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The Billboard

PRICE:
35 CENTS

SEPTEMBER 1, 1958 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

TV's Getting Tough; Voices Ain't Enough

Young Disk Artists Must Be Showmen; GAC Uses Extensive Grooming Plan

By JUNE BUNDE
NEW YORK — It's getting tougher and tougher to book a one-shot, best selling singles record artist on TV unless he (or she) comes with visual showmanship. As a result, an interesting booking pattern has been developed by the General Artists Corporation, which currently books more than 90 per cent of the top best selling artists in the business. Out of the top 15 best selling disks this year, 12 were cut by GAC artists. Miss Ross, who books most of the young record talent, points out that six months ago an artist with a record in the "Top 10" was the booking bet for a network show, whereas today producers (with the exception of the Dick Cavett telecast) just aren't interested in new record artists—even those who are very top chart spots—unless the performer is a polished showman or has some kind of visual gimmick. Night club operators, she notes, are even harder to sell on untried talent.

Understandable
Miss Ross opines that this is understandable, since many of today's record artists — particularly those in the rock and roll category — are almost completely uneducated as performers, and TV producers have been badly burned in the past by disk names who were utterly devoid of visual charm and savvy on camera, and sometimes didn't even have arrangements for their own best selling record hits. Most of today's young recording acts, says Miss Ross, need a "prov-

ing ground" and network TV is certainly not the place to gain experience. In line with this, GAC is stepping up its road show packaging activities, via a series of relatively small "Dance Party" units, featuring four best selling r.&r. artists and a dance orchestra. GAC puts up "money in front" for the talent, and then sells the packages to local promoters for a fee, plus a percentage. These units, which play dances only (no concerts) at ballrooms and auditoriums, enable GAC's young disk artists to obtain invaluable experience playing in front of live audiences. At the same time they provide GAC with a helpful talent barometer for its own stable, since the agency sends people out into the field to make regular reports on each act's progress. The units also make it possible for GAC to continue to sign new disk names (of prime importance in today's one-shot hit market) since they can keep them working on the road in the shows while they groom the most promising ones for network TV and other more demanding areas of show business. Jimmie Rodgers, Bobby Darin and Buddy Holly are among those young artists whom Miss Ross deems solid visual performers. She considers Rodgers a prime

(Continued on page 4)

N.Y. FOOD CHAIN TO SELL \$1.37 CLASSICAL LP'S

By BOB BERNSTEIN
NEW YORK — On September 11 the Safeway Stores in New York will kick off an interesting merchandising campaign on low-price classical LP's to retail at \$1.37. These LP's will be featured on the racks of the large food chain's many stores.

The introduction of these LP's into the supermarket is being engineered by Standard Reference Works Publishing Company, a firm which has until now confined its marketing activities to books, notably the Funk & Wagnalls encyclopedia.

SRWPC has "rented tapes from a major label" and packaged 56 works by 31 composers in a set of 24 monaural LP's, which will be distributed one-a-week in a conception reminiscent of the famed New York Post plan of 20 years ago. The artists and the original label are a secret at this point.

'Basic Library'
"Basic Library of the World's Greatest Music" is the over-all title, with each album gracefully covered in blue and gold and including exhaustive program notes on the works, biographies, photos and editorial pieces by respected names like Deems Taylor, Sigmond Spaeth, Robert Bagar, Quaintance Eaton and the late Olin Downes, Joseph Laffan

(Continued on page 4)

Science Lands Trio Of Punches, Knocks Out 2-Track Tape

Stereo, Then Cartridges, Finally 4-Track Machines Cause Kayo

By RALPH FREAS

NEW YORK — Producers of recorded music on tape are facing up to an unpleasant fact of life. The fact: When technology advances, the old product has to suffer. In the case of recorded music on tape, technology has thrown three hard punches in less than a year. Any one of them would have been enough to knock two-track tape out of the ring. Combined, the three blasted it clear into the cheap seats and almost out of sight.

The first blow was struck last December when the stereo disk made an appearance. A couple of months later, RCA shook things up by announcing a stereo tape magazine-load cartridge. The fuss this caused hadn't died down before some tape recorder manufacturers, with Ampex in the lead, announced their intention of producing four-track machines capable of playing stereo tapes at 3 3/4 inches per second from the familiar open reel.

Great Effects
The effect of these developments on the infant recorded tape industry was profound. Most record companies, which had been slow in

getting into recorded tape anyway, pushed their tape plans aside and leaped headlong into stereophonic disk production. They did so in spite of the fact that stereo phono production was months away and in spite of the fact that virtually no one knew how the public would take to stereo sound on disks.

Tape duplicating business has slowed to a trickle. Take the case of Dubbings, Inc., one of the largest independent tape duplicators in the field. Last year at this time they had all the business they could handle making two-track stereo tapes for disk firms. This year, their business has dropped to 5 per cent of what it was last August. One of the major record companies that has been active in duplicating tapes for independent labels reports a similar situation. The blank tape firms that supply these duplicators say that sales have dropped away to nothing.

Livingston Audio Products, distributor of recorded tapes under their own label as well as the products of other record firms, recently reported that they estimate their lost sales for the year at over \$1,000,000. And they emphasize that these losses are estimated without allowing for any growth this year.

Livingston rightly points out that the bearish circumstances existing

(Continued on page 15)

GAC Lines Up Big Feld Tour

NEW YORK — The next Feld tour, which is also packaged and booked by the General Artists Corporation, as a GAC Super Attraction Package, tees off October 3. The package, reportedly sold on a \$4,000 to \$5,000 guarantee against a percentage, will spotlight Bobby Darin, Frankie Avalon, Clyde McPhatter, Jack Scott, the Elegants, the Imperials, Bobby Freeman, the Olympics, Connie Francis, the Danleers, the Coasters, Buddy Holly and the Crickets, Dion and the Belmonts, Jimmy Clanton, Eddie Cochran, Sil Austin and his orchestra and Harold Crommer as emcee.

Stereo Broadcasts Into High; WDSU Full Speed Ahead . . . Stereo broadcasting activities picked up considerable speed last month, as a result of increased emphasis by manufacturers and dealers on new stereo phonos and disk product. Prime example was stereo promotion staged last week by WDSU (New Orleans), London Records and the Music Shop. . . . Page 2

Major Firms Sell Low-Price LP's Direct to Rack Jobbers . . . Following in the path laid out by low-price indie lines, both RCA Victor and Columbia Records are now selling their Camden and Harmony \$1.98 LP's, respectively, directly to certain rack jobbers at the same price they sell them to distributors. . . . Page 3

Roy Rogers Show Tops 210C At Wisconsin State Fair . . . The Roy Rogers-headed grandstand show at Wisconsin State Fair, Milwaukee, smashed all records this year with receipts of over \$210,000 in 10 performances. The Western performer

took well over \$110,000 as his share of the take. . . . Page 62

Wurlitzer Announces Stereo Unit For Use on Firm's Present Models . . . The Wurlitzer Company becomes the first juke box manufacturer to take the plunge into stereophonic sound with a unit for use on its present 200 and 104-selection models which includes a speaker cabinet, a stereo pick-up, second amplifier, and double purpose pre-amplifier. . . . Page 68

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Tape VP Says, RCA, Go Home

NEW YORK — A veepee from a large tape recorder firm got off a remark during a recent trip here that may sum up what many firms like this think about the RCA Victor tape cartridge. The exec was inclined to blame RCA for contributing to some confusion that exists in the recorded tape field by announcing their radical new way to play tapes. Said the veepee: "I devoutly wish that color TV would suddenly take off, and that the public would start buying color sets by the thousands. Then, maybe, RCA would get out of the tape business and get back in their own back yard."

IMPORTANT PUBLIC SERVICE MESSAGE FROM RCA VICTOR!

See the Audition Section of this issue

Stereo Broadcasts Into High; WDSU Full Speed Ahead

NEW YORK — Stereo broadcasting activities, which have been steadily rolling along for the last year, picked up considerable speed last month as a result of increased emphasis by manufacturers and dealers of the new stereo disk product and stereo phones.

A prime case in point was the stereo promotion last week set up by WDSU, New Orleans, the Music Shop (a record-phonograph store there) and London Records. Results on the promotion were so satisfactory that WDSU programming Director Jim Dunbar has decided to program all future WDSU package goods sets in AM-FM stereo. Present plans call for only the station's two-hour afternoon "Top 40" show to remain monaural, while the rest of

WDSU's programming will feature stereo disks only.

The promotion was keyed by an official proclamation by the mayor of "Stereo Music Week in New Orleans." The Music Shop took over sponsorship of WDSU's two stereo AM-FM broadcasts for the entire seven days. Both shows (Charles Bryan's "classical seg. nightly — 10 p.m.-midnight — "Music Room" and Dunbar's daily, 9 a.m. to noon show, "Patrol Party"), were originated from the Music Shop during the week. Only London stereo disks were played on the programs. London was represented by its local distributors, World Wide Record Distributors, Shop Sponsors.

Station WDSU also originated Bill Barry's "Top 40" (non-stereo) afternoon show from the store during the week. Stereo broadcasting facilities of WDSU were duplicated at the store, and the public was invited to attend the demonstration, via a series of radio spots and a heavy advertising schedule by the Music Shop in local papers.

The Music Shop closed each evening at its normal time and reopened at 9:30 p.m. to admit (Continued on page 10)

POINT OF BUSINESS IS MUSIC NOT GADGETS

NEW YORK — An admonition against the dangers of "gadgetry" and a reaffirmation of music as the prime motive of the record business was sounded last week by George R. Marek, RCA Victor Records chief. In a statement to The Billboard, Marek urged: "Let us not forget that we are selling music, not ping pong games."

Nothing, Marek pointed out, that science, in this case, must be the handmaiden of art. "It is true that one of the exciting effects of stereo is the two-channel effect, but this makes sense only if it helps music as an art."

He added: "I feel that violence has been done to music on some of the new records... I like to sell music, not gadgets. One gets tired of gadgets, but never of music."

While counseling against "trickery" in stereo, Marek noted that proper use of stereo gave music "realism, excitement and depth."

'No Blueprint'

Marek also warned against making the enjoyment of music a "technical blueprint." Here he had reference to placement of listeners in a room with proper stereo equipment. He stated: "In Carnegie Hall you hear an orchestra as one body of sound; you do not worry about the impulses coming from the left and right sides, and it is not necessary that you sit in the exact center of the hall. In your home, if you have stereo speakers properly placed, the same principle applies... It does not make too much difference where you sit."

The danger in this extreme funniness, Marek stated, lies in giving the consumer too many "moods"—making a simple, pleasurable experience more difficult.

Weston Comes Home to Cap

HOLLYWOOD — After an absence of eight years, Paul Weston this week returns home to the Capitol label. Weston first joined Capitol in 1943 as an artist during the company's early days. A year later he became the fledgling label's musical director and one of its artist and repertoire execs. He served the firm in those capacities for six years. During that period, Weston created the "mood music" style which made his "Music for..." series of albums among the top sellers in the industry during a period when pop packages were overshadowed by the weight of the singles business.

Weston moved to Columbia Records in 1950 where he operated similarly in the dual capacity as (Continued on page 10)

Warner Lifts Curtain On Premiere Release

HOLLYWOOD — The industry will get its first eye and earful of Warner Bros. Records' product when the new firm lifts the curtain on its premiere release to reveal 12 albums, issued both in monaural and stereo form, and three singles. The debut of the new label comes after many months of preparation of both product and personnel under the guiding hand of Jim Conking, president of the W.B. disk firm.

Columbia Issues Guide to Stereo

NEW YORK — Columbia Records is issuing a guide to stereo records called "Listening in Depth," and subtitled "An Introduction to Columbia Stereophonic Sound." The LP record is packaged in a box and contains in addition to the disk a 13-page booklet with an introduction by Goodard Lieberman, head of Columbia's and a technical report by Columbia's engineering director, Bill Bachman.

The record contains stereo selections from the label's classical, popular and jazz releases, featuring the Philadelphia Orchestra, the New York Philharmonic, Duke Ellington, Kirby Stone, Polly Bergen, The Power Puffs, etc. There is also a track called "Sounds in Motion," and another titled "Columbia Speaker Balancing Test."

Lieberman's introduction talks about the new dimension of music brought to the listener by stereo sound, and mentions that the "effects" of stereo are momentary and the real value of stereo-sound is in the experience of the music. Bachman's piece is a longer essay, dealing with the technical aspects of stereo sound in terms that the layman can easily understand. The package retail for \$5.98.

der the guiding hand of Jim Conking, president of the W.B. disk firm.

Figure releases are expected to follow a schedule of a dozen albums per issue every three to four weeks, plus singles. Each package will be issued both monaural and stereo in future releases as well.

Albums will be priced at \$3.99 when the catalog number is preceded by a "W" symbol, and \$4.98 when it bears a "B" symbol, and an additional \$1 per each LP in stereo form.

Packages include an album devoted to Victor Young's "For Whom the Bells Toll" film score featuring Heindorf and orchestra. (Ray Heindorf, musical director for W.B. pictures, is being groomed by the label along the Kustelnets lines and henceforth will always be given the last name treatment on its releases.) "Souza in Stereo," provides a brace of Souza marches in their original arrangement. (Continued on page 10)

Green Off to Europe—Again

CHICAGO — Reflecting the growing import of the European market to Yankee diskers, Irving B. Green makes his third trip to Europe since the start of 1958 Tuesday (2) when he flies to England to meet with reps of Pye-Nixa, his British affiliate. Subsequently, Green will handle with Hood, Netherlands ally; Disco Press, Belgium; Blue Star, France, and Gaidler & Company, Ltd., Italy. In Italy, Green will work out final financial and engineering details on the series of operas which Mercury will wax with the La Scala of Milan. Success of Mercury's first opera effort, Medea, prompted expansion of this catalog seg. Green stated.

Primary combats will center around stereo disk pressing and four-channel stereo tape duplication in these countries. Green, a pioneer in the field of mechanical and electrical engineering as applied to sound reproduction, says Europeans are hungering for (Continued on page 10)

FIRST W. B. HAS NO FILM TIE-IN

HOLLYWOOD — While it is generally assumed that a motion picture company will seek a record label affiliation to establish an additional means of promoting its product, it is interesting to note that the Warner Bros. label maiden voyage release shows no promotional tie-in with any W.B. production. If anything, two of the firm's albums are considerably closer to two other picture studios than to its own parent firm.

The Heindorf album of "For Whom the Bells Toll" score provides a disk salute to a film produced by Paramount Pictures. The Warren Barker all instrumental album of "The King and I" score performs music which adorned the 20th Century-Fox screen production of the Rodgers and Hammerstein Broadway success.

This development dovetails with a policy statement made earlier by the label's president, Jim Conking, when he said the chief purpose of the Warner label will be to operate as a successful record firm and not serve as a mere promotional adjunct of the parent picture company.

Caedmon Buys Catalog From Soundbook

NEW YORK — Caedmon Records has purchased the "Soundbook" catalog (excepting "Songbirds of America," which is distributed by Cornell University). The titles in the catalog will now be produced and distributed exclusively by Caedmon, which also plans to produce other Soundbooks.

Current titles include "Golden Shimmers," a selection of ballads; "The Story of the Music Box," Pueblo Indians in Story, Song and Dance" and "The Time of Singing" the story and songs of Passover.

Soundbooks, originated in 1954 by Book-Records, are attractive book and record combinations. Each 10-inch disk and accompanying illustrated book will be priced at \$4.95.

August Biggest In ABC-Para Labels' Sales

NEW YORK — August was the biggest sales month in the history of ABC-Paramount, according to the label's pressy Sam Clark. Clark said he expects gross sales to exceed \$1,000,000 for that period. The record sales figure includes A&P's profits from distribution of Chancellor, Hunt and Colonial disks. A&P currently has three records in the Top 14 best sellers on The Billboard's charts, including the No. 2 disk, "Little Star" by the Elegants on A&P (Am-Par subsidiary label). Frankie Avalon's "Ginger Bread" (No. 11) on Chancellor, and the Paul Teller "Born Too Late," No. 14.

The Billboard
The Music Industry's Leading Authority
Founded 1894 by W. H. Donaldson
Publishers: Roger S. Lottford Jr., William B. Lottford
Editors: Paul Anderson, Mark Carlson, Bob O'Connor, etc.
Management and Divisions: L. W. Cole, M. L. Lottford, etc.
Offices: Cincinnati 22, St. Louis, New York, etc.
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\$320,200,000 Worth of Disks Cut During '57

NEW YORK — Sales of phonograph records made by American Federation of Musicians members in the United States for the year 1957 totaled \$320,200,000 and the retail value of the disks came to \$330,200,000. The figures are from the 10th Report of the Trustees of the Music Performance Trust Fund, Samuel Rosenbaum, which will be issued next week. The figures are based on the reports submitted to the Trust Fund by U. S. record manufacturers. The total sales of phonograph records in the United States for 1957 was probably considerably higher, since records made abroad, or spoken word and a capella records are not included in the report.

In 1956, according to the Trust Fund report, total sales of phonograph records made in the U. S. by AFM musicians totaled 219,400,000, with a retail value of \$259,000,000. Thus, 1957 represented a considerable increase in sales over 1956 for disks.

100 Biggest
As of June 30, 1958, the total number of record company signatories to the Trust Fund agreement came to 2,759 labels. However, it is estimated that only 100 labels contributed to the Trust Fund in the first six months of 1958 and of these, 25 firms did about 90 per cent of the business.

The Trust Fund paid out \$3,015,000 to 302,000 participating musicians in 1957 under its regular project of giving employment to AFM members via concerts, etc. In the last half of 1956 it is estimated that the Fund has laid out \$2,058,000 to 133,000 musicians under its employment project. At the Trust Fund's income has been increasing, the amount of money it has laid out to employ musicians has increased proportionately.

PRESSINGS BY PRESLEY HOT

NEW YORK — It may seem repetitious, but Elvis Presley is still hot! Latest reports on his waxing of "Hard Headed Woman" are that sales have topped the 1,300,000 mark, making his 19th consecutive million seller in a row. And his two EP's from the flick "King Creole" combined have passed the 1,000,000 mark too. Vol. 1 has sold over 600,000 copies; Vol. 2 has sold over 400,000 copies.

COL. STARTS STEREO SERVICE FOR STATIONS

NEW YORK — Columbia Records is starting a stereo record service to radio stations. The company will furnish interested stations with its stereo records on a direct basis starting immediately. The step is being taken according to Bill Gallagher, sales chief, due to the increasing programming of stereo broadcasts by stations with FM affiliates.

All FM stations are being presented with the new program right now. Columbia hopes to have a regular subscription service for its stereo disks starting in 1959, just as it now has for its monaural LPs.

Giant Ballyhoo Likely for New Warner Label

HOLLYWOOD — If the Warner Bros. record firm comes near to following in the footsteps of its parent picture company, the disk industry can expect heavy merchandising promotion material. The W.B. six firm has written a glowing page in movie history for its masterful ballyhoo campaigns bolstering its product. The disk firm's merchandising is being helmed by Joel Friedman, former member of The Billboard's Hollywood reporter staff.

To herald the label's debut, the firm is using the "world premiere" tag to capture attention for its initial release. Dealers will receive three-foot by three-foot four-color window display units, store streamers and stereo catalogs explaining the new sound system to consumers and being shipped in bulk to dealers. (Continued on page 10)

PANACEA-TYPE ORG

Lichtman Would Lead N. Y. Dealers in New Association

NEW YORK — Record dealers' associations are mushrooming all over the place. The latest is being formed right here in New York under the leadership of Charles Lichtman, Lichtman, who has attempted to form many record dealers' associations in the past, claims this time that his new association already has 40 dealers in the field. The only names mentioned off the letters now being sent out to dealers are Lichtman's, of the Bran-

Large Firms Sell Low-Price LP Disks Directly to Racks

By BOB ROLONTZ

NEW YORK — The large firms as well as the smaller labels are now selling their low-price (\$1.98) LP's directly to certain rack jobbers throughout the country. RCA Victor and Columbia are selling their Camden and Harmony labels respectively to special rack jobbers, treating rack jobbers as extra distributors. And the price to these special rack jobbers is the same as the price to distributors on the part of the two majors, or \$1.01 each, subject to a 3 per cent co-op advertising program.

The move by both of the majors in selling directly to special rack jobbers is part of the competitive battle that is now going on in the low-price field. Low-price LP's which sell at \$1.49 and \$1.98 have experienced their biggest surge in

sales during 1958 and appear to have become established as a permanent factor in the package business.

Up until recently both Victor and Columbia were selling their low-priced labels to distributors at \$1.11, but the pressure of other low-priced lines which sell their \$1.98 product at a 93-cent price to distributors helped force down their price to distributors and rack jobbers as well.

Reaching Par
Basically what appears to be taking place is that rack jobbers, or many of them, are now considered to be the same as distributors. Actually a new type of distributor who handles a different group of outlets than the regular record distributors do. Since the racks are the ones that have generally opened up supermarkets,

drugstores and other outlets that didn't use to carry records, the reasoning is fairly obvious.

There is another reason for the direct sales to rack jobbers. According to a spokesman of one of the major labels, the merchant, due to the rack is sold on a 100 per cent return basis, and there is not enough profit in it for distributor to sell to the racks and then have to take back a large quantity of returns each month. His profits would be eaten up, the spokesman said, by the cost of receiving, counting and crediting of returns.

