

The Billboard

SIXTY-FOURTH YEAR

PRICE:
35 CENTS

SEPTEMBER 22, 1958 (ABD) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Brief Public on Its Stereo ABC's

Diskeries, Dealers, Equipment Firms, Mags Climb Mass Education Bandwagon

By BOB ROLONTZ

NEW YORK — The mass education for the latest advance in recording—stereo—has gotten underway. In newspapers and magazines, in advertisements and stories, the explanations of what stereo is, how it works, the type of equipment you need to play it, etc., is being featured with more and more regularity. The explanations are offered by manufacturers of records, equipment, engineers, and the regular record reviewer or feature writer.

That stereo recording would need some explanatory aids was understood by all traders when stereo was merely a gleam in the eye of a few engineers. For stereo reproduction needs two amplifiers, two speakers and a special needle, and to a public generally (with the exception of the true hi-fi bug) accustomed to the use of monaural equipment this required a new educational approach. At that time record companies and equipment manufacturers started to concern themselves with methods of explaining stereo first to the dealer and distributor and then to the record customer.

Mags Have Helped

But the most difficult phase of stereo to explain to the mass market is not the new equipment required. Rather, it is the explanation of the two-channel reproduction—what it is, how it works, how it is recorded, etc. In this, record companies and record manufacturers have been helped out by the many articles on stereo that have been appearing in many mass circulation magazines. High Fidelity and other special magazines for the hi-fi fan have, of course, been carrying stories on stereo for a long time, but magazines that usually didn't touch record news have also been carrying such stories.

Just two months ago Fortune

Magazine (August, 1958) ran a lengthy six-page story on stereo recordings. Altho it was elementary as far as many traders were concerned, from another point of view it thoroughly covered the entire stereo story, explaining fully just how it came about, what it did, how it came to market, and what it could mean to the record business. More important, it pictorially illustrated stereo recording techniques, stereo playback equipment and the method of cutting and playing back the 45-45 stereo groove with one .07 mil stereo needle. Even a novice, as far as records and sound equipment is concerned, could read the Fortune story and come out with a pretty good education concerning stereo records. The Wall Street Journal has also had an important front page story on stereo.

In addition to the magazine pieces, key dealers started their own educational techniques to explain stereo reproduction. In many stores in large cities like New York, Chicago, etc., large dealers have set up stereo equipment so that prospective customers can come in and learn what stereo is all about. Some have dressed up their windows with displays of stereo equipment to induce customers to enter the store for their stereo education. Others have signs plastered over the store windows exclaiming: "Convert to Stereo Now! Come in for Free Demonstration."

Equipment Ads

The equipment manufacturers in their ads in magazines like the New Yorker, or Esquire, or trade journals, have had capsule explanations of stereo. These explain the

(Continued on page 3)

CANADA FIRST WITH REGULAR PAY TELEVISION

MONTREAL — Canada will be the first nation to have regular subscription television, due for an April start, now that the Federal Communications Commission has delayed U. S. pay TV for a minimum of 10 months. Concerts, ballet, musicomedies and pop music touring packages will be featured by Electronic Theaters, Ltd., the Canadian firm which is currently testing pay TV in Quebec.

This system gives subscribers punch cards which unscramble the signal received via closed circuit for each special event. Telemeter, a licensee from Paramount Pictures, also has a system announced for an Ontario test, wherein dropping coins in a collection box unscrambles the set.

No delaying action will be forthcoming on the part of Canadian government, according to Canadian Broadcaster Magazine. Pay TV solons are blaming the recent failure in Bartlesville, Okla., on the strictly movie diet, now maintaining that music and live theatrical-type performances are the key to the financial success of the system's early months.

Big outdoor events, especially if they're geographically distant, are thought to be second best category, followed by sports and then by first-run films. Telecasts are planned by Electronic Theaters and Telemeter from California, Broadway and Mexico City. There's even talk that pay TV will beat free TV trans-Atlantic.

Audio Firms Push Stereo Disk Sales For Major Sideline

Foresee Two-Channel Bonanza; Shy Off Monaural Inventory

By RALPH FREAS and CHARLES SINCLAIR

NEW YORK — With its closer-than-ever link between audio equipment sales and record sales, stereo is proving a two-channel bonanza for many of the country's top audio dealers and is rapidly making them an important factor in disk retailing.

By even conservative estimate, audio shops — those which sell equipment as their primary business, and records as an increasingly lucrative sideline — will do about \$2,500,000 to \$3,000,000 in total album sales this year, primarily in stereo disks.

Here's what disk-selling audio firms have to say of the boom:

"We're letting the customer push us, rather than us push him on stereo disk sales. But we're selling more stereo disks to audiophiles in a week than the average record store sells in a month," reports Lewis Kornfeld of Boston's huge Radio Shack, which just opened the doors on an 80,000-square-foot establishment on Commonwealth Avenue, in addition to its other retail operations.

Full Stereo Stock

"We stock every stereo album that's on the market, and they're moving at the rate of nearly 2,000 albums per week in customer sales. Incidentally, that's almost a one-to-one ratio between stereo and monaural," says Gerald Orbach of New York's Lafayette Radio, which has three retail outlets in New York

City boroughs, two in nearby New Jersey and one in Boston.

"A year ago, we sold a few records every day. You know, audiophile things, like Cook or Audio Fidelity," reports Jimmy Carroll, the audio manager of New York's Harvey Radio Corporation, well-known mid-town audio specialty shop. "Lately, we've been selling a hundred records a day and we're selling many different labels like Columbia and RCA Victor. It's the stereo boom. We don't sell anything but stereo records. No monaural at all."

No Yardstick Yet

"We just don't know how big stereo will go, or what our problems will be," says Sol Baxt, v.p. in charge of the three-year-old record retailing activities of Hudson Radio, another major New York audio parts firm that successfully invaded record retailing. "As far as inventories are concerned, we're playing it by ear. Our inventories are down, and we're watching every development very carefully. But, I'll tell you this: we're buying every stereo release made. Frankly we don't see how it can go wrong."

Chicago's Allied Radio Corporation, one of the biggest mail order and retail outlets, considers the record business as "a small but necessary adjunct to a bigger business of selling high-fidelity equipment." But, as an Allied top exec points out to The Billboard, "our disk inventories are up 50 per cent over last year. This is the result of stereo. Most of our inventory is stereo. Our customers are hip. They'll be the first to get stereo playback equipment."

One of the key success secrets of the audio retailers' invasion of

(Continued on page 12)

NEWS OF THE WEEK

Monaural LP Orders Drop

NEW YORK — The mass education for stereo, according to a story last week (Sept. 15) in the Wall Street Journal, may be succeeding too well. The ads, stories, articles, and dealer-consumer pieces on stereo disks, says the business paper, has gotten so many LP buyers interested in stereo that manufacturers are of the opinion that many customers are refusing to purchase conventional monaural LPs. According to the WSJ, shipments of monaural LPs so far this year are running 12 per cent behind 1957. A number of retail shops checked by the WSJ in New York and other Eastern cities told the paper that they have cut down their orders of monaural LP records for the rest of 1958.

Artist Personal Managers Serve Varied New Functions in '58 Role . . .

Personal management functions have changed with the years. Diversification is the keynote of today's manager who finds himself not only a keen talent scout, but one who is just at home in a recording studio as he is in a costume and wardrobe house. . . . Page 2

NBOA Meet to Consider National Publicity Drive . . .

A national public relations program to spark more interest in dancing will be proposed to the 11th annual convention of the National Ballroom Operators Association, opening in Chicago this Monday (22). If the program is adopted an outside p.r. agency is expected to be retained to carry it out. . . . Page 3

New GAC Plan Offers Jocks Promot'n Cut on Live Shows . . .

General Artists Corporation is setting up a plan whereby deejays across the country will be cut in on the promotion of live shows in a big way via a membership book deal offering cut-rate admissions to a series of GAC-Feld package shows. . . . Page 3

DEPARTMENTS AND FEATURES

Amusement Games . . . 70	Music Pop Charts—
Aud.-Arena 46	Album Buying Guide. 18
Carnival 53	Honor Roll of Hits. . . 22
Circus 52	Best Seller Lists . . . 24
Classified Ads 60	Tips on Coming Tops. 34
Coin Machine 62	Outdoor 44
Fairs & Expositions. . . 50	Parks & Pools. 49
Final Curtain 48	Pipes 58
Letter List 61	Radio 2
Merchandise 58	Reviews 5
Music 2	Rinks 49
Music Machines 66	Routes 47
	TV-Music-Radio 2
	Vending Machines . . . 62

'Sam Goody, We Are Here'

NEW YORK — The stereo boom is spelling out an even greater expansion, particularly in the disk field, for audio firms that started out originally as "parts stores" catering to do-it-yourselfers and the soldering-iron set.

By the time most of the big audio shops got into the record act, the monaural catalogs were too big to stock in any kind of depth. Stereo is something else again. Now, audio shops can match purchase-for-purchase with almost anybody.

"We have every intention," says Lafayette Radio's Gerald Orbach, "of being the 'Sam Goody of Stereo.'" \$2.50

MODERN JACK HORNERS

P. M. Needs 10 Thumbs to Pull Plums for Clients

By REN GREVATT
NEW YORK—"More than ever before, a personal manager has to be a guy with 10 hands all stuck in a different pie. He has to be just as at home in a recording studio as he is in a costume and wardrobe house." Such was the opinion of one prominent personal manager this week in summing up the changing character of his profession.

"In days gone by, the well-heeled garment district set and others in the loot would hang out at fancy night clubs and get a yen for a taste of the glamour," said one observer. These lads would latch on to a piece of talent and become a sort of sponsor, by primarily being the man who put up the loot. That was once the picture of a personal manager. This was the kind of neibisch character that a respectable agent wouldn't even dignify to the point of talking to him. Not so today."

Mannie Greenfield, p.m. of Don Cornell and various other music talents, whose shingle hangs in the dignified atmosphere of the Time-Life Building here, stressed the importance of being a talent scout. "How many times do you find a big, lucrative talent, floating around without a p.m.?" asks Greenfield. "Once in a couple of

years maybe. Today you have to keep your eyes and ears open all the time for new acts, new possibilities for the big time."

Recording Savvy
Others point out the necessity of knowing your way around a recording studio. "Today, it's the record that makes the artist. If the talent is good, it can go on to big things and coast without repeat disk hits," said another experienced operator. "But the act still has to get that first big record to kick things off."

Diversification has become the rule with personal managers today, just as it has for record companies and music publishers. A number of p.m.'s, in fact, are both publishers and record men. Charlie Grean, of the management firm of Csida, Grean and Burton, a.&r.'s all sessions for Betty Johnson and Jim Lowe, who are also managed by the firm. The firm also operates Trinity (BMI) and Towne Music (ASCAP), and on the disk kick, makes many masters independently which have been issued on various labels.

Greenfield has also made his

share of masters, explaining that "Sometimes it's impossible to get a record on a major label for your artist and/or your tune. By making your own record, you may not make it with the thought of its being a million seller, but if you can get a few jockeys to play it, you get your talent exposed and brought to the attention of bookers and record companies. The big agents have never before been so conscious of the importance of a record, and they don't ask what the label is."

Some of the time-honored functions of the agent have, in fact, been assumed by some p.m.'s. Managers today will often be the initiators of bookings via personal contact with club owners. Deals are then finally set by the agents. Today, agents and managers work closely with functions meshing like fine gears. In earlier times, the agent exercised most of the development functions.

As one successful p.m. put it, "A lot of would-be managers have blown big talent they managed to sign up by waiting for MCA, Wil-

(Continued on page 38)

Seller's Market for U. S. Tune Exports

NEW YORK — It is getting harder and harder for an American hit tune, or possible American hit tune, to evade representation abroad by a European music publisher. In fact, it has become a seller's market, with more and more buyers making the rounds to grab American tunes for European publishers. Today almost every key European publisher has either an American representative in New York or their own man here to handle American tunes.

Ray Ventura, for instance, has his own set-up in the U. S. with Duke Niles in charge of Rayven Music here. Benny Bloom represents the English Big Three firms of Francis, Day and Hunter; Joe Zimmo represents Chappell, Ltd.; Irwin Dash is Sidney Bron's man here; Box and Cox represent Peter Maurice, Ltd.; solicitor Harold Orenstein handles many smaller foreign firms. Of course, a large group of American publishers, Bobby Mellin, Howie Richman, E. H. Morris, Hill and Range, to name a few, have established set-ups in England and on the continent.

The American reps of European firms have as one of their main duties the acquisition of American songs that are breaking or look-

ready to break. According to some pubbers as soon as a record gets a Billboard Spotlight one of the European reps is immediately on the phone bidding for the tune. And if the tune doesn't get picked up fast and starts to break, the American pubber is able to come up with solid advance for his song.

PLAN TO HYPO DANCING UP AT NBOA CONCLAVE

CHICAGO—A national public relations program to enthuse Americans about dancing will be proposed to the 11th annual convention of the National Ballroom Operators' Association opening today (22) at the LaSalle Hotel.

The program is the result of a year's preparation by a committee headed by Carl L. Braun Jr., Commodore Ballroom, Lowell, Mass. If the program is adopted an outside public relations agency is expected to be retained to carry it out.

Joe McElroy, of the Holiday Ballroom, Chicago, convention chairman, said he expects attendance to exceed any previous NBOA conclave, chiefly because the recent congressional easing of admission taxes has fired up the industry with optimism. McElroy said that many operators are showing up to learn the ins and outs of the new tax which becomes effective January 1, 1959.

More than 80 bands will receive citations for producing good dance music and a special award will be given to the Regional Band of the Year. Announcement of the citation is expected to draw a large number of territorial band leaders.

A dance instruction workshop for the benefit of dance teachers working in ballrooms will be held Tuesday, 10 a.m. For early arrivals, a dance class to display the latest steps was held for all NBOA

Victor Stereo Singles Deb

NEW YORK — RCA Victor will release its first stereo singles next week. One will be the new Perry Como record of "Love Makes the World Go Around," and "Mandolins in the Moonlight." The other will be a disk by Henry Rene made specifically for stereo, entitled "Point of No Return," backed with "Blue Flame." Como will perform the tunes on his new record on his TV show on September 27.

RCA Victor intends to release stereo singles from time to time, although not on a regular release basis. They will retail for \$1.15 plus tax. Records will be issued on stereo when the diskery believes that it can grab off substantial sales. All singles are now being cut in stereo.

Taps Buys Dorsey Tapes For Col. Pix

HOLLYWOOD — Jonie Taps, Columbia Pictures studio exec and general manager of Colpix Records, last week purchased 26 tapes recorded by the late Tommy Dorsey. Material was recorded immediately prior to the band leader's death and was recorded for release via TD's own label, Bell Records.

Taps plans to issue two albums using the TD tapes. The first, tagged "The Great TD," is scheduled for release October 15, debut date for the Colpix line. At that time the Columbia Pictures subsidiary label will unveil six packages as part of its first release. The second Dorsey album will be issued after the first of the year.

Taps leaves for New York, where he will meet with Columbia Picture studio execs and Paul Wexler, Colpix, head of operations, to put the finishing touches on the premiere plans for the new record company.

Vik Hypes Up Campus Tunes For Collegians

NEW YORK—Vik Records is making a pitch for the college trade, via four new Pat Suzuki singles, featuring what the label terms "sexy bluesy" versions of heretofore staid collegiate themes.

The records will be sent out simultaneously but each platter will be released only in the regions surrounding the particular college involved. The records will be released to a total of seven markets initially with the rest of Vik's distributors receiving at least one version of the disk within a week.

The four disks—each backed by "The Whiffenpoof Song"—include (Continued on page 38)

Dollinger to Imperial Post

NEW YORK — Budd Dollinger has been appointed Eastern sales manager of Imperial Records by the label's prexy, Lew Chudd.

Dollinger formerly served as sales manager of Decca's Baltimore branch.

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford

Editors

Paul Ackerman Music-Radio-TV, N. Y.
Herb Dotten Outdoor, Chicago
Robt. Dietmeier Coin Mach., Chicago
Wm. J. Sachs, Exec. News Editor, Cincinnati
Lee Zhito Western Music Ed., L. A.

Managers and Divisions

L. W. Gatto Main Office, Cincinnati
R. S. Littleford Jr. Music-Radio Div., N. Y.
Sam Chase Asst. Publisher, New York
Herb Dotten Outdoor Division, Chicago
Hilmer Stark Coin Mach. Division, Chicago

W. D. Littleford President
M. L. Reuter Vice-Pres.
Lawrence W. Gatto Treasurer
John Ross Secretary

Offices

Cincinnati 22, 2160 Patterson St.
L. W. Gatto
Phone: DUnbar 1-8450

New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2800

Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CEntral 6-9818

Hollywood 28, 1520 North Gower
Sam Abbott
Phone: HOLlywood 9-5831

St. Louis 1, 812 Olive St.
Frank B. Joerling
Phone: CHeSnut 1-0443

Washington 5, 1428 G St., N.W.
News Bureau
Phone: NAtional 8-4749

Advertising Managers

C. J. Latscha, Director

Outdoor-Mdse. Robert Kendall, Chicago
Music-Radio-TV Dan Collins, New York
Coin Machine Richard Ford, Chicago
Music-Western Robert McCluskey, L. A.

Circulation Department

B. A. Bruns, Director Cincinnati

Send Form 3579 to

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

Subscription rates payable in advance. One year, \$15 in U.S.A., Canada and all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1958 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5. The Billboard International, Funspot, the monthly magazine of amusement management; High Fidelity, the magazine for music listeners, and Audio-craft, the magazine for the hi-fi hobbyist.

March 3, 1879. Copyright 1958 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5. The Billboard International, Funspot, the monthly magazine of amusement management; High Fidelity, the magazine for music listeners, and Audio-craft, the magazine for the hi-fi hobbyist.

Printed by WORLD COLOR PRtg. CO., St. Louis, Mo.

Vol. 70

No. 38

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.

Payment enclosed Bill me

Name _____ 791
Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

WHERE ARE THE BAND GREATS OF YESTERDAY?

CHICAGO—The palmy days of the band business, if not the No. 1 topic of conversation, were certainly expected to occasion a number of reminiscences as the members of the National Ballroom Operators Association convened here for their annual convention today (22).

A tally of a considerable number of the maestros who were prominent in an earlier day of the band scene shows that a considerable number of them are still either active part-time on the road and in locations with bands and combos or are engaged in other phases of the music business. Still others are now divorced entirely from the stand and are engaged in a raft of pursuits, ranging from real estate to the laundry business to manufacturing and distributing.

Louis Panico, for example, is still playing trumpet with the WBBM and WBBM-TV, CBS, staff band. Phil Levant has been in the booking agency business for seven years, working occasionally with his band on one-night club dates. He suffered a severe heart attack early this summer and is now confined to his home. Bob Strong is in the grain business in Dodge City, Kan. Harry Cool, formerly vocalist with Dick Jurgens and later leader of his own band, until recently managed a club in Peoria, Ill., but during the past two weeks moved to Chicago, where he is managing Mr. Kelly's, North Side bistro.

Herbie Holmes is owner of an auto agency in Yazoo City, Miss. Andy Kirk is manager of the Theresa Hotel in Harlem, New York City. Ray Pearl is in the garage construction business in Willow Springs, Ill., a West Side Chicago suburb. Ray Herbeck is living in North Hollywood, Calif., where he is in the real estate business.

Tiny Hill has been relaxing on a ranch at Fort Lupton, Colo., which he sold very recently and is now planning to go back with a road band. Shep Fields is president of his own booking office, Artists Corporation of Texas, in Houston, and is working occasional one-nighters with his band. Al Trace is still very active as a songwriter, and with his wife, Bobbie Hart, a one-time band chimp, is residing in Palm Springs, Calif. Carl Loreh is in the laundry business in Peoria, Ill. Charlie Agnew has been in the meat packing business for a number of years in Waukegan, Ill.

Occupational Variety

Husk O'Hare is manufacturing and distributing nationally from his Chicago home headquarters the Juvenile T-Shirts which carry legends such as "Our Little Angel," "Little Stinker," etc.

Blue Steele is a manufacturers' rep in the steel business in Dallas. Art Kassel is collecting royalties on his many songs and relaxing with lots of golf at his home in Encino, Calif. Seeger Ellis is managing a private club in Houston. Ran Wilde is a disk jockey on a Denver radio station.

Buddy Franklin is selling real estate in Hollywood. Horace Heidt is dividing his time between business investments and his many Western hotels and motels. Nick Stuart is the talent buyer at the Monteleone Hotel, New Orleans. Jerry Blaine is president of Cosnat Distributing Company, the nation's largest chain of indie record label distrib points and also Jubilee and Josie records. Cecil Golly works occasionally with his band in Minneapolis, which is now his home. Wilson Humber is working as manager of the ballroom at Chippewa Lake, O. Carl (Deacon) Moore continues as a prominent deejay at KXLA, Pasadena, Calif. Little Joe Hart is a steel salesman in Huntington, W. Va.

Gray Gordon has a personal management office in New York, with Les Paul and Mary Ford among his clients. Orrin Tucker is in the contracting business in Los Angeles. Larry Funk is a veteran talent booker in the Music Corporation of America, New York cocktail unit department. Henry Halsted operates a club in Phoenix, Ariz. Betty McGuire owns the Surf Hotel, Honolulu.

Dick Jurgens is in the electronics business in Colorado Springs. He recently made some pilot films for TV. George Paxton is now a well-established music publisher with offices in the Brill Building, New York. Billy Bishop and his wife-vocalist, Alice Mann, are living in Beverly Hills, Calif., where Bishop is an investment counselor with Merrill, Lynch, Pierce, Fenner and Bean.

Tweet Hogan and Jack Russell both head talent agencies in Chicago under their own names. The McFarland Twins are selling real-estate in Mineola, L. I., N. Y. Tommy Reynolds is a staff conductor with WOR, New York. Bob Astor is a booker with General Artists Corporation, New York. Jerry Wald is still linked to GAC and does radio and TV studio conducting, as does Elliot Lawrence, who is still signed to Associated Booking Corporation.

Larry Clinton still writes and arranges a great deal and is now a.c.r. chief for Kapp Records. He's living in Roslyn Heights, N. Y. Russ Morgan plays sporadic locations and one-nighters, but is living in Beverly Hills, Calif. Larry Fotine lives in Southern California, writes and arranges, and has his own publishing firm and recently started to record for the Bel Canto label. Del Courtney is a San Francisco deejay, and also operates several appliance stores in the Bay area. Hal Munro is an agent with Associated Booking Corporation, Chicago. Joe Haymes is living at the Roosevelt Hotel, Hollywood, Calif., and is doing free-lance arranging. Freddy Nagel owns a ranch in the mountains near Petaluma, Calif.

Even a Professor

Also off the road are Tony DiPardo and Tommy Reed, who formed a talent booking office under their own names in Kansas City. Tony also heads a frozen pizza concern. Both have their bands available. Ted Weems is living in Dallas and books out two or three days per week thru MCA. Art Jarrett is living on Long Island and is in the orange juice business. Al Kavelin is a music publisher with offices in Hollywood. Don Bestor is recovering from a series of serious eye operations and is living in Connecticut. George Olson has a restaurant in Paramus, N. J. Blue Steele is fronting a Dixieland combo. Kay Kysor is living

(Continued on page 43)

New GAC Plan Offers Jocks Promotion Cut on Live Shows

Opportunity for Loot on Local Disk Specs Via Novel Gimmick

By JUNE BUNDY

NEW YORK — The General Artists Corporation is setting up a plan whereby disk jockeys across the country will be cut in on the promotion of live shows in a big way via a \$1 membership book deal offering cut-rate admissions to a series of GAC-Feld package shows.

This recognition by GAC—one of the three major entertainment agencies in the business—of the deejay as a prime promotional outlet for live shows points the ever-increasing powerhouse stature of the jockey today in practically every phase of show business.

Deejays have been promoting live stage shows or record hops in their own areas for some time of course, but, with the exception of a few key jocks in big cities, most of

DISK JOCKEY CHECK LIST

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

- New GAC Plan Offers Jocks Cut-In on Live Shows Page 3.
- Who Buys Singles?
- Plenty Adult \$\$\$ Page 4.
- Poll Points Up Small Station Service Needs Page 4.
- Freed 10-Day Christmas Show Slated N. Y. Loew's State Page 4.
- WMAL to Air 2-Hour Jazz Page 7

the spinners have been coining comparative peanuts at the box office. Few of them can afford to put up enough money in front to buy big box-office disk names.

GAC Plan

Under the GAC plan, brainchild of promoter Irvin Feld and developed by him as a GAC-Super Production project—with GAC's Tim Gale and Buddy Howe—deejays (working thru their radio or TV outlets) will be invited to sell Show Club Value booklets to their listeners. The booklets (supplied free by GAC and ballyed as a \$22 value for \$1) provide cut-rate admission (90 cents) to a series of GAC shows which would be promoted by the jock and/or station in his area. Non-booklet subscribers pay a \$2 admission charge.

In addition to the six stagershow coupons, booklet buyers receive a free single record (a current hit by one of the acts on the GAC-Feld show bills), an 8x10" photo (their

choice of 15 top artists); 52 25-cent reduction coupons on records (one each week) at a local disk store, and a "mystery bonus coupon good for \$1 toward the purchase price of a ticket for a special show GAC will stage during the year.

Deejays and stations going for the plan must buy at least three of six shows (plotted by GAC-Super every two months over a year) at a minimum guarantee of \$1,000; two at \$1,500 and one at a \$2,000 guarantee. A percentage arrangement will also be worked out by GAC with the jocks—probably 50 per cent of the tab above the guarantee and expenses.

Money collected by jocks on the booklets goes to GAC-Super Pro- (Continued on page 36)

Heebner Meets GNP Distribs

HOLLYWOOD — Walter Heebner, veepee and general manager of the GNP label, is currently on a two-week cross-country trek meeting with the West Coast indie's key distributors, purpose is to provide distrib with an in-person fill-in on GNP's new product for fall marketing. Heebner also handles the firm's artist-repertoire operations, and will give distrib info on upcoming GNP packaged product.

PUTTING STORY OVER

Stereo Mass Education Whets 2-Channel Tastes

• Continued from page 1

performance characteristics of new stereo cartridges, amplifiers, stereo front ends, etc., and at the same time help let the customer know what stereo is and how it works.

RCA Victor and Columbia Records, both being important producers of both stereo disks and stereo equipment, have come up with unusual campaigns to educate dealers and consumers to the benefits of stereo. RCA Victor just this month ran a 16-page spread in Audition explaining stereo to the dealer and consumer. Columbia Records ran a spread in the New

York Times to help educate the consumer toward stereo. And both George Marek, head of RCA Victor and Goddard Lieberson, head of Columbia Records, have been speaking and writing pieces on stereo ever since early spring. Victor has also promoted a stereo center as a dealer aid.

That this educational campaign for stereo records is paying off is indicated by the surprisingly good sales of stereo disks after only three months or so on the market. And another surprise, tho perhaps not unexpected, is that equipment stores that never previously handled disks, have been selling a good quantity of these stereo platters. (See story on Page 1.)

Hamilton to Pick 4 More Distrib Reps

HOLLYWOOD — Line-up of distributors for Hamilton Records, Dot's subsidiary label, neared completion this week with only four territories still remaining to be assigned. For the most part, Chris Hamilton, national sales veepee of Dot and Hamilton, is appointing non-Dot distributors to handle the new label. However, Mrs. Hamilton will channel the new line thru Dot distributors in eight markets.

The Dot sister label will make its debut October 1 with a release of six singles. Prexy Randy Wood is currently selecting the sides to be included in the new firm's maiden release. The Hamilton label will feature a new stable of artists apart from that appearing on Dot.

Vocalion Adds Dozen Albums In Fall Line

NEW YORK — Vocalion Records, low-priced subsidiary LP line of Decca Records, is kicking off the fall season with a 12 album release, consisting of nine pop and three kiddie sets. The line introduced its initial release last June.

Highlights of the new release include sets by Tony Martin, Dick Haymes, the Ames Brothers, Les Brown, Pearl Bailey, Frankie Carle, Bill Snyder and packages titled "Les Dance With Les Brown," "Tango Time . . . Panchito" and "Two Hearts in Three-Quarter Time . . . Robert Stolz." Kiddie sets include three by Frank Luther, titled "Stories For Rainy Days," "A Child's First Record," and "Christmas For Children." All sets list for \$1.98.

HOT 100 SWEEPS ADDS 17

NEW YORK—A total of 17 new, blazing sides zoomed into The Billboard's "Hot 100" charts this week. This was the largest total of new sides since The Billboard launched the "Hot 100" chart two months ago. Here are the titles, artists, label and positions of these new hot sides on the chart:

- 54. For My Good Fortune—Pat Boone, Dot.
- 56. Fibbin'—Patti Page, Mercury.
- 60. The Days the Rains Came—Jane Morgan, Kapp.
- 69. Gee, But It's Lonely—Pat Boone, Dot.
- 76. Nine More Miles—George Young, Cameo.
- 77. Come On, Let's Go—Ritchee Valens, Del Fi.
- 81. Hideaway—Four Esquires, Paris.
- 84. Wendy, Wendy—Four Coins, Epic.
- 85. Real Wild Child—Ivan, Coral.
- 88. To Know Him Is to Love Him—Teddy Bears, Dore.
- 92. Young School Girl—Fats Domino, Imperial.
- 93. Nothin' Shakin'—Eddie Fontaine, Argo.
- 96. We Have Love—Jackie Wilson, Brunswick.
- 97. You Got That Touch—Somy James, Capitol.
- 98. Many a Time—Steve Lawrence, Coral.
- 99. When Will I Know—George Hamilton IV, ABC-Paramount.
- 100. Itchy Twitchy Feeling—Swallows, Federal.

SWING TO MUSIC OVER QUIZ LOOT TV PATTERN

NEW YORK — Growing public dissatisfaction with big-money quiz shows in the wake of "fix" charges and investigations may spell a swing to musical emphasis instead of money in brain-trust TV programs, with the bright bounce replacing the big loot.

That's the opinion of Bill Gale, partner of the Gale-Gernannt Productions team that's launching a daytime video version of "County Fair" today (22) in an across-the-board, 4:30-5 p.m. slot on NBC-TV.

"Sure, we're going to have prizes for the stunts on our show," adds partner Bill Gernannt. "But the money aspect of our show is going

to be played down. We feel that the 'quiz expose' has turned much of the public sour by making them feel tricked. Instead, we're putting our emphasis on folksy fun—and lots of music."

Star of the daytime strip is Bert Parks, whom the producers feel is "one of the few guys around who could replace Robert Preston in 'The Music Man.'" And, in many ways, the revived "County Fair"—which had a phenomenally successful run between 1945 and 1950 on radio, especially for Borden's—resembles the smash Meredith Willson Broadway show.

"Our musical emphasis will be on 'folksy corn,'" says Gale, who will wield the baton on the show's ark of top sidemen. "We're going to give Bert Parks a real showcase in which to sing, dance, and strut his stuff in straw hat and ice-cream blazer. There'll be at least two

(Continued on page 10)

Disneyland Skeds 8 Fall Kidisk LP's

HOLLYWOOD — Disneyland Records has scheduled eight \$1.98 kidisk packages for fall distribution adding two of its own Mickey Mouse packages to six Golden Record albums. Disneyland recently acquired the Golden line for distribution. Golden packages being distributed for the first time by Disneyland include "Captain Kangaroo's Merry Christmas," "Golden Top TV Jamboree," "There's Nothing Like a Marching Band," "A Child's Introduction to Jazz," "Seventeen Songs From Seven Great Rodgers and Hammerstein Shows" and "Folk Songs of America."

Appearing under the Mickey Mouse Club label will be "Holidays With the Mouseketeers" and Walt Disney's "The Littlest Outlaw and Three Other Stories."

In combining distribution of both Golden and the Disneyland lines, the latter's distributors seek to attract dealer interest by offering them a well-rounded stock of kidisk packages as provided by one supplier.

Exits Big 3 For Mgt. Firm

NEW YORK — Herb Gottlieb, executive assistant to Mickey Scopp, head of the Big Three music firms, is leaving his position with the Big Three in November to join the Ed Traubner Company on the West Coast. The Traubner Company is a business management firm, which handles the affairs of a large number of top singers, actors and other show business personalities.

Gottlieb will join the Traubner firm as executive vice-president. He has been with the Big Three firms here for the past decade. He will live on the West Coast after he assumes his new position. So far, no successor has been selected for his post at the Big Three.

Rank Label 'Indefinitely Postponed'

LONDON — The much-publicized launching of Rank Records, backed by Britain's biggest film company, has been postponed.

Large scale plans to put disks on the market this month "have been postponed indefinitely," says the company.

It adds: "The whole matter is being reconsidered. No plans can be discussed at the present time."

It is believed that unfavorable reaction to the intended "Record Circle" idea, involving sales counters in cinema foyers, has led to the setback.

While no official statement is forthcoming, people in the industry believe that the company is not going to withdraw completely from the disk field. It is thought that

(Continued on page 32)

16 Distribs To Tee-Off New Starday

NASHVILLE — Don Pierce, now operating the Starday c.&w. label on his own, announced last week that he has lined up 16 distributors to handle first releases on the reactivated Starday label.

Pierce reports that he has acquired some substantial c.&w. names for the Starday label, notably the Stanley Brothers, of Bristol, Va., long-time favorites in the five-string banjo field. He also has inked Benny Barnes, of "Louisiana Hayride," and will have Carl Story for the country gospel market. Releases are also being set up for Jim Eanes, Bill Clifton, and "Grand Ole

(Continued on page 32)

L. OF C. 1958 MUSIC CATALOG

WASHINGTON — The Library of Congress catalog of Music and Phonorecords for January-June, 1958, is now available. It is for sale by the Card Division at \$4.25 (plus 25 cents postage) for the semi-annual issue and the paperbound annual cumulation. Address: Library of Congress, Washington 25, D. C.

NEWS REVIEW

Omega Debts Seven Fine Stereo Sets

Omega, a firm heretofore identified primarily with the tape field, has an impressive initial disk release of seven sets. Every one can grab attention in its field.

Lead items, perhaps, would be a pair of longhair sets by the Cento Soli Ork—a group of 100 Parisian musicians, called soloists, who play handsomely as an ensemble. On the one set is the highly popular Berlioz "Symphony Fantastique," while the other offers the equally popular "Petrouchka" ballet music of Stravinsky. Both are beautifully recorded and performed with great understanding of the works and both figure as spotlight stereo items for the collector.

In a far different field, but with a recording excellence in common with the classical sets, is "Jungle

(Continued on page 10)

London British Acts Set for U. S. Visit

NEW YORK — London Records is figuring on a busy fall season with a number of its British-based artists due here shortly on promotional visits.

Tuesday (23) thrush Vera Lynn arrives here with husband Harry Lewis to promote her new recording of the "Love Theme from 'Houseboat.'" Deals for TV appearances are already in the works here for Miss Lynn.

Then, Jackie Denis, 15-year-old Scottish singer, arrives in the States Monday (29) for an appearance on the Perry Como show Saturday, October 4. Denis had the British hit version of "La Dee Dah," a hit here by Billie and Lilly.

Meanwhile, Ted Heath, king of British big band jazz, arrives here October 2 for a 21-day concert tour with his band. Tour kicks off Friday, October 3, with a Carnegie Hall concert. The diskery is planning a special press reception for the maestro.

DISTRIBUTOR NEWS

By HOWARD COOK

Bob Heller, of Chips Distributing Company in Philadelphia, reports heavy action on several LP's. The Stereo Fidelity line is moving especially well with albums by 101 Strings topping the line. Roulette is cooking with "Count Basie Plays Neil Hefti," "Jimmie Rodgers Sings Ballads," "Maynard Ferguson at Newport," and "Jeri Southern." Fanta has a big LP with "Cal Tjader and Stan Getz." Hottest singles are "Hula Hoop" by Georgia Gibbs, "Rock-In' Robin" by Bobby Darin and "Malaguena" by the 101 Strings on Somerset. The firm is currently enlarging headquarters.

At Edward S. Barsky, Inc., Philadelphia, Ed Barsky reports that "It's Only Make Believe" on M-G-M is a smash. "There Goes My Heart" by Joni James also on M-G-M is likewise getting lots of action. "When I Grow Too Old to Dream" by Duke Mitchell on Liberty is growing. "Strange Are the Ways of Love" by Randy Sparks on Verve is moving well. "The Loudenboomer Bird" by Rosemary Clooney on M-G-M is starting. Top disks are "It's All in the Game" by Tommy Edwards on M-G-M and "Summertime Blues" by Eddie Cochran on Liberty. Top LP's are the sound track of "Gigi" on M-G-M and "This Is Julie London, Vol. 2" on Liberty. Advance orders on "Ella Fitzgerald Sings the Irving Berlin Songbook" are heavy.

Harry Rosen, of David Rosen Distributors, Philadelphia, lists "Just Young" by Paul Anka on ABC-Paramount among his top new platters. "Fibbin'" by Patti Page on Mercury is also big. "Lilly Lou" by Fabian on Chancellor is beginning to show. "A Thief" by Danny & the Juniors on ABC-Paramount is taking off. "Stormy Weather" by the Spaniels on Vee Jay looks good. "The Ten Commandments of Love" by Harvey and the Moonglows is strong. "I'm So Young," by the Students on Checker and "Carol" by Chuck Berry on Chess are leaping. "How the Time Flies" by Jerry Wallace is hot. Ditto "The Day the Rains Came" by Jane Morgan on Kapp. "The Happy Mandolin" by Peter DeAngelis on Chancellor is doing well. "Someday" by Jody Sands on Chancellor has been going well. "My Lucky Love" by Doug Franklin on Colonial is still moving well. "Chantilly Lace" by Big Bopper and "I Really Love You" by the Danleers on Mercury are hot. Wing is big with "Gambling Heart" by Todd Richards. Best-selling albums are "Songs of the Fabulous Century" by Roger Williams on Kapp, "Eydie in Love" by Eydie Gorme on ABC-Paramount, "Johnny Nash" on ABC-Paramount and "Ernestine Anderson" on Mercury. Clayton Burdick has been added to the firm as a promotion man. Leonard Rakliff, of J. H. Sparks in Philadelphia, lists "Fried Onions" by Lord Rockingham as his top disk at the moment. "Drowning in My Tears" by Troyce Key on Warner Brothers is showing. London's stereo LP's have been moving strongly. Warner Brothers monaural and stereo sets have been getting strong dealer acceptance.

BRIEFS: Top five at Columbia Record Distributors in New York are "Firefly" by Tony Bennett, "Everybody Loves a Lover" by Doris Day, "A Certain Smile" by Johnny Mathis, "Put a Ring on My Finger" by Les Paul and Mary Ford and "Bluebell" by Mitch Miller. . . . Musical Sales Company, Baltimore, lists the following as top disks: "Queen of the Hop" by Bobby Darin on Atco, "With Your Love" by Jack Scott on Carlton, "Topsy II" by Cozy Cole on Love, "There Goes My Heart" by Joni James on M-G-M and "Dream of Me" by the Kalin Twins on Decca.

NOTES IN THE MAIL: Pete Garris, general manager of Tico Distributing in New York, reports he is "selling more 'carrs' than anyone." "Bad Girl" by Valerie Carr and "To Know Him Is to Love Him" by Cathy Carr are both showing strongly. . . . Don Dumont, of Dumont Distributors in Boston, has a big one with Georgia Gibbs' Roulette waxing of "Hula Hoop." . . . Henry Nathanson, General Distributing Company in Baltimore, reports action on the following Roulette platters: "The Hula Hoop Song" by Georgia Gibbs, "The Day I Died" by the Playmates, "Bad Girl" by Valerie Carr, "Somebody Touched Me" by Buddy Knox, "Hallelujah, I Love Her So" by Joe Williams, "To Know Him Is to Love Him" by Cathy Carr and "Are You Really Mine" by Jimmie Rodgers.

Joe Pinter, promotion mahoff at M and N Distributing Company in Buffalo, N. Y., writes that business is booming. Kapp is hot with "The Day the Rains Came" by Jane Morgan, "Near You," by Roger Williams and "Somebody Loves You" by Vic Schoen. Top new Kapp LP's are "Songs of the Fabulous Century" by Roger Williams and "Volare" by Umberto Marcato. M-G-M is blazing with "It's All in the Game" by Tommy Edwards, "It's Only Make Believe" by Conway Twitty and "There Goes My Heart" by Joni James. Pinter feels that "The Loudenboomer Bird" by Rosemary Clooney is a sleeper. M-G-M's new low-price line, Lion, is "meeting with wonderful success." "Gigi" is still M-G-M's top LP.

Epic Records is swinging with "Summertime, Summertime" by the Jamies, "Wendy, Wendy" by the Four Coins and "I'm a Big Girl Now" by Calire Nelson. Okeh's "The Day I Died" by Scott Carret looks promising. Argo has a real hot seller in Ahmad Jamal's "But Not for Me" LP. Hot singles in the Argo-Chess-Checker firm are "I'm So Young" by the Students, "La Do Da Da" by Dale Hawkins and "The Ten Commandments of Love" by Harvey and the Moonglows. Strongest Sun disks are "The Ways of a Woman in Love" by Johnny Cash and "Breakup" by Jerry Lee Lewis. Cash's EP, "Johnny Cash Sings Hank Williams," is selling like a single. Little Richard has a hit in latest Specialty effort, "Baby Face." Ember has likely winners with "Tie Toe" by Lee Allen and "Viddly Diddly Baby" by the Schooners. Fraternity is contending strongly with "Please Don't Do It" by Dale Wright and "Under a Texas Moon" by Jimmy Dorsey.

TV-Jazz Seg Still on Air

WASHINGTON — The TV-Jazz program run by Felix Grant on Washington station WMAL-TV which was reported dropped in last week's Billboard, has been retained. It has been moved from the

7:30 to the 8 p.m. slot, Saturdays.

Announcement had been made at Sunday's (2) "Jazz Recital" that the program had been taken off (Billboard, September 15). Protesting mail poured in from area jazz fans. It has since been learned that it was never WMAL's intent to abandon the Jazz TV show, but only to move it to the later time.

in next week's issue . . .

A special section devoted to classical records with emphasis on helping the record dealer increase his sales.

In addition, the sales-aid plans of classical record manufacturers will be outlined. Manufacturers and dealers both will give their frank opinions on what they feel is holding down classical sales and how they feel the situation can be improved.

Watch for these informative features in next week's issue.

Name Bands Click With Cage Fans

ST. LOUIS — Following two name band concerts, which were very enthusiastically received by Hawk basketball fans in 1957-'58 season, Marty Blake, business manager of the nation's pro cage champs announced nine dates definitely on the Kiel Auditorium slate, in conjunction with home games of the hardwood quintet.

The Hawks, who drew an average of 8,500 into the St. Louis auditorium last season, decided to stage a fans' appreciation night with an after-the-game concert by Count Basie. The concert found almost all of the 10,000 capacity.

(Continued on page 10)

FAIR FANS DIG 'BEAM' MUSIC

WASHINGTON — A new sound in music which attracted considerable attention to the General Electric display at the World Trade Fair in Izmir, Turkey, was turning it off.

For this new-style "Stop the Music" show, G. E. rigged a phonograph that transmitted sound via a light beam to an amplifier and speaker system. Blocking the light beam by stepping in front of it, or merely holding a bit of cardboard in front, cut the music. Fingers crowded the exhibit at the American Pavilion in the August - September show in droves, Commerce Department reports.

Cathy Favaro To Exec Post

NEW YORK — Cathy Favaro, formerly personal secretary to Roulette Records' artist and repertoire chiefs, Hugo Peretti and Luigi Creatore, has been promoted to the post of director of production for the label.

In her new post, Miss Favaro will be responsible for the preparation and releasing of all single records and albums and will also handle the preparation of execution of artists' contracts. Meanwhile, Peretti and Creatore are shopping around for a new secretary.

Snow Buys Air Stations

WASHINGTON — Country star Hank Snow has bought a 40 per cent interest in station WHBT, Harriman, Tenn., and WTCW, Whitesburg, Ky., from the Folkways Broadcasting Company, Inc. The buy was made by Hank together with Ernest Tubb and Charles E. Mosley, and has been okayed by the FCC.

Consideration of \$24,000 involved will be used to cancel a note owed by William R. McDaniel, president and general manager of Folkways, to buyer Ernest Tubb.

CAPITOL STEREO

Cap's Stereo Release Date Real Attention

Capitol Records' initial stereo release of five sets is an impressive one and figures to garner considerable attention from wide-awake dealers. At least three of the all-classical release figure in the spotlight category with the other two perhaps only a notch behind.

The biggest attention getter may well be the premiere performance of the Shostakovich "Symphony No. 11" by the Houston Symphony under Leopold Stokowski. Issued monaurally only a few weeks ago, the stereo version is highly compelling. The electrifying work of many moods comes into startling focus in stereo.

Another highlight item, which has already been a chart entry in its monaural form, is "The Sound of Wagner," with Eric Leinsdorf and the Concert Arts Symphony. The musical color of the choice Wagnerian orchestral fare shimmers in stereo, and the set should reap a brand-new wave of activity.

"Starlight Chorale"

A new set titled "Starlight Chorale," featuring Robert Shaw conducting his own choral group with the Hollywood Bowl Orchestra, is a

(Continued on page 38)

The Billboard Weekly Index RECORD SALES IN RETAIL STORES

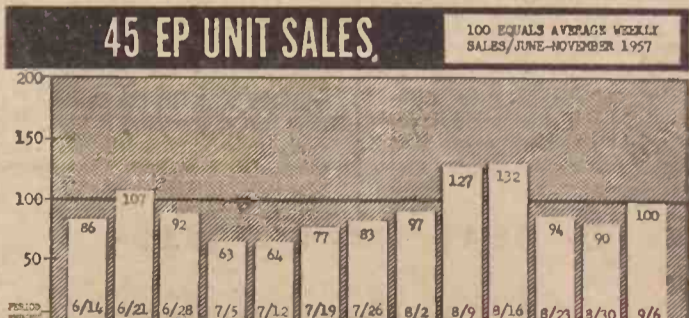
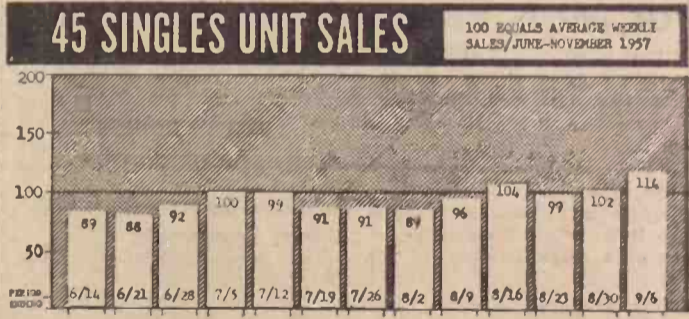
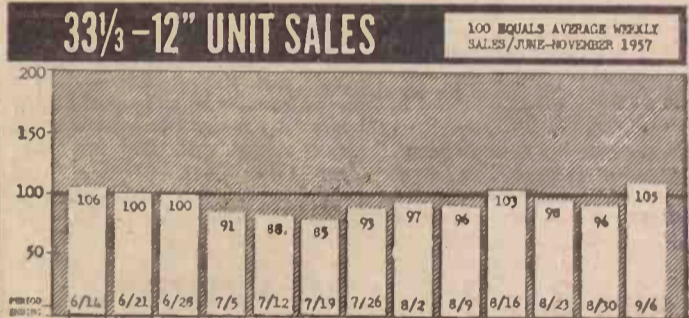
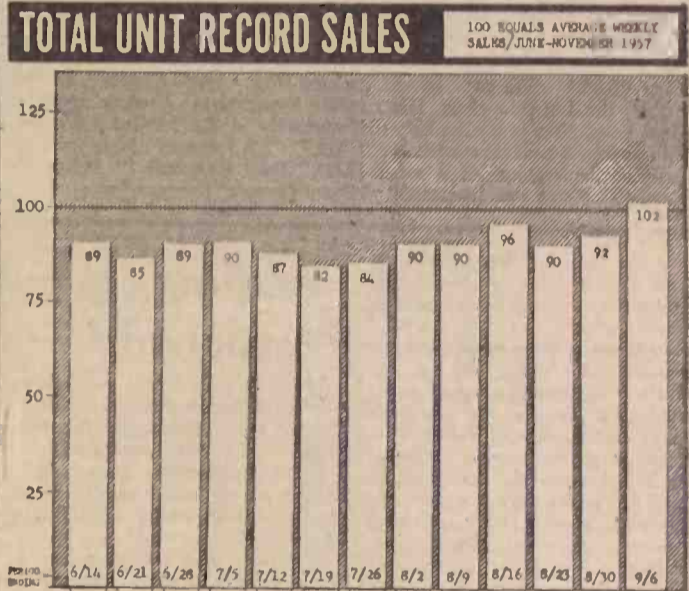
As Measured Against Average Weekly Sales, June-November, 1957
Based on The Billboard-NYU School of Retailing Continuing National Study of Retail Record Sales



Unit sales for all speeds took an upward spurt for the week ending September 8. Greatest increases were registered by 45 r.p.m. singles and EP's. This is accountable in part to several hot, new singles and EP's that have recently reached the best-selling charts.

Strong sales on fall album products are reflected in the sharp rise in LP's shown for the current period. The total for unit sales of all speeds is at its highest level since the middle of June.

The all-over sales forecast for all speeds gives indication of remaining close to or above par.



DISK MERCHANDISING

Gift Wrapping Service Ups Disk Volume for Appliance Shop

By BOB LATIMER

GLENWOOD SPRINGS, Colo. — Heavy emphasis on gift packaging of individual records and record albums, and keeping voluminous files on customer's music preferences sold a record volume of \$9,290 last year for Datema Appliance Company, in little Glenwood Springs, Colo.

"Records are extremely important business to us," Charles Datema, owner, indicated. "Not only for the direct profit involved, but because they are our most valuable traffic-builder. We can trace a rather imposing percentage of television, phonograph and other appliance sales directly to the pull of the record department."

Know the Customer

Management of Datema's record department is in the hands of Mrs. Marguerite Johnson, a silver-haired veteran of 25 years in retailing. She makes an issue of "learning all there is to know about my customers from a record standpoint." In the center of the department, with its \$3,000 inventory, is a four-drawer metal file, alphabetically indexing the "typical purchases" of all record customers, whether they are permanent, year-around residents of Glenwood Springs, or tourists who flock to the city to enjoy its hot sulphur springs, hunting and fishing, during the summer months. Listed with each name is the customer's over-all music preference, the full information on most recent titles purchased, and "remarks" which indicate the type of phonograph the customer uses, future sales possibilities, etc.

Building up this wealth of information on her customers led directly into the second phase of record merchandising at Datema Appliance Company, which is always-available gift wrapping. Beneath the counter, a few steps away from the cash register, Mrs. Johnson maintains a \$25 stock of gift wrapping materials, including metallic foils, tissues, seasonal wrapping papers, seals, satin ribbons, etc. This section, which is also used by the small appliance department, as well as the record department, has exercised a potent effect on all record sales and particularly 45 r.p.m. boxed assortment, fine albums, etc. When the record customer is purchasing the discs as a gift for someone else, Mrs. Johnson cheerfully pulls out samples of wrapping papers, and the customer collaborates in turning out a striking, impressive gift package, which will give the gift better significance.

"The two features work out together perfectly," Mrs. Johnson said. "When we can demonstrate to the customer that we are well up on what sort of record gift another person would like to receive, the purchaser is always interested. Then, adding the advantages of a custom gift-wrapping service with the purchaser himself calling the turns, we can convince the buyer that the two add up to a gift which can really be appreciated."

In this way, the "gift atmosphere" of Datema Appliance Company's record department closely follows the pattern established by jewelry stores with bride's book registration of china, silver and glassware patterns. By now, word has spread well thru the Colorado mountain resort town that "Datema's has the answer" to buying gifts for music enthusiasts, and consequently, many sales start with the query of a customer, "What sort of record would Nancy Rogers like to have?" Invariably, Mrs. Johnson can come up with the answer, from the index cards, or from her own personal knowledge.

Humor Helps

Gifted with a real sense of humor, Mrs. Johnson conducts the department on a highly informal plane, and has literally "kidded" many owners of older phonographs into buying more modern equipment which leads to more record sales. When a customer, for example, asks for 78 r.p.m. records, her usual response is to exclaim "Oh, you're one of those horse-and-buggy customers, aren't you?" She aggressively displays and demonstrates more modern phonograph equipment, since samples of each type are included in an over-size listening booth, built into the left-rear corner of the department. In many cases, LP, extended play, and demonstrating the convenience of 45 r.p.m. records have "turned the trick" of converting the customer within a few minutes inside the listening booth.

Glenwood Springs is located 175 miles southwest of Denver, in an area noted for fine ski slopes, excellent hunting and fishing, etc. There are many small hamlets, scattered thru the western slope mountains surrounding, and at first glance, the market would appear to be open to hillbilly records. However, from the outset, Datema Appliance Company has concentrated its inventory in "good music," including classical albums, etc., which surprised the supply sources. "We proved to ourselves that appreciation of fine music is the same thing in a small mountain community as in a large city," Mrs. Johnson said, "and it has worked out profitably all the way."

FTC Turns Guns on Caveat Emptor; Dual Pricing Crackdown Set

NEW YORK — The Federal Trade Commission is taking action against dual pricing — also called pre-ticketing—a practice which involves two prices, the price the retail store asks for the merchandise and the so-called "regular price." Although the FTC rules were not specifically promulgated to deal with the record industry, it is believed that the new regulations will apply to the record industry as well as any other.

The FTC rules were issued on "dual pricing" due to what the agency believes has been the large increase over the past few years of this practice. A large number of retailers have used the practice of asking less than price stamped

on the merchandise, also making sure the so-called "hot" price is prominently displayed on the merchandise to help the sale. In recent years a sizable group of record retailers have used this practice. And there have been a few manufacturers who have stamped on sides such items as "\$3.98 value, now \$1.98."

Rules on false pricing have been issued by the FTC, a set of "model" rules originally inspired by the sunglasses industry but which will be used for other industries as well. The Commission's aim is to protect the public from thinking that a "sale" price is a bargain price when actually it is the regular price. The Commission's rules on the sunglasses industry point up the type of practices that the FTC feel are unfair to the consumer. The FTC calls the rules for the sunglasses industry "Deceptive Retail Price Representation" and these are some of the pertinent parts of these rules:

"It is unfair trade practice... to represent... that any stated amount is the regular and usual retail price... when such amount is in excess of the price at which such product is usually and cus-

tomarily sold at retail in the trade area in which such representation is made... or that the price at which a... product is offered for sale at retail is a reduced, special or bargain price therefore when such is not the fact... or that the price at which a... product is offered for sale at retail is a greater bargain than such is the case."

British Disk Sales Break Even With '57

LONDON — In the first half of 1958 production of 78 r.p.m. disks was at 17½ million, 30 per cent down from the same period of last year.

Replacing them in popularity were the 45 r.p.m. microgroove disks. Their half-year's production was 10½ million (89 per cent) up on last year.

Manufacturers also turned out 15 per cent more 33½ r.p.m. disks.

But because of the lower output of the 78's, total disk sales were worth only \$17.9 millions, almost the same as the first six months of last year.

