying off and on for years to vend at a dime and quarter but have had little success.

Multiple vending has progressed to a maximum of three machines on location, as a general rule. Operators feel that machine take drops for each additional machine put on location, and that the return on more than three machines does not justify the investment in equipment. Supermarkets are the only locations where operators have any multiple vending in groupings of more than three machines. Most popular general locations, aside from groceries, are drugstores, service stations, department stores and parking garages.

The taxation code that went into effect several years ago is not burdensome in terms of cost as much as in time. One operator reported that he lost three days this year working with tax people to get it straightened out.



\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES.
Invented and Made Only by
WATLING
Manufacturing Company
4630 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
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BIG SAVINGS
on BALL AND VENDING GUMS
Some fine flavors, Centers and Coating.
Direct LOW Factory Prices
Bubble Ball Gum, 140-170 & 210 ct. & Giant Size, . . . 27¢ lb.
Chicle Ball Gum, 130 ct. . . 35¢ lb.
Chicle-Vend Ball Gum . . . 40¢ lb.
Chicle-Vend Chicks, 320 ct. . . 40¢ lb.
Chicle Chicks, 320 & 520 ct. . . 36¢ lb.
Bubble Chicks, 320 & 520 ct. . . 28¢ lb.
Tab (short stick), 100 ct. . . 38¢ box
1/2-Slick Gum, 100 packs . . . \$1.90
F.O.B. Factory 150 lb. lots.
AMERICAN CHEWING PRODUCTS
24 years of manufacturing experience
4th & Mt. Pleasant • Newark 4, N. J.

Right Out of T.V. Westerns
Beautiful
New!
SHERIFF, RANGER and MARSHAL BADGES
Double faced—brilliant vacuum plated steel, colors, kids can form their own posse. They're large and will vend one at a time. Can be used in capsules, etc. Excellent front item.
\$8.25 per M
Labels available at your distributor or
Best Wishes For A Happy & Prosperous New Year
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55 Lenox St., N. Y. 17, N. Y. Call collect 7-5141-4



VICTOR'S PROVEN MONEY-MAKER TOPPER 1c BALL GUM VENDOR

\$13.25 ea. \$12.75 EACH 100 or more.

Packed and sold 4 per case.

Write for Lowest Prices on our complete line of
• CHARMS • BALL GUM
• CAPSULES • MACHINES

Order Now From Victor's South-eastern Distributor.

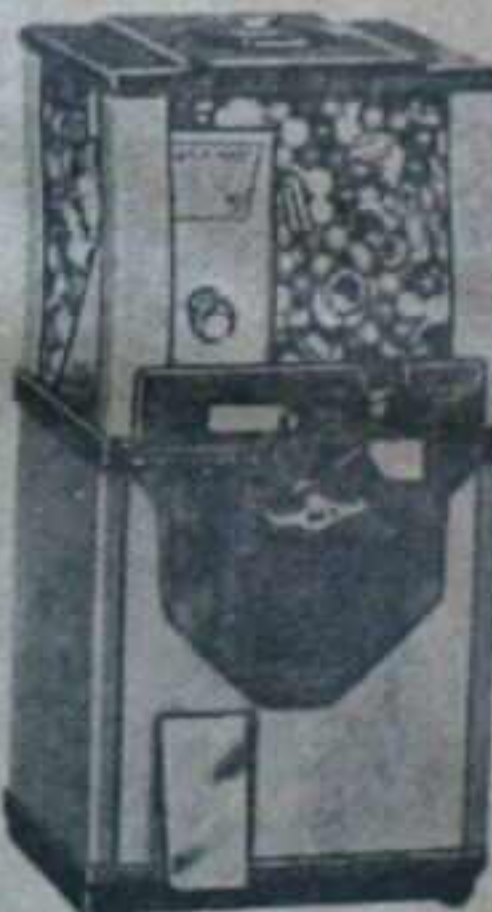
H. B. HUTCHINSON, JR.
1784 N. Decatur Road N.E.
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Phone: DRake 7-4300

OUR BEST WISHES FOR A HAPPY AND PROSPEROUS NEW YEAR to all our friends in the Bulk Vending Industry

Graff Vending Supply Co.

During the approaching year we hope you'll continue to make Graff Vending your supply headquarters for all VICTOR MACHINES.

- We're headquarters for new and used vending machines of all types.
- Over 300 different charm items in stock for capsule and ball gum vending.
- We carry only the best items from all manufacturers and importers.
- We ask that you compare our merchandise and price with any other source.



SUPER MART VENDORAMA®

FEATURES 10c and 25c CAPSULE VENDING

Gives you Greater Profits. Holds 200 of the New 1 1/2" x 1 1/2" V1 Capsules. Two models to choose from.

Counter Model \$24.95 ea.

Packed 2 per carton.

Console Model \$32.50 ea.

Packed 1 per carton.

VICTOR'S PROVEN MONEY-MAKER TOPPER 1c BALL GUM VENDOR
\$13.25 ea. \$12.75 ea. 100 or more.
Packed and sold 4 per case.

VICTOR'S Sextette

A terrific money-maker in those Super and Chain stores. The New, Modern Key to Successful Bulk Vending.

WRITE TODAY FOR OUR PRICE LIST AND FREE SAMPLES.

GRAFF VENDING SUPPLY CO.
2817 W. Davis Street Dallas 7, Texas
(Phone: Whitehall 8-7117)

START THE **NEW** YEAR RIGHT WITH THE
ONLY ALL NEW PHONOGRAPH...
 THE **ROCK-OLA** "TEMPO"



The Complete Line for '59

All New Styling

"All Location" Stereophonic Sound

Finest Monaural Hi-Fidelity

Focal Point Programming

Smallest in Size

200 and 120 Selection Models



**See them—hear them at your
 ROCK-OLA Distributor's today**

ROCK-OLA

Manufacturing Corporation
 800 No. Kedzie Ave., Chicago 51

THE YEAR AT A GLANCE

Juke Box Highlights of 1958: New Models, News & Trends

JANUARY—New York coin machine unions prepare for jurisdictional battle. . . . MOA and ASCAP gird for Senate hearings on copyright bill. . . . C. Carter, MOA attorney dies; Senate copyright hearings are delayed. . . . State Court bars New York juke box union from picketing. . . . Germany starts volume juke box exports in competition with United States. . . . Wurlitzer ships new 104 and 200-selection juke box to distributors. . . . Fabiano hosts 400 to Detroit opening. . . . Federal grand jury probes Chicago juke industry. . . . MOA names committees for May conclave.

FEBRUARY—Armour, Herrick, Kneipple and Allen named attorneys by MOA in copyright hearings. . . . Internal Revenue drafts coin depreciation rates. . . . Nebraska Guild hosts three-day music show. . . . S. Calif. operators form new music, game and vending association. . . . Sandy Moore hosts 500 at dinner-dance. . . . Coven shows new Wurlitzers midst television filming in showrooms. . . . Seeburg unveils new line, bows 160 unit, also 200 and 100 selection machines. . . . AMI breaks 1 line with electric selection 200 and 120 machines and manually selected 200 and 100 juke box. . . . Rock-Ola bows new 200 (Model 1465) to supplement 40 and 120 selection machines introduced earlier. . . . Senate copyright hearings postponed to mid-April due to G. Miller illness. . . . Uncover Chicago disk bootleg operation, allege Glimco pressuring operators to buy records at Lormar one-stop. . . . New York's two trade groups make peace, agree on compromise slate for single association. . . . Link political ties to C. English, owner of Lormar. . . . New L. A. coin association launches membership drive.

MARCH—Music Operators of New York open case against Local 19, rival coin machine union. . . . MOA names committees and forum subjects for May convention. . . . Senate rackets committee and county grand jury in Chicago issue new flood of subpoenas in juke box pressuring, record bootlegging and game union racketeering probe. . . . N. Y. court calls Local 19 "paper union" and enjoins them from picketing as MONY wins legal battle. . . . Conn. banquet attracts 400. . . . Chicago operators sit tight, continue buying disks at Lormar, pending outcome of Senate hearings. . . . Senate committee hits Hoffa's racketeer ties, cites association with Glimco.

APRIL—Mercer County grand jury asks Senate probe of New Jersey juke box and vending union activities. . . . Location "loans" pick up in Denver. . . . Billboard launches mailing on 11th

annual juke box operator poll. . . . Omaha operators form local trade group. . . . MOA passes previous high, signs 58 exhibitors for May conclave. . . . Enter Wurlitzer anti-trust consent decree. . . . McClellan introduces union rackets bill. . . . Fort Pitt changes name to Seeburg Corporation. . . . Seeburg plans to build cigarette vender, buys Eastern unit. . . . Ratajack named AMI vice-president. . . . Glimco testifies before Senate Rackets Committee, takes 5th 70 times.

MAY—McClellan Committee proposes \$15-\$20 juke box levy, operators reject request to "compromise." . . . Bilotta buys part of

New York radio station, plans special juke box promotion program. . . . MOA holds 1958 convention; 56 exhibitors show, Rock-Ola debuts wall model 120-selection machine; United bows UPB-100; Mass. attorney outlines tax fighting proposals; Seeburg bows new cigarette vender; panels, forums detail dime play, copyright, public relations and commissions. . . . AMI sets up wholly owned subsidiary as new Chicago distributor. . . . Edolite prepares stereo juke box conversion kit.

JUNE—Operators see 1958 weak year, cite commission problems. . . . Mexican firm manufactures (Continued on page 59)

Tune Talk . . .

Willard Krouse, record buyer at L & N Music, Inc., Cleveland, for 12 years, tells what records he is putting on the route this week.



the picks

Red River Rose, Ames Brothers (Victor)

"The Ames Brothers' past number was pretty good for us, so naturally we pay attention when they come out with a new one. 'Red River Rose' is a lot like 'Yellow Rose of Texas.' 'Yellow Rose of Texas' looked pretty good, too."

Oh How I Miss You Tonight, Kay Starr (Victor)

"An old number and a good recording. Whenever we can we get a recording on an old number. Having been in the business a great number of years, we have a good idea if the tune will take off. If the arrangement is good—the song usually goes."

Teasing, Quaker City Boys (Swan)

"Another good recording of an old one. Also, we had a few requests. If you can get just five scattered requests for a number, it's a good indication that a lot of people are noticing it."

the buyer

Willard Krouse, buyer for L & N Music, Inc., for 12 years, has been in the music field most of his life. In 1927 Krouse started the Phonograph Corporation, a branch of Spartan Radio, featuring one of the first automatic phonographs. In 1930 he went into games, but returned to the juke box business in 1938 and has been in it ever since.