Indies First
The low-price indie lines started to sell directly to rack jobbers long before Camden and Harmony joined the pack. Most low-price lines, in the beginning, sold the majority of their product through chains and supermarkets and drugstores, not thru dealers, and the racks made more sense to them as distributors than regular record distributors since the latter were oriented to dealer sales. Camden and Harmony, however, started first with dealers and only lately have moved strongly into racks.

Many record distributors have been angry at manufacturers who have given price breaks to rack jobbers. They have felt that rack jobbers are only sub-distributors and should have to pay a higher price than distributors price for product. Many manufacturers still do charge more to a rack jobber than a distributor. But the growth of supermarket and drugstore sales of low-price LP's has practically stifled this complaint as far as many other manufacturers are concerned. This has caused some distributors to start their own rack operations, and it is possible that even more distributors will do the same.

UA Signs Monte Kay In Major Jazz Move

NEW YORK — United Artists Records has signed Monte Kay as an independent producer, marking the beginning of an ambitious album program by UA in the jazz field.

Kay's first UA packages, which he has already recorded, feature highlights of this year's Great South Bay Jazz Festival. Also slated for production by Kay are UA albums by the Dave Lambert Singers with Joe Hindericks and Annie Ross, the George Russell Sextet, Randy Weston Art Farmer, Bob Brookmeyer and Anne Kral.

Max Youngstein, United Artists Records boss, said that in making the deal with Kay, he agreed to

permit Kay's jazz artists an unusual amount of freedom in recording. Musicians will be allowed to select studios they prefer to record in and an ample budget will provide for a leisurely paced recording schedule—"as much time as is necessary to do the job right."

Youngstein said that Kay and his jazz artists will also be integrated into UA's theatrical and TV film picture. In line with this he commented on the growing public acceptance of jazz on a global scale, and noted the increased use of jazz background music in movies today, predicting even greater developments in this area in the near future.

Chico Hamilton

For example, he cited Chico Hamilton's background music for UA's "Sweet Smell of Success" and the forthcoming Susan Hayward UA release "I Want to Live," which will have a score by Johnny Mandel, featuring jazz stars Gerry Mulligan, Art Farmer and Shelly Manne.

UA is reading an extensive promotion and merchandising program for Kay's new jazz line, which will be available on both stereo, monaural and tape.

Vol. 1 of the Great South Bay Festival album featuring the Pepper Adams Quartet with Kenny Burrell, George Duvivier and Bill Evans. Vol. 2 spotlights Bob Brookmeyer, Al Cohn, Paul Quinichette, Nat Pierce, Osie Johnson, Jim Hall and Addison Farmer. Vol. 3 features an all-star group (all former members of the late Fletcher Henderson's orchestra) led by Rex Stewart with soloists Buddy (Continued on page 10)

NINE SIDES LAND ON BILLBOARD 'HOT 100' LIST

NEW YORK — Nine new hot sides leaped into The Billboard's Hot 100 chart this week, making the club regulars ring for many manufacturers, distributors and dealers. Here are the names of the tunes, artists and record labels that made it for the first time this week in the Hot 100:

- "Omg the Weekend," the Playboys, Casablanca
- "Up Until Now," Johnny Ray, Columbia
- "These Days Don't Do It," Dale Wright, Fraternity
- "Tea for Two Cha Cha," Tommy Dorsey orchestra, Decca
- "From Me, Love, Andy Williams, Cadence
- "Vibee," the McGuire Sisters, Coral
- "Weekend," the Kingpins, East West
- "Big Daddy," Jill Cory, Columbia
- "Old MacDonald," the Chargers, RCA Victor

11,800 SALUTE CLARK AT HOLLYWOOD BOWL

HOLLYWOOD — A salute to Dick Clark pulled a strong 11,800 turnout to Hollywood Bowl last Sunday (24) with the heavy teenage audience paying approximately \$25,000 to see the ABC-TV deejay's rock and roll talent array. This was the first time for rock and roll at the Bowl and proved to be a highly successful attraction for the usually slow Sunday night slot at the outdoor theater.

Clark received a hero's ovation from the crowd which was quite responsive in its greeting of each of the r.d. luminaries and quick to join in on the beat with rhythmic applause. Each performer, of course, played a current disk release or spotlighted a recent best

These appearing included the Emie Freeman orchestra, Bobby Darin, the Champs, Duane Eddy, Earl Grant, Jan and Arnie, the Blossoms, the De Castro Sisters, Jimmy Bowen, Jimmy Clanton, Rod McKuen, Jack Jones, the Shields, Sheb Wooley, Dart Wood, Oscar McLodde and Jeanette, the Sixtons and Jerry Wallace.

While the kids loved 'em all, Earl Grant was high on the list of near showstoppers with his versions of "Old Man River" and "Fever." The champs were heard doing their "Chariot Rock" followed by "Tequila." The Shields' 11th hour pinch-hitters for ailing Buddy Knox, delivered "You Cheated, You Lied" while Jimmy (Continued on page 10)

Sport Music Shop, Sy Bondy of S's Music Shop, Russ Miller's Record Shop, The Whirling Disc Record Shop and Music Masters.

The new association, titled the Association of Record Dealers (ARD) is reading literature out to dealers stating its aims. These aim to buy records at a lower price (singles at 48 cents for instance) and to advertise enough to bring customers into dealers' stores instead of five and dime, supermarkets and variety stores.

All Fronts
The letter rails against manufacturers for starting record clubs, selling coupons instead of records, giving bonus records and doing direct mail to customers. (Continued on page 46)

STEREO JUKES BY WURLITZER

NEW YORK — Wurlitzer, on Thursday (25), announced a stereophonic juke box. Unit consists of a companion cabinet housing a speaker system identical to that in Models 2200 and 2294, a ceramic stereo pickup, a dual amplifier and a double-purpose pre-amplifier which incorporates an automatic volume control. Details are carried in Music Machines department.

Amer. Sound Names Press

HOLLYWOOD — Lucene Press was named general manager of Allied Records Division of American Sound Corporation, Bellville, N. J. Appointment is effective September 1. Press had been the president of Webster International and a vice-president of the Record Guild of America. Press will head Allied's projected Eastern expansion program. American Sound's big push this fall will be in providing indie record producers with all facts of services needed in the disk biz, including warehousing, shipping, distributing, in addition to all phases of disk manufacturing.

Knock
Knock
That's
OPPORTUNITY
check the
CLASSIFIED SECTION
this issue.

FOCUS ON REVIVAL

Faint Strains of Old 1930 Bands Start Growth to New Crescendo

By REN CREVATT

NEW YORK — The arrival here of the Ray McKinley - directed Glenn Miller band for a three-week stint at the Waldorf-Astoria Hotel, focused added impetus on the conclusion that it's the bands with strong links with the thrifter that are making out best today.

It's no secret that the reconstituted Miller band has been a solid money-maker in the two years since it was organized. But a review of the other bands which figure most prominently on the lists of traders these days provides a strong indication that "it's the old sound they want to hear and remember, as one observer put it last week.

The Miller band, for example, in the past year, has grossed in excess of \$500,000 in its far-flung trek of one-nighters, according to Jack Green, of the Willard Alexander office, books of the Miller outfit. "Not only that," says Green, "the band has just purchased a brand new 1958 model bus for \$137,000."

Overseas Too

It's not only true that the older style bands with the familiar strains are making it here, but are also turning out to be the heaviest drawing cards overseas as well. The Miller group had an highly successful three-week tour of Britain and the Continent earlier this year. The band is now set for a 25,000-mile, around-the-world trek to take in Italy, France, Germany, the Scandinavian countries, Australia, the Philippines and Japan, starting in January.

Benny Goodman, after a hiatus from the active scene for a number of years, returned to the fore several years ago at the time of the

filming of "The Benny Goodman Story." Since then the Goodman band has been active on the road. Goodman himself has won much publicity for TV appearances in which he and a number of his old stalwarts — Teddy Wilson, Harry James, Red Norvo, etc.—were reunited. The Goodman band, too, did a much-talked-about one-week stand at the Brussels World's Fair earlier this year and now has been set for six upcoming TV spectaculars on September 6.

More Returning

But Goodman and Miller aren't the only ones to live again "20 years later," as one trader put it. Recently, the Alexander office put together a new Tommy Dorsey band helmed by trombonist Warren Covington. Green indicated that this band also is doing exceedingly well on one-nighters and may at some future time also be booked for overseas appearances. Meanwhile, the band has broken out at a level once monopolized

by the bands—the single disk field. The Dorsey crew, have a Decca disk titled "Idea for Two 'Cha Cha," which is reportedly making considerable noise.

Count Basie, a veteran in the band scene, has probably never enjoyed a stronger following than he does right now. Extremely successful on disk and personala, Basie's crew is another which played to sellout houses on European jaunts in the past year. Now Duke Ellington, one of the most-venerable names of them all, is set for a European tour in October, which is already getting a strong advance sale.

Morrow Crosses

Closer to home, the summer dance packages which have been sent on two-week, one-nighter tours by the General Artists Corporation have received an enthusiastic response. The first outing featured the band of Buddy Morrow, and the grosses reportedly surprised

(Continued on page 36)

TV GETTING TOUGH

Young Diskers Must Do More Than Sing

Continued from page 1

example of a new disk artist who developed into a rock star material. The singer—an awkward, unsure performer in the beginning—turned himself into a potent showman in a relatively short period of time, via a heavy schedule of lessons with choreographers, speech instructors, etc.

Ray Peterson

GAC is currently promoting Ray Peterson, 22-year-old Victor warbler, and ABC-Paramount's Poni Tails for the "big time," Miss Ross says, since both exhibit a "star" potential on the road.

The teen agent notes that competition among agencies to sign best-selling record talent has increased so much today that she has to keep ahead of the charts and sign young disk artists before they actually hit the top-selling category.

Consequently, Miss Ross listens

Music Sales Names Simon

CHICAGO — Bill Fitzgerald, boss of Music Sales, Memphis indie label distrib house, has appointed a package goods record and tape specialist in a pioneering move that is closely being watched by disk and tape manufacturers. Marty Simon was moved from promotion to exclusive package goods salesman for the entire Southern area covered by Music Sales three weeks ago, with instructions to sell in three cities, Nashville, Memphis, and Little Rock exclusively. Music Sales' three other salesmen will sell package goods and singles in all other cities in the territory and will handle singles only in Nashville, Little Rock and Memphis.

The major label distributors and branches in metropolitan areas in other portions of the country have tried this specialist package goods peddle before, this marks a first for an indie multi-label distributor. Next, Fitzgerald opened, for a package specialist is especially imperative now that labels are readying monoaural and stereo disks and two-channel and four channel tapes for the fall sales push.

to the radio around the clock in her office and at home—follows The Billboard's "Coming Up Strong" charts avidly and keeps in close contact with a network of deejays across the country who tip her off on promising new artists and help her avoid phony types.

The new "Dance Party" packages have piled up sizable grosses on the road to date. The first unit,

(Continued on page 41)

WHAT IS STEREO?

Confusion Reigns on What's Good or Bad? Who's Right

NEW YORK — As if the record business wasn't bothered with enough problems already, it is being plunged into confusion, apprehension and even panic over the term stereo. No one is confused about the technical details of stereo. Everyone now knows how the stereo record is cut and what type of equipment is needed to play it. But like the word high-fidelity before it, the term stereo appears to cause record manufacturers to peer at each other suspiciously, to call some records "good" stereo and others "bad" stereo, and to claim that only their stereo is worthy of being termed "true" stereo.

Right now, for instance, it is known that the manager of a well-known record name is eagerly talking to a manufacturer who has re-

RCA TO PLUG STEREO ON OCT. GOBEL SHOW

NEW YORK — RCA will launch its intensive campaign to make consumers stereo-conscious October 21 on the national simulcast of the George Gobel show, 8-9 p.m. R. H. Coffin, ad voice, calls it "one of the largest mass demonstrations of a new product ever attempted, for the stereo has been demonstrated on a local or regional basis by using AM and FM receivers, this is the first national broadcast using network TV and radio."

A large part of the Gobel variety hour will be simulcast in stereo with music and special effects "to show the direction and realism that stereo adds," says Coffin. Viewers will be asked to place their radios eight feet to the right of their TV sets, for proper effect. "The sound won't have the quality of Victor's new stereo photographs, but we feel it will be sufficiently exciting and dramatic so that viewers will want to sample the real thing," adds the exec.

RCA and its subsidiaries will devote almost all their radio and TV commercials after the October 21 opener to exposure of their stereo disks, tape and equipment.

Golden Issues Six Packages In September

NEW YORK — Golden Records' Kiddie album product for September includes six packages. These are "A Child's Introduction to Jazz," featuring Bob Keeshan with songs by the Honeydreamers, produced by George T. Simon; "I Love a Marching Band," containing the marches of John Philip Sousa

(Continued on page 12)

Longhair in Food Chain

Continued from page 1

Morse, editor for Funk & Wagnalls, is supervisor.

The works are in many cases divided between two disks, the first two movements of a symphony being in Album No. 1 and the last two in Album No. 2. This facilitates their use on automatic changers and also acts as a consumer concourse for added purchases. But each set of four disks is complete within itself, the liner notes suggesting home concerts in groups of four.

The plan, which will be followed by further offerings, was successfully tested this summer in Syracuse and Rochester, N. Y., where 500,000 albums were sold in the Loblaw chain of supermarkets, Loblaw is still carrying the line, and new cities will be added after the New York phase is humming.

The repertoire, called "basic symphonic literature," is aimed at popular tastes. It includes Beethoven's Symphony No. 3, Symphony No. 9 and two overtures, Bizet's "Carmen" suite, Brahms' Symphony No. 1, Chopin's First Piano Concerto, Dvorak's "New World" Symphony, Grieg's "Peer Gynt," Schubert's "Unfinished" Symphony, Tchaikovsky's Piano Concerto No. 1, Violin Concerto and "Pathétique" Symphony and works by Mozart, Haydn, Handel, Wagner, Stravinsky and Bach.

Philanthropy, Too

The philanthropic side of the venture is represented by the National Committee for the Musical (Continued on page 12)

Indie Distribs, Diskeries Push Nat'l Meeting

MEMPHIS — Sam Phillips, owner of Sun Records here, reported this week the latest developments on a projected national convention of indie diskeries and distributors.

The idea grew out of meetings of indie firms during the recent Music Operators and National Association of Music Merchants conventions in Chicago. Phillips reported that a meeting of the steering committee of 25, consisting of a number of indie diskers and distributor reps from all sections of the country, will take place in Chicago about September 25.

"I'm volunteering the services of my own attorney to help us in formulating plans," said Phillips. "We are certain that our best interest would be served in the future with an annual convention of our own and we hope to have the first in 1959."

JOCKS' ROCK STOCKS

Diskery Offers Shares at Discount, Free Vacations

NEW YORK — The average deejay is fairly blasé, but Rock Records, a new diskery headed by country and western warbler Austry Inman, shook them up a bit recently with an unusual proposition. In a farm letter sent to jocks across the country, Rock insisted the turntable boys to "share in the profits" by buying stock in the new label for \$1 per share. In addition, the deejays were told that Rock would pay them 10 per cent on any shares they sold to their friends, plus a 10 percent refund on their own stock.

The letter also said Rock, a subsidiary of the National Music Clearing Corporation, is making plans to build a deejay paradise

resort in "one of the Northwestern States," probably Montana—where you as a deejay will spend two weeks out of each year as a guest of the Rock Record Corporation. The deal would include the jock's immediate family, with all expenses included, but transportation. The free vacation is offered to jocks, regardless of stock purchases.

Continuing in what some jocks termed a "refreshingly frank" vein, the letter (penned by Rock secretary W. H. Stravinsky) "We are furnishing this report to this deejay free for a number of reasons. One, it is 100 per cent deductible from (Continued on page 12)

NIGHT CLUB

Ferguson, Rollins Are Back on the Ball

The Maynard Ferguson Oct and the Sonny Rollins Trio are making up sock business for Birdland in New York these days. On August 26, at midnight, the club was jammed with dozens of standees in the bleacher section (general admission fee only), and in the bar. The crowd came for good jazz and they got it, with both the Ferguson oct and Rollins opening across musically and making it with the attentive aficionados.

proved immeasurably since Newport. At that concert the band was a blaring, driving oct with little subtlety and little feeling. But at Birdland last week, the Ferguson crew showed that it could play ballads as well as screamers and that it was growing as an organization both in style and in feeling. Credit for this must go to Maynard both on trumpet and trombone and such key men as Slide Hampton on horns, Frankie Dunlop on drums, John Bunch on piano and Jimmie

Ford on alto. The oct's version of "Stella by Starlight," and "Velvet" showed off the smooth, style, and the band came thru with its own pulsating, driving style on "April in Paris," a fog-like swinger, and the opening Bag-waves.

Sonny Rollins also is back on the ball. He is playing again with both imagination and taste and the his excitement factor is lower-keyed than it was a year ago. It is more expressive and more interesting to the careful listener. And there were a lot of careful listeners at the club on the Tuesday night past. They enjoyed every moment of both Ferguson and Rollins.

Hob Kolontz

NETWORK TV

Clark Out of Sight But Not Out of Mind

Fifteen prominent disk jockeys from key record outlets dubbed for Dick Clark last month on his daily ABC-TV "American Bandstand" show (3-5 p.m. across the board) while Clark was on vacation. However, while out of sight—Clark was seldom out of mind. Producer Tony Mamarrella joyfully played on audience favorites via a series of regular countermixes from Clark about his outside activities (Hollywood Bowl, Minnesota Fats), and a succession of little offerings

(plaque, etc.) from his young admirers. It was smart showmanship from Clark's angle, but undoubtedly diminished the audience impact of the substitute deejays.

One of the most attractive qualities about "American Bandstand" is the frankly adoring attitude displayed by teenagers in the studio audience toward Clark, who emerges as an idealized "father figure." Consequently the visiting jocks—limited to

haunted by constant on-the-air references to Clark—registered at least a sort of distant uneasiness.

On the show caught (27) Jim Lounsbury, of WBBK-TV, Chicago, was guest host with a considerable assist from Producer Mamarrella. Lounsbury, a ruggedly handsome youngish man with a warm personality, worked incognito to establish a feeling of rapport between himself and the kids, via gifts from his tripod hop followers to regulars on the show, and interviews ("Are you going steady with Arlene?" etc.) but his efforts were blocked by the teen-agers' rather glib, albeit, not actually unreasonably, response.

June Bundy

NIGHT CLUB

Chris Conner Is Warm and Wonderful

Chris Conner, with a bigger and better voice than ever, is wowing them at New York's Village Vanguard. She has developed even more warmth than previously displayed on her former appearances.

Her new group of tunes including some great and seldom-performed gems. Numbers include a medium-beat treatment

of "Shining Hour," her classic "All About Room," and a swinging "I Got a Kick Out of You." She also presented "Blow, Gabriel Blow" and "Chinatown, My Chinatown," two of the numbers from her forthcoming Atlantic LP, "Chris Craft." Her concise and distinctive phrasing on ballads is a gem. "Don't Worry About Me" and "Lullaby" were

also big favorites with the packed room. Her trio, especially Stan Pege on piano, is great.

The Village Vanguard is also presenting the Evans Bradshaw Trio in its first New York outing. Evans is a talented pianist with a taste of a classical sound in his improvisations and an approach that reminds slightly of Garner. George Joyner is bassist for the crew and G. T. Hogan holds down drums. Bradshaw's arrangement of "Lover's" is the group's strongest number.

Janet Ashog

NIGHT CLUB

Hurricane Erika Offers a Niterly Storm

Hurricane is Erika Kofony and she is very Hungarian and very red-haired and the weather bureau ought to name a hurricane after her. She is the proprietress of an uptown Second Avenue (New York) cafe called, appropriately, Erika's, and she doubles as her star chanteuse in Texas Cuban fashion. She thinks nothing of strapping in the midst of a roman-

tic Viennese number and—as the piano-vibronymbalon trio backing her comes in a straddling half-scolding a visiting tourist in her warm, throaty voice for ordering a steak sandwich instead of a house specialty like goulash.

She would out-Zsa Zsa anything well-known Magyar if she ever guested on Jack Paar's show, and her exuberant musical charm

would probably jolt late-night viewers into insomnia. She would also be an ideal all-club panellist on the ilk of "I've Got a Secret."