WMAL to Air 2-Hour Jazz

WASHINGTON — WMAL radio's new fall format will feature two hours of jazz, five nights a week, from 11 p.m. to 1 a.m., under guidance of deejay Felix Grant. The jazz stanza is part of "Studio 63," which is termed a "weekly consensus of what the public wants to hear, as reflected by requests," received at the station.

The full "Studio 63" format begins under Grant's baton at 8 p.m., and will carry popular music for the first three hours, jazz for the last two.

Cadence Signs Genevieve

NEW YORK — Cadence Records has signed Jack Paar's singing-comedienne Genevieve to a contract. Although the French thrush is still under contract to Vox, that label has given her a release with the provision that she record "in English only" for Cadence.

Cadence is rushing out a Genevieve EP — featuring songs from "Can-Can" — immediately to cash in on the gal's current cross-country tour with the Cole Porter musical. The EP will be sold in theaters playing the show. Meanwhile, Cadence prexy Archie (Continued on page 10)

Freed 10-Day Christmas Show Slated for N. Y. Loew's State

NEW YORK — Negotiations are now advanced for deejay Alan Freed to bring an all-star line-up of pop-disk talent into Manhattan's Loew's State Theater for a 10-day Christmas holiday stand. For the first time in his career of theater in-person shows, Freed will headline an act not usually associated with rock and roll, Johnny Ray, for at least half the duration of the show's stand.

Traditionally, Freed has staged his big holiday rocking carnivals "across the street" at the Paramount Theater. Recently, however, Paramount officials turned thumbs down on a Freed show, at their Brooklyn layout, due to the "freshness of the Boston episode in the minds of the public," and Freed thereupon booked his show into the Brooklyn Fox Theater and did the biggest business of his career. During the 10-day Labor Day holiday engagement, the Freed show did a gross in excess of \$200,000 with Freed taking down about \$84,000 himself.

The Christmas bash will feature Ray as the headliner for about five days, while the Everly Brothers are expected to occupy the top spot for the balance of the period. Also expected to be featured are Chuck Berry, Frankie Avalon and Andy Rose, a newcomer whose first disk, "Just Young," on Aamco is now making noise. Rose was just signed by Shaw Artists which is setting up the Loew's stand.

Meanwhile, another disk jockey,

Ted Steele, well-known on the New York TV scene, is being discussed as the emcee of another pop talent show at the New York Paramount Theater. There has been some talk that Steele would go in at Christmas to oppose Freed but the thinking now is that the date may be moved up to include the Thanksgiving holiday period. No acts have been mentioned yet in connection with this show.

LABEL PARADES NEW ENTRANTS

NEW YORK — Eight more new labels joined the label parade this week. Here are the names and addresses of the newcomers: WeeReBel Records, care of WRBL, Columbus Broadcasting Company, 1350 13th Ave., Columbus, Ga.; Erwin Records, care of Sanama Music, 145 Woodside Drive, Birmingham, Ala.; Spot Records, care of Radio Craftsmen, 5810 South Normandie Ave., Los Angeles; Gametime Records, Suite 605, 1650 Broadway, New York; Knick Records, 17 Fairview, Huntington Station, L. I.; Tammy Records, 334 Elm Street, Struthers, O.; American Records, 4718 West Stanford Ave., Dallas; Fine Art Records, 1906 Clements Street, Detroit.

WHO BUYS SINGLES? PLENTY ADULT \$\$\$

Editor's Note: The question has been asked: "Who Really Buys Records?" The questioner has in mind the pop singles business. For those who are still wondering, The Billboard is pleased to give the answers.

Are teen-agers buying 90 per cent of all pop singles records, as opinion in the industry would seem to indicate? Like a lot of other popular beliefs, this is a wide overstatement, as indicated by results from the New York University-Billboard continuing study of retail record sales.

In this continuing study, dealers across the country keep diaries of their sales of each individual record. They indicate beside each sale the approximate age of the purchaser. An analysis of this factual data shows that teen-agers thru the age of 18, far from buying 90 per cent of all singles records, actually buy only 54 per cent of the total. The remaining 46 per cent is bought by people between the ages of 18 and 30, and about one-eighth by people over the age of 30.

These percentages vary widely from record to record. Teen-ager sales were as much as three-quarters of the total for records like "High School Confidential," "Endless Sleep," "Rumble," "Zorro," "No Chemise Please" and "Jennie Lee," to name a few on the best seller lists in past months.

On the other hand, buyers over 18 constituted the vast majority of purchasers for records such as "Chanson D'Amour," "For Your Love," "Twilight Time" and "He's Got the Whole World in His Hands." They particularly dominated certain favorites such as Nat King Cole's "Looking Back," Dean Martin's "Return to Me," and Mitch Miller's "March From the River Kwai."

POLL POINTS UP SMALL STATION SERVICE NEEDS

NEW YORK — In a move to supplement regular promotion on its tunes and artists by contacting radio station and deejays "least serviced," Csida - Grean and Burton, Inc. (a talent management firm, which also operates Trinity Music and Towne Music) has set up the Modern Radio Program Service, Inc., a gratis record and program service for stations and jocks.

The Service's first move was to poll all stations of 5,000 wattage or less. On the basis of answers to this poll, CGB has compiled a list of about 1,250 "least serviced" stations, majority of which are located in small markets.

In addition to providing stations with all recordings cut by CGB artists (Betty Johnson, Jim Love, Eddy Arnold, Bobby Darin, Norman Leyden and Hutch Davie) and featuring Trinity (BMI) or Towne (ASCAP) tunes, the Modern Radio Program Service sends stations, on a regular basis, a special record package, either an EP or LP, for programming, plus a two page newsletter containing

info on records and the music business in general.

In return for this service, CGB requested that the stations fill out a questionnaire, results of which brought to light some interesting facts on the record programming picture in these markets. For instance, RCA Victor's record subscription service is subscribed to by the largest majority of these "least serviced" (on a gratis basis) outlets followed by Capitol, Decca and Columbia, in that order.

News-wise, the jocks deemed "suggestions for listener contests" most valuable. Also in demand were special tapes by artists for their shows, and ideas on setting up more efficient cross-index file systems for record libraries.

The first MRPS free record package featured Betty Johnson's "There's Never Been a Night" on Atlantic; Jack Paar's RCA Victor disk "Funny What You Learn From Women," and "The Ride Back From Boot Hill" by Dave Roberts Ork on Comet.

A special second release went out last week — Betty Johnson's "Hoopa Hoopa." New releases by Jim Love, Bobby Darin and the School Belles are featured in the next upcoming package, while a fourth spotlights new sides by Eddy Arnold and Hutch Davie.

Westminster Oct. Stereo

NEW YORK — Westminster, which each month increases its quota of stereo releases, will issue 23 albums in October. Highlights are Tchaikovsky's Violin Concerto with Erica Morini and the London Philharmonic, Mozart's Requiem with Scherohen and the Vienna Opera, Mahler's Resurrection Symphony with same, and "Peter and the Wolf" narrated by Garry Moore. The list includes six stereo disks of Christmas music and five pop albums.

Herbie Fields Found Dead

MIAMI BEACH — Bandleader Herbie Fields was found dead in his home here Wednesday (17). Death was attributed to an overdose of sleeping pills. He was found by his son David. Next to him was a note which pointed out that "I have finished my mission in this life." Fields, who played saxophone, clarinet and flute had made records for Decca, Coral and RKO Unique. More recently he had played with his combo in various hotels and niteries along the Collins Avenue strip here.

Merc Base for Rugolo, Marens

CHICAGO — Mercury Records has just opened a West Coast office in the Warner Bros. Building in Hollywood to quarter Pete Rugolo, Coast a.&r. staffer, and Irv Marcus, regional director.

Veep Art Talmadge, label's a.&r. chief, said the main reason for the permanent office was to activate the traffic of songwriters and publishers in offering material. Previously, Rugolo and Marcus worked out of their own quarters.

LONDON BISTRO GOES STEREO

LONDON — A Soho club has become the first in Britain to be equipped for stereophonic sound. Two bands, one Dixieland and one Afro-Cuban provide the music.

Cost of the stereo equipment, which relays the music to three floors of the club: \$7,000.

MOONL'T BAY

Ren's Riffs Sing, Sail For Kudos

NEW YORK — A vocal group new to the commercial scene made its long-awaited (by the group) Manhattan debut Friday (19). The 10-man octet, known as the Riffs, at press time were ready to set sail on a gala "around Manhattan" cruise. The group was set as the highlight act on the evening of song sponsored by the University Glee Club, this city.

The group is observing its 10th anniversary on the scene without a disk pact. This is believed by some to be a near-record dry spell. Of interest to the trade is the fact that the group, which features everything from barbershop to bar-ehouse, is helmed by Billboard staffer Ren Grevatt, who blows the pitch pipe, sings baritone and handles the treasury of the outfit, now empty.

Merc, Pye, Ltd., License Deal Canceled

CHICAGO — Mercury Records last week canceled its licensing deal with Pye Records, Ltd., of England, effective September 30. Both companies will continue to sell existing catalog material until December 31, 1959.

Cancellation was effected by Mercury prexy, Irving B. Green, currently touring Europe. The home staff was in the dark as to whom Green would name as Merc's new British affil, altho announcement is expected on Green's return to Chicago this week.

Accompanied by Brice Somers, director of Merc's international division, and R. G. Whittington, European chief, Green is visiting affiliates in France, Germany, Greece, Sweden and Switzerland, as well as England.

Schirado Gets New Merc Post

CHICAGO — Merle Schirado last week was upped to Mercury Records' newly created post of packaging and product development manager, chiefly responsible for the design and production of packaging for LP's, stereo and tapes.

In his former post of merchandising manager, Schirado is being replaced by Stan Wanberg, who moves into the firm from Forbes Lithograph, a large display house. Both men report to Pete Fabri, marketing director.

NIGHT CLUB

Toni Arden Captivates Joe E. Lewis

Altho she's still in the process of gaining the casual cafe style between numbers of such thrushes as Jane Morgan and Lena Horne, Decca's petite powerhouse, Toni Arden, earns top vocal honors in her nitery stint at Jules Podell's Copacabana, New York, and is likely to turn a large segment of the audience into fans for her

albums and singles. During her portion of the current revue in which Joe E. Lewis spellbinds a devoted following and curvy Lols Ray turns in a fast temp turn the pint-sized songstress offers a total of seven numbers, one a two-tune medley. Ranging thru uptempo stylings on "Lucky to Be Me," "Sur Le

Pont D'Avignon," and "You're Not Losing a Daughter," Miss Arden showed herself equally in command on her top-selling ballad stylings, such as "Padre," and "If Your Heart Doesn't Dance." And, Domenico Modugno could well have had her bright, swinging style in mind when he penned "Volare," in which the Decca thrush doubles with ease between Italian and English lyrics.

Judging from the applause, Toni found no trouble in acquiring Arden admirers. Charles Sinclair.

NIGHT CLUB

Julie Wilson, Grant Trio, Sweet Sounds

Watch songstress Julie Wilson in action at the Maisonette at New York's St. Regis Hotel and you'll soon discover just how much is lost in transferring the charm of a top fem nitery attraction to wax.

Showcased musically to perfection by Marshall Grant's versatile trio, she manages to convey the

same gentle burlesque of sex as Marilyn Monroe, while looking yummy enough to make Brigitte Bardot fans cancel their Air France reservations.

She DOES sing — and very fetchingly, too, in a warm, throaty, intimate style — and DOES record for Vik. But, unless RCA engineers can dream up a

new kind of stereo, a mere pair of sound channels isn't enough to convey the visual impact of her versions of "A Woman's Perogative," "Just Pay for My Analysis, Baby," or "Rhode Island Is Famous for You," as she glides around the floor in a skin-tight sequin gown.

Pianist Grant, also a Vik artist, and his combo are a welcome relief from "society" tempos in their dance sets, offering a subtle, lightly swinging brand of "mood jazz" that rivals Jonah Jones. Charles Sinclair.

MOTION PICTURES

Adults Will Like Strong Teen Dramas

As Young As We Are
 Producer, William Alland. Director, Bernard Girard. Music and title song, Harold Barlow. Running time: 76 minutes.

The Party Crashers
 Producer, Alland. Director, Girard. Running time: 78 minutes. Both distributed by Paramount Pictures.

quency to parental failure. Both melodramas boast pungent dialog and characterization more sensitive and fresh than average teen screen fare. Adults can enjoy, too.

"As Young" stars newcomers Pippa Scott and Robert Harland as the ill-matched lovers who discover they are to be teacher and pupil. They play it neatly, with Ty Hungorford making a solid debut as the classmate who tells all. He's rugged and capable and should zoom fast. Harold Barlow's score is potent, especially the love theme, and there's a

warm title ballad sung by Andy Russell (RCA Victor has it on wax).

"Crashers" finds pert Connie Stevens as a restless chick who turns from her steady (Bobby Driscoll) to reckless gang leader Mark Damon. Thrush Stevens doesn't sing, but both pix devote healthy footage to dance parties, car radios jumping and juke box hangouts. The kids are all fine, but the film is most notable for the return of Frances Farmer, still beautiful and vibrant, who makes the most of a bit part. Doris Dowling also scores as Damon's trampy mother whose death shakes up the kids. Bob Bernstein.

NIGHT CLUB

Bobo & Strong Bill Reopen Bon Soir

The Bon Soir, New York, is kicking off its ninth season with a banner show. In addition to the regulars, Jimmy Daniels and the Three Flames, the program features dynamic Mae Barnes, comedian Larry Storch and a fresh new comedienne, Bobo Lewis. Miss Lewis has clever, smart material which she delivers in an amusing deadpan manner. Her routines include a spoof of television spec-

taculars, a very comic lament about "Zelda, the Cypsy Cypsy" and a singing narrative of a vacation on the moon. The lyrics in the television take-off, which deal with an elaborate production of "Hamlet," are extremely funny.

Mae Barnes, as usual, is energetic, witty and spicy. Her numbers have a racy charm. Her selections include "A Place Called Paris," "I'd Rather Wake Up by

Myself," and several standards. Larry Storch has several entertaining skits. His comparison of an American and a British sportscaster is wonderfully amusing. He also does a laugh provoking bit on rock and roll music.

Jimmy Daniels is back as singing host and emcee. It was refreshing to hear him attempt new songs. Had the Three Flames done the same, they, too, might have been more enjoyable. Intermission music is furnished by talented Murray Grant. Howard Cook.

REVIEWED IN BRIEF

Andre Previn

Andre Previn's debut at the Roundtable, New York, Tuesday (16) was disappointing. Playing with his new trio, Red Mitchell on bass and Frank Capp on drums, Previn's piano work seemed to sparkle only in tunes from his hot-record albums, such as "My Fair Lady" and "L'il Abner." But his performances on show tunes and standards, tho they displayed much technical skill, conveyed little feeling. The trio is being spelled by Charlie Shavers combo, with Seldon Powell featured on sax. They supplied good earthy readings of standards and originals. (Rolontz)

Voice of Firestone

ABC-TV's long-run "Voice of Firestone" got the new look in a September 8 premier sampler, indicating the "little of this, little of that" format which will combine jazz, pops, semi-classics and longhair. Jo Stafford and Rise Stevens emerged unscathed. On September 15, Fred Waring took over for a salute to clean youth.

With Sterling Holloway along for comic bits, the ork and chorus highlighted a 15-minute medley montage of collegiate scenes and songs. It was pleasant fare. John Daly lends the right note of class to the proceedings, but one fears the loyal Firestone fans are completely confused. (Bernstein)

Steve Allen

Steve Allen and frau Jayne Meadows headlined a mock reprise of their recent European tour Sunday (14). Opening with "I Remember It Well," the pair moved to London, Paris and Rome in a series of musicomedy episodes which included Audrey Meadows. It was entertaining enough, Allen hitting best with off-the-cuff lines in the Rome restaurant scene. A hula hoop scene at the New York pier was strictly a throwaway, Allen failing even to get his own "Hula Hoop" disk a plug. (Grevatt)

Perry Como Returns

Seemingly more ageless and effortless than ever, Perry Como

scored highest vocally at the start of his first fall show (NBC-TV, September 13) with a sock rendition of "Volare" and a showmanly closing production medley of Jimmy Van Heusen tunes. Offering a strong assist were Robert Preston, with a dynamic recreation of his "Trouble" number from "Music Man," and Maureen O'Hara. The beautiful cinemactress registered as a sure bet for a Broadway musical via a tender reading of "Look to the Rainbow" and personable duo-work with Como. (Bundy)

Erwin Straus

Erwin Straus, son of the famous Oscar Straus, is sitting in at the plush Hotel Carlyle, New York, for the vacationing George Feyer, who has made the Cafe Carlyle his special balliwick. Straus, making his debut there, seems a good bet to please the Feyerphile crowd of cafe society, young collegians and collegiates who crowd the room. Straus plays show tunes and standard pop items with a tinkly piano style that is easy to listen to, and for variety performs some on the sweet sounding solovox as well. (Rolontz)

'Murder' Strong Opera But Won't Be a Classic

By BERNIE HODES

Ildebrando Pizzetti's opera, "Murder in the Cathedral," which premiered in Milan last March 1, finally had its initial American performance at Carnegie Hall on Wednesday (17). The work was presented by the Empire State Music Festival, which had originally scheduled it for August 21 in the music tent at Ellenville, but had been overcome by summer storms.

In "Murder," Pizzetti uses a sort of accompanied recitative or sung declamation, rarely relieved by genuine melodic line. Rigid adherence to this principle lead to dullness, in spite of Pizzetti talent for vocal writing and counterpoint. It is only from the point of view of form, that the opera is completely successful. All the material elements of declamation, lyricism and repose are incorporated into the dramatic unity. Nothing is allowed to deflect from the unremitting conflict on stage.

Altho the second act is superior to the first musically and dramatically, the score is unequal to the subtleties of feeling of Eliot's verse play. Bass-baritone Nicola Rossi-Lemeni, who created the role of Thomas at La Scala, headed the cast in the Carnegie performance. Visually, Mr. Rossi-Lemeni was perfect, and his acting left little to be desired. But his voice, tho big, was poorly placed and weak in its lower range.

Martina Arroyo, a leader of the chorus, had one of the few genuinely lyric passages, an arioso at the beginning of Act II. The soprano's small voice has been heard to better advantage. Pizzetti's most effective writing is for the chorus, directed here by Kurt Adler. In these passages, solid writing and ingenious counterpoint mitigate the monotony of the constant recitative. Orchestration is somberly transparent, with some flashes of beauty and fragmentary leit-motiv. The Symphony of the Air, under Lazzlo Halasz's baton, acquitted itself well. Scenery and costumes were effective, tho staging was hampered understandably by Carnegie's limitations.

'Talent '58' Top Showcase For Performers and Cleffers

By CHARLES SINCLAIR

"If you edited it down a bit, added a few numbers, subtracted a few, and sold tickets you'd have the hottest revue on Broadway," was a typical lobby comment on "Talent '58," the one-shot showcase for "new faces" staged in New York September 16 for musical producers, TV execs, a.&r. men and other talent buyers by the Broadway Show League and producer John Effrat.

Indeed, the show was a stunning professional showcase for young performers, with the all-trade audience dividing its time between applauding and making casting notes in the programs. It was a particular bonanza for musically-minded viewers, with no less than 25 musical numbers showcasing a wide range of singers, dancers and comedy performers, as well as a raft of original or little-known material.

To single out "Talent '58" performers is tricky business; all turned in jobs that ranged from good to downright terrific. But diskery execs and talent buyers would do well to note: Thrushes Royce Wallace, a tall and torchy doll; Wilma Burke, fetchingly pretty in a "Beautiful Hands" ballad newie; Ethel Ayler, striking vocalist of a production ballet of "The Blues" by Ellington; Christine Spencer, whose rich, warm contralto gave meaning to a number from the planned "Crystal Tree"; and comedienne Alice Nunn, uproarious in a musical spoof of horror movies.

On the male side, talented Jim Eiler, who wrote, sang and staged his sketch; dancers Vitorio and Lenny Dale; Leonard Stone of "Look Homeward, Angel"; Rudy Tronto, whose hilarious spoof of rock and roll rocked the house; TV-Record clefter Luther Henderson, whose work was performed in several numbers; the ballad-penning team of Sol Barkowitz and Don Meyer; Martin Charnin, whose timing was nifty in a neat comic ballad; choreographers Alvin Ailey, Walter Nicks and Matt Mattox; and dancer Charles Moore.

Pierre Returns to Talent Via Lovely Victor Herbert Show

By BOB BERNSTEIN

The beautiful Cotillion Room of the Hotel Pierre, New York, which gave up singers a year ago in favor of dance music, has begun its fall season with three very fine singers indeed. The format is "A Night With Victor Herbert," to be followed at monthly intervals by show tributes to Romberg, Kern, Youmans and other long-time greats. In addition to saving the management the booking headaches and salary demands that a single star policy brings, the move looks like a good one, entertainment-wise.

The 50-minute concert is a visual, vocal treat, simply staged and well written. Ray Middleton, aging gracefully, is in top form as host, chatting about his co-stars warmly and supplying amusing anecdotes from the composer's life. His solo work on "I Want What I Want" and "Cypsy Love Song" is terrific and "Some Enchanted Evening," tho completely out of place, tore the house down. Dolores Perry, a charming redhead, raises temperatures and enthusiasm with "A Kiss in the Dark" and "Romah Life," while Jimmy Carroll displays a silken tenor offering "Rose of the World" and "Thine Alone." Carroll shines thruout, talking and chanting with a beguiling twinkle.

The program includes some sweet duets and closes with "Ain't Sweet Mystery of Life" to strong reaction. The arrangements and orking are especially satisfying and, of course, the tunes get to the patrons instantly. Except for annoying mike trouble, it's a clean, gladsome, talent-filled evening. And don't worry, "Sweethearts," "Kiss Me Again," "Falling in Love With Someone" and most of your favorites are included.

SWING TO MUSIC OVER QUIZ LOOT TV PATTERN

NEW YORK — Growing public dissatisfaction with big-money quiz shows in the wake of "fix" charges and investigations may spell a swing to musical emphasis instead of money in brain-trust TV programs, with the bright bounce replacing the big loot.

That's the opinion of Bill Gale, partner of the Gale-Gernannt Productions team that's launching a daytime video version of "County Fair" today (22) in an across-the-board, 4:30-5 p.m. slot on NBC-TV.

"Sure, we're going to have prizes for the stunts on our show," adds partner Bill Gernannt. "But the 'money' aspect of our show is going

Disneyland Skeds 8 Fall Kidisk LP's

HOLLYWOOD — Disneyland Records has scheduled eight \$1.98 kidisk packages for fall distribution adding two of its own Mickey Mouse packages to six Golden Record albums. Disneyland recently acquired the Golden line for distribution. Golden packages being distributed for the first time by Disneyland include "Captain Kangaroo's Merry Christmas," "Golden Top TV Jamboree," "There's Nothing Like a Marching Band," "A Child's Introduction to Jazz," "Seventeen Songs From Seven Great Rodgers and Hammerstein Shows" and "Folk Songs of America."

Appearing under the Mickey Mouse Club label will be "Holidays With the Mouseketeers" and Walt Disney's "The Littlest Outlaw and Three Other Stories."

In combining distribution of both Golden and the Disneyland lines, the latter's distributors seek to attract dealer interest by offering them a well-rounded stock of kidisk packages as provided by one supplier.

Exits Big 3 For Mgt. Firm

NEW YORK — Herb Gottlieb, executive assistant to Mickey Scopp, head of the Big Three music firms, is leaving his position with the Big Three in November to join the Ed Traubner Company on the West Coast. The Traubner Company is a business management firm, which handles the affairs of a large number of top singers, actors and other show business personalities.

Gottlieb will join the Traubner firm as executive vice-president. He has been with the Big Three firms here for the past decade. He will live on the West Coast after he assumes his new position. So far, no successor has been selected for his post at the Big Three.

to be played down. We feel that the 'quiz expose' has turned much of the public sour by making them feel tricked. Instead, we're putting our emphasis on folksy fun—and lots of music."

Star of the daytime strip is Bert Parks, whom the producers feel is "one of the few guys around who could replace Robert Preston in 'The Music Man.'" And, in many ways, the revived "County Fair"—which had a phenomenally successful run between 1945 and 1950 on radio, especially for Borden's—resembles the smash Meredith Willson Broadway show.

"Our musical emphasis will be on 'folksy corn,'" says Gale, who will wield the baton on the show's ork of top sidemen. "We're going to give Bert Parks a real showcase in which to sing, dance, and strut his stuff in straw hat and ice-cream blazer. There'll be at least two

(Continued on page 10)

Rank Label 'Indefinitely Postponed'

LONDON — The much-publicized launching of Rank Records, backed by Britain's biggest film company, has been postponed.

Large scale plans to put disks on the market this month "have been postponed indefinitely," says the company.

It adds: "The whole matter is being reconsidered. No plans can be discussed at the present time."

It is believed that unfavorable reaction to the intended "Record Circle" idea, involving sales counters in cinema foyers, has led to the setback.

While no official statement is forthcoming, people in the industry believe that the company is not going to withdraw completely from the disk field. It is thought that

(Continued on page 32)

16 Distribs To Tee-Off New Starday

NASHVILLE — Don Pierce, now operating the Starday c.&w. label on his own, announced last week that he has lined up 16 distributors to handle first releases on the reactivated Starday label.

Pierce reports that he has acquired some substantial o.&w. names for the Starday label, notably the Stanley Brothers, of Bristol, Va., long-time favorites in the five-string banjo field. He also has inked Benny Barnes, of "Louisiana Hayride," and will have Carl Story for the country gospel market. Releases are also being set up for Jim Eanes, Bill Clifton, and "Grand Ole

(Continued on page 32)

L. OF C. 1958 MUSIC CATALOG

WASHINGTON — The Library of Congress catalog of Music and Phonorecords for January-June, 1958, is now available. It is for sale by the Card Division at \$4.25 (plus 25 cents postage) for the semi-annual issue and the paperbound annual cumulation. Address: Library of Congress, Washington 25, D. C.

NEWS REVIEW

Omega Debs Seven Fine Stereo Sets

Omega, a firm heretofore identified primarily with the tape field, has an impressive initial disk release of seven sets. Every one can grab attention in this field.

Lead items, perhaps, would be a pair of longhair sets by the Cento Soli Ork—a group of 100 Parisian musicians, called soloists, who play handsomely as an ensemble. On the one set is the highly popular Berlioz "Symphony Fantastique," while the other offers the equally popular "Petrouchka" ballet music of Stravinsky. Both are beautifully recorded and performed with great understanding of the works and both figure as spotlight stereo items for the collector.

In a far different field, but with a recording excellence in common with the classical sets, is "Jungle

(Continued on page 10)

London British Acts Set for U. S. Visit

NEW YORK — London Records is figuring on a busy fall season with a number of its British-based artists due here shortly on promotional visits.

Tuesday (23) thrush Vera Lynn arrives here with husband Harry Lewis to promote her new recording of the "Love Theme from 'Houseboat.'" Deals for TV appearances are already in the works here for Miss Lynn.

Then, Jackie Denis, 15-year-old Scottish singer, arrives in the States Monday (29) for an appearance on the Perry Como show Saturday, October 4. Denis had the British hit version of "La Dee Dah," a hit here by Billie and Lilly.

Meanwhile, Ted Heath, king of British big band jazz, arrives here October 2 for a 21-day concert tour with his band. Tour kicks off Friday, October 3, with a Carnegie Hall concert. The diskery is planning a special press reception for the maestro.

DISTRIBUTOR NEWS

By HOWARD COOK

Bob Heller, of Chips Distributing Company in Philadelphia, reports heavy action on several LP's. The Stereo Fidelity line is moving especially well with albums by 101 Strings topping the line. Roulette is cooking with "Count Basie Plays Neil Hefti," "Jimmie Rodgers Sings Ballads," "Maynard Ferguson at Newport," and "Jeri Southern." Fanta has a big LP with "Cal Tjader and Stan Getz." Hottest singles are "Hula Hoop" by Georgia Gibbs, "Rock-In' Robin" by Bobby Darin and "Malaguena" by the 101 Strings on Somerset. The firm is currently enlarging headquarters.

At Edward S. Barsky, Inc., Philadelphia, Ed Barsky reports that "It's Only Make Believe" on M-G-M is a smash. "There Goes My Heart" by Joni James also on M-G-M is likewise getting lots of action. "When I Grow Too Old to Dream" by Duke Mitchell on Liberty is growing. "Strange Are the Ways of Love" by Randy Sparks on Verve is moving well. "The Loudnoo Boomer Bird" by Rosemary Clooney on M-G-M is starting. Top disks are "It's All in the Game" by Tommy Edwards on M-G-M and "Summertime Blues" by Eddie Cochran on Liberty. Top LP's are the sound track of "Gigi" on M-G-M and "This Is Julie London, Vol. 2" on Liberty. Advance orders on "Ella Fitzgerald Sings the Irving Berlin Songbook" are heavy.

Harry Rosen, of David Rosen Distributors, Philadelphia, lists "Just Young" by Paul Anka on ABC-Paramount among his top new platters. "Fibbin'" by Patti Page on Mercury is also big. "Lilly Lou" by Fabian on Chancellor is beginning to show. "A Thief" by Danny & the Juniors on ABC-Paramount is taking off. "Stormy Weather" by the Spaniels on Vee Jay looks good. "The Ten Commandments of Love" by Harvey and the Moonglows is strong. "I'm So Young," by the Students on Checker and "Carol" by Chuck Berry on Chess are leaping. "How the Time Flies" by Jerry Wallace is hot. Ditto "The Day the Rains Came" by Jane Morgan on Kapp. "The Happy Mandolin" by Peter DeAngelis on Chancellor is doing well. "Someday" by Jody Sands on Chancellor has been going well. "My Lucky Love" by Doug Franklin on Colonial is still moving well. "Chantilly Lace" by Big Bopper and "I Really Love You" by the Danleers on Mercury are hot. Wing is big with "Gambling Heart" by Todd Richards. Best-selling albums are "Songs of the Fabulous Century" by Roger Williams on Kapp, "Eydie in Love" by Eydie Gorme on ABC-Paramount, "Johnny Nash" on ABC-Paramount and "Ernestine Anderson" on Mercury. Clayton Burdick has been added to the firm as a promotion man. Leonard Rakliff, of J. H. Sparks in Philadelphia, lists "Fried Onions" by Lord Rockingham as his top disk at the moment. "Drowning in My Tears" by Troyce Key on Warner Brothers is showing. London's stereo LP's have been moving strongly. Warner Brothers monaural and stereo sets have been getting strong dealer acceptance.

BRIEFS: Top five at Columbia Record Distributors in New York are "Firefly" by Tony Bennett, "Everybody Loves a Lover" by Doris Day, "A Certain Smile" by Johnny Mathis, "Put a Ring on My Finger" by Les Paul and Mary Ford and "Bluebell" by Mitch Miller. . . . Musical Sales Company, Baltimore, lists the following as top disks: "Queen of the Hop" by Bobby Darin on Ato, "With Your Love" by Jack Scott on Carlton, "Topsy II" by Cozy Cole on Love, "There Goes My Heart" by Joni James on M-G-M and "Dream of Me" by the Kalin Twins on Decca.

NOTES IN THE MAIL: Pete Garris, general manager of Tico Distributing in New York, reports he is "selling more 'carrs' than anyone." "Bad Girl" by Valerie Carr and "To Know Him Is to Love Him" by Cathy Carr are both showing strongly. . . . Don Dumont, of Dumont Distributors in Boston, has a big one with Georgia Gibbs' Roulette waxing of "Hula Hoop." . . . Henry Nathanson, General Distributing Company in Baltimore, reports action on the following Roulette platters: "The Hula Hoop Song" by Georgia Gibbs, "The Day I Died" by the Playmates, "Bad Girl" by Valerie Carr, "Somebody Touched Me" by Buddy Knox, "Hallelujah, I Love Her So" by Joe Williams, "To Know Him Is to Love Him" by Cathy Carr and "Are You Really Mine" by Jimmie Rodgers.

Joe Pinter, promotion mahoff at M and N Distributing Company in Buffalo, N. Y., writes that business is booming. Kapp is hot with "The Day the Rains Came" by Jane Morgan, "Near You," by Roger Williams and "Somebody Loves You" by Vic Schoen. Top new Kapp LP's are "Songs of the Fabulous Century" by Roger Williams and "Volare" by Umberto Marcato. M-G-M is blazing with "It's All in the Game" by Tommy Edwards, "It's Only Make Believe" by Conway Twitty and "There Goes My Heart" by Joni James. Pinter feels that "The Loudnoo Boomer Bird" by Rosemary Clooney is a sleeper. M-G-M's new low-price line, Lion, is "meeting with wonderful success." "Gigi" is still M-G-M's top LP.

Epic Records is swinging with "Summertime, Summertime" by the Jamies, "Wendy, Wendy" by the Four Coins and "I'm a Big Girl Now" by Calire Nelson. Okeh's "The Day I Died" by Scott Carret looks promising. Argo has a real hot seller in Ahmad Jamal's "But Not for Me" LP. Hot singles in the Argo-Chess-Checker firm are "I'm So Young" by the Students, "La Do Da Da" by Dale Hawkins and "The Ten Commandments of Love" by Harvey and the Moonglows. Strongest Sun disks are "The Ways of a Woman in Love" by Johnny Cash and "Breakup" by Jerry Lee Lewis. Cash's EP, "Johnny Cash Sings Hank Williams," is selling like a single. Little Richard has a hit in latest Specialty effort, "Baby Face." Ember has likely winners with "Tie Toe" by Lee Allen and "Viddly Diddly Baby" by the Schooners. Fraternity is contending strongly with "Please Don't Do It" by Dale Wright and "Under a Texas Moon" by Jimmy Dorsey.

TV-Jazz Seg Still on Air

WASHINGTON — The TV-Jazz program run by Felix Grant on Washington station WMAL-TV which was reported dropped in last week's Billboard, has been retained. It has been moved from the

7:30 to the 8 p.m. slot, Saturdays. Announcement had been made at Sunday's (2) "Jazz Recital" that the program had been taken off (Billboard, September 15). Protesting mail poured in from area jazz fans. It has since been learned that it was never WMAL's intent to abandon the Jazz TV show, but only to move it to the later time.

in next week's issue . . .

A special section devoted to classical records with emphasis on helping the record dealer increase his sales.

In addition, the sales-aid plans of classical record manufacturers will be outlined. Manufacturers and dealers both will give their frank opinions on what they feel is holding down classical sales and how they feel the situation can be improved.

Watch for these informative features in next week's issue.

Name Bands Click With Cage Fans

ST. LOUIS — Following two name band concerts, which were very enthusiastically received by Hawk basketball fans in 1957-'58 season, Marty Blake, business manager of the nation's pro cage champs announced nine dates definitely on the Kiel Auditorium slate, in conjunction with home games of the hardwood quintet.

The Hawks, who drew an average of 8,500 into the St. Louis auditorium last season, decided to stage a fans' appreciation night with an after-the-game concert by Count Basie. The concert found almost all of the 10,000 capacity.

(Continued on page 10)

Cathy Favaro To Exec Post

NEW YORK — Cathy Favaro, formerly personal secretary to Roulette Records' artist and repertoire chiefs, Hugo Peretti and Luigi Creatore, has been promoted to the post of director of production for the label.

In her new post, Miss Favaro will be responsible for the preparation and releasing of all single records and albums and will also handle the preparation of execution of artists' contracts. Meanwhile, Peretti and Creatore are shopping around for a new secretary.

FAIR FANS DIG 'BEAM' MUSIC

WASHINGTON — A new sound in music which attracted considerable attention to the General Electric display at the World Trade Fair in Izmir, Turkey, was turning it off.

For this new-style "Stop the Music" show, G. E. rigged a phonograph that transmitted sound via a light beam to an amplifier and speaker system. Blocking the light beam by stepping in front of it, or merely holding a bit of cardboard in front, cut the music. Fairgoers crowded the exhibit at the American Pavilion in the August-September show in droves, Commerce Department reports.

Snow Buys Air Stations

WASHINGTON — Country star Hank Snow has bought a 40 per cent interest in station WHBT, Harri-man, Tenn., and WTCW, Whitesburg, Ky., from the Folkways Broadcasting Company, Inc. The buy was made by Hank together with Ernest Tubb and Charles E. Mosley, and has been okayed by the FCC.

Consideration of \$24,000 involved will be used to cancel a note owed by William R. McDaniel, president and general manager of Folkways, to buyer Ernest Tubb.

CAPITOL STEREO

Cap's Stereo Release Date Real Attention

Capitol Records' initial stereo release of five sets is an impressive one and figures to garner considerable attention from wide-awake dealers. At least three of the all-classical release figure in the spotlight category with the other two perhaps only a notch behind.

The biggest attention getter may well be the premiere performance of the Shostakovich "Symphony No. 11" by the Houston Symphony under Leopold Stokowski. Issued monaurally only a few weeks ago, the stereo version is highly compelling. The electrifying work of many moods comes into startling focus in stereo.

Another highlight item, which has already been a chart entry in its monaural form, is "The Sound of Wagner," with Eric Leinsdorf and the Concert Arts Symphony. The musical color of the choice Wagnerian orchestral fare shimmers in stereo, and the set should reap a brand-new wave of activity.

'Starlight Choral'

A new set titled "Starlight Choral," featuring Robert Shaw conducting his own choral group with the Hollywood Bowl Orchestra, is a

(Continued on page 38)

The Billboard Weekly Index RECORD SALES IN RETAIL STORES

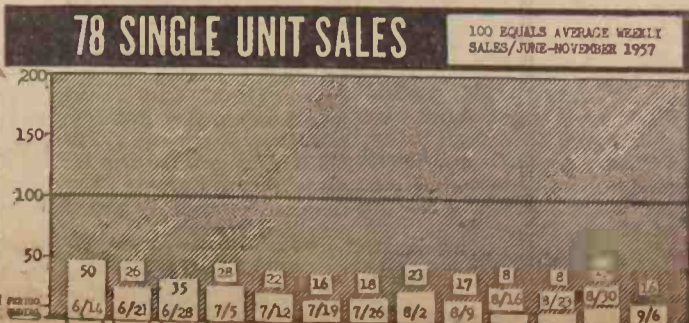
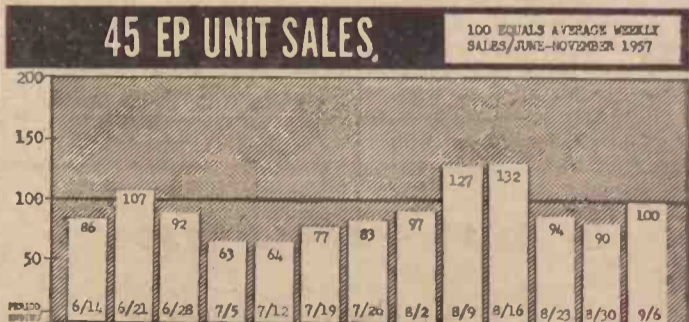
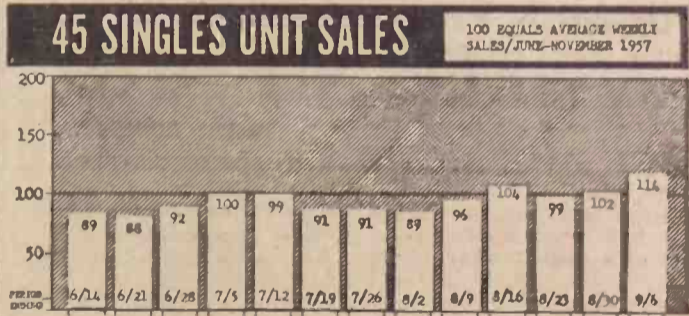
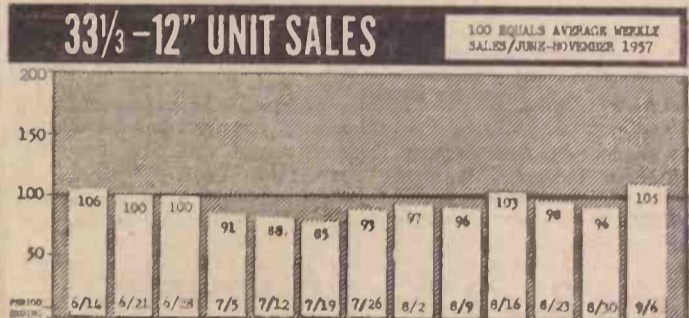
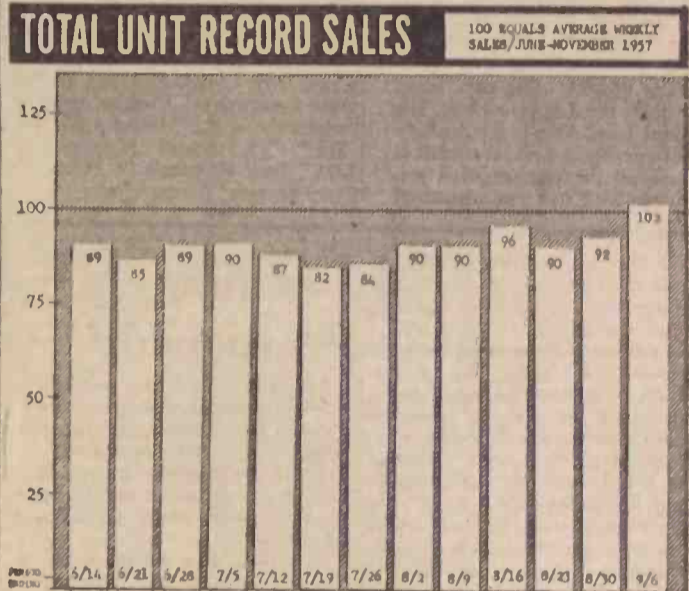
As Measured Against Average Weekly Sales, June-November, 1957
Based on The Billboard-NYU School of Retailing
Continuing National Study of Retail Record Sales



Unit sales for all speeds took an upward spurt for the week ending September 8. Greatest increases were registered by 45 r.p.m. singles and EP's. This is accountable in part to several hot, new singles and EP's that have recently reached the best-selling charts.

Strong sales on fall album products are reflected in the sharp rise in LP's shown for the current period. The total for unit sales of all speeds is at its highest level since the middle of June.

The all-over sales forecast for all speeds gives indication of remaining close to or above par.



DISK MERCHANDISING

Gift Wrapping Service Ups Disk Volume for Appliance Shop

By BOB LATIMER

GLENWOOD SPRINGS, Colo. — Heavy emphasis on gift packaging of individual records and record albums, and keeping voluminous files on customer's music preferences sold a record volume of \$9,290 last year for Datema Appliance Company, in little Glenwood Springs, Colo.

"Records are extremely important business to us," Charles Datema, owner, indicated. "Not only for the direct profit involved, but because they are our most valuable traffic-builder. We can trace a rather imposing percentage of television, phonograph and other appliance sales directly to the pull of the record department."

Know the Customer

Management of Datema's record department is in the hands of Mrs. Marguerite Johnson, a silver-haired veteran of 25 years in retailing. She makes an issue of "learning all there is to know about my customers from a record standpoint." In the center of the department, with its \$3,000 inventory, is a four-drawer metal file, alphabetically indexing the "typical purchases" of all record customers, whether they are permanent, year-around residents of Glenwood Springs, or tourists who flock to the city to enjoy its hot sulphur springs, hunting and fishing, during the summer months. Listed with each name is the customer's over-all music preference, the full information on most recent titles purchased, and "remarks" which indicate the type of phonograph the customer uses, future sales possibilities, etc.

Building up this wealth of information on her customers led directly into the second phase of record merchandising at Datema Appliance Company, which is always-available gift wrapping. Beneath the counter, a few steps away from the cash register, Mrs. Johnson maintains a \$25 stock of gift wrapping materials, including metallic foils, tissues, seasonal wrapping papers, seals, satin ribbons, etc. This section, which is also used by the small appliance department, as well as the record department, has exercised a potent effect on all record sales and particularly 45 r.p.m. boxed assortment, fine albums, etc. When the record customer is purchasing the disks as a gift for someone else, Mrs. Johnson cheerfully pulls out samples of wrapping papers, and the customer collaborates in turning out a striking, impressive gift package, which will give the gift better significance.

"The two features work out together perfectly," Mrs. Johnson said. "When we can demonstrate to the customer that we are well up on what sort of record gift another person would like to receive, the purchaser is always interested. Then, adding the advantages of a custom gift-wrapping service with the purchaser herself calling the turns, we can convince the buyer that the two add up to a gift which can really be appreciated."

In this way, the "gift atmosphere" of Datema Appliance Company's record department closely follows the pattern established by jewelry stores with bride's book registration of china, silver and glassware patterns. By now, word has spread well thru the Colorado mountain resort town that "Datema's has the answer" to buying gifts for music enthusiasts, and consequently, many sales start with the query of a customer, "What sort of record would Nancy Rogers like to have?" Invariably, Mrs. Johnson can come up with the answer, from the index cards, or from her own personal knowledge.

Humor Helps

Gifted with a real sense of humor, Mrs. Johnson conducts the department on a highly informal plane, and has literally "kidded" many owners of older phonographs into buying more modern equipment which leads to more record sales. When a customer, for example, asks for 78 r.p.m. records, her usual response is to exclaim "Oh, you're one of those horse-and-buggy customers, aren't you?" She aggressively displays and demonstrates more modern phonograph equipment, since samples of each type are included in an over-size listening booth, built into the left-rear corner of the department. In many cases, LP, extended play, and demonstrating the convenience of 45 r.p.m. records have "turned the trick" of converting the customer within a few minutes inside the listening booth.

Glenwood Springs is located 175 miles southwest of Denver, in an area noted for fine ski slopes, excellent hunting and fishing, etc. There are many small hamlets, scattered thru the western slope mountains surrounding, and at first glance, the market would appear to be open to hillbilly records. However, from the outset, Datema Appliance Company has concentrated its inventory in "good music," including classical albums, etc., which surprised the supply sources. "We proved to ourselves that appreciation of fine music is the same thing in a small mountain community as in a large city," Mrs. Johnson said, "and it has worked out profitably all the way."

VOX JOX

By JUNE BUNDY

DEEJAY CHECK LIST: A special "Deejay Check List" box, listing stories of special interest to deejays, will be carried in each issue of *The Billboard*, beginning this week on page 3. The check list is designed to give you a quick reference on jockey angles in news stories which otherwise you might not catch up on until you find time to read thru the entire issue.

SENIOR CITIZEN PICKS: Chuck DeWitt, WPIN, St. Petersburg, Fla., is presenting a four-hour anniversary show (second year at WPIN) this month, featuring "All Time Favorites" (from listener write-ins) seg on his show each day, has compiled a list of more than 1,000 different tunes during the last two years. His final tabulation is particularly interesting in that it represents musical preferences of a seldom-pollled age group—retired

oldsters. St. Petersburg, of course, is a noted retirement haven for "senior citizens."

The S. C.'s "All Time Favorites" (in the order of greatest popularity) include "Stardust," Artie Shaw's "Begin the Beguine," Leroy Anderson's "Blue Tango," Frank Chacksfield's "Ebb Tide," "Smoke Gets in Your Eyes," Les Baxter's "Unchained Melody," Roger Williams' "Autumn Leaves." Four Aces' "Love Is a Many-Splendored Thing," "You'll Never Walk Alone," Doris Day's "Secret Love," David Carroll's "Melody of Love," Walter Huston's "September Song," Glenn Miller's "In the Mood." A surprise was Johnnie Ray's "Little White Cloud That Cried" (No. 31). Songs with inspirational themes appears frequently — the McGuire Sisters' "He," "Ah, Sweet Mystery of Life," Jane Froman's "I Believe," Perry Como's "Because," etc.

Altho DeWitt doesn't play rock and roll on his show, he and fellow spinner Jim Carley recently launched a series of "Platter Parties" at a local YMCA, "drawing more than 600 crazy rock 'n' rollin' teeners."

CHANGE OF THEME: Sam Elber, program director of WERE, Cleveland, has resigned that post to become p.d. at WBCS, Miami. Rex Miller, formerly with KIOA, Des Moines, has joined KOOO, Omaha. . . . New staffer at WEBC, Duluth, Minn., is Tad Kasper, ex-spinner at KDAL, Duluth. . . . New musical director at KEEL, Shreveport, La., is Mack Sanders, who also does an average of eight to 10 record hops a month, for which Sanders says he needs disk giveaways.

New program director at
(Continued on page 32)

ON THE BEAT

By REN GREVATT

In a long-range effort to continue and to build interest in spiritual material, Savoy Records is participating in an all-out promotion drive with station WHAT, Philadelphia, to develop new talent. The station is advertising prominently in newspapers serving the Negro market in publicizing a series of talent contests to start shortly. These, according to the reports, will be held in the Quaker City's Convention Hall. The winners in a number of assorted vocal spiritual categories will receive record pacts with Savoy for an album recording date.

According to Savoy's prexy, Herman Lubinsky, a good spiritual record today can still pull 50,000 in sales. He said that more and more radio stations in the North and the South alike are devoting substantial programming time to spiritual material. At least

three stations in the New York area are programming considerable spiritual matter. These are WLIB, WWRL and WOV. WNJR in nearby Newark is broadcasting about six hours a day of spirituals. Advertisers find they get better returns for their air time with spirituals than with other kinds of music," says Lubinsky. This kind of material reaches the adult, buying market."

An enthusiastic cat, Othman Bin Wok, was visiting New York last week from his home base of Singapore. A newsman based in the island colony with Utu San Melayn, (The Malay Herald) a daily paper published in Kuala Lumpur, Mr. Wok is in the U. S. for a special clinic of newspapermen from all over the world. A keen student of the music and beat scene, he told us that the great U. S. favorites in Singapore are

Satchmo, Eddie Condon and Buck Clayton." According to Wok, there's little movement there in the direction of the modern sound.

On the rocking front, Presley and Bill Haley and the Comets have it all locked up. In fact, says Wok, the juvenile situation there is not unlike it has sometimes been here in the States. "When Haley played there, the Teddy boys (the local delinquent set and wearers of tight dungarees) staged a riot. Later, when they were rounded up by the police they said the record people had paid them to put on the demonstration."

Commenting further on the music situation, Wok said that of all the records in that area, Capitol has the best quality. He added that there are some RCA Victor phono-

(Continued on page 42)

WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

College jazz combos are invited to enter a unique contest at the Roundtable, N. Y. nitery. Each Sunday, starting immediately, two campus groups will blow forth, brought from all over by the management for the next four months. Top two get a week's date at the club and a Roulette recording contract.

Three albums (two Folkways, one Esoteric) will be released simultaneously with the N. Y. debut of Alex and Michel next week at Town Hall. The folk-song duo head a revue, "Let My People Go," set to tour. The pair are better known as the Drinking Gourd.

The USO has filmed a 90-minute spectacular for Christmas showing before the armed forces audiences overseas. Contributors include writer Sylvia Fine, choreographer Michael Kidd, musical director Paul Weston and cast Bing Crosby, Milton Berle, Pearl Bailey, Van Cliburn, Eydie Gorme, Teresa Brewer, Benny Goodman, McGuire Sisters, Jo Stafford, Johnny Mathis, Tony Martin, Danny Kaye, Julie London and other big names. If only some of these stars would perform live . . . or the USA had money!

LEGIT: Puerto Rico's first drama festival opens January 13, with Broadway players lined up for eight shows. . . . "Let's Go Steady," parent-and-teens musical, has delayed its N. Y. arrival until April. . . . Menotti's new opera, "Maria Golovin," gets a Broadway run come January via producer David Merrick. . . . Pual Muni will stick with "At the Grand," now that the musical is being completely overhauled. . . . Grapevine casting report: Maureen O'Hara and Rock Hudson making their singing debuts in the musical version of "Gone With the Wind."

CINEMATTERS: Ron Dexter, NBC musical director, will compose-conduct the score for "House on Haunted Hill" minus strings and brass. . . . Nat King Cole chants his own tune "To Whom It May Concern" in MGM's "Night of the Quarter Moon." Cast is headed by Julie London, Ray Anthony and John Drew Barrymore. . . . Barbara Bel Geddes gets the fem lead opposite Danny Kaye in "The Five Pennies," Paramount's biog of jazzman Red Nichols.

NITERY NOTES: The Rhythmettes now playing the Seven Seas, Omaha. . . .

Chuck Cabot's Ork at the Hotel Peabody, Memphis. . . . Casino Royal, Washington, starts its fall season with Betty Madigan, Sarah Vaughan and Mort Sahl. . . . Johnny Johnston is hosting a radio show from the lounge of N. Y.'s International Cafe. . . . Roseland Ballroom, Holyoke, Mass., finds record hops on Fridays and live bands Saturdays the key to success. . . . Jolly Joyce Agency signing Todd Richards (Wing Records), the Jazz Bombers and Dave Castle and the Rasals. Joyce has combined rock and roll and variety acts for his production of "Yock and Roll," based on "Hellzapoppin'" Olsen & Johnson, Marty May, Libby Dean, Igor, Baby Cortez and Al Rex head the cast. Tour opens this week in Hartford, Conn.

Thomas Scherman's Little Orchestra Society starts its season October 6 with an 19th century maske by Arne. Norman Dello Joio performs his own work with Metopéra baritone Leonard Warren next. . . . Eugene Ormandy opens the Philadelphia Ork's 59th season this week, roster including Sir Thomas Beecham, Rudolf Serkin, Nathan Milstein and Robert Casadesu.

MUSIC AS WRITTEI

By BOB ROLONTZ

A POEM ON SPLITSVILLE

Split copyrights are a thorn in the side of publishers these days, especially the older publishers who originally published the tune and, come renewal time, find that they are suddenly only publishing half of the tune, or a third, as the case may be. Writer and record company exec Bob De Leon sent us a poem on the subject from the viewpoint of the tune itself. We think it's both cute enough and pertinent enough to bear reprinting here, so here it is:

SPLIT COPYRIGHT

I'm just a little copyright,
A brand new bug has bit me;
I used to be in one whole piece
Until somebody split me.
I used to serve one owner well
And shone just like a jewel
Throughout the first term copyright
And also the renewal.
But now I'm torn between two worlds;
The gimmick now dethrones me—
It's going to take a Solomon
To say who really owns me.
I guess I'll have to go along
As other dates await me;
If I can have two owners now,
They may incorporate me.

New York

Lionel Hampton and ork will offer a full concert featuring his own "King David Suite" at the Israel Bond Tribute to Hadassah's past presidents on Thursday, September 25 at Town Hall in New York. The Hamp will also sing four Hebrew songs. . . . Jerry Fuller of Lin Records of Sausalito, Calif., will hit the deejay trail to push his new Lin Record of "The Door Is Open" and "Through Eternity." The singer penned both tunes. . . . Bob Fine's new studio at the Great Northern Hotel in New York is called the Fine Recording Studio. George Piro has just been appointed veepee.

Arrow Records has signed Alan Arkin, the lad who was the lead voice of the Tamiers when the latter group came up with the hits "Cincy" and "Banana Boat Song." He will be featured in the future Broadway show "Heloise." Arrow will release three EP's by organist Johnny Smith this month that will be packed in soft covers and will retail at the same price as 45 r.p.m. disks. . . . Connie Francis returned last week from a successful trip to Great Britain. . . . M-G-M thrush Kay Brown will play four weeks at the Old Rumanian in New York starting October 1.