Considered by Louis Perlman, owner of L & N Music, as "one of the best record men in the U. S. and has been for the last 20 years at least," Krouse says picking hit records is intuition two-thirds of the time. However, he pays attention to requests made on routes and finds record salesmen give reliable tips to trends and popularity.

Krouse also heeds requests of routemen who feel the "pulse" of their customers. Sometimes they hear something on the air they like and request it. Also, it was discovered that tastes in music varied between the east side of Cleveland and the west side, and nationality areas still affect popularity of records, but not as much as it did 10 years ago.

Krouse has full control on the buying of records for the L & N routes and admits "no one in town buys exactly like us." Reorders for the routes after the initial purchase are left up to the routeman.

Music has been Krouse's hobby most of the time. He likes to tinker with cars, but his new love is a little place in the country which he recently bought after almost 20 years of apartment living. Now his spare time is spent rebuilding his Western Reserve farmhouse and putting in the yard.

"Tune Talk" is a special feature for juke box operators. Each week The Billboard interviews a different juke box operator or route record buyer to find out what records they are putting out on their route that week and why.

Detroit Juke Assns. Quiet Over Holiday

DETROIT—A holiday calm has descended on the Detroit juke box association rivalry. Music Operators, Inc., the new group formed recently in opposition to the existing organization, United Music Operators of Michigan (UMO), has suspended all activity until their first scheduled regular elections, January 5.

Now is there any word from UMO or their conciliator, Roy Small. UMO still has, at least formally, an office at the Hotel Fort Wayne, but no one can be reached there. Roy Small is out of town, it was learned at his home, and is not expected back until after the first of the year, or later.

Only statement from the new MOI group came from Carl Angott, temporary secretary-treasurer, who said, "We are just in the process of organizing. In another couple of weeks we will have some definite information."

The entire Detroit association picture now appears clouded. The new group has taken no steps since their organization some three weeks ago (The Billboard, December 8). However, the original meeting was attended by 41 of the city's operators—virtually all members of the old association (UMO).

When temporary officers were elected, two of three posts were (Continued on page 54)

MONY Holds Yule Party

NEW YORK—The Music Operators of New York held its annual Christmas party at MONY headquarters Tuesday (23), with Al Denver, Nash Gordon, Delores Tripo and Sophie Sellinger of the staff acting as hosts.

Guests included Mac Pollay, Ben Chiofsky, Doc Shapiro, Lou Herman, Senator Al Bodkin, Max Weiss, Al Goldberg, Joe Connors, Art Herman, Meyer Parkoff, and Oscar Parkoff.

Auto. Phono Rental Demand Tops Supply

Going Rate in N. Y. Is From \$30-\$50 A Night, But Few Boxes Are Available

NEW YORK—Local juke box operators are picking up extra revenue during the holiday season by renting automatic phonographs to private parties, with the going rate for overnight rental ranging from \$30 to \$50, depending on the condition of the equipment.

But few operators are chasing this business, and the demand for boxes is considerably higher than the supply. Most operators will have every bit of equipment they own on location, where it is earning money seven days a week. But if they do have an extra piece or two hanging around the shop, they are not adverse to putting it to use at the going rental rates.

Bill Suessens, Broadway Music, is in the rental business in a small way. Suessens rents the Seeburg

background music system rather than coin-operated boxes because of possible complaints from ASCAP and BMI. The background music system is licensed for non-coin commercial use, while the music of juke boxes is not.

Mostly 100's

Most operators rent 100-play 45-r.p.m. boxes, as few records are available for 78's and the older machines often give service problems. Few 200-selection machines are rented out, as the equipment is too valuable not to be on location.

Many times tavern patrons will get in touch with the operator and request a box for a Christmas or New Year's party. In most cases the request must be turned down (Continued on page 60)



ROBINSON SHOWS UNITED UPB-100 JUKE ON COAST

LOS ANGELES—C. A. Robinson Company showed the United Manufacturing Company's UPB-100 to operators in Southern California at its showrooms here for five days ending Friday (19).

Operators from San Diego, Bakersfield, San Bernardino and intermediate points were among those viewing the models on display. Shows will be scheduled early next year in those cities.

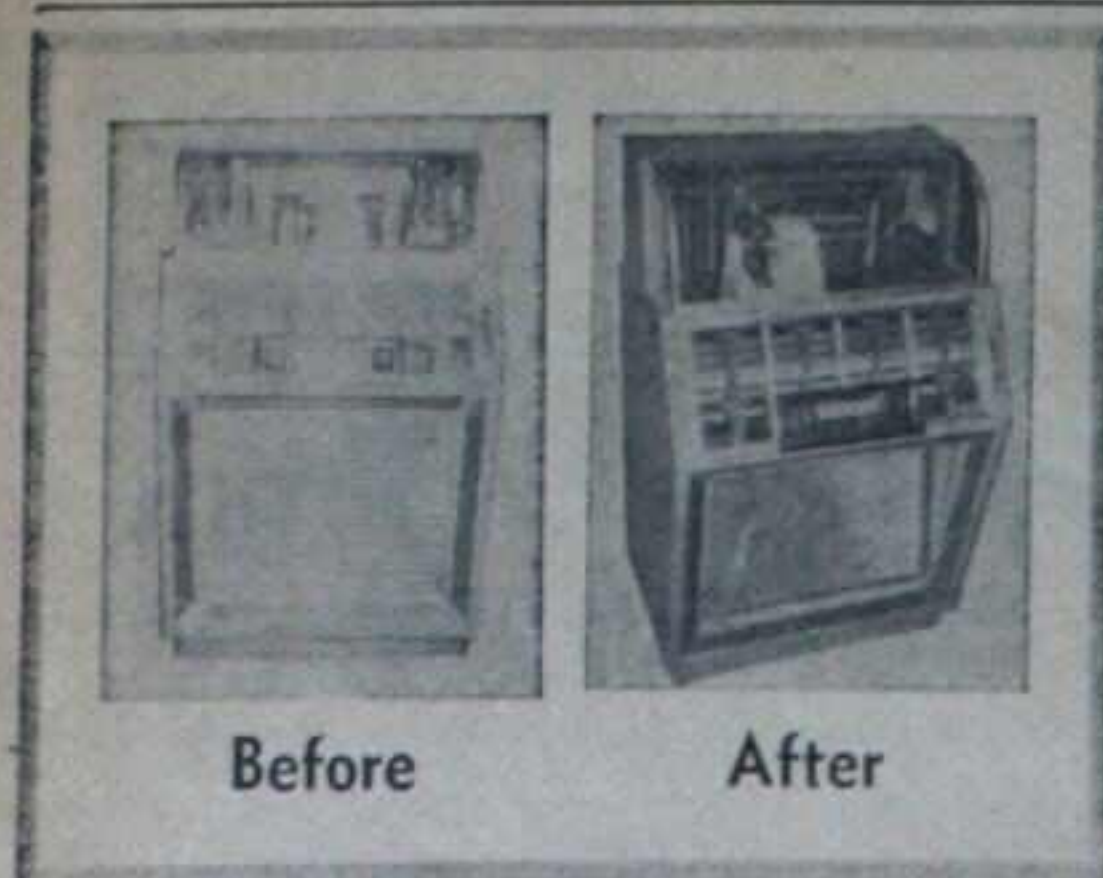
Photo above shows Roy Kraemer (left), application engineer of United looking over the display with Roy Provencher and Hank Tronick of the Robinson organization.

PART II

Here's How Overhauled Jukes Are Reassembled

This is Part II on how to rebuild a phonograph. Last week, Part I showed how to strip and clean the cabinet and overhaul the parts. This week's feature shows how to refinish the cabinet and reassemble component parts.

By NICK BIRO



REASSEMBLY OF CABINET, COMPONENTS

After all component parts (amplifier, mechanism and selector system) are cleaned and serviced and cabinet is completely repainted, the operator is ready for reassembling the phonograph.

CABINET

1. New V-200 grill is cut to size and stapled on.

2. Corners where grill fits into cabinet are finished off with one-inch aluminum stair thread molding. Approximately six feet of molding is needed. Corners of molding are mitered to fit, holes are drilled with an electric drill, and stainless steel screws are used to mount.

3. Two-inch stainless steel striping is mounted on cabinet front to replace old tiled mirrors. Striping is glued into place. Corners are covered with regular stainless steel corners on old phonograph.

4. A new L-100 S emblem (black or red) is mounted on the grill. Holes are drilled in grill. Emblem is inserted and bolted on from back. Note: It is important to counter-sink holes from back so emblem can be properly bolted in place.

5. Cradle glass and colored cylinder is inserted and bolted in place.

6. Title strip glass is inserted. Glass is polished with glass cleaner both before and after insertion. (Lien's Kleen Glass was used by Dompke at Apex).

7. Title strip glass molding is replaced and screwed into place.

8. Electric selector is inserted.

9. Fluorescent tube, behind selector strips, is inserted.

10. Chrome title strip racks are polished with glass cleaner and inserted (later the office will supply a completely new set of typed or printed title strips for the machine, making the program uniform in appearance).

11. Wire circuitry in cabinet is checked and replaced if necessary. (On this machine a completely new line cord was installed. Cord incidentally was cut to extra length for convenience in installation. Dompke makes a habit of always installing new wiring, never repairing old wires).

12. Speaker is replaced in cabinet. Speaker was dusted off and checked. If cone is cracked, speaker is sent to distributor for cone replacement. Otherwise, speaker seldom needs service.

13. After speaker is replaced, inside of cabinet is vacuumed to eliminate wood shaving (from installing emblem) and dust (from everywhere).

14. Mount rear door. Remove center panel from rear door and install overhauled amplifier and overhauled selection receiver. Replace rear door panel with component parts.

15. Slide in fully serviced mechanism.

16. Screw in mountings for dome glass and install.

17. Dome glass is installed. (Dome glass has been removed prior to cabinet being painted. Glass was washed and old decals were removed by use of razor blades. After glass is cleaned, new decals are attached and glass is waxed.)

18. Slug rejector is replaced in coin assembly. (Rejector had been cleaned.)

19. Rear mirrors and side panels are installed.

20. Personalized name plate is installed on dust cover.

PHONOGRAPH TESTING

Phonograph is fully tested. To facilitate, Dompke uses a card with various check points which are all covered by himself or his shopman, Reinke. Card is filled out at beginning of operation with phonograph make, serial number, the meter reading when the unit enters the shop before checking and the meter reading when the unit leaves the shop after checking. A series of check points are covered for the mechanism, sound, cabinet and credit system. See illustration.