She sings in English, Hungarian, French and Vienna-flavored German, and shakes a mean lambo-horn. She's wined for European labels, but isn't parted—yet—to one here. She romps around her husky little cafe dressed in powder-blue tights, looking like a sexy lit. "I'm not a prostitute—I'm a woman," she says. She sure is. Charles Sinclair

REVIEWED IN BRIEF

Charlie Shavers

Charlie Shavers and his newly formed Quintet are the current attraction at the Roundtable, New York jazz night with rock culture. It has a smart mainstream sound that isn't particularly adventurous but provides easy listening. Shavers' group includes Selkirk-Powell on flute, tenor sax and clarinet; George Jenkins, Junior, Dick Katz, piano; and Benny Moten, bass. His set features "Pennis From Heaven," an attractive Latin styling of "Gone with the Desert," and an appealing treatment of "For All We Know." Alternating group is the Tyree Glenn Quartet. (Thayer)

Tony Marvin

Newest deejay voice on New York's radio channels is Tony Marvin. Arthur Godfrey veteran, whose hour-long segment is being aired on flagship WABC in early afternoon. Aiming squarely at dial-talk dialers, he stages a good make-free wax session, handling platter intros in a relaxed, pleasant manner and occasionally dropping in

small talk about the artists of discussing Cuban Deako fashion, the origin of such offbeat phrases as "a thank - you - you - am" (It's a flip in a rough). For the most part, the records are a mixture of chart hits and recent favorites. (Sinclair)

Ghost of China Sea

A tepid escape pic out of Columbia Pictures, "Ghost of the China Sea," boasts a surprisingly evocative, charming score. Composed and conducted by Alexander Laszlo, the music heightens the predictable free - the - Japs fiction while weaving in some lively themes of the Philippines, some of the plot. David Brian stars, stripped to the waist most of the time, with Lynn Barmy adequate as the heroine. Only Harry Craig and Jonathan Haze emerge with some dignity. (Bernstein)

Suffragan Revisited

Frankie Lyman, Akheia Gibbon, Ann Leonardo and Charlie Applewhite headed the disk talent line-up on the Ed Sullivan tele-

cast Sunday (24). Lyman has matured considerably since his earlier efforts with the Teen-agers; he performed with poise. Ann Gibson, charming and infectious, did not get across in her ballad offering, which suffered from over-straining and funny double time/tempos in the orch. It practically did her in and certainly helped down her pit. Miss Leonardo, an attractive brunette, came over well in a special staging, bit involving three male companions, while Applewhite, just out of service, offered a stirring, belted reading of "Stormy Weather." The lad has a fine night club type delivery. (Grevatt)

John Brynner

"Backgrounds of Music," a WCBS, New York, Sunday series, has spent the summer in increasingly delightful excursions into vocal acts of the past; John Brynner, Metopera star, provides illuminating discourse on the techniques, habits and private lives of the great singers, spinning usable disks (mostly opera) which are chiefly collector's items. His personal, quietly colorful approach might be worth networking. (Bernstein)

Best N. Y. Jazz Festival To Date Draws Crowds

By HOWARD COOK

Both evenings of the third annual New York Jazz Festival found the Randall's Island Stadium filled to capacity in those sections that allowed a view of the concert. There was good weather and each night provided surprises and a few disappointments. The concerts are still ongoing, and the Friday stanza was marred by poor amplification. The Count Basie crew with Jim Williams and Chris Connor were the standouts the first evening. Williams was in fine form, and the Basie arrangements were lost en route to the evening's great band played without mishap. On some of his numbers, Williams was joined by the Dave Lambert Singers, who do vocal settings to Basie arrangements.

Miss Connor, with a bigger voice than ever, scored heavily with her set, especially her treatment of Ray Charles' "Hallelujah, I Love Her So" and her classic "All About Room." Other groups on the first night included the George Shearing Sextet, the Horace Silver Quintet, the Sonny Rollins Trio and the Max Roach Quartet. The Roach group with tenor, trumpet and tuba achieved an interesting sound, managing a surprising versatility on its ballad and an effective contrast on the up-tempo. Its arrangement of "You Stepped Out of a Dream" is particularly good. The West Coast was represented by the Clift Baker Trio and Shorty Rogers and His Giants.

Big event of the Saturday concert was the New York Jazz Festival Band, assembled especially for this year's program. The arrangements were by Ernie Wilkins, who also conducted the group. The band, in spite of the line-up of top musicians, was in no way extraordinary. Crowd favorites for the Saturday set were the Dave Brubeck Quartet, Anita O'Day and the Clippo Hamilton Quintet. Hamilton is quite a crowd pleaser, a dynamic percussionist but somewhat theatrical. The bill also presented the Modern Jazz Quartet, the Jimmy Cliff Trio, Russ Brown's Dixieland group, the Buddy Freeth-Jimmy McPartland group, the Thelma Houston Trio and Art Blakey's Jazz Messengers. The amplification for the second evening was considerably better.

On Friday night, the Bowdoin Brewery handed out trophies and awards to almost all of the performers, on Saturday it was Schaefer's turn. This in most cases the awards were deserved, the method and capability of preserving them became almost farcical. All things considered, however, this was probably the best of the New York Jazz Festivals to date.

Glenn Miller Swings Again Under Ray's Fine Direction

By BEN GREVATT

Ray McKinley has done a splendid job in weaving a well-integrated ensemble, not only as well as in terms of performance, out of the 15-man Glenn Miller Band. In its current three-week stint at the Waldorf-Astoria's Starlight Roof, the band not only plays for dancing, but in a novel switch, actually puts on its own program of well.

In concert style, while ringed in sit and listen, McKinley proves a likable and human comers. He introduces a cut of the Miller evergreens—"In the Mood," "American Patrol," "Daddy Boy," etc., plus the traditional theme, "Moonlight Serenade." Even the famous waltz device is employed, which includes the "Somebody Old, New, Borrowed, Blue" routine, all received with enthusiastic response.

Playing the vintage jazz bit to the hit, the band is well-rehearsed in such familiar Millerisms as the growling rattle, the waving of the hat and the pattern of arduousness and impromptu cross-crossing the air in many directions. Trombonist Ray De Sio takes the Miller Solos in good form, while vocalists Ernie Rembrandt and Lorry Peters handle themselves with equal aplomb. Miss Peters has some of the style of Helen Forrest. Ernie Rembrandt shows a fine tone in his alto solo of "Laura."

McKinley and Miss Peters team on a cute non-Miller song called "Go to Sleep" which gets scattered applause. Then, in a bow to current juve tastes the band winds up with a blaring rockin' treatment of the Fats Domino-Dave Bartholomew tune "I'm in Love Again," featuring strutting and vocalizing by the maestro.

Jill Corey Amazes, Delights In Current Colorful Copa Bill

By HOWARD COOK

Bert and petite Jill Corey, Columbia artist is a sheer delight in her New York Copacabana debut, displaying a big voice and range that has not been evident in some of her record work or her appearances on last season's Hit Parade program. Backed by excellent arrangements on a smart selection of tunes, she goes thru a really captivating set. Opening with a racy medley of "Coquered Opaline" and "Oh, What a Beautiful Morning," she proceeds thru a program of torch ballads, standards and some of the numbers she has recorded. She belts, coos and croons and is great in all approaches. Highlights are her treatments of "Ten Cents a Dance," "Set 'Em Up, Joe" and "Love." She also presents a cute rendition of "The Trolley Song."

Come Raylon, the program's comedian, is a real pro. Once he gets his audience, there's no letting go. Employing an hilarious double-talk routine of stomping his feet to demand attention, he runs the gamut in types of jokes. He has an amazing platter and witty delivery style that won huge and differing approval.

Ray and Jack Palmer are able dancers with interesting routines. Joel Roth and Ronnie Hall, featured singers in the ensemble numbers, are attractive young performers. Hall comes best on his opening song, "Take a Time," and Ray Roth's mambo go on "Come Away," one of the tunes in a cheerful production number, is also well sung. It's a colorful and entertaining show, Miss Corey, especially, is sure to win a flock of new fans with this stint.

'BACK TO SCHOOL'

WIND Campaigning on Chi Teen-Agers May Go Nat'l

CHICAGO — "Back to School" a two-hour live show, aired over WIND, here, 7:35 p.m.-9:30 p.m., (Sept. 12), before 2,000, who frequented Lane Tech auditorium, (number 2,000 were turned away already in hour before showtime) may spark a national drive, starting with the Westinghouse Broadcasting Company's five other major AM outlets. Using the theme, "Start school . . . when school starts," this combination of talks by educational leaders and record artists special with live performances by the same disk names probed deeply into the serious American problem of what makes 40 per cent of teenagers drop out of high school between the freshman and junior years.

editorial wherein 42 per cent of local teen-agers drop out of school, peaked the biggest walk-up in the kids from the standpoint of getting their message of remaining in the classroom. Station's entire d.j. corps also contributed heavily to kids' sticking to their banks with short personal patches. Leading educators, for the most part, pitched over the under-20 group, but spall-over of parents listening here impressed. Don Mils, Cannon, proxy of the WBC, was (Continued on page 12)

WNEW Opens FM; WBBM Sports Jazz

NEW YORK — Activity along the FM programming front continued to jump, with WNEW here among the first stations to commence regular FM operation, beginning last week.

Meanwhile, WBBM-FM, Chicago, launched a new series of live jazz shows from the Flye Note and Loyton House studios last week, via a pick-up of a CBS network show originating in the Chicago night spots.

The Flye Note is currently featuring Lionel Hampton, followed by Chris Connor and the Modern Jazz Quartet, September 17-22; Earl Bostin Quintet, October 1-2; and Dakota State and the Master Sounds, October 15-November 5. Live Bushkin is currently playing Louisa Home, followed by the Marion McPartland Trio, September 15-30, and John Jones Quintet, October 1-20.

Bell's 'Million' Line in Stores

NEW YORK — Bell Records' "Songs That Sold a Million" series has been packaged as a low-priced LP line to be sold direct to supermarkets, according to Arthur Shanklin, Bell exec.

The initial product contains 10 LPs. Disks are being shipped in a well-d display package and are already in such locations as the Columbia Stores in Indianapolis.

Sylvia Sims Signs Columbia Termer

NEW YORK — Columbia Records has signed the singer Sylvia Sims to a long-term pact.

The thrush, a night club favorite, was last on the Decca label where she ranted thru with a hit on the Lerner and Loewe tune "I Could Have Danced All Night."

17 NEW LABELS JOIN LONG LIST

NEW YORK — The new labels keep on coming. Seventeen new ones joined the long list of labels this week.

Here are the names, addresses and cities of the labels which sent their first records to The Billboard this week for review: Clock Records, Care of Ember Records, 1697 Broadway, New York; Tek Records, 20 East Delaware Place, Chicago; Avalanche Records, 1709 Lincoln Blvd., Venice, Calif.; Lancer Records, 847 East Spring St., Gannerville, Pa.; Wimpin Records, 103 Bay 40th Street, Brooklyn; KCM Records, 3619 E. 49th St., N., Rd. 10, Kansas City, Mo.; Payton Records, 25 West 50th St., New York; Newport Records, Care of Gone Records, 1630 Broadway, New York; Meteor Records, 1794 Chelsea Ave., Memphis; Fabulous Records, Care of Four Star Sales, 305 S. Fairview, Pasadena, Calif.; Jan Records, 819 Thurman St., Montgomery, Ala.; Skrummet Records, 1730 North M St., Philadelphia; G. & M. Records, 439 Franklin St., Elizabeth, N. J.; Cold-Bain Records, 17457 Linwood Ave., Detroit; Ridgerest Records, P. O. Box 517, La Grange, Ga.; Lashell Records, Care of View Music, 2850 1/2 South La Cienega Ave., Los Angeles; Manhattan Records, 1850 Broadway, New York.

WJMR Outlets Launch Live Music Kick

NEW ORLEANS — WJMR-Television is on a live music kick, reports its general manager, Mort Silverman, with strong ratings and sponsor results. The AM station, which programs sweet music instead of rock and roll, has launched several rhythm and blues shows with performing guests, while the TV outlet has launched seven dance party and impersonation shows.

The latter include "New Orleans Bandstand," an hour-long Top 40 show by Jack the Cat (Elliot) and Jacqueline the Kitten (Mrs. Elliott); the Tony Almerino show, a Monday night Dixieland hour featuring passionate hit disks and local dancing school couples, and a daily half-hour Top 10 hop hosted by Larry Regan. Sponsors include A-1 Record Distributors and Record Rack Sales Company, both of which came to the station unsolicited.

This market has been taken over by the Barefoot Rock, a no-shoes dance introduced by the Elliotts (Continued on page 12)

DISTRIBUTOR NEWS

By HOWARD COOK

By Shaffer of Mercury Record Distributors in New York reports that "Chantilly Lace" by Big Boyer is big. "Kathy-O" by the Diamonds has started moving strongly. "You Cheated" by the Del Vikings is climbing. "She Belongs to Me" by Glen and Gina is also moving well. "I Wish" by the Platters is one of Shaffer's strongest new disks. "Hop Monkey" by Rusty Draper looks promising. "The Spider and the Fly" by Bobby Christian is hot. Top selling LPs are "Great Songs From Films" by Herman Coplanov and "Medea" by Maria Callas. Mercury's stereo sets are going well, and there's strong interest in the forthcoming stereo version of "Medea." Shaffer also reports that Mercury's "Five for One Plan" is being favorably received by dealers.

North Dale, Capitol Records Distributing Corporation in Allston, Mass., lists "Just Say I Love Her" by Tony Dashi as the firm's strongest pre-chart disk. "Blue Ribbon Baby" by Tommy Sands is also strong. "The Secret" by Gordon MacRae is getting strong deejay play in the area. Dale mentions that he is the artist's best moving record in some time. "Fever" by Peggy Lee is still a big one. "I Will" by Ferlin Husky is getting a strong initial reaction. "Bunky" by the Rebs could be a sleeper. Top albums are "Burnished Brass" by the George Shearing Sextet, "Coke Espanol" by Nat King Cole, "Jumpin' With Jonah" by Jonah Jones, "The New James" by Harry James and the Capitol stereo releases. Dale reports that all of the label's first stereo packages are moving well. Business is currently good, and he expects it to pick up even more this season.

Ruth Lina, office manager of Stratton Warren Hardware Company in Memphis, Decca distributor, has several hot items. "Dance, Everyone, Dance" by Betty McGlavin on Coral is strong. "Do You Love Me Like You Kiss Me" by the McGuire Sisters on Coral is also performing. "The End" by Earl Grant on Decca looks like a winner. "Volare" by Domenico Modugno is as strong as ever. "Fool's Paradise" by the Crickets on Brunswick is still moving well. "Washboard Sam" by Jody and Jody is big. "Early in the Morning" by Buddy Holly started slowly, but has broken out. "Tea for Two Cha Cha" by the Tompauz Dooey orb is a big one. The time is listed on all of the local radio lists of tunes most played. "We Have Loved" by Jackie Wilson on Brunswick is climbing. Mrs. Lina reports that Decca's low-price line, Vocalion, is moving strong. There's been a strong response to the label's stereo releases, especially "Claude on a Cloud" by Claude Thornhill.

Mel Herman, State Record Distributors in Cincinnati, lists "Ramrod" by Duane Eddy on Lane among his best-selling new records. "The Shadow Knows" by the Coasters is taking off. "Please Don't Do It" by Dale Wright on Fraternity is a hot platter. Herman states that he has moved over 7,000 in the past few days. "My Bonnie" by Ray Charles on Atlantic is going well. "The Happy Cha Cha" by Johnny Desmond on M-G-M is breaking. Top albums are the "Gigi" soundtrack and "Today" by Maurice Chevalier on M-G-M, "Eddie in Love" by Eddie Gormé on ABC-Paramount and "Ahmad Jamal Trio at the Persian" on Argo. Other hot singles are "I May Never Pass This Way Again" by Jane Morgan and "Near You" by Roger Williams on Kapp. "It's Only Make Believe" by Conway Twitty on M-G-M, "Your Cheatin' Heart" by George Hamilton IV, on ABC-Paramount, "Down the Aisle" by the Quin-Tones on Hunt and "Junior Five" by Ernie Freeman on Imperial, "I'm So Young" by the Students on Checker, "Why Me?" by Ruth Brown on Atlantic, "Carol" by Chuck Berry on Chess and "The Ways of a Woman in Love" by Johnny Cash on Sun. Cash's new EP of Hank Williams songs is also strong.

DISTRIBUTOR DOINGS: Don Carter, proxy of Pot Records, announces the following new distributors for Petr Ideal Record Products, New York; Sparks Music Distributors, Philadelphia; Century Distributors, Houston; Pacific Record Distributors, Los Angeles; Comet Distributing Company, Detroit; and Comet Distributing Company in Newark, N. J. Veteran songsmith Bob Saffer has been added to the staff. Saffer will assist on the recording and publishing activities of Pat. Pete Wambach, president of Wambach Distributors, Inc., in Pittsburgh, one-stop and rack jobbing operation, has opened a new branch in Johnston, Pa. The new operation will be helmed by Jim Walker. Roy Justice will handle sales duties for the firm. The sales staff will also include Chuck D'Amico and Ed Hamaty. Mildred Kpoltko will be office manager. There's also a possibility of opening a branch in Eastern Pennsylvania.

NOTES IN THE MAIL: Phil Markman of Marmel, of Maryland, Inc., writes that "Summertime, Summertime" by the James on Epic is "bustling wide open in the Maryland, Washington, D. C., and Virginia territories." Ray Hamilton's "Everything" is also big at Marmel. Epic's "I Don't Want to Set the World on Fire" by Sammie Smith and the Redheads is still moving well. Cliff Nelson's "I'm a Big Girl Now" on Epic is starting. United Artists is peaking with "The Green Mosquito" by the Tame Buckers and "Why Oh Why" by Lee Andrews and the Hearts. "No One Knows" by Dion and the Belmonts on Laurie is a smolder. Markman states that Marmel is hot and getting hotter.

NEW YORK: Al Hirsch of Melvorne Distributors, Inc., put back from vacation, pens that Melvorne is blazing with several singles and LPs. Kapp is strong with its "Volare" album by Umberto Marzolo. "Near You" by Roger Williams and Jane Morgan's English and French versions of "The Day the Rains Came" are also moving well. "Down the Aisle of Love" by the Quin-Tones on Hunt and "You're Looking at Me" by Johnny Nash on ABC-Paramount are also big platters. George Hamilton IV's ABC-Paramount waxing of "Your Cheatin' Heart" looks like a winner. Ampex is also hot with "Who Are They to Say?" by the DeCastro Sisters, and Eddie Gormé's latest LP, "Eddie in Love," plus "Johnny Nash" and "Sing a Song of Basie" by the Dave Lambert Singers.

Liberty has hot disks with "Summertime Blues" by Eddie Cochran, "The Little Brass Band" by David Seville and "No Dough" by Willie Nelson. Hirsch also mentions that Ella Fitzgerald's Verve album, one moving strongly. Ditto the Grand Award LP's.

House Passes Bill for Wash. Arts Center

WASHINGTON — In its closing days, the House overruling the approved legislation calling for construction of a center for the performing arts here.

The bill, as amended by a House Public Works Committee, requires that funds for construction be raised by voluntary contributions in five years. If the necessary \$25,000,000 is not raised within that time, the project is to be abandoned and the money that has been raised will be used to purchase works of art for the Smithsonian Institution Art Gallery.

Passage of the bill climaxed a five-year effort to provide the National Capital with a concert hall (Continued on page 12)

Kapp Gets TV 'Little Women'

NEW YORK — Kapp Records has landed original cast album rights to Richard Adler's new TV musical version of "Little Women," which will be presented over CBS-TV October 10 (8:30-9:30 p.m.) under the sponsorship of W. A. Schaffer Pea Company.

The LP will go on sale in mid-September, approximately four weeks before the broadcast. Bill Hayes, who now records for Kapp, is cast normally, along with Rose Stevens, Margaret O'Brien, Jeanne Carson, Florence Henderson and Zina Beilme. The adaptation is by Howard Alexander with score (lyrics and music) by Adler.

Pontiac Adds Two TV Specs

NEW YORK — Pontiac, which is close to a recording deal for its NBC-TV and CBS-TV specialties, has added two telecasts to the original six planned for this season. Mary Maglin, Victor Berge, Cloger Ringer, Phil Sifers and Perry Como will head five of the originals, with Gene Kelly set for No. 7 in a Sheldon Reynolds production filmed in Paris.

The sponsor reportedly spread the specials out on two weeks to avoid parent company identification which would force the company to a specific, related company.

WHAT? A RECORD HOP WITHOUT A DEEJAY!

CHICAGO — A new type of record hop, one in which no disk jockey is involved, is being successfully staged here by Jim Chismond and John Burke, who jointly run three former theaters which they have converted into neighborhood ballrooms. Up to now, record hops have received their impetus from a prominent d.j. promoting them via his airwaves.

John Palmer, veteran band leader and one-time booker locally, started a three-hour Sunday afternoon record hop during February at the Boulevard Ballroom. At the present time, Chismond and Burke have Palmer covering a Wednesday night and Sunday afternoon hop at the Boulevard, while he

does a Sunday afternoon, Sunday night and Wednesday night hop at the Embassy dance. Palmer jumps from the two ballrooms via car to make appearances at both spots and has an assistant handling the hops when he's not around.

Average Crowd Around 350 Crowd at a typical hop averages 350 teens, from 15 to 20 years old, at 80 cents per head. Primary objective behind the teen dances is cultivation of pre-21 group to dancing halls. Palmer has found that teens who are shy about dancing had it much easier to dance to their rock 'n' roll records, as they have these disks at home and can practice before stepping (Continued on page 12)

VOX JOX

By JUNE BUNDY

SACK SENSE: DeeJay at WQAM, Miami, recently conducted a contest asking male listeners to speak out on the subject. "What do you think of the sack dress?" Winning entry read as follows: "Oh, collaborating with — in the coming, or has she went?"

KAYE'S OFF-BEAT GUESTS: Barry Kaye, WAMP, Pittsburgh, has interviewed some fascinating off-beat-type guests on his new late-night show from the Hollywood alter. In addition to the expected show business stars, Kaye has chatted with an Irish police major, a deep sea diver (on the anniversary of the sinking of the Andrea Doria), hypnotist Dr. Maurice (who hypnotized a pal in the show into giving a commercial), a burlesque theater manager, a water skier instructor, and several prominent local

officials. Kaye's new show, which started July 21, is carrying a 23-sponsor load, with a waiting list of six new sponsors.