Joe Linhart, a.&r. head for Arwin Records in the East and general manager of Marty Melcher's music firms, has appointed Mark Koren as promotion manager for Arwin in the East. Koren was previously with Leeds. . . . Pianist Muriel Roberts is now in for an additional two weeks at the Composer in New York. We hear that the lass has brought in great business. . . . The group backing Vic Damone on his new Columbia cutting "Forever New" is Terry Gilkyson and his group. Terry and the boys wrote the tune some time ago. . . . Holland Records artist Roger LaRue is now playing at the Montclair Supper Club in Queens, New York. . . . Warbler David Carlson has signed with Hi Fi Records. He is now in Honolulu waxing his first album for the label in the Kaiser Aluminum Dome in the Hawaiian capitol. . . . Li'l Wally, the polka ork leader, has cut another hot polka for the Jay Jay label in his long list of sides for the latter. New release is called "Goodbye Fiut Fiut Forever." Li'l Wally's ork will be featured at the Aragon Ballroom in Chicago on October 3.

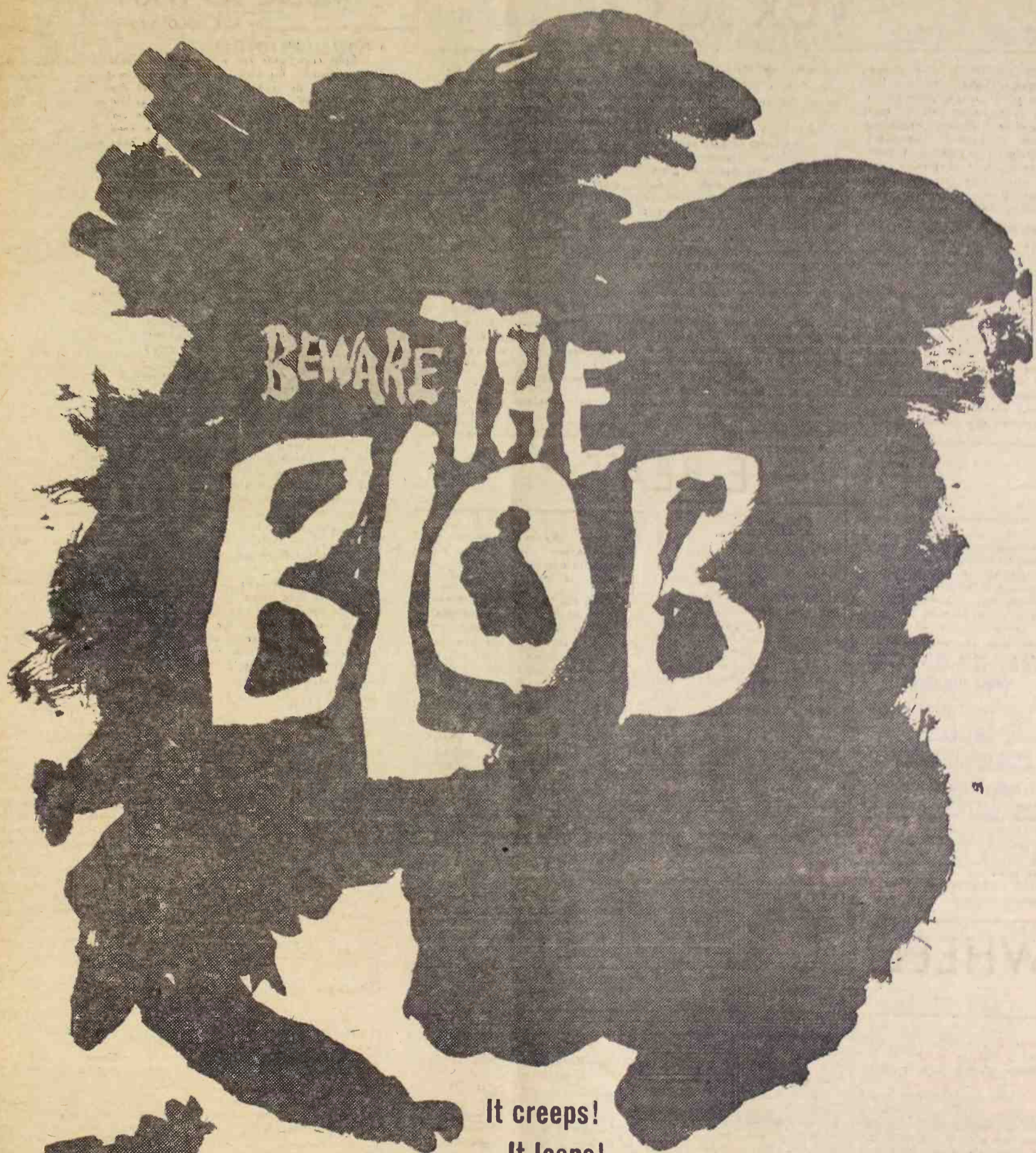
Chicago

Ewart Abner, general manager of VeeJay-Abner Records, is father of an eight-pound daughter, born September 18. . . . Leonard and Phil Chess have inked a new instrumental trio, the Three Sons, with the first release, "Night Theme." . . . Jonah Jones set for the October 19 NBC-TV spectacular, "An Evening With Fred Astaire." . . . Big Jay McNeely claims the rock 'n' roll marathon record with a recent session in Portland, Ore., that lasted 85 hours. . . . Killer Johnson, of the Archway Lounge, Southside bistro, is contemplating a name-act policy, with jazz and pop r.&r. named featured. . . . Frank D'Rone etched his first Mercury album. Sesh was supervised by Jack Tracy; arrangements by Bill Russo and Dick Marx. . . . The Gaylords and Ralph Marterie also in sessions for Merc at Universal Studios, both overlorded by Veep Art Talmadge.

Hollywood

Freddy Martin moves band and baton to Reno's Riverside for a two-week stand October 9. . . . George Greeley was assigned to create original theme song for the two upcoming TV series, "Billy the Kid" and "Rookie Cop." Cameras roll in mid-November. . . . Harry Tobias back from a four-month European junket to set up foreign pub deals on his catalogs. . . . Mike Elliot joins Allied Records sales handling its Western custom sales. Mildred Hamphill is placed in charge of sales service including Allied's new label service operation.

MGM music director Bronislaw Kaper, Academy Award winner for his score of "Lili," received the International Laurel Award for his "The Brothers Karamazov" film score. . . . At the Rio film festival, Franz Waxman's "Love in the Afternoon" received the music award. . . . NBC musical director Ron Dexter was signed to compose and conduct the score for Allied Artists' "House on the Haunted Hill." . . . George Sherlock, promotion assistant in Capitol's national promotion department, back from his wedding trip. The bride, the former Beverly Jensen, served as main floor receptionist at the Capitol Tower.




It creeps!
 It leaps!
 It glides and slides...
 It'll ooze right
 into America's
 No. 1 spot

THE **5 BLOBS**

Specially created to devour Teen Agers! Starring

Title song from Paramount's soon-to-be-released horror movie b/w Saturday Night in Tiajuana 4-41250

High-Fidelity Records by **COLUMBIA** 

© "Columbia" & Marces Reg. A division of Columbia Broadcasting System, Inc.

MTD Equips Plant for Four-Track Duplication

HOLLYWOOD — Magnetic Tape Duplicators this week received delivery of Ampex equipment for mastering and duplicating four-channel tape. MTD general manager and partner Cliff Whenmouth told The Billboard his firm becomes the first independent to establish a four-track duplicating plant. The newly-acquired equipment will permit MTD to dub a two-channel master stereo tape to a four-channel half-inch duplicating submaster and then duplicate quarter-inch copies at high speed.

According to Whenmouth, the new Ampex equipment will produce three and three-quarter inch-per-second tapes comparable in sound quality to the seven-and-a-half inch ips speed. The signal noise of the duplicated four-track tapes is claimed by Whenmouth to be at the 50 db or better level and delivering excellent separation between channels achieved by using alternate tracks on the tape.

Whenmouth said his firm anticipated the present trend away from stereo tapes in favor of stereo disks. Despite this, he said his firm underwent extensive expansion of building and facilities. This was done because MTD is banking on the fact that the stereo disk will acquaint the mass public with the stereo sound. This in turn will send larger numbers of buyers to four-track tape once they seek an

improvement of the disk sound. The consumer will find conversion of his disk system is inexpensive with the acquisition of a low cost tape transport, Whenmouth said.

Whenmouth feels that the pop stereo disk buyer will be among the last to switch to tape, but expects the classical and standards album buyer to be ready tape prospects. Since millions of tapes have been sold at \$18.95 to buyers in search of superior sound, Whenmouth reasoned, the availability of similar sound quality at a third of the cost of two-track stereo tape will convince many to go to four-track. Four channel packages will give the consumer four times as much music as two-track in the same quantity of tape. This is achieved by doubling the capacity of the tape twice: first with the addition of two more tracks, secondly by switching from the seven and a half to the three and three quarters ips speed.

Whenmouth estimates an investment of more than \$100,000 in his plant's tape duplicating facilities.

Quiz Loot

• Continued from page 6

big musical spots per show, in addition to the two or three stunts with audience participants."

Musical guest stars are due to be heard on the series, with "a strong emphasis on country and western talent, as well as recording artists," according to Gale. A huge permanent set—with many of the midway attractions of a typical county fair, such as a Ferris Wheel—has already been constructed in NBC's giant Studio 8-H, from which the show will be fed to a network of some 150 stations.

Perry Cross, who'll serve as producer of the series, plans to stage musical numbers, including those with guests, on the set, which affords some 10 basic staging locations.

Interest in the "semi-musical" series is high at NBC-TV, with discussions already under way with RCA Victor concerning a possible "County Fair" album to star Bert Parks in a roundup of the show's musical arrangements which will lean heavily on tunes from the 1920's and 1930's.

The non-musical portions of the show will revolve chiefly on audience-participation stunts, appropriate to the "country" flavor of the show, such as hog-calling, corn-husking, and sack races, with merchandise prizes for winners.

Roulette Inks Carr, La Rosa To Contracts

NEW YORK — Roulette Records has signed two more new artists—Cathy Carr and Julius LaRosa, thereby giving the label three ex-RCA Victor stars, i.e. Georgia Gibbs also recently signed with Roulette.

Miss Carr's first Roulette release—out this week—is "To Know Him Is to Love Him," a cover of the Teddy Bears on Dore. Miss Gibbs first Roulette disk, out a couple of weeks ago, is "The Hula Hoop Song."

Meanwhile, Roulette has tied in with the News Association, sponsors of the annual "Harvest Moon Ball" to promote its new LP "Noro Morales at the Harvest Moon Ball." Morales will turn 50 per cent of his royalties on the LP to the News Welfare Association for charity.

McRae Opens Own Pub Operation

NEW YORK — Teddy McRae, artist, composer and a.&r. man, has started his own music publishing operation. McRae has opened two new music firms, one called Rae, Cox & Cooke, in association with Eddie Wilcox and Dr. Charles L. Cooke, and another firm called Enrice Music. McRae, who has been making masters for a number of diskeries, will handle both firms.

McRae's office is being shared by his two brothers, Dave McRae, who runs Adam Music, and Bob McRae, the arranger and composer. Tedd McRae, in addition to his publishing duties, is playing sax with the Austin Powell ork at the Town Hill Club in Brooklyn. Last week T. McRae sold some sides of Hal Singer to the Jamie label in Philadelphia.

Cadence Signs

• Continued from page 4

Bleyer cut a single with Genevieve Sunday (14) night, with the label's new rockabilly artist Johnny Tillotson (a Billboard "Talent Pick" in this issue) teaming up with her on one side.

Genevieve's "Can-Can" company will play Dayton, O.; Cleveland, Detroit, Rochester, N. Y.; New Haven, Conn., and Washington between now and December 1, following which the show goes to the West Coast. The company will also introduce her new EP on Ed Sullivan's show, November 12.

NEWS REVIEW

WB Stereo Start Keys Sound Hound Sonic Ball

Having just launched its first set of monaural platters (see album reviews within past three weeks in The Billboard), the new Warner Brothers wax label is now firing its first salvo on the stereo front with a group of 10 albums plus a stereo version of the "Dixieland Story," two-disk package, listing at \$12.

All are stereo running mates to the recent monaurals, even utilizing the same cover art and liner notes, altho the brassy "Sousa in Hi-Fi" has now become "Sousa in Stereo."

Oddly enough, title art on "Ira Ironstrings Plays Music for People With \$3.98" has not been revised for the stereo version, leaving dealers the problem of explaining to customers that the two-channel album actually lists for \$4.98.

Buyers, however, won't mistake a sealed stereo album for the monaural counterpart. A plastic outer cover bears a red-and-white stereo identification that covers the normal, monaural "Vitaphonic High Fidelity" trademark in the upper right-hand corner of the jacket face, and "STEREO" is imprinted in large letters at the bottom of the pastie sleeve. In addition, the usual spine indicators carry the stereo album number.

Not included in the first stereo batch is a two-track edition of Connie Stevens' "Conchetta" waxing, released in the first monaural group.

From a dealer point of view, the "Ironstrings" stereo album, as well as the stereo versions of "For

Whom the Bell Tolls," "The King and I for Orchestra" and the "Dixieland" package would seem to offer the largest immediate sales potential. The stereo waxing of Sousa marches, Buddy Cole's organ treatments and the romantic Jack Webb "luric readings" may intrigue specialty buyers and/or deejays.

WB execs, however, are reporting fast action on the whole group, and plan to have "40 monaural and 33 stereo albums on the market by the end of the year." In some areas, notably Philadelphia and Miami, "stereo dealer orders are matching monaural orders on a one-to-one basis," according to Warners.

With the audiophile market making up a key segment of stereo customers, the quality of the WB stereo sound work, engineered under the direction of the label's Lowell Frank, is well worth noting. In a word, it's terrific, as befits the company that set, in June of 1952, the original deal with Western Electric "to develop sound motion pictures" and which rocked the film industry on the night of August 6, 1928 with an orchestral score—recorded on long-playing transcriptions—synchronized to the spectacle production of "Don Juan."

Sound hounds will have a sonic ball with the WB brand of waxed stereo. There is a rich, spacious feeling to orchestral music, such as "Bell Tolls" and "King and I" and a clear focus on instrumentalists and vocalists in the others.

All things considered, it's a strong start in the stereo field for the Warner Brothers label.

"For Whom the Bell Tolls," Heindorf (1-12"), BS-1201; "The Dixieland Story," Matty Matlock and the Paducah Patrol (2-12"), 2BS-1202; "The Smart Set," (1-12"), BS-1203; "Ira Ironstrings Plays Music for People With \$3.98," featuring ??? (1-12"), WS-1204; "The King and I for Orchestra," conducted by Warren Barker (1-12"), WS-1205; "You're My Girl," Jack Webb with Billy May Ork (1-12"), BS-1207; "Sousa in Stereo," Warner Bros. Military Band, Henry Mancini conducting (1-12"), BS-1209; "Terribly Sophisticated Songs," various artists (1-12"), BS-1210; "Have Organ, Will Swing," Buddy Cole (1-12"), WS-1211; "Oh Johnny!" Bonnie Baker with ork conducted by Wilbur Hatch (1-12"), BS-1212.

Name Bands

• Continued from page 7

house remaining for the jam session, so Woody Herman's orchestra was booked for Victory Night, when the Hawks clinched the championship.

Working with a \$50,000 budget authorized by Ben Kerner, team president, Blake has the following attractions already set: George Hamilton IV and the Jazz Central, local jazz band, Nov. 1; Lionel Hampton's band, Nov. 15; Louis Armstrong All Stars, Nov. 22 and Nov. 27; the Glenn Miller band, with Ray McKinley, November 29; Somethin' Smith and the Redheads with other attractions still to be booked, Dec. 21; Dukes of Dixieland, Feb. 1, Davey (Nose) Bold, formerly travelling piano single, who now has his own nitery in St. Louis, emcees the shows, which are held on a portable full-size stage. At least five other attractions will be booked to complete the program.

Omega Debs 7 Fine Stereo Sets

• Continued from page 6

Echoes," a study in primitive percussion of Africa. One band that will cause attention is the first. It's billed as "The Jungle Chase," as a "native and his mate" breathlessly race with a man-eating lion in hot pursuit. Hipsters will be reminded of other types of pursuits.

One of the better stereo vocal offerings of the day features sexy-voiced Pola Chappell in a recording of tunes from Italian motion pictures. It's an example of stereo vocal art at its best.

On the jazz side, there are two sets. "Jazz Rolls Royce" features some moderately modern blowing with Kenton influences by a 16-man group headed by Bob Cooper, Kenton alumnus. It's a live concert, caught last year at University of California at Los Angeles (UCLA). "Rolling With Bolling," features the arrangements for big band of the gallic Claude Bolling, whose material bears a strong imprint of Ellington. Both sets are well recorded, tho appeal may be more

limited than that of the others mentioned.

The group is rounded out by/one of the better of a healthy crop of stereo demo and test records. Titled "Sounds Out of This World," it features a flock of tests for volume, phasing and equalization balance plus musical segs. This one's definitely worth the price.

"Symphony Fantastique," by Berlioz, Louis Fourester and the Cento Soli Ork of Paris, OSL-9; "Petrouchka," by Stravinsky, Rudolf Albert and the Cento Soli Ork of Paris, OSL-8; "Jungle Echoes," by Chaino and His African Percussion Safari, OSL-7; "Cinema Italiano," Pola Chappell with Quintetto Almeida, OSL-10; "Jazz Rolls Royce," Howard Rumsey's Lighthouse All-Stars, OSL-5; "Rolling With Bolling," the Claude Bolling Big Band, OSL-6; "Sounds Out of This World," OSL-1. Ren Grevatt.

"DANCE EVERYONE DANCE"
BETTY MADIGAN

"A LITTLE BIRD TOLD ME"
TINA ROBIN

"MARJOLAINA"—GOGI GRANT

"LADIES PLEASE REMOVE
YOUR HATS"—LOU BUSCH

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

Watch them climb...

WHISPERING GRASS

Sung by SYLVIA SAYNT
on United Artists (#143)

I CAN'T SEE WHY

Sung by BUBBER JOHNSON
on King (#5148)

MILLS MUSIC, INC.

OH, BROTHER!

ANOTHER HIT BY—

THE AMES BROS.

NO ONE BUT YOU

C/W

PUSSY CAT 47/20-7315

WITH HUGO WINTERHALTER'S ORCH. & CHORUS

RCA RCA VICTOR
RADIO CORPORATION OF AMERICA

A Solid Hit!

JUST FRIENDS

ROBBINS MUSIC CORPORATION

3 HITS

THE OLD MAN AND THE SEA

DIMITRI TIOMKIN COLUMBIA

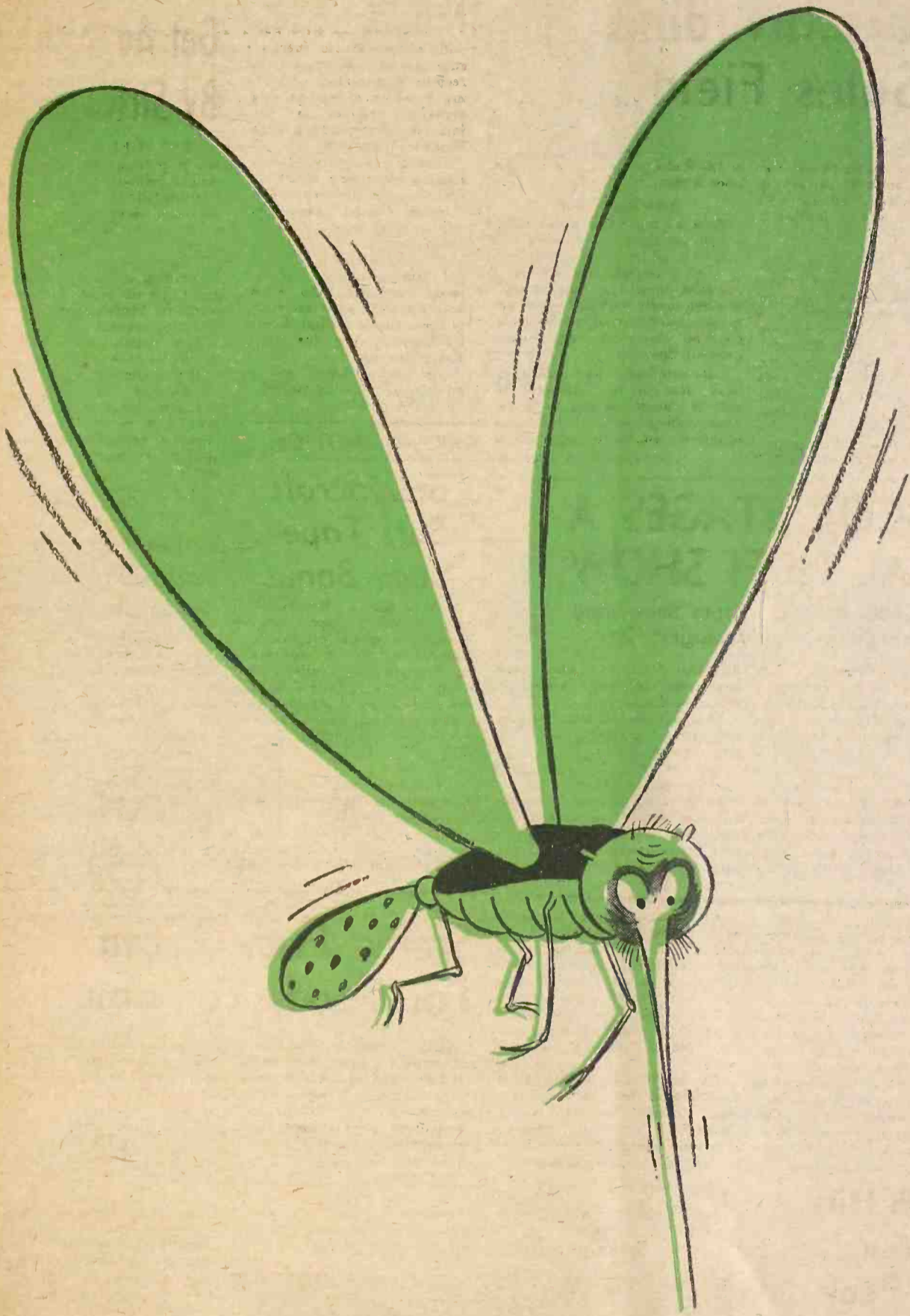
IT'S ALL IN THE GAME

TOMMY EDWARDS MGM

YOU WILL FIND YOUR LOVE
IN PARIS

PATTI PAGE MERCURY

MUSIC PUBLISHERS
HOLDING CORPORATION



THRU UA **"THE GREEN MOSQUITO"**
UNITED ARTISTS RECORD #139



"Play it again. This thing's bigger than the both of us."

Two-Channel Wax Bonanza

• Continued from page 12

big, two-page spread on stereo disks.

The spread has a list of RCA Victor, Columbia, Capitol, Angel, Mercury, London, and Stereo-Fidelity two-channel disks. The \$5.95 and \$5.98 albums are advertised in large-size type as being \$4.25. The \$4.98 albums are \$3.89 and the \$2.98 stereos are \$2.25 with five-record Stereo-Fidelity packages going for \$9.95. Average catalog discount is about 27 per cent.

"The response was tremendous from our out-of-town customers," says Lafayette's Gerald Orbach. "In fact, we're back-ordered on our stereo mailings, and are shipping as fast as we get disk deliveries. We're offering stereo at a price that matches any discount operation. We can afford to, because records are basically an 'accessory' line to our regular audio business, even tho we're carrying everything available in stereo and will continue to do so. Frequently, we have store sales on records at prices even lower than our catalog."

Another Price Slant

Hudson Radio, on the other

hand, takes a different tack. Altho prices are "competitive," on an over-all basis, Hudson makes no attempt to match the prices of the heaviest price-slashers.

Instead, Hudson each week features a different label with a rock-bottom price promotion, advertising extensively and regularly. Coming up on October 5th, for instance, will be an entire section of the New York Times devoted to Hudson, including its disk operation.

Price is also a factor in the stocking-up being done by the large audio shops in the field of monaural records.

Light on Monaural

"We won't go overboard for the big monaural stock-up plans we've bought before," says Radio Shack's Kornfeld, in a policy statement typical of audio firms. "Not unless we have irrevocable guarantees of replacement, exchange or return. We don't want to be caught 'fat' with merchandise which, altho bought at 10-20 per cent off, may not even be exciting to our customers at our net cost. As of today, we've sold off our 'fat' and we're work-

ing on the 'lean.' And that's the way we'll stay."

Adds Lafayette exec Orbach:

"As far as we can see, there's a long-term trend on among the major labels to unload their monaural backlog by means of secondary or low-price labels. That's why we've by - passed all the 10 - per cent - off fall programs, because we don't want to become overstocked on monaural that may decline in value. We won't buy unless there's a written guarantee allowing us to exchange monaural for stereo. Frankly, we're unloading our monaural stock thru big sales as fast as we can."

Since stereo has put a tremendous emphasis on "sound," it seems likely that the inroads into record retailing already scored by the audio shops and their audiophile trade is going to continue as a major factor in the disk field.

Stromberg Push

• Continued from page 12

gives specifications on every item in the line. These will be handed out at fall hi-fi shows. The September ads have also been reprinted for use as giveaways.

Pickering in Defense of Magnetic Hi-Fi

NEW YORK — Taking issue with Electro-Voice's Larry LeKashman on topics raised by EV in its recent defense of three-prong stereo cartridges, Walter O. Stanton, Pickering prexy, staged a defense of his own last week in a letter to Audiocraft, which published the original editorial on the three-vs.-four question.

What riled Stanton was not so much the three-prong, four-prong fracas (altho Pickering's Stereo Fluxvalve has four pins) but rather EV's boosting of ceramic cartridges versus magnetics.

Stanton did admit that ceramic pickups (stereo or monaural) had an important place in the audio field because "the advantage of their lower cost to both producer and user enables the general public to satisfy its universal desire for entertainment and at the same time helps to bring the price of the phonograph record within all its advantages within the reach of the consumer and high-fidelity enthusiast alike, to the benefit of all."

But the Pickering exec was quick

A POX ON YOUR BEADS

NEW YORK — RCA's Dr. Harry F. Olson will think twice before he enters another contest. The Director of RCA's Acoustical and Electromechanical Research Laboratory at Princeton, N. J. recently copped second prize in a contest for suggesting the best new uses for tiny micro-scope beads. The prize awarded by Microbeads, Inc. of Jackson, Miss., was an Admiral television set. Dr. Olson is the designer of the famous Olson speaker used in the more expensive RCA Victor television and high fidelity sets.

in his defense of the magnetic principle from a "quality" standpoint.

"For radio stations, recording studios, professional equipment users and the intrepid enthusiast, none but the magnetic cartridge meets their more stringent requirements. It is for these users that we provide a product," stated Stanton. "all arguments notwithstanding, the ultimate choice lies with the user who must weigh cost on one hand vs. quality on the other."



TOP

"Suppose we make that connection right here," suggests McIntosh's Richard Walter, production chief, left, as Sid Corderman, center, and William Scrivner look on in lab huddle. Audio firm is famed for the painstaking accuracy of component construction, carefully examines anything bounced off the production line by quality-control checkers.

CENTER

New products are planned far ahead. Here, McIntosh ad chief, Dirk Roos, seated, looks at front-end layouts for new stereo preamp being held by Irving Greene, ad agency head and audio veteran.



BOTTOM

Altho "cosmetic" appearance of new units are important, circuits, control functions and component quality count heavily in McIntosh planning. Dirk Roos queries audio engineer Corderman on the functions of a "mock up" of a new stereo control center, still in test stages.



McIntosh winds its own transformers for amplifiers. Gertrude Leech is in charge.



Each unit gets quality-control check. Here, John Latawa puts C-8-5 preamp thru test.

PICTURE FEATURE

Inside McIntosh, U. S. A.: Audio Quality Becomes a Way of Life

Photos and Text

By CHARLES SINCLAIR

A few seasons back, McIntosh Laboratory changed over from AC to DC operation of the tube filaments in its well-known audio preamp, having solved a tricky circuit problem. The older AC models worked almost as well, but what happened next is typical of the firm.

Gordon Gow, v.-p. in charge of the McIntosh audio manufacturing operations, promptly got on the long-distance phone to his entire list of audio dealers.

"Send your AC units back, and we'll replace them with DC-operated models," he told the retailers. "There's no extra charge. We want everybody to have the improved model."

The urge for perfection in audio manufacturing, and the fatherly desire for dealers and customers to have the improved model, works to the firm's benefit in solid, dollars-and-cents sales, as well as cordial customer relations.

Much of the firm's tradition of being the Rolls-Royce of hi-fi comes from its founder, Frank H. McIntosh. A veteran consultant on the broadcast scene, McIntosh has engineered many a spare-no-expense radio station installation, and his idea of an audio amplifier is derived from the Clyde shipbuilders of Scotland, who have turned out such durable items as the Queen Mary.

The firm got its start in 1946 when McIntosh, now its president and principal owner, set up a Silver Spring, Md., firm known as Scientific Laboratories. In 1951, the firm moved to Binghamton, N. Y., and as business increased, moved a little more than a year

ago into its new 22,000-square-foot plant just outside the up-State New York town.

McIntosh amplifiers (30 watt and 60 watt), preamps (monophonic and stereo-equipped) and the de luxe MR-55 tuners move from the low, trim plant to the consumer via a tightly controlled network of 12 manufacturers' reps, 10 stock points in or near principal cities, and some 600 audio dealers.

These dealers ask, and get, full list price for McIntosh components. "You'd be surprised how many customers are more interested in knowing that if there's anything wrong with their purchase it will be repaired or exchanged immediately than they are in haggling over price," said one New York McIntosh dealer by way of explanation.

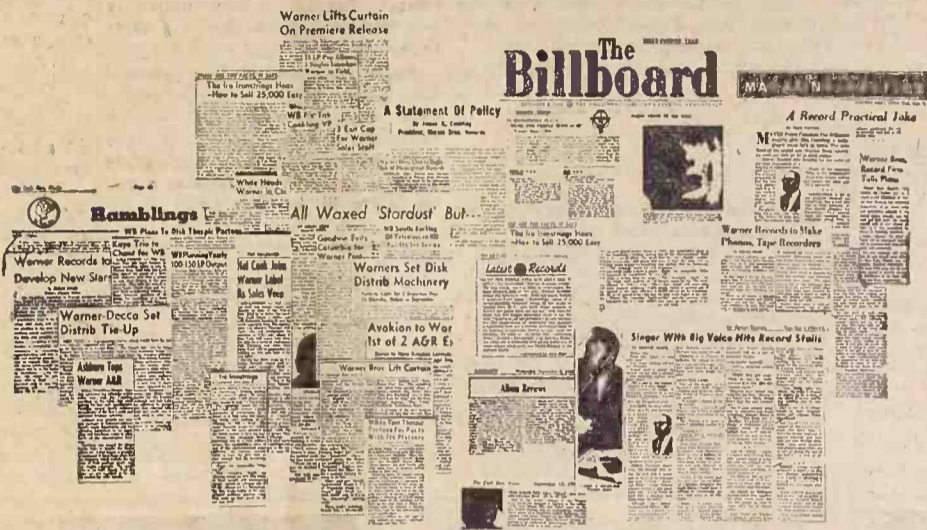
As the pictures on this page reveal, the success of McIntosh as a high-priced line with a rock-solid price structure is due in large measure to careful workmanship, quality control check-ups, and a continuing hunt for new products and better ways to make the present models.

While McIntosh never drops its price on an audio component, it goes to considerable lengths to avoid pushing it up, altho there has been a constant upward spiral of labor and material costs.

Instead, McIntosh keeps prices in line the hard way, i.e., by aiming for better production control and the reduction of per-unit labor charges. Under the supervision of Richard H. Walter, labor costs on the new MR-55 tuner, for example, have already been trimmed to something like one-third of the initial production costs, enabling McIntosh to start getting a return on the \$100,000-odd invested in its research and development.

What's ahead for McIntosh? "Stereo," says Vice-President Gow, "with a capital S."

WARNER BROS. RECORDS IS MAKING NEWS



AND MAKING HITS TOO!



Hear the new
singing sensation,
TROYCE KEY

DROWN IN MY TEARS
b/w
BABY PLEASE DON'T GO

WARNER BROS. 5007

Remember that name . . .
TROYCE KEY.

It's bound to be up on
the charts overnight!

ORDER FROM YOUR
NEAREST DISTRIBUTOR



WARNER BROS. RECORDS
Burbank, California

Firm Sets System For Stereo Speakers

NEW YORK — As far as loudspeakers are concerned, there are three easy routes to take to good stereo reproduction. This is the thesis of a new booklet prepared by University Loudspeakers, Inc., and now being distributed to the public for the first time. The White Plains, N. Y., firm aims their booklet primarily at visitors to the autumn audio shows.

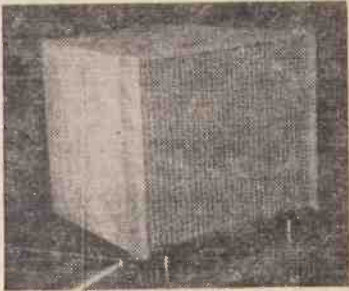
Simplest solution to the speaker problem, according to University

is the use of two identical speakers in cabinets of moderate size. The speakers are placed in reasonably symmetrical positions along one wall. Units recommended by University are the S-10 and S-11 from their line because they have a bass response flat down to 30 cps.

The second solution they recommend is the addition of a compact speaker with limited bass response to a system that already has a good woofer. Bass notes (below a couple hundred cps) are non-directional and the listener cannot determine the source of the sound. Therefore, to obtain a stereo ef-

Sane Selling Price
Extra Value Needle That Remembers
Nationally Advertised

DUOTONE
NEEDLES FIRST.
DUOTONE CO., INC.
Keyport, New Jersey
(In Canada) Chas. W. Pointon, Ltd., Toronto



fect, two woofers aren't needed. But to retain full bass response, the firm points out, the bass information of both channels must be combined and directed to the single woofer used. In the case of University's speakers, they make a unit with a dual voice coil for such applications. The solution described here is particularly effective in rooms with limited space.

The third solution is used if

PHONO MERCHANDISING

Memphis Dealer Wins Friends and Boosts Sales Via Free Service

By J. FORMBY

MEMPHIS—Unrestricted free service on all high-fidelity record players in combination with the manufacturer's replacement of faulty tubes and components has been a sensational sales builder for the Trent Wood Record Shop in suburban Memphis.

Trent Wood, owner, is a popular television personality in Memphis, specializing in children's programs for many years. When he decided to become a record and hi-fi equipment retailer some years back, he knew he was entering a highly competitive field. To make his store stand

out in the eyes of Memphis music lovers, he realized, would require some outstanding service or feature which the public would appreciate and talk about.

Guarantees Worthless?

Before capitalizing on his long-established prominence in television and radio in Memphis, Wood made up a list of what he considered "drawbacks to successful record retailing."

This was acquired from his own experience, plus a simple process from interviewing typical record-shop customers and asking for their help. Almost without exception, the principal ob-

the listener has a large cabinet at or near the center of one wall, or a large speaker enclosure as part of a built-in line of cabinets. With this arrangement, two add-on speakers can be used to provide inconspicuous sound sources, all of the bass is reproduced by the large enclosure. Here, however, the cabinet contains the bass speaker only and its position becomes uncritical, University says. It need not even be on the same side of the room with the add-on units, the firm points out.

Some purists among manufacturers have already gone on record as favoring only systems with identical speakers, both of which reproduce full range down to the lowest bass note. Objections like these will be answered by University with actual demonstrations of their approaches to the problem at hi-fi shows this fall.

EDITORIAL

Who's Confused?

NEW YORK—In its September 15th issue, the Wall Street Journal highlighted the stereo development with a page one story. Their reporters dug up a number of interesting angles. Few of them will be news to dealers and manufacturers but they show the kind of facts that are apt to be tossed around more frequently as stereo gains momentum.

For example, the Journal reports that "Capitol Records, Inc., notes that stereo demands concert hall attention and not every music buyer is sufficiently devoted to give music that kind of attention."

In this connection, the Journal states that "the advantages of stereo may not offset the higher price (for people who use their phonographs mainly for 'background' music or for playing rock and roll records)."

It is difficult to see how this idea can do much to advance sales of stereo records and phonographs. And it has the doubtful virtue of being accurate only in part. How does the average person listen to records? Does he always give little or no attention to the music? Does he always pay strict attention to the music? Is his attention divided 50-50? Who cares? It seems to us, as it must to most dealers, that the important question is "How can we do more to sell the benefits of stereo?"

Furthermore, authorities differ on the statement that stereo demands concert hall attention and that it makes little sense to use it for background music. One recording engineer, for instance, told The Billboard that the listener doesn't even have to be in the same room with the phonograph to note a distinct difference between monaural and stereo reproduction. Dealers, in their own interest, will incline toward such a point of view. To settle the issue in their own minds, dealers would do well to test it at home.

The Wall Street Journal quotes another record company executive, Goddard Lieberman (Columbia), as follows, "Stereo is the most obfuscated subject since the war between the states."

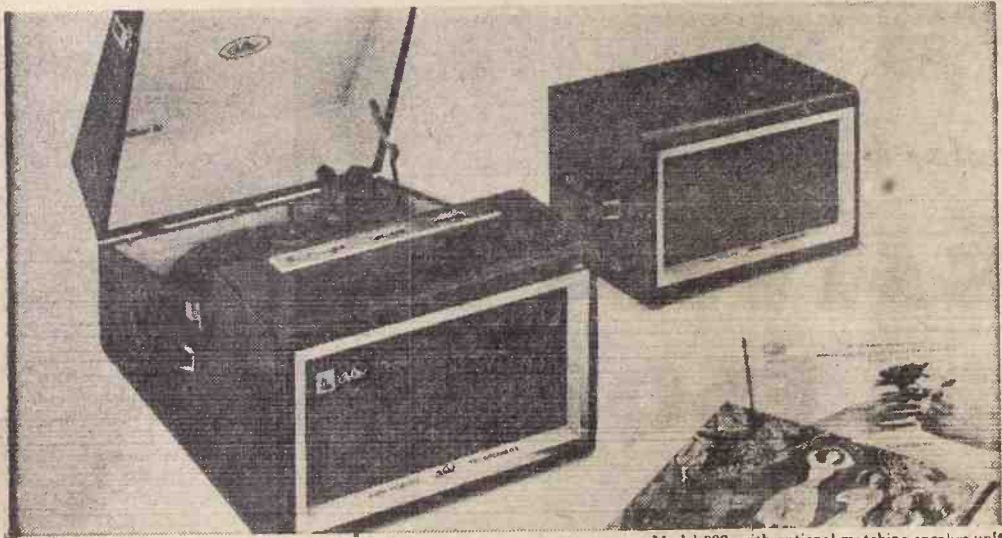
In the event that some dealers might be confused about Mr. Lieberman's remark, it must realize that his chief aim as Columbia's president is the production of recorded music well interpreted. How the consumer ultimately listens to it—whether stereophonically or monaurally—is of less concern than why he would rather buy it on a Columbia disk than any other.

Probably the most "far out" statement recorded in the Journal's story was made by William Thomas, head of James B. Lansing Sound, Inc. Mr. Thomas said that "stereo has no place in the mass market" and that it "belongs to the audiophiles."

It's hard to guess at Mr. Thomas' motives in making such a statement in light of the fact that virtually every manufacturer of phonographs for the mass market are producing stereo units as fast as they can.

Perhaps, it's—like Goddard Lieberman said—an "obfuscated" subject.

BEST SELLER!



Model 832, with optional matching speaker unit

CAPITOL'S COMPLETE STEREO PORTABLE

...it's selling because it's different!

Different from All the Rest! The sound system in this portable is console quality, developed by Capitol's own recording engineers for true, balanced stereo. And it is distributed by the merchandising leader in the music industry—Capitol Records. These 2 differences have made this set the hottest selling stereo portable throughout the country!

Sales-Making Features! Plays both stereo and standard records with clearest fidelity, with 2 push-pull amplifiers, single master control panel, and the matching optional speaker unit is identical

in sound as well as appearance. Custom-styled cases of handsome scuff-resistant Barco leather.

Factory-Authorized Service! This portable, and every set in Capitol's new line for '59, carries Capitol's full warranty of free parts and service for 90 days at no cost to you!

Full Page Ads! Millions of people—including your customers—will see Capitol's whole line advertised in *Look* and *Life*. And Capitol's merchandising helps you plan local promotions, too.

See Capitol's new line of stereo consoles and portables. They're tops in performance...tops in value! Call your Capitol salesman today!



New Storage Album Is a \$4.95 Seller

NEW YORK — —A Brooklyn manufacturer, Strathmore Sales, has a new slant on LP storage albums. The "leaves" are polyvinyl bags with zip-lip openings. The zipper-type closure can be opened with the finger. Then the album is inserted and the pocket is closed with finger pressure. The record and jacket are protected from both dirt and wear.

The binder itself has screw-post construction. Additional pockets can be added as the user's collection grows. Another feature is the expandable back-piece which "grows" with the size of the book.

Suggested list price of the storage album is \$4.95 (with eight storage pockets). Albums are individually boxed and are available in a choice of maroon, tan, black and green.

Tape Promotion

• Continued from page 12

ers will get merchandising and point-of-sale material, including streamers and direct-mail material.

"Sweet Moods of Jazz in Stereo" features a combo under the direction of Larry Clinton. Coleman Hawkins, Red Allen, George Wetling, Chubby Jackson and Earl Warren are heard in oldies like "Stormy Weather," "Summertime," etc.



jection voiced by interviewees was their opinion that "guarantees are worthless." This, Wood found, stems from the fact that when an expensive record player breaks down, and the owner brings it back where he bought it, he finds that the part will be replaced, but that he must pay for the labor, often more expensive than the cost of the parts themselves. Even tho this is a policy which appliance dealers, for example, have been following for many years, it is, nevertheless, highly unwelcome news to the customer who has budgeted to make the purchase.

As a result, since its original opening, the Trent Wood Record Shop has combined manufacturer warranties with its own free-service policy on every piece of high-fidelity equipment it sells, as well as complete lines of radios, television sets and tape recorders. While it is, of course, a somewhat expensive operation to make a steady stream of repairs without revenue, Wood is more than satisfied that the good will accomplished is invaluable.

Tells His Friends

"We make a lot of friends in this way," he said. "When a customer comes in with a record player, for example, and states that it will not feed the records in series automatically, as it is supposed to do, we may find that a simple condenser has gone out, or that an intricate wiring job needs to be rewired. In this event, we charge back whatever parts are necessary to the manufacturer, and we carry the wiring expense ourselves. The whole operation costs the customer nothing, and he receives the player back in perfect condition, with no more effort than returning it to us. The chances are that he will remark about this whenever he is among friends, other music lovers, and the good will which he has built up may easily sell half a dozen more players for us in the next few weeks."

Mechanics on duty in the shop are responsible for these free repairs which are given every bit as much care as revenue service on other players, radios, TV sets, etc., which were not purchased at the Trent Wood shop.

Wood expected that there would be many more requests for service on the no-charge basis than if the shop billed customers for it. Experience has proved him right, inasmuch as people are constantly bringing in phonographs, radios, etc., for relatively small adjustments and changes, often bringing in the same set three or four times in a year. The Trent Wood shop cheerfully takes this in stride, even when it appears that the service asked for is something which the owner

could easily have done for himself. The result is the sort of good will which pays off later on. For one thing, the suburban Memphis record dealer has found that he can sell expensive, top-quality equipment at full list price, or very near, since the buyer is serene in the knowledge that he will get his money's worth in free service later on.

Face Value

Cashing in on the fact that his face is familiar to almost anyone who owns a television set in the Memphis area, Wood runs weekly newspaper ads in neighborhood journals and in Memphis dailies, featuring a photograph of himself with whatever set is under promotion. For example, when a new line of high-fidelity phonographs covering an unusually wide price range came along, Wood had himself photographed playing an LP record on the turntable of a set with the heading: "Trent Wood Announces a Complete Selection of Columbia Phonographs." Another item may show Wood bent forward in a chair listening critically to a stereophonic tape recorder, with the headline: "Trent Wood Guarantees Its Goods." His photographic advertising has worked out so well that Wood cheerfully contracts for similar display ads in football programs, church programs, play programs sponsored by dramatic groups, and others. He budgets around 2 1/2 per cent of his gross to advertising in this way and finds that it is consistently profitable because of its familiar features.

He's Got It

Finally, the Trent Wood shop carries a much larger inventory of records than is to be found almost anywhere in the Memphis area. This was part of his theme of "giving a little more to the public." It is usually aggravating, he points out, for a record customer to ask for a number, only to find that it is out of stock, and that the store "will get it for him." Wood, instead, follows the theme, "We Have It Now," in window displays, in-store billboard and posters. An expert in sensing the future popularity of records, Wood keeps his stock up to snuff every week, carries a lot of extras in Westerns, r.&b., and classics, at all times, so that it is seldom necessary to disappoint a customer.

That these ideas have worked out may be seen from the fact that Wood last year sold almost twice as many high-fidelity phonographs in one top national line as his nearest competitor and in the fact that deliveries have been made to all areas of the city, and far out into the suburbs, as much as 40 or 50 miles away from the store.

EXTRA PROFITS

With Absolutely NO RISK!

Two minutes of your time now—reading this message and using the coupon below—can mean an extra \$200, maybe even \$2,000 or more in your pocket in the months ahead. And you don't risk a penny.

Last year—to bring more and better music into every American home—HIGH FIDELITY and AUDIOCRAFT magazines were merged with THE BILLBOARD. Now consumers and the music trade are being served by one leading organization with one policy. And now the music trade can make extra money by selling High Fidelity and Audiocraft magazines to every music listener, every hi-fi hobbyist:

HIGH FIDELITY brings readers the best record reviews available... plus hi-fi equipment reports... new stereo section... entertaining articles... and much more. Already sells 400,000 copies a month!

You sell HIGH FIDELITY for 60c
You pay only 36c You make 24c—40%!

AUDIOCRAFT is the fast-growing monthly for do-it-yourself hi-fi hobbyists. Readers get straight-from-the-lab reports on components... helpful advice on building and maintaining better sound systems.

You sell AUDIOCRAFT for 35c
You pay only 21c You make 14c—40%!

NO RISK! And you pay only for the copies you sell! Unsold copies are returnable for full credit within 90 days after receipt.

EXTRA PLUS SALES!

Remember this too: every copy of HIGH FIDELITY in your customer's hands is a salesman for you—displaying your wares, bringing customers back to your store to buy new equipment, new records.

Everything to Gain—Nothing to Lose! Fill Out Coupon Today

To: Audiocraft, Inc. The Publishing House Great Barrington, Mass.

Please send me each month _____ copies of HIGH FIDELITY (retail price 60c; I pay 36c) and _____ copies of AUDIOCRAFT (retail price 35c; I pay 21c). Minimum order on each is \$5. I understand I may return copies of unsold copies for full credit within 90 days after receipt and can cancel at any time on 30 days' notice.

Name _____

Address _____

Order authorized by _____

Hot

Breaking in all Areas!

HIDEAWAY THE FOUR ESQUIRES

PARIS #520

COMING UP STRONG!

IF YOUR HEART DOESN'T DANCE

- TONI ARDEN DECCA
- ROSEMARY JUNE PARIS
- STEVENS BROTHERS HANOVER



JACK GOLD MUSIC CO.

1619 BROADWAY, NEW YORK CITY • PLAZA 7-3756

The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING SEPTEMBER 13

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

This Week	Last Week	Weeks on Chart
1. Tchaikovsky: Piano Concerto No. 1 . . .	2	8
Van Oliburn, RCA Victor LM 2252		
2. Sing Along With Mitch	4	11
Mitch Miller, Columbia CL 1160		
3. Johnny's Greatest Hits	3	24
Johnny Mathis, Columbia CL 1133		
4. King Creole	11	2
Elvis Presley, RCA Victor LPM 1884		
5. South Pacific	1	26
Sound Track, RCA Victor LOC 1032		
6. The Music Man	5	30
Original Cast, Capitol WAO 990		
7. Swing Softly	6	3
Johnny Mathis, Columbia CL 1165		
8. South Pacific	7	234
Original Cast, Columbia OL 4180		
9. Stardust	8	9
Pat Boone, Dot DLP 3118		
10. My Fair Lady	9	129
Original Cast, Columbia OL 5090		
11. Volare (Nel Blu Dipinto Di Blu)	19	2
Domenico Modugno, Decca DL 8808		
12. Cole Espanol	—	1
Nat King Cole, Capitol W 1031		
13. The Late, Late Show	17	28
Dakota Staton, Capitol T 876		
14. Come Fly With Me	10	32
Frank Sinatra, Capitol W 920		
15. But Not for Me	—	1
Ahmad Jamal Trio, Argo LP 628		
16. Gigi	12	14
Sound Track, M-G-M E 3641 ST		
17. Around the World in 80 Days	14	76
Sound Track, Decca DL 9046		
18. Sail Along Silvery Moon	15	21
Billy Vaughn, Dot DLP 3100		
19. Love Is the Thing	18	39
Nat King Cole, Capitol W 824		
20. Till	—	17
Roger Williams, Kapp KL 1081		
21. 'S Awful Nice	—	12
Ray Conniff, Columbia CL 1137		
22. Gems Forever	—	8
Mantovani, London LL 3032		
23. The King and I	16	111
Sound Track, Capitol W 740		
24. Ricky Nelson	25	9
Imperial IMP 9050		
25. Nearer the Cross	—	14
Tennessee Ernie Ford, Capitol T 1005		



THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK

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

ONLY THE LONELY

Frank Sinatra—Capitol W 1053

A natural Sinatra seems to become greater with each new effort. In addition to a lovely new Cahn-Van Heusen album title tune, the set includes several other numbers that suggest of a feeling of being alone or loneliness. Ork backing by Nelson Riddle is, as usual, first-rate. Fine cover sketch of the artist.



DYNAMIC DAKOTA STATON

—Capitol T 1054

A potent follow-up album to her previous hit packages, "The Late, Late Show" and "In the Night." Set spotlights Miss Staton on a fine group of tunes—some of which are not too often heard. Arrangements and ork direction by Sid Feller enhance the thrush all the way. Tunes include "Some Other Spring," "Let Me Off Uptown" and "Night Mist." Excellent prospects in both pop and jazz markets. Good cover shot of the artist.



PAT SUZUKI

With Henri Rene Ork.—Vik LX 1147

Pat Suzuki's first LP was a strong sales item, and this—her second album—should meet with similar sales success. The gal sells a group of standards with verve and showmanship, scoring equally high on ballads and rhythm tunes. Winsome photo of the thrush gives cover good display value. Selections include "Daddy," "How High the Moon," "I've Grown Accustomed to His Face," etc.



GREAT SONGS FROM THE GREAT SHOWS OF THE CENTURY (2-12")

Jane Morgan With Frank Hunter Ork & Various Artists—Kapp 5006

This is one of Miss Morgan's finest offerings. The de luxe, two-disk set is attractively packaged, highlighted by a lovely cover shot of the artist. Songs from many of the great shows from 1900 to the present are given lush, warm vocals by the thrush, with good instrumental backings. It's a wonderful display item and a likely sales winner.



Jazz Talent Albums

LOOK OUT FOR EVANS BRADSHAW!

With George Joyner, Bass & Philly Joe Jones, Drums—Riverside RLP 12-263

Bradshaw is a talented, new pianist who is sure to gain a following with the release of this album. He's fleet, deft and original. He utilizes the whole keyboard in his improvisations. His arrangements are imaginative and interesting and support from Jones and Joyner complements effectively. "Love For Sale" and "Angel Eyes," the latter of which he plays unaccompanied, provide excellent samplings. Set deserves exposure.



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

Jazz Albums

MILESTONES

Miles Davis—Columbia CL 1193

This is one of Miles Davis' best to date. In addition to Davis' fine tone and talent the package spotlights excellent group and solo work on the part of the other members of his sextet. Most of the six tracks are done in a fairly brisk tempo. "Milestones," the album title tune is enough to sell the album. Good cover shot of Davis should hypo sales. Personnel includes J. Adderly, alto sax; J. Coltrane, tenor sax; P. Chambers, bass; R. Garland, piano and "Philly" Joe Jones, drums.



Jazz Special Merit Albums

K. C. IN THE 30'S

Various Artists—Capitol T 1057

Buyers of traditional jazz, and particularly aficionados of the Kansas City school will find this hard to pass up. It includes sides by Jay McShann's band, vocals by Julia Lee (several), other vocals by Joshua Johnson and Walter Brown and Charlotte Mansfield. There's also some fine tenor sax by Ben Webster and Piano by Pete Johnson, plus instrumentals by Tommy Douglass and others. The sound is excellent. Few recent packages of this type have offered so many riches. Veritablement, a gasse!—with shouting blues, haunting ballads, etc.



Classical Albums

BARBER-MENOTTI: VANESSA (3-12")

Various Artists; Metropolitan Opera Orch. and Chorus (Mitropoulos)—RCA Victor LM 6138

The Barber-Menotti modern-romantic work, one of the highpoints of last season's Metropolitan Opera offerings, received critical acclaim. The disk version comes attractively packaged with a copy of the libretto and biographies of the principals. A history of the commission of the opera and incidental background notes by Francis Robinson add to the over-all appeal. Fine performances are presented by soloists.



CONCERT Russe

The Pittsburgh Symphony Orch. (Steinberg)—Capitol P 8450

Exciting orchestral sounds are drawn from the fine orchestra on the romantic, programmatic selections by maestro Steinberg. All of the works are by Russian composers and include "Marche Slave" by Tchaikovsky, Glinka's "Kamarinskaya," "A Night on Bald Mountain" by Moussorgsky and "Dance of the Polovetsian Maidens" by Borodin. Packaging is attractive, and sound is wonderful. Excellent potential.



PORTRAITS IN SOUND

Concert Arts Symphony Orch. (Leinsdorf)—Capitol P 8446

Four vastly different selections have been chosen for this program, but each is rich in colorful orchestral effects. The descriptive, programmatic works allow Leinsdorf to reach all extremes in orchestral tones and volume. Works are Chabrier's "España," Smetana's "The Moldau," Rimsky-Korsakoff's "Russian Easter Overture" and Dukas' "Sorcerer's Apprentice." Besides the heavy sales forecast that can be expected from buyers in the classical market, the set is also a wonderful item for hi-fi bugs. Sound is brilliant. Good cover shot of the conductor.



THE ORGAN

E. Power Biggs, Organist—Columbia DL 5288

A 12-inch LP plus a profusely illustrated, hard-bound, 40-page slick paper book make up this aural and visual guide to the king of instruments, compiled by E. Power Biggs. Modern and historic organs are seen and heard, and artwise and soundwise it's a magnificent job. Should make a prime gift offering, as well as being a must for students and organ enthusiasts.



(Continued on page 20)

ALBUM COVER OF THE WEEK



PAT SUZUKI, Vol. 1, K 1147. Charming color photo of pixie-like Pat Suzuki provides an excellent cover. It's a good display jacket, and it should attract buys.