After test the phonograph is ready to leave shop for location.

(Continued on page 54)

MAKE	SERIAL NO.	METER IN	METER OUT
100 B	12800	25475	25672
MECHANISM		SOUND	
tone arm feed in		check all tubes	N
tone arm cut off			
needle	E	volume control	N
oil and grease	E	bass and treble control	N
mechanical adjustment	E	speaker	N
wiring	E	pick-up wire and plug	N
clean and adjust contacts	E	pick-up head	N
cancel button	E	amplifier	N
all fuses proper size	E		
trays if needed			
title holders	E		
CABINETS		CREDITS	
lights	✓	slug proof	E
plastics	✓	coin trips	E
decals	✓	pin assembly	E
glass	✓	electric selector	E
grill	✓	selection receiver	E
locks	✓	meter	E
finish	✓	coin return plunger	E
casters	✓	credit relay	E
clean and polish	✓	check coins	E

INDIVIDUAL RECORD CARD is filled out for each phonograph and used during entire rebuilding process to keep track of steps done. Whenever an operation is finished, the person initials the appropriate square on the card. Meter readings before and after the entire process are also noted. Back of card is used to note any new parts added to the phonograph. After operation, card is filed.



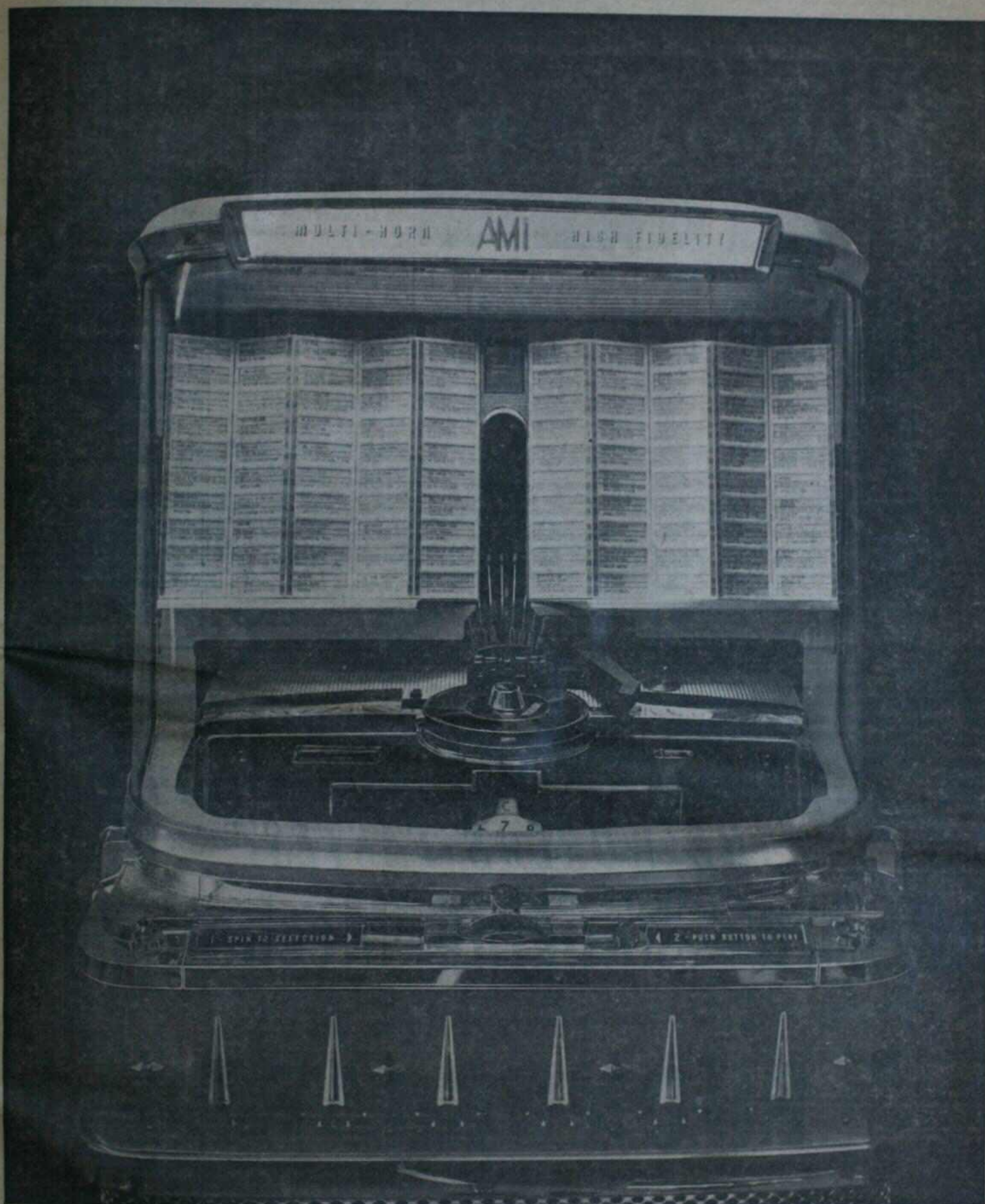
SPECIAL FRAME is used by Apex service chief, Norman Dompke, to miter corners of aluminum stair molding used to fit in corner of new grill.



JUKE BOX CABINET is laid on floor and aluminum stair molding strips are fitted into corners. Holes are drilled with an electric drill, and stainless screws are used to mount.



AFTER REAR DOOR is installed, amplifier is mounted on center panel, along with selection receiver, and entire unit is fitted back into rear door assembly.



THIS YEAR'S MODEL AT 1953 PRICES . . . the AMI I-200M juke box. That's holding prices at 1953 levels! And you get *more* for your money—a 200-selection juke box for the same price as the 120-selection machine of 5 years ago. *Plus* sleeker styling . . . superb sound . . . less servicing.

What are you waiting for? Call your AMI Distributor *now* . . . and start figuring up your profits.

AMI Incorporated 3500 Union Avenue, S. E., Grand Rapids 1, Michigan • Chicago • Geneva

Rebuilding a Juke

• Continued from page 52



NORMAN DOMPKE



EDWARD REINKE

NORMAN DOMPKE, at the ripe old age of 33, has what is probably one of the most responsible and demanding coin machine service jobs in Chicago. As service manager at Apex, he is dealing with one of the city's largest juke box operations. In addition, he's also in charge of servicing on the firm's separately run cigarette vending subsidiary, Deluxe Cigarette Vending Service. To keep this large stable of equipment in working order, Dompke has a full-time crew of five servicemen on his staff. Still, his job is a time-consuming one, leaving him little time for spare time activity.

He graduated from the Air Corps in 1946, where he had received training in radio and electronic schools. He promptly joined Atlas Music Company, the local Seeburg distributor, where he credits most of his juke box experience. He's been with Apex since 1951. Dompke is married, has one child and lives with his family in Chicago.

EDWARD REINKE, at 51, is a veteran mechanic in the coin machine industry. Tho he's only spent five years as a juke box mechanic, he has 15 years of service behind him in the service department of Mills Novelty Company. He received his juke box experience at Atlas Music Corporation, the local Seeburg outlet, and



INTERIOR VIEW of one side of the Apex shoproom. Tools and work benches are kept along this wall. Electric testing equipment is along the rear wall, with opposite wall, not in photograph, having the parts inventory and hose and painting area behind.

Parts to Rebuild Juke

1. Repainted cabinet. Can be done by operator or sent to distributor or other suitable paint shop.
2. V-200 Grill. Can be purchased at distributor.
3. L-100 S Emblem. Can be purchased at distributor.
4. Stainless steel two-inch stripping to replace mirrors on cabinet front. Can be purchased at distributor.
5. Aluminum stair molding. Approximately six feet long, one-inch wide. To be used where grill meets cabinet. Can be purchased at hardware store.
6. Cleaning Solution. Approximately two cups of Lien Formula 606 (\$2 per gallon) is used.
7. Decals for dome glass. Purchased thru distributor.
8. Any parts needed to rebuild phonograph components.

joined Apex in 1955, where he has worked as shop and serviceman ever since.

Altho Reinke spends six days on his job, he still finds time for a little bowling and card playing in his spare time. His other hours are taken with his home. He's married, has one son and lives in Chicago.

C. Cousins, Denver Op, Acclaimed

DENVER—Charles R. Cousins, veteran Denver phonograph operator, has been elected a member of the board of directors of United Nations Life Insurance Company, a newly formed firm. A complete story on the new organization as well as Cousins' post was given full coverage in the December 7 Denver Post.

Cousins, an operator for more than 20 years, is a business and civic leader in Denver and already holds such posts as treasurer and director of Equity Savings and Loan Association, vice-president of the Colorado License Beverage Association and of the Denver Urban League.

Detroit Assn.

• Continued from page 51

filled by officers of UMO. Louis Nemesh, UMO president, was named president of MOI the new association. Carl Angott, UMO treasurer, was named secretary-treasurer of MOI. Harry Norton, UMO vice-president, was not elected to a post, but reports now indicate he is out of the music business entirely. Vice president of the new association is Frank Allivot.

Even Leo Piazza, named conciliator and director of public relations of the new organization comes to MOI after being field man for UMO under conciliator Roy Small.

In fact it seems that just about the only person not incorporated into the new organization from UMO, is conciliator Small.

Lipsky to Head Sandy Moore's Philly Office

NEW YORK—Abe Lipsky, veteran coin machine executive, will be in charge of the Philadelphia office of Sandy Moore Distributors, Wurlitzer distributor for the New York City area and recently named Wurlitzer distributor for Philadelphia, succeeding Joe Ash.

Lipsky has been with the New York Wurlitzer distributor for 12 years, ever since his discharge from the Army after World War II.

Moore will open a Philadelphia office on North Broad Street, the city's coin row.

Gabe Forman, executive in the New York branch, said that while the firm's sales have been up during the year, operating revenues from the company's routes are trailing 1957. He added, tho, that the export business has more than made up for decreased operating revenues.

**GO
MODERN
BUY
WURLITZER**

BY FAR

THE WORLD'S FASTEST

Record-Changing Mechanism

EXCLUSIVE IN UNITED'S MODEL UPB-100

PHONOGRAPH

Extremely fast-action piles up more coins per hour than any automatic phonograph ever built. The pinnacle of simplicity, the Model UPB-100 will bring genuine prosperity to operators for many years to come. See this sensational new phonograph at your United Music distributor NOW. Write today for new descriptive literature.