CHANGE OF THEME: Paul Staehle, who emceed "Stereophonic Showcase" over WLOL, Minneapolis, has been appointed promotion manager for the outlet. New deejays at the station include Tom Wynn (morning man), and Sandy Singer. . . . New jocks at KQOO, Omaha, are Pete Malone, Steve Brown, Deane Johnson and Don Graham.

Hal Murray, formerly with KLIF, Dallas, is star of a new show, "The Murray Co-Round," on WYKO, Columbus, O. The program, which Murray does from a miniature Merry-Go-Round atop the Neil Home Hotel, kicked off with extensive promotion August

18, including a motorcycle escort for the jockey on his arrival in town.

R. L. (Bob) Boofer has resigned as manager of WFTL, Fort Lauderdale, Fla., to become vice-president general manager of South Florida Broadcasting, Inc., which has filed an FCC application to launch a new FM-multiplexing station in Fort Lauderdale in November. . . . New program director at WDOE-FM, Cleveland, is Wayne Mack, who will continue to emceed the WDOE-AM record show.

Perce Buckner, featured violinist with Fred Waring for 13 years, has joined KFI, Los Angeles. She will assist Edna Lee Cronin, the outlet's music librarian. . . . Alan Fredricks, formerly with WGHB, Freeport, L. I., N. Y., has joined WJOM, New York.

(Continued on page 36)

ON THE BEAT

By REN GREVATT

Bobby Darin's career in the musical end of show business started only two years ago. I got tired of wearing daggers around most of the time and decided to try to make something out of myself. The 21-year-old singer confessed, "I was a freshman at Hunter College at the time. Supposedly I was going to be a major in drama and speech, but, of course, I never got far enough to be a major in anything. Besides, if there ever was a business where you have to learn by practical application right in the field, this is it. I always wanted to be something in show business and it seemed the only way to learn was to make the plunge."

Two years later, Darin is a hot hot property, not only on radio but as a night club performer as well. "After leaving college, I did some acting with a young people's theater group on the road. Then a

friend introduced me to George Scheck, who has been Casper Francis' manager since she was a child star on his TV show. Mr. Scheck helped me a great deal. He helped me get on the Tommy Dorsey TV show. In fact, it was the week after Presley's third appearance on the show. After that, I had some good offers for night club work in Detroit and Indianapolis and other areas in the Midwest. It's a great help to be able to do clubs when you don't have a record, but, oh, how a record helps your reputation! I had made some records for Decca but nothing had happened with them at that time.

"I had quite a lull between January and June this year and I spent a good bit of my time trying to write songs. I had several records of my tunes by Lavern Baker

and Gene Vincent. Then came "Spish Splash." The idea for the title came from Mrs. Kaufman, the mother of Murray Kaufman, the disk jockey. The rest of the time, music and lyrics are all my own. Most of the tunes I've written in the past year were published in Murray's files. He'll probably make quite a bit of money on them. As far as "Early in the Morning" goes, I admit it was a mistake to do what we did. The story was that my contract with A&O had two weeks left to run. I had cut "Spish Splash," but there was no way of telling what would happen with that and I thought there was a chance that A&O wouldn't pick up my band. So we made "Early in the Morning" under another name (the Dixie Doo) figuring that if A&O didn't come thru, at least we would have a record we could sell to somebody or maybe bring out ourselves. Well, it was

(Continued on page 45)

WHEELING AND DEALING

TALENT THINGS

By BOB BERNSTEIN

"All those other movie cuts are waiting, why not me?" says John Smith, young film actor who stepped to success in "The High and the Mighty" and now stars in NBC-TV's new western, "Cimarron Day." Deliberately picking a plain name for his career is typical of Smith, an active non-conformist. To top him for records, he's named Gary Wagner, N. Y. Rock, phonetic, his theory being "I'm the only client, so I'll get all the attention."

There are some friends in Smith's vocal corner, however, including Nat Cole and Buddy Huggins. And his trained baritone brought him his screen debut at 13 in "Bells of St. Mary's," as part of the Mitchell Boys' Choir. The stint with Mitchell included holidays albums and "Scout Jamboree," a radio series, after which the handsome 22-year-old got up singing.

"Now I feel differently," he explains. "Anybody can make it on disks, the way the business is, and a hot record opens amazing doors. But it's a thickly warm ballads for me, no Ricky Nelson." Missing out on the main lead in "Body Beautiful," Broadway musical of last season, by two top notes and an inch

of bicep," Smith is scanning scripts for a legit drama. "Let's face it, I'm a product of the movies and they're always suspect, so I aim to prove my talents in a stage musical," he concludes.

Companion: Singer Gross, British-born deejay at WINS, N. Y., offers an interesting comment on pop music of today: "Fewer and fewer people are interested in nostalgia and antiques. We live in a world of fashion, where mass production has replaced the custom-made in all fields. Every designer and manufacturer tells us to use the product for the moment and then throw it away. How can the record industry do differently? The old-time songwriters had popularity in view, the new ones are children of the time."

NIETHER NOTES: The Showboat, Philadelphia jazz spot, kicks off its new season with Miles Davis this week, followed by week-long stints for Art Blakey, Anita O'Day, Calista Station, Horace Silver and Ray Charles. Herb Keller, operator of the club, will launch a jazz newspaper late this year. . . . The Collage Room of the Pierre Hotel, N. Y., which dropped its name pol-

icy for a year of dancing will launch a series of semi-classical revues, beginning September 16 with "An Evening with Victor Herbert." Earl Wrightson, Dolores Perry and Jimmy Carroll star. "An Evening with Sigmund Romberg" follows in October, with a string chorus supporting the leads. . . . Cady Gorcevan, Harry James graduate, has installed his jazz combo at Somerset House, Riverside, Calif. The club is owned by Dick Day, bandleader- pianist. Both are signed to Celestial Records.

Hatched: Matched. Suedehead: Herb Schottenfeld of United Artists and wife Lorraine welcomed their third son, Matthew Adam. . . . Orbin Marden III of CBS Radio and wife Carol have their first, Jennifer Mary. . . . Jerome Pickman, Paramount vice-president, and wife Minette named her Margaret Ann. . . . Minnie opera soprano Louise Hurley and husband J. Peter Ortiz just had their second, a girl. . . . Honor Collette, young American actor who became a British star, was killed last week in a Liverpool-Airco accident. . . . Joseph Zicker, Capat disk promoter, and frau Dee expect a baby Thanksgiving Day.

MUSIC AS WRITTEN

By BOB BOLONTZ

THE HOT MODUGNO

Domenico Modugno has set the record world on its ear with his smash smash hit "Volare." Perhaps it's the fact that he's the son of a gypsy prince, or perhaps it's because he's a good performer, but under any circumstances everyone is releasing Modugno records and the chatter is in widespread demand in clubs and for television appearances. Record-wise, RCA Victor issued a Modugno disk last week and this week the curly Jerry Blaine of Jubilee issued another hot Modugno platter, "The Little Clock." And Jubilee is pulling out an LP of the gypsy songs. Not to be outdone, Decca is pushing out an LP by Modugno called "Nel Blu Dipinto Di Blu." Modugno has for another appearance on the Ed Sullivan Show on September 14. After that he is set for club bookings in Brooklyn, Philadelphia, Pittsburgh, Buffalo, Los Angeles, Miami, and Las Vegas; that will keep him busy from September thru December. On the clothing side (Modugno is the co-writer of "Volare"), Robbins Men's is pressing two more Modugno songs in records. These are "Lazzarella" (a prize winner at the San Juan Festival) and "Mimette."

New York

Lucian Ferrari, Tenor artist, is now at the Town Hall Supper Club in New York. . . . United Artists Records has signed through Sylvia Sayre, a Philadelphia lass. . . . Chancellor Records artist, Fabian, will appear on the Dick Clark Show on September 13. . . . Dakota State University in New York's Village Vanguard Tuesday (2) for two weeks. The Revolt Broadway Trio will appear with the Capitol through. . . . The Best Seat, also in the Village in New York, will reopen on Friday (5) featuring Larry Storch, Max Barnes and Bobo Lewis.

John Wilson opens at the St. Regis on Thursday (4) backed by the Marshall Grant Trio. . . . Jett Ruffalo of Ric Records in New Orleans, has parted three new names for the label. Al Johnson, the Velvetiers and the Candy Kings. The Johnson release of "Liza" is doing well, Italian reports. . . . Plains Dick Day of Riverside, Calif., passed away last week at the age of 44. . . . Brook Benton became the papa of a baby boy last week. Singer is named Jerry Hamilton Benton after the singer who will be godfather to the child. . . . Journal Records is located in New York, not California as we stated last week.

Decca artist Paul Evans is out on the road promoting his latest disk, "Evans is also the co-writer of "When." . . . Tina Robin opens at the Anlata Club in Pittsburgh for four weeks starting Tuesday (2). . . . Casper Francis has been signed to a movie contract by 20th Century-Fox. . . . Joe Carbon and Monty Kelly back from Detroit after cutting deals with Decca's Jack Sarno. . . . Buddy Morrow became the father of a girl last week named Cathy.

Biggest: Records is the name of another new label this year out of La Grange, Ga. The general manager of the label is Ralph Stevens, and the diskery is interested in both talent and tunes and masters. . . . Hugo and Luigi, or to take the long way round, Hugo Peyret and Luigi Costantini of Boulette Records, have signed exotic French singer Maya, from Abzac, Lodding, France, to a recording contract. Her first album and single will be issued in September. The press release from Frances Kaye claims that Maya's pop single will be the artist ever released by the label. This we have to hear.

The singing team of Johnson and Lee started a new record label, Disc Records. First sides, by the Chelottes, will be released this week. . . . Scope Records has released a single called "Spin the Man," which is dedicated to Sam Muffit, of course. . . . Archie Bleyer has picked through Shelly Flint from Van Nuys, Calif., and is releasing her first single this week. . . . Louisa Selva, new girl, Southern Records, is out on the road promoting his new single, "The Clock Has No Hands." . . . Henry Gramsch has started a new label, Payson Records. Other acts in the new set-up are Herman Fairbanks and Joe Auld. First release on the label features the Septembers.

Chicago

Mrs. and Mrs. Frank Holtschlag of the Blue Note, Chicago, are confined to Ravenswood General Hospital, Chicago, since Tuesday (26) when they were seriously injured in a collision with a trailer truck while returning to Chicago from a vacation. . . . Herb Converse, former road manager for Ted Weems and others, has joined Orchestras, Inc., the Bell Block office here. . . . Lester Lanin plays his first Midwest date, opening September 23, for three weeks at the Chasen Hotel, St. Louis. . . . Emulsion musician has taken with the Willard Alexander agency (and is set for the Copa, Pittsburgh, October 19, with a stay in St. Louis, to follow.

Merle Schirada, formerly assistant to Peter Fabal, package goods sales manager of Mercury, has been named to art work production chief for the label. . . . Max Cooperstein, regional sales chief for Chess-Checker-Arpa, has moved his home to Chicago from Philadelphia. He will headquarters in the Chess Arpa home office.

Hollywood

Oral's Joe Perry issued a record on another label to become the side Decca-Coral stiller in the company's 23-year history to hit a hole in one. Scene of the historic event: Granada Country Club here. . . . Singer Johnny Cash will star in the LA County Sheriff's Relief Rodeo. . . . Dolorette Alford returns to his home town as guest artist with the Washington Symphony Orchestra. . . . Louise Armstrong was named by Metro to do a dramatic role in its "Night of the Quarter Moon" film featuring John Lundin, John Drew Barrymore and Ray Anthony as guest star. Imperial Records is releasing "Sick Soling's" cutting with his original title, tune of Allied Artists' "Speed Cars" (Globe). . . . MCA is handling the Louis Prima-Keely Smith musical production of "Bamboula." A remaining troupe in Chicago, LP appearance scheduled for coming later this year with La Smith in the title role and other names on the recording team. Booking agency is missing animal log a lively Captain John Smith.

The Billboard Weekly Index
**RECORD SALES
IN RETAIL STORES**

An Unprecedented Agreement Averaging Weekly Sales, June-November, 1957
Based on The Billboard-NYU School of Retailing
East Longmeadow, N.Y. School of Retailing



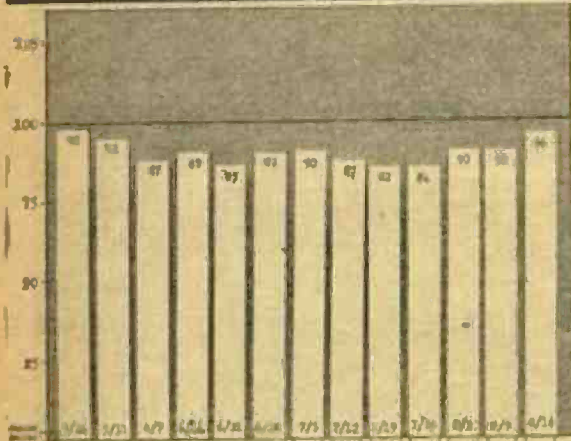
With all speeds, except 78 r.p.m., registering with increases for the greatest period ended August 16, total unit record sales reached the highest level of the past three months.

Largest increase was in the EP unit sales. It must again be noted that much of this increase is undoubtedly due to the two Presley "Klunk Circles" packages, both of

which are raking up tremendous sales.

LPs, casual 45 singles also popped over the "per" line for the first time in weeks, and 78 singles hit the lowest level of the year—almost to the point of non-existence. Entry picture is bright and perhaps the annual fall up surge has started.

TOTAL UNIT RECORD SALES 100 WEEKS AVERAGE WEEKLY SALES, JUNE-NOVEMBER 1957



33 1/3-12" UNIT SALES 100 WEEKS AVERAGE WEEKLY SALES, JUNE-NOVEMBER 1957



45 SINGLES UNIT SALES 100 WEEKS AVERAGE WEEKLY SALES, JUNE-NOVEMBER 1957



45 EP UNIT SALES 100 WEEKS AVERAGE WEEKLY SALES, JUNE-NOVEMBER 1957



78 SINGLE UNIT SALES 100 WEEKS AVERAGE WEEKLY SALES, JUNE-NOVEMBER 1957



DISK MERCHANDISING

How Direct Mail Ads Work and What They Do for Disk Dealers

By RALPH FREAS

Several weeks ago in this spot, we showed how the Reuben-Donnelly Company, Chicago promotion firm, spelled a scientific yardstick in direct mail efforts. The purpose: to determine direct mail effectiveness in terms of inquiries and sales and to find out how dealers felt about direct mail.

They found, you will remember, that it was very effective. They quizzed two groups of people about where a particular product could be bought. One group had received a direct mail piece about the product. The other group hadn't. More than 45 per cent of those who received the direct mail piece could tell where the product could be bought. Only 15 per cent of those who did not receive the direct mail piece could tell where the product could be bought. In other words, direct mail tripled the market for the dealer who used it.

How About Disk Dealers?

Are record dealers sold on the merits of direct mail? To find out, The Billboard thru its NYU School of Retailing Research facilities, surveyed a large group of dealers across the country on the subject. The results are interesting. It was revealed that, of all dealers, only 58 per cent used direct mail promotion of any kind. The dealers were also asked, "How often do you use direct mail?" Of that 58 per cent, not too many used direct mail very often. As a matter of fact, only a third of them use direct mail on a regular basis. This means that, of the total of dealers in the country, only about one in five send out a direct mail piece once a month.

The easy route to direct mail promotion is the sending out of manufacturer's stuffers or catalogs. These are supplied in abundance by most major firms and they rank highest in the list of possible promotion pieces. In answer to The Billboard's survey of promotion practices, 47.5 per cent of the dealers who use direct mail send material supplied by manufacturers. More than 28 per cent create their own and 27 per cent send catalogs which they buy.

Building a List

One drawback to dealer use of direct mail is a mailing list. Surprisingly few have a list and many have no idea of how to build a list.

Several months ago, The Billboard published a story of a dealer in the Mountain States who registered every customer who entered his store in a large ledger. He also noted the customer's musical preferences alongside of his name. The dealer reported that the list helped him gain valuable knowledge of his customers and that it was frequently used for direct mail promotion.

Some time later another dealer called The Billboard and commented on the story. He said in effect, "It's a busy job. I don't have time to take names and addresses. I think I should but I can't. I'd like to be able to do it like that guy out west. What do I do?"

This is what we told him. Why take the time? Let the customer do it himself. Have a diamond needle drawing once a month. Let the customer put his name and address in the hat for every album he buys. The customer will write out his name and address, the type of phonograph, his musical preferences and anything else you want him to include.

And if you are going to have a diamond needle drawing once a month, you don't have to be "out of pocket" for the price of the needle. Call it the "Columbia Diamond Needle Give-Away" and ask your Columbia salesman or distributor to contribute the prize. He'd be happy to do it for the publicity.

The dealer responded to the idea positively that he said, "I won't do it once a month, I'll do it every week."

What to Mail

There are certain mailing pieces for every job to be accomplished. For example, there are the cumulative catalogs that list all LP's. These are expensive to buy and expensive to mail but they are an effective sales promoter if directed to the serious classical collector.

Less expensive is The Billboard's own "Audition." Printed in color, it shows the attractive, sales-stimulating album covers to the best advantage. It has the advantage of being relatively inexpensive and cheap to mail. And it contains the reviews of the top albums of the month so that the customer can separate the bad from the good.

Another important thing that can be said for such catalogs is that they have a "classy" appearance and the person who receives them is reluctant to throw them away. Many dealers know this from their own experience with the catalogs they receive in the mail. It is hard to toss away something that seems to have an intrinsic value.

Backshot Mailings

Perhaps a dealer wants to send out a "backshot" mailing to reach a "blind" list of prospects who have never been in his store. This type of mailing will give the lowest response percentage-wise but is nevertheless an important element in any promotion campaign. In this case, the simplest, and least expensive type of mailing is called for. It is a mailing that will fit on a simple postcard and it will be created by the dealer himself.

The advertising message for such a mailing should be direct and to-the-point. It might read something like this:

Dear Sir,

Down here at the Village Music Shop we've just gotten in a shipment of the latest record albums. We have classical, pop, jazz, show albums and many others. All all those we carry more than 30,000 different records in stock and we're sure we can fill your record needs. Why not stop by the next time you're in the neighborhood and listen to a few? No obligation. By the way, if your phonograph isn't working, our service department is set up to do complete repair jobs.

Best regards,

Betty and Bob

The Village Music Shop

P. S. Everybody who buys an album this month gets a chance to win a diamond needle. You may be that lucky guy!

That message would fit onto postcard. It couldn't be simpler and would be sure to get some results.

Direct mail will work in many cases. In a few, it may not create new business. It should be tried. The 50 per cent of the dealers who haven't a consistent direct-mail program would find it a wise investment.

Celestial Sets New Distribs

SEATTLE — Stepping up its activity, Celestial Records here has announced new distributor appointments, album release schedule of packages and singles, and new East Coast sales and promotion representatives.

Art Pearson, prez of the label, disclosed that in addition to current releases of three new singles and two LP's, October will bring an additional release of four monoaural and six stereo LP's. The two latest LP's and a set by trumpeter Cosky Corcoran, already out as an LP and as a stereo tape, will be released as stereo disks September 1.

Benson has appointed Western Distributors, new office of Los Angeles Sunland Distributors and Melody Sales, Inc. San Francisco. Between the two, the entire West Coast area plus Alaska and Hawaii will be covered. Joey Sasso and

Siegelson for Frank Music

NEW YORK — Bert Siegelson has been named executive assistant to Stu Ostrow, Frank Music v.p. Siegelson, former promotion manager for Ideal Records and recently with Music Vendor magazine, will work in the capacity of professional manager of the Frank Music catalogs. And he will assist in planning all advertising, promotion and exploitation activities.

The first project that Siegelson will work on is the tune "Bluebell" which has been reissued by Mitch Miller and his ock on Columbia Records, backed with another Frank Music tune, "It Seems Like Only Yesterday." The tune "Bluebell" has also been cut by Scott Engel of Orbit Records.

Gene Armond of Record Promotion Service, New York, will handle Eastern promotion.

Jubilee Gets Modugno Right

NEW YORK — Jubilee has acquired North American rights to several masters by Domenico Modugno—now riding with the country's top hit on Decca, "Volare"—and is rushing out a triple release.

Already on the way to distribs is a Jubilee single by Modugno, titled "Cavaddamu" ("My Little Burro"), backed with "Le Petit Reved" ("The Little Clock"). Shortly Jubilee will release an LP and EP of folk songs sung by Modugno, titled "A Sicilian in Paris."