Most Played by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 13

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

1. SWING SOFTLY Johnny Mathis
Columbia CL 1163
2. STARDUST Pat Boone
Dot DLP 3118
3. JUMPIN' WITH JONAH Jonah Jones
Capitol T 1039
4. BAUBLES, BANGLES AND BEADS Kirby Stone Four
Columbia CL 1211
5. COME FLY WITH ME Frank Sinatra
Capitol W 920
6. SOUNDS OF THE GREAT BANDS
. Glen Gray and the Casa Loma Ork
Capitol W 1022
7. LESTER LANIN GOES TO COLLEGE Lester Lanin
Epic LN 3474
8. SING ALONG WITH MITCH Mitch Miller
Columbia CL 1160
9. BILLY VAUGHN PLAYS THE MILLION SELLERS
. Billy Vaughn
Dot DLP 3119
10. 'S AWFUL NICE Ray Conniff Ork
Columbia CL 1137



Best Selling Pop EP's

FOR SURVEY WEEK ENDING SEPTEMBER 13

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

1. KING CREOLE, VOL. 1. Elvis Presley, RCA Victor EPA 4319
2. KING CREOLE, VOL. 2. Elvis Presley, RCA Victor EPA 4321
3. HYMNS Tennessee Ernie Ford, Capitol EAP 1-756
4. SING ALONG WITH MITCH.
. Mitch Miller, Columbia EP B-11601
5. UNCHAINED MELODY. Ricky Nelson, Imperial EP 158
6. JAILHOUSE ROCK. Elvis Presley, RCA Victor EPA 4114
7. THE EVERLY BROTHERS. Cadence CEP 103
8. SPIRITUALS. Tennessee Ernie Ford, Capitol EAP 1-818
9. SWING SOFTLY. Johnny Mathis, Columbia EP B-11651
10. COME FLY WITH ME. Frank Sinatra, Capitol EAP 1-920

• 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—
Saleable Qualities

★—For dealers who stock all
merchandise.

POPULAR ★★★★★

THIS IS DEAN MARTIN
Capitol T 1047

A listenable set of tunes by the artist, all of which were formerly released as singles. Tunes include his current clicks, "Volare" and "Return to Me." Set can appeal to both teens and adults. Other numbers include "When You're Smiling," "Promise Her Anything" and "Angel Baby." Fine cover shot of Martin.

THIS IS GORDON MACRAE

This is one of MacRae's most varied albums to date. Tunes include some numbers formerly released as singles and shows. The artist has a hot single going at the moment, so there should be considerable teen interest in the package. Adult fans should also go for it. Good programming set. Good prospects.

SERENADE OF THE BELLS

Sammy Kaye Ork. Columbia CL 1173
All of the tunes either have or suggest bells in the titles. Included are new arrangements of past hits by the orkster and a new song, "Church Bells Chimes." Ork and chorus settings are attractive. It's a good deejay programming set and one that should prove a click with Kaye fans.

A SICILIAN IN PARIS

Domenico Modugno. Jubilee JLP 1084
Modugno is heard on a group of tunes which he clefled of c-clefled. Vocals are in either French or Italian. Most of the tunes are of a folksy nature. He has a warm, care-free style that should appeal to a wide range of buyers. With several hot singles and another best selling LP on the market, this package should rate careful consideration. Good potential. Fine cover photo of the artist.

SAX GONE LATIN

George Auld. Capitol T 1045
Auld's sock sax solo work, the smart vocalizing of Jud Conlin's Rhythmaires and a swiny Latin beat make this a happy package of infectious danceable wax. Smart off-beat wax for jocks with fairly hip tastes. Selections include "If I Could Be With You," "The Nearness of You," "Give Me Something to Remember You By."

PIANO BY STARLIGHT

Liberace. Columbia CL 1091
Fine piano stylings by the artist with rhythm accompaniment. Tunes include medium-beaters, waltzes and warm interpretations of ballads. It's an excellent mood set for jocks. Tunes include "My Funny Valentine," "You Go to My Head" and "A Kiss in the Dark." His fans should find this attractive fare.

POPULAR ★★★

BREAKING IT UP!
Louis Prima with Keely Smith. Columbia CL-3206

Cashing in on the current popularity of Louis Prima and frau (both now under contract to Capitol), Columbia has culled its catalog and packaged a group of old sides by the dup. Selections mostly bouncy novelties ("Barnacle Bill the Sailor," "Oh Marie," etc.) feature more of Prima than Miss Smith.

THE IMMORTAL AL JOLSON

With Orchestra & Chorus. Decca DL 9063
These are sides originally recorded by Jolson for the Kraft Music Hall show—dating back to 1947. Much nostalgia here, including "Alexander's Ragtime Band," "Dinah," "Chicago," etc.—all in the personality-plus style of the late great showman. Worth pushing.

LET ME LOVE YOU

Morgana King. United Artists UAL 30020
Miss King has a smart selection of tunes, and she's backed by a group of top musicians playing good arrangements. This is a set that can move with exposure in both pop and jazz markets. Selections include "The End of a Love Affair," "You Don't Know What Love Is" and the title tune. It's a nicely conceived package that can make a good showing, if plugged. It's her first on this label.

BABY, BABY, BABY

Mindy Carson. Columbia CL 1166
Fine thrushing by Miss Carson on a nice selection of mood tunes—all of which have "baby" in their titles. Good ork backing from Glenn Osser and Sherman Edwards is complementary. Jocks should take to this. Lovely cover shot of the chanteuse should also be a sales lure. Numbers include "I Found a New Baby," "My Melancholy Baby" and the album title tune. Good potential.

POPULAR ★★

INVITATION

The Guitars, Inc. Warner Bros. 1206
Here's an interesting new idea for mood music packages. A group of outstanding guitarists combine their talents to present tasteful, jazz-flavored instrumental treatments of standards. The results are both unusual and highly listenable, with particular interest sound-wise for hi-fi addicts. Selections include "All the Things You Are," "Darn That Dream," etc.

SWINGING LATIN NIGHTS

The Peanut Vendors. United Artists UAL 30008

The basis of this well recorded and danceable selection of Latin rhythms is

(Continued on page 21)

• Review Spotlight on Albums . . .

• Continued from page 19

----- Classical Special Merit Albums -----

AGRUPACION CORAL DE PAMPLONA DE ESPANA
Luis Morondo, Conductor—Columbia ML 5278

The 10-year-old Pamplona Choir of Spain, which toured North America to wide acclaim last year, makes its disk debut with a collection of folk and art songs. The group sings like a first-rate instrument, with marvelous technical finish. Solid tones and exquisite balance of voices enhance the ensemble effect. Soloists are fresh and young, rather than sophisticated. Atmospheric cover.



BORODIN: STRING QUARTET NO. 1
Vienna Konzerthaus Quartet—
Westminster XWN 18715

The first LP of this lesser-known Borodin work, tuneful and Austria-flavored, should win a host of chamber music enthusiasts. Carried off with great style by the players, it can even attract some "Kismet" fans who like Borodin melodies.



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

CONCERTO UNDER THE STARS
101 Strings—Stereo-Fidelity SF 6700
STEREO ONLY

The 101 Strings offer a powerful stereo package, with rich, vivid interpretations of "Cornish Rhapsody," "Claire De Lune," Chopin's "Nocturne," etc. Package has strong appeal for beginning collectors and should move out briskly in low-priced stereo field.



----- Chamber Music -----

BEETHOVEN: TRIOS NO. 1 & 5
Joseph, Fuchs, Violin, Pablo Casals, Cello &
Engene Istomin, Piano—Columbia ML 5291

More selections by the trio from the 1953 Prades Festival, displaying sweet blending and firmness of approach. Casals photo on cover should help lure chamber music fans. It fills in neatly for those who've bought the more important Beethoven trios by the same group of stars.



----- Opera Special Merit Albums -----

THE THREEPENNY OPERA (2-12")
With Lotte Lenya, Various Artists. Orch. &
Chorus Conducted by Wilhelm Brucker-
Ruggeberg—Columbia O2L 257

This is the "definitive" waxing of the sardonic Kurt Weill-Bertolt Brecht work, whose popularity in its 30th year has never been greater. Lotte Lenya headlines the Berlin cast and supervised the production. Despite the familiarity of "3PO," its fanciers will probably snap up this latest, biggest and best-sounding version; it's the complete work, some of it never before recorded. Beautifully packaged, with full German and English lyrics, libretto, and even a wall poster.



----- Specialty Albums -----

ANNA RUSSELL—A PRACTICAL BANANA PROMOTION
—Columbia ML 5295

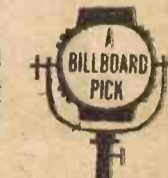
Anna Russell has another hilarious album in this package, which should step-out strongly in its specialized field. Miss Russell lends her masterful spoofing technique to satires of Madison Avenue, and a wonderful take-off on the current poetry-reading-to-jazz trend in niteries.



----- Low-Price Children's Albums -----

RODGERS AND HAMMERSTEIN'S
SATURDAY MATINEE FOR CHILDREN—
Golden GLP 30

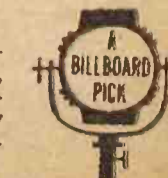
Here's a solid gift item and a potent sales package for the low-priced kiddie market. Bright, imaginative work by the Sandpiper Chorus and ork (conducted by Jimmy Carroll) on a group of lively R. and H. show tunes. . . "I Whistle a Happy Tune," "Happy Talk," "Oklahoma," etc.



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

POETRY OF YEATS
Read by Siobhan McKenna &
Cyril Cusack—Caedmon TC 1081

Here's another quality package from Caedmon, which should enjoy excellent sales results in its limited market. Two of Ireland's finest artists, Miss McKenna and Cyril Cusack, contribute perceptive, moving readings of more than 35 poems by Yeats. "Leda and the Swan," "Why Should Not Old Men Be Mad," "Dialogue of Self and Soul," etc. Striking cover design.



OH, BROTHER!

ANOTHER HIT BY—

THE AMES BROS.
NO ONE BUT YOU

C/W

PUSSY CAT 47/20-7315

WITH HUGO WINTERHALTER'S ORCH. & CHORUS

RCA VICTOR
RADIO CORPORATION OF AMERICA

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 take into consideration such factors as disk jockey plays, juke box activity and record sales.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
31	26	42	61		LA PALOMA	Billy Vaughn, Dot 15795	7
98	70	63	62		LA-DO-DADA	Dale Hawkins, Checker 900	4
—	—	72	63		BABY FACE	Little Richard, Specialty 645	2
8	21	40	64		WHEN	Kalin Twins, Decca 30642	8
—	—	76	65		MEXICAN HAT ROCK	Applejacks, Cameo 149	2
34	37	53	66		A CERTAIN SMILE	Johnny Mathis, Columbia 41193	8
93	87	62	67		OVER THE WEEKEND	Playboys, Cameo 142	4
30	29	46	68		MOON TALK	Perry Como, RCA Victor 7274	8
—	—	—	69	★	GEE, BUT IT'S LONELY	Pat Boone, Dot 15825	1
—	—	73	70		BREAKUP	Jerry Lee Lewis, Sun 303	2
—	—	92	71	★	TOPSY I	Cozy Cole, Love 50034	2
18	45	58	72		SPLISH SPASH	Bobby Darin, Atco 6117	8
33	38	69	73		EARLY IN THE MORNING	Bobby Darin and the Rinky Dinks, Atco 6121	8
—	—	—	74	★	THIS LITTLE GIRL'S GONE ROCKIN'	Ruth Brown, Atlantic 1197	1
44	50	57	75		BETTY LOU GOT A NEW PAIR OF SHOES	Bobby Freeman, Josie 841	8
—	—	—	76	★	NINE MORE MILES	Georgie Young, Cameo 150	1
—	—	—	77	★	COME ON, LET'S GO	Richie Valens, Del Fi 4106	1
85	77	93	78	★	PLEASE DON'T DO IT	Dale Wright, Fraternity 818	4
63	62	66	79		CERVEZA	Boots Brown, RCA Victor 7269	7
—	96	75	80		MY LUCKY LOVE	Doug Franklin, Colonial 777	3
—	—	—	81	★	HIDEAWAY	Four Esquires, Paris 520	1
23	24	55	82		IF DREAMS CAME TRUE	Pat Boone, Dot 15785	8
—	72	99	83	★	YOUR CHEATIN' HEART	George Hamilton IV, ABC-Paramount 9946	3
—	—	—	84	★	WENDY WENDY	Four Coins, Epic 9286	1
—	—	—	85	★	REAL WILD CHILD	Ivan, Coral 62017	1
—	81	—	86		YOU CHEATED	Slades, Domino 500	6
52	49	64	87		BLUE, BLUE DAY	Don Gibson, RCA Victor 7010	8
—	—	—	88		TO KNOW HIM IS TO LOVE HIM	Teddy Bears, Dore 503	1
—	84	—	89		BIG BROWN EYES	Redjacks, Apt 25006	2
66	—	82	90		FIRE OF LOVE	Jody Reynolds, Demon 1509	5

From The Hot 100:
THE BILLBOARD'S BEST BUYS

These records, of all those listed on The Billboard Hot 100, have shown the greatest national SALES BREAK-OUT potential this week for the first time. Action sides are listed in capital letters.

FOR MY GOOD FORTUNE . . . PAT BOONE
GEE, BUT IT'S LONELY (Roosevelt, BMI) (Acuff-Rose, BMI) Dot 15825

MEXICAN HAT ROCK . . . APPLEJACKS
(Mayland, BMI) Sophisticated Swing (Mills, ASCAP) Cameo 149

THE DAY THE RAINS CAME . . . JANE MORGAN
(Garland, ASCAP) Le Jour Ou La Pluie Viendra (Garland, ASCAP) Kapp 235

FIBBIN' . . . PATTI PAGE
(Igrish-Trojan, BMI) You Will Find Your Love (In Paris) Mercury 71355

The above are previous Billboard Spotlight picks.

THERE GOES MY HEART . . . JONI JAMES
(Feist, ASCAP) Funny (Parliament, ASCAP) M-G-M 12706

IT'S ONLY MAKE BELIEVE . . . CONWAY TWITTY
(Marielle, BMI) I'll Try (Marielle, BMI) M-G-M 12677

The correct publisher for "Firefly," one of last week's Best Buy selections, is E. H. Morris, ASCAP.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	98	91		I WISH	Platters, Mercury 71353	2
—	—	—	92		YOUNG SCHOOL GIRL	Fats Domino, Imperial 5537	1
—	—	—	93		NOTHIN' SHAKIN'	Eddie Fontaine, Argo 5309	1
26	56	78	94		HARD HEADED WOMAN	Elvis Presley, RCA Victor 7280	8
59	65	67	95		BY THE LIGHT OF THE SILVER MOON	Jimmy Bowen, Roulette 4083	5
—	—	—	96		WE HAVE LOVE	Jackie Wilson, Brunswick 55086	1
—	—	—	97		YOU GOT THAT TOUCH	Sonny James, Capitol 4020	1
—	—	—	98		MANY A TIME	Steve Lawrence, Coral 62025	1
—	—	—	99		WHEN WILL I KNOW?	George Hamilton IV, ABC-Paramount 9946	1
—	—	—	100		ITCHY TWITCHY FEELING	Swallows, Federal 12333	1

FAST SELLING HITS from M-G-M Records



Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 13

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.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Devoted to You/Bird Dog
Everly Brothers, Cdc.
It's All in the Game
Tommy Edwards, MGM
La Paloma, Billy Vaughn, Dot
Little Star, Elegants, Apt
Rock-In' Robin, Bobby Day, Cis.
Tea for Two Cha Cha
Tommy Dorsey Ork, Dec.
Tears on My Pillow
Little Anthony & the Imperials, End
Topsy II, Cozy Cole; Love
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

It's All in the Game
Tommy Edwards, MGM
Just a Dream, Jimmy Clanton, Ace
Near You, Roger Williams, Kapp
No One Knows
Dion & the Belmonts, Lau.
Volare (Nel Blu Dipinto Di Blu)
Dean Martin, Cap.
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

NORTHERN OHIO

Bird Dog/Devoted to You
Everly Brothers, Cdc.
It's All in the Game
Tommy Edwards, MGM
Just a Dream, Jimmy Clanton, Ace
Lazy Summer Night, Four Preps, Cap.
My True Love, Jack Scott, Car.
Patricia, Perez Prado, Vic.
Rock-In' Robin, Bobby Day, Cis.
Tears on My Pillow
Little Anthony & the Imperials, End
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

CHICAGO

It's All in the Game
Tommy Edwards, MGM
Just a Dream, Jimmy Clanton, Ace
La Paloma, Billy Vaughn, Dot
Little Star, Elegants, Apt
My True Love, Jack Scott, Car.
Near You, Roger Williams, Kapp
Patricia, Perez Prado, Vic.
Ramrod, Duane Eddy, Jam.
Tears on My Pillow
Little Anthony & the Imperials, End
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

DETROIT

Devoted to You/Bird Dog
Everly Brothers, Cdc.
Down the Aisle of Love
Quintones, Hunt
It's All in the Game
Tommy Edwards, MGM
Little Star, Elegants, Apt
Patricia, Perez Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Rock-In' Robin, Bobby Day, Cis.
Susie Darlin', Robin Luke, Dot
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

NORTHWEST

Bird Dog/Devoted to You
Everly Brothers, Cdc.
Blue Blue Day, Don Gibson, Vic.
Fever, Peggy Lee, Cap.
Just a Dream, Jimmy Clanton, Ace
Left Right Out of Your Heart
Patti Page, Mer.
Little Star, Elegants, Apt
My True Love/Leroy, Jack Scott, Car.
Willie and the Hand Jive
Johnny Otis Show, Cap.

PHILADELPHIA

Bird Dog/Devoted to You
Everly Brothers, Cdc.
Dance, Everyone, Dance
Betty Madigan, Cor.
Hard Headed Woman/Don't Ask Me Why
Elvis Presley, Vic.
It's All in the Game
Tommy Edwards, MGM
Little Star, Elegants, Apt
Patricia, Perez Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

EAST TEXAS

Bird Dog/Devoted to You
Everly Brothers, Cdc.
Chantilly Lace, Big Bopper, Mer.
Fever, Peggy Lee, Cap.
How Time Flies, Jerry Wallace, Chal.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

Little Star, Elegants, Apt
My True Love/Leroy, Jack Scott, Car.
Patricia, Perez Prado, Vic.
Rock-In' Robin, Bobby Day, Cis.

FLORIDA

Everybody Loves a Lover, Doris Day, Col.
It's All in the Game
Tommy Edwards, MGM
My True Love, Jack Scott, Car.
Patricia, Perez Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Stupid Cupid, Connie Francis, MGM
Tears on My Pillow
Little Anthony & the Imperials, End
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

ST. LOUIS AND KANSAS CITY

Bird Dog, Everly Brothers, Cdc.
Born Too Late, Poni Tails, ABC-Para.
It's All in the Game
Tommy Edwards, MGM
Just a Dream, Jimmy Clanton, Ace
Little Star, Elegants, Apt
Stupid Cupid, Connie Francis, MGM
Summertime Blues, Eddie Cochran, Lib.
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.
Willie and the Hand Jive
Johnny Otis Show, Cap.

LOS ANGELES

Are You Really Mine?/The Wizard
Jimmie Rodgers, Rit.
Betty Lou Got a New Pair of Shoes
Bobby Freeman, Jos.
Bird Dog/Devoted to You
Everly Brothers, Cdc.
Everybody Loves a Lover, Doris Day, Col.
Just a Dream, Jimmy Clanton, Ace
Rock-In' Robin/Over and Over
Bobby Day, Cis.
Summertime Blues, Eddie Cochran, Lib.

SAN FRANCISCO AND OAKLAND

Bird Dog, Everly Brothers, Cdc.
Born Too Late, Poni Tails, ABC-Para.
Just a Dream, Jimmy Clanton, Ace
Little Star, Elegants, Apt
Patricia, Perez Prado, Vic.
Susie Darlin', Robin Luke, Dot
Topsy II, Cozy Cole. Love
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.
Win Your Love for Me, Sam Cooke, Kee.

SOUTHERN OHIO

Bird Dog/Devoted to You
Everly Brothers, Cdc.
Born Too Late, Poni Tails, ABC-Para.
The End, Earl Grant, Dec.
Just a Dream, Jimmy Clanton, Ace
Little Star, Elegants, Apt
Pussy Cat, Ames Brothers, Vic.
Rock-In' Robin, Bobby Day, Cis.
Stupid Cupid, Connie Francis, MGM
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

NEW YORK AND NEWARK

Bird Dog/Devoted to You
Everly Brothers, Cdc.
Ginger Bread, Frankie Avalon, Clr.
It's All in the Game
Tommy Edwards, MGM
Little Star, Elegants, Apt
My True Love, Jack Scott, Car.
Patricia, Perez Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Tears on My Pillow
Little Anthony & the Imperials, End
Volare (Nel Blu Dipinto Di Blu)
Dean Martin, Cap.
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

WASHINGTON AND BALTIMORE

Bird Dog/Devoted to You
Everly Brothers, Cdc.
It's All in the Game
Tommy Edwards, MGM
Just a Dream, Jimmy Clanton, Ace
Patricia, Perez Prado, Vic.
Rock-In' Robin, Bobby Day, Cis.
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.
Western Movies, Olympics, Dem.
Win Your Love for Me, Sam Cooke, Kee.

NORTHERN NEW YORK STATE

Bird Dog/Devoted to You
Everly Brothers, Cdc.
Ginger Bread, Frankie Avalon, Clr.

JONI JAMES

THERE GOES MY HEART

See Joni
on the
Dick Clark
Show
Sept. 30

TOMMY EDWARDS

IT'S ALL IN THE GAME

K12688

ROSEMARY CLOONEY

THE LOUDENBOOMER BIRD

(Early Ev'ry Morning)
K12705

CONWAY TWITTY

IT'S ONLY MAKE BELIEVE

K12677

MARVIN RAINWATER

NOTHIN' NEEDS NOTHIN'

(Like I Need You)
K12701 on 45 & 78 rpm

On
Billboards
Charts

RECORD STORE



• **Reviews of New Pop Records**

• Continued from page 35

In typical Eddie Fisher style by the warbler over support by the Hugo Winterhalter ork. (Berlin, ASCAP)

Take Me . . . 74
The fine standard is sung pleasantly by the chanter over wild support by the full Winterhalter ork and a large vocal group. A busy record. (Fregman-Vocco & Conn, ASCAP)

THE IDOLS
30 Days . . . 74
RCA VICTOR 7339 — An interesting group effort that bears a strong feeling of "Yakety Yak," melodically arrangement-wise. Boys give it a good whirl. Worth a hearing. (De Vorzon, BMI)

Crackin' Wide Open
RAM Records

#1478

"WHEREVER YOU ARE"

Linda Brannon

DEALERS — Order from ACE Record Dist.

DJ's — Write Box 3268, Shreveport, Louisiana

RELIABILITY—QUALITY
RECORD PRESSING
Originators of the Patented rim drive; thick-thin type record

RESEARCH CRAFT CO.
1011 NORTH FULLER
HOLLYWOOD, 46, CALIF.

Closing Out Our Stock!
6,000 to 8,000 Lot
45 RPM RECORDS
Shipping cartons are needed. Make us a reasonable offer.
BINGHAM'S
204 W. Main Morganfield, Ky.
Tel. 159

The Prowler . . . 73
This one is the bouncer side with a backing something akin to the "Tequila" sound. It has novelty aspects with a good hora spot or two. (De Vorzon, BMI)

RONNIE KNOX
Baby Play Ball With Me . . . 74
DOOTO 442—A rocker, in which love is likened to a football game in various of its aspects. Amusing lyric, and a driving rhythm will get this spins. (D. Williams, BMI)

It's Fascination . . . 73
A rocker with a relaxed feeling and a walking rhythm. Vocal is abetted by a solid honking horn, and good guitar, plus gimmick sounds. (D. Williams, BMI)

JOHN WEINMAN
Road of Dreams . . . 74
FLAME 101—Pounding rockaballad is given a strong emotional warble by Weinman with suitable ork backing. Side has a nice flavor, and it could start something if exposed. (Email, BMI)

Tangle-Weed . . . 73
Funky instrumental blues is nicely handled by gutbucket sax and guitar. Side has a chance, if plugged. (Email, BMI)

BOBBY AND LO
When You're Smiling . . . 74
KNICK 1714—Oldie is given a skiffie treatment with attractive harmonizing by the pair. Fair prospect. (Mills, ASCAP)

Au Revoir . . . 73
Rockaballad gets the celestial sound from the pleasant duo. (Coliseum, BMI)

THE KING SISTERS
Autumn Time in Pleasant Grove . . . 74
CAPITOL 4054 — Wistful ballad is wrapped up in attractive vocal blend. Nice jockey wax. (Driggs, BMI)

The Guy in the Foreign Sports Car . . . 73
Gals ohirp smartly on swingy rhythm-novelty with catchy tempo. Amusing

chatter angle for jocks. (Driggs, BMI)

DICK HAYMES
As Young As You Feel . . . 74
SUNBEAM 113—Listenable ballad is sung warmly by Haymes helped by a vocal group and a large ork. Pretty tune could get jock spins. This is his debut on the label. (Vernon, ASCAP)

Suffer . . . 72
A sharp, classy hunk of material in the Sinatra vein is handed a good reading by Haymes over listenable combo support. Flip appears stronger. (Sunbeam, BMI)

RUDOLPH FRIML ORK
Donkey Serenade . . . 74
WESTMINSTER 4501 — The label's first single comes from the Friml album, with the composer offering a snappy piano solo against a traditional but attractive instrumental version of the evergreen. Worth jockey spins. (Schirmer, ASCAP)

Indian Love Call . . . 72
Another operetta favorite with Friml on piano and lush strings soaring. (Harms, ASCAP)

SAMMY KAYE ORK
At the High School Prom . . . 74
COLUMBIA 41255—Bright, bouncy r.&.-style item, which should benefit from plugging on Kaye's new ABC-TV show. (Republic, BMI)

Roses Remind Me of You . . . 72
Back in his old groove, Kaye and group serve up a dreamy version of a pretty ballad. (Bourne & World, ASCAP)

THE STEVENS BROTHERS
Carmelina . . . 74
HANOVER 4511—A Neapolitan flavored item, with mandolin sounds and pretty melody. A happy side. (Greta, BMI)

If Your Heart Doesn't Dance . . . 72
A waltz, with a relaxed tempo and attractive melody line. (Sack Gold, ASCAP)

FRANKIE MARSHALL
Serenade in the Night . . . 74
JACKPOT 48009 — Rockaballad is presented attractively by the artist. The oldie is dressed up with Billy Vaughn-type saxes in the backing. It can cop pop and r.&b. loot. (Bixio-Mills, ASCAP)

Don't Go . . . 72
Blues is given a listenable bolt by Marshall with fine big ork backing. Flip appears stronger side. (Jat-House of Fortune, ASCAP)

DIANA LEE
You Upset Me . . . 74
LIBERTY 55156—A rocker, with the chick doing the vocal in a novel, stylized or gimmicked fashion. Some unusual effects here. (Admiral, BMI)

L-O-V-E Love . . . 72
A rocker charmed by a fresh-sounding voice. Good beat and rhythm. (Admiral, BMI)

DICK CONTINO
Blue Moon . . . 74
MERCURY 71357—The evergreen is worked into an attractive cha cha by the accordionist, with excitement and jockey appeal. Good potential. (Robbins, ASCAP)

Concertina Polka Rock & Roll . . . 72
Male group sings between Contino licks on this cute rocker. (Pure, BMI)

KEN COPELAND ORK
Fanny Brown . . . 74
LIN 5017—Exciting sound by the artist on a pounding rocker. Copeland is nicely awisted by a male chorus. Tune reminds of the old standard blues. It might start something, if plugged. (Lin-De, BMI)

Chaser of Hearts . . . 71
Appealing warble by Copeland on an attractive shuffle-pace ballad. Side sounds a bit dated, however. (Kellin, BMI)

DAVID CARROLL
Live a Little . . . 73
MERCURY 71362 — Smart chorus work on a pretty medium-beat tune with an Eddie Heywood type piano featured in the backing. Some oom possible. (Muirfield, ASCAP)

(Continued on page 39)

ey-yi-yo—a rockin' hit!

OLD MacDONALD

THE CHARGERS

47-7301



RCA VICTOR



They're swingin' and she's sweet

LOUIS PRIMA and KEELY SMITH

ON A
BRAND NEW SINGLE

"THAT OLD BLACK MAGIC"

A smashing up-tempo duet treatment of the great old standard
With Sam Butera and the Witnesses

"YOU ARE MY LOVE"

Keely, solo, on a lush and beautiful ballad
with Nelson Riddle and His Orchestra

Record No. 4063



BETTY JOHNSON

Sweeping
the
Country



HOPA HOLA

with a Hula Hoop
#2002

ATLANTIC
RECORDING CORPORATION
111 WEST 51 STREET, NEW YORK 19, N.Y.

BEST SELLERS

Bill Doggett
HOLD IT

KING 5149

Earl Bostic
PINKIE

KING 5144

Little Willie John
TELL IT LIKE IT IS

KING 5147

NEW RELEASES

LONESOME ROAD | SOMEBODY LOVES ME
FRANCES FAYE
BETHLEHEM 11002

WITHOUT A SONG | THIS LOVE IS TRUE LOVE
TEDDY HUMPHRIES
KING 5151

TRY A LITTLE TENDERNESS | WHAT IS THERE TO SAY
CHRIS CONNOR
Bethlehem 11001

KING RECORDS

10 Thumbs

• Continued from page 2

liam Morris or GAC to call. That's not the way to do it. The big agencies have hundreds of chunks of talent to keep them busy day in and day out. They can't be expected to follow up on every new talent that's unearthed. It's the manager's job to get the agents to the point where they want to sign the talent up."

Press Agency

Even the fine art of press agency often comes into the ken of the manager, particularly when the talent is on the road. In this case, a manager will more often than not be the one who sets up press conferences, interviews and radio and TV appearances in the city where the talent is booked.

With the ever-increasing flow of trans-Atlantic talent traffic, other agents have become international operators as well. In one case, for example, several important British acts have personal managers for American business and appearances. One American p.m., in fact, has an arrangement where he takes down 5 per cent not only of what the British artist makes in the States on his visits but 5 per cent on what he makes in his homeland as well.

On the other hand, financial management, once the exclusive function of the conscientious p.m., has now been happily surrendered in many cases, to the tax experts. "In this day and age of complicated tax structures, you need a lot more than your own basic arithmetic or an accountant. Improper figuring of deals can result in great loss not only to your client, but naturally to yourself as well," said another. "A tax expert is a vital necessity for your own self-preservation. You can lose plenty of loot without one."

Capitol Stereo

• Continued from page 7

smartly conceived package. Voices, often difficult to capture with a true effect in stereo, are handsomely reproduced here on such choral operatic excerpts as "Soldier's Chorus" from "Faust" and the "Triumphal Chorus" from "Aida."

Orchestral gems emanating from France are well produced in a set titled "La Belle France," which was a Billboard spotlight in its monaural version. The final entry is Benjamin Britten's "Young Person's Guide to the Orchestra, which sets forth in handsome style the many instrumental components of the symphony components of the symphony orchestra.

Every item on the list is attractively packaged and rates serious consideration for sales potential. "Starlight Chorale"—Roger Wagner Chorale with the Hollywood Bowl Symphony (Wagner), Capitol SP 8390; Britten: Young Person's Guide to the Orchestra; Dohanany: Variations on a Nursery Theme—Victor Aller with the Concerts Arts Symphony (Slatkin), Capitol SP 8373; "The Sound of Wagner"—the Concert Arts Symphony (Leinsdorf), Capitol SP 8411; "La Belle France"—Capitol Symphony (Dragon), Capitol SP 8427; Shostakovich: Symphony No. 11—The Houston Symphony (Stokowski), Capitol SPBR 8448.

Ren Grevatt.

Vik Hypes Up

• Continued from page 2

"Roar, Lion, Roar" (Columbia University); "The Victors" (University of Michigan); "The Eyes of Texas" (University of Texas), and "Bow Down to Washington" (University of Washington). The platters will be backed by concentrated promotion programs with the various schools and their radio outlets, plus local sports writers and other sports outlets.

ey-yi-yo—a rockin' hit!

OLD MacDONALD

THE CHARGERS

47-7301

RCA VICTOR
RADIO CORPORATION OF AMERICA

GOING STRONG!

GEE WHIZ #231

Bob and Earl

HEY GIRL, HEY BOY #228

Oscar and Jeanette

new releases breaking!

HEAVENLY ANGEL

b/w

YOU AIN'T SAYING NOTHING #234

SATELLITES

PRETTY GIRLS EVERYWHERE

b/w

FOR THE REST OF MY LIFE

EUGENE CHURCH AND FELLOWS #235

Class
Records

CLIMBING AGAIN

WHO'S
LOOK

DON GIBSON

LOOK WHO'S BLUE

47/20-7330

RCA VICTOR
RADIO CORPORATION OF AMERICA

NOW . . . TWO GREAT ONE-STOPS

1. Full Inventory of 78-45-EP-LP
2. Rock-Bottom Prices
3. Dealer or Juke Op Orders Shipped Same Day
4. Overnite Service to 20 States
5. Our "BIG 20" Hit Sheets Speed Ordering

THE MUSIC BOX ONE-STOPS

1301 W. 79th St., Chicago 20, Ill.
Aberdeen 4-3600

1305 Spring St. N.W., Atlanta, Ga.
Trinity 5-0354

C & W Best Sellers in Stores

FOR SURVEY WEEK ENDING SEPTEMBER 13

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like 'BIRD DOG (BMI)-Everly Brothers' and 'THE WAYS OF A WOMAN IN LOVE (BMI)-Johnny Cash'.

C & W Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 13

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Table with 3 columns: City, Rank, Record Title, Weeks on Chart. Includes sections for Birmingham, Dallas-Fort Worth, Houston, Memphis, Nashville, New Orleans, and St. Louis.

This Week's C & W Best Buys

HE'S LOST HIS LOVE FOR ME (Cedarwood, BMI)-Kitty Wells-Decca 30736. The side is gathering lots of coin in all of the major c.&w. marts. It appears another big one for the fine artist. Flip is "Touch and Go Heart" (Acuff-Rose, BMI). A previous Billboard Spotlight pick.

Review Spotlight on . . .

C & W RECORDS

NO SELECTIONS THIS WEEK.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Marvin Rainwater, newly returned to "Jubilee U. S. A.", starring Red Foley, and now working out of Jimmy McConnell's Top Talent office, Springfield, Mo., has been contracted by the Marlin Payne Attractions, Billings, Mont., for a tour of Alberta and British Columbia, starting this weekend and running thru mid-October. . . . The new Athens label, with headquarters in Nashville, is sporting a new release, coupling "The Man From Tennessee" and "Gonna Git Me a Guitar," by Burt Lynch, a new name in the country field. Deejays may obtain a copy by writing to Scoopie Bruce Harper, Station WLAC, Nashville. . . . Moonlight Gardens, East Dubuque, Ill., Sunday (2) featured Bobby Lord and Norma Jean.

day (21) date at Lewiston, Idaho. On Monday (22), the unit plays Trail, B. C. Dates were set by John Kelly's World-Famed Attractions. The same office recently booked Minnie Pearl for four days at Cactus Pete's Club in Contact, Nev. The Reeves show plays Rupert, Idaho, September 24; Lander, Wyo., 25; Greeley, Colo., 26; Casper, Wyo., 27; Pierre, S. D., 28, and Salt Lake City, 30, with the route set by the Kelly office.

Johnny Cash, after working fair dates in Texas and California, is now at home in Hollywood, where he's dickering with motion picture moguls for a film role. Cash appears on Cliffie Stone's "Hometown Jamboree," September 27, and a few days later stops off at Baldwin Park, Calif. He's set for an appearance in Salt Lake City September 30. Bob Neal, Cash's personal manager, says that plans are being finalized for "The Johnny Cash Show," slated to debut soon on a Los Angeles TV station. Artists interested in a possible spot on the show may contact Neal at Box 310, Hollywood 28. . . . Martha Carson plays the Statler Hotel, Detroit, Tuesday (23), and is contracted for The Arthur Godfrey CBS-TV nighttime show October 7. Also on her schedule is an appearance on the CBS radio show, "Fashions in Music," with Caesar Petrillo, and the CBS television seg, "In Town Tonight," both originating from Chicago.

Mel Price and His Santa Fe Rangers in November will celebrate their 13th year in the country music business, 12 of the years having been spent on Station W A S L, now WABW, Easton, Md. Price and his combo do a daily live show on the station, with Mel also conducting a daily platter show from his Music Center in Easton which he opened last April. He reports country music holding up well in the area. During the outdoor season just ended, Price and the Rangers played thru Maryland, Delaware, Pennsylvania, New York, New Jersey, Connecticut and Virginia. Working with the group are Bob (Luke) Jones, comedian, and Barbara Shirley, vocalist.

The fourth anniversary presentation of the "Lincoln Jamboree" at Hodgenville, Ky., September 13 was a huge success, according to word from Joel Ray Sprowls, the show's producer-emcee. Sprowls, who whirls the country wax on WLOC, Munfordville, Ky., says that two performances were given to overflow crowds. "Disk jockeys from all radio stations in the area were represented," writes Sprowls, "plus Mike Page and the Kentucky Kouple, of Owensboro, Ky.; Shirley Ann Chandler, of Scottsville, (Continued on page 43)

Most Played C & W by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 13

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like 'ALONE WITH YOU-Faron Young' and 'BLUE BOY-Jim Reeves'.

Reviews of New C & W Records

JOHNNY SIX Town of Memories . . . 77 DECCA 30716-An affecting lyric, drenched with nostalgia, Six does a great job with the vocal, backed by a chorus. (Old Charter, BMI)

BILL MONROE Panhandle Country . . . 75 DECCA 30739-A bright, upbeat hoedown type effort with fiddles and plucked banjo much in evidence. Good for the square dancers who have a lot of energy. (Drake, BMI)

On DAS have labeled down light C noon performances for music T pow

Kingston over listenable backing. Could get spins in country field. (Starday, BMI)

HOYT JOHNSON I Bet You Didn't Know . . . 73 ERWIN 65 - A moderately upbeat tune with some appeal to the rural marts. Nice guitar support. (E & M Sanama, BMI)

JIMMY NEWMAN You're Makin' a Fool Out of Me . . . 72 M-G-M 12707 - Listenable tune is sung with passion by Jimmy Newman on his debut waxing for the label. (Be-Air, BMI)

Outside Your Door . . . 69 Polignant ballad is sung in okay fashion by the chanter. (Acuff-Rose, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

HANK HARRAL Tank Town Boogie/Sweet Memory-Caprock 104 BENNIE HESS: Now I'm Free/Wild Hog Hop-Major 1001 HAL HOWARD: I Like You/I Traded My Heart-Wec ReBel 100 HOYLE NIX: Coming Down From Denver/My Mary-Caprock 105 DIXIE ROGERS: Our First Date/Frost Is On the Pumpkin-Caprock 106

This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

R&B RECORDS

NO SELECTIONS THIS WEEK.

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 13

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Rock-In' Robin, Bobby Day, Cls.
2. Win Your Love for Me Sam Cooke, Keen
3. Bird Dog, Everly Brothers, Cdc.

Charlotte

- 1. Rock-In' Robin, Bobby Day, Cls.
2. Bird Dog, Everly Brothers, Cdc.
3. Little Star, Elegants, Apt

Chicago

- 1. It's All In the Game Tommy Edwards, M-G-M
2. Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.

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

IT'S A HIT!! IT'S THE GROOVIEST!! ALL DAY LONG Jimmy Smith at the Organ with Lou Donaldson, Kenny Burrell, Art Blakey BLUE NOTE 45-1676 47 WEST 63rd ST. NEW YORK 23, N. Y.

New \$1.98 LP! HIT VOCAL GROUPS All Time Hits Penguins, Medallions Cuffinix & others Order Now! AUTHENTIC 501

DOOTO RECORDS 9512 South Central Ave. Los Angeles 2, Calif.

Double Smash! PEPPERMINT HARRIS and the DAVID DEAN COMBO 'THE DOUBLE FREEZE' b/w 'THE FREEZE' DUKE RECORDS 2809 Erastus St., Houston 26, Texas

ON THE BEAT

Continued from page 8

graphs but the most popular models are German imports like Grundig, Telefunken and Blaupunkt.

Also on the foreign kick is the situation today with regard to songwriters. In a word, it can be said that things have been rough for the Brill Building set.

The foreign incursion is only the latest in a series of headaches for our great crop of legitimate "moon, June, tune" type songwriters.

An interesting twist to the story now is that the Brill boys are not alone in their troubles. In London, the British cleffers are now up in arms at the fact that they can't even get a performance on the BBC.

Orchestral gems emanating from France are well produced in a set titled "La Belle France," which was a Billboard spotlight in its monaural version.

Reviews of New R&B Records

RED PRYSOCK Billie's Blue MERCURY 71358-A quiet blues delivered in relaxed style by Prysock and his combo.

Willow Weep for Me... 73 Instrumental features hot organ and and wailing sax in moderate tempo.

THE 3 SOULS Night Theme ARGO 53515-Hip, earthy blues is nicely performed by the trio.

Smorgasbord... 74 New Orleans beat provides the backdrop on this engaging instrumental.

FENTION ROBINSON Mississippi Steamboat DUKE 3073-Relaxed blues, with Robinson's shouted vocal backed by a swinging, rhythm figure.

R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING SEPTEMBER 13

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in rhythm and blues records.

Table with 4 columns: Rank, Title, Artist, Weeks on Chart. Includes Little Star, Rock-In' Robin, Bird Dog, It's All In the Game, Volare, Just a Dream, Tears on My Pillow, Patricia, Win Your Love for Me, My True Love, Susie Darlin', Itchy Twitchy Feeling, Born Too Late, Poor Little Fool, You Cheated, Willie and the Hand Jive, Ramrod, Down the Aisle of Love, Western Movies, Summertime Blues.

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 13

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 4 columns: Rank, Title, Artist, Weeks on Chart. Includes Little Star, Just a Dream, Bird Dog, Rock-In' Robin, Itchy Twitchy Feeling, Chantilly Lace, One Summer Night, My True Love, Patricia, Poor Little Fool, Win Your Love for Me, Baby Face, It's All in the Game, Yakyety Yak, My Life, Young School Girl.

Crazy Crazy Loving... 73 In contrast to flip, this has a slightly faster tempo. Also a blues, with the true Deep South feeling. (Lion, BMI)

PAUL MONDAY My Mistake DOTO 444-Bluesy ballad is given intense treatment by Monday for attractive results.

Are You Ready to Go Steady?... 73 Blues rocker gets a lively reading from chanter, backed by group with spiritual sound. (D. Williams, BMI)

VERNON & CLIFF You Came Along DOTO 443-Rockballad tastefully sung. Arrangement varies from the usual, and the duo chanting and recitation is quite effective. (D. Williams, BMI)

Teatny Twenty... 73 A rumba blues with a novelty lyric.

The lads chant a good vocal. Instrumental arrangement maintains interest. (D. Williams, BMI)

LARRY DAVIS Texas Flood DUKE 3076-Funky blues, in slow tempo, with Davis shouting a vocal. There's considerable heart to the performance.

I Tried... 73 Similar in quality to the flip, but faster in tempo. Authentic, funky sound and Deep South feeling. Davis does a good vocal. (Lion, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

FIVE JADES: Without Your Love/Rock and Roll Molly-Duke 3068 MADAM SOPHIE REED: No Place in Heaven for the Sinner Man/I Gave Up This World-Friendly 1100

FOLK TALENT AND TUNES

Continued from page 41

Ky., and dozens of other entertainers. Our show is becoming very popular throughout South-Central Kentucky and our personal appearance schedule is rapidly filling. Country music is going strong in this area. I have a circuit of schools and theaters in South-Central Kentucky in which I will promote talent this winter."

"Reilly Springs Jamboree," Sulphur Springs, Tex., will have Tom Tall, Crest Records artist, as guest star to usher in the fall season Saturday night, October 4. Tall, now on an extended road trek after playing the West Coast for more than a year, has been enjoying exceptional business on his swing thru the Lone Star State, according to "Reilly Springs Jamboree" producers, Joe Shelton and Lou Erck. Tom's manager, Ed Fletcher, reports that his recent appearance on "Big D Jamboree," Dallas, attracted the biggest crowd of the year for the show. Shelton and Erck report further that there has been a greatly revived interest in c.&w. music and artists in the Texas country in recent months.

Hank Snow and His Rainbow Ranch Boys begin a march thru Georgia October 2 and then pop westward to California, where the trek ends October 23. While on the Coast, Hank and the lads will do "Town Hall Party" in Los Angeles, October 11. On the tour, Snow will be plugging his new RCA Victor release, "A Woman Captured Me" b.w. "My Lucky Friend." The new Hank Snow Talent Agency, under the direction of Sleepy McDaniel, also has a package show, starring Porter Wagoner and the Wagonmasters, set for a tour of Ontario October 8-17.

L. L. (Boob) Brasfield and wife, Neva, the Uncle Cyp and Aunt Sap of "Jubilee U. S. A.," returned to Springfield, Mo., last week from Smithville, Miss., where they had gone to attend the funeral of Boob's brother, Rod Brasfield, for many years associated with "Grand Ole Opry," Nashville, who died recently after several years' illness. Prior to entering radio and television, Rod and Boob tramped for many years with tent rep and tabloid organizations thru the South, where they were extremely popular. Nat Nighberg, on his recent visit to Nashville, set a string of guest artists for appearances on his "Country America," beamed Saturday nights over KABC-TV, Los Angeles. Nat was accompanied to Nashville by his wife, Mary.

Reviews of New Pop Records

Continued from page 41

builds up excitement and dance fun. Excellent potential in market. Jay, Jay, BMI)

Goodbye Flit Flit Forever... 76
Novelty with cute English lyric gets frantic reading from Wally. (Jay, Jay, BMI)

THE IMPERIALS

Our Last Waltz... 77
EISAN 1003—An attractive dancing waltz by the polka band. Group vocal gives it a good sing-along quality. Appealing for juke in the right spots. (Elsan, BMI)

Baby Doll Polka... 75
A happy polka slide, again with the group vocal. In this case, it's the waltz slide that gets the nod. (Elsan, BMI)

With the Jockeys

Sammy Lillibridge, who's still spinning the c.&w. wax and doing the news at KLEN, Killeen, Tex., has just received his signed affiliation with BMI for his new music firm, Tomilene Music. Sammy's agency, Legend Enterprises, has booked a "Big D Jamboree" unit, headed by the Belew Twins, Ronnie Dee and Marvin Montgomery and the Country Gentlemen, for an engagement Wednesday (24) at Fort Polk, Louisiana. . . . Biff Collie, Houston deejay-entertainer widely known in country and western circles, has taken over a

featured pop spot on Station KLAC, Los Angeles.

"Country music is being well received in this territory," typewrites Don Davenport, of WEKZ, Monroe, Wis. "My 'Country Music Jamboree' pulled mail from 37 Southern Wisconsin and Northern Illinois cities during a recent mail call. Being mostly a pop and old-time music station, I have to search pretty hard to find good country music. I'd appreciate a mention of this in your column; it might help remedy the situation. I've found that most country artists are helpful with promotion material and records, particularly Jim Reeves, Faron Young, Carl Smith and Homer and Jethro. Incidentally, Homer and Jethro did a program with me recently and it gave my country music show a big boost."

WHERE ARE THE BAND GREATS OF YESTERDAY?

Continued from page 3

in Chapel Hill, N. C., and is associated with the University of North Carolina.

Elmo Tanner is living in Birmingham in between jobs with his own small combo. Bobby Meeker is owner of a radio station in Houston. Clyde McCoy owns a restaurant in Denver, fronts a Dixieland band and has oil and uranium holdings. Lloyd Huntley is believed to be on the faculty of Colgate University. Joe Sanders is living in Kansas City, Mo., and has had a serious eye ailment for several years. Wayne King lives between a farm in the Midwest and holdings in Arizona, which include a car rental agency in Phoenix and Tucson. He still records occasionally for Decca. Eddie Nichauer, of the Seattle Harmony Kings has a band working the Shutter brothers' ballroom, Chicago. Bill Carlson is doing a TV weatherman bit at a Milwaukee video outlet. Joe Kayser is operating his own booking office in Chicago, following his retirement from MCA several years ago. Ben Pollack operates a restaurant on Sunset Boulevard in Hollywood. Dick Shelton is a lawyer with a show business practice in Chicago. Griff Williams is a vice-president with Electric Light and Power, a trade paper in Chicago. He still works his band occasionally. Anson Weeks is working at the Palace Hotel, San Francisco, with his old drummer, Abbey Brown, and his son, Jack, vocalizing and playing bass. Herb Miller, brother of the late Glenn Miller, is heading the house band at the Ali Baba Ballroom, Oakland, Calif. Joy Caylor is living in Denver. Eddy O'Niell is accompanist for thrush Dorothy Shay, while Billy McDonald is with Associated Booking's Hollywood office.

BMI Argues Suit Dismissal

NEW YORK — Shortly before 3 p.m. Friday (19), hearings on the motion to dismiss the suit of 33 ASCAP songwriters against Broadcast Music, Inc., and the networks commenced in New York Federal Court before Judge Edward Weinfeld.

Motion was brought by BMI on the grounds that the songwriters per se were not the proper parties of interest in the case. At press time there was every indication

that the hearing might stretch over until Saturday, due to the amounts of time for speaking being sought by various attorneys involved.

Judge Rosenman, head of the BMI delegation of counsel, was expected to deliver a lengthy argument in support of the motion. Bruce Bromley, CBS attorney, and Igor Petroff of the NBC legal staff, were expected to speak for at least 30 minutes each, while John Shulman, counsel for the songwriters, had requested two to three hours for presentation of the songwriters' side. Following the hearings, no decision was expected from Judge Weinfeld for several weeks at the earliest.

UPA Pictures In Disk Derby

HOLLYWOOD — UPA Pictures, the animation firm best known for its McGoo creations, this week entered the disk derby with a label of its own. The firm is known as UPA Chevron and its initial release features Phil Crosby with a "Guest Appearance" by dad, der Bingle. The younger member of the crooning Crosbys warbles "Thanks" (one of his dad's best-selling yesteryear standards) backed with "Ball of Love." Latter is an original penned by Chuck Morell.

At press time, no distribution had been set for the UPA label. The initial platter was released to deejays and press only in the Hollywood market.

ON THE BEAT

Continued from page 42

"Paris Salutes the Platters," is the headline on the latest missive from Jean Bennett, flack for the Platters. Only last week, there was a note from Athens. This week it's Paris. According to Miss Bennett, the group opened at the Olympia as the star attraction, midst Cabinet members, Gina Lollobrigida and 50 French Republican guards, clothed in "bright red and shining black uniforms, tall plumed hats and gold swords." The second half of the show, prior to the Platters' entrance, consists of a 10-minute overture by Buck Ram, leading contemporary composer and manager of the group, consisting of songs they have made famous (all written by Ram). During the first week, the group was whisked all over the place for inter-views, radio and TV appearances and champagne parties.

From Houston comes word that Don Robey is "wallowing in the dough these days as the rain of orders keeps pouring in for Bobby Blue Bland's latest, 'Little Boy Blue.'" It's also reported that there's interest on the part of a.&r. chief Joe Scott, in Robey's new entry, Joe Medwick, whose disk of "You Still Send Me," (probably a follow-up to Sam Cooke's first hit) and "I Have Confidence in You," "is showing definite signs of hit fever." There used to be a Joe

Medwick who played for the St. Louis Cardinals. Could it be the same?

M-G-M's thrush, Toni Carroll, has scored a success at the Colony Restaurant, London and is being held over an extra week. She became a hit there when she appeared on TV with Julius LaRosa. After London, the gal will go to Paris, Milan and Rome for a series of short engagements. . . . Marty Gold has joined Kapp Records. His first album is one of college song favorites.

Bobby Hendricks, who has the hit "Itchy Twitchy Feeling," opened a week's stint at the Apollo, New York, Friday (19). He moves to the Royal Theater, Baltimore, for another week Friday (26) and then moves on to the Nation's Capital for a week at the Howard. . . . Jimmy Newman, Sugar and Honey and Gene Courtney all made disk debuts this week on M-G-M Records, while Bill Farrell and Lily Ann Carol debuted on Cub Records, M-G-M subsidiary. . . . Art Mooney has returned to the one-nighter scene and is now travelling with band on a string of dates thru the East.

NEWS REVIEW

Col. Party Features Jazz Stars

Columbia Records, on September 9, may well have thrown the first "self-liquidating" press party in the record industry. Having taken the precaution of recording the complete "Jazz at the Plaza" bash in stereo, Columbia's tapes have since worked out so well the label is now considering an edited-down album release of the highlights.

Certainly, it was quite an afternoon for the press, deejays, jazz performers and other jazz buffs assembled in the restrained luxuriance of the Plaza's Persian Room, for Columbia provided plenty of music.

The Duke Ellington aggregation powerhoused the affair, airing the previously-unrecorded "Great South Bay Jazz Festival Suite," as well as a showcase for Ozzie Bailey in a number from the Duke's "A Drum Is a Woman" and "El Gato."

By contrast, Miles Davis and his combo gave the Columbia guests a sampling of the trumpeter's intricate, introspective stylings—notably with "Funny Valentine."

The vocal stars were enough to delight any jazz fanciers. Billie Holiday, who has seldom sounded better, paired off with Buck Clayton on "Easy to Remember" and "When Your Lover Has Gone."

Jimmy Rushing gave the audience a swinging version of two Ellington blues tunes, "Go Away Blues" and "Come On, Little Girl," and one of his own, "Bye, Bye, Baby." An added treat for stereominded cats was Lil Greenwood, the new thrush with the Ellington crew.

Unsurpassed in Quality at any Price

8" x 10" GLOSSY PHOTOS

5 1/2¢ EACH

IN 5,000 LOTS

6 1/2¢ in 1,000 LOTS

\$8.99 per 100

POST CARDS \$26 per 1,000

Copy Negatives 8x10 \$1.50

MOUNTED ENLARGEMENTS

20" x 30" \$3.50-30" x 40" \$4.85

FAN MAIL PHOTOS

AS LOW AS 1¢ Each

COLOR ALBUM COVERS

"WE DELIVER WHAT WE ADVERTISE"

Plaza 7-0233

Copy Art Photographers

A Division of JAMES J. KRIEGSMANN

165 W. 46th St., NEW YORK 19, N. Y.

FAN MAIL GLOSSY PHOTOS

All sizes — quantities — color or black and white. Post cards, mounted blow-ups. It will pay you to see our free samples and complete price list before ordering anywhere. Write today for new low prices, samples, etc.

MULSON STUDIO

Box 1941 Bridgeport, Conn.

PHOTOS for PUBLICITY

QUALITY PHOTOS IN QUANTITY

100 8x10 . . . \$ 7.99

1,000 Postcards 19.00

BLOWUPS

All other sizes, write for FREE sample & list 88

8 x 10 5¢

MOSS PHOTO SERVICE

350 W. 50 St., New York 19. PL 7-3520

MINSTREL COSTUMES & ACCESSORIES

Circulars Free

DANCE & CLOWN COSTUMES

For all other occasions get in touch with

THE COSTUMER

236 State St. Phone: FR 4-7442. Schenectady, N. Y.



Kansas State Fair Counts 412,000 Despite 2-Day Rain

Races 5,000 Ahead of 1957 Gate;
Usually Big Sunday Washed Out

HUTCHINSON, Kan. — Rain on two days failed to keep the Kansas State Fair, which Thursday (18) ended its six-day seven-night run, from pulling 412,000 persons, up 5,000 over last year.