UNITED MUSIC CORPORATION

3401 NORTH CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

LETTER TO THE EDITOR

Belgian Firm: Need Exporter Association

The following letter was sent to The Billboard by Max Lobo, head of Max Lobo & Company, Antwerp, Belgium, importers and exporters of coin machines. We invite your comments. Send them to: Bob Dietmeier, The Billboard, 188 West Randolph Street, Chicago 1.

To the Editor:

I take the liberty of sending you enclosed a short article which I think is important enough to deserve a conspicuous place in your magazine. I have tried to explain the facts in a most concise way; in fact, a thoro discussion of all the aspects of the problem would cover several pages.

I want to point out that I already discussed the subject with several important U. S. coin machine exporters, among others: Meyer Parkoff, of Atlantic New York Corporation, New York; Dave Bond, of Trimount Coin Machine Company, Boston; Larry Ash, of Active Amusement Company, Philadelphia, and Gabe Forman, of Sandy Moore Music Distributing Company.

It is certainly pleasant to receive big orders from abroad, especially if the prices are satisfactory and, in many cases, substantially higher than those obtainable in the U. S. A.

But it is undoubtedly much less agreeable to realize after a time that all or part of the goods thus shipped to sundry European importers are not being taken up by these "buyers," remain in store in the Belgian, Dutch and other customers' warehouses, not only for months and months, but even for years, with the value of the goods steadily dropping so that, in the end, the none-too-happy exporter has to look out for another buyer and has to take a loss averaging from 20 to 30 per cent, often even much more.

We are not considering here those exporters who still take the risk of sending their goods on an open account basis without any guarantee of payment. Those who in the past have indulged in such export methods are either out of business or have sustained such enormous losses that they have definitely stopped this suicidal practice.

But we are thinking of those who, sending their goods with payment against documents (either case or sight draft), work under the illusion (or rather the delusion) that they are on the safe side since the documents remain in hands of their bankers and the goods their property.

The goods remain their property all right. But if their "buyer" does not take up the documents either because he has no money, or because he does not want the goods any more or because their value has, meanwhile, dropped so that he can buy them cheaper elsewhere, this "property" is in fact not worth very much.

The exporter in such cases is practically powerless. Not only has the U. S. A. value of this merchandise gone down, meanwhile, but there is no question for him to have the goods reshipped to America since, in such a case, he would lose in the bargain the outgoing freight plus insurance, the return freight plus insurance plus warehouse charges for all the months the goods have laid in bond.

More and more bona fide but shortsighted U. S. A. exporters are experiencing that calamity and it is high time that they come into touch with one another (or still better, establish a kind of exporters' association) to take collective steps and adopt, collectively, safer and more intelligent export methods.

Until this is done their policy should be: Not to send any goods, however little their value, to Europe without a substantial advance payment which should not be less than 40 per cent of the value of the goods plus the freight and insurance.

Even then their safety will be a relative one since, if their buyer does not take delivery of the goods, they still will face some peculiar problems which we will not enlarge upon here. But that is still another story.

One of these problems is the following: European country (as happened recently in Italy with respect to pinballs) suddenly decides to prohibit the importation of certain machines. Does one fully realize the calamitous consequences of an accumulation of stocks in the custom's warehouses of such country?

(Signed)
Max Lobo.

1958 Game Industry News Highlights: Operators, Distributors, Mfrs. All in Act

JANUARY — Bow 93 game models during year. . . . Ohio High Court perils pin operations thruout State. . . . Union disputes to great New York coin year. . . . New compact bowlers gain quick attention on market. . . . Membership drive of New York State Coin Machine Association starts slowly. . . . Ohio operators petition for rehearing of State Supreme Court's anti-pinball ruling. . . . New York High Court enjoins Local 19 from picketing locations served by Local 1690. . . . New York game ops start union negotiations. . . . Ohio High Court nixes pin review, ops look to U. S. Supreme Court. . . . European economic pact to affect coin machine exports. . . . New York ops make progress with front money. . . . New Gotham coin group formed, UCMO signs pact with Local 19. . . . Standard Financial buys Factors Corporation. . . . Georgia bill would leave pin legality to counties. . . . Seattle ponders new game licensing ordinance.

Remote Control Pinballs to Face Tax Enforcement

INDIANAPOLIS—Evasion of the \$250 federal gaming tax by "remote control" operation of pay-off pinball machines will be ended in Indiana, Sterling M. Dietrich, Internal Revenue Service district director, announced last week. Stiffened enforcement will be made possible by a new law which becomes effective January 1. Dietrich explained.

Passed in the last session of Congress, the new act seeks to thwart the practice of evasion by which the player, instead of depositing the coin, pays the bartender or some other employee, who then releases the equipment mechanism by pressing a button. Thus, it is presumed, the machine ceases to be the "coin-operated gaming device" from which the Treasury De-

(Continued on page 59)

... Abe Witsen to operate Arcades at Brussels World's Fair.

FEBRUARY — Battle lines drawn in coin union New York conflict, Locals 1690 versus 206. . . . Operator association wins legal battle over Salt Lake City pinballs. . . . IRS drafts trade depreciation rates. . . . Trade gets hot, cold, lukewarm reactions on new compact bowlers featuring manikins or guns to shoot balls. . . . Lorain, O., bans pins. . . . Bill Ryan, former coin exec, dies. . . . Game monopoly by one operator causes stir in Duquesne, Pa. . . . Abe Witsen reports European market growing, more particularly over game shipments. . . . New York's UCMONY signs with Local 266. . . . Baltimore association dinner attended by 600. . . . Baltimore recovers from coin slump. . . . Kiddie ride operators rate store chains top 1958 locations. . . . International Amusements Company, Philadelphia, expected to double export volume in 1958. . . . Chicago Coin ships new Rocket Shuffle game. . . . Pass anti-pin bill in South Carolina assembly. . . . Tavern slump threatens grosses at 180,000 game, juke locations. . . . Coin trade pays final tribute to Al Schlesinger. . . . Toledo designs new pin code. . . . Kentucky bill asks State pin ban. . . . Bowlers boost Memphis game business.

... easy trace marks Gotham association-union battle line. . . . Twenty-two games booked in 1958's first three months. . . . U. S. census to provide coin trade with better statistics.

APRIL — Oregon free play pins ruled illegal. . . . G. A. to keep alive, names new counsel. . . . Ask U. S. High Court to review Columbus, O., ban on pinballs. . . . Baseball bids strong for spring spotlight. . . . Dave Gottlieb sets fund drive for hospital. . . . Ralph Sheffield resigns Genco exec post. . . . Elect Joseph Fleisch president of Bally Manufacturing Company. . . . Colorado High Court blocks pin seizures. . . . Toledo, O., files pin petition in U. S. Supreme Court. . . . Trend to two-

(Continued on page 57)

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(Continued on page 57)

New Upright For Auto Bell

CHICAGO—Auto Bell is now in shipment on Circus Wagon Wheel, a new upright game, Al Warren, sales manager, announced last week.

Circus Wagon Wheels has a new streamlined cabinet, is wider in width than its predecessor, lighter and easier to handle, according to the firm.

The game offers 40 different ways to score. Among the play attractions is a spell name feature, with every other play lighting a letter in the game's title to spell out the full name and increase score.

Making three wagon wheels in any position in the top nine lanes awards added score. At intervals, a special free-play feature lights, giving player an added game to boost score.

The double feature panel, when lighted, doubles player's score. According to Warren, the game is fast, interesting and exciting.

FRESH OUTLOOK NEEDED

Long-Run Progress of Game Industry Up to Operators

By KEN KNAUF

CHICAGO — Operator ingenuity could be the difference between a standstill and progress for the game industry in 1959 and the years ahead.

Introduction of a successful new game often brings the industry a temporary shot in the arm, but it is thru new methods of operating and development of new types of locations that the industry can register long-term gains.

In this sense, it is very much up to the operator, and not so much up to the manufacturer to sow progress in the years ahead.

Over the past five years, little progress has been made in developing new types of locations and new ways to boost business at locations in general. During these years the relative prosperity or poverty of the game business at any one period has depended mainly on the success or failure of manufacturers to come up with top-grossing new games.

Other factors, of course, have affected the business — general

economic conditions, legislation, credit and interest rates, international markets, and competing amusements, to mention a few. But the availability or unavailability of a top game during any particular period, has been of the greatest importance to the trade. Without such a game, business was slow, with such a game business was good, despite the other factors.

This peculiarity of the business might be interpreted as healthy or unhealthy from various viewpoints. But regardless of viewpoint, it is a fact that should be recognized.

Success Unpredictable

The availability of a top game during any year usually depends less on the effort made by manufacturers than it does on accident. Most games bowed by manufacturers have some merit. But success of any one game on locations is determined by the largely unpredictable reactions of the playing public. We can think back thru the years and pinpoint a number

of games that were exceptionally well-made and presented brand new amusement ideas, yet failed to catch on. We can think of other games that were anything but spectacular and not too original, yet which did very well on locations.

Thus, if long-run improvement is to be made in the industry in the years ahead, it might be well to look for such improvement in all

(Continued on page 61)

Denver Games Sliced by 50%

DENVER—A recent survey of game operations in the Denver area shows that less than one half as many amusement machines are on location within the Denver city limits at the end of 1958 as there were in 1956.

Constant legislation against in-line games and resulting discouragement, is blamed for the sharp cut in game use.



POOL GAME FLOAT was highlight of a recent parade in celebration of the Tipton (Mo.) Centennial. Float was entered by Ewald L. Fischer, Fischer Sales & Manufacturing Company, Tipton. Featuring an Imperial VII six-pocket pool table and a pair of Tipton lovelies, the float proved an effective community relations gesture. The Fischer family for generations has been closely identified with civic, church and social activities in the Tipton area.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of December 22, 1958)

Table with columns for Machine Type (e.g., MUSIC MACHINES, PINBALL GAMES, ARCADE EQUIPMENT), Model, High Price, Low Price, Mean Average Price, and Manufacturer/Model Name. Includes sub-sections like GOTTLEB, SHUFFLE GAMES, and various game titles.

PRECISION PUCKS

PIONEER MANUFACTURER SINCE 1948

All Types and Models

KING SIZE and NEW DOME PUCKS HARDENED . . .