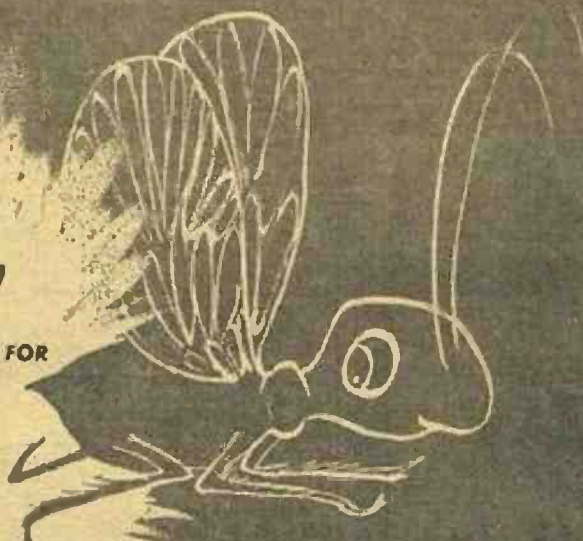
AUDITION
a new selling force
...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH
IN THE BILLBOARD

"FIREFLY"

IS ANOTHER BIG HIT FOR

TONY BENNETT

COL #41237



*BILLBOARD SPOTLIGHT
AUGUST 18
*CASH BOX
SLEEPER OF THE WEEK
AUGUST 23

TONY'S CURRENT
BEST SELLING ALBUM
"LONG AGO AND FAR AWAY"
CL #1186

COLUMBIA RECORDS

Stereo Broadcasts Into High

Continued from page 2

ground for stereo concerts. During the shows, various types of complete playback units and hi-fi component rigs were demonstrated, since the store carries a complete inventory of such products. Customers were also given free copies of the Stereo Stereo EP sampler.

All sales operations were suspended during the stereo concerts.

Outside N. O. Too
London's distributor reported tangible results from the promotion, with several retailers (outside New Orleans) who, heretofore, hadn't ordered stereo-calling for immediate delivery. The Music Shop also reported many stereo sales, particularly to men attending

the demonstrations. London Records plans to use the WDSU stereo promotion as a model for similar promotions in other markets.

Meanwhile, stereophonic broadcasting schedules in other cities across the country continue to grow. For example, WLOL, Minneapolis, stepped up its AM-PM "Stereophonic Showcase" from one hour to two last month, and the Sunday night show is now aired from 9 to 11 p.m., with additional stereo features planned by the outlet for this fall.

KGO Broadcasts
Out in San Francisco, KGO launched a nightly (one hour on Mondays, hour on Saturdays and 15 minutes on Sundays) stereo

broadcast August 14, thereby giving this Bay City its first regularly scheduled stereo series. Another San Francisco stereo broadcasting event was staged last month by KPIX-TV and radio station KOBY. Ted Randal, KPIX deejay, and KOBY's Jim Wayne played 20 minutes of stereo disks (all London sides) in what KPIX claims was "probably the longest demonstration of stereo sound to be undertaken jointly by a TV and radio station."

Station KBCL, Boulder City, La., suspended its weekly hour-long stereo broadcasts (in co-operation with KENT) for the summer, but mail protests were so great that the outlet was forced to revive its stereo date to early August. The station used stereo tapes exclusively in the past, but is using stereo disk for its new series. Some of the stereo broadcasts are sponsored by the local Wilson's Hi-Fi Shop.

Giant Ballyhoo

Continued from page 3

ert. Dealers will also receive easel-backed covers of each of the 12 W.B. albums for display purposes. Dealers will also receive for consumer distribution brochures containing the new firm's statement of policy.

Press parties are being scheduled this week in Hollywood, Chicago and New York, with festivities aimed at giving fourth-estate, deejays and dealers a front seat at the unveiling. Press members will receive specially prepared press kits telling the W.B. diskery story. Jockeys will get the labels' "World Premier Album" containing excerpts from each of the new packages. The deejay kit will contain material to aid the jockeys in their programming to herald the debut of the new label.

All promotional activity at dealer deejay levels is being co-ordinated so as to have September 4 and 5 as world premiere days, thus attracting consumer attention to the diskery.

Monte Kay

Continued from page 2

Tate, Taft Jordan, Hilton Jefferson, Dicky Wells, Joe Thomas and Beany Morton, plus a new blues singer Big Miller.

Monte Kay manages the Modern Jazz Quartet and Chris Connor, both of whom signed new packs last week with Atlantic.

Warner Bros. Lift Curtain

Continued from page 2

rangements performed by Henry Mancini and the Warner Bros. Military Band.

"The Daniel Story"—a double LP package priced at \$10 features Matty Matlock and the Pederal Patrol. Jack Webb reads love lyrics in his "You're My Girl" album with Billy May conducting his arrangements for the orchestral setting. Arranges-conductor Warren Barker is heard in an all instrumental album of the "King and I" score. Buddy Cole is featured in a package tagged "Have Organ, Will Travel." Bonnie Baker returns to the record groove after an absence of more than a decade to re-create her yesterday's top-sellers in an album called "Oh, Johnny." Actress Connie Stecher howls vocalizing in her "Conchetta" album. Newly formed group, the Guitars, Inc., are spotlighted in an album titled "Invitation." Another new group, the Smart Set, blend their voices for a package bearing the group's name as its title.

Other packages include "Ter-Sophisticated Songs—A Collection of Unpopular Songs for Popular People" and "Music for People With \$3.98" with W.B.'s fictitious "Tra Ironstrings" getting label credit.

Three singles including one by Troyce Key, an 20-year-old Cremona

Weston to Cap

Continued from page 2

recording artist and artist-repertoire chief. His wife, songstress Jo Stafford, made the Capitol to Columbia switch with him, with Weston continuing to provide the orchestral background for his wife at Columbia as he had done at Capitol. This time Miss Stafford will remain at Columbia; a clause in the Weston-Cap pact permits him to baton his wife's future Columbia sessions.

Despite the years which have elapsed since Weston's departure from the Capitol fold, it is interesting to note that his "mood music" Capitol albums have remained in Cap's active catalog, indicating they are enjoying a continuing healthy sale.

Weston plans to maintain the "mood music" album style in his future Cap outtings. His schedule also calls for him to conduct for nine TV spectaculars during the coming season.

"Own Tears" backed with "Baby, Please Don't Go." The remaining two, taken from current album releases, include the Smart Set's "Bye, Bye Blackbird" and "I Only Have Eyes for You," and the Ironstrings package, "Hot Teddy" backed by "Limehouse Blues."

A glimpse of the new product reveals the fact that the new firm is throwing full emphasis on eye-catching, highly imaginative cover art, using creativity and style to effective advantage.

George T. Simon Waxes Kid Jazz

NEW YORK.—George Simon, head of Boones Productions, recording and consultant outfit, is now making jazz sides for his. He has just produced two albums, one for Golden Records titled "A Child's Introduction to Jazz" and the other for RCA Bluebird called "Mother Goose for the Swing Set." Latter set features nursery rhymes set to jazz themes.

Salute Clark

Continued from page 3

Bowen's "By the Light of the Silvery Moon" was well received. The Blossoms pointed home their "Western Movies." Jan and Arnie, of course, gave their "Jennie Lee" an airing to good advantage.

Clark proved he can do more than be a mere emcee by being a participant. For example, he delighted youngsters when he teamed his sharp talents with Sheb Wooley's vocalizing to help portray the "Purple People Eater."

Lee Zhao.

Green to Europe

Continued from page 2

knowledge of correct disk and tape stereo techniques.

During his three-week stay, Green and David Carroll will also supervise sessions with the Platters, who are doing five weeks at the Olympia Theater, Paris. He intends to confer, too, with Samuel Landis, Swiss record manufacturer, who heads the international association of record and tape makers. Green is president of Record Industry Association of America.

RIGHT ON THE BEAM!

MOON TALK

47120-7274

PERRY COMO

RCA VICTOR

Manufacturers and dealers will provide information for THE BILLBOARD'S SPOTLIGHT ON CLASSICAL RECORDS ISSUE

It's coming in the SEPTEMBER 29 ISSUE



LAZZARELLA

(THE PITTER PATTER SERENADE)

MUSETTO

(I'M LONGIN' FOR LOVE)

By **DOMENICO MODUGNO**
Composer of "VOLARE" (Nel Blu, Dipinto Di Blu)

ROBBINS MUSIC CORPORATION
MURRAY BAKER, Gen. Prof. Mgr.



MORTY CRAFT

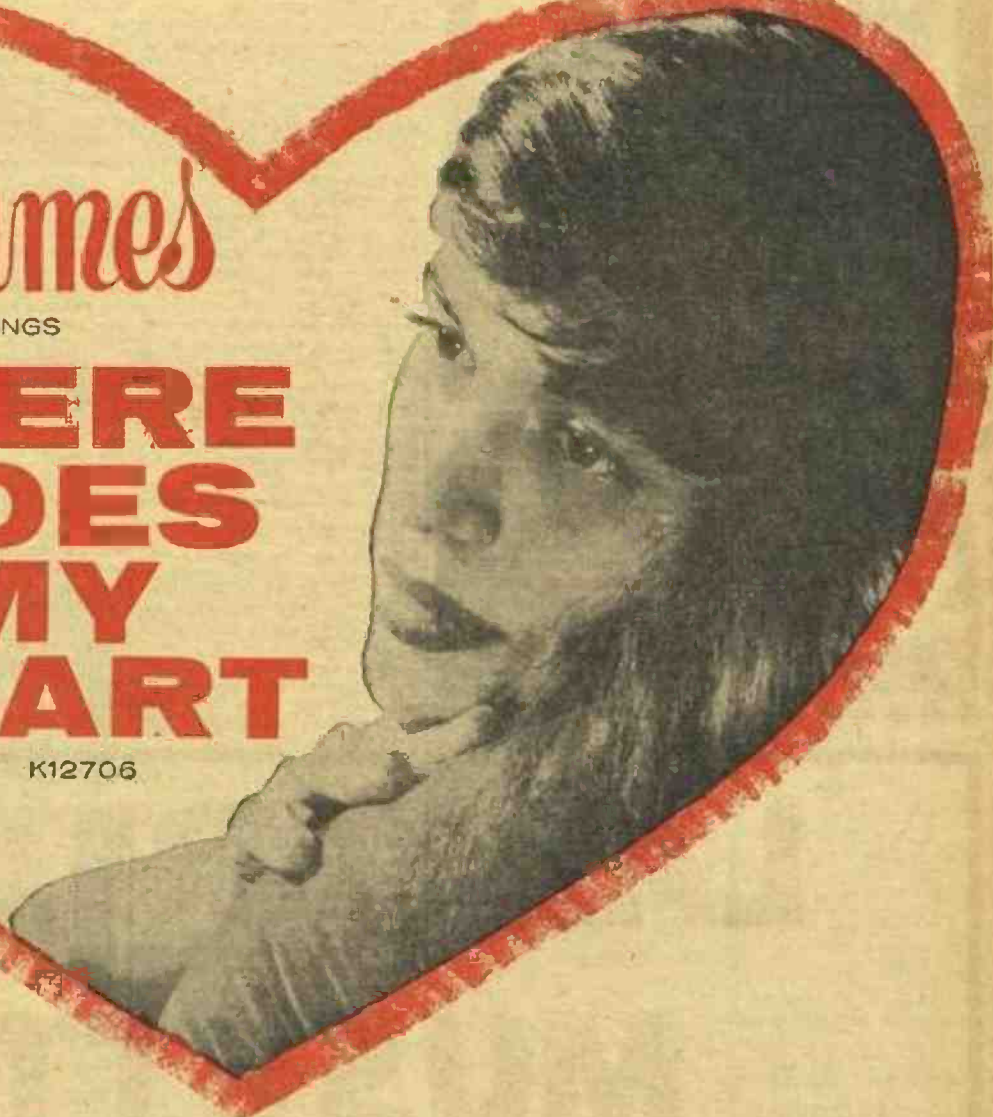
RECORDING AND SALES DIRECTOR
OF MGM RECORDS

**"THIS IS THE GREATEST
RECORD I'VE EVER MADE!"**

Joni James
SINGS

**THERE
GOES
MY
HEART**

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DISTRIBUTOR-DEALER-PUBLISHER-MANUFACTURER

● TOTAL DISK JOCKEY SATURATION

● DEALERS! GET ABOARD THIS BIG BLOCK-BUSTER HIT!
CALL OR WIRE YOUR MGM RECORDS DISTRIBUTOR IMMEDIATELY

MGM RECORDS

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Confusion on What's Good, Bad

Continued from page 4

lunky, who calls himself one of the pioneers of stereo disks-recording, certain manufacturers are putting out "stereo stereo disks" which will prejudice the public against stereo disks.

Help Needed

The denigrations surrounding the term stereo stems from the fact that there are no sound rules for recording stereo records. Each recording man uses his own system and the devil take the hindmost. Some recording men merely split on a pop date—the voice or voices and the instruments—putting the vocal part on one track and the

instrumental portion on another. On an instrumental date some add, heads will put the rhythm section on one track and the horns on another. On a classical date there are even more methods that can be used. Some bring record triple track and then have an extra track to play around with. Others will split the third track and place it on each of the two other tracks, a technical trick that is easily accomplished.

System Coming

With modern equipment and sharp engineers, all firms cutting stereo are working toward a systemized stereo recording style. But that isn't what is causing the name calling or the wars. Many of the stereo disks being released were not cut recently but as early as three years ago. At that time stereo was even more experimental than today, and it is true that some of the disks being released contain some very stylish sounding stereo.

Is "good" stereo two tracks or completely separated that each speaker sounds as if it is playing a separate recording? Or is "good" stereo a blending of the two tracks so that the sound from each speaker is more or less similar? No one really knows, but there are many manufacturers who lean toward the "pump pong" theory of stereo, claiming that the public wants different sounds from each speaker, and they would rather have this "pump" stereo than anything else.

Re-Mastering The

It is this variety of approaches to stereo that is causing the head-shaking by some manufacturers about the other's product, plus one much more serious factor. With modern recording and re-mastering equipment some feel it is possible to make a so-called "stereo" recording out of a monaural recording. This requires much dubbing and much work in the editing room—but it can be done. It means taking a monaural track and re-mastering it on two tracks, and calling the result "stereo." Whether this is doing this or not is not known, but some manufacturers, in confidence, claim that some other manufacturers would stoop that low.

Probably the most interesting aspect of the whole affair are the claims made by each of the manufacturers that its stereo is better than the other guy's stereo. No one knows really what anyone means by this claim, but it is probably similar to those made by cigarette manufacturers about their filters, and soap companies about their product. As Lasky's modestly puts it, "When better stereo is made, World-Wide and Heenan Lasky will make it."

WJMR Outlets

Continued from page 8

and taken up by the dancing schools. Little Junior Parker has the original disk on the Duke label, a local smash. WJMR-TV, an ABC affiliate also carries a hot rating with the web's Dick Clark strip. WDSR-TV, its chief rival in the market, seems headed in the same live music direction, its first attempt, an hour-long, Saturday dance party, scoring well.

'Back to School'

Continued from page 6

present and his interest boils of live stations' fuller participation in August, 1959.

All the record acts (Tommy Mara, Lou Monte, Jennie Smith, Nick Noble, Dale Wright, Eddie Cochran, the Peppes, Dale Hawkins, George Hamilton IV, The Paul Talls and Jody Reynolds) got terrific hands for their song contributions, with the Vee-Force trio doing live backing. Last 15-minute wig, devoted to a question-and-answer format, showed kids pumping acts only on personal life questions (50 per cent) and queries about acts' personal experiences in school (50 per cent). Next year's program could reserve more time for this type of interviewing from the floor.

Program planning began only days before by Howard Miller, who also emceed, sparked with spontaneity throughout. This dynamic public service theme certainly warrants attention from the National Association of Radio and Television Broadcasters at their next convention, for with so many stations cultivating the pre-college crowd with pop record programming, here's a real vital public service idea instead of the normal reading of mimeographed p.s. plugs throughout the year.

WIND started singing 30 15 to 60-second spots per day Aug. 12 and will continue thru Labor Day, with several sports and civic personalities pitching the return to the school desk theme, plus approximately \$250, with a 49¢ price of \$100, for best letters on why trends should be held in the halls of Ivy.

Jocks' Rock Stocks

Continued from page 4

taxes. Another reason is, we know that at a display you can either make or break us. We do not have to try to buy spins and plays from you, but to try to give you a little something in return for the plays you will naturally give us."

Inman, who is under contract to RCA Victor as an artist, will act as artist and repertoire man for Rock, and will concentrate on country-pop music at first. Inman would not disclose his artist royalty at this time. However, he did say that "about 49¢ jocks have already subscribed for stock purchases totaling between \$15,000 and \$20,000.

The Backers

Rock and the National Music Clearing Corporation are backed by songwriter James ("Falling Star") Jones and a group of Southern businessmen. The National Music Clearing Corporation, which was started two months ago, is described by Inman as a "membership organization" for songwriters. For a \$5 annual fee the company advises songwriters on material, showcases their songs to record companies (via taped demos) and advises them on copyright requirements.

Arts Center

Continued from page 8

and opera house comparable to centers in other large cities here and abroad. Land is being donated by the federal government.

Under the legislation, a board of trustees made up of 15 governmental officials and 15 public members will be set up within the Smithsonian Institution, to raise funds to construct and administer the center. An Advisory Committee on the Arts is to be appointed by the President.

Measure now needs only the President's signature to become law. In the past, the President has come out in strong support of the performing arts center. (The Billboard, August 25.)

Golden Issues

Continued from page 4

and lyrics by Marilyn Keith and Allan Bergman, by the Bell-Mell Marching band, conducted by Philip Cervante; "Merry, Merry, Merry, Merry Christmas" from "Captain Kangaroo"; "Top TV Jamboree" with Sandpaper Chorus directed by Mitch Miller; "Flowers and Hammerstein's Saturday Matinee for Children," directed by Mitch Miller, and "A Golden Treasury of Song America-Sings," with Win Stracke and the Arthur Norman Chorus.

Golden Records is supplying dealers with a poster which displays the tape's complete album catalog, and also lists Big Official Music Month Club Records and albums.

Arthur Siskin, Golden Records pointed out that whatever 90 per cent of the desk-top's kiddie dollar volume once was in the 25-cent price range, this segment now accounts for less than 50 per cent—even tho the over-all volume is larger. Golden kiddie lines are priced at 29 cents, 49 cents, 79 cents, 99 cents and \$1.99.

N. Y. Food Chain

Continued from page 4

Arts, Inc., a non-profit group organized to administer a fund accruing from royalties from these albums. SPWTC is allowing 1 cent on each album sale to the fund, which will assist worthwhile music projects. Alec Templeton is national chairman of the committee. Max Eaton executive secretary and guiding spirit and Fred Grunfeld musical advisor.

On the board of the group are such class names as Dr. Spack, composer Norman Dello Joie, singer Rose Hampton, Dr. Howard Hagan, publisher Betty Randolph Fean and Dr. George Shuster, proxy of Hunter College. The New York Chapter began activities with a dinner September 10 at the Waldorf-Astoria to explain its purposes to hundreds of the city's cultural intellectuals.

Devere to Mark As A&R Director

NEW YORK — Bob Devere has joined Mark Records as artist and repertoire director. He replaces Sherman Ford.

Prior to joining Mark Devere was active in the publishing and management field. His biggest hit as a publisher was Jim Lowe's "Gambler's Guitar." The cover cut his first Mark date last week with Frank Sandy and the Jackals.

Record Hop

Continued from page 6

out in public, Palmer has a standard choice of programming policy, wherein most of his sets are paced with something for every teen taste. Two sets during the night are nothing but new record releases.

The best hope have never been advertised, as experience has shown Glumond and Borky that they draw only from a two-mile radius around the ballroom. As a result, small sets are regularly placed in nearby high school papers and discount tickets are given out to the high school students.

Kids Dig Audio

Palmer found out early that the kids dig audio the most, so he had Glumond and Borky install two large speakers, one at either end of the ballroom. Then an electronic gimmick, the speaker at the end of the ballroom farthest from the bandstand plays the recorded music about three seconds after the speaker nearer the bandstand. In a crowded ballroom, Palmer says, this gives the illusion of live performance and a greater echo. It's the same principle utilized by Radio-Craftman, West Coast hi-fi component outfit, who treated an auxiliary unusual speaker which lagged behind the primary speaker to give a counter-balanced effect.

The beverages are always non-alcoholic, strict supervision is maintained at all times, and parents are admitted free with their children if they care to come.

"DANCE EVERYONE DANCE"
BETTY MADIGAN
"A LITTLE BIRD TOLD ME"
TINA ROBIN
"MARJOLAINA"—GOGI GRANT
"LADIES PLEASE REMOVE YOUR HATS"—LOW BUSCH
HOLBORN, INC.—ABC MUSIC
144 West 52 St. New York 19

3 HITS
THE OLD MAN AND THE SEA
DIMITRI TIOUMKIN COLUMBIA
BAISEZ-MOI (KISS ME)
TEDDY RHOE VICTOR
IT'S ALL IN THE GAME
TOMMY EDWARDS MGM
MUSIC PUBLISHERS
HOLDING CORPORATION

BOUNCING TO THE TOP AGAIN!
Bringing New Renditions of—
STRAIGHTEN UP AND FLY RIGHT
DeJohn Sisters
—Sambora—
ALL MY LOVE
Caterina Valente
—Decca—
MILLS MUSIC, INC.

SONGS TO REMEMBER
If I Fall for You
Angels Like You
Now I Know
Max, Novelty Number
I Love My Rocker
Sure I'm Sure
Down Number Road
Wide the Door Is Open
If I Weep You
Masters available
Lexington Pub. Co.
333 Madison Pl., Lexington, Ky.