Sunday (14), usually the fair's biggest day, and Tuesday (16) were hit by rain, with Sunday's and Tuesday's scheduled auto races, which were to be staged by Frank Winkley, and the night shows Sunday, lost to the rain.

Even with the rain Sunday, about 75,000 went thru the outside gates. Many braved the elements to ride the rides on the Royal American midway. For the full run the Royal's gross was up 8 per cent over last year.

The night grandstand show, the Barnes-Carruthers No. 1 revue, was extremely well received, according to Virgil Miller, the fair's secretary, and in six performances topped the grosses for a like number of performances last year. The washouts Sunday of both afternoon and night shows was a substantial loss to the fair, with \$14,000 alone refunded to ticket buyers.

Collins Midway Leads \$\$ Gain At Muskogee

MUSKOGEE, Okla. — Receipts of the Oklahoma Free State Fair here thru Thursday (18), fifth day of the eight-day event, were up sharply over the corresponding period last year, with the midway accounting mainly for the gains.

Rides and shows of the William T. Collins Shows were up 20 per cent over last year at the end of the five-day period. The fair was whacked hard by weather last year and caught rain on two of the first five days of its '58 run.

Of the grandstand attractions in the first five days, big car races, staged by Frank Winkley, to a bigger turnout than last year and the variety show, booked in thru Eldred Stacy of Music Corporation for two nights, accounted for the biggest crowds.

Tom Conrady, fair secretary, looked for a strong three-day finish which would further increase income over last year.

Movement to Ban Auto Races Seen

INDIANAPOLIS — A move to ban auto racing in the United States is being discussed here.

According to reports, legislation against the speed sport will be introduced in the next session of Congress by U. S. Senator Richard Neuberger (D., Ore.) who has on several occasions voiced criticism of auto racing.

The American Automobile Association, at its recent annual meeting in Chicago, went on record as opposing racing, and said it would support legislation to ban the sport. AAA abandoned its sponsorship of racing in 1955.

190,000 PAID FOR MINEOLA INDOOR FAIR

Exhibits Housed
In Track Bldg.;
Gross & Gate Up

WESTBURY, N. Y. — Fair weather most of the week gave the Mineola Fair and Industrial Exposition a more than satisfactory run, for the nine days closing Sunday (14). The ancient event has made the transition from all-canvas to no-canvas in its 117 years, with the modern edition being the most unique.

No tents were used this year, all 250 exhibitors being housed on two floors of the \$20,000,000 Roosevelt Raceway grandstand. The usable space, completely enclosed from weather, measures 800 feet by 200 on each level. Officials conceded that the sleek race plant was as much an attraction as the fair itself, which has had to sacrifice much of its agricultural appearance, since farmland in the area

(Continued on page 48)

Rain Slows Record Bid by Allentown

Fair Adds Ticket Machines, Indian
Village; Carillo Boosts First Days

ALLENTOWN, Pa. — Two free days got the Allentown Fair off to a strong start on Sunday (14), but rain on Wednesday cut progress to a halt. Several innovations on the grounds all seemed to be successful at midweek, Ed Leidig, general manager, reported.

The new grandstand addition made available a space 836 feet long and 70 feet deep, for exhibit space. Since this construction more than compensated for the clearing of two old exhibit buildings, the site of which became occupied by midway attractions, this stood to be the most lucrative fair in Allentown's history.

Building and grounds rent totaled some \$124,000, which outstripped last year's record of \$115,000. Also contributing to the revenue is income from the locally promoted new, home giveaway. One dollar tickets also get the

buyer half-price entry to the grandstand.

Rain Hurts Winchell

The day of rain spoiled the grandstand appearance of Paul Winchell, one of the four headliners brought in by Willard Alexander Agency. Jack Green managed the Alexander shows. Of the 3,800 people to attend Wednesday night, more than 3,500 were attributed to advance sales. It rained heavily from 3-6 p.m., and came down in buckets later in the night.

There were 16,000 paid admissions on the wet day, compared with 36,000 last year. On Tuesday, the first paid day, the gate registered 25,425, an increase of 3,916 for the day.

Sunday's free day drew a reported 70,000 to the grounds for a fair preview. World of Mirth

(Continued on page 48)

GRENADIER GUARDS, ROGERS CLICK

Eastern States Advances on Road To Second Over-500,000 Season

WEST SPRINGFIELD, Mass. — All elements of this year's Eastern States Exposition benefited from excellent weather during the event's first four days, but rain on Wednesday and Thursday (17-18) dipped attendance figures slightly under last year's, the first time they had exceeded 500,000.

Total gate as of Thursday morning was an even 271,000, which was 7,139 behind 1957. The Wednesday rain held outdoor events to a standstill, canceling the Blue Angels jet team aerial display and a Jack Kochman thrill show performance. It was drizzling Thursday afternoon.

Gate totals were as follows, with comparison with last year:

	1958	1957
Saturday	63,010	52,549
Sunday	89,995	79,796
Monday	38,179	26,068
Tuesday	46,126	42,406
Wednesday	34,690	66,320

Weather was ideal for fairgoing during the first four days, and crowds turned out in greater numbers than 1957 on every day. Besides the weather, there was the lure of the Roy Rogers show, Grenadier Guards and Black Watch in the Coliseum.

\$38,000 for 'Guards'
The foreign band and bagpipe

100-DEGREE HEAT HURTS POMONA

Attendance Hits 304,738 in Five Days;
Ringling Pulls 29,346 in Seven Shows

POMONA, Calif. — The Los Angeles County Fair thru Tuesday (16), fifth of the 17-day run pulled a total attendance of 304,738, which was 3,319 under the same period a year ago.

Hot weather was a factor. Opening Friday (12) and the following day were ahead of comparative times in 1957. Sunday, the turnstiles dropped from 1957's 88,204 to 81,846. Monday's mark was 38,004 as against last year's 37,232 despite the heat. Although the mercury hovered over the 100-degree mark on the fair's first Tuesday, attendance only dipped to 36,493 from the last fair's 37,135.

Business during the first part of last week was principally after 5 p.m., with midway concessionaires getting light matinees. Despite this, only a few, particularly food stands, were hit.

Night grandstand feature is the Ringling Bros. & Barnum & Bailey Circus, booked in for the full 17 days. During the first five days when seven performances were given, attendance totaled 29,346. The circus, which played ten days last year, was attended by 82,363 at 12 performances.

Daily circus attendances starting with the opening Friday, were 3,011, 7,691, 12,795, 2,942, and 2,907. The 12,795 attendance was for Sunday (14) when there were matinees at 1 and 4 and the night show at 8. Phil Shepherd, assistant manager, said that the circus turnout was "little ahead of last year."

Horse racing with pari-mutuel betting is featured each afternoon

Monday thru Saturday in front of the grandstand.

Among the features of the run this year, all repeats from last year and those previous, are the Mexican Village, the photographic display, the Home Show, and, as ever outstanding, the flower displays.

The carnival section is the World's Fair Midway directed by Harry A. Illions for the seventh consecutive year. He had 29 rides, most of them permanently installed, with Olivia Waldron's Fair Time Shows, Inc., supplying portable major and kid rides.

Novelties are under contract to Pat Treanor & Son, which has held the pact since 1922.

San Jose Fair Gets 248,441 For New High

SAN JOSE, Calif. — With an attendance of 248,441, a new record was set by the Santa Clara County Fair during its annual seven-day run which ended here Sunday (14). A. L. Christopher, board president, and William A. Straub, secretary-manager, announced jointly here. The new mark is 1,712 more than the 1957 topper.

Daily attendances were ahead of last year on four occasions. The

(Continued on page 48)

Utah State Fair Heads for Record

SALT LAKE CITY — The 10-day Utah State Fair was on its way Thursday (17) to an all-time record attendance and a new high gross for its major attraction, "Holiday on Ice."

At that point and with four days to go, attendance stood at 204,300, up from 180,000 last year and considerable ahead of the same point in the record-breaking 1956.

"Holiday," in the Coliseum for a total of 17 performances, would gross \$150,000 before the Sunday night (21) wind-up. Don Wyatt, fair secretary, forecast. The existing record, set in '56, for the icer is \$137,000.

Midway business for the Monte Young Shows was up sharply over last year, with Wyatt putting the ride and show receipts for the first six days as 20 per cent higher than for the comparable '57 period.

The Lennon Sisters played to large turnouts in matinee and night grandstand appearances Monday and Tuesday. Biggest turnout of 12,000 Tuesday night filled the grandstand to capacity and overflowed onto the race track. Their other night appearance drew 8,500 and both matinees pulled about 6,000. Fireworks were by Thearle-Duffield Fireworks Company, Chicago.

Four local dairies picked up the tab for the Lennon Sisters, which were offered free in front of the grandstand.

Joie Chitwood's thrill show was in two performances Sunday (14) and one show which followed the Lennon Sisters and played to good crowds.

Other grandstand attractions during the first six days included horse shows and style shows.

Betty and Benny Fox and the Hollywood Skyrockets were offered twice daily in the center of the grounds as free attractions.

(Continued on page 48)

Marble Falls, Tex., Rodeo Pulls 3,000

MARBLE FALLS, Tex.—More than 3,000 rodeo fans passed thru the gate for the first annual rodeo staged here by the Marble Falls Rodeo Association. Charlie Taylor, president of the association, said the rodeo was a success, financially and otherwise, and that expanded plans are already being made for 1959.

1958 WINNERS
BIG ELI FOURTH OF JULY CONTEST
(Contest No. 2 for BIG ELI SCRAMBLERS)

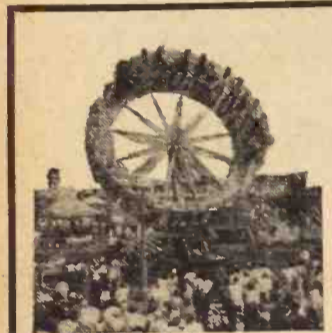
Rank, Owner or Operator, State Weather, Receipts

1. Chas. Miller, Wis., rain, 9 pm \$1,510.50
2. J. Portmont, Ind., fair-warm 1,115.80
3. Lettie Harris, Ohio, fair-warm 978.50
4. James L. Reed, Iowa, rain-mud 970.80
5. Wm. Collins, N.D., rain 779.70
6. H. Lucas, Mich., rainy 442.70

Average receipts per Scrambler, \$99.64

BIG ELI SCRAMBLER is a profit-earner wherever it operates. If your number is high on our prospect list, there can be a Scrambler for you this year. Write for information, including price list A72.

ELI BRIDGE COMPANY
600 Case Avenue Jacksonvill, Illinois



ROUND-UP
WORLD'S MOST UNIQUE RIDE
FRANK HRUBETZ & CO.
2880 S. 25th St. Salem, Ore.
Phone: EM 3-7417



MERRY-GO-ROUNDS
1958 Jumping Carousels in 3 standard sizes — kiddie 20 ft.; teen-age 30 ft.; adult 32 ft.; larger sizes on special order. Also KIDDIE RIDES: Ferris Wheels, Air-plane Ride, Water Boat Ride.

THEEL MFG. CO.
Phone: MU 2-4351 Leavenworth, Kansas

DISPLAY FIREWORKS
For All Outdoor Festivities.
Direct from the door of our Factory to You. "The Nation's Finest Fireworks" at Rock-Bottom Prices. Catalogue now ready for the asking. Write, Wire or Call

ILLINOIS FIREWORKS CO., Inc.
P. O. Box 792, Danville, Ill. Phone 1716

FOR SALE
ROUND-UP
Perfect condition, large size. Used two seasons in park. Immediate delivery.
Call or wire
S. B. RAMAGOSA & SONS
Wildwood, N. J. Phone 22407

FOR SALE
MAJOR RIDES
Leasing Lease.
Caterpillar, Screwball, Sky Ride and Speedway.
NORWOOD AMUSEMENT PARK
2025 E. Main Street, Columbus 5, Ohio

England's Amusement Parks Closely Inspected by U. S. Ops

63-Person NAAPPB Party Hosted at Battersea, Clacton, Margate, Ramsgate

By TOM PARKINSON

LONDON—Park operators and their wives on the National Association of Amusement Parks, Pools and Beaches European tour got off to a busy start with visits here to such amusement centers as Battersea, Clacton, Margate and Ramsgate.

The party of 63 persons assembled at London after crossing the Atlantic in three groups—two by plane and one by ship. All arrived on Tuesday (9). That evening they were guests of British hotel and amusement magnate Billy Butlin at his palatial apartment and at his Battersea Fun Fair in London. Second day found the party in groups, one going to Butlin's resort at Clacton and the other going to Margate and Ramsgate, where they were guests of resort operator Eric Iles. They also visited the park of Thomas Youngman at Ramsgate.

There was plenty of interest and difference for the parkmen to compare with their parks back home. The Battersea Fun Fair Ferris Wheel runs clockwise, for example. It also has a big Flying Saucer wheel, similar to a Ferris Wheel, with "saucers" for cars and with the added feature of turning horizontally on its base as well as on its normal axis. Among the great

variety of Arcade units is a coin-operated ride—the Flying Saucer. Dodgem cars here are operated with less directional control and more head-on smash-ups. Bingo joints are smaller than their American counterpart, but the parks have several of them. Margate's Dreamland Park has six bingo staqds plus five similar line games.

Sell Jellied Eels

Battersea has a Hoffmeister Rotor, a kid train of G-16 gauge but turning on a radius of about 15 feet, an ornate Merry-Go-Round that's 100 years old, and concessions that sell such treats as whelks, cockles and jellied eels.

Iles' Dreamland Park is on the coast of the English Channel and at the time of the Dunkirk evacuation in 1940 the British army fell back to the park and its vicinity. Now it is a mass of light, using thousands of colored bulbs as well as tubes. The park is one of many amusements in the resort area, and Butlin operates eight hotels in the town.

Iles showed the group his Double Sky Wheel, Flea Circus, outdoor roller skating on a fiber surface, kiddie Tugboat ride on a track, Cinderella Kiddie Merry-Go-Round, and an illusion that caught the eye of several U. S. park men in which patrons enter

a cottage that tips and rolls over and lets riders think they are spinning around, too.

The visiting park men heard that insurance problems in England are reversed from the U. S. set-up. Here there is little problem in insuring ride liability, but fire coverage is hard to get.

Another point noted is that some ride tickets entitle the holder to exclusive occupancy.

Different Pricing

Some rides here are priced at a per-car rate rather than per-seat, since some people don't care to ride with strangers in the opposite seat of the car. This system is usually in use when business is lighter.

Dreamland features a Garden of Light in which the landscaped area is illuminated beautifully with not only lighted plastic flowers but also large animated designs and figures in lights. One figure is a juggling giraffe, another is a clown and trick dogs, all in action thru lighting. In the same class was Iles' Miniature Village, a reproduction of an old English village in small scale, with visitors walking thru the little streets.

Americans noticed that the Dreamland Coaster runs more quietly than their own—that the game agents work harder and that bingo people sing the numbers. Some bingos use movie star names rather than numbers.

Iles and his family and associates hosted half of the NAAPPB party while the other group was on a similar inspection tour at Clacton. Iles' late father built amusement parks in Paris, Cairo, Brussels, Vienna, Berlin and Petrograd years ago. He also operates a dog track and his guests attended that with good results at the pari-mutuels. The English park people were hosts also at numerous receptions, cocktail parties and luncheons, with Americans going away awed by the hospitality.

TENN. STATE FAIR GATE JUMPS 20%

Gooding Fun Zone Sets New High Mark; Hetzer Grandstand Show Draws Well

NASHVILLE — Attendance at the Tennessee State Fair here thru Thursday (17), fourth day of the six-day event, was up 20 per cent over last year.

The fair was given rain Tuesday (16), with cloudy days and cool nights following. The weather, however, was much better than the comparable period last year.

Midway business was the strongest in the history of the fair, with the Gooding Amusement Company rides and shows running up grosses that topped those of 1956, the previous peak year for the fair's midway.

A \$250,000 plant improvement program, which included the relocation of the midway and the blacktopping of the streets in the new fun zone, was given major

credit for the record-breaking midway business.

Besides the shifting of the midway from the infield to a location outside of the race track, the fair built two new race tracks—a half-mile and a quarter-mile—to replace the old mile track. In the process considerable added parking space was gained.

Patronage for the night grandstand show—Jimmie Hetzer's International Revue, plus the Larry Ruhl-Sandy Winters helicopter act—was up to par, L. E. Griffin, fair secretary, said. A variety show presented nightly in the Coliseum by Jack Norman of Olympic Amusements, played to generally light crowds.

Hetzer's show was presented for two matinees, primarily for children, as well as each night.

Chattanooga Eyes New Gate Records

CHATTANOOGA — A new record attendance for the Chattanooga-Hamilton County Interstate Fair here appeared probable Friday morning (19) as the six-day event went into its fifth day.

Given good weather, the final gate total would hit 125,000, for a new high, Maude H. Atwood, fair secretary, predicted at the end of the first four days. If her forecast holds, that total would more than double last year's attendance when the fair, because of weather, did not open on schedule due to extremely heavy rains and then other days also were hit by the rain.

Midway business for the Olson Shows was up sharply for last year. Crowds at the free variety show, presented both afternoon and night, in front of bleachers were the best in years. The show was booked thru GAC-Hamid, Inc.

Highlights of the fair were the "Atoms for Peace" exhibit and new light fixtures thruout the grounds.

Jimmy Armstrong, Beatty clown, was under treatment for a back ailment for several days at Omaha and was to catch up with the show again at Cheyenne, Wyo.

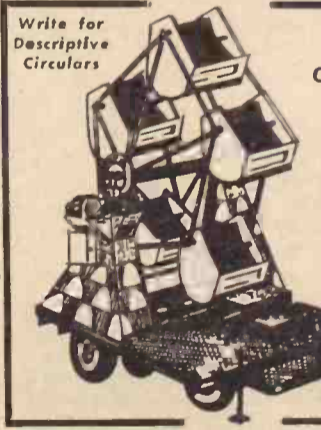


The biggest profits come from the best rides

FINANCE PLAN AVAILABLE

- MERRY-GO-ROUNDS • MINIATURE TRAINS
- BOAT • AUTO • PORTABLE ROLLER COASTER • SKY FIGHTER • TANK
- HORSE & BUGGY • JOLLY CATERPILLAR • HELICOPTER • ROADWAY RIDE • RODEO • TWISTER • 18-CAR CAT • RECORD PLAYER • RECORDS • TAPES • RIDE TIMERS • CANVAS.

ALLAN HERSHELL CO., INC. • EST. 1886
NORTH TONAWANDA, N. Y.
"THE WORLD'S LARGEST MANUFACTURERS OF AMUSEMENT RIDES"



KIDDIE FERRIS WHEEL
Can be mounted on trailer for quick moving

- NATIONAL RIDES**
- Century Flyer
 - Trackless Trains
 - Kiddie Ferris Wheels
 - Kiddie Buggy Ride
 - The Pony Trot
 - Comet, Jr. Coaster
 - Fun Houses
 - The Steeplechase
 - Old Mills and Chutes
 - Coaster Cars
 - Mirror Mazes
 - Complete Kiddielands

NATIONAL AMUSEMENT DEVICE CO.
P. O. BOX 488, VAC
Phone: AMherst 3-2646
DAYTON 17, OHIO

SPACE PLANE RIDE
SPEED BOAT RIDE
For sure-fire Profits!

Send for complete information on these rides, new! Also Adult Ferris Wheels, and Chairplanes, Trailer-Mounted Kiddie Auto Rides, Atomic Jet Fighters and Kiddie Chairplanes.

SMITH & SMITH, Inc. • **SPRINGVILLE, NEW YORK**

SNO-KONES—CANDY FLOSS—APPLES—POPCORN
If you have not received our new complete Equipment and Supply Catalog, write for it now. Make sure you line up with GOLD MEDAL 100% for bigger profits in 1958. It's the World's finest SNO-KONE, FLOSS, APPLES, POPCORN & COOKMOUSE line. You can get the GOLD MEDAL line from leading Concession Jobbers. Write for one nearest you.

GOLD MEDAL PRODUCTS COMPANY
314 E. THIRD STREET
CINCINNATI 3, OHIO



**WHIRLWIND
Candy Floss Machine**

Here's the machine that pays for itself by extra profit it makes for you. Top Production, Vibration-less, Dependable, Trouble-free Operation. Long Life, Easy to Run. Outsells other makes two to one.

PRICE \$275.00

Get details now. Line up all your Snow, Floss, Popcorn, Apple and Grab equipment and supplies from

Gold Medal Products

316 E. Third St. Cincinnati 2, Ohio

**DIPSY DOG
BATTER
AMERICA'S FAVORITE
HOT DOG
ON A STICK**



The ONLY nationally advertised hot dog batter available from your wholesale concession jobbers. Distributor and wholesale jobber inquiries invited. Phone Belmont 3-4806

MITCHELL MFG. CO.

211 W. 7th St. Richmond, Va.

NEW MODERN AMUSEMENT EQUIPMENT



- KIDDIE RIDES
- ADULT RIDES
- MINIATURE TRAINS
- ROLLER COASTERS
- FERRIS WHEELS
- MERRY-GO-ROUNDS
- SHOOTING GALLERIES
- FUN HOUSES

Write today for complete catalog
EASY TERMS: 25% down, three seasons on the balance.

KING AMUSEMENT CO., INC.

P. O. BOX 308 PHONE: HO 3-1562 MT. CLEMENS, MICHIGAN

TILT-A-WHIRL

Owned and operated with prestige and profit on over 450 Park and Carnival midways.

Over 30 years of preference by ride fans have made it the outstanding "repeat" ride.

Attractive appearance, plus completeness and mechanical perfection, service and honorable dealing are devoted to the purchasers' interests.

For literature and particulars, write, wire, or phone

P. O. Box 306
Phone: 4-6362

SELLNER MFG. CO.

Faribault, Minnesota



MINIATURE TRAINS

5 models with capacities from 14 children to 240 adults

Write for FREE details
MINIATURE TRAIN DIV.
ALLAN HERSCHELL CO.
North Tonawanda, N. Y.

**High Quality
KIDDIE RIDES**

- ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—
- GALLOPING HORSE CARROUSEL—FIRE ENGINES

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.

ESTABLISHED 1888



**OTTAWAY
ROCKET LINER
B-14**

UP TO 70 ADULT CAPACITY
EXCLUSIVE MANUFACTURER
OF RAIL RIDES SINCE 1944

FOR KID APPEAL
**PUMP-IT
HANDCAR
RIDE**
PROVEN
FINEST IN
ITS FIELD

OTTAWAY AMUSEMENT COMPANY • 3045 N. ST. FRANCIS • WICHITA, KANSAS

SKATE REVIEW

**Shipstads, Johnson
Score With Follies**

By SAM ABBOTT

LOS ANGELES—Eddie and Roy Shipstad and Oscar Johnson have again put an entertaining evening on ice. This, the 23d edition of the "Ice Follies," follows the same pattern as its predecessors, with something for every age: Beautiful costuming, lavish production numbers and plenty of comedy. In addition, this seems to be a banner year for skaters, bringing together a larger number of good solo performers than in several seasons.

In this regard one must mention 13-year-old Janet Champion, who is in her fourth season with the troupe, and who, improving year by year, has emerged as the unquestionable star of the show. Unfortunately she's only seen in one real solo, in which she acrobatics over the ice as if she were performing on a trampoline; but that's enough to convince the rinksiders, and those who have seen her improve over the past four years are by now fairly certain that Champion isn't an idle name.

There are other individual performers who rank not far behind. The irresistible—especially to the fairer sex—Richard Dwyer, whooshes around the ice threatening to meet his immovable object

at any moment. Gordon Crossland and Marlene Kistner who exhibit remarkable teamwork in "Synchron-Motion." Judy Lawrence, who makes "Discovery in Vienna" one of the top production numbers. Gary Johnson, whose performance on stilts, is anything but stilted. And many others, such as Jo Ann Dowdy, Glenn and Colleen, et al., all of whom are outstanding in their own rights.

A special word must be devoted to the many acrobatic comedy routines which seem to be a little more sophisticated this year than in the past. Top honors go again to Mr. Frick, who masquerades as an Antarctic scientist, and who, like any good vintage, seems to improve with age. The Kermond Brothers continue pulling their perennial stunts, some of which never seem to lose their breathtaking aspect. Wall and Dova show a fine flair for acrobatics, and the Beattys excel in laughter of a slightly more sophisticated type.

Many of the lighting effects, especially those in the luminous numbers, created by Charles Skillings, are again startling. Musical director George Hackett has put together a lively and mood-fitting score, with Larry Morey creating a half dozen lilting originals for the show.

Perhaps the one criticism that can be made is of the pacing, which is far too slow at the beginning, and continues unevenly thruout. In a program which lasts close to 2½ hours, this can begin to tell on the viewers at the end.

**Ft. Wayne
Coliseum Cuts
Rental Rates**

FORT WAYNE, Ind.—Comprehensive reduction in rentals will be used to stimulate activity in the Coliseum in Fort Wayne, Don Myers, manager, announced.

Other action at a meeting of the trustees involved the renewal of a contract with Tri-State Promotions and a tentative acceptance of an agreement with Fort Wayne Enter-
(Continued on page 56)

**Grape Fete
Pulls 46,616**

LODI, Calif.—A new three-day attendance record of 46,616 was set by the Lodi Grape Festival and National Wine Show, with nearly 10,000 attending a stagershow the night prior to the celebration, Clarence S. Jackson, secretary-manager said. The event closed Sunday (14).

The pre-festival event featured Lawrence Welk and orchestra in the Lodi Grape Bowl. Those attending were not counted in the festival's figures as the buildings and grounds were not open at the time.

William Harkins, admissions chairman, said paid attendance was up approximately 10 per cent over 1957. A single-day mark of 10,196 was set on Friday (12) to beat the previous mark of 10,116 set last year. The event was attended by 17,841 on Saturday and 18,579 Sunday.

ARENAS & AUDITORIUMS

**Landbound Billings Reveals
Power of Boat Shows**

By TOM PARKINSON

ANOTHER INDICATION of the current booming success in boat shows comes from Billings, Mont., where the Midland Empire Boat and Sportsman's Club promoted its second annual show at the Shrine Auditorium.

It takes a minimum drive of 200 miles in any direction from Billings to find the kind of water that boaters want. Yet the nearly landboat boat show succeeded famously.

Oddly, there is a boat manufacturer in Billings, but it wasn't this that prompted the show or the boom. It was virgin territory for boating until 1957, when the club promoted its first show. The second effort, this year, confirmed the popularity there of boating, and the show is given credit for this popularity by building Manager Harold Weston.

Forty manufacturers exhibited in 80 booths. There was a 50-cent gate. Attendance was about 12,000 persons, and about a dozen sales of boats costing at least \$25,000 were traced readily to the show. Makers featured and customers took to the idea of 16 and 18-foot boats with accommodations for sleeping. New owners of these boats now leave Billings on Friday nights, with their boats in tow behind their cars. They use the boats as they would house trailers while they are making the long jump to big water.

Show-wise, it was augmented by a stagershow with acts booked thru the office of the building manager.

And boat-wise it brought good business. Manager, promoters and exhibitors now wonder how big the boom—and show—will be if a proposed dam near Billings is built, providing a lake close at hand.

**YORK'S 300,000
13% OVER 1957**

**Grandstand & Midway Also Ahead;
Event Misses Lewis, Hospitalized**

YORK, N. Y. — The York Inter-State Fair, operating in better weather than its 1957 predecessor, scored a 13 per cent attendance gain, with some 300,000 persons attending during the five days ending Saturday (13). Last year's rainy-week total was 265,000, combining paid and free admissions.

The fair operated without the presence of Samuel S. Lewis, veteran general manager who's in York Hospital. Lewis, 84, was taken ill recently and was removed last week from the critical to the satisfactory list. He had presided over the management meeting, the Tuesday after Labor Day.

Particularly active this season were Horace Faber, vice-president of the fair association, and Ralph Jacobs, treasurer. John Dempworth functioned as manager of concessions, succeeding the late Harry Immel.

Attractions Click
Revenue was up in all departments. Grandstand business was hindered substantially on only one night, Thursday (11), when the temperature dipped to an unseasonable 38 degrees. Ted Mack's Amateur Hour was the attraction, and attendance was just fair. On other nights the Frank Wirth attractions did business ranging from good to excellent, with the Lennon Sisters of Lawrence Welk's TV show being the week's best talent draw. They pulled an overflow grandstand crowd on Friday.

Like results may have accrued for the McGuire Sisters on Wednesday, but it was very cold that night, too, around 40 degrees. They drew a full house, tho. The Johnny and Jack-Kitty Wells country unit did well on opening day.

Aut Swenson's Thrillcade gave two performances on Saturday in conjunction with a Wirth revue, and turnouts were heavy both times. Harness racing was the mid-week daytime attraction.

Saturday's one-day attendance record of more than 47,000 paid admissions helped swell the totals, officials noted. Adult paid admissions topped 120,000, an increase of 8 per cent. Parked automobiles numbered 25,000 versus 23,000. Grandstand attendance was about 23,000 in the daytime and about the same at night, increases of 3,800 and 4,500 over 1957, it is understood.

A complete grandstand show was put on opening day, when school kids watched on 50-cent discount tickets. Turnout was excellent, about 1,000 persons more than the comparable day last year.

On the midway the James E. Strates Shows reported having as big a week as it ever recorded on a fairgrounds.

**PRIVATE SHOW
SUCCESS FOR
WORKERS' KIDS**

BRIDGEPORT, Conn. — The Lone Ranger's private performance for kids of park employees—15 minutes prior to the public appearance—went off fine here, and manager Frank Sonshine of Pleasure Beach Park holds it up as a good policy for other parks as well. Asset is said to be the boosted morale of park workers, who were unanimous in their thanks to the management.



**MAKE
\$200
A DAY**

On Candy Floss

Our NEW PERFECTION has EVERYTHING; write for literature.
ELECTRIC CANDY FLOSS MACHINE CO.
P. O. Box 478 1416 Lebanon Rd.
Nashville, Tenn.

WANTED

Tank for Sports Show. Will buy or lease. Approximately 30 by 60 feet, inside measurements. Needed after February 15.

BOX D-67

c/o The Billboard, Cincinnati 22, Ohio.

1,500 MILES

Magic Mountain Ballys With Stagecoach Trek

DENVER — With its grand opening scheduled for early next year, Magic Mountain took its first shot at national publicity with a stagecoach trip from Chicago to Denver.

The coach, which also advertised Colorado's "Rush to the Rockies" Centennial next year, arrived here Tuesday (9)—77 days after it left Chicago.

Carlin Garrett, Magic Mountain driver, held the reins for the entire 1,500-mile trek. His "shotgun rider" and companion was Toad Bricker.

The stagecoach trip took almost three weeks longer than had been originally planned. But the planners hadn't expected the hundreds of small boys who crowded in front of motels and delayed departure each morning. Garrett reported hundreds of persons stopped the coach with requests to take pictures. Four "stagecoach stick-ups" were made by make-believe bandits during the trip.

The black and red coach, one of two built for Magic Mountain, used a total of 10 horses on the trip. Only one horse made the entire trip.

A large crowd greeted the coach when it arrived at the State capital. Gov. Steve McNichols accepted a specially-made Western suit for wear next year during the centennial and the coach made token merchandise deliveries to stores in Denver.

Driver Garrett said the only serious trouble encountered on the trip, aside from the heat, was when "we almost got thrown into jail in St. Louis for driving the horses into the city limits." Garrett plans a relaxed vacation in California. He'll drive his automobile there, he

said, to beat the average of 22 miles a day he made with the stagecoach. "Gunman" Toad Bricker will return to his work with Magic Mountain.

CITE SPEAKERS

Western Spot Fined; Broke Sunday Peace

NEWTOWN, Conn. — Louis Lewis has been fined \$25 for violating the Sunday blue laws by Judge John F. Holtan, in conjunction with operation of his Silver City Ranch. Lewis said he would appeal.

The case was brought to court on complaint of a local landowner, who charged that the ranch's public address system carried to his home sounds of shooting and Western music. "It interfered with my peace and quiet, and I couldn't sleep on my porch."

Judge Holtan, in his decision, said the court recognized the trend toward permitting activities of a recreational nature on Sundays, but emphasized that changes can be effected only through legislation.

"Courts cannot make laws or liberalize laws already in our books," the judge added. "This is the function of the State Legislature." The case was heard originally August 2, when Lewis pleaded not guilty thru his counsel, Harry J. Zigun.

PARKMEN FIND COPENHAGEN ALL BEDECKED

COPENHAGEN — American parkmen had a surprise waiting for them when they arrived September 12 for their visit to Tivoli Gardens, part of the European journey worked up by the National Association of Amusement Parks, Pools and Beaches. The city was decked out with flags and bunting, with a festive air prevailing. Reason: Scheduled to arrive the same day was the King of Norway for a three-day State visit.

Pa. Parks Set Fund to Fight Wage Increase

MOOSIC, Pa.—About 75 persons turned out recently for the annual summer doings of the Pennsylvania Amusement Park Association at Sterling's Rocky Glen Park here.

One of the tangible pieces of business was a decision to assess member parks \$1 per employee, including part-time workers, in order to build a fund for combating an increase in the State's minimum wage law. A maximum of \$400 was decided, per park. It is understood only Kennywood Park would be in excess of 400 employees.

Joseph Helprin of Willow Grove Park, president of the association, took the lead in discussions. Attending was John Bowman, executive secretary of the NAAPPB.

Estimates of season's business ranged from better than last year, to worse, with weather being the key factor involved.

COPENHAGEN

Tivoli Execs Host NAAPPB Travelers

COPENHAGEN — World-famous Tivoli and its management here were hosts to the traveling NAAPPB group Friday thru Sunday (12-14), and the American amusement operators looked closely at the fabulous layout for ideas they could transplant to their own parks, kiddielands and ride units.

The NAAPPB group flew here from London Friday (12) and their planes were met by a detachment from the Boys Guard of the Tivoli. They moved thru modern Copenhagen to the park where they boarded trackless trains for a tour. Thousands of friendly Danes in the park looked on.

Tivoli Director Henning Soager greeted the travelers at the new Concert Hall and outlined the schedule and events that kept them busy for the next several days. Eighty were a prime point of interest for the Americans. Tivoli buildings are colorfully decorated with thousands of bulbs that give off light and color, but in quantities that don't strain eyes as do some in the U. S. Some Tivoli bulbs have a slight quiver to them to simulate the gas jets they replaced.

Eye-catching at Tivoli is the giant wheel that amounts to a trademark of the park. Cars have seats for four persons each and over each car is a simulated balloon. This gives the ride the look of "Around the World in 80 Days," and the "balloons" and seats serve to stress the swinging of the seats.

Conserve Space
Many Tivoli rides are built to conserve space. Thus there is a dark ride under the Coaster, a concession stand under the wheel base. Games include a large number of wheels that get big

play. Another is an inclined strength-tester that differs from a high striker. Chocolate-covered popcorn is among the concession items, as is a variety of ice cream and even a floss joint. Tivoli's 21 restaurants, however, seem to get most of the eating business and usually are packed with Danes enjoying their choice beers, pastries and meals.

Second night at Tivoli had the park group as honored guests at a band concert in the new Concert Hall, replacing one the Nazis had burned. Then the NAAPPB took the salute of the red-and-white uniformed band of the Boys Guard. From there, many roamed the park's many walks while others went to the dining rooms and some attended the ballet at an open-air pavilion at the front portion of the park. At midnight, there was an elaborate display of fireworks, featuring a set piece reading a welcome to NAAPPB.

Most of the park group, weary from a fast round of travel, social events and park inspections since the minute they left New York about a week earlier, rested Sunday morning (14) and prepared for a trip to see Humler's castle in a city north of Copenhagen. They were to fly on to Rome early Monday morning (15).

ROLLER RUMBLINGS

Denver Op Uses Plane In Rollery Business

DENVER — One of the few roller rink operators in this area who has brought the air age into area operations is Bob Chado, operator of Roller City, west of Denver.

Chado, with his brother, James, likewise has a large roller rink in Wichita, Kan., and regularly commutes between the two cities in his Piper Tri-Pacer, a four-place airplane which will produce speeds of around 125 miles an hour. Making the trip several times per month, Chado has often been able to complete in one or two days business functions which might otherwise have required three or four days.

Chado is also a motor boating and water-skiing enthusiast, and was enjoying this sport in late August when a disastrous fire did approximately \$100,000 worth of

damage to Roller City. Currently the big modern rink is being rebuilt and will go back into operation as soon as possible. Chado expects to ferry many plane loads of roller skates and equipment back and forth between the two cities of Denver and Wichita during the rebuilding process.

Redecorated Twin City Stages Reopening Party

ELIZABETH, N. J.—Redecorated from floor to ceiling, the America on Wheels chain's flagship rink, Twin City Arena here, reopened September 12 with a gala party as the attraction. In addition to a program of games, some of the rink's recently crowned national champions gave skating exhibitions at the affair. Souvenirs were presented to everyone attending. The rink had been closed during summer alterations.

Motorized Roller Skates Demonstrated on TV Show

CINCINNATI—Motorized roller skates, a product of the Motorized Roller Skate Company of Detroit, were demonstrated Sunday (14) on the "You Asked for It" TV program (Continued on page 59)

Huge Dog Runs At West View

PITTSBURGH — The giant Irish wolfhound that George Harton keeps at his West View Park here was featured in an article carried recently by the Pittsburgh Press to tell about the park and its owner. The 200-pound dog runs thru the park during the nights.

PRECEDES VISITORS

Wining and Dining As Batts Pave Way

COPENHAGEN—Mr. and Mrs. Harry J. Batt of Pontchartrain Beach, New Orleans, arrived in Copenhagen Saturday (30) and immediately were taken in tow by a reception committee from Tivoli, who had been guests of the Batt family at their New Orleans fun-spot during recent years. Their stay here was limited to four days, but during that time they were given little time to rest.

The Batts have covered a lot of territory since mid-August. After attending the opening of the Pacific-Ocean Park, the Miss Universe contest in Long Beach, and Disneyland, in California, they flew to Toronto, where they spent some days visiting the Canadian National Exhibition as guests of J. W. (Patty) Conklin, following which they spent a day with Rex Billings at Belmont Park, Montreal, and on August 21 flew, non-stop, to Manchester, England, where they were met by Leonard Thompson, who drove them to his home near Blackpool. After looking over Thompson's Pleasure Beach park, in Blackpool, and his operations in Morkham and the Isle of Man, they went to London on August 26.

At the airport in Copenhagen the Batts were met by Knud Lebeck, concessionaire; Simon Henningsen, Tivoli's architect, and Johannes Jespersen, electrical

engineer. They then were guests of Henning Soager, executive director of Tivoli, at a dinner party in Tivoli's elegant Belle Terrasse restaurant, following which they were joined by Mr. and Mrs. Eigil Svan, manager of Concert Hall and open-air stage and Mr. and Mrs. Henningsen and Johannes Jespersen, with whom they visited the big park and viewed the midnight display of fireworks from a vantage point on the roof of the Concert Hall.

On Sunday (31) the Batts were taken on a motor trip to Elsinore, by Knud Lebeck, and were dinner guests of Lebeck and his parents at the Divan II restaurant, in Tivoli. Monday (11) was partially taken up with shopping, visits to Tivoli, and more sampling of Tivoli's restaurants. Before leaving Copenhagen on Tuesday (2) the Batts were to celebrate their 34th wedding anniversary with a dinner party.

The Batts not only talked business, but helped the Tivoli group with suggestions for taking care of the big group of NAAPPB members which was due to arrive here on Friday (12).

The plans of the Batts were not rigidly set, aside from a visit to the Hagenbeck Zoo in Hamburg. Their sons, John A. Batt and Harry J. Batt Jr., were coming here for (Continued on page 59)

PARK MANAGER DESIRES CHANGE

25 years in the business. A-1 construction man. Promotions and picnics. Only top positions considered.

All replies BOX D-66 c/o The Billboard Cincinnati 22, Ohio

* MINIATURE GOLF COURSES * * GOLF DRIVING RANGES * * ARCHERY RANGES *

NIAGARA SPORTCENTERS, INC. 1701 Niagara Falls Blvd. Tonawanda, New York Telephone: Taylor 7344 or University 9728

"We don't build the most, but we do build the best."

ARCADIES

DESIGN • ENGINEER • EQUIP MIKE MUNYER CORP. LOCATIONS WANTED 877 Tenth Ave., N. Y. 36, N. Y.

RIDES FOR SALE

No. 5 Ell Wheel \$3,000.00 Seven-Tub Tilt-a-Whirl 3,000.00 12 Lusso Scooter Cars 1,200.00 5 Downey Light Towers 2,000.00 Write

JOYLAND PARK Box 919, Rand. W. Va.

THE MOST SUCCESSFUL

MINIATURE GOLF COURSES ARE DESIGNED AND BUILT BY THE HOLMES COOK MINIATURE GOLF CO. 583 10th Ave., New York 36, N. Y. (3-4 Million Players—140 Weeks at Ocean Beach Park)

FOR SALE

Four "Mighty Midget" TANKS in A-1 condition, now in operation here at park. Come and get all four for \$800.00 cash.

LAKEVIEW AMUSE. PARK 4150 No. Harvard Tulsa, Okla.

SKATING RINK TENTS

42 x 102 IN STOCK
53 x 122 AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO. 100 Central Ave. Alton, Ill.

FOR SALE

250 PAIR CLAMP-ON SKATES

Excellent condition, sizes 0 to 10, \$2.50 per pair, F.O.B. Los Angeles.

S. SCHAFFER

5600 Sunset Blvd. Hollywood 28, Calif.

KENTUCKY STATE \$\$ UP, GATE OFF

9-Day Attendance Totals 432,379;
Horse Show Finals Pull Big Turnout

LOUISVILLE—Gate receipts at the Kentucky State Fair, which Saturday (13) wound up its nine-day run, surpassed those of 1957, tho the fair's attendance was 432,379, down about 39,000 from last year.

A 75-cent adult admission, against 50 cents last year, and a 10-cent admission charge to children, as compared to cuffo admission for moppets in 1957, offset the lower attendance. Auto parking receipts also were up, with a check showing the average car carried two persons, as against three and a half persons last year.

Closing night attractions exerted a strong pull. Arthur Godfrey and the finals of the horse show played to capacity in the Coliseum, and

a football game between the University of Kentucky and the University of Hawaii was staged before a crowd of 16,000.

On the preceding night the horse show, with Godfrey, was held before a Coliseum crowd of 8,000. Meanwhile, in the Stadium a variety show headed by Bob Crosby and his orchestra and Dagmar played to a light crowd.

Rides and shows of the Olson Shows on the midway were up over last year, despite the fair's lower attendance. On Saturday (6) the Olson Shows' business was the largest single day's gross for the fair and also for the show.

Attendance Up 10-15 Per Cent At Cincinnati

CINCINNATI—Perfect weather brought out estimated total attendance of 22,000, including 12,000 who paid the 60-cent gate charge, to the Cincinnati-Hamilton County Fair here, September 10-13, and the annual finished well in the black, said Clarence A. Peters, secretary. Attendance was 10 to 15 per cent above the figure for 1957, Peters reported.

As in previous years, Gus Sun-booked acts were interspersed between 10 daily afternoon trotting and pacing races and between segments of the nightly horse show. The acts included the Hildalys, high wire; Rudy Rudinoff's Balerna Horses and the Atterbury and Hornbeck helicopter-trapeze act. Also featured were Smitty's Band and a county school massed band of about 500 instruments.

A Gooding Amusement Company unit, managed by John Enright, offered about 20 rides and shows on the midway, and grossed approximately as much as it did last year, said Peters.

RECORDS TUMBLE AT KNOXVILLE

185,079 Gate Tops '56 All-Time High;
Open-Air Theater Tops Other Years

KNOXVILLE—The Tennessee A. & I. Fair, which Saturday (13) ended its six-day run, racked up several new all-time attendance records.

Total gate count was 185,079, which eclipsed the old mark of 179,612, set in 1956. Last year the event, which caught rain each day of its run, pulled 151,923 people.

Ride and show receipts for the Gooding Amusement Company hit a new peak for the fair, Leonard R. Rogers, secretary-manager, reported.

Receipts from the open-air theater presentation, a two-a-night

offering, also were the biggest in history. Smiley Burnette and Molly Bee, booked in by Eldred Stacy, of Music Corporation of America, headlined the show on a split-run basis. Four acts booked in by Ernie Young of GAC-Hamid, plus Claudette Rogers, local girl, with a string of baton-whirling champions, rounded out the show. Nightly fireworks were by Fireworks Corporation of America, Newcastle, Pa.

The fair was given generally good weather.

Added features included three new contests, horseshoe pitching, baton twirling and a queen, "The Fairest of the Fair."

Allegan, Mich., Posts Records In All Depts.

Gate, Grandstand,
Midway Marks Go
By the Boards

ALLEGAN, Mich.—The Allegan County Fair wound up its seven-day run here Saturday (13) with new records in just about every department.

First, the sturdy annual topped its 1952 centennial record mark at the outside gate. Second, and probably just as important, its night grandstand show was up a whopping 35 per cent over last year and the midway ride and show gross was a good 10 per

(Continued on page 51)

New Format Okay, Reading Soars 13%

Racing Dropped; Automotive Events
Popular; Week's Turnout 218,222

READING, Pa. — Automotive events and a local talent grange program outdrew professional talent shows before the Reading Fair's grandstand. The eight-day event closed Sunday (4) with a total attendance of 218,222. Last year's figure of 194,585 was exceeded by 13 per cent, or 23,637.

Weather was favorable all week, a novelty which pleased everyone connected with the fair, which had undergone some batterings by rain in recent years. Only inclemency was for a couple of hours on opening Sunday (7) and the following day.

Day-by-day attendances were as follows:

	1958	1957
Sunday (7)	43,402	43,698
Monday (8)	7,514	9,765
Tuesday (9)	31,095	21,576
Wednesday (10)	37,891	19,851
Thursday (11)	11,805	11,637
Friday (12)	51,456	57,872
Saturday (13)	16,432	15,643
Sunday (14)	18,627	14,543

TOTALS . . . 218,222 194,585

Two features of former fairs were dropped this year. They were harness racing and the Miss Reading Fair beauty contest. Reasons

cited were poor attendance for the racing, and insufficient interest by local girls, in the shows.

Closing day was marked by capacity crowds for USAC sprint

(Continued on page 51)

Spencer, Ia., Pulls 175,000 to Top '57

Art Thomas Fun Zone 10% Ahead;
Modified Stock Debut Scores Big

SPENCER, Ia.—Clay County Fair closed its six-day run Saturday (13) with attendance of 175,000, up about 18,000 over last year and a scant few thousands under the record 1953 gate.

A whopping opening day and a big closing day accounted for the bulk of the gate increase. Opening

day's turnout was credited in large part to a band contest, in which 55 school bands participated, and the closing day's large crowd was due to Al Sweeney's modified stock car races, new here, which were run to a turnaway grandstand crowd.

Rides and shows of the Art B. Thomas Shows registered a 10 per cent increase in receipts over 1957, Bill Woods, fair secretary-manager, reported. Concessionaires and exhibits enjoyed good business.

Night grandstand business held about even with last year, Woods said. The night bill offered a Barnes-Carruthers revue.

New Mexico State Adds Jimmy Wakely

ALBUQUERQUE, N. M. — Jimmy Wakely has been set for a personal appearance at the New Mexico State Fair here September 27-October 5.

SILVER DOLLAR SLOTS AVOID FAKE TICKETS

BROCKTON Mass.—A deluge of counterfeit gate tickets caught a couple of Massachusetts fairs off guard last year, with the result that thousands of dollars in admission money was lost. The Brockton Fair got around the problem this time, by installing silver dollar coin slots in front-gate turnstiles. Patrons bought the huge coins at outside booths and inserted them into turnstiles in order to gain entry to the grounds. The plan was an unqualified success, officials said.

Shatter Records At Saginaw, Mich.

SAGINAW, Mich.—The sturdy Saginaw Fair, altho hurt by weather during the early days, shattered attendance and grandstand records during its seven-day run ending Saturday (13).

Clarence Harnden, veteran manager, disclosed that total attendance was 335,000, topping the previous record of 331,000 set in 1951 under ideal weather conditions. This year's new high was chalked up despite some rain and cool weather.

The night grandstand show, a GAC-Hamid revue headed by Bet-

Inclement Weather Hampers Brockton

Rain Fouls Evaluation of Several
Changes, Turnstiles Termed Success

BROCKTON, Mass.—A host of innovations were tossed at Brockton Fair patrons this season, but intermittent rainfall kept them from proving their true worth. George Carney, reporting for the fair association, said in advance of an accounting that around 200,000 persons attended for the eight days ending Sunday (14). The total was equal with, or a bit behind, last year's.

World of Mirth Shows had a satisfactory week on the midway. Also among the successes was parimutuel wagering, which hit a new high of \$750,000 for the week.

A free grandstand show was offered, behind \$1 front gate admission. Kids to age 12 were admitted free daily. Grandstand included Danny White's Aquarama show, booked independently, the Hornbeck - Atterbury helicopter swappole act booked thru GAC-Hamid, and fireworks by Henry Interstate Fireworks Company. Pony racing was offered on closing Sunday.

Sunday (7) and Monday were rainy, as were Wednesday and Thursday. Closing weekend drew good weather.

One unqualified success was the front gate turnstile system, using turnstiles activated by silver dollars purchased at outside booths.

Carney said thought is being given to opening on a Friday next

season and extending thru a full Sunday on closing day, rather than this year's limited finale.

Physical improvements were limited mostly to the track operation this year. A new tote board was installed, and other areas were refurbished.

Succeeding besides the pony racing and turnstiles was the new nighttime horse show. Not so successful was the free-prize promotion of a vacation trip to Las Vegas, Bermuda and Nassau. Carney said processing of contest slips cluttered the front gate traffic at times, and the event will be dropped unless this problem is solved before the 1959 fair.

\$5 Ticket OK For All Fairs In Connecticut

HARTFORD, Conn.—The reduced-rate ticket plan, apparently a success in 1957, is being repeated this season for all fairs in Connecticut. The ticket, selling for \$5, admits the bearer and one companion.

Sales are benefiting the Association of Connecticut Fairs' advertising and promotion campaign. The Association has published a 20-page booklet, detailing dates and other vital facts and statistics for the current fair season.

Staunton, Va., Gate Declines

STAUNTON, Va.—The Staunton-August County Fair wrapped up its six-day run here Saturday (13) with a total attendance estimated at 45,000 by Rex Spiece, secretary. This was approximately 5,000 below last year with the decrease attributed to cold weather.

Final day was kids' day with a free gate and reduced ride prices and some 8,000 turned out for the final night show, a horse show.

Penn Premier Shows were on the midway. Two patrons and a ride operator, Thomas W. Harris Jr., were injured slightly when the swing ride collapsed.

ty Johnson and the Mariners, showed a 10 per cent increase over 1957 and a 3 per cent hike over the previous record. Miss Johnson and the Mariners split the week as headliners.

The Gooding Amusement Company, in line with attendance and grandstand figures, ended up 10 per cent over 1957. Harnden said what pleased him was the all-over 10 per cent hike on all segments.

Latest addition to the fairgrounds was the new Floral Building, a 200 by 44-foot structure that housed the always fine floral-cultural exhibits.

GOODING CLICKS

New Funzone Mark Looms at Nashville

NASHVILLE—A new all-time high ride and show gross for the Tennessee State Fair here loomed Friday morning (19) as the Gooding Amusement Company, supplier of the midway attractions, went into the fifth day of the six-day event.

At the end of the first four days the ride and show gross was far higher than at the comparable period last year, when the fair was clobbered by rain, and was running ahead of the pace in '56, the previous peak year on the midway.

Relocation of the midway, outside of the race track which had required patrons to go under a tunnel to reach the fun zone, helped greatly in upping the mid-

Olson Views Record \$\$ at Chattanooga

CHATTANOOGA—The Olson Shows romped to what shaped up as a record ride and show gross for the Chattanooga-Hamilton County Interstate Fair here thru Thursday (18), fourth day of the six-day event.

Ride and show receipts far exceeded those of last year, when the fair was hard hit by the elements, and were running ahead of the '56 record pace at the end of the first four days.

Always an outstanding spot for a Dark Ride, because the permanent rides on the grounds offer no such device, the date gave top money to Bruno Zaccchini's superbly flashed Dark Ride, Caspar the Ghost, in the first four days of the run. The Scooter and Scrambler followed in that order.

More People Helps Cox Rides, Shows

FRESNO, Calif. — While per capita spending is down, the increased attendances at fairs played has boosted the annual gross to date for the Great Western Shows, Ray Cox, owner-manager, said here last week. Show is now playing in this area and will close in Carruthers the middle of October.

Great Western just completed its annual date at the Cataloupe Festival in nearby Firebaugh. Prior to this date, it played the Butte County Golden Feather Fair in Gridley, where hot weather and mosquitoes cut the attendance. Despite this, show revenue held its own being fortunately contradictory to Cox's general report.

In Gridley, the show featured 11 major and four kid rides, including Wyatt Shepherd's Giant Swing and Scissor, Bob Horton's Rock 'n' Roll, and Mrs. Ray Lampkin's Rock-o-Plane. Show also had 31 concessions, Arcade and Funhouse.

Show will winter again in Carruthers, Cox said.

way take. Midway streets also were newly black-topped, which also helped.

The Gooding line-up embraced 51 rides and shows, of which 35 were rides.

Of the rides, the Wild Mouse was the leading money-getter, Hal Eifort, Gooding unit manager, reported. The new Flying Coaster, invented by Norman Bartlett and manufactured by the Lowell Staff & Company, Amarillo, Tex., was the second highest grosser among the rides.

Three shows were bunched for No. 1 money-getting honors. All office-owned, they were a Western show starring Johnny Mack Brown, a Rock and Roll Show managed by Charlie Hodges, and the Copa Club Revue, managed by Joy Purvis.

The Gooding unit moved in here from the Tennessee A. & I. Fair, Knoxville, where it had set a new high ride and show gross for that fair.

Marks-Manning Win at Catawba

ALBEMARLE, N. C.—Marks-Manning Shows trucked here last week after a good run at the Catawba County Fair, Hickory, N. C.

Show fielded 23 major and kid rides there and 14 units on the back end. Opening day was kids' day and the youngsters swarmed over the midway to give the rides and shows the best day of the week.

Fair this year upped its gate to 75 cents from a half dollar, but presented free grandstand attractions.

Pomona Early Days Okay for Illions

POMONA, Calif. — Opening week-end business on the World's Fair Midway at the Los Angeles County Fair compared favorably with the same time last year, Harry A. Illions, director of the midway, said. Getting underway Friday (12) business thru Tuesday (16), fifth of the 17-day fair run, was ahead of the same period last year.

Strong week-end business accounted for the increase. When the temperature went above 100 degrees on Monday and Tuesday (15-16), matinee trade dropped off considerably. Cool nights, however, brought out crowds.

Olivia Waldron, whose Fair Time Shows, Inc., has the portable rides for the second consecutive year, went along with Illions on the business report. She is supplying all of the rides booked into the midway and two kiddielands with the exception of the Scrambler, booked by Charles Cooper, of London, Ont., and the Scooter, owned by Rudy Illions. The Scooter has been operating here each year for the seven years that Harry Illions had had the amusement area contract.