GROUND and CHROME PLATED "6" DIFFERENT SIZES IN STOCK

Write or Phone for Prices

PRECISION PUCK & NOVELTY COMPANY

7934 South Chicago Ave.

Chicago 17, Illinois

NOW DELIVERING

WRITE or CALL for Prices

- BALLY CARNIVAL QUEEN, LUCKY ALLEY, SPEED BOWLER
- BALLY BIKE, THE CHAMPION, SPEED QUEEN
- CHICAGO COIN, TWIN BOWLER, REBOUND SHUFFLE
- ROCK-OLA STEREOGRAPHIC AND MONAURAL 120-200 SELECTION

PHONOGRAPHS

1432 Rock-Ola, 120 Sel. (new)	Write
1442 Rock-Ola, 20 Sel. (new)	Write
1452 Rock-Ola, Deluxe, 200 Sel.	\$295.00
1454 Rock-Ola, 120 Sel.	\$75.00
1448 Rock-Ola, 120 Sel.	\$75.00
1445 Rock-Ola, 120 Sel.	\$95.00
1438 Rock-Ola, 120 Sel.	\$25.00
1442 Rock-Ola, 50 Sel.	\$25.00
Seeburg R's	\$50.00
Seeburg Chrome Wall Boxes	48.00

BOWLERS

Bally Lucky Shuffle Write	
Bally Trophy Bowling Lanes, 11 ft. or 14 ft.	\$795.00

Terms: 1/3 Deposit, Balance C.O.D. or Sight Draft

All machines have been checked, cleaned and ready for location

CALDERON DISTRIBUTING, INC.

422 N. Alabama St. Phone: ME1rose 4-8406 Indianapolis, Indiana

Juke Box Highlights of 1958

Continued from page 51

juke boxes for United, distributed in Mexico. . . . Seeburg kicks off sales push on juke box type announcing unit for operator use. . . . New York arbitration board ruling orders operator to pay damages in location dispute with other juke box firm. . . . Location loans cited chief New York problem. . . . Leslie Distributors one-stop open Long Island branch. . . . Equipment rentals rise in Milwaukee. . . . CMMA sets TV promotion. . . . Standard Financial starts direct operator financing. . . . MONY approves compulsory arbitration.

JULY—Senate probe cites Buffalo hoodlum ties. . . . National summer recession brings mixed business throught nation. . . . O'Mahoney copyright bill passes to full committee after subcommittee approval; however, expect no further action in this session of Congress. . . . Billboard publishes two-year operator income study; average operator tabbed in \$10,000 bracket, is in early 40's, has operated 12 years. . . . CMMA TV promotion hits stride in fifth week. . . . Bernoff, New York operator, seeks location returned in contract breach. . . . United announces plans for juke game production in England.

AUGUST—MOA plans November board meeting in Chicago. . . . Billboard introduces Hot 100, speeded-up disk popularity chart. . . . MOA negotiates \$10,000 group life insurance plan. . . . Three City report shows second quarter juke revenues trailing. . . . E. C. Doris named Rock-Ola sales vep. . . . Full committee okays O'Mahoney copyright bill with mechanical rider, but Senate action unlikely; amended bill will probably be model in next congressional session. . . . Milwaukee music party attracts 300. . . . G. R. Schreiber, vend publisher, warns keep jukes, vending separate. . . . Tommaster, 60-selection German juke box, makes U. S. debut.

SEPTEMBER — Wurlitzer becomes first juke box manufacturer to introduce a stereo unit. . . . Massachusetts fee litigation is slated for State Supreme Court. . . . Diskeries set sights for stereo

single output. . . . 20 per cent cabaret tax on "milk bars" lifted. . . . Release Senate Judiciary Committee minority report, blasting O'Mahoney copyright bill. . . . O'Mahoney suggests MOA-ASCAP compromise views. . . . Edolite plans to produce juke stereo conversion kit. . . . United starts UPB-100 production, unveils play stimulator. . . . MOA nears minimum enrollment on \$10,000 life insurance program. . . . Atlas Manufacturing Company in Wisconsin plans new 100-selection juke box for overseas market. . . . AMI ships modified cabinet on "I" line for stereo adaption.

OCTOBER — Juke collections trail 1957 in fall, but signs of upturn are plain. . . . Senate investigators probe Long Island juke picture as union pickets location with own juke box. . . . Seeburg bows new line with 100 and 160-selection stereo models only. . . . West Virginia operators hold two-day conclave. . . . Wurlitzer names Tower new Chicago distributor. . . . Rock-Ola names five new distributors during Chicago meet.

NOVEMBER—Rock-Ola unveils new 200 and 120-selection jukes in stereo and monaural models. . . . MONY hosts 900 to annual dinner-dance. . . . MOA board meets in Chicago; okays new member dues, PR push and tax service. . . . Record industry leaders attend Seeburg stereo demonstration in New York. . . . Sandy Moore takes over Philly territory for Wurlitzer. . . . MOAM hosts 650 to third annual banquet. . . . RMSA hosts 700 to second annual banquet. . . . United preps stereo kit for UPB-100. . . . AMI distributes show stereo adaption for use on "I" line.

DECEMBER—Milwaukee operators plan new association. . . . Senate probe hearings start, attack racketeer pressuring of distribs; further hearings postponed until January. . . . Second juke association started in Detroit. . . . Wurlitzer holds distrib meet, unveils full stereo and monaural line for 1959 introduction. . . . MOAM loses fight in Supreme Court against \$150 fees. . . . MOA exhibit space and banquet tickets go on sale for 1959 conclave. . . . NAMA backs McClellan committee objectives. . . . MOAM plans further court action to fight \$150 yearly juke box fees.

YEAR END CLEARANCE!

RIDES

Bally Space Ships	\$145.00
Bally Speed Boats	195.00
King Hot Rod (Auto)	100.00
Lane Merry-Go-Round	225.00
Bright Eyes Horse	195.00
Flying Saucer	150.00
Spinner	150.00

ARCADE

Bally Super Bowler	\$175.00
Chicago Coin Croquet	125.00
Exhibit Dale Gun	25.00
Exhibit Blinger Ball	50.00
Genco 2-Pl. Basketball	125.00
Genco Sky Gunner	75.00
Kays 6' Hockey	275.00
Williams Four Bagger	225.00

KING-PIN

EQUIPMENT COMPANY

826 Mills St., Kalamazoo, Mich.
7624 Fenkell, Detroit, Mich.

22" Shuffleboard . \$450
(Refinished)
Genco Scoreboard . 95

ARCADE

Genco State Fair	\$265
Davy Crockett	245
Champion Baseball	145
Hi-Fly Baseball	175
Williams Ten Strike	275
Bally Bulls-Eye Gun	250
Chi Coin Bulls-Eye Baseball	195
Better-Up	345
Exhibit Jungle Hunt Gun	295
Treasure Cove	195

MUSIC

Seeburg M 100 C	\$375
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PINS

Gottlieb Scoreboard	\$175
Marathon	175
Easy Aces	145
Tornado	225
Derby Day	135
Twin Bill	125
Williams Surf Rider	185
Piccadilly	140
Hot Diggity	135
Perky	115
Puler Pan	115
Genco Fun Fair	175

CENTRAL OHIO COIN MACHINE EXCHANGE, INC.

838 N. High St. Columbus 8, Ohio
Tel.: AXminster 4-3329

Holiday Greetings

and

Best Wishes

from

Williams

MANUFACTURING COMPANY, Inc.

4242 W. FILLMORE ST. • CHICAGO 24, ILLINOIS

"VANGUARD" "3-D"

SEASON'S GREETINGS

ARCADE

C.C. Croquet Pool, New	\$145.00
14-Ft. Bally Bowler	325.00
2-Pl. Rocket Shuffle	395.00
1-Pl. Rocket Shuffle	365.00
Williams Circus Wagon	85.00
Gott. Scoreboard	135.00

WURLITZER

1700	\$425.00
2000	645.00
2100	745.00
5205 Wallboxes	39.50

ROCK-OLA

1438	\$295.00
------	----------

SEEBURG

Seeburg R	\$535.00
Seeburg C	345.00
AMI G200	480.00

1/4 down, balance C.O.D.

Lew Jones Distributing Co.

Exclusive Wurlitzer Distributor
1301 North Capitol Avenue
Indianapolis, Indiana
Phone: ME1rose 5 1593

NATIONAL YEAR-END SPECIALS!

All Games Completely Reconditioned!

GOTTLIEB 4-PLAYERS

REGISTER	\$195
MAJESTIC	375
FALSTAFF	375

GOTTLIEB 2-PLAYERS

TOURNAMENT	\$150
SEA BELLES	185
FAIR LADY	199
WHIRLWIND	285
SUPER CIRCUS	295
PICNIC	325
GONDOLIER	350

GOTTLIEB 1-PLAYERS

EASY ACES	\$115
AUTO RACE	145
RAINBOW	145
ACE HIGH	150
WORLD CHAMP	155
CRISS CROSS	225
ROTO POOL	275

Immediate Shipment!

NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversity, Chicago 14, Ill.
BUckingham 1-8211

GIVE TO DAMON RUBYON CANCER FUND

KIDDIE RIDES!



Send at once for catalog of our complete line of modern coin-operated rides. Convenient terms arranged.

KING AMUSEMENT CO., INC.
82 Orchard St.
Mt. Clemens, Mich.

Remote Control

• Continued from page 55

partment anticipates the \$250 tax yield.

"In this manner," said A. Robert Nelson, of the IRS Intelligence Division in Indianapolis, "the device did not technically fall into the 'coin-operated device' category, and many people have avoided paying their taxes."

Mechanically, as a rule, the dodge was accomplished thru an electrical connection under the bar.

As explained by Dietrich, the new law has been changed to apply to all machines which "deliver, or entitle the person playing, or operating the machine, to receive thru chance, cash, premiums, merchandise or tokens."

Because the federal fiscal year extends from July 1 to July 30 of the following year, the tax on such equipment will be prorated when the law becomes enforceable January 1. The tax, therefore, for the period ending in July, will be \$125, Dietrich said.