Don't Give Me an Elephant for Christmas
Let's Buy Records Out of it!
12 1/2 Records
Save 50¢ on 12
12 1/2 Records

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FRANK ARAMSON—Prof. Mgr.
• GAI RECORDS
• WORLD MUSIC INC.
• REPUBLIC MUSIC CORP.
• ISHAM JONES MUSIC CORP.

RIGHT ON THE BEAM!
MOON TALK
471-20-7274
PERRY COMO
RCA VICTOR

Dealers will learn how to fit in with personal appearances of classical artists and increase sales of classical records. The subject will be covered in detail in THE BILLBOARD'S SPOTLIGHT ON CLASSICAL RECORDS ISSUE dated September 29.



good GIBSON

great GIBSON

the greatest GIBSON yet!

Don Gibson sings LOOK WHO'S BLUE c/w GIVE MYSELF A PARTY

47/20-7330



RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



THE BILLBOARD'S QUARTERLY SPOTLIGHT ON TAPE

TRENDS • FORECASTS
SALES TIPS

TAPE MERCHANDISING

Plays Both Ends; Sells the Middle

- F. M. Sound Equipment Co. has found a double-pronged approach to tape recorder sales
- This Buffalo dealer gets the business that most dealers lose by default

By N. J. BARATE

BUFFALO — F. M. Sound Equipment Corporation, Buffalo, has developed a tape recorder merchandising program that has resulted in substantially increased volume.

"What we've done," says Charles Hintersmeyer, sales manager, "is to play both our rental program and our sales program toward sales of medium-price-range machines. In cases where a customer doesn't want to exercise a rental option, or where a potential customer shows no inclination toward the top-priced lines displayed in our separate tape recorder room, our policy of drawing both these ends toward the middle has resulted in sales which otherwise would have been lost. It's those kind of sales that can make the difference between mediocre records and a real healthy one."

To understand how F. M.'s program works, it's necessary to examine both ends of the all-inclusive program. Rentals are considered profitable in and of themselves by management but, more important, there is the additional traffic and potential purchases attracted by the heavily advertised program, people who would not come into the store to see the displays designed for sale. They rent the recorder for a party or a sales meeting, management points out, and all the while they see the machine they are subjecting themselves to a silent-selling job.

The rental program is allocated space in the firm's over-all advertising scheme. Newspapers and the yellow-page telephone directory have proved the most fruitful media. In most instances, a rental originates via the telephone, but customers are required to pick-up and deliver the machines themselves. This cuts down delivery expense, gives employees a double opportunity to use the sales techniques designed to sell medium-priced recorders.

No Bad Risks

Depending upon the time of the year, six to 12 recorders are kept in the rental pool, all in the logs

TANDBERG TIPS STEREO AT 1 1/2

NEW YORK — "Increased quality at slower speeds is the thing we're going to promote heavily in the period ahead." That's the way Larry Post, assistant sales manager for Tandberg, summed up his firm's policy as it enters the fall selling season.

He pointed out that one of the firm's new models will record and playback stereophonically at 1 1/2 inches per second. In the past, this speed has been considered too slow to record even speech with great fidelity. Recent improvements, particularly in magnetic heads, has substantially raised the level of recording quality at all speeds.

Post opined that the stereo development will help Tandberg tape recorder sales. He points out that the customer can make his own stereo tapes from disks with the new Tandberg model and the aid of two patch cords.

To help dealers demonstrate the kind of quality possible at the 1 1/2 inches per second speed, Tandberg is making a demo tape for in-store use.

At the same time, they are recording a four-track demo tape at 3 1/2 inches per second to promote the four-track feature in their new machines.

priced range. The low ends are utilized for rentals because of the possibility of damage, because more machines are available for rental than the same money used for higher-priced models, because the rental charge can necessarily be lower, and because the lower price machines have the greatest chance of being purchased by the person renting. Charges are determined by the nature of the machine rented and the duration of the rental period, the latter averaging \$5. Only a small deposit is required, unless the credit investigation thru local agencies reveals a bad risk record. (Because most rentals originate thru a telephone call, the firm usually has an opportunity to check the person's rating before that person appears to pick up the machine.)

"In order for the rented machines to do a silent selling job," says Hintersmeyer, "it's necessary that the customer understand fully how to work the machine. We'll spend as much time as is necessary." (Continued on page 107)

KANSAS DEALER SAYS:

Sell the Service Department First

- Edgington's has made a success by signing everybody as a tape recorder prospect
- Coupled with top-notch service, they have an unbeatable formula

SALINA, Kan. — A combination of rental merchandising, elaborate service department and colorful display have teamed to create eye-opening tape recorder volume at Edgington Music Company, in this Central Kansas community.

O. D. Edgington, president, has been "frankly amazed" at the turnover in tape recorders in the past two years, since there has been little or no specialized promotion, no elaborate newspaper ads or other "gimmicks" used to create sales.

"I don't believe in gimmicks," Edgington said, "particularly where they cut into profits. I mean big seasonal discounts, offers of pre-recorded tape with each recorder sold, etc. Instead, we rely on established name, the effects of the service department on first-time visitors, and the all-around versatility of modern tape recorders to make sales."

Indicators of the volume which

Edgington Music Company sells is the fact that in one month, March, no less than 48 tape recorders were sold—75 percent of them for cash. This was an all-time record for the store, but it is not unusual for Edgington to sell between 20 and 30 a month thru the year, and almost twice that number at Christmas time and graduation, the two big seasons.

It can easily be seen that the Kansas dealer enjoys a remarkably steady sales operation. The slopes which he adopted more than a dozen years ago—"The Name Edgington Means Service Beyond the Sale"—carries real weight with his customers. Otherwise, Edgington is apt to account for such phenomenal turnover.

Rental Program

Tape recorder merchandise has been accelerated in two ways ever since practical, better-fidelity tape recorders came on the scene. First, realizing that many people are interested, but unwilling to invest the price of a tape recorder without some experience, Edgington pushes a rental department hard. First-class, new tape recorders are rented for \$4 a day, \$12 a week and \$24 per month. These are "going rates," well-tested by the Salina public, and they have been responsible for

(Continued on page 107)



Before a tape recorder is rented out, the customer is given complete instruction on how to operate it most effectively. Most customers are impressed with the simplicity of operating.



Visitors are impressed by the complete testing equipment used to check up anything from a pocket radio to a TV set. Edgington's makes the service department an important step when showing a new customer around.

SCIENCE SCORES

3 Punches Knock Out 2-Track Tape

Continued from page 1

in the tape industry doesn't reflect the public demand. There are several million tape players in homes that should be fed new product. But the manufacturers have cut off the supply, and the dealers are stocking only token inventories. They are anticipating a condition that will probably exist a year from now but which certainly doesn't exist now.

But when Livingston, along with many others in the industry, points the accusing finger at RCA Victor for "prematurely" announcing a tape cartridge and lays the blame for today's condition at the RCA doorstep, he overlooks what is probably the single most important element contributing to the plight—the stereo disk. RCA Victor, incidentally, is one of the firms that it and will continue to produce two-track tapes on a regular schedule for "as long as there is a demand." Unlike many smaller firms, it can afford a policy of this type.

The tape recorder manufacturers, on the other hand, are not as worried as the recorded tape producers. The dealers and the public can expect, however, a shift in emphasis in tape recorder promotion. Instead of pushing the recorder as a stereo tape reproducer, machine manufacturers will stress its many other features (dictation, education, recording baby's first words, etc.). They are wise in doing so and dealers can profit by following their lead. A dealer can not now in good faith promote a two-track machine as a music reproducer. He is cognizant knowing that there are units both on drawing boards and in production that will obsolete this equipment.

The same applies to four-track recorders. About a half dozen companies (Ampeg, Bell, Viking, Telectronics, Tandberg) have set four-track production for offer conversion kits to enable two-track machine owners to convert to four-track. Again, these can be promoted on other than music reproducing merits. It's impossible to promote them as music reproducers

because there are so far no four-track recorded tapes being produced. They may never be any produced on a wide scale. The aforementioned Dubbings firm is one of those set up to produce them but, as of now, has only one order and that is from a tape recorder firm.

The disk firms, who are the logical people to produce four-track tapes, seem unlikely to do so. They realize that the tape cartridge is sure to come and that reel-type tapes would be obsolete almost before they got off the ground.

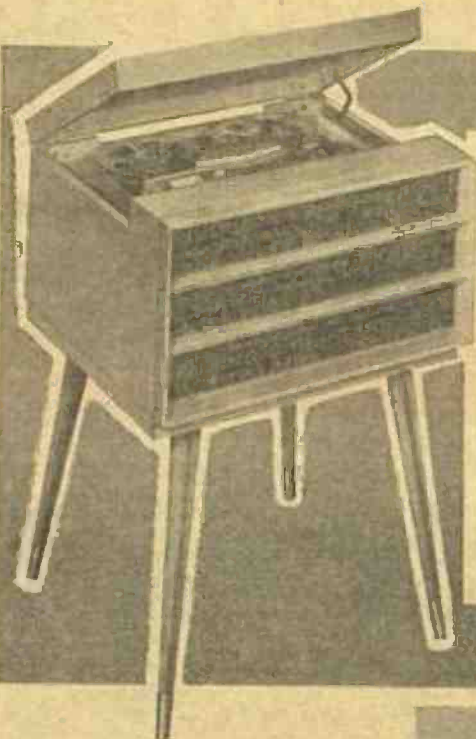
What about magazine-load cartridge tape? How close is it? Earlier this year, its debut was set for July. But, as the month went by, the debut date was set farther in the future. RCA showed a prototype at the NAIMS but it was viewed as a curiosity rather than an exciting new product. Ampeg had their cartridge player at the show also but the firm's top brass ruled against including it in their exhibit. It reposed during the four-day convalescence in the private suite of the firm's president. Penton, on the other hand, featured a cartridge player prototype at their exhibit. But one of the control buttons fell off and it took a lot of adjustment to perform properly. Motorola displayed a handsome cartridge player, included as a feature in one of their new consoles. It got little attention as there was precious little product to play on it.

These four manufacturers alone show any enthusiasm for producing the cartridge player and not all are convinced that it should be put on the market this year. The latest word from RCA is that the machine will go to market sometime in November.

And to the battle rages over what is the best thing for the recorded tape business. Meanwhile, stereo disks have taken the center of the stage. As the industry waits to see if the mass market gives them the reception they think they deserve, recorded tape stands by,

STEREO WEBCOR

TAPE RECORDERS BY



Musical Stereo Tape Recorder
(Model 1955)

Stereo playback—monaural record and playback. Three speeds. Power amplifier and stereo pre-amplifiers. One 6" x 9", two 4" speakers in-line (stacked) stereo playback heads. Equipped for use with Webcor's "Aural Balance" Remote Control. Mahogany, blonde, maple or walnut. Provides complete music center for home when teamed with matching Musical Stereo-Fidelity Fonograph (Model 1955 not shown).

Regent Stereofonic Tape Recorder
(Model 2870)

Stereo playback—three speed for monaural record and playback. Plays in vertical or horizontal position. Power amplifier and 2 stereo pre-amplifiers—wide-range 5" x 7" PM speaker—edit key—external amplifier, external speaker, input provisions. Ebony. Designed for use with 3-Speaker Stereo Sound System (Model 4820).



Royal High Fidelity Tape Recorder-Radio
(Model 2991)

Frequency range: 70 to 7,000 at 3 1/2 ips. 50 to 12,000 at 7 1/2 ips. Two powerful speakers—automatic shut-off—2 high fidelity recording heads—4-way master control. External speaker output—recording level indicator—tape counter. Super-sensitive AM radio. Ebony.

CUSTOMER CARE

Show 'Em How to Make Tapes Last

NEW YORK — Here is a customer question that is not crazy. In fact, you will help yourself to a satisfied customer if you give it a serious answer.

"How long will my tape records last and how can I preserve them?"

You can bet that this fellow has some once-in-4-lifetime Louis Armstrong solos he got off the air, or he has a tape of little slubby Susan taking all the parts in the drama that had the fourth grade in an uproar. So he will be happy to hear you say: "Your tapes will last indefinitely if you take proper care of them."

The enemies of long tape life, in no special order, are: (1) too tight winding on the reel; (2) excessive heat and sharp changes in temperature; (3) very low or very high humidity; (4) accidental erasure; (5) peat-thru.

Tight Tape

Leaving the tape wound up tight on the reel is probably the most common of the crimes against magnetic tape. We commit this crime by using the fast forward or fast rewind, and then putting the tape

away. Changes in temperature or humidity often cause the tape to contract slightly. If it is wound very tight, the contraction will put enormous pressure on the inner layers of tape enough to curl, stretch or otherwise deform the tape. Physical deformation means that the tape is permanently ruined. There is no way to get it back in shape.

A simple habit avoids this. Store tapes in the as-played condition, just as they wind onto the take-up reel during playing. Do not fast-rewind a tape until just before you are ready to play it again.

Heat Problem

Extreme heat is dangerous to magnetic tape. The plastic base will become brittle or deformed. Do not store the tape where the temperature is liable to go above about 130-150 degrees Fahrenheit, such as in a box lying in the summer sun or next to a stove or furnace. A cool cellar in which the temperature does not change too widely during long periods is a good idea. If the dampness is not excessive, a room in the house that

(Continued on page 41)

Demonstrate them . . . Sell them!

Webcor performance turns the trick!

Webcor Stereofonic Tape Recorder performance is the sure cure for sales resistance! Simply play a new stereo tape on a 1958 Webcor, and watch your prospect convert to a customer before your very eyes.

Let him record his voice—then play his recording back for him. You'll have a happy customer before you know it!

New Webcor Stereo Tape Recorders play back stereo tapes with unmatched realism . . . also record and play back monaurally. In fact, most 1958 Webcor Stereofonic and Monaural Tape Recorders record and play back monaurally in both directions without switching reels. Webcor really has the features!

Call your Webcor distributor today!

SELL THE LINE THAT SELLS THE FASTEST...

SELL WEBCOR!

Plays Both Ends; Sells Middle

Continued from page 14

to accomplish that, and it pays off. First, it cuts down on damage due to ignorance of mechanical operation, which can cut into profit. Second, it impresses upon customers the thought that we are a service-oriented outfit. And last, it gives the demonstrator an opportunity to get on a more friendly basis with the prospective purchaser.

(Advertisement)

Milwaukee Hi-Fi and Record Distributor Finds "IRISH" Tape a Natural



"All recording tapes are not the same. Our customers have found this out and are now asking for IRISH brand recording tape," says Vernon A. Sherkow, owner of SHERCO (Superior Hi-Fi

Equipment & Record Co.), an independent distributor in Milwaukee, Wisconsin.

"IRISH tape is made by the exclusive Ferro-Sheen process and is a precision-engineered, trouble-free product. This makes it a natural seller and a fine profit maker for us and our dealers," explains Mr. Sherkow.

"To back up this technically superior tape, Mr. Sherkow adds, "here's the excellent IRISH advertising and merchandising campaign. As a result, our tape sales are steadily increasing."

IRISH brand recording tape is manufactured by ORRadio Industries, Inc., Opelika, Alabama, world's largest exclusive magnetic tape manufacturer.

chaser. So the time spent in instruction helps us to sell ourselves and paves the way for the machine to do likewise."

Selling Top Lines

On the other end of the line there is the separate, 12 by 16-foot acoustically treated studio for the display of six different brands of tape recorders. Comfortable seating facilities have been provided for listening, comfort. Emphasis here is on the "hobby" approach, with top grade lines given display priority.

The room has been set up for customers who've purchased hi-fi components from us previously," says Hintzmeyer, "and for prospective customers who want comparison demonstrations of our top lines. We feel that in order to sell tape recorders effectively, you have to have a room set off from the rest of the operation. It's the type of merchandise that isn't bought on sight alone. The customer has to be shown, and you have to let him hear."

How does F. M. Sound Equipment Corporation go about playing both ends to sell the middle?

Repeated experiments have indicated that, from the standpoint of selling cutaways wanting to diversify their home hi-fidelity systems, or who are just interested in purchasing a tape recorder, it's much more effective to start the sales presentation by showing the top price lines first. The prospective customer has to be made conscious of the advantages of tape. By showing the top-priced, top-quality machines first, this is more readily accomplished. Then, if the listener, also convinced of the merits of top lines, become price conscious, the salesman can "step down" to the medium price range.

CARTRIDGES?

Won't Go in '58: Libsohn

NEW YORK—The tape cartridge is a year away, according to Dave Libsohn, sales tapper for Telectrosonic. He told The Billboard that his firm is working on a cartridge player but that production is being held back because certain refinements are needed before the product is perfect.

"It will never go over this year," Libsohn declared.

Telectrosonic is, however, debuting four-track stereo machines to handle open-reel, four-track recorded tapes (see separate story). These are the first stereo machines produced by the firm. The recorded tape people now producing two-track stereo tapes will be forced into producing four-track stereo, Libsohn believes.

That this procedure results in more sales of medium-priced machines than starting with the low end lines has been proved at F. M.

Display Factor

If the major proportion of sales are mid-range machines, then why not emphasize those recorders displayed? That's been tried but found wanting.

"Customers will want the fashion surroundings, and are more impressed with displays of the most expensive machines even tho they might not purchase them," says Hintzmeyer. "It's similar to the automobile ads and agency showrooms. They show loads of convertibles because of the fashion appeal, even tho the sales of convertibles constitute a small portion of total sales."

The sales approach to rental customers is exactly the opposite. The low-end machines are used for rentals and the customer, if he doesn't indicate a desire to utilize the purchase option, is steered toward the medium price machines. When a customer returns a rental, the salesman asks him whether he had any trouble operating the machine. The answer is usually an unequivocal "no," and the customer volunteers that the machine worked fine.

The salesman then shows him a pre-recorded tape, asks him to listen for a few minutes to the playback of the rented machine. That gets the customer into the recorder showroom, and it is then an easy matter to remove the tape from the rental model and play it on the medium-priced machine. The salesman points out additional features of the new machine, explains the financing plan, dwells on the dual use of a recorder, and the sale is well on its way.

The Clincher

As a clincher, if a sale of a mid-range machine has still not resulted from either the rental customer or the new machine prospect, the purchase of a used machine is suggested. The customer is told that the rented machine is taken out of the rental pool after three months' use, then offered for sale at a substantially reduced price to customers who have indicated a desire to own a used model. The machines are reconditioned by the firm's service shop so that they are in top mechanical condition when sold.

The purpose behind our tape recorder merchandising program, says Hintzmeyer, "is to integrate all facets of it to take advantage of every sales opportunity. We've tried a number of different set-ups, but our sales figures show that, of all methods, the idea of having all avenues lead to sales of medium-priced machines results in the most profit."

TAPE ACCESSORIES

A Cinch to Sell, Says Ariz. Dealer

By BOB LATIMER

PHOENIX, Ariz.—"We sell almost half as many tape recorder accessories as we do record accessories because we have made a sincere effort to make them known to customers." That's the way Hack Metz, owner of Audio Specialists here, describes an unusual promotional program which has been in effect for the past year.

"The number of tape recorder owners is growing every day," Metz said, including both monaural set owners and, in the last year or so, a lot of stereophonic recorder purchasers. While tape may still be subject to as much damage as records, it can benefit from half a dozen accessories and, consequently, we never lose an opportunity to let the prospect know that such accessories exist."

Many Items

Among the items which Metz plays up consistently to his tape recorder customers are splicers, splicing tape, camel's hair brushes for brushing dust away, four-type cases to protect reels of tape in storage, gummed labels for identification, and for more advanced fans such items as an erase magnet, which will erase an entire reel of tape in one operation. Then, of course, there are such accessories as foot switches, additional speak-

ers, stereophonic conversion kits, converters to operate tape recorders in an automobile, high-response microphones for better music recording, conference microphones for use when people are grouped around the table, etc.

Whenever one of Metz' store visitors mentions that he owns a tape recorder, Metz swings into action, with the suggestion that he wants a demonstration of accessories. One of the most popular, surprisingly, has been an induction loop which, slipped over the top of a French-type telephone, makes it possible to record both ends of the telephone conversation, thus saving a lot of time and effort.

Sells Everyone

"Sooner or later, we sell almost every tape recorder customer at least a few accessories," Metz said.

"Beginning with the splicer, which makes it much simpler to do a neat, non-interrupting splice job; then, of course, splicing tape, extra speakers; etc. Wherever we find that people are using monaural tape recorders for correspondence, we have something to offer in the way of protective plastic boxes for mailing smaller reels safely. While the tape doesn't need the sort of protection that records do, there is plenty of market for these useful items."

Sells Service Department First

Continued from page 14

literally dozens of sales to ministers, businessmen, private users, music lovers, party-givers, organizations, etc. who rent the machine first, give it a thorough try for whatever purpose they have in mind, and are then pleased enough to go ahead with the purchase. Classified ads under "musical instruments" in the Salina newspaper offer the rental service, but most of it is developed by word-of-mouth, or by means of signs in the windows or on the walls of the store.

Proud of his service department which has a full-time, three-man crew repairing televisions, phonographs, tape recorders and other electronic sound reproducing equipment, Edgington sees to it that every first-time visitor to the store is "taken on tour" of the service department. It is located in a separate room a step away from the basement level showroom where phonographs, components, radios, record players and console-model tape recorders are shown. Taking the prospective customer into the service department to look at its neat, well-equipped shop, stocks of replacement parts, etc., builds a lot of confidence.