Illions, whose rides have shown a revenue increase for each of the past six years, has 29 rides, most of

Statesville Opens Good For A. of A.

Recent Weeks OK; Sign Leighton For Ninth Year

STATESVILLE, N. C.—Good weather has added the Amusements of America since its Labor Day fair in Leighton, Pa. Grosses were exceptional there and the show tucked the 1959 contract away before leaving. It will be the ninth straight year there for the Vivona family operation.

Indications are that spots ahead will also be very good. Fredericksburg, Va., was pretty decent, and Statesville opened in a big way. (Continued on page 56)

Reithoffer Slates Finale for Gotham

Four N. Y. Weeks Set; Bloomsburg Shapes Up With 66 Rides, 15 Shows

BLOOMSBURG, Pa. — Big weeks in New York City and a general increase in grosses across the board at fairs, have highlighted the season for Reithoffer Shows. Final fair date in Bloomsburg, Pa., will see that event's—and the shows'—biggest array of equipment ever.

Pat Reithoffer Jr. said the end of the midway which he is handling will have 22 major rides and 16 kiddie rides. His father's portion will have 16 big rides and 12 kiddie units. The total, staggering for an Eastern midway, comes to 38 major rides, 28 kiddie rides, and 15 shows already com-

New Layout Aids WOM at Allentown

Indian Village Gets Good Comments; Show Operates 35 Rides, 25 Shows

ALLENTOWN, Pa. — With a triple midway layout available this year, World of Mirth's date at the Allentown Fair was shaping up in excellent fashion thru midweek, despite an unfortunate rainout on Wednesday (17). About 22 rides were in place on Sunday (14), following the show's previous date, Brookton, Mass.

The Sunday operation was one of the considerations which won the spot back for Frank Bergen, general manager, after a one-year absence. Another was the Indian Village attraction which was promised and delivered, to earn some of the most favorable comment at the fair.

Razing of two old exhibition buildings on "the hill" and paving of the area, provided considerable new show space, all of which was filled. Jim Bergen arrived a week ahead to help in the lot layout.

The Indian Village contained persons and units shown at the New York State Fair in Syracuse. An enclosure 50 feet by 100 had tepees, totem poles, forestry and concession stands. Visitors witnessed various Indian crafts and performing skills including medicine and war dances. The fair brought in foresters to assure the proper installation and selection of hemlocks, shrubs and herbs. One performance feature was a dance by eight Indian braves.

Authorities Advise

Consulting on the attraction were Dr. E. A. Bates, Cornell University Indian authority who was Director of Indian Affairs during the Hoover administration, and Lucinda Reed of the Tuscarora Indian Reservation near Niagara Falls, N. Y. Both were on hand during the fair.

Thirty-five rides and 25 shows were in operation, with concessions presided over by Bucky Allen. Fred Sindell of Coney Island brought in his Siamese Twins and Fat Show. Lee-Al's model train display, Winter Wonderland, also showed. A new front was unveiled for the Nate Engle Midget Revue. Ride operators joining included Freddy Cerbini with the Roto-Jet, Paul Dispensa with the Twister, and Roxy Gatto. The German Merry-Go-Round, first time here, drew much attention.

An innovation was the fair's installing automatic ticket dispensers in all ride ticket booths, as it has at the front gates of the grounds.

Kansas Fair Big for RAS Despite Rain

HUTCHINSON, Kan.—Despite rain on two days, including Sunday (14), normally the biggest day of the fair, the Royal American Shows registered an 8 per cent gain over last year in ride and show receipts at the Kansas State Fair, which ended its six-day seven-night run here Thursday (18).

The Royal caught good prevue night business Friday (12), a whopping Saturday (13), a record kids' day Monday (15) and good receipts the final two days, and this was enough to more than offset rain on Sunday and Tuesday (16).

Even in the face of intermittent rains Sunday, some 75,000 thronged out and some rode rides while carrying umbrellas.

The Mitzi Show paced the shows, with Leon Claxton's Harlem in Havana second, and Dick Best's Side Show third.

The Wild Mouse was the leading grosser among the rides, with the Rotor second.

Tom Bozza, concessionaire, is in Barnes Hospital, St. Louis, making ready to undergo surgery. Would appreciate mail.

London Gives Conklin 3% Hike Over '57

LONDON, Ont.—A 3 per cent increase in ride and show receipts over '57 was chalked up by the Conklin Shows at the Western Fair here in the face of some unfavorable weather.

Cool to cold nights marked most of the six-day event, which closed Saturday (13). Rain also made some inroads.

The show jumped from here to the fair at Lindsay, Ont., with two other Ontario fairs, Kingston and Kitchener, to follow.

them permanent installations. In the area designated as the No. 1 kiddieland and features the 40-foot entrance arch from Illions' New Liberty Park in New York State, he has the bulk of 12 devices, with Fair Time Shows supplying only two.

In the No. 2 kiddieland near the fair's Mexican Village, Mrs. Waldron has nine and Illions two rides. Those owned by Illions include the Ridee-O, which he designed and made.

On the main midway, Mrs. Waldron has four major rides, including a new Tilt-a-Whirl which was shipped direct to the fairgrounds to replace one destroyed when a truck overturned and burned as it was leaving the Amador County Fair in Plymouth.

Illions said that approximately 1,200 feet of concession space was sold, excluding the permanent stands under lease to Cecchini & Levaggi, veteran game concessionaires. C. & L. has 30 stands, of which 23 are in permanent buildings. Semi-portable stands with corrugated plastic roofing and fluorescent lighting are used for the other C. & L. stands. Blash & Hilligoss, individually and in partnership, have 18 games concessions. Steve Vaughn, Norman (Continued on page 56)

Olson Shows

Are Proud to Announce The Introduction of The New

Allan Herschell

MAD MOUSE RIDE

At The

ALABAMA STATE FAIR

Birmingham, Sept. 29-Oct. 4

Featuring:

- THRILLS GALORE • MAXIMUM SPECTATOR ENJOYMENT •
 - ALL CARS CLEARLY VISIBLE FROM LOADING PLATFORM •
 - EMERGENCY BRAKES CONTROLLED FROM LOADING PLATFORM •
 - MAXIMUM RIDE IN MINIMUM SPACE • COMPLETE PORTABILITY . . .
- Plus many other big important features.

Factory Representatives Will Also Be On Hand.

OLSON SHOWS CORDIALLY INVITE ALL CARNIVAL MANAGERS AND OTHERS TO VISIT US AT THIS SPOT.

We are also interested in booking Outstanding Attractions, Grind Shows, Monkey Speedway, etc., for the 1959 Season. Contact per route.

OLSON SHOWS

O.C. BUCK SHOWS

- Great Rocky Mount Fair, Rocky Mount, N. C., Sept. 22-27;
- Union County Fair, Union, S. C., Sept. 29-Oct. 4;
- Pitt County Fair, Greenville, N. C., Oct. 6-11;
- Halifax County Fair, So. Boston, Va., Oct. 13-18.

CAN PLACE: Hanky Panks, legitimate Merchandise Concessions, Eating and Drinking Stands, also Photos & Novelties.

SHOWS: Want one more Grind Show not conflicting, Wildlife, Mechanical or single attraction.

All address O. C. BUCK SHOWS, Rocky Mount, N. C.

MOTOR STATE EXPOSITION

Wants for all fairs balance of season. West Point, Miss., Sept. 22-27; then Moulton, Ala., Sept. 29-Oct. 4; Kosciusko, Miss., and Charleston follow.

Want one major Ride, two or three Kiddie Rides. Shows: Family type, Fun House, etc. These are all "red" ones. Will place Novelties, Bumper, String Game, Glass Pitch, Scales, Ice Cream, etc. Pop Corn, Floss, Apples sold. All replies as per route.

J. J. FREDERICK

WANT LEGIT GAME CONCESSIONS

ANIMAL ACT (Chimp Act preferred) Homecoming, Utica, Ohio, October 2-3-4, on Main Streets. Sponsored by American Legion. Gooding Rides booked. Contact Stewart Anderson 29 East Fifth St. London, Ohio Phone: ULrick 2-0201

FOR SALE

Ell #5 Wheel, \$3,500; Smith & Smith Chairplane, \$900; Kiddie Airoplane Ride, \$650; Platt House Trailer, \$500; White Tractor Trailer, \$350.

R. WILDER

93 W. 6th St., Oswego, N. Y. Phone 5158

FOR SALE

Grind Show built on 22-ft. semi. Built brand new this spring. Made of steel and aluminum. Beautiful front 38 ft. long. Complete and operating. Room for living inside. Can be seen in operation at Tulsa State Fair, Sept. 27 to Oct. 4. With or without tractor.

MIKE MILLER

e/o W. T. Collins Shows Tulsa, Okla., Sept. 22 to Oct. 4

ATTENTION!

Out all winter in Florida! Agents who tried getting in touch at Timonium, sorry I couldn't get to answer you. Can still use good reliable Help of all kinds. Please contact again. Especially need Picture Frame Agents, Gunner, and Up-and-Down Help. Those joining now have preference for Florida spots. Answer:

BERNIE FELDMAN

e/o Police Dept., or Fairgrounds Lewisburg, N. C. (This week.)

Lenoir, N. C., week of 29th; Cherokee Indian Fair to follow.

CARNIVAL WANTED

Any week in September or October

If you are not booked or are heading for winter quarters, why not come in here and try it one week. We think there is some nice weather to come yet on account of the poor summer. We have plenty of space and lots of parking. Will work on percentage or flat. Contact at once.

SWATARA PARK

Middletown, Penna

Phone: WH. 4-5141

HEDY JO STAR

wants for

MEMPHIS, TENN.

and

DALLAS, TEXAS

Bally Girls, Exotic Dancers, Show Girls, Young Talkers who can make high class opening for Hollywood Stage Show. Also Musicians, Piano, Drums, Sax and Trumpet.

VIC, call me Fairgrounds, Memphis, or Terrace Hotel

Dyer's Greater Shows

Want Foreman and Second Men, must drive. No cars, please. Cookhouse or sit-Down Grab, Hanky Panks. For Sale—Short-Arm Octopus, Trailer and Tractor, \$8,500.00; Tilt-a-Whirl, two Trailers, two Tractors, \$12,500.00; Drive Yourself Tractor Ride, \$500.00. See at Tunica, Miss., now; Grenada, Miss., next; Brownsville, Tenn., follows; all fairs.

VINCENT MOBILE HOMES

4902 E. BELKNAP

FORT WORTH, TEXAS

TErminAl 4-0035

EXCLUSIVE DEALER FOR DALLAS AND FORT WORTH AREA.

CATERING TO SHOW PEOPLE WHO WOULD LIKE TO OWN A MOBILE HOME, BUT HAVE FINANCIAL PROBLEMS, BORDER-LINE CREDIT OR HAVE BEEN DEALING WITH THE WRONG KIND OF PEOPLE.

SEE OR CALL—FLOYD VINCENT—THE MAN WHO HAS BEEN "WITH IT" FOR 25 YEARS AND UNDERSTANDS YOUR NEEDS.

OWN A "MIDWAY" AND JOIN YOUR FRIENDS

ANNOUNCING OUR 31 FT. "SHOWMEN'S SPECIAL" 1 OR 2 BEDROOMS

We Wish To Express Our Appreciation And Thanks to Our Many Friends Who Have Purchased Mobile Homes From Us.

FLOYD VINCENT

AMERICAN LEGION FAIR

CARUTHERSVILLE, MO., OCT. 1 TO 5

The Last Major Fair in the Mid-South

CAN PLACE Arcade, Derby, Motordrome, Sideshow, Monkey, Snake Show or other Shows. Will book Photos, Short Range, Nickel Pitches, Balloon Darts, Novelties, Break Record, Milk Bottles, Picture Frames, Bushels, Custard, Ice Cream, Pronto Pups, Cake Bottles, Dip, Hoop-La, Pitch Win, High Striker, Cork and String Games. Want Missouri licensed Semi Drivers on Rides.

SUNSET AMUSEMENT CO.

HARRISBURG, ARK., THIS WEEK.

PEPPERS AMUSEMENTS

AGENTS: Want Agents for Cork Gallery, Penny Pitch and Cake Pitch.

CONCESSIONS: Will book Glass Pitch, Bingo, Scales and Age, Basket Ball, Tip-Over Cake, String Game and High Striker; one of each kind. WE CLOSE NOVEMBER 29. Address: Lucedale, Miss., this week; Picayune, Miss., next week.

LAST CALL

PETER PAUL AMUSEMENTS

Southern Colored Fairs. Want any major Rides not conflicting with Wheel. CONCESSIONS—All open. P.C. with Hanky Panks, Glass Pitch, Prize-Every-Time and Stack Concessions. Cookhouse open, also Popcorn, Sno, Candy Floss. Can use Grab. Drivers who do not drink, also All! Agents.

SHOWS—Colored Girl Show, Minstrel and any other Show Attractions, Funhouse with own equipment. Get your winter's B.R. from now on. Contact MANAGER, Monks Corner, S. C., this week.

WANTED TO BUY

Looper, Ride-O, Moon Rocket, Twister, Caterpillar, 8-car portable Whip, Dark Ride or 10 Dark Ride Cars, Fish Ball, Bubble Bounces, also transportation for same, no junk. Can inspect immediately following close of Tulsa Fair, Oct. 4. Send complete information and lowest cash price to MIKE MILLER, e/o W. T. Collins Shows, Tulsa, Okla., until Oct. 4.

WANT AGENTS

For Atlanta and Southern Fairs Balance of Season For Hanky Panks, Basket, Balloons, Hoop-La, and One Ball.

BEN GLOSSER

e/o Gooding Shows Rome, Ga., this week.

this week's

BEST Merchandise BUYS

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

SEPTEMBER 22, 1958

THE BILLBOARD

MERCHANDISE

59

BUY DIRECT FROM MANUFACTURER!

HOOPS HOOPS HOOPS

Various Sizes—

LARGE, MEDIUM AND SMALL

IN NUMEROUS BRIGHT, ATTRACTIVE ASSORTED COLORS

We are the direct manufacturers of this item and can guarantee you the LOWEST PRICE in the country.

Call us collect for your order

OR WRITE

KENT PLASTICS CORP.

830 Monroe Street
Hoboken, New Jersey
OLfield 6-2020

ROLLER RUMBLINGS

Continued from page 49

over the ABC network. Particularly adaptable for street skating use, the skates were put thru a variety of tests on the program to show their versatility. The skates are powered via a cable reaching from the motor unit attached to the skater's back in knapsack style to one of the skates. Attaining a speed of more than 30 miles per hour, the skates were described as ideal for use in running errands. They get about 350 miles to a gallon of gasoline.

Spearman Bans Shorts in Rink

SAN ANTONIO —Joe Spearman, operator of North St. Mary's Roller Rink, says no more shorts of any kind are to be worn in or around the rink. That includes Bermuda, Jamaica or short shorts.

3 Spots Reopen In Philly Sector

PHILADELPHIA—Three roller rinks of Greater Philadelphia have reopened for the new season. In West Philadelphia, Imperial Roller Rink announced its opening with a newspaper coupon ad good for 50 cents on admission, skates included. Imperial will feature a children's matinee on Sundays, with admission at 40 cents. Rink

is open every evening. In the 69th Street section, Chez Vous Skating Club opened with a Sunday session. The rink will again be used as a ballroom on Saturday nights. At nearby Norristown, Art's Skateland also ushered in the new season. The rink was the site for the recent Greater Norristown Antiques Fair.

Set Record Hops At Waterbury Skatery . . .

WATERBURY, Conn. — Tony and Jeanne Mollica have announced the fall schedule at their Buckingham Skating Rink, with sessions Monday, Wednesday, Saturday and Sunday nights and Sunday afternoons. In addition, the rink is running record hops on Tuesday and Friday nights and Saturday afternoons. Reopening night program featured distribution of skating passes plus balloons at streamers.

Holiday Skatery On Fall Schedule . . .

MIDDLETOWN, Conn.—Holiday Skating Rink resumed its fall-winter schedule September 5, charging 65 cents admission and 35 cents for skates, evenings, Wednesday thru Sunday, and 50 cents admission and 25 cents for skates, Saturday and Sunday afternoon. Rink is closed Mondays and Tuesdays.

Family Nights Set at New Britain Bowl-O-Rink . . .

NEW BRITAIN, Conn.—The Bowl-O-Rink has resumed its fall schedule, operating Tuesday, Wednesday, Friday, Saturday and Sunday nights, plus Saturday and Sunday afternoons. In addition, the rink is available for private parties at special rates on Tuesdays and Thursdays. The rink is advertising Family Night on Tuesdays, admitting families (regardless of number) for \$1. Junior dance classes are scheduled on Saturdays at 1 p.m., with adult classes on Wednesday nights.

Norwalk's Mid-City Back in Operation . . .

NORWALK, Conn.—The Mid-City Roller Rink, resuming its fall-winter schedule, is open nightly (except Tuesday and Thursday), with Monday advertised as Bargain Night. Children's sessions are conducted on Saturday and Sunday afternoons.

Butte Spot Does Okay

BUTTE, Mont.—Despite a wet season, Paneek's Carnival Emporium at Columbia Gardens here did okay for the year.

Rain fell on a total of 52 days in June and July. High points of the season included Miners' Union Day on June 13 and July 4. Nickel Day on August 28 drew 10,000 kids with free bus service provided by the Anaconda Company.

The local Elks will sponsor Guy Lombardo's band on October 4.

Wining & Dining

Continued from page 49

Tivoli's closing day, Sunday (14). They will join their parents at the NAAPPB meeting at the Brussels Exposition and will go with them by auto to Munich to see the Oktober Fest. Mr. and Mrs. Leonard Thompson will also be with the Batts in Munich.



GIANT SAVINGS! SPECIAL DEAL!

Brand-new styles of men's and ladies' famous make watches, complete with expansion bands. Rebuilt quar. like new.

WATCHES, ASSORTED
(Value, new, \$180)
While they last
(Sample \$7.95)

\$39.95

25% deposit with order, bal. C.O.D. 5-day money-back guarantee.

FREE WATCH
with every order of 12

MIDWEST WATCH CO.
8 So. Wabash, Chicago 3

Elgin-Bulova-Bertrus-Gruen
Write for Free Catalog

ATTENTION CONCESSIONAIRES

A large selection of Stuffed Plush Toys ready for immediate delivery at prices to meet all competition. Best plush used. A new lightweight cotton used for stuffing to cut your freight cost in half. (Bears come in assorted colors.) A sample order of one case will convince you.

FEATURE STUFFED TOY CO.

3708 Fifth Avenue, Tampa 5, Fla.

Phone 4-1381 Terms: 25% deposit with all orders, balance C.O.D.



24"-\$22.00 doz.



16x13"-\$18.00 doz.

SELL TO UNCLE SAM!



That's how I made my living for four years—selling junk jewelry to the U.S. Government. Send me your name and I'll show you how I did it.

Learn At Home In One Evening

This is the most fantastic way of making money you ever heard of. That's because you do all your "selling" BY MAIL, to one customer—the U.S. Government. Uncle Sam will buy all the old junk jewelry sent in at \$35.00 AN OUNCE for the fine gold it contains—less a small charge for handling and refining. Just follow my plan and you can buy junk jewelry and scrap gold at about \$17.00 an ounce—and double your money by selling it to Uncle Sam. I show you where to find it, what to pay, how to test and how to mail to Uncle Sam for cash. I'll teach you the secrets I learned in four years as one of the most successful gold buyers in the U.S. No charge for fact. No salesman will call. Send no money—just your name and address on post card.

LESLIE PATTON

335 W. Madison St., Dept. 19-M, Chicago 6, Ill.

SWEEPING THE COUNTRY—

HULA HOOPS

Sensational seller everywhere

36" x 3/4"—\$14.40 Doz.

36" x 5/8"—\$12.00 Doz.

Assorted Colors—Plastic.

Min. order 4 doz.

ALSO BARY HULA HOOPS.

15"x1/2"—\$4.80 Doz.

Min. order 4 doz.

25% dep., bal. C.O.D. F.O.B. Chicago.

AMBROSE SPECIALTIES, INC.

1360 So. Halsted St. Chicago, Ill.

All Phones: SEley 8-3120

Open Sundays

BELL SPECIALS

26" ALL PULSH BEAR \$21.60 (approx.)

Colors, One dozen Min. REINDEER Inflatable \$4.80

FLYING BIRDS \$6.60

BINOCULARS \$21.60

SWORDS \$21.60 (metal)

25% dep. with order, M.O. or cert. check. Bal. C.O.D., F.O.B. Chicago. Open Sundays: 8:30 to 3:00

BELL SALES CO.

1107 SO. HALSTED ST.

Chicago 7, Ill.

CLOSEOUT SPECIAL

SWISS HOUSE

(CHALET) WITH MUSIC

Individually Boxed. Roof opens to section for 2 packs cigarettes, or small jewelry pieces and plays a tune. All Swiss made. Musical piece alone worth \$2.00. Swiss (Chalet) House built to scale. 25% dep. w/order, bal. C.O.D., F.O.B. Chicago.

763 W. Taylor St. Chicago 7, Ill.

J & N COOK
Our only location, operated & managed by Jim & Nat Cook

HOOPS

SWEEPING THE COUNTRY IMMEDIATE SHIPMENT

\$10 per doz.

Large 36"—Assorted Colors

TERMS: Cash with order

HARRIS NOVELTY CO.
1102 Arch St. Philadelphia, Penna.

SUPPLIES and EQUIPMENT

7 and 10 color special 4-5-6 and 7 ups
Midgels, 3,000 series—7 colors
Paper and Plastic Markers
Wire and Rubberized Cages
Pencils—Crayons—Clips
5x7 Heavyweight Cards
Electric Blowers & Flashboards
Lapboards Made to Order
Free Catalog Available

JOHN A. ROBERTS CO. INC.
817 Broadway, Newark, N. J.

HOOPS

SAME DAY SHIPMENT
LARGE 108" SIZE

\$9.60 Per Doz.

Terms: Cash with order F.O.B. N. Y.
Free Catalog—Full Line of Toys

ACE TOY MFG. CO.

536 Broadway New York, N. Y.

WORLD'S SMALLEST LITER SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

\$2.50 Doz. **\$27.00** Gr.

Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.

STERLING JEWELERS

1975 East Main St. Columbus, Ohio

Ideal for Engravers. State Your Business.



HONOLULU HOOPS

One of the greatest fads to hit the United States in many years. Orders now accepted from distributors and dealers for quick delivery. We suggest orders be placed now as the demand will be greater than the supply between now and Christmas.

Phone, wire or write Dept. 660

ALLIED ART MFG. CO.

3130 Chene St., Detroit 7, Mich.
Phone: LOrain 7-0480

TREMENDOUS PROFITS with Hagens EXCLUSIVE TEAR-GAS PENCIL!

SELLS EASY TO THEATERS, SERVICE STATIONS, STORES, BAR-CAFE WORKERS, BANKS
This Tear-Gas Pencil discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast! Leaves no permanent injury. No selling experience needed. Handle as profitable sideline, soon you'll sell it full time. Start now! Send \$5.95 for complete demonstration kit of Automatic Tear-Gas Pencil, 10 demonstrators & 3 Tear-Gas Cartridges. Not sold to minors! Dept. BB 98 HAGEN SUPPLY CORP. St. Paul 4, Minn.



WRITE TODAY FOR FREE CATALOG SEND POSTCARD

NOW! Save Up to 50% on Nationally Advertised Gifts

Use this big, new FREE CATALOG to buy all kinds of gifts and merchandises for yourself, family, friends, neighbors. Terrific savings on big-name items. Also, make money spare time taking orders from others! EVERGREEN STUDIOS Dept. 18, Box 846 Chicago 42, Ill.

Synthetic Diamond Co.

Spotswood, N. J.
The world's finest Titania, Rutile Diamond-like gems. More brilliant than any diamond, clearer, brighter and without any yellow streaks. Special—\$7.50 per carat, wholesale. 14 kt. Gold Rings—half price.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS • TIP CARDS • BASEBALL CARDS

at very reasonable prices. Phone: Wheeling—CEDar 34282.

COLUMBIA SALES CO.
302 Main St. Wheeling, W. Va.

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

"RICH AND RARE." OVER 1,000 ALL NEW Classified Gags, Replies! Only \$1. List free! Edmund Ortin, 1810-B Golden Gate, San Francisco 15, Calif. **oe8**

SEND FOR FREE CATALOG OF ORIGINAL new comedy material: Gags, Skits, Monologues, Parodies, etc. Laughs Unlimited, 108 W. 45 St., New York City. **se29**

23,000 PROFESSIONAL COMEDY LINES. Routines, Sight-Bits, Parodies, 1,600 page free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. **se29**

Agents, Distributors Items

BEAUTIFULLY MOUNTED LONG HORNS. Fast selling at rodeos, fairs, etc. 5 feet from tip to tip, \$25; 6 feet, \$30. National Products Company, Laredo, Tex.

BEAUTIFUL WESTERN STYLE CHILDREN'S Saddles, very finest made, 11" seat, complete bridle and martingale to match, only \$30 each. Adult size, \$50 also complete. National Products Company, Laredo, Tex.

Did This Ad

ATTRACT YOUR ATTENTION! USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using two inches or more.

EARRINGS, ASSORTED STONE AND TAILORED, \$6 per gross plus postage. Billboards, plastic alligator or lizard, \$10.80 per gross plus postage. C.O.D. gross lots. New England, Dept. B, 124 Empire St., Providence, R. I. **se29**

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz.
 Stoned & TAILORED Earrings 1.75 dz.
 Pierced Earrings on Display 1.25 dz.
 Charm Bracelets, assort. 1.50 dz.
 Eng. Lord's Prayer Neck., boxed 3.00 dz.
 Stoned Cameo Sets, boxed 6.00 dz.
 Stoned Heart Miracle, boxed 4.50 dz.
 Children's Jewelry, boxed, assort. 2.95 dz.
 Asst. Tie Slide, carded 1.00 dz.
 Tie & Cufflink Set, assort. 3.50 dz.
 Pearl Necklaces (domestic) 1.45 dz.
 Neck & Earrings, assort. boxed 7.20 & 9.00 dz.
 Cufflinks, carded, assort. 1.95 dz.
 Necklaces, assort. 1.50 dz.
 Engraving Charm Bracelets 2.00 dz.
 Asst. Earrings, carded 6.50 dz.
 Ropes & Poppits 2.25 dz.
 3-Pc. Pearl Sets, boxed 8.00 dz.
 Cultured Pearl Tie Tack/Display 4.00 dz.
 Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I. **se29**

HOSTERY—LOW PRICES: LADIES' MEN'S, Children's, Ladies' Nylons, \$1 dozen up. Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AMS-1741), 1258 Market St., Chattanooga, Tenn. **se29**

HUSTLERS EXPERIENCED IN SELLING Sport Jackets and Vest Sets or similar items, rush name for our sensational offer. Rubin's, 3210-BB West Arlington, Chicago 24. **ch-se29**

JEWELRY CLOSEOUTS—EARRINGS, Necklaces, assort., \$1.50 dozen; Pearl Chokers, \$1.20 doz.; Religious Items. Samples \$2. Voguecraft, 20 West Jackson Blvd., Chicago 4, Ill. **ch-se29**

LADIES BEAUTIFUL POCKETBOOKS made of heavy leather, hand made in Mexico. Assorted dozen such as reversible western styles, etc. \$100 dozen. National Products Company, Laredo, Tex.

LIQUIDATION OF COSTUME JEWELRY Manufacturer's new 1958 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 10, Ferrdale, Mich. **ch-se29**

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Show friends samples of our new 1958 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 10, Ferrdale, Mich. **ch-se29**

SPECIAL OFFER—20 CLOTH WATCH Bands, cellophaned. \$1 postpaid. Dale Myers Walters, 1959 Clays Mill Rd., Lexington, Ky.

JEWELRY CLOSEOUTS

NEW!

Stoned Necklace, Earrings and Matching Compact. Handmade Boxed.

\$18.00 Per Dozen

HOT!

Aurora Borealis Heart or Pear Drop Pendant

\$39.00 Per Gross, Carded

20% deposit, balance C.O.D. Free Catalog

NEW ENGLAND JEWELRY BUYERS

174 Empire St., Dept. 8, Prov., R. I.

BE INDEPENDENT

START YOUR OWN BUSINESS stamping SOCIAL SECURITY PLATES.

NICKEL SILVER Key protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free.

GENERAL PRODUCTS Dept. BB-35, 188 State St. Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4. CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

TOP ACTION BALL POINT PENS, 9 FOR \$1. Refills, 20 for \$1. We sell wholesale. Bonomo, 54 Jefferson St., Brooklyn 6, N. Y. **oe13**

WANTED—MAIL ORDER ITEMS RETAILING \$1.25. Send prices, non-returnable samples. William, 35-A Woodcrest, Dayton 5, Ohio. **oe29**

Animals, Birds, Snakes

ALLIGATORS, PYTHON, GIANT RATS, Chameleons, Gila Monsters, Ocelot, Myna Birds, assorted Reptile or Snake Dens, \$25. Snake Farm, Laplace, La. **se29**

BECAUSE OF ILLNESS OWNER SACRIFICING two Chimpanzees: 2-yr. male, \$400; 10-month male, \$550. Margaret Carol Trevillian, 2430 Kanawha Blvd. E., Charleston, W. Va. Phone: Dickens 27932.

BLACK POODLE—MALE, 9 MO., BEAUTIFUL hind leg dog. Also others doing several tricks. Honey Bear Farm, Rte. 7, Olney, Ill. **se29**

BRAZILIAN REDTAIL BOAS, 3 1/2' to 7'; Rainbow Boas; Anacondas; 7' Tiger Rat Snake; Tegus; Iguanas; various Native Reptiles. Write for prices. Hub Pet Supply, 8 West 66th St., Minneapolis, Minn. **se29**

FOR SALE: MALE JAVA MONKEY, perfect health, eight years, \$50, or will trade for female. Hayes Furniture, Twin Falls, Idaho. **se29**

PYTHON, 22 FT., FAT, \$600. Monitor Lizard, \$300. Java Monkey, \$25. Biddle, 328 Mannheim St., Philadelphia, Pa. **se29**

WANTED—YOUNG MALE CHIMPANZEES in good health, state weight, location and price. Send photo if possible. Children's Zoo, Box 68, Eola, Ill. **se29**

Business Opportunities

AMUSEMENT PARK AND/OR RESORT. 14 acres near Phila., Valley Forge area. Beautiful wide stream; boating, swimming, fishing, plenty of amusement rides. Large stone house, bungalows, barn, century old mill, refreshment bldgs., etc. \$238,000. Cash, \$70,000. mtg. balance. Box C-392, c/o The Billboard, Cincinnati, Ohio. **se29**

For Sale—In L. A.

REST HOME

for aged people
 Small Investment
 Ideal For Couple.

—BIG—SURE—PROFIT—

No ups and downs—No Mud
 No Blanks—Just

MONEY

For Giving Loving Care
 to The Old Folks

WRITE

CLIFF YOUNGER

2340 W. Pico Blvd.

Los Angeles 6, Calif.

BUY WHOLESALE! 25,000 NATIONALLY advertised products. Get amazing dealer catalogs. Complete details free. American Wholesalers, 1841 DX, Levee, Dallas 7, Tex. **ch-ftn**

COMPLETE KIDDIELAND—OPEN ALL year. Five Kiddie Rides, Front Gate, fully equipped. Concession including Cotton Candy, Pop Corn, Snow Cone Deep Freeze, Soft Drink Cooler, Juice Box. Must sell account sickness. Full price, \$4,000 cash. Contact manager, 1314 Warrington Rd. or phone Glendale 5-0446, Pensacola, Fla. **se29**

JAPAN DIRECTORY—145 JAPANESE manufacturing exporters, Japanese trade Journal information, Asia opportunities. \$1 today. Nippon Annal, Box 6266-A, Spokane 28, Wash. **oe8**

KIDDIE PARK—18 RIDES, PARKER Ferris Wheel, Roller Coaster. Now operating; owner retiring. Seskin, 1834 East 14th St., Brooklyn, N. Y. ESplanade 6-3990. **se29**

MAKE RARE PERFUMES—YOUR HOME. Low-cost, hi-profits. A new career, authentic trade secrets and supply sources only \$5. postpaid. Send today (guaranteed). WORLD FRAGRANCE, Hollywood 28, Calif. **se29**

WILL SELL UP TO HALF INTEREST IN newly opened Amusement Park on beach front, Los Angeles California vicinity. Excellent location, big potential, year round business anticipated, will reinvest for further development, needs more major rides. Genuine inquiries only to Box C-395, c/o The Billboard, Cincinnati 22, Ohio. **se29**

101 x 41 PORTABLE RINK, LOADED ON 34' tractor Trailer, also fully equipped skate trailer, 100 prs.; shoe skates, \$5,500. Neale Nesbit, 1076 Braddock Rd., Cumberland, Md. **se29**

Calliopes and Band Organs

CALLIOPE—AIR OR STEAM, AIR Calliopes from \$750 up. 44 note Calliopes, large size, \$1,000 to \$1,500. Cozatt Organ Co., Danville, Ill. **se29**

Costumes, Uniforms, Wardrobes. OSTRICH FEATHER FANS, GIRL SHOW, Strip, Bally, Clown costumes, Impersonator Wigs, Tails, Top Hats, Derbies, Rhinestones, Plumes, Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. **se29**

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. **se29**

PURCHASE YOUR SNOW CONE MACHINE direct from manufacturer. All prices and sizes. P. O. Box 7803, Dallas, Tex. **se29**

DON'T MISS THE BOAT!

BE SURE

you're on time with your classified or display-classified ad in

THE 1958 CHRISTMAS MERCHANDISE SPECIAL

Final closing date

WEDNESDAY, OCT. 8

See Handy Order form opposite page for rates and easy preparation of ad

TOAST SLICED BREAD AROUND FRANKfurters with Wee-Wee Toast Griddle. New commercial electric model available. IpcO Products, 461 14th Ave., Newark 6, N. J. **se29**

For Sale—Secondhand Show Property

CHAIR SCALES, MONOGRAM HAT Machine, complete with stock. Evans Bucket Knee and Tee, Duck Pond, complete with stock. P. O. Box 184, Lewisburg, Pa. **se29**

CIRCUS NUCLEUS FOR SALE—BIG TOP, Slide Show Tent, Trucks, Ring Stock. Saddles, Odds all good. Pitkin, 445 Monmouth, Galesburg, Ill. **se29**

FOR SALE—7 CAR TILTA-WHIRL, PRICE \$3,500. Can be seen in operation in amusement park. Box C-389, c/o The Billboard, Cincinnati 22, Ohio. **se29**

G-12 MINIATURE TRAIN JUST REBUILT and in perfect shape with new factory motor. P. O. Box 45, Massillon, Ohio. **se29**

KIDDIE FERRIS WHEEL, PERFECT FOR Rental Equipment for Fairs, Bazaars and Birthday parties. Mounted on wheels for easy moving, height, 11' 6". Must see to appreciate workmanship. Ballus & Son Blacksmith Shop, 1309 E. Howard Ave., Biloxi, Miss. Phone No. Idlewood 6-5782. **se29**

KING FIRE ENGINE RIDE, KING PONY and Bugy Ride. Both rides 2 years old, located in permanent park. Shapiro, 37 Schuyler Road, Springfield, Pa. Kingswood 3-7017. **se29**

LITTLE SHOWBOAT—46-PASSENGER. Loading barge, gang planks, canopy. Used 1 season; cost \$9,200, sell for \$4,300. S. D. Hull, 9794 Arnold Road, Jacksonville, Fla. **se29**

MERRY-MIXUP, 30 CHAIR, 20-FT. TOWER with power and lights; new drive; \$1,600. R. B. Eyerly, 2741 N. River Rd., Salem, Ore. **se29**

MOTODROME AND TRAILER, \$500 CASH. Walls ride smooth, loads on one semi. Other equipment optional. Write P. O. Box 493, Grand Prairie, Tex. **se29**

SEWING MACHINE FOR NAMES ON HATS. Sacrifice, like new; Corneley make, Serial A, automatic clutch. M. Crane, 548 Greenway East, West Hempstead, L. I., N. Y. IV 3-2825. **se29**

SUPER ROLL-O-PLANE, GOOD CONDITION, with semi trailer for easy loading, new ticket booth, \$3,700. Can be seen on Heth Shows route. W. R. Tucker. **se29**

THIS IS A 14 LINE AD FOR ONLY \$14

You can buy this space to profitably buy or sell used show equipment.

Help Wanted

USEFUL MAN NEEDED. SHOW BUILDING and trucking proposition. Family with circus acts preferred. Apartment furnished. Pitkin, 445 Monmouth, Galesburg, Ill. **se29**

WANTED—GIRL WILLING TO LEARN TO teach Rock and Roll strip school. Box C-388, c/o The Billboard, Cincinnati 22, O. **se29**

584-868 WEEKLY ADDRESSING ADVERTISING matter. Work home. Mail \$0¢ for samples, instructions; refundable. Kendaeco, B.B. 2441 Patton, Philadelphia 32, Pa. **oe8**

Instructions & Schools

LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. **oe13**

Locations Wanted

WANT FLORIDA LOCATION FOR HURLbut miniature train. Kiddieland preferred. F. Schneider, 241 3rd Drive N.W., New Philadelphia, Ohio. **se-c37**

Magical Supplies

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! Snow business book catalog. Ireland, B-109, North Dearborn, Chicago 2. **se29**

FRENCH GUILLOTINE, SACRIFICIAL CREMATION, Giant Attaboy with deck, Hippy Hop Rabbits. All, \$100. J. S. Ramsey, Southern Pines, N. C.

NEW 152-PAGE ILLUSTRATED CATALOG—Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-miniature transistorized Radiophones, for mentalists. Brochure, prices on request. Catalog 50¢, Nelson Company, 336 South High, Columbus, Ohio. **oe8**

Miscellaneous

BINGO TIME U.S.A. PRINTERS OF personalized bingo cards for radio and television programs, etc. Offering 72-hour printing service. 1025 Lincoln St. Denver 3, Colorado. Phone ALpine 5-7091. P. O. Box 1871, Hollywood 28, Calif. P. O. Box 713, Omaha 1, Neb. **se29**

FOR RENT: AIR CONDITIONED OFFICES, suitable theatrical studio, 3 upper floors over 4,000 sq. ft. Private entrance on 46th St., off Bway. Fallert, phone LO 5-6880. **ch**

Motion Picture Films and Accessories

16MM. MOVIE FILM SOLD, BOUGHT, EXchanged. Westerns, Mysteries, Comedies, Adventures. Charles Posey Film Service, 937 W. Eastwood Ave., Chicago 40, Ill. **se29**

Personals

CHARLOTTE STIMMEL, CALL ME AT home immediately. Have information regarding Bertha, your sister. It's important. Love, Harry. **se29**

MR. HOPE: SAME ADDRESS. DEBS BIRTH day bill never paid, \$350. Child support own judgment. Platinum hair, blue eyes, 23 lbs., beautiful. July 3, Rick school, happy, healthy. November 17. Free to write as you wish. Extremely happy. No hard feelings. Industrial designer, Warren. You arrange better communications, Gen. Del. practical. Always, Fas. **se29**

NOTICE

MORT MESSIAS

or anyone knowing his whereabouts call B. A. Schiff & Associates, collect, Miami, Fla. **se29**

NOTICE

G. DEAN RUSSELL

or anyone knowing his whereabouts call B. A. Schiff & Associates, collect, Miami, Fla. **se29**

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct charge photography. Write for our low prices. P.D. Camera Co., 1546 W. Cortez, Chicago 22, Ill. **ch-ftn**

QUALITY ENLARGEMENTS—SEVEN 8 1/2" x 4" or four 8 1/2" x 7" from negatives, \$1 postpaid. Lake Photo-Tronics, Box 337A, Buffalo 3, New York. **se29**

Printing

ALWAYS FASTEST SERVICE—QUALITY non-bending 3-color posters! 14x22 Window Cards, copy limit 50 words, \$8 hundred; 17x25 size, \$12.50 hundred. Red Day-Glo Bumper Sticker Strips, size 4x15, copy printed in black, \$13 hundred. Tribune Press, Dept. 358, Earl Park, Ind. **se29**

ATTRACTIVE BUSINESS CARDS—500 FOR \$2; \$3.25 per 1,000 postpaid. Taylor, 3703 Uphur St., Brentwood, Md. **se29**

BUSINESS STICKERS PRINTED—NAME & address, or any wording. \$2 per 1,000. Neat printing, dependable musilage, prompt service. John's, Box 421, York, Pa. **se29**

FAST SERVICE! 100 8 1/2" x 11" LETTERHEADS, \$2 postpaid. Samples better printing, dime. Refunded R. Cook (BB) 818 West Gift, Peoria, Ill. **se29**

OFFSET PRINTING—1,000, \$5.50; 6,000, \$19. White or colored. 8 1/2" x 11, 16 1/2" bond. Fast! Art. layout, vari-typing. Promotions, E.S. 385 Broadway, New York City 13. **ch-se29**

200 8 1/2" x 11" LETTERHEADS AND 200 6 1/2" Envelopes, \$3.95, blk or blue ink. Malle Press, 648-B Clovis Ave., Flushing, Mich. **oe13**

Salesmen Wanted

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Biggest spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part-time; buy nothing; sales kit furnished. Match Corp., Dept. D-201, Chicago 32, Ill. **se29**

ALUMINUM WALKING CANE, FULL SIZE, \$6 dozen; sample \$1. Carnival natural free information. Tennessee Valley Alumnum, Robert Ave., Maryville, Tenn. **np**

ANYONE CAN SELL FAMOUS HOOVER uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics—nylon, dacron. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. L-109, New York 11, N. Y. **np**

GOLD MINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1. **se29**

Tattooing Supplies

TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Write, 722-A Leslie, Rockford, Ill.

Wanted to Book

RIDES, CONCESSIONS AND SKATING rink for amusement park to be developed in Southwest Wichita, Kans. 80 acres adjoining lake and surrounded by approximately 20,000 housing units. 2 blocks out of city limits and 4 miles north of Haysville community. Fastest growing section of largest county in Kansas and draws from entire State, plus Northern Oklahoma. H. Davis, 418 E. Douglas Ave., Wichita, Kans. se29

Wanted to Buy

ALUMINUM OR PLASTER MOLDS FOR garden ornaments. Box C-393, c/o The Billboard, Cincinnati, 22, Ohio.

WANTED—KIDDIE RIDE. REASONABLE and good condition. Kent Anderson, 2714 West Sixth St., Duluth, Minn.

COIN MACHINES

Positions Wanted

MUSIC AND GAME MECHANIC POSITION wanted. Reliable and dependable. Able to travel anywhere. Box C-394, c/o The Billboard, Cincinnati 22, Ohio.

Used Equipment

COIN OPERATED TELESCOPES. USED. Write to O. W. Middleton, Drayton Valley, Alberta, Canada. se28

FOR SALE—ELECTRIC WURLITZER COIN-operated Player Piano. Leaded glass front. Good condition, reasonable. Wm. A. Smith, 3633 Livernois Ave., Detroit 10, Mich.

SHIPMAN DUPLEX STAMP MACHINES. 810. Triplex \$29.50 each; like new folders, direct factory prices. USP Co. 200 Grand Waterbury 5, Conn. se22

UNDER THE MARQUEE

Charles Blum, press agent with Cristiani, closed his season and returned home to Atlanta. . . . Pascal Julian has been in Tallahassee, Fla., where the Clyde Beatty Circus has sheriff's auspices.

Mrs. Robert Noell, of Noell's Ark, gorilla show, sends a clipping of a feature story carried by the Buffalo, N. Y., Courier-Express recently. It tells about the Noell's newest infant gorilla.

Tige Hale, formerly leader of circus bands, is in the park business at Panama City, Fla. . . . J. C. Rosenheim, Cristiani contractor, was in Augusta, Ga., recently.

Jim Conley, of the Riding Conley Family, pays tribute to the late Phil Wirth on the occasion of the end of Hunt Bros. season. The Conleys have been with Hunt Bros. this season and Wirth, famous bareback rider, died while with the show this summer.

Dick McLaughlin and Corky Plunkett have a shopping center show and earlier they were in the Colorado area. . . . Roy Bible's Sello Bros. Circus is booked into Colorado. . . . Raymond Duke reportedly had closed with Sello and joined Adams.

Lyman Sheldon, Hollywood CFA, writes that Rose and Andre Pahin, of the Rose Gold Trio, were guests of the Sheldons for dinner when Polack was nearby.

Robert Good, Allentown, Pa., caught the Oral Roberts evangelistic set-up there this summer and comments on the big spread of canvas. The top is a 210 with seven 30's. The eight center poles and all other poles are aluminum. Unit carried 12,500 folding chairs. Six local men are hired at each stand to put the top up and the chore takes several days.

Jack Hyder, CFA, was host to Louis Stern and Bill Kay at dinner in Boise, Idaho, while the Polack show was in. Frank Norman, press agent for Miss America Cavalcade, worked in an appearance of Miss America at the Polack show in Boise.

Leo Francis did his blackface act at Buck Lake Ranch, Angola,

WATCHING SCALES—SCALES—WATCHING 600 Guesner, Watling Fortune, 335 ea.; Watling 900 Fortune, A.B.T. Kirk HiBoy Scales, \$45 ea.; renewed, reconditioned. Send deposit and shipping instructions, bal. sight draft. Gaycoln Distributors, 4866 Woodward, Detroit 1, Mich.

10 REBEL ICE CREAM MACHINES MODEL #2300, 8 in good condition. 2 new working. Best offer accepted. Reply Box C-391, c/o The Billboard, Cincinnati 22, Ohio.

60 1/2 MASTER BALL GUM OR PEANUT Vendors, \$300 each. Paul Thomas, P. O. Box 17711, Jackson, Miss.

TALENT AVAILABILITIES

RATE: 5c a word, minimum \$1. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Bands and Orchestras

AT LIBERTY—A-1 MODERN COUNTRY Band. Steel, Fiddle, Bass, Rock'n Roll, Singer. Union. Choice dates for clubs, dances, need good booker. Chicago area preferred. Write or wire Clark Padgett, Box 323, Crete, Ill.

SEMI-NAME BAND. HEADQUARTERING Texas Opening September. Piano bass, drums, tenor. Write Orchestra Leader, Route 3, Box 166, Chester, Va. se29

Hypnotists

HYPNOTIST DESIRES JOB—NIGHT CLUBS, parties, personal instructions, or what have you? Also interested in telepathy. Don Davis, 1228 33rd St., Zion, Ill. se22

Miscellaneous

DANCER-ACTRESS, AGE 35. HAVE PHOTOS. Available for TV, Roadshow, Theatre. Single. Contact Maurine Dillinger, 390 Arcade Bldg., St. Louis, Mo.

AVAILABLE NO PRECEDENT IN SHOW history! Miracle-made woman, singing voice, figure, personality. Unbelievable calendar age, 79. By Miracle, 20. Does she know the Secret of Youth? Recognized by State, Federal, City authorities. Want responsible personal manager, man or woman. Also available, my \$25,000 motorized theater. Marita Delores, Capitol Hotel, Richmond, Va. Will fill "Personal Appearance" dates, Hotels, Conventions, or will feature with A-1 Show or Orchestra. se29

Musicians

A-1 RHYTHM DRUMMER—20 YEARS' Complete and thorough experience. Play all styles. Strictly sober. Available immediately. Location preferred. Ellis Lee, Omar Hotel, Louisville, Ky.

BASS DOUBLING GUITAR. SING, READ, excellent appearance, car, wardrobe. Go anywhere. Taft Baker, 735 Cornish Road, Encinitas, Calif.

ELECTRIC FENDER BASS MAN, DOUBLE others, vocals. Fourteen years' experience in country western field. Go anywhere for right deal. Jimmie Mattis, 710 Garland Ave., Waco, Tex. se22

FINE ELECTRIC GUITARIST, DOUBLING great trombone and Hackett-type cornet. Vocals, ballad and sell out. Good arranger, read and fake anything. 15 years' experience. State top price. Charlie Gillim, 777 S.E. Eighth St., Evansville, Ind.

GUITARIST-VOCALIST—SINGLE IN FLOOR Show or will join small group. Will travel. Kenneth Sherzer, 211 Church St., Lancaster, Pennsylvania. se29

PIANIST, TRAINED PROFESSIONAL, SINGLE. Hotel Lounge alone, accompanist, soloist to singer, teach. Reply letter only. Raymond Dempsey, Franklinton, N. Y.

PIANO MAN AVAILABLE IMMEDIATELY for small commercial unit. Jimmy Moore, 631 Mobile St., Montgomery, Ala. Tel: AM 3-3467.

TENOR CLARINET—ALL STYLES. Commercial, jazz, read, fake tone. Address: Musician, 1314 S. 25th St., Omaha, Neb. Ph: JA 4569. se29

TRUMPET—JAZZ, DIXIE, COMMERCIAL. Kenny Buckles, Windsor Hotel, 3095 Main, Kansas City, Mo. Phone: Westport 1-8398.

YOUNG DANCE BAND—DRUMS, TRUMPET, trombone, piano, electric guitar. Contact Bobby Joe Tipton, Route 6, Johnson City, Tenn. Phone 3999. se29

Outdoor Acts and Attractions

A NEW SENSATIONAL GORILLA PARODY now available for your shows. Novel, exciting act. Honey Bear Farm, Rt. 7, Olney, Ill. se29

AN OUTSTANDING DISPLAY OF TRICK and Dancing Dogs for any event. Honey Bear Farm, Rt. 7, Olney, Ill. se29

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafter, 1041 S. Denison, Indianapolis 21, Ind. oc13

CHARLOTTE THE GORILLA GIRL—SIDE show annex. One-third woman, one-third man, one-third gorilla. Give intelligent lecture, new wardrobe, drapes. Work percentage. Reply to Charles Hunter, 1910 Luzerne Ave., Silver Spring, Md.

CORBIN QUARTER MIDGET DRILL TEAM available for parades, fairs, arenas. Write Al Ross, 20338 Mobile St., Canoga Park, Calif. Phone: Diamond 7-3780.

HIGH FIRE DIVE SOMERSAULT. SHARP spars, blazing gasoline; smallest tank in the world. Rigging illuminated and visible from far off. A Fox Movietone feature. Address: Mac Productions, 456 Lamphier N.E., Warren, O. Tel: MA 91479. oc20

IT PAYS TO ADVERTISE RAY'S CIRCUS Revue. Will fill your fondest expectation as a Free Act. Magnolia Ohio Route 21. oc20

MAN BURIED ALIVE WITH RATTLE snakes, Copperhead and Cotton Mouth Moccasins. Only one of the kind in U.S.A. Contact L. Nunno, Glasgow, Ky. se29

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details address: Charles La Croix, 1304 South Anthony, Ft. Wayne, Indiana. Telephone: Eastbrook 3312.

RAYS CIRCUS REVUE — SIX PONIES. Dogs, Monkeys, Boto clown with Timmie the Mule, Magnolia, Ohio. Route No. Phone UNION 62010. oc20

ROYER'S WESTERN REVUE — PERFORMING Horses, Clown Mules, Dogs, Monkey, Trick Riding, Roping, Sharpshooting, Bull Whip, Chariot Races, Bucking Ford, Contact Revue, 422 W. High Ave., New Philadelphia, Ohio. oc20

Otto Zange, McKees Rock, Pa., caught Tom Packs Circus and Hagen Bros.' Circus this summer.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name in EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Aahulu, Hector
Adams, Mike J.
Allen, Gene
Allen, Jimmy Carl
Alten, James
Altus, Lou
Andreano, Frank
Anthony, Mrs. Billy
Anthony, Mrs. Wm.
Anthony, Milo show
Arnott, Jack
Atche, W. B.
Ayers, Claude
Bacgett, James
Bailey, Fred
Barley, Fred D.
Barnes, Tommie
Barnett, James
Bays, Dick
Bentley, Claude
Beal, Glen
Beliaie, Hanpy
Berryman, Lionel P.
Bessette, Guido
Biddle, Neville L.
Bishop, Kenneth O.
Bohn, John
Bohart, Jack
Bordman, Ernest
Bordonaro, & Mrs.
Bordonaro, Raymond J.
Bordonaro, Samuel
Boude, Clifton
Bowen, Walter
Boyd, Bill
Bradley, Lee
Brady, Thomas
Branaman, E. L.
Brook, Wm.
Brown, Clarence E.
Brown, Robert
Bruff, Robert H. & Mrs.
Bruker, W. C.
Bueley, Marlon
Burridge, Mrs. Mary
Burton, Jack C.
Bush, Mrs. Beriece
Buter, Allen
Butler, Mrs. Wm. S.
Butts, Robert L.
Bybee, James H.
Byrd, Walter H.
Cady, or Cady, Wyatt
Campbell, Mrs.
Carney, Bill & Charlie
Carter, Clarence or Clifford
Garver, Ella
Cassidy, James
Cash, Leo
Cecil, Herbert Lamar
Charon, George
Christensen, George
Cohen, Lea (Cristiani)
Circus)
Cole, George
Collins, Lee
Conners, Eddie & Mrs.
Cook, Jack
Cooke, Irma
Cooper, Mrs. Billa
Cooper, Mrs. Dick
Cortes, Rita
Cox, L. E. (Doc Boy)
Cox, Mrs. Vera
Craik, David Mark
Crain, George L.
Crown, Wm.
Cullen Bill
Cummings, R. V.
Cunningham, B. C.
Curtis, Dale & Mrs.
Cushman, Victor L.
Dannell, Cathy
Davis, John
Davis, V. A. (Vick)
Day, Joan
Decker, Joe
Dejagge, Tony M.
DeL, Ed.
DeMar, Lisa
DeWald, Frieda
Doe, Mrs. J.
Dolin, Robert F.
Drougett, Mauricio P.
Duchene, Lewis P.
Duggan, Dub
Dunton, Maurice
Dunton, Joe Mae
Durham, Marvin
Ewan, Merle
Ewan, Merle (Bandmaster)
Egan, Earl W.
Fagan, Earl W.
Fannell, Mrs. Wilbur
Farrington, Herbert
Fennell, Loretta
Fetters, Mrs. Robert
Flea, George
Fletcher, Leonard W.
Fletcher, K. W. & Mrs.
Foley, Mrs. Jack
Forsum, William
Fowler, Floyd J. & Loretta
Fraker, Russell
Fraser, Frank
Fraser, Mrs. Opal
Gage, Gladys
Galasso, Joe
Galazan, Anna
Gee, R. H.
Ginsburg, Sam & Freda
Gluouard, Anthony
Glass, W. H.
Glickford, Hurdlorie
Glosser, Kitty
Godwin, James
Goldstein, Sam
Gordon, B. & A.
Graham, Mark
Grant, Renee
Gray, Clifford H.
Greear, Charles
Grey, Stash
Grievon, Robert
Griggs, Charles
Royal Crown Shows)
Gruze, Ed Leroy
Hackett, Edw. J. & Mrs.
Haley, Peggy
Hangerford, Allen
Harley, H. E. (Ray)
Harrison, Mrs.
Harris, Sun (80r due)
Hawick, Doc
Hawwood, Mrs.
Helsner, Paul
Hilfinger, Clifford P.
Hilfinger, Floyd E.
Hinchliffe, Little
Hitchcock, Clyde
Hoik, R. Wm.