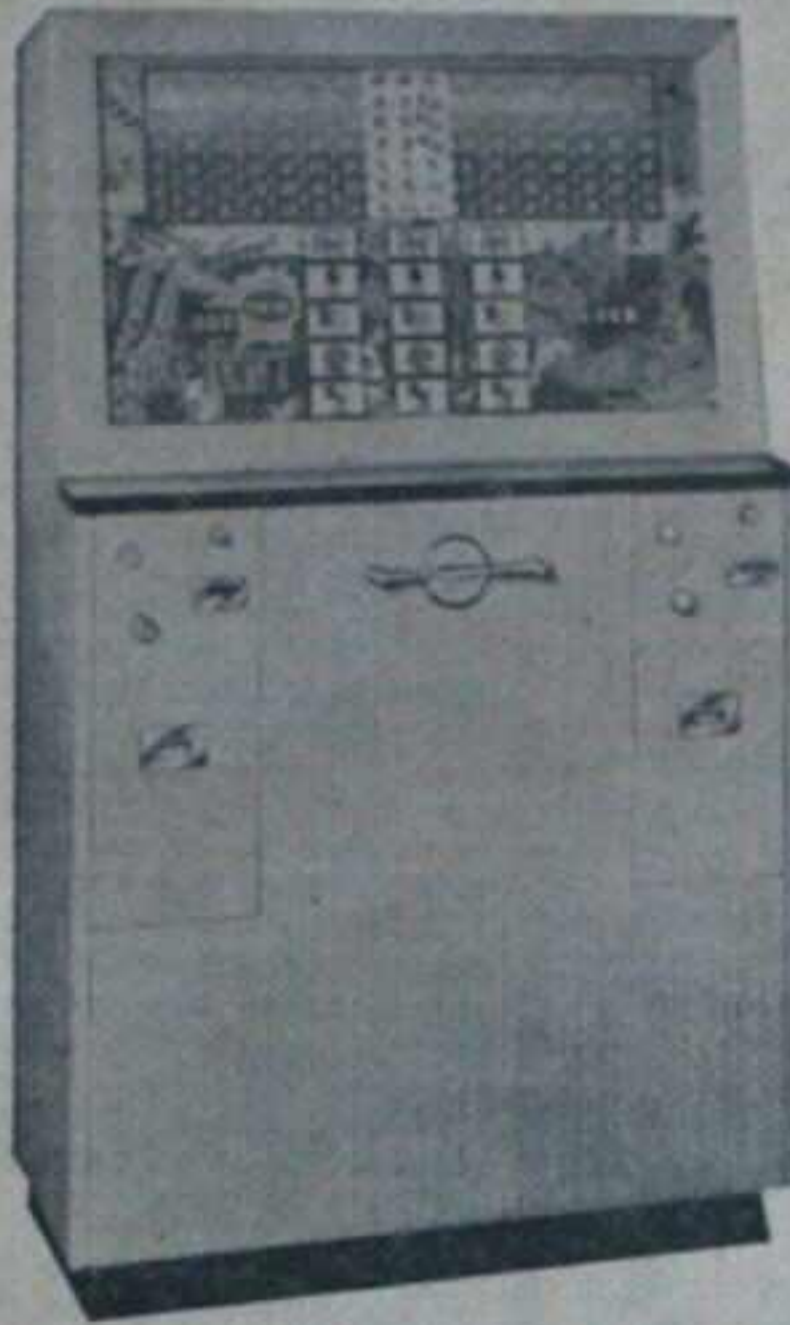
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Circuit Wagon	\$119.00	A.M.I. Wall Boxes, Model	
Fun House	175.00	WQ-390 (Special)	\$ 79.50
Perky	125.00	A.M.I. E-130	325.00
Smoke Signal	125.00	A.M.I. G-200	645.00
Tim-Buc-Tu	85.00	4 Genco Rifle Galleries	95.00
Ten Strike	185.00	United Pirate Gun	375.00
Singsong	35.00	3 Keeney 14-Pt. Bowls-Rama	300.00
Waiting Seating and others	49.00	2 Seeburg HF-100-R	550.00
A-T condition (special)	95.00		
A.M.I. C-45	95.00		

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DISTRIBUTORS, Inc. Phone: MA 1-2511
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KEENEY'S 2-PLAYER TWIN BIG TENT



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Optional nickel, dime or quarter play

- Keeney's 2-Player TWIN BIG TENT defies comparison on play principles—earning power—security of your investment.

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UN. SHOOTING STARS, \$325

POOLS	MISC.	PHONOS
4 Pocket Push \$130	Motocycle K-O \$145	AMI F-120 \$435
Jumbo Pools 95	Chic Coin Money Run 95	Seeburg C 395
Bumper Pools 75	American 9 Ft Bankshot 145	Seeburg B 545
Flicker Pool 125	American 13 Ft Bankshot 175	Wurlitzer 1900 585
4-Hole Pool 95	United Havens 45	Wurlitzer 2150 625
	Genco Rifle Gallery 145	
	Keeney Sportsman 145	

PURVEYOR Better Buys
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A MUST Chicago Coin REBOUND SHUFFLE NUFF SAID

Write Wire Phone Today **DAVID ROSEN** Exclusive A.M.I. Dist. Ex. Pa. 635 N. BROAD STREET, PHILA. 23, PA. PHONE: STEVENSON 2-2903 Write for Complete Lists

ARCADE	Lord's Power	Wms. Sky Way
C.C. Butter Up \$350.00	\$195.00	\$ 85.00
Bally Deluxe All Star 225.00	Ex. Dale Gun 85.00	Ge. Flying Aces 345.00
Bally All Star 175.00	Genco Rifle Gallery 150.00	Ge. Fun Fair 225.00
Wms. Ten Strike 225.00	Genco Big Top 195.00	Ge. Show Boat 195.00
Un. Plein Bowler 435.00	Genco Gun Club (new) 495.00	
C.C. Deluxe 360 145.00	Un. Carnival Gun 150.00	
Genco Tournament 119.00	Wms. Four Basser 225.00	
Ex. Ball 39.00		
Ex. Pop Gun 295.00		
Genco Gypsy Grandma 375.00		
Genco Gypsy 375.00		
Wms. C.C. Hunt 125.00		
C.C. Baseball Champ 175.00		

ONE THIRD DEPOSIT WITH ORDER, THE BALANCE E.O. OR C.O.D.

MONROE COIN MACHINE EXCHANGE INC
2423 Payne Ave. Cleveland 14, Ohio SUPERIOR 1-4600

BEST WISHES for A Happy New Year

from JOE KLINE, SAM KOLBER, NELS NELSON, WALLY FINKE, FRED KLINE, BOB VAN ALLEN and all the staff

BINGOS

MISS AMERICA 8475
KEY WEST 295
SHOW TIME 375
MIAMI BEACH 105
DAYET 95
PARADE 305
BIG TIME 165

5-BALLS

ROCKET SHIP 8275
CRISS CROSS 365
WORLD CHAMP 195
ROYAL FLUSH 175
BALLS A POPPIN' 125
RAINBOW 155
ACE HIGH 165
STRAIGHT FLUSH 215
ROTO POOL 275

NOW DELIVERING

Chicago Coin 14" PLAYER'S CHOICE
8" DOUBLE FEATURE
14-16" TWIN BOWLER
REBOUND SHUFFLE

WANT TO BUY Chicago Coin—Bally—United SHUFFLE ALLEYS BALLY BINGOS

GUNS

Genco CIRCUS GUN 225
"3-D" ARTS PARADE 295
Genco STATE FAIR 345
Genco DAVEY CROCKETT 225
Genco SKY ROCKET 195
Keeney RANGER 195
Un. CARNIVAL GUN 145
Wms. JET FIGHTER 150
Keeney SPORTSMAN 145
Genco RIFLE GALLERY 145

ARCANE EQUIPMENT

Williams CRANE 8115
C. C. STEAM SHOVEL 115
Bally ALL STAR BOWLER 175
Genco MOTORAMA 295
Microscope 3-D ARTS 295
C. C. TWIN HOCKEY 315
Williams TEN PIN 345

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Visit our showrooms to see the greatest and latest in Kiddie Rides and other BALLY equipment.

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SCOTT CROSSE COMPANY

1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

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Exclusive Dist. for Bally in E. Penna. and Rock-Ola in E. Penna., So. Jersey and Delaware

NEW ENGLAND Operators REJOICE Over Success of New CHICAGO COIN REBOUND SHUFFLE

In ONE DAY an ordinary location took in 18 WHOPPING BIG BUCKS! (Figures on request from one of Greater Boston's most respected operators.)

A NEW DAY IS DAWNING! CALL COLLECT FOR THE FACTS!

Redd DISTRIBUTING CO.

299 LINCOLN ST. ALLSTON 34, MASS.-AL 4-4040

WURLITZER BALLY CHI COIN CENCO FISCHER

News Highlights

Continued from page 57

tributors headquarters. . . Larner, CIAA "mystery man," returns, faces probe. . . See flood of State tax bills in 1959, as 45 assemblies slate meets. . . Tom Callaghan, Bally aid, dies.

NOVEMBER — Game production even with 1957; bowlers, five-balls top introductions. . . Ross and Wolverton form Midway Manufacturing, new game factory. . . IRS reports U. S. game locations number 304,044. . . Louisville hit by city move against pay-off pins. . . Kitt, NCMDA prexy, calls for world representation for association. . . Chi Coin names Art Weinand to top sales post. . . Games in shipment boast 15 different types, 30 models. . . Chi Coin bows new Rebound Shuffle game. . . Utah attorney general okays pinballs not gambled on. . . Jack Rosenfeld, St. Louis, bows new miniature bowling palace, Bowl-ette, featuring coin bowling games. . . Philadelphia op banquet attended by 500. . . Bally slates boost in kiddie ride output. . . Midway Manufacturing begins work on coin game output.

DECEMBER — Runyon opens 24-unit ride, game set-up in New Jersey discount store. . . Standard Factors to expand in Midwest. . . Game industry prepares for 1959 output, operations. . . Tusko Sales Corporation announces new sales program. . . Seventeen coin firms exhibit at NAAPPB convention. . . NCMDA board okays sweeping program to boost industry. . . Hundreds attend final tribute to Harry Rosen, New York coin pioneer. . . Opening of Rosenfeld's Bowl-ettes attended by 500 in St. Louis. . . Murves looks for good 1959 Arcade business. . . 1958 coin export dip hints world market change. . . Valjean, Pennsylvania op, signs contract for chain of theater lobby Arcades. . . Free play pin hearings await Oregon High Court action.

Phono Rentals

Continued from page 51

because the operator just doesn't have any equipment available.

The rental charges include delivery and pickup for return. With holiday traffic jamming Manhattan streets, the operator spends a lot of time taking the phonograph to and from the party.

Little Vandalism

Vandalism is almost a negligible factor. A lot of the rentals are to employee groups of department stores, banks and offices, and these groups are generally pretty responsible. In one case, one of the employees walked off with the extension cord, but the management promptly made good the cost of the item.