"We have been steadily surprised to find that a lot of tape recorder prospects still regard the machines as complex electronic equipment which takes a real expert to use," Edgington says. "When we show them how simple they are to operate, and the service department which can keep them in top shape at all times, we remove any fears at once."

Home Demo

Next, Edgington is glad to arrange for home demonstrations but does so on an "approval basis," writing up the sale on the recorder with the understanding that he will take it back if the customer is in any way dissatisfied. The fact that the purchaser must sign a contract before the "home demonstration can be carried out" is enough to deter any "joy riders" and to guarantee a certain amount of sincerity on the customer's part. There

has never been a single instance in which a home demonstration failed to result in a sale over the past several years.

Edgington Music Company's concentration on two major lines of tape recorders, Webcor and Bell & Howell. They experimented with more than a dozen makes, and found these two lines consistently best sellers in the Salina market. Merchandise is displayed along a waist-high counter, extending down both sides of a narrow aisleway at the rear. Two high-fidelity showrooms branch off of this and are referred to by store employees as the \$100 room, \$200 room, and \$300 room.

Stereophonic tape recorders are alternated with monaural types, side by side along the counters, for comparative demonstration. Simple boxes with latches are used to hook up any of the speakers, mounted on top shelves around the walls, for demonstration. "Since he regards anyone as a tape recorder prospect, be he a businessman or a music lover, Edgington has long benefited as to what sort of direct mail or radio, newspaper, or other advertising media would produce results. He incorporates tape recorder advertising into his regular record, musical instrument and sheet music advertising.

Big Prospect List

Says Edgington, "We sell a lot of them to the airman at a nearby U. S. Air Force base, who get a lot of pleasure from recording music from radio, television or phonograph. We sell just as many, however, to businessmen who make business machines out of them by buying foot switches and other accessories for dictation. Our customers use tape recorders for correspondence with other tape recorder owners, to record the voice of children, to provide uninterrupted music for parties and for every other conceivable purpose. We stopped long ago attempting to categorize tape recorder prospects and simply recognized that we are going to have a wide variety of prospects as we go along."

**One Source
for the Best in Stereo!**

CONCERTAPES

Profit with the pioneer in stereo tape recording!
Sell critic-acclaimed CONCERTAPES in the distinctive round plastic container. Exclusive Balanced Acoustic Stereo technique builds steady customers!

CURRENT BEST SELLERS ON TAPE AND DISC

Re-Percussion.
My Fair Lady and G.I. G.I. Selections • Dancing and Dreaming • Symphony of the Air (Nutcracker Suite) • Swingin' Easy • Music of Johann Strauss • Favorite Show Tunes • Songs of Stephen Foster • Vivaldi's Concerto Grosso, D. Minor Mozart's Eine Kleine • Nachtmusik! Bach's Prelude in F Major • Organ Concert.

CONCERT-DISCS

These are the premium-quality "Sound in the Round" stereo albums which set the industry's standard of comparison. They're available now and more are on the way to you for big fall business!

CALL YOUR CONCERTAPES DISTRIBUTOR NOW. For complete catalog, write Dept. J89.

CONCERTAPES, INC.
"Sound in the Round" (R)
BALANCED ACOUSTIC STEREO
P.O. Box 88, Wheeling, Illinois

JUBILEE HAS

DOMENICO MODUGNO

new smash!

LE PETIT REVEIL

(THE LITTLE CLOCK)

c/w

CAVADDUZZO

(MY LITTLE BURRO)

JUBILEE 45-5339

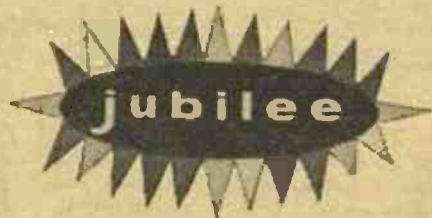
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DOMENICO MODUGNO

JUBILEE LP 1084

"A Sicilian In Paris"

(EP 5064)

ORDER NOW!



JUBILEE RECORDS

1721 BROADWAY
New York, N. Y.

'100%-STEREO FIRM'

Madison Fielding Plunging On \$49.95 Multiplex Unit

By CHARLES SINCLAIR
NEW YORK — "Stereo FM multiplexing is going to be a sales blockbuster for component hi-fi dealers next year, and the salvation of some 600 FM stations who've been facing declining radio revenues," says Leonard Feldman, president of one of the youngest and most aggressive firms on the audio scene, Madison Fielding.

Feldman is already deep in compatible multiplexed FM—a system whereby, like the stereo disk, a two channel sound can be carried on an FM outlet's channel and transmitted at the receiving end. Stereocasting so far has largely been a matter of unsatisfactory compromises, he says. Combinations of AM and FM leave much to be desired from an audio standpoint. TR-FM combinations aren't much better. And a multiplex method that would deliver to the ordinary FM listener only half of a program source would be rejected.

A compatible system of FM multiplexing—in which the ordinary FM listener hears a monaural combination of channels and the listener who is equipped for it will hear the program in stereo—will really open things up in a hurry. And FM stations now realize that this will be radio's way of cashing in on the stereo boom.

The Madison Fielding prey cries, for example, the recent study by the Institute of High Fidelity Manufacturers which showed that 23 per cent of the FM stations applying, plan to go into multiplexing in the near future.

"This is just a beginning," says Feldman. "Unlike the earliest days of color TV, this is not a situation where there's a hassle over competitive systems. It's virtually certain that a full green light will be given to stereo multiplexing."

Conversion Unit

Feldman is doing a lot more than drum-beating for compatible stereo FM. In about two weeks, his firm will start marketing the Brand Products, which handles the selling of Madison Fielding's multiplexing and Smith & Dorian, which handles the advertising—the first multiplex conversion unit to hit the market, the MX-100 at \$49.95 (see photo).

"Sure, we're sticking our neck out, but it's a logical development of our product growth," he says. "The whole job of design and production was done in just three months. This is pretty fast movement, but not difficult for us. We are the only component firm whose products are now 100 per cent stereo."

The converter is being manufactured by Madison Fielding under license from Morley Crosby, president of Crosby Laboratories—a development firm that has been the trailblazer in perfecting a

"compatible" FM stereo that can be received in "monaural" fashion by an ordinary tuner, and in "stereo" mode by audiolophes equipped with conversion units.

"Dimension Control"
 One of the special features of the MX-100 is a device that Feldman terms a "Dimension Control." "When this control is turned down, both channels are completely blended," he explains. "As you advance it, they begin to sep-

arate into the two stereo channels. This enables a user to pre-set the degree of aural separation he wants, regardless of speaker placement. There's no tuning involved either. The converter gets its signal from the multiplex output jack now common to FM tuners."

Adelbert Mort Wimpole, who will handle the unit's marketing at Brand Products, "Distribution of the MX-100 (Continued on page 20)



Madison Fielding MX-100 Converter

Stereo a Gain for Specialty Stores

NEW YORK — Is the phonograph record shop headed for good times or bad? A "healthy rejuvenation" is in the offing, according to the September Grey Matter, a monthly bulletin published by the Grey Advertising Agency here. And, while it is implied rather than stated, the stereophonic phonograph and disk are typical of the things that will effect the change for the better. Grey, incidentally, handles the Westinghouse phonograph and RCA Victor record accounts.

Grey Matter points out that marketing people tend to like to overlook the small specialty shop because of an "obsession" with the one-stop giant supermarkets. But, they point out, there are millions of shoppers who want the speed, service and convenience that the giant super fail to give. Evidence of the specialty shop's strength is the fact that they are on the increase (21,000 new shops in 1957's first half).

Regarding the new development in stereophonic phonographs and disks, the specialty store is in the driver's seat. Grey Matter states that the giant super often throw a roadblock in the path of new products. But the small retailer,

on the other hand, "is often ready and eager to provide a proving ground for the advertiser introducing new products."

Here are the firms of specialization taken by the small retailer, according to Grey Matter:
 1. Quicker and more convenient service.
 (Continued on page 40)

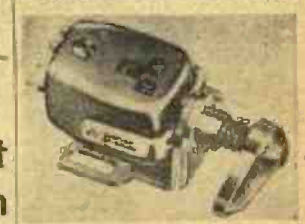
'PER-KNOB' PRICE ON NEW STEREO?

NEW YORK — Just as Madison Avenue measures TV programs on a cost-per-1,000 yardstick, the components firm of Madison Fielding has developed — at least for purposes of conversation — an electronic version for making an off-the-cuff evaluation of stereo components. It's "price-per-knob."
 Tongue-in-cheeked Leonard Feldman, firm prey, of the new Series 340 stereo front-ended preamp: "We figure the price-per-knob, making allowance for dual concentric controls, as being a little more than seven bucks."

Recoton Bows 'Piggy-Back' Stereo Pickup

NEW YORK — Recoton is about to market a new "twist" in turn-over cartridges: a stereo job that will provide a "standby" monaural cartridge, with standard LP tip, or a 3-mil sapphire tip on the other, with the cartridges mounted piggy-back fashion.

The unit is the Series AG-45 which, in its stereo mode, provides a .07-mil diamond for playback



Bogen Bows Wall Chart Set On Stereo Item

NEW YORK — David Bogen division of the Slinger Corporation is making available to dealers colorful wall charts that depict "the ease and low cost of conversion to stereo of existing Bogen high fidelity systems."

The company's ST10-A stereo adapter amplifier, enable Bogen owners to convert "any Bogen system made since 1940 to stereo." The new Bogen unit provides completely integrated, balanced sound stereo, not just an added second channel.

Orange, black and white wall charts provide dealers with three simplified diagrams showing the ease of stereo conversion. The ST10-A, a Bogen exclusive, is priced at \$13.50. This adapter permits single-knob control of the volume of both amplifiers used in a high fidelity stereo system. The ST10-A also permits channel inversion and provides for monaural listening as well.

ST10-A stereo adapter amplifier, priced at \$52.50, incorporates a dual pre-amplifier and a 10-watt amplifier designed so that only as
 (Continued on page 20)

from stereo disk, with the choice of LP or 78 tip on the turnover side coming in a choice of two models.

"Not only do they provide full-range stereo with extremely low distortion, but both cartridges offer completely smooth, symphonic channel separation. Production is up to the point where delivery is practically immediate," according to Jack Kama, executive vice president of Recoton Corporation. No price is stated.

Canadian Distributors Named by Zenith For Western Areas

TORONTO — Zenith Radio Corporation of Canada, Ltd., has announced the appointment of four companies as distributors of Zenith radio, television, phonograph, and stereophonic instruments in Western Canada.

J. H. Ashdown-Hardman Company, Ltd., Winnipeg, was selected to handle distribution in Saskatchewan, Manitoba and a western section of Ontario. Bruce Robinson, Electric, Ltd., of Calgary, is the distributor in southern Alberta and the East Kootenay market area in British Columbia.

Major Appliances and Refrigeration (B. C.), Ltd., of Vancouver, will serve dealers within the province of British Columbia and the Yukon territory of Canada, except for the East Kootenay area and the northeast section of British Columbia known as the Peace River block.

"Announcement of the distribution deals was made by L. C. Trivedi, vice-president, Zenith Canada.

BRITISH ARE COMING

Collaro Using Five-Terminal Heads on Newest Changers

NEW YORK — The British are landing in a stereo invasion of the U. S. Three new record changers, all designed "specifically" for stereo, are being introduced here by Rockbar Corporation, the American distributor for British-made Collaro units.

The three new changers, and their key features are:

The Continental, Model TSC-540: Features a two-piece film with new five-terminal phono head assembly with Collaro. By providing two completely independent circuits — the five terminal head guarantees the ultimate in noise-reduction circuitry, vital for good stereo reproduction, says Rockbar.
 (Continued on page 22)



Collaro Continental Model TSC-540

You don't have to be foggy about it when you buy and sell classical records.

All the information you need will be wrapped up in

THE BILLBOARD'S SPOTLIGHT ON CLASSICAL RECORDS ISSUE

coming your way September 29.

Sylvania Pays 50c Dividend

NEW YORK — Directors of Sylvania Electric Products, Inc., meeting here last week, declared a dividend of 50 cents per share on the company's common stock, payable October 1, 1958, to stockholders of record at close of business September 10.

In addition, the directors declared the regular quarterly dividend of \$1 per share on the \$4 cumulative preferred stock, payable October 1, 1958, to stockholders of record at the close of business September 10.

There are 2 important differences in the new
CAPITOL
STEREO PHONOGRAPHS

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

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

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

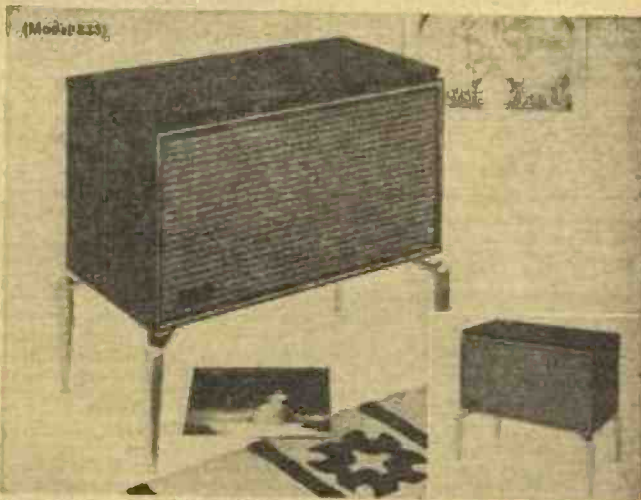
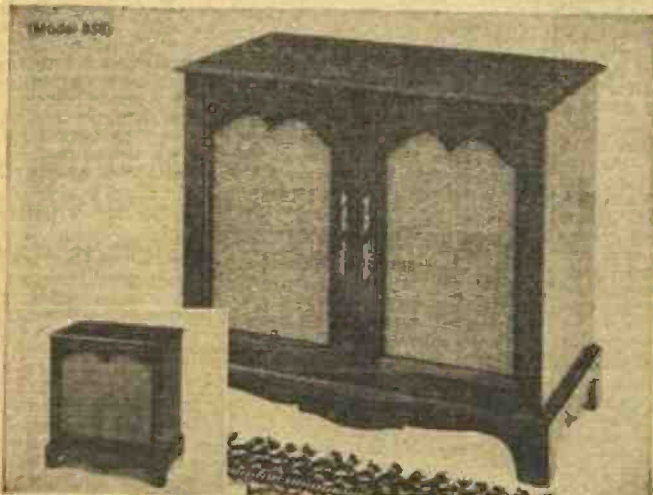
What's more, as a Capitol dealer, your efforts are backed by aggressive merchandising. This is the same merchandising that has made Capitol Records, in its short lifetime, one of the leaders in the music industry.

These other advantages will stimulate sales, too:

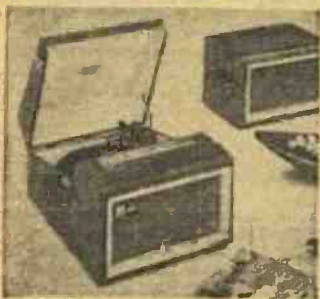
CUSTOM-STYLED CABINETS! Fashioned by leading furniture designers. Hand-rubbed wood consoles, scuff-resistant portables.

FACTORY-AUTHORIZED SERVICE! Every set carries Capitol's full warranty, allowing for free parts and service for 90 days above cost to you, the dealer.

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



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



Attractive Barco leather stereo portable (Model 832 above)



Two portables equipped for stereo conversion. (Model 827, above)



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



Versatile 2-speed stereo tape recorder (Model 830 above)

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



DEALER PROMOTIONS

Now, It's Stereo-Voiced TV as RCA Readies Oct. 21 'Parties'

By J. J. COUPLING

NEW YORK — RCA Victor dealers and distributors will be staging a series of "Color Stereo Parties" to sell both color TV sets and the concept of stereophonic sound on the night of October 21.

NBC's latest plunge into two-channel networking. The dealer-level promotions will be staged in connection with a "stereo broadcast" of the in-color, RCA-sponsored George Gobel Show that night, in which the show's soundtrack will be split between the network's AM outlets and TV web—the first national stereophonic broadcast using network TV and radio, according to RCA advertising chief R. H. Coffin.

Biggest Audience
By all indications, the color television is likely to perform its missionary functions for two-channel sound before the largest single audience gathered for a stereo show to date, topping by a wide margin the radio audiences garnered for NBC Radio's recent stereo "specials" on the Bert Parks Bandstand series. Estimates of audience size, based on previous national Nielsen data of the Gobel stage, run between 40 and 50 million viewers.

The project is known to have been in the works for some time, involving such NBC personnel as Music Director Elliot Manderson and Bandstand producer Bob Sedoff—a team that has compiled considerable experience in live stereocasting. Also heavily involved in the project is the Bell System, over whose lines the show must be fed.

Special Arrangements
In order to show off the stereo effect, a portion of the Gobel color telecast will include music and special effects to demonstrate the direction and realism that stereo adds to the single-dimension sound we have been accustomed to," according to Victor exec Coffin.

Also the sound quality in the demonstrations is expected to be "dramatic and exciting." Victor makes no bones about the fact that it will not have the quality of our new RCA Victor stereophonic hi-fi Victrola phonographs and tape players. However, it's expected to do the basic job—that of impressing listeners to the point where viewers will want to sample the real thing.

Color Gimmick
As a highlight of the "Color Stereo Parties," RCA is also staging a special color gimmick demonstration in which listeners will watch a gatefold insert—in color—in TV Guide's October 18 issue against their home screens, showing "the tremendous difference color makes in a TV picture."

Viewers will see the top half of the picture (whose action will match the color insert) in black and white, and the bottom half in color.

Jensen Names 4-State Reps

FOREST PARK, Ill. — Jensen Industries, manufacturer of phonograph needles and cartridges, has appointed Crockett, Lund & Company as sales representatives in the four States of Texas, Oklahoma, Arkansas and Louisiana.

Sales organization headed by John Crockett and Lloyd Lund plans an aggressive dealer-promotion campaign from its home office in Dallas, featuring new Jensen merchandising material for its full line of needles and cartridges. Crockett, Lund organization has 11 salesmen and seven engineers in its area.

Madison Fielding Plunging

• Continued from page 18

will — naturally — be tightly controlled. We will go first for the markets where compatible FM and AM tuning will be available, such as New York, where WBAL-FM is about to start; Pittsburgh, where KDKA has multiplex plans; and other cities like Chicago, Los Angeles, Denver and Seattle. The spread to other markets will likely be a matter of time.

By any standard, fast-stepping Madison Fielding is an electronic

upstart. Feldman himself is an alumnus of Fisher Radio and, with his associates, formed the company just two years ago.

"We wanted a name with a nice Ivy-League, Madison Avenue flavor to it," he admits. "So we pulled Madison Fielding out of the hat. We've been in stereo for a little more than a year. We saw that stereo was going to break big—and we decided to 'get for broke' along with it."

Typical of the 100-per cent plunge into stereo components is the firm's new Series 340 Master Stereophonic Console—a preamp (see only) with enough disk, concentric knobs, indicators, mode lights, front and rear controls and stereo functions to keep Flash Gordon happy.

Just being launched via Brazil, the Series 340 unit has provision for every conceivable stereo need (disk, tapes, recording in stereo, AM-FM sound, FM-FM, FM-Multiplex, and microphones) and even has a controlled "third channel" to feed a monaural mix to a third speaker-amplifier or recorder.

Also it's loaded with features and premium components (it uses six 7025 tubes instead of regular 12AN7's for instance), and is made under a "quality control" system so tight that only 1 per cent of the units aren't up to snuff. The price is a relatively modest \$150 (minus cabinet).



Series 340 Console
"Packaged phono and components are putting out in stereo together. We have to offer a lot to play out in front with the knowledgeable buyer," says Feldman.

Bogen Bows

• Continued from page 18.

additional speaker is needed to convert an existing monaural system into a two-channel system.

The Bogen Company also is sending its dealers catalog sheet 3007, a cut-down version of the wall poster. These sheets—with space provided for the dealer's imprint—may be given out to customers.

Audio Feedback

By CHARLES SINCLAIR

COLUMBIA'S STEREO "MOVIE BOOK"

Columbia Records is making effective use of one of the most venerable visual gimmicks to illustrate exactly how a needle tip rides the grooves of a stereo disk. It's a "Tip booklet" bearing the title "How the Stereophonic Groove Moves the Needle," and it's now being distributed by Columbia's salesmen to dealers in the firm's phonograph and disk lines. When the pages are flipped rapidly, a small red ball (representing the stylus) rides in the vertical and horizontal planes of a "moving" disk groove shown in cutaway cross-section. It's a cute idea, and, to borrow from the Chinese proverb, is likely to be worth 10,000 words of talk in describing the 45-45 system to someone who can't quite visualize it.

MERCHANDISING PACKAGE COMPONENTS

"Package phono manufacturers very often have too much ego for their own good," says Jack Gilbert, New York City agency head. "Many of the components that go into package phono—such as the record changer, the pick-up cartridge, the stylus—have acquired a national reputation and national prestige. But practically no phono manufacturer merchandises these components in his advertising, or with the kind of 'hang tags' you see in the soft goods field that read 'This dress is Sanforned.' Manufacturers often try to perpetuate the myth that they make all the parts that go into a packaged phono, right down to the tubes. With the level of audio sophistication rising, thanks to the growth of component high fidelity, this is often ridiculous."