Schwack, Madam
Schwartz, Virvinta
Schwartz, Morris H.
Shay, Phyllis M.
Shelton, Pat
Siegrist, Helen
Sierran, Joe & Mrs.
Simons, Leonard
Simpson, C. T.
Simpson, Mrs. Ethel
Smith, Bob
Smith, Harry
Smith, Julia
Smith, Melvin
Smith, Walter
Snodgrass Jr., Wayne
Snyder, Carl
Soret, Joseph A.
Spear, F. E.
Spencer, Buck & Mrs.
Spurlock, J. C.
Stanley, Alfred
Stein, Hy
Stem, Louis
Stevenson, Miller
Stotler, Harry
Stout, Slim
Sullivan, Edward
Sullivan, William H.
Swank, Ruth
Sykes, Vernon Earl
Tammara, Henry
Tan, George
Tan, Miller
Tanson, Al (Circle
T Ranch)

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
New York 36, N. Y.

Allen, Frank
Allison, Charles
Baltor, Florence
Brett, Howard
Broun, Archie
Buchanan, Thomas
Burke, George
Carol, Dianne
Cox, William
Cunningham, DuValis, The
DuPont, Bert
Earle, Beatrice
Former, Frances
Gardner, Edward B.
Gilbert, Sadie
Greear, Charles
Griffin, Earl
Jay, Edit
Joseph, Hernian
Klein, Seymour
Kline, Manny
Kolb, Frederic
Lane, Eugene V.
Lane, Jinx
Lane, William
Law, Booker T.
Lawson, Ernest A.
Leffler, Mervin
Leight, J. R.
Leib, Mrs. Rodrick
Levine, Robert
Levitt, Maurice
Lines, Rev. & Mrs.
Linton, Alex
Livingston, B. Earl
Lively, Earl
Loudon, S. C. & Mrs.
Love, Lester R.
Lovell, Buddie
Lowe, C. C.
McCarter, R. C.
McClain, Charles O.
McGill, L. J.
McGinnis, Horace
McIntosh, Will H.
McIntyre, Ernest M. & Virginia
McNeil, Scotty
Mad, Leo
Maddox, Orrle W.
Magid, Charles
Malcott, Barbara
Malone, Ernest
Marques, Sam
Marcus, Robert
Marks, Mrs. Joe
Marsh, Jesse B.
Martin, Betty Lee
Mason, Edward
Massey, Billy
Mathis, Clifford
Mathis, Harry G.
Mercer, Clarence
Richard
Merritt, Del
Metzger, Bert
Miller, Donald S.
Millon, George
Mitchell, George
Mitchell, Peter
Moody, Mrs. Hattie
Moran, Ed (Wolcott's
Minstrel)
Morehead, Martha
Curtis & John
Morgan, F. A.
Mott, Sandy
Mullen, Frank
Murphy, Louis (Clyde
Brook Circus)
Murphy, Bob
Murphy, Charles J.
Murphy, E. J.
Murphy, James R. (Spud)
Murphy, James R. (Hobbittie Hob Job)
Murray, Edward & Norma
Murtha, Phillp
Myers, Fred E.
Napier, Slim
Napier, Wm. L.
Nasarchuk, Nicholas & Catherine
Nesland, Walter
Nizhushalt, Felix
Nippo, William M.
O'Hara, Fred
O'Hara, Frederick
O'Neil, Jack & Mrs.
O'Riley, Jimmie
Oklahoma Bob
Pallaback, Steve (Hunt Bros. Circus)
Palmarier, G. Richard
Pannabaker, George
Parbot, Lillian
Parbot, (Cristiani Circus)
Permentier, Rosemary
Phillips, Mrs. Connie
Phillips, Harry
Piccolo, Ernest L.
Piuski, Robert
Pike, Bill & Mrs.
Pincell, Sebastian J.
Preier, Bill
Prell, Mac
Prevo, Frank
Price, Rufus H.
Prince El Nigardo (Lion Act)
Prumo, Fred
Puckett, George
Randy, Bob (R. J.)
Reardon, Dennis
Reid, Elmer
Reley, Richard B.
Remington, Les
Richmond, Barbara
Riggs, R. & Mrs.
Roberts, John
Roberts, Nick
Robinson, Betty
Rogers, M. S. (Red)
Roscoe, Bob
Ryan, John & Mrs.
Ryan, Mrs. Margaret
Sakobie, James
Sanford, Roy
Santos, Ramiro
Schifford, Jean Duggan
Schlavo, Joseph
Schnepel, E. W.
Sebuck, Clarence (Wimpy)
(Pete)

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St.
Chicago 1, Ill.

Battease, John E.
Blackey, Judy (Sandy)
Bowen, Roy W.
Clayburn, Sandy
Floyd, Don and Heidi
Gear, Charles
Hester, Mrs. Irene
Keaton, Charles
Kilbey, Mr. and Mrs. Jenn
Langan, Ace
Madd, Eddie
Pan American
Ragan, Ahmad Exhibit
Reagan, Don
Ragan, Madeline
Valentine, Roy
Walker, Michael (Slick)

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.
St. Louis 1, Mo.

Ackley, James
Adams, Diane
Allen, Frank
Anderson, Dorothy
Anderson, Wm.
Barry, A. J.
Bartley, Ronnie
Bennett, Charles
Bennett, Edw. Edward
Bennett, Dessie Ball
Benny, Jack
Black, Joe
Bliden, Frank
Booth, Charley
Boudreau, Mrs.
Byper, Oille Gilbert
Buchanan, Paul
Cady, Mrs. H. L.
Caldwell, Sam
Carpenter, Walter E.
Chamberlain, H.
Cherry, John
Clements, Robert A.
Cox, Wm. J.
Cox, Walter B.
Crosby, Mrs. Charles H.
Crown, W. J.
Daubenspeck, R.
Diaz, Isabel
Dickerson, Harry G.
Faulkner, Eddie C.
Ferguson, Danny
Flanagan, Walter
Followell, Leonard
Ford, Grady
Fowler, Melvin B.
Freeland, Raymond
Fritts, W. R.
Geusz, Mrs. Violet
Goodale, Mrs.
Goodrich, Cathryn
Green, George
Greenberg, Harold (Slick)
Hail, Edward L.
Hansen, Harold
Harral, Earl
Hefner, David
Holtenbeck, Carl
Holston, J. F.
Hubbard, V. V.
Iscatcher, George
Johnson, L. G.
Johnson, P. J.
Joseph, Pete
Joyce, Jack
Jurden, Jean
Kelly, Gene
Kelly, Harry J. Jr.
Knight, Jimmy
Laskaer, Jean
McCabe, Mrs. Ruth
Madison, Harry L.
Mancuso, Sam
Martin, J. F.
Mathews, Mr. & Mrs.
Murray, E. Sports
Mayberry, Wayne
Maxwell, Mr. & Mrs.
Melton, Lillian M.
Mitchell, B. J.
Mitchell, Steve
Moore, Joe
Moreno, Geraldine
Murray, Fred
Myers, Edsel
Newman, Milton
Parshall, Robert
Peterson, Paul M.
Phillips, L. (Happy)
Plicker, LeRoy & Edith
Plant, Raymond
Pleasant, James Irvin
Poole, Wm. L.
Poole, Robert O.
Qualls, Harold
Randall, Daniel
Reagan, Francis
Ray, Bernard W.
Ray, Joey
Reclor, Kenneth
Reeves, Mrs.
Richard, J. T.
Roach, Chas. J.
Roberts, Max
Rogers, John F.
Romano, Linda
Rosenthal, Mr. & Mrs. Sol
Rose, Jack
Ryder, Bernard L.
Seebach, Ricky
Shelford, Mr. & Mrs. Wm.
Shibley, A.
Silva, Edwin F.
Silva, William
Simons, Mrs. Joe
Smith, Mr. & Mrs. Don
Smith, Henry
Norman
Sneed, William C.
Snook, Albert T.
Souder, C. N.
Spangler, Andrew
Sproull, Lorraine
Stanton, Mrs.
Stark, John
Stein, Jack
Stewart, Jim B.
Stoddard, Jack C.
Taylor, P. J.
Taylor, Peter
Tribble, Jack
Turner, Albert
Wend, Mrs. Margie
Williams, Mr. & Mrs. C. I.
Wilson, Charles E.
Yoneli, Harold Lee

BUILDING MEMBERSHIP

Raynor Cites NVA Need For Increasing Services

CHICAGO—National Vendors Association can best build membership by increasing services and benefits to members, said counsel Milton Raynor last week. The problem of "free riders"—people in bulk vending who benefit from its services without joining the association—is a basic one of NVA, he continued.

Planning of a membership drive will be a central topic at the board of directors meeting in St. Louis,

said Raynor. (The Billboard, September 8.) He pointed up the need for regional meetings held regularly between annual conventions. Four meetings a year held in different parts of the country would be an added service to operator members and at the same time build up membership thru direct contact, declared Raynor. A speech by himself on the program and benefits of NVA, a question and answer session, and discussion of local problems would comprise the meetings. They would be held in co-operation with manufacturers and distributors, said Raynor.

Bulk Vending Directory

A directory of the bulk vending industry would also be an important added service to individual members, said Raynor. The directory would contain a complete listing of bulk vending manufacturers, suppliers and distributors. A description of products and prices would also be included. The directory would contain a list of NVA members as well as basic business data on the operation of vending machines. Internal Revenue Service rulings would also be included. The directory would serve as a basic reference manual and facilitate communications within the industry, said Raynor.

A broadening of National Vendors Association information service would be another added benefit for individual members, said Raynor. A buying and selling service, general information on taxation and sanitation codes applying to bulk vending, and basic statistics on normal profits would help members in various ways, he said. Operators fighting an unequitable tax in their municipality would be aided considerably by literature pertinent to this problem, for example.

Problems operators face in getting into new locations will also be discussed in St. Louis, said Raynor. It may be the case that NVA could aid members in getting into new types of locations opening up by supplying them with a basic folio to use in a sales presentation. The folio might contain the NVA code, briefly explain NVA products and public liability insurance, have basic information on prevailing profits and commissions, and carry illustrations of single and multiple installations on location.

All NVA revenue is derived from dues, said Raynor. The membership fee for operators is \$36, for distributors \$100, and for manu- (Continued on page 64)

BULK BANTER

REPORT FROM CLEVELAND

By IRINA REBERSAK

The majority of bulk vending operators in Cleveland do not vend nickel nuts. The two reasons commonly mentioned are (1) the current lack of demand for nickel vending in general, with the return to popularity of penny vending, and (2) the effect of weather conditions on nut products. Typical comments are as follows:

According to Joseph Rades, nut vending becomes a problem in the summer due to Cleveland's relatively high humidity, the effects of which made nuts difficult to vend. He also claims he hasn't had a lot of calls for them. Altho he has seriously thought about adding nuts to his line of vended products, the public currently "doesn't seem to be going to" (Continued on page 63)

Diversity Keys NAMA Confab In St. Louis

CHICAGO—Business meetings of the 1958 National Automatic Merchandising Convention will be devoted to a wide range of practical and specialized problems, said Berton Steir, program chairman. The 12th annual convention will be held in Kiel Auditorium, St. Louis, November 2-5.

Workshops, clinics and panels will take up such practical problems as accounting, sanitation, personnel relations, obtaining new locations, and shop maintenance and repair, said Steir. The special problems of full-line feeding and the medium and small-sized business will also be discussed, he said.

About 140 suppliers and machine manufacturers will exhibit, while attendance is expected to exceed 6,000, according to C. S. Darling, NAMA executive director

PROFILE OF WEEK

Shouldering of Responsibility



HARRY WIEBKING

QUITE a few years were spent by Harry Wiebking as an engineer on the Baltimore & Ohio railroad. Rules and discipline were strict, and a man was paid for his ability to follow them without supervision. It was perhaps this aspect of the work that independent-minded Wiebking appreciated most. "I believe that a man's greatest satisfaction is in the shouldering of responsibility and the fulfilling of it thru his own initiative rather than supervision," he says. It is this basic, ingrained attitude that led him eventually to bulk vending as a business in which a man's ingenuity and persistence are his biggest assets.

The opportunity to continue traveling extensively was another reason Wiebking decided to go into bulk vending full time when he left the B&O in 1955. His route now takes him into South Carolina, Virginia, New Jersey, Pennsylvania, Delaware, Maryland, West Virginia and Washington, D. C. "Very often it means 12 to 20 hours a day," he says, but is willing to pay the price for the freedom of action that is as much a reward as it is his livelihood.

Conversational Ability

Wiebking's conversational ability is well known by his friends. He enjoys spending an evening discussing a wide range of topics in the Baltimore apartment that he and his wife live in. His secondary education centered on a technical course, but Wiebking's lively interest has carried him into many other fields. History is a favorite subject, particularly the history of the Eastern Seaboard, where his route takes him. The political life of Sir George Calvert, founder of Maryland, is as well known to him as the lives of present day local politicians.

Both Wiebking and his wife are quite fond of the theater, particularly musicals. Says Wiebking, "The live theater, particularly as staged in New York, is a constant magnet for us, and invariably when I have business in that area we make it a point to take in a show." When on the route he makes a practice of listening to musicals on his car radio whenever they are programmed, and is usually familiar with a show before he sees it in New York. Favorites that he has seen are "My Fair Lady," "Can-Can," "South Pacific," and "Damn Yankee." He and his wife are looking forward to seeing "Music Man" in the near future.

Motorcycle Messenger

After graduation from high school, Wiebking went to work as a motorcycle messenger for the B&O railroad. In 1940 he took a job as a technician in Bethlehem Steel Company's Metallurgical Department, but soon returned to the B&O. Working first as a fireman, he eventually became an engineer on the old 4-6-2 steam engines. The decline in railroad business became serious in 1955. Rather than sit back and hope that B&O management would find enough work for him to do, he chose to resign and go full-time into bulk vending.

Bulk vending is well suited to a man of Wiebking's temperament. He likes to travel, doesn't object to long hours when they are necessary, and derives a basic enjoyment in daily talking to a number of different people on as many different subjects. The Arnold Automatic Merchandising Company—name of Wiebking's business—has him working every day of the week, traveling in nine different States. But, combining as it does things that Wiebking enjoys most in daily life, his bulk vending business is worth the long hours he puts into it.

EXHAUSTIVE POLL

Billboard's Bulk Vending Survey Has 11,500 Mailing

CHICAGO — The Billboard is conducting the first comprehensive survey of U. S. and Canadian bulk vending firms. Eleven manufacturers and distributors are co-operating in a mailing that totals \$1,550.

Operators will be doing themselves a service by taking the time to answer this questionnaire. It covers every important aspect of a bulk vending operation, and an operator will be able to determine how his individual business compares with characteristics of the total. Marked differences between the two will suggest aspects of his operation that should be investigated in order to improve his business. The comparison also points up important factors in his operation that previously may have gone unnoticed.

Results of this survey will be held strictly confidential and will be used only for purposes of tabulation. In no case will an individual operator be identified in any way with results of this census. The purpose of the survey is strictly to determine basic characteristics of the entirety of bulk vending operations.

The questionnaire is long and goes into detail. Operators are queried on the type fills they use, commissions given, gross sales of machines, locations, servicing, and many other factors important in a

bulk vending operation. Many of the questions ask for percentages. The reason for this is that operators lose locations and get new ones from week to week. This being the case, percentages are the most reliable figures. The more information operators can supply about their businesses, the more accurate will be the over-all picture of bulk vending in the U. S. and Canada become.

This survey will also aid manufacturers and distributors in planning changes in products and services they offer operators. Tabulated results will reveal basic characteristics of the bulk vending market. Knowing their market will assist manufacturers and distributors in improving products and services.

Operators are asked to enter their names and addresses on the questionnaire. The purpose of this is to simplify the mechanics of future surveys. The Billboard will conduct.

Some operators will receive more than one questionnaire. This is the case because mailing lists of some of the co-operating manufacturers and distributors partially overlap. The broadest type of mailing is being used in order to insure that operators of every type of equipment using every available kind of merchandise for fills will be reached.

OPERATIONS CANDY BALLS

210 Count, with CHARMS; also 100 Count "HALF-HOUR" Balls. Free Candy Ball Labels.

SO ROUND, SO SWEET, SO PROFITABLE

Samples and information on request.

EPY

91-15 144th Place
Jamaica 35, New York



VICTOR'S

Sextette

A terrific money-maker in those Supers and Chain stores. The New Modern Key to Successful Bulk Vending.

VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill.



5¢

HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00

DOWN BALANCE \$10.00 PER MONTH

WATLING MFG. CO.

4650 W. Fulton St., Chicago 44, Ill.

Est. 1939
Telephone: COLUMbus 1-2773
Cable Address: WATLINGITE, Chicago

FOR SALE

Victor Model V's, 300, all 1¢ machines. Your price \$7.00 each. 1/4 down, balance C.O.D.
Garfield M. Schmidt
 3322 Nicholas St.
 Indianapolis 18, Indiana

YOUR TICKET TO SALES RESULTS—
THE ADVERTISING COLUMNS OF THE BILLBOARD!



WE HAVE oak's "ACORN"

R. R. WHITEHEAD DISTRIBUTORS
 1075 Woodland Avenue, S. E.
 Atlanta, Georgia

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 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vendor. Vends any denomination from 5c to 25c.

west coast factory sales
OPERATORS VENDING MACHINE SUPPLY CO.
 1023 South Grand Avenue
 Los Angeles, California

east and midwest factory sales
M. J. ABELSON/Phone AT.1-6478
 2033 Fifth Avenue Pittsburgh, Pa.

oak MANUFACTURING COMPANY, INC.
 11411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIFORNIA

NEW LOCATION STAR VENDING SUPPLY CO.



Sole Distributors for oak MANUFACTURING COMPANY IN TEXAS



We have a complete line of machines, parts, merchandise and supplies. Write for price list.

CHARLES KANAK J. A. BARRON
STAR VENDING SUPPLY COMPANY
 Phone Mission 4-4281
 6327 Calhoun Road Houston 21, Texas

GRAND OPENING—SEPTEMBER 27, 1958

Bulk Banter

Continued from page 62

nickel nuts," he states. Therefore, for the present, he does not anticipate their inclusion in his line.

Steve Zsigrai has never used nickel nuts, claiming that he "tries to follow the big operators in town" and, at the moment, nickel nuts are not generally vended. Also, except for nickel

Star Vending Expands Hqs.

HOUSTON—Star Vending Supply Company will hold a formal opening of its expanded quarters here September 27 with Charles Kanak and J. A. Barron, partners in the company, hosting the event.

A large number of operators are expected to attend along with executives of the Oak Manufacturing Company, for which Star acts as exclusive distributor in the State for the Acorn line.

Both Kanak and Barron are well known in the bulk vending field. The formal opening will introduce the modern and larger quarters to its many customers.

NVA Survey Covers 3,000

CHICAGO—A questionnaire to 3,000 bulk vending operators on the forthcoming National Vendors Association convention was sent out last week, announced counsel Milton Raynor. Results will be used in planning the convention, he said.

Operators are asked to give preferences on the dates and city in which to have the convention, as well as the quality and type of location in which to hold it.

Get IMMEDIATE delivery of these KEENEY Venders:

- 300-cup combination Hot Coffee/Chocolate
- 500-cup combination Hot Coffee/Chocolate
- Snack Vender
- "Riviera" Deluxe Electric Cigarette Vender

Write for New Circulars and Easy Payment Plans

J. H. KEENEY & CO., INC.
 2600 W. 50th St. Chicago 32, Ill.



on BALL AND VENDING GUMS

Same fine flavors, Centers and Coating.

Direct LOW Factory Prices

- Bubble Ball Gum, 140-170 & 210 ct.27¢ lb.
- Chicle Ball Gum, 130 ct.35¢ lb.
- Clor-o-Vend Ball Gum40¢ lb.
- Clor-o-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
- 5-Stick Gum, 100 packs\$1.90
- F.O.B. Factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS
 34 years of manufacturing experience
 4th & Mt. Pleasant, Newark 4, N. J.

capsules, his machines are limited to penny vending.

A veteran operator for over 30 years, Herman Eisenberg did use penny nuts at one time, but does not at present. The line was discontinued when profits fell off. Eisenberg has never used nickel nuts, however. Since his operation is limited to coins no greater than a cent, it would be necessary to convert some of his machines to nickel venders.

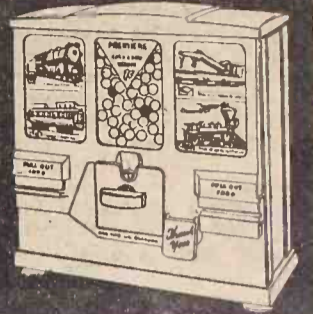
In the past, Eisenberg has tried converting a few of his machines

from penny to nickel price, but it was discovered that the coin mechanism was faulty and the machine would vend for a penny a good percentage of the time. He now feels that a successful conversion is possible, but is not presently considering doing so.

One large operator, Sam Bell, has been vending nickel nuts, using pistachios. He finds that they are especially popular in taverns. Other good locations mentioned were gasoline stations, repair shops and auto shops.

WE HAVE oak's "PREMIERE"

T. T. VENDING SALES COMPANY
 2065 Milwaukee Ave.
 Chicago 47, Illinois



MAN... IT'S OUT OF THIS WORLD!



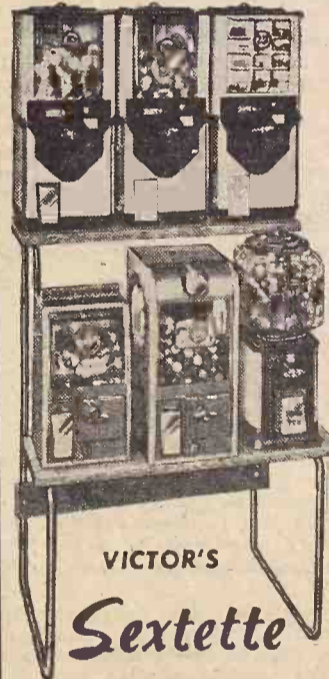
The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most... for profits.

Write, Wire, Phone Immediately

STANDARD SPECIALTY CO.
 1028 44th Avenue, Oakland, California

Bulk Vending Operators

Make Graff Vending Your Supply Headquarters for All Victor Machines!

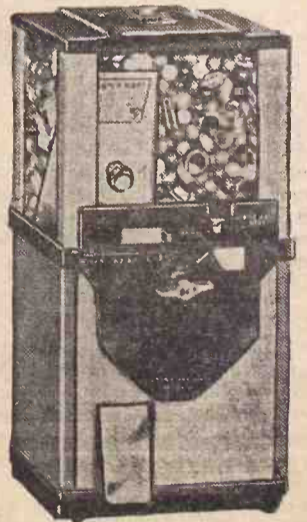


VICTOR'S

Sextette

A terrific money-maker in those Supers and Chain stores. The New Modern Key to Successful Bulk Vending.

- 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 1¢ BALL GUM VENDOR

\$13.25 ea.
\$12.75 ea.
 100 or more Packed and sold 4 per case.

WRITE TODAY FOR OUR PRICE LIST AND FREE SAMPLES.

Graff Vending Supply Co.

2817 W. Davis Street

(Phones: Whitehall 8-7117)

Dallas 2, Texas

Flexible BELT RINGS
Are Hot!
Plastic-Unassembled.. \$4.40 per M
(open for capsules)
Plastic-Assembled... \$7.50 per M
(packed for bulk vending)
Plated-Unassembled... \$8.75 per M
Plated-Assembled... \$11.50 per M
Free advertising labels
at your distributor or...



Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

HOW TO WIN FRIENDS
AND INFLUENCE CUSTOMERS
HORSE'S HEAD



\$10.00 per 1,000
Like a merry-go-round machine, the wheels turn round and round till it's empty.
EPY
91-13 144th Place
Jamaica 35, New York

Cites NVA Need for Services
• Continued from page 68

facturers \$250. The association has approximately 300 members, he said, and consequently the services it can presently render are limited. All association expenses for NVA's annual convention, the retainer for counsel, mailings and administration expenses come from dues.

Legal Aid
Legal aid to members is a basic service to members. The extremely important, the fact that the entire industry benefits from this service poses a problem basic to building membership, said Raynor. Many people don't join because they enjoy the legal service of NVA whether members or not, he said. A corollary problem is that innumerable operators are quite unaware that NVA performs legal services that have far-reaching effects, he said.

Raynor pointed out the danger of inequitable taxation that can easily spread from one city or State to another. Legislative bodies are constantly in search of ways to increase revenue, he said. A high tax on vending machines in one area can too easily be considered by a ways and means committee in another locality as an ideal way of raising additional revenue, he said. In a similar way, a taxation policy used by one district collector of internal revenue is sometimes followed in other districts throughout the country, Raynor said. Prevention of such inequitable levies of federal taxation on bulk vending machines is one of the functions of NVA.

Raynor said that problems of federal taxation are continually cropping up. In the course of this year Raynor said he has settled problems arising in Georgia, Mis-

FOR SALE
10 Keeney 9 column Cigarette Machines in very nice condition, \$25 each.
Send 1/2 deposit.
FRANK GUERRINI
1211 West 4th St., Lowistown, Pa.

THE KEY
TO BIG PROFIT IS
2 PENNY VENDING
with *Northwestern*



Get the sensational Northwestern 2 Penny Vender, the key that will unlock these big profits for you.
Don't wait, don't lose those sales. Be in on the ground floor. Order today, put a few of these machines on location, the profit is the proof.
See your Northwestern Distributor or write, or phone for complete details.
THE NORTHWESTERN CORPORATION
2984 E. Armstrong St., Morris, Illinois

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 12 or 5¢	\$14.50
N.W. DeLuxe 12 & 3¢ Comb.	12.00
N.W. 237 1¢ Perf.	7.99
N.W. Model 237 1¢ Perf. Com-	
verted for 100 ct. B.G.	6.50
Silver King 12 B.G. or Mde.	8.00
ABT Guns	30.00
Millie 1¢ Tab Gum	12.00

MERCHANDISE & SUPPLIES

Almonds, 5 lb. Vac. Pck.	\$.90
Pistachio Nuts, Jumbo Queen	.77
Pistachio Nuts, Large Tulp	.73
Pistachio Nuts, Vendor's Mix	.58
Pistachio Nuts, Shiek	.48
Cashew Whole	.46
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.37
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.40
Hershey's	.47
Rain-Bio Gum, 20 ct.	.78
Rain Bio Ball Gum, 140 ct., 175 ct., 210 ct.	.87
Rain-Bio Ball Gum, 100 ct.	.30
200 lb. minimum, prepaid on all Rain Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wright's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.40
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.	

Legal Aid
Legal aid to members is a basic service to members. The extremely important, the fact that the entire industry benefits from this service poses a problem basic to building membership, said Raynor. Many people don't join because they enjoy the legal service of NVA whether members or not, he said. A corollary problem is that innumerable operators are quite unaware that NVA performs legal services that have far-reaching effects, he said.

Raynor pointed out the danger of inequitable taxation that can easily spread from one city or State to another. Legislative bodies are constantly in search of ways to increase revenue, he said. A high tax on vending machines in one area can too easily be considered by a ways and means committee in another locality as an ideal way of raising additional revenue, he said. In a similar way, a taxation policy used by one district collector of internal revenue is sometimes followed in other districts throughout the country, Raynor said. Prevention of such inequitable levies of federal taxation on bulk vending machines is one of the functions of NVA.

Raynor said that problems of federal taxation are continually cropping up. In the course of this year Raynor said he has settled problems arising in Georgia, Mis-

ADVANCE SANITARY VENDOR
The Finest for Vending Flat-Pack Products



Here is a durable, reliable, sanitary vendor with many exclusive features which have made the advance name a symbol for the best in vending. Accommodates flat packages up to 1/2" by 2" by 3 1/4" has separate cash box. Advance coin deflector with automatic coin return when machine is empty. Protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.

For Details and Prices Write, Wire, Phone Today.
J. SCHOENBACH
Factory Distributor of Advance Vending Machines
718 Lincoln Place, Brooklyn 16, N. Y. President 2-2900

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LONGacre 4-6467

SOUTH SEA ISLE Pearl Rings



Beautifully designed cluster of Pearls mounted on brilliant vacuum plated rings, in a variety of styles. Has all the charm and mystery of the colorful South Seas **VENDS PERFECTLY** in all types machines. (Not a lammer!) Fits capsules. Order today.
\$15.50 per M
Labels available at your distributor or:
Paul a. Price Co., Inc.
5 Leonard St., N. Y. 13, N. Y. GOrtlandt 7-5122-F

Prices Slashed
WATLING SCALES

500 Model GUESSER	\$35.00
500 Model FORTUNE	45.00
Walling FORTUNE	35.00

TIP-TOP Condition. Ready to put out on Your Location.
1/2 Deposit, balance Sight Draft.
GAYCOIN DISTRIBUTORS
4866 Woodward Detroit 1, Mich.

VICTOR'S PROVEN MONEY-MAKER TOPPER 1c BALL GUM VENDOR \$13.25 Ea.



\$12.75 Each 100 or More

FREE OFFER
If above vendor is not satisfactory, return for full money back guarantee within 30 days.

Write for Free 32-Page Catalog on Charms, Ball Gum, Capsules, Machines.
1/2 Deposit on All Orders.
PARKWAY MACHINE CORP.
713 Ensor St. Baltimore 2, Maryland



ACT TODAY!
Get your share of the biggest CIGAR volume in history.
The MACCO vends nationally advertised cigars 2 for 25¢. Up to 8¢ gross profit per sale. Four selections, big 160 capacity. Only 12" square by 20" high. Priced for small investment... fast return.
Write, wire or call **WAInut 2-2907**

MACCO 4416 Chowen South (B)
Minneapolis 10, Minn.
© Macco 1959

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 each



\$12.75 each 100 or more
Available for 1¢ and 5¢ peanuts and bulk candies.
Victor's new TV Vender in stock for immediate delivery.

TIME PAYMENTS AVAILABLE
Write **BERNARD K. BITTERMAN** for lowest prices on Capsules, Charms, Ball Gum, and all Vending Needs.
PROMPT SHIPMENT.
Bernard K. Bitterman
4711 East 27th St., Kansas City 27, Mo.

CIGARETTE AND CANDY MACHINES

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
STONER POSTWAR 6-COLUMN CANDY, 5c & 10c model	110.00
STONER 8-COLUMN CANDY, postwar, 5-10-20	165.00
NATIONAL CANDY, 9-column	90.00
ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb.	85.00
EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c.	125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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. Atlanta 7, Ga.
Phone: DRake 7-4300

THREE DAZZLING BEAUTIES! and every one a winner.

Jumbo Diamond "Big Jim" (Diamond Jim, of course!) \$12.50 per M 5M or more.	Pearl "Ivory Tusk" (from the land of the African elephant!) \$10.00 per M 5M or more.	HORSESHOE "Rodeo" (exciting as a Western Mustang!) \$12.50 per M 5M or more.
---	---	--

Adjustable. Vends Perfectly. Also Sure-Lock Capsules. Free Displays.

Send 35¢ for SAMPLE KIT OF CHARMS

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

The PENNY KING Company
2538 Mission Street, Pittsburgh 3, Penn.
World's Largest Selection of Miniature Charms
NATIONAL SALES HEADQUARTERS
"FOR ATLAS-MASTER PENNY-NICKEL MACHINES"

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 September 15, 1958)

Main data table with columns for High, Low, Mean Avg. prices for various machine categories including Music Machines, Shuffle Games, Arcade Equipment, Pinball Games, Chicago Coin, and Benco.

W. Va. Ops Sked Oct. 3-4 Conclave

General Sessions, Forums, Speakers And Banquet to Highlight 2-Day Meet

HUNTINGTON, W. Va.—The West Virginia Music Operators Association will kick off their fourth annual convention October 3-4 at the Prichard Hotel here, with two full days devoted to general business sessions, forums on operating problems, professional and civic speakers and winding up with the group's traditional banquet and floorshow Saturday (4) night.

Robert L. Dietmeier, Billboard coin machine editor, will address the group on opening day (3) along with Donald C. Carman, assistant tax commissioner of the State, and John T. Copenhaver, mayor of Charleston.

Registration

Registration for the convention will start at 9 a.m. Friday (3). Fee is \$10, including admittance to all events and the banquet-dance and numbered ticket for the door prize drawings.

The first session will start Friday at 1:30, with President William N. Anderson presiding. A general evening session commencing at 7:30 will launch the first open forum, with James K. Hutzler presiding, and Edward M. Oliver and C. H. Flannery on the panel. Subject is to be announced later.

Saturday's activities will include a special breakfast for vending machine operators only, with John Patterson presiding. General session will start in the afternoon with George A. Miller, Music Operators of America president, and W. W. Barron, attorney general of West Virginia the featured speakers. Session will also include an election of officers, selection of a convention city for 1959 and a report of the various committees.

The traditional banquet and floorshow will be held Saturday evening, with an official welcome from Mayor Harold Frankel of Huntington. Master of ceremonies will be Don Moyer, a disk jockey on Station WOAY-TV. Appearing on the program will be Eddy Seacrist and the "Rollin' Rockets," Shelba Jean Small, Johnnie Rocket, Romana Toney and Marian Keadle, featuring the dancing of Ann Lynn Jenkins, Rose Mary Vandergriff, Sharon Craft, Pamela Haas, Betsy Elders, Bobbi Wiltshire, Sue King, Panonne Stallings and Elaine Kenergy.

COIN RELEASES HAND OF GIRL

LONDON — Police and a fire brigade were called to the rescue at a garage here when a girl caught her hand in the drawer of a cigarette machine. However a bystander figured out a simple method of freeing the girl. He dropped the correct amount of coins in the slot thereby releasing the mechanism and allowing the girl to remove her hand. He also got a pack of cigarettes.

Cohen Acquitted Of Conspiracy By B'klyn Court

BROOKLYN — A Kings County Court has acquitted Al Cohen, local juke box union organizer, of a count of conspiracy. Judge Nathan Sobel handed down the verdict last week.

Cohen, head of Local 531 of the United Industrial Unions, had been charged with attempting to coerce tavern owners to throw out existing operators and replace them with officials of his local union.

Recession Hits N. Y. Game, Music Ops

Policy of Deferring New Equipment Purchases Doesn't Pay Off in Long Run

NEW YORK — While few operators are delinquent on equipment payments and fewer have gone out of business, the outlook here for game and music operators is none too bright.

Collections are trailing last year—anywhere from 10 to 30 per cent—while operating costs, have, if anything, gone up. The anticipated fall upswing in collections hasn't materialized to date.

Operators are virtually unanimous in putting their finger on the source of the trouble. It's the simple economic fact that some people are out of work, and others aren't working a full week.

One of the things bound to hurt operators in the future is the slow-down in new equipment purchases. Many operators have been holding off on new machines until things pick up. They feel that current collections don't warrant shelling out money for new equipment, even if they did have the money, which they don't.

In the short run, this policy may pad the effects of the recession.

An operator may figure that if a \$500 piece of equipment brings him in \$10 a week, he isn't in bad shape. But if a new \$1,000 piece brings him in \$12 a week, he's in trouble. So he stays with his existing equipment.

But unless the operator has a regular replacement policy for his equipment, he is in serious trouble sooner or later. The longer the equipment stays on the location, the less the take and the less the value of the equipment.

If the operator waits too long before upgrading his equipment he may wind up with a routefull of junk and some unprofitable stops.

Of course, most operators realize this, and with a little prodding from their distributors, most of them do keep their equipment up to date.

It's just that with most other operating costs fairly well fixed, and with revenue trailing, the operators are looking for corners to cut, and putting off equipment purchases looks like the path of least resistance.

Other alternatives are boosting prices per play or reducing commissions and loans. As nearly all games are on dime play, the prospects for increasing the tab are nil. Most music is on dime play also, altho some equipment on teen-age stops and in neighborhood bars is still at 5 cents.

One of the greatest opportunities to cut down on outlay lies in the loan field. If operators were paid back all the funds they lent out to locations owners, they would have enough money to buy new equipment and then some.

But the irony is that the rougher times get, the more strapped is the location owner and the more apt he is to ask for new loans and extensions of the old ones. And, by the same token, the operator has less money to pass around.

Wis. Firm to Produce New 100-Sel. Juke

CHICAGO—A Wisconsin manufacturing firm is planning to produce a new 100-selection juke box for the United States market, it was learned by The Billboard last week.

The firm is Atlas Manufacturing Company, located in Kaukana, Wis. Principals are Alfred and Arne Ristau. Atlas is a newcomer to the coin-operated phonograph manufacturing field and is currently engaged in other hard goods production. The Ristau brothers, however, were formerly associated with the Ristau Corporation in Appleton, Wis., producer of a miniature 24-selection 45-r.p.m. phonograph introduced in 1950 that has since been discontinued.

Principals of the firm were not available for comment, but a spokesman indicated that test models had already been placed on location and that Atlas was expected to start production in the "near future."

Full mechanical details of the phonograph as well as distribution plans by the firm were not available at press time.

FOUGHT THRU DEPRESSION

Tom Bean, Denver Op, Details 24 Years of Operating Success

By BOB LATIMER

DENVER — One phonograph operator who has discovered an ideal safeguard against the loss of locations to competition and similar competitive headaches is Tom Bean, owner of Tom Bean Music Company, phonograph and game operators here.

Bean, who is the "grand old man" of the Denver Amusement Machine industry, seldom worries about anyone buying a location out from under him—he now owns most of the buildings and leases where his best income spots are located.

This is the result of a diversification program which Bean started in 1939 and which, over the years, has proven the wisdom of not putting all the eggs in one basket.

Born in 1889, Bean is probably the only active operator in the Western States who has a grandson likewise active on the route. He went into the coin machine field



TOM BEAN

he has built up around 65 amusement machine locations along with his phonographs, he still maintained his phonograph line-up at 35 units. This, he feels, is the most workable number from the standpoint of depreciating equipment, adding new machines and keeping things on a close personal basis with his location owners.

Only during the past two years has Bean gone to 10-cent play, this following the purchase of 200-record machines, which, of course, at a price near \$1,200, makes 5-cent play almost prohibitive. In other spots tho, with lesser selection machines, he's stayed with 5-cent play.

Early in the game, Bean fore-

(Continued on page 69)

Nova Produces Tape Juke Box

STUTTGART, Germany — The German game and juke box manufacturing firm of Nova has gone into production on a 150-selection tape juke box. The unit is called the Bimbo Box.

However the tunes must be played in sequence, unlike the disk juke boxes which allow the patron to take his pick. Each selection lasts about a minute.

The cabinet is similar to that of an American juke box. But the glass display case encloses seven toy monkeys, dressed up in jazzy uniforms, with each holding a musical instrument.

Monkey Band

After the coin is dropped, the toy monkeys make movements coinciding with the rhythm of the tune being played. The monkeys' movements are governed by an electronic control.

The tape recorder itself rests on (Continued on page 74)

E. G. Doris Named Veep By Rock-Ola

CHICAGO—Rock-Ola Manufacturing Corporation named Edward G. Doris to the post of vice-president and director of sales. Announcement came last week from David C. Rockola, who said the appointment was effective August 15.

Doris was formerly a vice-president for two years with the Miracold Corporation, a subsidiary of Sears Roebuck and an executive vice-president with Mitchell Manufacturing Company. He had been with Mitchell for 16 years.

A graduate of DePaul University's school of business administration in 1938, Doris has since been active in the ASRE, ARI, and SAM engineering and Management societies.

Doris is a native of Chicago, and lives with his wife and three children in suburban River Forest.

I. D. Friedman Dies in Atlanta

ATLANTA — I. D. Friedman, 50, associated here with Friedman Amusement Company for some eight years, died last week (16) of a heart attack. His brother, Jake Friedman, was president of the distributorship bearing his name.

I. D. Friedman, originally started with the firm headquarters here in Atlanta, moved to the firm's South Carolina offices as manager, and recently returned to the Atlanta office.

He was active in numerous civic and charitable organizations, among which was the Jewish Progressive Club.

Surviving are his brother and four sisters.

Open New One-Stop in Indianapolis

INDIANAPOLIS, Ind.—A new one-stop service for juke box operators is being opened here by C. C. Record Company, who also operate similar facilities in Columbus and Cincinnati.

Firm headquarters will be at 1327 Capitol Avenue.

C. C. Record Company operates as a subsidiary of Shaffer Music Company, Seeburg distributors in each of the above three Cities.

According to Ed Shaffer, president of the parent firm, the Indianapolis branch will sell 45 r.p.m. singles, EPs and LPs at distributor-wholesale prices, without mark-up. Singles will sell for 60 cents, EPs at 80 cents. Free title strips will also be included.

back in 1934, during the aftermath of the 1929 depression, when phonographs offered 10 or 12 records, cost around \$200, and were still a novelty in the Colorado capital. There were, in fact, only two operators in Denver during the first five years of Bean's pioneering. Despite this lack of competition, Bean began at the offset to pay a location owner a 50 per cent split on the machine's profits; a fact, which, incidentally, had a lot to do with extreme loyalty from location owners. Bean is the only operator in Denver who has more than a dozen locations which he has serviced for 20 uninterrupted years.

During the first five years Bean built up 35 phonographs, and finding that he could control this number effectively himself, without the need for hiring extra personnel, decided that he would stay at that level on a permanent basis. While



Album Play



*the I-200 plays records
in rotation
side 1
side 2
side 3
side 4
in the self same order
as the music was heard
in the original performance.
Another feature that
makes the I-200 the juke
box locations want!*

AMI *Incorporated*
1800 Union Ave., S. E.
Grand Rapids 2, Michigan
Chicago Zurich

*known by operators since 1909 for the most
dependable coin operated music instruments made.*

PEACE—IT'S WONDERFUL

Gotham Coin Machine Politics Are Peaceful

NEW YORK — The coin machine political situation here, marked by court actions, organizational disputes, charges and countercharges this spring and summer, has been unusually placid this month.

The three associations—the Associated Amusement Machine Operators of New York, the Music Operators of New York and the Game Operators of New York — have been tending to organizational matters, as have the two coin machine unions, Local 1690, Retail Clerks International Association, and Local 266, International Brotherhood of Teamsters.

Newest association, GONY, was organized three months ago. It recently signed a contract with Local 1690, which also has a collective bargaining agreement with MONY.

Union Struggle

AAMONY has a collective bargaining agreement with Local 266. This spring and summer, both Local 255 and Local 1690 engaged in competition for membership in

a struggle marked by picketing and injunctive actions.

The game association picture here became complicated last year when the United Coin Machine Operators of New York was organized in competition with the Associated Amusement Machine Operators of New York.

Early this year, the two groups settled their differences, and the UCMONY organizers moved into AAMONY. Part of the merger settlement was a compromise officer slate.

Court Order

However, some AAMONY members objected to the slate and obtained a court order upsetting the initial nominations on the ground that irregular nominating methods were used.

After subsequent nominations and elections were held, the AAMONY group which obtained the court order resigned and organized a new group, the Game Operators of New York.

However, the expected competi-

(Continued on page 74)

Smith Out From Chi Juke Union

CHICAGO — Tom (Juke Box Smitty) Smith, a business agent of local 134, International Brotherhood of Electrical Workers, the Chicago juke box union, resigned recently from his post with the union.

A confirmation of the report was made by union financial secretary Lanahan, in reply to a query by The Billboard. A replacement has not been named by the union, Lanahan said.

Juke Dues

The officially carried on union roles as a business agent, Smith's pet bailiwick was the collection of dues from Chicago juke box operators.

Spokesmen for the operators had no comment on Smith's departure, and said they had not been informed of action to be taken by the union.

Lanahan said Smith's resignation came shortly after Michael J. Kennedy assumed the post of union business manager, replacing the late Mike (Umbrella Mike) Boyle.

Servicemen Start 55 Piece Route in Ark.

FORREST CITY, Ark. — Two former music company servicemen have formed a new music operating company in this city of 20,000 in East Arkansas, 50 miles from Memphis.

They are Lloyd Barber and

Gabrielson New Distrib For Seeburg

COLUMBIA, S. C. — G. K. Gabrielson and Company have taken over distributorship of Seeburg products thruout Georgia and South Carolina. Gunnar Gabrielson, who heads the firm, was formerly a district manager for Seeburg, and is buying out the interest of Sparks Specialty Company, who formerly handled the account for Seeburg. Sparks is retiring from the coin machine business.

Offices will be maintained in Atlanta, Ga., and Columbia, S. C. Gunnar Gabrielson will head up the Atlanta office, assisted by Jack Harris in sales and Dewey Corley in charge of service.

Columbia

Ralph Gabrielson, Gunnar's brother, is the manager of the Columbia office and is assisted by Hughes Fisher in sales with Jeff Sikes in charge of service.

Both offices will continue to handle the full Seeburg line of equipment and parts. The Atlanta office continues at 104 Edgewood Avenue, N.E. The Columbia office at 2608 Main Street.

Wayne Cartiller. Name of the new company is B & C Music Company.

Cartiller is a former route manager of Bokker Amusement Company of Forrest city. He has been in the business 12 years. Barber is a former independent juke box operator. He was service manager for Adams Music Company for 10 years, then some time ago took on the Pabst Blue Ribbon beer distributorship.

The men are starting with 55 pieces of equipment, mostly music with some games, and hope to expand in the future.

Name Lovelady Atlanta Mgr. Friedman Co.

ATLANTA—A. J. (Jack) Lovelady, a veteran of over 20 years in the coin machine business, was named manager of the Friedman Amusement Company offices here. Announcement was made last week by firm president, Jake Friedman.

The firm is distributor for AMI phonographs, Bally and Williams amusement games and DuGrenier cigarette venders.

Lovelady, at 53, has become somewhat of a legendary figure in the Deep South. He started in the business in 1936, operating all types of equipment, headquartered out of Ball Ground, Ga. By 1940, his operation had spread thruout the State, and including parts of Florida, North Carolina, Tennessee and Alabama.

In 1946, together with Morris Hankin, he formed the H & L Distributing Company in Atlanta, handling all types of equipment. Three years later, he sold out to Hankin, and left the coin machine business almost entirely, tho keeping a small operation which was maintained on a part-time basis.

Besides his business interests, Lovelady is active in numerous professional and civic groups. He has been a director of the Shrine (Masonic Order) for 14 years, and is a member of the Elks, Moose and Lions.

He lives with his wife in Atlanta, has one son, and two grandchildren.

Phonograph Route for Sale

Terrific opportunity for the right operator. Route located in a metropolitan area in the Northwest. Consists of 41 late-model 100-selection Seeburg phonographs. Current earnings good; future potential excellent. Sales price \$19,500 with \$5,000 down, balance on easy terms.

Further information to qualified buyers. Write

BOX 940

The Billboard, 188 W. Randolph St., Chicago 1, Ill.

TOGETHER

they provide beautiful music!

a United operator

a United phonograph

a busy location

Write for details about the world's finest coin-operated musical instrument dramatically styled by

RAYMOND LOEWY
world famous designer

UNITED PHONOGRAPH MODEL UPB-100

UNITED MUSIC CORPORATION
3401 NORTH CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP

THE BEAUTIFUL NEW

Tune Talk...



Arnie Cutter, of Hilltop Coin Machine Company, Milwaukee, comments on records he is putting on his route this week.

the picks

The End, Earl Grant (Decca)

"His waxing recently of 'Old Man River' was such a big money maker on my routes that I was willing to go along with his latest release. Based on the business we did with 'River' I felt this one should also give us plenty of action. The fact that the artist is a relative newcomer, or even brand new, is no handicap on a route like mine, using a lot of rhythm and blues stuff."

Just a Dream, Jimmy Clanton (Ace)

"I liked the infectious sound as soon as I heard it. The ratings in The Billboard also said it was good. To me, it combines the flavor of blues, a ballad and a commercial mixture of rock and roll. I can use it in my pop spots as well as the strictly rhythm and blues locations."

the buyer

Few juke box routemen devote the time and attention to disk selection as does Arnie Cutter, of Hilltop Coin Machine Company, Milwaukee. "In my case, a big share of the locations I handle are patronized by Negroes. A lot of the pop numbers that land high on the trade paper charts would die in my stops. We also do a tremendous job with some recordings that the average white locations never program." Cutter's route rates as one of the top volume runs in town. A big share of his juke boxes are set on dime play. A veteran of about 13 years in the music business, he worked for two other firms before coming to Doug Opitz's Hilltop Coin Machine Company a few years back. In between jobs in the juke box business he put in six tough months trying to sell vacuum cleaners door to door in Oshkosh, Wis. "Peddling vacuum cleaners taught me one thing," he says. "My heart was really in the juke box business. So, I came back in to stay. I love working with music." Arnie Cutter's own personal tastes in music tends toward the Western field, despite his expert knowledge of rhythm and blues. "There is a lot of similarity in Western and rhythm and blues," he finds. "Almost all of the lyrics are about deep down troubles and problems that people have—particularly the blues. I hunt for tunes that have some sincerity in them. Those are the ones that the people prefer who put the money in the juke boxes." A personal note: His hobby is collecting guns. He got started building his firearms collection when a location owner gave him one as a gift. Also devotes a lot of his spare time to woodworking and carpentry.

"Tune Talk" is a special for juke box operators. Each week, The Billboard will check a different operator-record buyer to find out what records he is putting out that week and why.



Going out on the route is standard procedure for Tom Bean, who often explains the mechanism and record-changing procedure to location owners and is usually rewarded with increased location interest and co-operation.

Fought Thru the Depression

• Continued from page 66

saw that Denver would grow into an even greater tourist center than it had been up to that time, which led to his purchase of a hotel in the downtown district. Next, a 23-unit apartment house in a Denver residential district, and step by step, various taverns and restaurants in the city, which were already his phonograph and amusement machine locations.

Bean financed much real estate purchasing by maintaining an extremely active schedule of co-operation with his location owners, visiting all of his 35 spots once per week, keeping his machines spruced and eye-appealing, and changing records weekly as new "hot numbers" arrived.

Location Calls

He found that the old slogan, absence makes the heart grow fonder . . . for somebody else, definitely applied to coin machine operators, particularly as new operators began appearing on the scene in large numbers. In time, Bean became a familiar figure at every potential location in the city, and he has constantly had the pleasant experience of having location owners telephone in and ask him to set up a machine in their spot, with no solicitations whatsoever.

Bean still maintains an active schedule, visiting his many Five-Points bars and restaurants every week, encouraging location owners to let him know their own music preferences, and making a lot of record changes himself. He follows a standardized programming plan, utilizing Billboard listings, plus about 20 per cent "white hot jazz" and race records which his own experience tells him will prove results. He favors 200-selection machines and uses 50-cent chutes on all 10-cent play locations, with nine records for 50 cents. While there is no doubt that his playing public is from a more limited-income class than others, the percentage which the 50-cent chute contributes is growing constantly. In one spot, for example, which recently took in \$104 in one week, \$14 was in halves, which he feels is a step in the right direction.

Most of Bean's locations, where space permits, feature a bowler or at least a five-ball pinball machine along with the phonograph. The veteran Denver operator, surprisingly, has never invested in trucks, station wagons, or any other rolling stock other than passenger

Conn., for an undisclosed sum to Irving Kramer and Nathan Noveck. Kramer, veteran bandleader, at one time was associated with the late Major Bowes' "Original Amateur Hour," and was on musical staff of Paramount Long Island Studios.

50 120 200
SELECTION MODELS

A
ROCK-OLD
FOR
EVERY LOCATION

Attention
Mid-West Operators!
YOUR NEWEST



Now open in
Indianapolis

Selling the most complete line of
**SINGLE,
EXTENDED PLAY**
at Distributor-Wholesale Prices

No Mark-up—
No Extra Charges
Free Title-Strip Service

EP's, most labels 80c
45's—60c

C.O.D. or check and postage with order. Prices subject to change without notice.



Subsidiary of Shaffer Music Co.
Seeburg Distributors
849 North High St., Columbus 8, O.
1889 Central Parkway, Cincinnati, O.
*1327 CAPITOL AVE.,
INDIANAPOLIS

Wurlitzer Stereo Units Arrive at Distributors

NORTH TONAWANDA, N. Y.—Wurlitzer last week completed initial shipment of their new stereophonic juke box units to all their distributors. According to A. D. Jalmer, marketing executive of the firm, all distributors should have their first units by today's publication date (22).

Palmer added that in addition to a package of 10 RCA Victor

stereo EPs, there would also be a new MGM stereo single—included with each unit. The MGM disk is not yet on the market, and was supplied by the firm as a sample for inclusion with the juke box package.

Featured is Joni James on "There Goes My Heart," flip, "Funny." Palmer said a slightly different stereo recording technique was used, with James' voice coming out of one channel and the backing out of the other. He said, up to now, many stereo waxings of a vocalist had a single voice coming out of both channels, giving a sort of "two headed effect."

Navickas Sells Conn. Restaurant

HARTFORD, Conn.—The Navickas family, owners of a sizable juke box route in this territory, have sold the 550-capacity Wright's Steak House, Plainville,

**GO
MODERN
BUY
WURLITZER**

BACKGROUND MUSIC EQUIPMENT FOR SALE

SEEBURG SELECT-O-MATIC Background Units. Library, Custom, Console Units. 200-Record Automatic Players.

PRICES:
(Library & Custom Units)
Single Unit \$ 350.00 each
In lots of three (3) 1000.00

(Console Units)
Single Unit 450.00 each

WRITE
OR
TELEPHONE

Select MUSIC CO.
107 EAST 31st STREET
KANSAS CITY 8, MO.
Phone: JEFFERSON 1-4163

WANTED!

SEEBURG—A's—B's—BL's—C's

WURLITZER—1500—1550
1500A—1550A
1700—1800

BALLY—Sun Valleys and Key Wests

UNITED—Triple Plays

WILLIAMS—57 Deluxe Baseballs

R.F. JONES CO.

240 Shotwell St.
San Francisco 10, Calif.
Phone: KLondike 2-3579

Game, Juke Exports Top \$11,000,000 in 1958 1st Half

Amusement Units Ahead, Phonos Behind '57 Level; 4 Big Markets

WASHINGTON—U. S. game and juke box imports ran to a volume of \$11,141,680 in 1958's first six months. Games are above the 1957 level in dollar volume, jukes behind.

A total of 7,978 new juke boxes valued at \$5,904,157 were shipped in the first half of this year; over 3,053 used juke boxes at \$1,195,593. Together the juke shipments totaled 11,031 units at \$7,099,750. This compares to 26,748 units at \$16,594,426 for the full year of 1957.

Game shipments in 1958's first six months totaled 18,732 units at \$4,041,930. This compares to 44,299 units at \$7,752,507 for the full year of 1957.

Total game and juke box exports in 1957, according to U. S. Department of Commerce figures, amounted to 71,047 units at \$24,346,933. This compares to a total of 29,763 game and music units at \$11,141,680 for 1958's first half year.

Four 'Million' Markets

Four markets — Belgium, West Germany, Venezuela and Italy, broke thru the \$1,000,000 mark in 1958's first six months. Belgium led, with a total of 7,159 game and juke units valued at \$2,304,753. West Germany totaled 3,815 units at \$1,803,651. Venezuela took 1,905 units at \$1,254,141. Italy imported 3,306 units at \$1,161,370.