Juke box distributors should be in a good spot to rent equipment, but few engage in the practice to any extent. The reason for this is probably that while the distributors generally do have plenty of spare boxes on the floor, they don't have the records, and they aren't inclined to buy 50 or 100 records for an evening's rental. On the other hand, the operators, who do have the records, usually don't have the equipment available.

Most of the operators who do any lease business are the larger ones—or at least the ones who own their own trucks. Otherwise, the delivery tab is \$10, and that's just a little too stiff.

Outside of Manhattan, the going rate for a night's rental of a juke box is \$25, but the calls for automatic rentals are much fewer than they are in the city.

BINGO MECHANICS WANTED

NO DRIFTERS! GOOD PAY! STEADY WORK! Give qualifications and reference in your first letter.

Write to Box #939 The Billboard, 188 W. Randolph St., Chicago 1, Illinois

AMERICA'S FOREMOST COIN MACHINE DISTRIBUTORS AND EXPORTERS

ARCADE

Auto Photo #9. \$1,495

- Balloon-o-Mat 195
- Banzai 175
- Basketball Champ 125
- Bear Gun 125
- Bonus Gun 210
- Basketball, C.C. 175
- C.C. Bandbox 175
- Cap. Penalties 225
- C.C. Pistol 75
- Coat Gun 125
- Drummobile 125
- Duke Gun 35
- Ex. Pop Gun 395
- Gen. Quarterback 125
- Gen. Rifle Gallery 175
- Gen. Oopsy Grandma 295
- Hurricane 110
- Lord's Prayer 195
- Midjet Movies 125
- Mer. Ath. Scales 50
- Metal Typers Marv. 195
- Midjet Alley 275
- Pitch'm-Bat'm 195
- Photomatic 320
- Phil. Tobacco 295
- Pirate Gun 250
- Rock 'n' Roll 75
- Set Shot 250
- Sidewalk Engineer 130
- Silver Gloves 175
- Six Shooter 95
- Squalls 495
- State Fair 275
- Treasure Cove 225
- Tomb 145
- Un. Super Slugger 275
- Wms. Crane 150

VENDORS

- 2 Sel. Spacarb Cold Drink Vendors . \$325
- 1 Sel. Non-Carbonated 195
- 2 Sel. Non-Carbonated 225
- 2 Sel. Medal Ice Cream 225
- 4 Sel. Ice Cream Sucker 395
- 1 Sel. Revco Cup Ice Cream 125
- Coffee & Hot Choc. Cup Vendor 250
- Hot Chocolate with manual cup 125

CANDY VENDORS

- U-Select-It, 54 bar \$ 49.00
- U-Select-It, 72 bar 49.00
- Mills 3 col., 36 45.00
- Shipman 4 col., new 145.00
- Vandall 4 col., 36 49.00
- National 9 col., 36 95.00
- N.W. Sweet Sixteen 14 col. 295.00

COUNTER GAMES

- Advance Shakers \$19.50
- AST Challengers 25.00
- Defl. 3-Way Grippers 25.00
- Merc. Grippers 25.00
- Kickers & Catchers 25.00
- Peak Show 25.00
- Pop Up 18.00
- 3 of a Kind 25.00

KIDDIE RIDES

- Ex. Pony Express \$192
- Ex. Big Brance 350
- Bally Champion 425
- Santa Ship 350
- Merry-Go-Round 295
- Miss America 295
- Beat 295
- Donald Duck 250
- Elsie the Cow 250
- Round the World 225
- Drive Yourself Auto 425
- Castel Auto 750
- Tast 750
- Toonerville 495
- Trolley 495
- Model T Ford 495
- Lancer Horse 295
- Lane's Fire Engine 295
- Palomino Horse 275

CIGARETTE VENDORS

- National 930, 9 col. \$ 95
- National 950, 9 col. 110
- National 9 M 125
- National 9 ML 125
- National #111, 11 col. 175
- National 11 M 145
- National 13 M 185
- Marzury, 9 col. 125
- P.X., 18 col. 110
- Lehigh, 12 col. 140
- Lehigh, 15 col., new 225
- Keener, 9 col., elec. 95
- OuGrenier, 11 col. 135
- Saffern, 22 col., elec. 275
- All thoroughly chopped & refinished, 330-350 combination, regular and king size.

MUSIC

- Seeburg V 200 \$495
- Seeburg C 295
- Seeburg R 275
- Wur. 1500 175
- Wur. 3100 295

USED VENDORS

- 100 Victors, 12 \$1.50
- 20 Acorns, 12 9.00
- 15 Acorns, Capsula, 36 11.00
- 25 Baby Grands, 12 7.50
- 24 Tab Gum, 8 col. 10.50

"Wurlitzer Distributors"



CLEVELAND COIN MACHINE EXCHANGE, INC.

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All Phones: Tower 1-6715

WORLD WIDE Extends Best Wishes for A Happy and Prosperous New Year to All!

BASEBALLS

- Wms. SHORTSTOP \$375
- Wms. 1957 BASEBALL 325
- Wms. FOUR-BAGGER 325
- Wms. KING OF SWAT 145
- Un. STAR SLUGGER 195
- Un. SUPER SLUGGER 185
- Genco HY-FLY BBSL 145
- C.C. HOME RUN 45
- Bally BIG INNING 375

WANT TO BUY

All Type BINGO
WILL PAY HIGHEST CASH PRICES!

5-BALLS

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- ROTO POOL \$295
- ROCKET SHIP 275
- CRISS CROSS 245
- SILVER 210
- STRAIGHT FLUSH 225
- WORLD CHAMP 175
- ROYAL FLUSH 175
- ACE HIGH 145
- DERBY DAY 135
- CLASSY BOWLER 125
- HARBOR LIGHTS 115

ARCADE

- Genco 3-PI. BASKETBALL \$125
- Bally ALL-STAR BOWLER 275
- Genco MOTORAMA 225
- Bally SKILL BOLL 245
- Wms. JOLLY JOKER 75
- Games' PASTIME 225
- Bally TARGET ROLL 190
- Un. PIRATE GUN 275
- Wms. CRANE 95
- Fischer 4-POCKET POOL 215

UPRIGHTS

- DOUBLE SHOT \$475
- SUPER HUNTER 410
- SKEET SHOOT 395
- GUNSHOKE 319
- BIG HORN 295
- HUNTER 235

NEW GAMES

- Bally CARNIVAL QUEEN
- Games' WILDCAT
- United ATLAS
- United NIAGARA
- United DUPLEX & A
- Keener DLX. BIG TENT
- Bally SPEED BOWLER

ALL EQUIPMENT IN STOCK—IMMEDIATE SHIPMENT

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Best Wishes

for a

Happy and Prosperous

New Year



Fresh Outlook

Continued from page 55

pects of the business, not in manufacturing alone.

Since the availability of a top game is largely accidental, there is very little that the distributor or operator can do about it.

On the other hand, there is much that the distributor and operator can do to make the most of the products available—whether they be relatively good or only mediocre.

Adaptability to Chances

Continuing success of the game made from year to year will depend

on how well the individual operator can adapt himself to the changing scenes around him—changes in the public, the locations, leisure hours, traffic centers, and recreational trends which could affect play on coin games.

It will also depend on how well the distributor actually "gets out and sells," and how he promotes the product he sells, not only to his operator customer, but to the general public.

It is during years such as 1958, when a number of good games were introduced but no game really pre-sold locations, that the ingenuity of the operator and distributor is challenged. It is in such periods that the distributor

must make greater efforts to sell and promote, and the operator must develop new types of locations and keep customers interested on existing ones.

A number of operators and distributors have made such efforts in 1958. Some have explored new outlets and locations for games, new ways of presenting and promoting games.

No doubt a number of such innovations will not succeed. But in those that succeed, the future of the business rests. It is only by such "trial and error" that fresh avenues of coin game amusement can be discovered and developed. No business that stands still makes progress.

**WANTED
ARCADE EQUIPMENT**

of all types

Send in lists

Exclusive Gottlieb, Williams and Seeburg Distributors



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IN NEW ENGLAND
IT'S TRIMOUNT!

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BOSTON 18, MASS.
Tel. Liberty 2-9410

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x	Lane Merry-Go-Round	250.00
x	Deco Merry-Go-Round	195.00
x	Texas Kiddie Ride	
	Merry-Go-Round	300.00
x	Jay Merry-Go-Round	125.00
x	Exhibit Rifle Gallery	175.00
x	Exhibit Pistol Gallery	125.00
x	Big Branch Pony	375.00

"ORBIT" SPECIALS
Capitalize on the "Space Craze"

Flying Saucer	\$150.00
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Atomic Jet	100.00
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Season's
Greetings

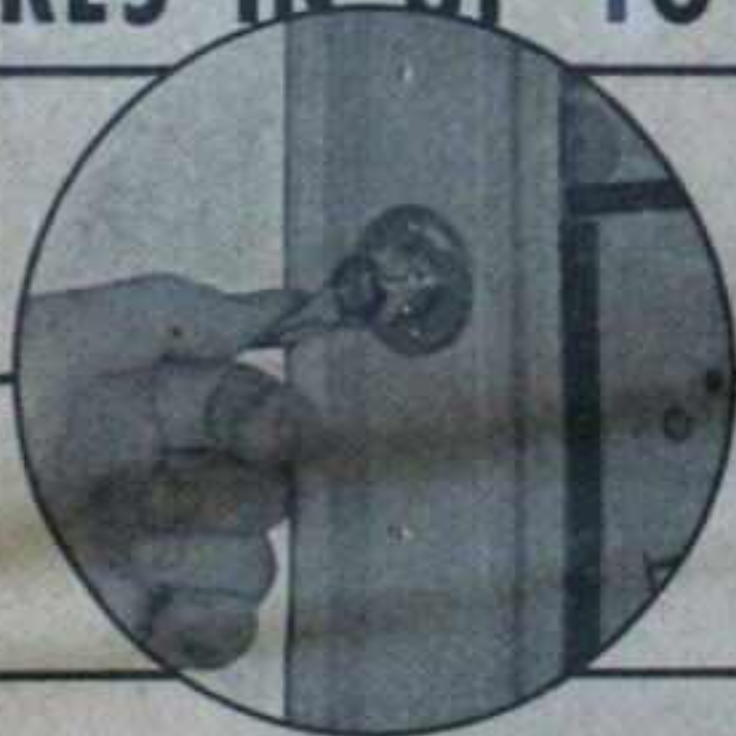
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SHAFFER
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Newest **Bally** game combines
 exciting **SKILL** flipper play,
 popular circus **PARADE** scoring!