West Germany was the top market in the six-month period for new juke boxes, totaling 1,749 units at \$1,219,888. Belgium and Venezuela were close behind and both above \$1,000,000 in this category. Belgium took by far the most used juke boxes, totaling 1,342 units at \$469,631. West Germany and Italy trailed in this category, notching total volumes just above the \$80,000 mark.

Italy led the markets for U. S. games, taking 2,902 units at \$879,954 in the first six months. The Italian market for games is expected to drop to a new low in the

final months of 1958, following a recent ban against pinball operations in that country. This factor may tend to drop the game export totals for the year behind 1957's.

Other Game Markets

Close behind Italy in game imports was Belgium, taking 4,381 units at \$761,060. Farther down the line were West Germany (\$495,351), Canada (\$388,223) and Cuba (\$361,569).

Following Belgium, West Germany, Venezuela and Italy as lead-

(Continued on page 76)

Gottlieb Ships Sunshine, New Single-Player

CHICAGO — "Whirling numbers" is the main feature of Sunshine, new D. Gottlieb & Company single-player five-ball pin game shipped to distributors last week.

Numbers and star figures on backglass wheel whirl around at beginning of game and after each ball is played, three arrows on wheel lighting up three numbers on each whirl.

Three roll-over lanes and three ball holes on playfield spot these numbers for each ball shot.

Object is to light up two circles of numbers on backglass, one group including odd numbers, the other even numbers. Numbers in circles are lighted when corresponding numbers are made on playfield. These numbers must be lighted on wheel to be made. Making both circles scores a special for player and re-lights roll-overs for specials. Free games are earned by lighting all numbers in either odd or even-numbered circles, and for hitting any roll-over after both circles are made.

In addition, special scores can be made thruout game when star figure is lighted on wheel and player makes star-marked ball hole on playfield.

In lieu of free play and match play operation, game can be set to simply rate player on basis of score as "genius," "super," "excellent," "good" or "fair."

LOVERS OF FINE HORSEFLESH

N. Y. State Guild Ops Hold Meeting at Track

POUGHKEEPSIE, N. Y.—The regular monthly meeting of the New York State Operators Guild was held at the Nelson House here, Wednesday night (18), while a sub-meeting of the organization was held simultaneously at the nearby Monticello race track.

President Jack Wilson, Modern Vending, Newburgh, presided at the main meeting, while the four Greco brothers—Frank, Joe, Tom and Jack—acted as chairmen at Monticello.

Reason for the split meeting was the appearance of General Byrd, a race horse owned by the Grecos, at the Monticello oval. Some 10 NYSOC members with sporting instincts were on hand to give encouragement to the animal.

Sportsmen

The Monticello meeting was attended by Walt Doviak, Walden; Jack Rohan, Kingston; Stretch Hanfee, public relations director for the New York State Coin Machine Association; Murray Cohen, Woodridge, and the four Grecos.

General Byrd, after breaking early in the race, picked up the stride to trot to a creditable third.

Guests at the main meeting in Poughkeepsie were Bob Catlin, Bilotta Distributing, Albany branch; Irv Kempner, Runyon Sales; and Gordon Howard, Atlantic-New York. Ed Rockwell, Newburg vending operator, was elected to membership.

Members attending the meeting were Mr. and Mrs. William McCarthy, Hurleyville; Sam Schlesinger, Poughkeepsie; Joe Lippl, Poughkeepsie; Max Cohen, Woodridge; Joe Reich, Tannersville; Jim DeMare, Highland; Nick Nucoigolli, Beacon; Mrs. Gertrude Browne and Mac Douglass, Beacon; Mike Mulqueen, Walden; Pto Haley, Middletown; Les Smith, Newburgh; Steve Nekos, Kingston, and Lou Werner, NYSOC counsel.

Mrs. McCarthy told the organization of the work by the New York State Coin Machine Association in preventing a Sullivan County coin machine assessment.

June Exports Dip 23% From May Totals

WASHINGTON — Exports for the month of June in the game and juke box field dropped 23 per cent from the relatively high May volume, and were 10 per cent off the April totals.

U. S. Department of Commerce reports show June racked up a \$1,667,974 volume on 4,359 units shipped, compared to \$2,296,876 on 5,903 units the previous month.

Dollar volume in each of the

(Continued on page 75)

St. Louis Distributors See No Push on Rentals

ST. LOUIS—Altho some St. Louis distributors rent out amusement game machines, such operations are done on a relatively small scale and there appears to be no noticeable increase or decrease in the practice of leasing equipment in the local area.

Some of the distributors here have tried renting machines and discontinued the system, describing it as not feasible. Others whose leasing operations are limited are studying various plans to determine whether they should concentrate more in this line.

Tony Koupal, sales manager of Central Distributors, said there are as many plans of leasing as there are distributors, and his company wanted to find one that is the most successful. Central, he said, does some renting to operators but only on a small scale.

On the other hand, Amusement Supply Company has been leasing games machines since the firm was started more than five years ago, William C. Geiger, president, said. He pointed out that rent was not a hit and miss affair. Amusement Supply, he continued, picks the spots because the company must be responsible for losses of games.

Don't Encourage Renting

Altho the company has continued in the rental line, Geiger said he has not solicited or encouraged leasing machines for the last six or eight months.

(Continued on page 72)

SLEUTHS SOLVE CASE OF BEER BARREL PINBALL

RUSSELLVILLE, Ky.—Police got word that illegal hooch was hidden in a local restaurant, but after checking it out, found that the cupboards were bare.

With a sigh of frustration, patrolman George Milam leaved back against a pinball machine on the location. It sent shivers up his spine.

Prying into the bottom of the pinball, Milam uncovered a cache of 38 pints of iced beer.

COIN MACHINE EXPORTS

JUNE, 1958

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	244	\$174,871	237	\$ 79,005	653	\$ 86,844	1,134	\$ 340,720
W. Germany	346	210,120	5	3,224	334	90,571	685	303,915
Venezuela	210	184,226	5	3,730	73	24,657	288	212,613
Italy	30	14,315	613	183,003	643	197,318
Canada	132	83,520	15	4,654	324	67,169	471	155,343
Netherlands	103	76,620	21	6,259	30	3,780	154	86,659
Switzerland	65	52,411	28	7,086	50	14,830	143	74,327
Cuba	61	48,502	12	881	10	6,500	83	55,883
Austria	40	35,451	40	35,451
Sweden	3	2,603	11	7,505	71	22,073	85	32,181
Dom. Rep.	17	11,632	20	9,722	37	21,354
Mexico	3	3,000	21	12,445	6	1,075	30	16,520
Panama	19	16,034	19	16,034
Ireland	52	12,488	52	12,488
Singapore	3	2,700	15	3,750	18	6,450
Greece	22	4,600	22	4,600
Other Countries	49	33,902	36	7,523	370	54,693	455	96,118
Totals	1,325	\$949,907	428	\$140,662	2,608	\$577,403	4,359	\$1,667,974

Judge Rules Free Plays OK in Ore.

PORTLAND, Ore.—Free play pinballs are legal in Oregon, Circuit Judge Alfred T. Sulmonetti has ruled.

The judge said that a free play is not a thing of value as defined by the State's 1943 slot machine law.

Two men, Sam Gilus and Charles G. Joy, both of Portland, had been indicted under the law, and Judge Sulmonetti sustained legal objections to the indictments.

The judge said that pinballs giving free plays have been licensed and taxed by the State. He added that it was the duty of the Legislature—not the courts—to make public policy.

The District Attorney's office said the ruling may be appealed. Similar cases are pending in courts in other counties of the State.

NCMDA EXEC:

Coin P-R Program Terrific Challenge

CHICAGO — There is no easy answer to the question of a public relations program for the coin machine industry, Bob Slifer, managing director of the National Coin Machine Distributors Association, said last week in an editorial in the NCMDA publication, Distrib's Digest.

Slifer called public relations for the coin industry "a tremendous undertaking . . . a long and continuous job . . . never ending." He said it would require "vast sums of money" to be collected from everyone connected with the coin trade.

Realistically answering what he termed "the hue and cry for a good public relations program for the coin machine industry," Slifer commented that "you don't just start a program as vast and as intricate as this . . . not for our unique industry and its age-old problems.

"An expert in other fields just wouldn't do for our business. . . . A panel or board of experts from every phase and field would have to represent this business. Old dis-

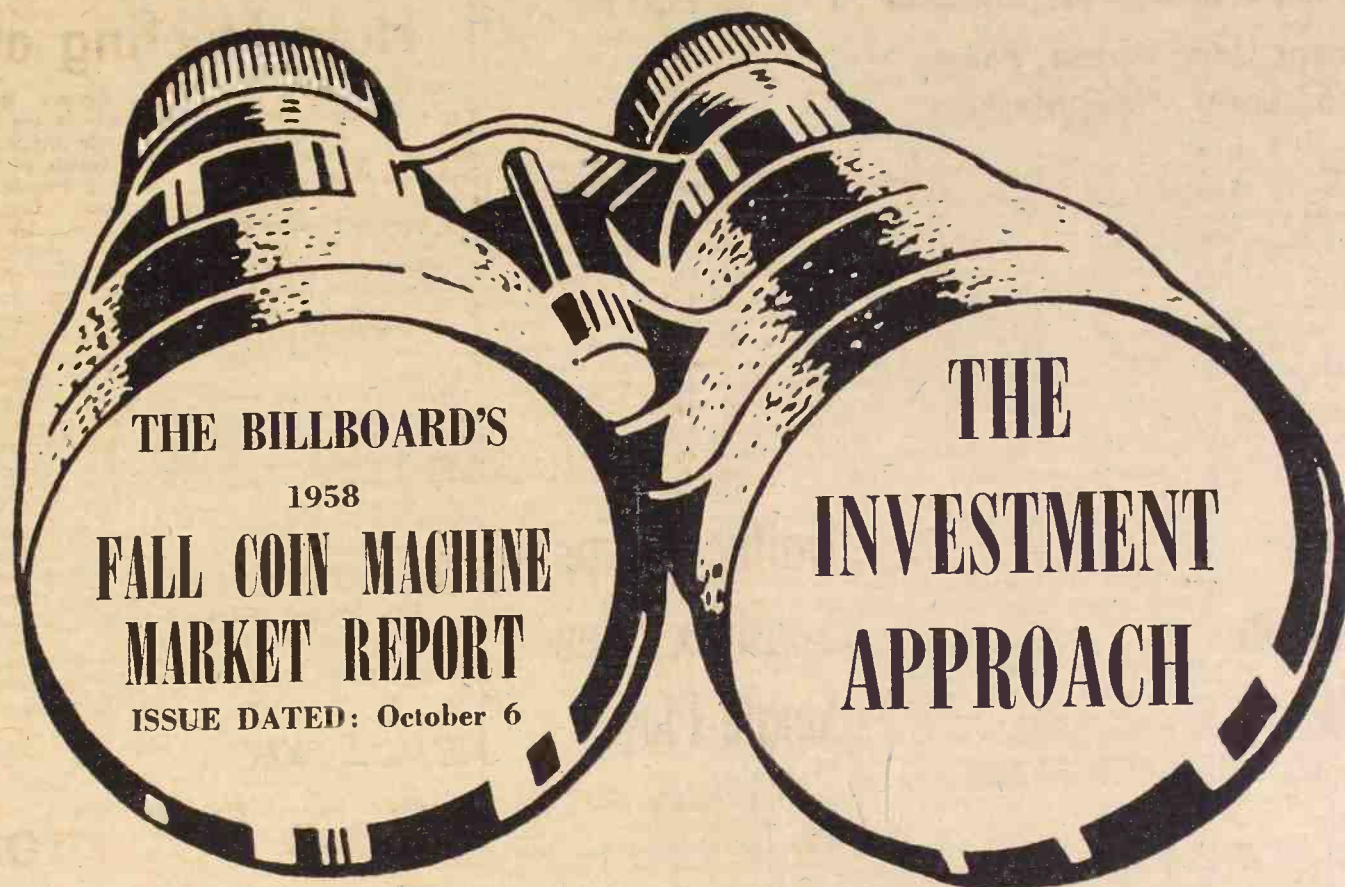
putes and feuds would, of necessity, have to be laid aside. Everyone involved would have to pledge his unstinted co-operation for the best good of all and not just to get the most favorable publicity for his particular financial interest."

Slifer directed a number of basic questions at the NCMDA membership, intrinsic to the whole concept of a public relations program: "Where to begin? What to cover first? Local levels or national? What phase of the business should be approached first . . . the public, and if so, by what means? Through other media? Politicians and law agencies? There are many and varied ways and means. These questions can be answered by a board or panel, and being on such would prove very interesting and fruitful indeed.

"Are there other fields of endeavor which should be explored before an actual public relations program comes into being? What of unfair legislation, license and tax

(Continued on page 76)

focus your attention on . . .



Editorial Features

- Equipment financing
- Buying of equipment by operators
- Selling of equipment by manufacturers and distributors and their fall outlook
- Analysis of current market
- Tax outlook
- Diversify or specialize?
- New equipment
- Cigarette vending
- Bulk vending

And many more interesting, timely and helpful stories

Here's the Investment Approach

Coin Machine Distributors are solid businessmen, instead of just "buying space," they invest their companies' dollars and expect a solid return on every dollar invested. They can tell the difference between a speculative, "shoe string" stock and a blue-chip investment value every time. Coin Machine Distributors check the soundness of editorial content and circulation methods. They consider the extra dividend of 6-to-1 reader preference and weigh carefully advertisers' acceptance.

When they find value, they don't hesitate to put all of their eggs in one basket.

In 1957 Coin Machine Distributors placed 78.8% of their trade paper advertising in The Billboard and only 21.8% in other trade publications.

Market Report Issue Dated: October 6

Advertising Deadline: October 1

Make Your Reservation for Advertising Space Today. Contact Your Nearest Billboard Office.

Chicago 1, Ill.
188 W. Randolph
Central 6-9818
Dick Ford
Jack Sloan
Dick Wilson

New York 36, N. Y.
1564 Broadway
Plaza 7-2800
Murray Dorf

Hollywood 28, Calif.
1520 N. Gower
Hollywood 9-5837
Sam Abbott

St. Louis 1, Mo.
890 Arcade Bldg.
Chestnut 1-0443
Frank Joerling

**N. ILLINOIS,
N. INDIANA and IOWA
OPERATORS—**

**YOU CAN
MAKE HAY**
The Year 'Round
with **GOTTLIEB'S New
SUNSHINE**

**NEW! Whirling Numbers
In Light Box—Exciting
Animation!**

Many Other Top Action Features!
ORDER NOW!

Gottlieb Reconditioned Single Player 5-BALLS	
ROCKET SHIP	\$278
CRISS CROSS	265
STRAIGHT FLUSH	250
SILVER	235
ROYAL FLUSH	200
ACE HIGH	185
RAINBOW	165
CLASSY BOWLER	150
DERBY DAY	135

All Equipment — Reconditioned and
New—for Immediate Delivery!

**NATIONAL
COIN MACHINE EXCHANGE**
1411-13 Diversey, Chicago 14, Ill.
BUckingham 1-8211

See No Push on Rentals

• Continued from page 70

"We do like to rent if the game is good and we can get money out of it," he stated. "When we get the machine back it still has some value in it but if the equipment is not too popular, we take a beating."

Geiger stated that one of the disadvantages in equipment that is leased is the large investment involved. He described the Decatur, Ill., area as previously good for rentals, but it has been one of the hardest hit lately.

One of the operator's advantages in renting, Geiger said, is that he can keep late equipment in his establishment at all times because he can get new games as they come out.

The machines are rented on a step-rate plan which decreases to a minimum of \$5, and operators thereby can have a better proposition than owning the games themselves, Geiger said. When the more popular machines are returned to the company after an operator gets newer equipment, they are refurbished and sold as used equipment, he continued. Some of the machines are late models, but the second-hand equipment is never the current games, he said.

Operators, Geiger continued, can write rentals off 100 per cent as

operating expenses on income tax returns. In buying the same merchandise, only the amount of depreciation each year can be deducted, he said.

The distributor said the cost of renting machines varies, but an operator may keep them long enough to pay only the minimum price under the step-rate plan.

The practice of leasing was tried for about six months by Morris Novelty Company before it was discontinued, Ben Axelrod said. He said it was given up for several reasons, and stated that very few people were interested in renting equipment.

Another company which discontinued in the rental line was Rite-Way Sales. Rite-Way tried leasing one piece of equipment and it did not work out. It involved a lot of bookkeeping. The customer agreed that renting was a lot of trouble, and ended up buying the machine.

**FOR ANY
MACHINES
YOU NEED...**

Check the **HIGH**
Check the **LOW**
THEN
**SEND YOUR
BIDS TO US
TODAY**

DAVID ROSEN
Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

when answering ads...
**SAY YOU SAW IT IN
THE BILLBOARD!**



Valley

**SPECIAL
6-POCKET
POOL**

• "Cadillac Quality" Design and Construction! • Beautiful Plastic Speckle-tone Lacquer Finish—Cold-color anodized aluminum rail protectors. • Exclusive "Easy Count" Scorer. • Separate, Fast, No-Stoop Cue Ball Return. • Exclusive Valley Viewer—gives quick check on balls played—speeds play. • Cheat-proof—Burglar-proof. • Composition of Slate Top. Choice of "Double-Dime" or 25¢ Chute. 74"x42"x33" size.

See Your Distributor or Write
VALLEY SALES CO.
(Sales Affiliate of Valley Mfg. Co.)
333 Morton St. Bay City, Mich.
TWINBROOK 5-8587

**INCREASE COLLECTIONS—
SHOW ALL THE SELECTIONS—**

with
← SPEED-READ

The **NO DRUM—NO TURN
PROGRAM HOLDER**
for V-200 and VL-200

\$34.50 Complete F.O.B. Chicago

- All 200 Selections Clearly Displayed!
- Factory-Type Curved-Contour Provides Full Visibility of Mechanism. Easily, Quickly Installed.

JANCOR ENGINEERING CO.
203 N. WABASH AVENUE CHICAGO 1, ILLINOIS

Survey 655 St. Louis Area Coin Locations

ST. LOUIS — Questionnaires were sent by St. Louis County police and State liquor agents to 655 county taverns to determine ownership of coin machines on location.

Replies received from 102 of the taverns indicated that games, juke boxes and vending machines on their premises are owned by firms reportedly linked with the interests of John J. Vitale and Frank (Buster) Wortman. Police were reported "skeptical" of the low number indicating they had received loans from Vitale and Wortman interest.

Police plan to ask the State to send auditors here to check the books of taverns believed to have given incomplete information, and taverns not replying to the questionnaire.

Authorities are reported interested in why taverns do business with "hoodlum outfits" instead of "legitimate" firms. The survey was reportedly launched to determine sources for financial assistance to county taverns, following reports that "underworld" sources hoped to use some spots for gambling operations after making loans.

SLATE TOPS

REG. PRICE \$69.50 **NOW BUMPER POOL, 32" x 48" \$44.50** 4 or more \$42.50
REG. PRICE \$90.00 **NOW 6 POCKET 35" x 67 1/2" 69.50** 2 or more 65.00

Bumper pool tops are covered with Imperial Rubberback billiard cloth and with Jumbo Bumpers. 6 Pocket Tops covered with Imperial Rubberback billiard cloth.

IMMEDIATE DELIVERY. ORDER NOW—SAVE MONEY!
Complete Stock of Billiard Supplies for All Makes of Coin Operated Pool Tables. Price List on Request. TERMS: 25% DEPOSIT, BALANCE C.O.D.

MARVEL Billiard Supply Company
1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: MONroe 6-8855

WANTED!

**Chicoin ROCKETS
SHUFFLE ALLEYS
SEEBURG B-C-G-R-J
AMI E-F-G-H**

Empire COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 27, ILL. Phone: EVERGLADE 4-4600
DETROIT BRANCH—14344 Fenkell, Detroit, Mich. Tel.: BRoadway 3-2150

Fischer Names Canada Distrib

TIPTON, Mo.—Fischer Sales & Manufacturing Company here last week named Music Distributing Company, Montreal, Quebec, distributor for the Fischer line of coin-operated pool games in the Canadian Maritime Provinces. Bunny Rubenstein heads the Montreal firm.

WAREHOUSE CLEARANCE

Rock-Ola 18-Ft. Shuffleboard \$ 99.00 Wall-Type Scoreboard \$59.50
Rock-Ola 22-Ft. Shuffleboard 129.00 Keeney 4-Way Bowler for Shuffleboards 79.50
American 12-Ft. Bankboards 150.00
American 9-Ft. Bankboards 185.00 (plus crating)

SHUFFLEBOARD SUPPLIES

12 Cans Shuffleboard Wax \$ 4.50 Shuffleboard Sheets (1,000) .. \$ 7.50
1 Set 8 (Precision) Pucks 15.00 Shuffleboard Lights, Pair 27.50

PURVEYOR Better Buys
DISTRIBUTING CO. 4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNiper 8-1814

CONSISTENT MONEY-MAKER IN '58
WILL CONTINUE MAKING PROFITS
THROUGHOUT 1959—1960—1961—1962, etc.!!!

BIKE RACE

One of the oldest ideas in coin machines all wrapped up in a brand-new package and bringing in the money like never before. NOW ON DISPLAY AT YOUR DISTRIBUTORS!

SEE "Bike Race" at the N.A.A.P.P.B.

DISTRIBUTORSHIPS AVAILABLE!
Write! Wire! Call!

EXPORTS—ALL TYPES MACHINES

MIKE MUNVES CORP.
577 Tenth Avenue New York 36, N. Y.
BRyant 9-6677

**Panoram Operators!
FOR SALE**

We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.

Phil Gould
283 Market St. Newark 8, N. J.
Market 2-4275

USED 5-BALLS

Gladiator	\$175.00
Tournament	145.00
Straight Flush	240.00
Darby Day	140.00
Green Pastures	50.00
Super Jumbo	240.00
Piccadilly	145.00
Bafter Up	375.00
Four Bagger	225.00

USED ARCADE

Exhibit Pop Gun	\$325.00
Exhibit Shooting Gallery	75.00
Williams Safari	175.00
Genco Davy Crockett	210.00
Evans Bat-A-Score	40.00
Telequiz	65.00
Williams Ten Pins	275.00

Exclusive Distributors for AMI-CHICAGO COIN-EXHIBIT-GENCO-
GOTTLIEB-KEENEY-WILLIAMS-VICTOR VENDING-VALLEY-IRVING KAYE

Miller-Newmark distributing company

42 Fairbanks, N. W. Grand Rapids, Michigan
GL 6-6807

5743 Grand River Avenue
Detroit, Michigan
TYler 82230—82231

BIG IS THE WORD!

IMPERIAL VII by Fischer

**BIGGEST 6-POCKET
with LARGEST PLAYFIELD
in COIN POOL TABLES!**

- IMPERIAL CABINET STYLING • "VISI-BALL" FEATURE
- ONLY COIN POOL TABLE USING FULL SIZE 2 1/4" BALLS AND 56" CUES!

Contact Your Distributor or Bill Welkel, Sales Mgr.
FISCHER SALES & MFG. CO.
9 S. Clinton St., Chicago 6, Illinois
SPRING 4-5314

Coinmen You Know

New York

Ben Robbins and Irv Levine have dissolved their Park Amusement partnership, and each man is operating under his own name. . . . New members of the Associated Amusement Machine Operators of New York are Stan Rayboy and Clark Waltman, Ray-Walt Amusement; Sol Jacobson, Abbot Vendig, and Sal Giammarino.

Mrs. Dave Tomchin, wife of the local game operator, recently gave birth to twins. The mother and girls are doing well. The father is still a little shaky.

Mrs. Delores Tripo, secretary at

the Music Operators of New York, threw a birthday party at home for her six-year-old daughter, Jana. . . . Joe Greco, Greco Bros., Galsco, N. Y., reports that while music and game collections are off considerably, the long bowlers seem to be holding their own. . . . Murray Kaye, Atlantic - New York, reports a slight pickup in business.

Tenth Avenue was closed up tight Monday and Tuesday (15 and 16) for the Jewish New Year, and business was slow for the balance of the week. The distributors will be closed next Wednesday (24) for the final Jewish holiday of the season.

Denver

By BOB LATIMER

Johnny Knight, owner of Skyland Music Company, added several new phonographs to his routes during the summer. Increased tourist traffic was given as the reason. . . . Johnny Wilson, operator of New Games Company, announced the sale of a part of his route to Betty Sarrett, prominent Western Wyoming operator. Most of Wilson's Wyoming locations were concerned in the sale, while he will continue to operate Northern Colorado routes. . . . Wyoming visitors at Mountain Distributors during late August included Velma Cook, Vee Music Company, Laramie; Ben Heller, Douglas, and Paul Branc, Powell.

Allen Lauer, who recently sold his phonograph route, took a long vacation at Yellowstone Park. Lauer will join forces with Deines Music Company, of Boulder. Wilbur Byers, Fort Collins operator, has had to forego a planned late-season fishing trip because of making one of the biggest equipment moves in his history.

Byers, who shares most of the locations in Estes Park, mountain resort city 60 miles from Denver, is moving some 50 phonographs, games and vending machines down from the high-mountain area back into Fort Collins and surrounding cities as the summer tourist season wanes. All of the locations are "strictly summer stock," according to Byers, who probably relocates more heavy phonographs and games per year than any other operator in the Rocky Mountain States.

The closing of the Mile High Kennel Club, Denver greyhound racing center, has brought an immediate surge of better collections to phonograph locations throuout the area, it has been announced by the Colorado Music Merchants Association, Inc.

The Deines family, Deines Music Company, owned several farms in the vicinity of the University of Colorado. Until a few years ago the university enrollment seldom hit 10,000. However, during the post-Korea years the student enrollment jumped to 10,000 and

for 1958 will hit upward of 13,000, which has put a tremendous strain on the school buildings and facilities. The result has been the purchasing, by the university; of all available property for new buildings. Sold to date thru Deines was his father's original 240-acre farm abutting on the present campus, plus another 80-acre parcel which belongs to Deines' aunt. More Deines property is scheduled for acquisition by the university in the near future.

Memphis

By ELTON WHISENHUNT

Edward H. Newell, owner of Oimatt Amusement Company, reports business picking up. Increased collections in music and games are reported. . . . Also reporting increases were Parker Henderson, general manager of Southern Amusement Company, and Johnny Novarese, partner in Popular Tunes Music Service. Henderson attributes the increase to the end of summer, people returning from vacation and to normal living.

Robert Goad, president of Game Sales, Inc., reports increased game buying among Midsouth operators (from Mississippi, Tennessee and Arkansas). Game play is better in those rural sections and in small cities than in Memphis, where there are many restrictions that tend to legislate game operators out of business.

George Sammons, president of Sammons-Pennington Company, distributor, and Drew Canale, owner of Canale Amusement Company and other enterprises, were seen giving of their time in a worthy civic project. They helped raise funds for Memphis Boys' Town. They operated booths at the annual carnival to raise funds for the institution.

Parker Henderson and his attractive brunet wife, back after a vacation and business trip to New York. They checked many of the spots, including Greenwich Village, to see what made them tick, and decided they liked Memphis better.

Operators followed with interest a court case last week in Memphis over ownership of publishing rights to the hit tune of two years ago, "White Silver Sands," which Memphis operators helped kick off on its way to hitdom. Charles G. Matthews won the case. Dr. George Paullus had sued, claiming he owned publishing rights. Matthews still faces a federal court suit, in which Gladys Reinhardt contends she helped write the song and owns half of it.

Little Rock

Fred Swan, owner of Swan Amusement Company, Forrest City, is getting his equipment cleaned, moved and generally in shape in expectation of a big fall business. He has already seen increased collections on his machines and says the changeover to dime play three months ago was at just the right time.

Pete Adams, owner of Adams Amusement Company, Forrest City, is building another service station. On the side he's a bulk oil distributor for Pure Oil Company. . . . Delores Bokker, Bokker Amusement Company, Forrest City, bought 10 new phonographs recently and is updating her route for big fall business.

Thomas Armstrong, Armstrong
(Continued on page 74)

KANSAS DISTRIBUTOR-WURLITZER

WURLITZER 1700\$425	AMI G-200\$595
WURLITZER 1800 495	WURLITZER 2150 695
WURLITZER 1900 595	WURLITZER 2000 625

WHOLESALE AND EXPORTERS CALL FOR QUANTITY PRICES.

UNITED DISTRIBUTORS, INC.

302 W. SECOND WICHITA 12, KANSAS HO 4-6111
HO 4-3504



New LUCKY HOROSCOPE

5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute.
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD.

GAME HOLDS APPROX. 1,000 NUMBERED TICKETS

with fortune and concealed number or stars under perforation.

SIZE 18"x8"x6" Shipping Wgt. 20 lbs.

WRITE FOR DETAILS MID-STATE CO. 2369 Milwaukee Ave., Chicago 47, Ill.
Tel. Dickens 2-3444

KIDDERN'S RIDES!

Super Jet\$250.00
Circus Jet 100.00
See-Saw 125.00
Space Ship Rides 150.00
Auto Rides 200.00
Metal Typer (Standard) 225.00
Williams Crane 125.00
Big Bronco Write
Pony Boy Write
Sportland (moving target) Write
Gallery, excellent condition 100.00
Good condition—operating order—parts complete.

Terms: F.O.B. Chicago. 25% Deposit. Balance C.O.D. or Sight Draft.

THE SENSATIONAL CAROUSEL

Flexi-Hoop

THE CRAZE OF ALL NATIONS

BIG SIZE

33" to 35" diameter.
Pkd. 3 doz. to carton.
MINIMUM ORDER 6 DOZ.

\$14.00 per doz.

Check with order. The hoop with a memory! It Flexes—very durable. Ast. beautiful colors.
Orders filled in order received.

carousels

industries inc.
2645-47 W. Lawrence Ave.
Chicago 25, Illinois
Phone UPTown 8-1369

KIDDIE RIDES FOR SALE

F.O.B. Chicago and Los Angeles
In operating condition. All parts complete.
VARIETY SPECIALS
Novelties to attract attention and sales.
YM CYCLE\$100.00
AUSTIN AUTO 225.00
ELSIE THE COW 275.00
HARVARD METAL TYPER.. 175.00

Available L.A. Chgo. Type of Ride Price

x	x	Miss America Boat	\$275.00
x	x	Lane Merry-Go-Round	250.00
x	x	Daco Merry-Go-Round	200.00
x	x	Texas Kiddie Ride	200.00
x	x	Merry-Go-Round	125.00
x	x	Joy Merry-Go-Round	350.00
x	x	Big Bronco Pony	390.00
x	x	Champion Pony	300.00
x	x	Capitol Pony	300.00
x	x	Hopalong Pony	195.00
x	x	Bally Space Ships	150.00
x	x	Flying Saucer	150.00
x	x	Atomic Jet	100.00
x	x	Exhibit Space Patrol	100.00
x	x	Space Ranger	225.00

Terms: 1/3 Certified Deposit, Balance C.O.D. or Sight Draft.

KIDDIE RIDES, INC.

2557 W. North Avenue, Chicago 47, Illinois
Phone: ARmitage 6-8180



JOE ASH SAYS: LARRY ASH EXPORT MANAGER

HAS SIX WEEKS IN EUROPE TO SEE YOU
CABLE COMAC FOR APPOINTMENT

Exclusive Distributors for Wurlitzer, D. Gottlieb and Irving Kaye Co. In So. Jersey, Del. and Penna. Cable Address: COMAC, Philadelphia, Penna.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St., Phila. 30, Pa. • POBox 9 3445
Write or wire for prices

You can ALWAYS depend on ACTIVE ALL WAYS

ATLAS for TOP VALUES!

MUSIC

SEEBURG L-100\$825
SEEBURG 100R 595
SEEBURG 100C 445
SEEBURG 100B 375
SEEBURG VL (Converted) 665
WURLITZER 1700 445
WURLITZER 2000 595

Reconditioned—Refinished

V-200 ..\$595
LIKE NEW . . . GUARANTEED!



NEW Calcoin 45 RPM Conversion for M-100A

with fast-moving carriage gear! . . . **\$49.50**
Also Conversions for All Machines.

SPEED-READ

All Visible, No Drum
PROGRAM HOLDER
For V-200 & VL-200, \$34.50

SEEBURG

CIGARETTE VENDOR
814 Packs—Quiet All Electric Selection and Delivery—Attractive Styling.
Exclusive Seeburg Distributors

A Quarter Century of Service
ATLAS MUSIC COMPANY
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

NOW READY! NEW 1959 80 PAGE CATALOG

COIN MACHINE PARTS

● COIN MACHINE SUPPLIES ●

Quickest—(One Day—One Stop)—Service

- PIN BALL GAME PARTS AND SUPPLIES
- SHUFFLE BOARD PARTS AND SUPPLIES
- PHONOGRAPH PARTS AND SUPPLIES
- POOL GAME PARTS AND SUPPLIES

PHONOGRAPH (78 TO 45 RPM) CONVERSION KITS ARE NOW AVAILABLE—
For Evans Constellation, Rock-Ola 1436 Fireball, as well as Conversion Kits for all other Phonographs (state your requirements).

WRITE FOR FREE CATALOG TODAY!

WICO CORPORATION

2901-2913 N. PULASKI RD.
CHICAGO 41, ILLINOIS

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

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH..... \$110.00	VARIETY..... \$70.00
BIG TIME..... 100.00	GAYETY..... 60.00
GAY TIME..... 90.00	SURF CLUB..... 50.00

Immediate Delivery. 1/2 Deposit.
FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BAyport 1-1616

Any Way You Deal with **WORLD WIDE**
 —You'll Be Ahead Every Way!

WANT TO BUY PHONOGRAPHS

ROCK-OLA 1454-1448-1446
 SEEBURG J-R-G
 AMI H-120-G-120-F-120
 WILL PAY TOP \$ or TRADE Late Gottlieb 5-BALLS—
 14' & 16' BOWLING ALLEYS—Bally ALL-STAR BOWLERS

Exclusive Distributor for **GAMES, INC.**,
 in Illinois, Indiana, Michigan, Missouri, Kentucky
 Featuring the Fabulous "DOUBLE SHOT"
 and Now, Introducing Their NEW FREE-PLAY SKILL
 GAME, Operated with Balls... "POST TIME"



BIG! IMPERIAL VII by Fischer

- Imperial Cabinet Styling
- "VISIBALL" Feature
- Only Coin Pool Table using Full Size 2 1/4" Balls and 56" Cues!

BIGGEST
 6-POCKET with
LARGEST PLAYFIELD
 in COIN POOL TABLES!

BASEBALLS

Wms. SHORTSTOP..... \$425	Wms. 4-BAGGER..... \$245
Bally BIG INNING..... 425	United STAR SLUGGER..... 195
Wms. 1957 BASEBALL..... 325	CHI COIN BATTER UP..... 295
CHI COIN HOME RUN..... \$75

Gottlieb Single Player 5-BALLS

ROCKET SHIP..... \$275	ACE HIGH..... \$185
CRISS CROSS..... 265	AUTO RACES..... 165
STRAIGHT FLUSH..... 255	RAINBOW..... 175
SILVER..... 235	CLASSY BOWLER..... 155
WORLD CHAMP..... 195	DERBY DAY..... 145
ROYAL FLUSH..... 195	HARBOR LITES..... 135

Gottlieb Multiple Player 5-BALLS

4-PI. FALSTAFF..... \$295	2-PI. CONTINENTAL CAFE..... \$275
4-PI. MAJESTIC..... 365	2-PI. FLAGSHIP..... 245
4-PI. REGISTER..... 245	2-PI. SEA BELLES..... 210
4-PI. SCOREBOARD..... 175	2-PI. FAIR LADY..... 210
4-PI. SUPER JUMBO..... 225	2-PI. TOREADOR..... 195
2-PI. BRITE STAR..... 375	2-PI. GLADIATOR..... 175
2-PI. WHIRLWIND..... 345	2-PI. DUETTE..... 145
2-PI. SUPER CIRCUS..... 325	

All Equipment in Stock—Prompt Shipment!

Cable Address
 "GAMES,"
 Chicago

Terms: 1/2 Deposit, Balance
 Sight Draft



Chicago 47
 2330 N. Western Ave.

Phone: EVerglade 4-2300

COINMEN YOU KNOW

• Continued from page 73

Amusement Company, Brinkley, has diversified and owns Armstrong Firestone store on the side. He reports good business in appliances and his music route. . . . Olan Jackson, Jackson Music Company, Brinkley, is expanding his route into Stuttgart, 50 miles away. . . .

E. J. Mahfouz, Mahfouz Amusement Company, Stuttgart, has a new serviceman, Elton Cox, formerly with Country Club Music Company, Benton, Mo.

Floyd Williams, Williams Amusement Company, Stuttgart, has taken on The Arkansas Gazette distributorship on the side. . . . Phil Marks, Phil Marks Amusement Company, has gone into the concrete business.

Earl Gill, Gill Amusement Company, recently went into the cigarette vending business with success and has now turned to gum vending. He bought 25 5-cent gum vending machines recently and put them on location. He reports his music business has been very good and is expanding and diversifying operations. . . . R. G. Jennings, R. G. Jennings Coin Machine Company, has a new airplane and is a pilot now.

MACHINES—

- RECONDITIONED
- CRATED
- READY FOR IMMEDIATE DELIVERY
- CALL COLLECT!!**

MUSIC—USED

- 8 Wurlitzer 2150
- 4 Wurlitzer 1500
- 2 Wurlitzer 2000
- 3 Wurlitzer 1700
- 6 Wurlitzer 1700F
- 5 Wurlitzer 1500A
- 2 Wurlitzer 1500
- 2 AMI E-120
- 2 AMI D-40
- 1 AMI F-120
- 5 Seeburg M100B
- 5 Seeburg M100G

BINGO—USED

- 2 Bally Key West
- 2 Bally Beach Club
- 6 Bally Gayoty
- 4 Bally Ice Frolics
- 2 Bally Surf Club
- 2 Bally Yacht Club
- 14 Bally Miss America
- 4 Bally Variety
- 4 Bally Palm Springs
- 2 Bally Dude Ranch
- 14 Bally Miami Beach
- 2 Bally Gaytime
- 2 Bally Broadway
- 2 Bally Big Time
- 2 Bally Beach Beauty
- 2 United Tropicana

ARCADE—NEW

- 1 Genco Space Age
- 15 Bally Skill Roll (Used)
- 1 Genco Horoscope
- 2 Genco Motorama
- 1 Williams Crane
- 1 Williams Sidewalk Eng.
- 1 Williams Peppy
- 1 Exhibit 500 Shooting Gallery
- 1 Genco Criss Cross Wild West

KIDDIE RIDES—USED

- 6 Empire Old Smokey Train
- 1 Scientific T.V.
- 1 Exhibit Space Patrol
- 2 Rocketship
- 1 Exhibit Horse
- 1 Bally Champ Horse
- 1 Bally Space Ship

ALLEYS—USED

- 6 Bally Strike Bowler, 14 ft.
- 2 Bally Strike Bowler, 11 ft.
- 4 Bally ABC Champion, 14 ft.
- 4 C.C. Classic Bowler, 13 ft.
- 4 C.C. T.V. Bowling League
- 2 Bally ABC Bowling Lane, 11 ft.
- 8 United Bowling Alley, 14 ft.
- 8 C.C. Bowling League, 14 ft.

WILL ACCEPT IN TRADE OR PAY \$\$\$\$\$ FOR Bally All-Star Bowlers—Bingo and Shuffle Alleys—Wurlitzer 1400's and 1250's.

REDD Distributing Co.
 298 Lincoln St.
 Allston 34, Mass.
 AL 4-4040

Exclusive Distributors of
WURLITZER—BALLY—CHI. COIN
GENCO—FISCHER

AS WE EXPECTED

September brought about a tremendous increase in our inventory on Pins, Bingos, Guns, Music, Kiddie Rides and Arcade Equipment.

AS YOU EXPECTED

the prices on all of this equipment are absolutely the lowest prices you will find. We are ready to fill all orders.



International Scott Crosse Company

SCOTT CROSSE COMPANY

BRANCH
 625
 CAPROUSE
 AVENUE
 SCRANTON, PA.

1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

Rittenhouse 6-7712

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

SHAFFER'S FALL SPECIALS

SEEBURG

KD 200 H

Like New

\$795.00

V-200

UL Receiver

Speed Read Program

\$695.00

HF 100R \$595.00

WURLITZER

1800 \$425.00

1700 369.50

AMI

G-200 \$495.00

SEEBURG 3WI

100 WALL BOX

Chrome Covers—New Buttons
 Reconditioned Like New

T-10 \$49.50

10 OR MORE 39.50

EASTERN 8-COLUMN

CIGARETTE VENDOR

\$39.50

GUARANTEED BY

SHAFFER'S

MUSIC COMPANY

Write for Illustrated Catalog

849 North High Street

Columbus 8, Ohio

Phone AX 4-4614

FINEST RECONDITIONED EQUIPMENT

WURLITZER

1800's	\$525.00
1900's	595.00
2100's	Write

BINGOS

Scarlet	\$ 85.00
Plato	60.00
Brasil	115.00
Caravan	90.00
Balk-a-Popple	125.00
Mystic Marvel	95.00
Casety	55.00
Lady Luck	95.00
Star Pool	75.00

ARCADE

Teloquiz	\$ 65.00
5 Pocket Slate Pool Table ..	165.00
C.C. Croquet Pool	215.00
C.C. 14-Ft. Bowler	355.00
C.C. 14-Ft. Bowler	365.00
C.C. 16-Ft. T.V. Bowler ..	395.00

Seeburg (chrome)
Wallboxes .. \$32.50

OPERATORS, HEAR WURLITZER Stereophonic Sound IN OUR SHOWROOM

You'll quickly agree that it's "MONEY MUSIC" for BOTH you and your locations. Come in today.

Learn how simple it is to Boost Earnings Overnight.

1/4 down, balance C.O.D.

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 North Capitol Avenue
Indianapolis, Indiana
Phone: MEIrose 5-1593

GIVE TO DAMON RUNYON CANCER FUND

Game Buster's Offense List Growing

CHICAGO — James Rini, charged many months ago with damaging coin games on locations here, may at last be brought to trial, but in the meantime he's racked up a heavy list of indictments against himself.

Besides a recent charge of burglary, Rini faces trial on indictments for grand larceny, confidence game, malicious mischief, hi-jacking and conspiracy to obstruct justice. His bond was only recently increased from \$5,000 to \$50,000.

Judge Joseph A. Pope, Criminal Court, last week selected four jurors to try Rini on the burglary charge.

Trial on other indictments have been continually postponed, with Rini taking the time out to get himself into still more trouble.

Exports Top

Continued from page 70

ing markets for jukes and games were Switzerland (\$972,156), Canada (\$798,495), Cuba (\$763,232) and the Netherlands (\$262,029).

Game shipments averaged \$648,042 volume per month in 1957 and averaged \$673,655 per month in the first six months of this year.

Juke box shipments averaged \$1,382,869 volume per month in 1957 and averaged \$1,183,291 per month in the first half of 1958.

Average price per juke box exported in 1957 was \$620, compared to \$644 in 1958's first six months.

Average price per game exported in 1957 was \$175, compared to \$226 in the first half of 1958.

Station Wagons For Op Rental

CHICAGO — Operators can rent station wagons for route use here for \$110 to \$115 a month. The wagons are adequate for handling all types of games, including the long bowling games which can be broken down in sections for movement to and from locations.

One agency here quotes a monthly rental rate of \$110 for a Ford two-door ranch wagon, \$115 for a four-door. Payments are on a 24-month basis.

P-R Program

Continued from page 70

situations which are constantly rearing their ugly heads across the face of the land. Would money gathered from all facets of the business be better spent in opening new territories, reopening closed areas, securing fair legislation in pending court cases? Think before you arrive at a conclusion.

"Would it be better to promote public relations on a more local level, and then when the time is right, to institute a national board and tie in all local levels? This could, with co-operative effort, sponsored possibly by NCMDA, manufacturers, NAMA, operator associations, and MOA, be the logical start. All non-members of groups should be encouraged to join their group, that is, distributors to NCMDA, operators to their local or national MOA, NAMA, etc.

"A public relations program will be a long time in forming, a long, long time before the public accepts what we are truthfully telling them. There will be much newsprint refuting such a program. Newsmen will have a heyday. So will politicians. It will be the best conversational, over-the-fence subject in years in certain circles."

Specials on USED EQUIPMENT

Completely Reconditioned

10 Williams Shortstops	\$395 ea.
8 Williams Ten Strikes	275 ea.
7 Gottlieb Rocket Ships	300 ea.
4 Gottlieb Picnics	375 ea.
5 Williams Satellites	285 ea.
2 Gottlieb World Champs	225 ea.
5 Gottlieb Bright Stars	350 ea.
3 Williams Jig Saws	235 ea.
4 Gottlieb Royal Flushes	200 ea.

Hundreds of other Arcade Pieces and Phonographs also available. Write for complete lists.

Exclusive Gottlieb, Williams and Seeburg Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480

RECONDITIONED EQUIPMENT

GOOD games are hard to come by. The games we offer below are GOOD games. They've been completely reconditioned, rails have been scraped and lacquered, the games have been cleaned thoroughly inside and out, new instruction cards have been installed, and they are ready to be put right on location. Once you try them you'll come back for more. We stake our 33 years' reputation on it.

MISS AMERICA	\$475.00	BROADWAY	\$155.00
SUN VALLEY	\$25.00	GAY TIME	90.00
SHOW TIME	375.00	BEAUTY	60.00
KEY WEST	325.00	HAVANA	50.00
BIG SHOW	250.00	PIXIES	75.00
PARADE	200.00	STARLET	90.00

WRITE, WIRE OR PHONE FOR PROMPT SHIPMENT

H. M. BRANSON DISTRIBUTING COMPANY

811 E. BROADWAY Phone: JUniper 7-1343 LOUISVILLE 4, KENTUCKY

EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES



It's Loaded with New Player Appeal...

Gottlieb's

Sunshine

Has "Whirling Numbers" in the Lite Box!

Look at these terrific features:

- "Whirling Numbers" create all new lite box animation
- Triple rollovers and triple holes spot numbers indicated by arrows around "Whirling Numbers"
- Making red and white numbers to complete corresponding circles in lite box scores specials
- Liting both circles re-lites rollovers for specials
- "Double Star" feature scores specials throughout entire game
- 5 on-off pop bumpers
- 2 super-powered flippers
- Match feature
- 2 cyclonic kickers

See your distributor today!

D. Gottlieb & Co.
1140-50 North Kostner Avenue • Chicago 51, Ill.

New "Rating Chart" Lites Automatically Indicating Player Score Progress!

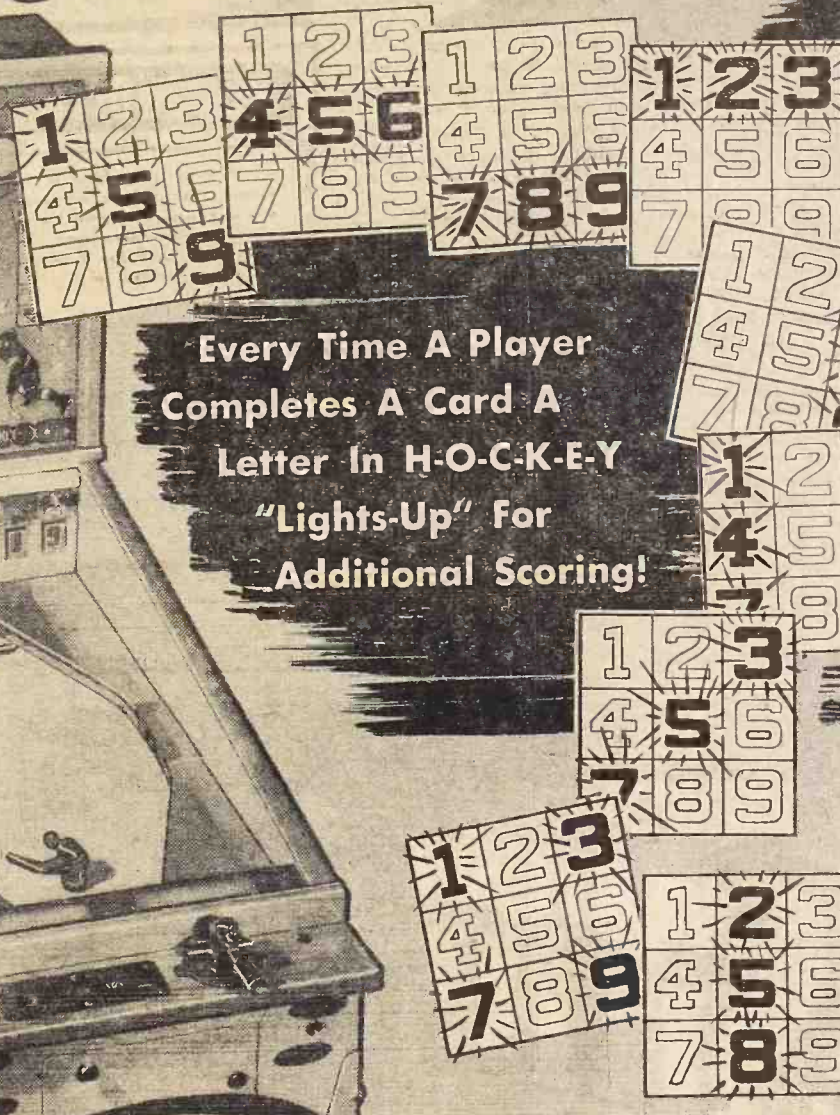
Amusement Pinballs
as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

chicago coin's

Exciting New Scoring Game With
FAST ACTION and FAST PLAY!!

CRISS-CROSS HOCKEY



FEATURING
"CRISS CROSS"
BONUS SCORING

with 9
BONUS SCORING
COMBINATIONS

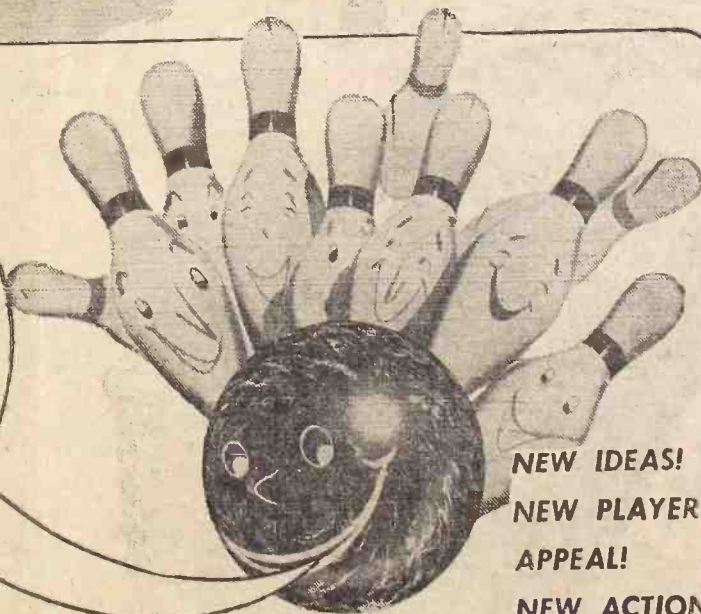
Every Time A Player
Completes A Card A
Letter In H-O-C-K-E-Y
"Lights-Up" For
Additional Scoring!

- Available In Replay or Novelty Models!
- Fits Any Type Location . . . Size 5 ft. x 2 ft.
- Adjustable 10 to 15 Balls Per Game!

**MORE EXCITEMENT
COMING YOUR WAY!!**

chicago coin

Has A Complete New Series
Of BOWLING GAMES
On The Way!!



**NEW IDEAS!
NEW PLAYER
APPEAL!
NEW ACTION!**

ANOTHER
chicago coin
PRODUCT

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

Bally BEACH TIME

010

CORNERS SCORE GREEN 5-IN-LINE

BALLYHOLE

A·B·C·D·E·F
LIGHT AT START OF NEXT GAME

MAGIC F LINE

9	1	2	11	15
4	19	7	22	18
25	24	16	13	17
6	23	5	21	20
12	8	14	3	10

A B C D E F

PRESS BUTTONS AFTER SHOOTING 5TH BALL

PRESS BUTTONS BEFORE SHOOTING 5TH BALL

RED ROLLOVER LIT

YELLOW ROLLOVER LIT

PRESS BUTTONS BEFORE SHOOTING 4TH BALL

➡ ➡ ➡ ➡ **A B C D E** **PRESS BUTTONS A·B·C·D·E·F TO SHIFT MAGIC SQUARES & LINES** **PRESS BUTTONS NOW**

➡ ➡ ➡ **3RD BALL 4TH BALL 5TH BALL** **PLAY SCORE FEATURE BEFORE SHOOTING BALL INDICATED** **Play Score Feature Now**

75 16	75 20 6	96 24 8	96 50 16	200 96 32	300 144 64	450 240 120	600 480 192
75 20 6	75 20 6	96 24 8	96 50 16	200 96 32	300 144 64	450 240 120	600 480 192
75 20	75 20	96 24 8	96 50 16	200 96 32	300 144 64	450 240 120	600 480 192

EXTRA BALL

"STOP AND SHOP" FOR HIGHER SCORES BEFORE 3RD, 4TH OR 5TH BALL

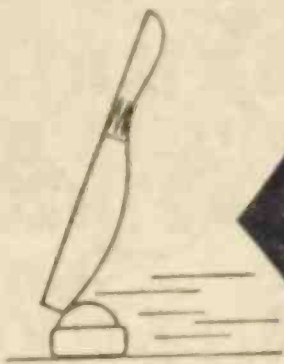
4 MAGIC SQUARES *plus* 2 MAGIC LINES

Biggest array of popular play-features ever built into a pinball game brighten the backglass of Bally BEACH TIME...all adding up to biggest earning-power in years. Get your share. Get new Bally BEACH TIME at your Bally distributor today.

BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S

ATLAS SHUFFLE ALLEY



**NEW, LARGE
BALL-TYPE PUCK**

ACTUALLY HITS PINS
AS IT CROSSES ROLL-OVERS

REALISTIC BOWLING ACTION FOR THE
FIRST TIME ON A PUCK-TYPE GAME

REGULATION BOWLING SCORES

Fifth Frame Feature
(OPTIONAL)

Regular and
Deluxe Models

Pilfer-Proofed
in-a-drawer
Cash Box

Equipped with NATIONAL REJECTOR

STURDY CONSTRUCTION

SIZE:
8½ FT. LONG
2½ FT. WIDE

—

SHIPPING WEIGHT
(CRATED)
430 lbs.

—

ALL MECHANISM
 IN BACK-BOX
 FOR EASY SERVICING

—

10¢ PER PLAYER

UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR



how to

increase earnings

● PROGRAM THE MUSIC THE PUBLIC WANTS TO HEAR

Featuring hit-tune singles is obviously essential to maximum earnings. But the public also demands show tunes, standards, jazz and classics — the kind of music that is available for coin-operated phonographs only on EP albums. With Seeburg Music Systems both kinds of records are featured in the brilliantly illuminated Dual Programming display panel.

● MAKE A PROPORTIONATE PROFIT ON 2-TUNE EP's

Seeburg Music Systems are equipped with Dual Pricing to increase earnings. With Dual Pricing singles are programmed at one price and album records (two tunes per side) at a proportionately higher price.

Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 THE SEEBURG CORPORATION
 Chicago 22, Illinois

America's Finest and Most Complete Music Systems