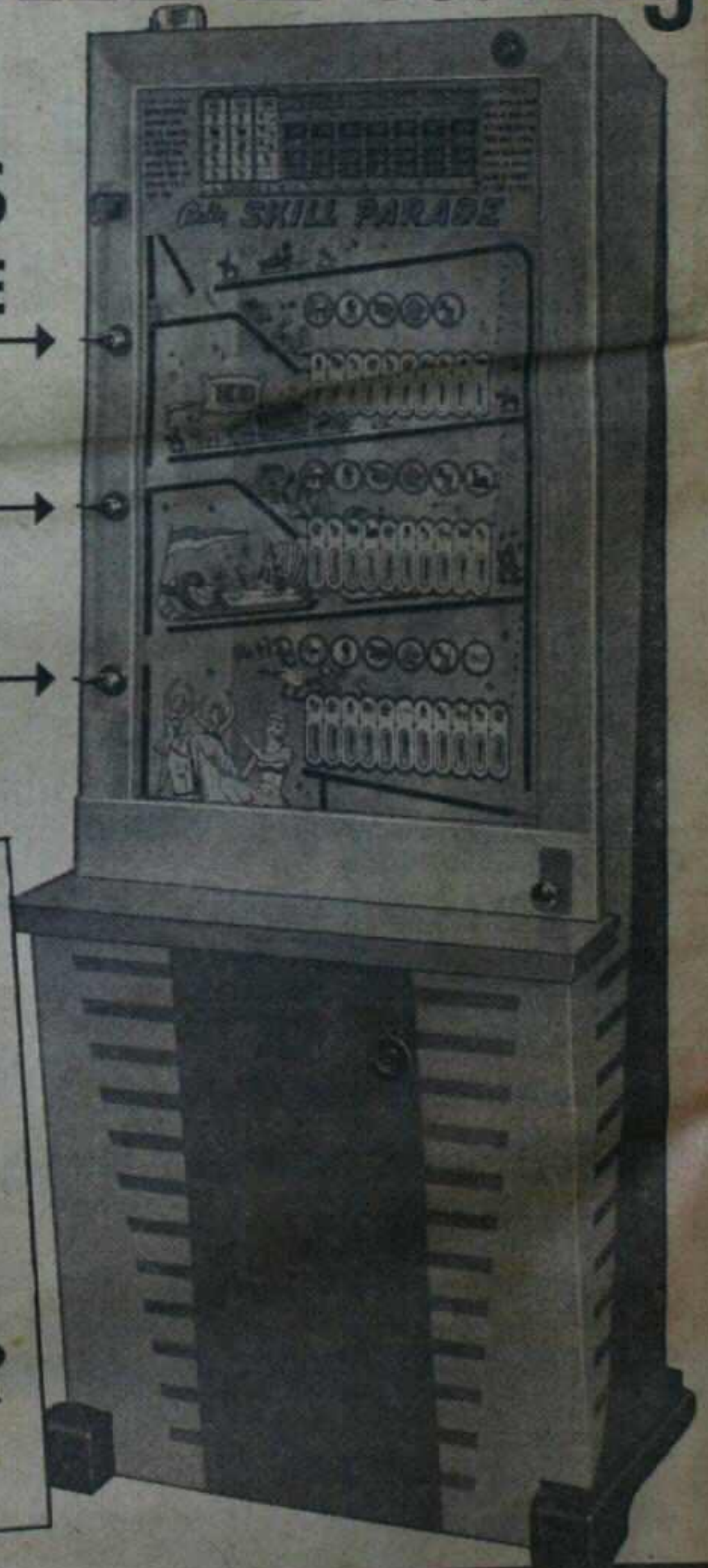
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Fast 3-Flip Action

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REQUIRES ONLY 20 IN. BY 27 IN. FLOOR-SPACE



AT YOUR **Bally** DISTRIBUTOR WITH
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LUCKY SHUFFLE • STAR SHUFFLE

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See your distributor...or write **BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS**

2 Games for the Price of 1

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Regulation Bowling Scoring
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PLAYERS SIMPLY PRESS BUTTON
FOR CHOICE OF SCORING

4 SIZES

13 FT. LONG

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Expandable with 4-ft. Sections
to

17 FT. LONG

20 FT. LONG

2 FOR 25c PLAY

Special CREDIT UNIT accepts up to
20 quarters at one time for future play

Also obtainable as one game
for 25c

Easily convertible to 10c play

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★ **NIAGARA** SHUFFLE ALLEY

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Fast, Quiet Operation—1 to 6 Can Play

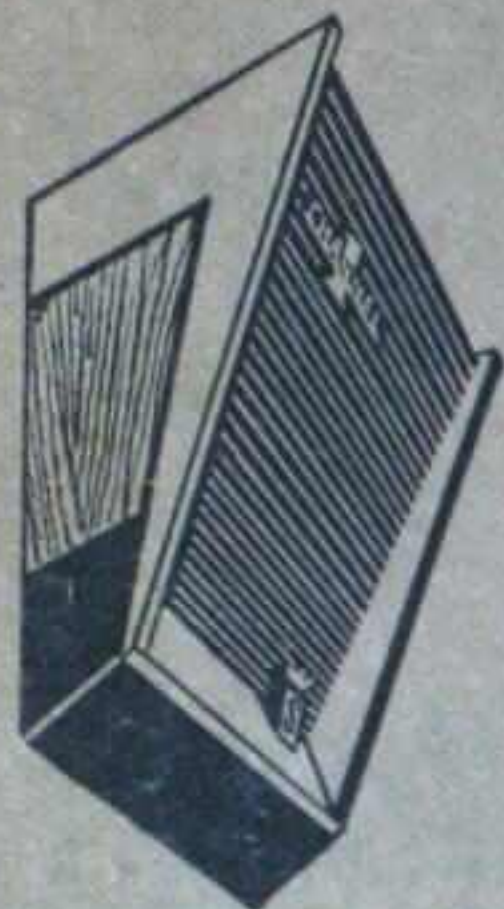
Big 4½ inch Composition Ball

Drop Chute Coin Mechanism with
NATIONAL REJECTOR

TWO GAMES IN ONE STANDARD WIDTH MEANS READY LOCATION ACCEPTANCE

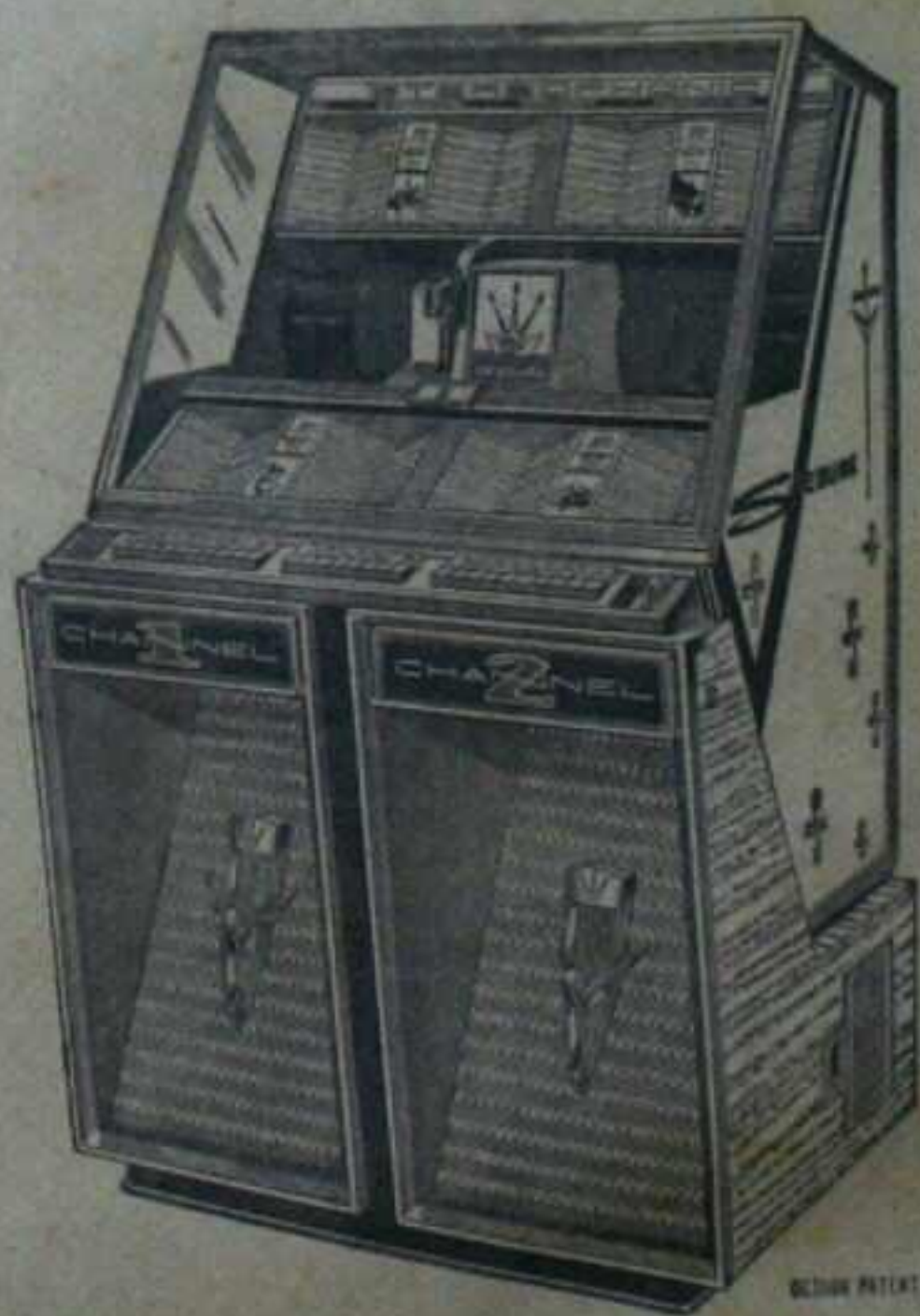
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true realism everywhere!

Now bring the listening magic, brilliance and realism of stereophonic music to every location. With Seeburg Two-Channel Stereo every listener, wherever seated, has the illusion of being present at a "live" performance of the recording musicians. Seeburg Stereo is completely integrated—from the pickup, through the dual amplifier to the newly developed twin stereo speaker system. See Seeburg Stereo . . . hear Seeburg Stereo—at your Seeburg Distributor.



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*America's Finest and Most
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