Gilbert's point, we feel, is well-taken. Changers like Garrard, Colaro, and Glaser-Stears (the latter's advertising is via the Gilbert shop), as well as pick-ups like those of GE, Pickering, and Retro-Voice, piecemeal from Fidelitone and Walen, have become known to the public. Manufacturers might do well to examine, as Gilbert himself says, "how they can let some of the component prestige rub off on their packages."

Pursuing this just one jump further, some component makers can apply the same thinking to component units. Audiophiles might well "upgrade" their regard for an amplified or pressing they saw that carried a little tag saying, for example, "This unit contains Mullard tubes exclusively." It's always smart business to demonstrate that you've chosen quality materials for your product.

RCA STEREO TAPE CARTRIDGES

Latest word from Camden is that RCA Victor will start shipping its four-track stereo tape magazines to distributors in about two more weeks, with the tape players following in about a month. First batch of tape magazines will total some 18 releases.

LAYING A FREUD EGG

One of the biggest mental blocks of the season was developed recently by The Billboard. It occurred in a story about the new fall stereo line being launched by one of the larger component firms, being launched by one of the larger component firms, being launched by one of the larger component firms. The first part of the name was misquoted in the headline, the text and in captions with the illustrations. Possibly, it grew out of mental edge-neglect between the name and the music term "hard money." The firm's name is NOT Harmon-Kardon, as we had it. It is Harman-Kardon, which doesn't rhyme as well but at least it has Sid Harman's name. Our apologies.

THE PRINTED CIRCUIT

Graco Products has appointed Arthur Gottlieb as national service manager. . . Same firm has also named new distributors and sales reps including the following: Goodlander Associates of Washington; Guy Center and Associates, Atlanta; Diamond-Cross Associates, Boston; Window-Lane, Cleveland; and Jack F. McKinney Sales Company, Dallas. In Jackson, Miss., the Orrell Bros. Hardware Company has been named a distributor for Sylvania Home Electronics. . . Maury Farber Associates, Buffalo, has been appointed a sales rep by American Microphons. . . Tom Marco Company, San Bruno, Calif., has been appointed a rep by Precision Electronics (Crownline amps, preamps, etc.). . . Jack Reinstein is handling the black choirs on the upcoming New York High Fidelity Music Shows. . . Nice tie-up was scored by admiral Irving Greene on the recent Randall's Island New York Jazz Festival. A well-plugged door prize was a "dream set" that consisted of choice components from accounts he handles such as K-L-U speakers, Pickering & Company and Mellotone.

OVER THE TRANSOM

We hear that Westec really takes stereo very seriously; they've made a continuing series of modifications in their stereo disk cutter that spells steady improvement in disk quality. . . Sale of stereo tapes are down as much as 85 per cent for some lines. . . Pickering is planning to market a wide-range electrostatic speaker in 1959. . . CE, jumping over foreign tube competition, is boosting the standards of its production models.

New Product:

Batteries? Not in This Portable



TRAFFIC STOPPER! Hoffman Electronics has designed a new and striking display for its "Hoffman-Solar" portable radio, which operates on "free power from the sun." Shown above is K. L. Morrison, sales manager of Hollywood's Nicholson Radio & Appliance firm, putting the portable into its pack by pushing a switch which lights bulb behind sun disk. Thus starting up conversion light to electricity by solar cells stop radio. Cells and the same as those that power the transmitter in the Vanguard space satellite.

Even if you can't spell Shostakovich, you can stock and sell classical records and make more sales and profit.

Read how in:

THE BILLBOARD'S SPOTLIGHT ON CLASSICAL RECORDS ISSUE.

coming September 29



Earl Holliman

LA
LA
LA
LOVABLE

IF I COULD
SEE ^{THE} WORLD
THROUGH THE
EYES ^{OF} A CHILD



Record no. 4042



See Earl Holliman in "The Lady Died at Midnight" ..Studio One-CBS-TV, Monday, Sept. 1, 1958

HI-STYLE HI-FI

GE to Launch Stereo Amp Pair in Fall Sales Mart

AUBURN, N. Y.—High quality stereo performance, unusual control flexibility, and a new approach to appearance design are being spotlighted by General Electric in a high-light aspect of two new "Stereo Classic" amplifiers being readied by General Electric.

First of these, the MS-4000 model, has two integrated 20-watt channels, and is scheduled for October availability. Consumer price will be \$169.95.

The other is the MS-2000, featuring two integrated 14 watters, and scheduled for November availability. Consumer price for this model is \$129.95.

Each unit is actually two power amps and two preamps on a single chassis. Both are said to be designed primarily for amplification of stereo disk program material, as well as stereo and monaural tape, broadcast and monaural disks.

The highly styled new appearance of the amplifiers' control panels, according to GE, "bring hi-fi faceplate design in line with

the "living room" styling of TV receivers; (see, p. 21).

Model Features

The MS-4000 panel features a silver and willow gray color pattern finish, while the lower-priced MS-2000 offers a corresponding design. Both have a "flat" silhouette, and are about the size of monaural amplifiers.

Cabinet finish on both amplifiers is leather grain willow gray vinyl, compatible with the new GE model FA-12 and other FM/AM tuners. Although power output and most performance ratings of the 40-watters (MS-20's) are higher than for the MS-2000, the two are similar in many basic circuit features.

Both have what GE calls "an unusual and highly effective" balance control, which "allows the listener to adjust the sound volume from both speakers for best stereo perspective as he wishes."

Adjustment of this control is comparatively fine near the center point of the control, gradually raising the output from one speaker (as desired) while fading the other. As the knob is turned to its limit, the "faded" speaker is dropped out.

Since the output of the "raised" speaker goes up a minimum of one db, there is no overloading or "blast" effect at the other speaker which could require readjustment of the volume control, according to GE.

The other four of the seven knob controls on both amplifiers are geared for simultaneous adjustment of both stereo channels. These knobs control volume, bass, treble and contour.

The contour control provides, GE states, a "smooth, gradual boost" from approximately 1,500 cycles down to 30 cycles, to compensate for low level sound intensity in the bass range. The boost is effective over a wider range than a normal bass control. "By an adjustment in position, the control does

New Product:

Fi-Rack



STORAGE: Newest available in disk displays is Fi-Rack, manufactured by Doctor Products. Slotted metal bands stretch to wall. Dials slide in, showing covers. Will be sold as stereo display unit, as well as for home disc unit. As many as eight 12-inch disks can be set in one Fi-Rack unit.

not vary the intensity of the sound level, says GE.

Other features of both units are: channel reversing to switch either channel to either speaker, variable filter effective on all inputs, an independent switch position and input for monaural cartridges, low hum and noise, and better than 40 db channel separation.

In addition, the MS-4000 model has a special rear panel switch for easy phasing of both speakers without manual lead reversal, d.c. preamp tube heaters (no minimum turn), and a flat frequency response on both channels with low distortion.

DEPARTMENT OF CORRECTION: IT'S 'ULTRAVIOLET' LIGHT

Editor, The Billboard:

On page 20 of your April 7 issue we found an article on "infrared" invisible ink used to prevent trans-shipment of records by Audio Fidelity. We knew this actually referred to our Stroblite invisible UV ink which becomes visible under ultraviolet light.

Imagine the difficulty your readers would have if they, too, wished to use this system of invisible marking to control their distribution. They'll never find us under "Infrared" in the Blue Book or Yellow Pages.

Since the original article was undoubtedly written as a service to your readers, you will surely agree that correct information should be given. The technical terminology should have been "fluorescence" which is produced by "ultraviolet" light. Either word would equally interested readers to track down the source.

We're not averse to new business—and actually several TV and electronic tube dealers and disk companies are already using our invisible marking system. Perhaps one among them would not mind their invisible secret exposed in another article giving correct technical data.

A. Strobl
Stroblite Company
New York

British Coming

Continued from page 18

Counter-balanced transcriptions-type motor (also exclusive with Continal) will accept any standard stereo or monaural cartridge. Arm is designed so that there is less than a gram in tracking pressure between the top and bottom of a stack of records. Other features include four speeds; manual switch to permit playing of single record or portion of record; automatic shut-off after last record; automatic intermix—plays 1, 2, 10 or 12 records in any order; heavy duty 4-pole induction motor and stereo muting switch. The Continental price is \$49.95.

The coronation, Model TSC-740: Changer is equipped with the new stereo play-in tone arm featured on the Continental. Coronation also includes many custom features: extra heavy duty 4-pole motor; heavy-duty weighted, balanced turntable for flywheel action; four speeds plus manual switch for turntable action; stereo muting switch; two-tone color to fit any decor; pre-wiring for easy installation. The Coronation price is \$42.50.

The Conquest, Model TSC-840: Popular "priced precision changer with new non-piece stereo tone arm. This unit also incorporates many of the custom features of the more expensive changers. The Conquest features a heavy duty 4-pole induction motor; four speeds with manual switch for forgettable operation; wow and flutter specifications are the same as those for the Continental; fast eight second change cycle, independent of record speed; pre-wiring for easy installation. The Conquest price is \$32.50.

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

Last year, 746 classical albums were submitted to The Billboard for review. Many of these made extra sales and extra profits for dealers who bought and sold wisely.

THE BILLBOARD'S SPOTLIGHT ON CLASSICAL RECORDS ISSUE, coming September 29

will tell you how to increase your sales and profits with classical records.



PHONO MERCHANDISING

How Sunset's Chain Is Gearing For Stereo Phonograph Sales

By RALPH FRENCH

NEW YORK — One chain of appliance stores here's getting set for a major promotion on stereo phonographs beginning in October. It's the Sunset Appliance Stores with 15 outlets on Long Island and in the metropolitan New York area. According to Joseph Rudnick, the chain's president, the stereophono is being given "major line" treatment. This contrasts sharply with Sunset's attitude toward monaural or "old-type" phonographs. The chain has carried phonographs for years but they have never been considered an important factor in their business.

All right, Sunset is serious about stereo. What are they doing about it? The first thing the firm plans to do is clear out their offices in five key stores to make space for stereo demonstration rooms. The offices will be set up in their warehousing area. Sunset considers separate listening rooms essential to good stereo demonstration.

Separate listening rooms have several advantages. First, they approximate the listening conditions at home. Second, the speakers can be placed to allow for maximum stereo effect. Third, the salesman gets the benefit of undivided attention from the customer. Fourth, the store can create a pleasant, restful atmosphere conducive to sales. These things are important, according to Rudnick, because a stereo demonstration takes longer. They figure on 10 minutes for a hi-fi dealer and they expect stereo to take twice as long.

Sales Training

In anticipation of heavy traffic, Sunset is getting set to train its present sales force in stereo sales and is adding a great many additional sales people. The recruiting of new salesmen is a unique departure for the firm. They intend to take on part-time people and put them thru the same intensive training they will give their veteran salesmen. To implement this program, the firm has called for high-fidelity enthusiasts via classified ads. (See illustration.)

"I feel certain," says Rudnick, "that these people have the necessary enthusiasm and know how to sell stereo. I'm banking on

the fact that they can convey this enthusiasm to customers better than anyone else. And, being stereo-minded themselves, they can talk the customer's own language."

For the actual classroom work, Rudnick will call on his local Webster and RCA Victor distributors, whose stereo lines he will feature. They have already indicated a willingness to work with him. They will send sales reps, demonstration material, spec sheets and anything else Rudnick wants. Following up the initial sales training, Sunset will direct its sales refreshers courses in the form of mailings to their sales people.

A Big Edge

But the thing that will give Sunset the biggest edge over competition is Rudnick's sincere belief in stereo's future.

"With hi-fi," Rudnick says, "the improvement over earlier phonographs was not sufficiently dramatic. Stereo is. You can hear the two channels and the customer knows that this is something new and different. We're losing out all of our hi-fi sets and we're not ordering anything but stereo. As far as we're concerned, one-channel sets are now obsolete. Of course, we'll continue to handle the \$29 and \$39 portables. But all the other stuff is out."

Many people have compared the stereo development to color TV. Rudnick doesn't believe the comparison is a fair one.

"People will see stereo won't go," he says. "They say it's like color TV: if the public has high fidelity, they won't want stereo. This is bad reasoning because they forgot one very important fact. A stereo phono is approximately the same price as the single channel sets. Color TV, on the other hand, is priced much higher than black and white. And this is the main reason why color TV hasn't moved as fast as it should."

Like many stores with a big investment in phonos and TV, Sunset has been looking for a product that will give them the volume they enjoyed in TV before the market became saturated. They believe they have such a product in the new stereo phono lines.

*everybody's flipping over "Volare"
—to hear their latest smash!*

**DO YOU LOVE ME
LIKE YOU KISS ME**

b/w **VOLARE**

the **McGUIRE
SISTERS**



**CORAL
9-62021**



The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SEVEN WEEKS ENDING AUGUST 23

The information given in this chart is based on actual sales to consumers in a bi-weekly sample of the leading retail record outlets during the week ending on the date shown above. Weekly charts cannot also and all records used in this continuing series of best-selling sales are under the direct and continuing control of local record stores only under the direct and continuing control of the National Record Retailers Association of New York University.

Rank	Title	Label	Weeks on Chart
1.	Tchaikovsky's Piano Concerto No. 1	Van Cliburn, RCA Victor L.M. 2252	1 5
2.	Johnny's Greatest Hits	Johnny Mack, Columbia CL 1133	4 21
3.	Gigi	Sound Track, M-G-M E-9841-ST	6 11
4.	Starburst	Pet. Boone, Dot D.L.P. 3118	2 6
5.	The Mugle Man	Original Cast, Capitol WAO 990	5 27
6.	South Pacific	Sound Track, RCA Victor LOC 1032	3 23
7.	South Pacific	Original Cast, Columbia OL 4140	7 231
8.	Sing Along With Mitch	Mitch Miller, Columbia CL 1180	9 8
9.	My Fair Lady	Original Cast, Columbia OL 5000	8 126
10.	Sail Along Silvery Moon	Billy Vaughn, Dot D.L.P. 3100	15 18
11.	The King and I	Sound Track, Capitol W 740	14 108
12.	52 Wonderful Years	Ray Conniff, Columbia CL 1127	12 10
13.	Swingin' on Broadway	Joshua Jones, Capitol T 683	11 11
14.	OklaHoma!	Sound Track, Capitol SAO 595	13 152
15.	Elvis' Golden Records	Elvis Presley, RCA Victor LPM 1707	19 18
16.	The Late, Late Show	Dakota Slaton, Capitol T 676	24 25
17.	Nearby the Cross	Tennessee Ernie Ford, Capitol T 1005	10 13
18.	Around the World in 80 Days	Sound Track, Decca DL 9048	17 73
19.	Songs of the Fabulous Fifties	Roger Williams, M-G-M KX 5000	56
20.	Film Favorites	London, LL 1700	22 58
21.	Wagon	Columbia CL 4087	18 37
22.	Ricky Nelson	Imperial IMP 9050	20 6
23.	Tuboo in Hi-Fi	Hi-Fi Record 508	9
24.	Coma's Golden Records	Ferry Conn, RCA Victor LOP 1007	1
25.	Goodnight, Dear Lord	Johnny Mack, Columbia CL 1110	11



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

PARIS IMPRESSIONS

Erroll Garner—Columbia C2L 9

Erroll Garner has a chance to come up with another big sell with this new, handsomely packaged double LP set, which contains twice as much. Garner as any package previously released, and Garner on harpsichord in addition to piano. Set contains 18 tunes, some standards and some originals, all played by Garner in his delightful style. The package with its pictures of Garner in Paris and its attractive cover art work to the set and makes it a fine display item for dealers. A solid Garner release for both pop and jazz con.



Stereo Sound Albums

LISTENING IN DEPTH

Columbia SF 1

Smart dealers can get much mileage out of this de-lux set. It's a specially boxed package which includes a fully illustrated booklet on how stereo is accomplished. There's a little flip-the-page booklet that shows how the needle moves in the groove and there's a disk with a generous sample of Columbia artists—pop and classical—performing in the new medium. Early the most imaginative of the numerous stereo examples, this bundle a fine gift to the newb to the field. Can sell (\$5.95).



Children's Albums

THE FERRARS AT HOME

Rosemary Clooney and Jose Ferrar—M-G-M E 3709

Here's an album that parent after parent will purchase for their youngsters. It features Jose Ferrar and wife Rose Clooney telling two of the best known recorded kid stories, "Tubby the Tuba" (told by Jose Ferrar) and "The Story of Cordie" (told by Rose Clooney). Both Mr. and Mrs. tell these charming stories beautifully, and the arrangements and production are excellent. An outstanding package.



Reviews and Ratings of New Popular Albums

POPULAR ★★★

MAURICE CHEVALIER
A TODAY
G-117 M-G-M 123

Two disks, the busy offical soprano, are handsomely packaged and new. The LP is in top form as is the "Today" LP. It's the only one of these "Today" series that comes with a new and original "Today" song. The "Today" LP is a little less satisfying with "Today" and "Today" but still a very nice set. The "Today" LP is a little less satisfying with "Today" and "Today" but still a very nice set.

DESTINATION MOON

Ames Brothers with M. Rocco. Or. RCA Victor LPM 1040

British vocal duo and to their credit for good sounding results. The best in sound and soul and the most complete of any of the Ames Brothers. Edmond Rocco, who plays the baritone sax, who also plays the guitar, a playing which adds to the set. Cover design also done with care and little for display value.

POPULAR ★★★

SONG ME A SWING NOTE

Billy Stark, Atlantic 1281
Smart styling by Stark on a group of great tunes with excellent orchestration. Younger and younger every week, and there's a really lively to all persons. The first record each in series. Much more than that. It's a really lively to all persons. The first record each in series. Much more than that.

FLAME'S FLAPPERS AND FLAMES

Joe Mower & His Orchestra, Capitol LPN 503

Joe Mower, released a new double which was very much enjoyed when the tone for this album was heard over. The album is a group of ten songs, all of the standard era. The album is a group of ten songs, all of the standard era. The album is a group of ten songs, all of the standard era.

LOREN AND THE GOOD BOOK

Loch Armstrong, with the G. Oliver Choir and the A.P. Chor. Decca DL 1743

The recording features G. Oliver's good voice and choir in a very nice set.

DIMES WORTH OTHER SOUNDS

Reginald Gray, RCA Victor LPM 1705

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

Classical Albums

LALO: SYMPHONIE ESPAGNOLE; SAINT-SAENS: INTRODUCTION & RONDO CAPRICcioso, HAVANAISE

Yehudi Menuhin, Violin with the Philharmonia Orch. (Goossens)—Capitol G 7108

These Spanish-flavored pieces as recorded here are outstanding additions to available repertoire. Menuhin's tone and technical mastery are a delight, and the orchestra under the baton of Goossens achieves inspired effects. The sound and glossy surfaces attest to the careful supervision and engineering.



Classical Opera Albums

PUCCHINI: SUOR ANGELICA

Victoria De Los Angeles, Soprano; Fedora Barbieri, Mezzo-Soprano; Various Artists with Orchestra & Chorus of the Opera House, Rome (Serafin) EMI—Capitol G 7115

With no recordings in the catalog, this lovely performance will delight opera buffs and is a real contribution. The short, tragic, lyrical work is sung uniformly well by the all-female cast, with De Los Angeles meeting in the title role and Fedora Barbieri brilliant as the Aunt.



Classical Special Merit Albums

MOZART & RICHARD STRAUSS ARIAS

Erika Koeth with the Berlin Philharmonic Orch. (Schlueter & Matzerath) EMI—Capitol G 7114

Famed in Europe, this glittering coloratura will win the U. S. before long. Equally at home with the fireworks of Zerbinetta's aria from "Ariadne" and the Queen of the Night pieces from "Magic Flute" and the cool lyricism of her "Don Giovanni" chorine, the artist displays facets of a major talent, fresh, strong, limpid and beguiling. Helmut Hering's flute solos are a plus. An auspicious first American release.



DVORAK: CONCERTO FOR CELLO & ORCH.

Mstislav Rostropovich, Cello with the Royal Philharmonic Orch. (Boult)—Capitol G 7109

Rostropovich, who toured the United States in 1956 as the U.S.S.R.'s top cellist, really makes the instrument sing in this performance of what many feel is the best of Dvorak's concerti. Sir Adrian Boult's batonning of The Royal Philharmonic is superb. Outstanding classical work, beautifully engineered as to sound.



ALBUM COVER OF THE WEEK



LALO: SYMPHONIE ESPAGNOLE, SAINT-SAENS: INTRODUCTION & RONDO CAPRICcioso, HAVANAISE; LHM—Capitol G 7108. Fascinating, colorful details has an almost three-dimensional effect. Display of the beautifully packaged item will attract buyers.

Most Played by Jockeys

FOR SURVEY WEEK ENDING AUGUST 22

Albums are ranked by order of the greatest number of spins on high fidelity radio shows during the survey. Results are based on The Billboard's weekly survey among the nation's disc jockeys.

1. STARDUST Pat Boone
Dot DLP 3118
2. LESTER LANIN GOES TO COLLEGE Lester Lanin
Epic/RS 5674
3. BILLY VAUGHN PLAYS THE MILLION SELLERS Billy Vaughn
Dot DLP 3119
4. SOUNDS OF THE GREAT BANDS Glenn Gray and the Cast
Capitol W 1922
5. JUMP FOR JOY Peggy Lee
Capitol T 1635
6. SING ALONG WITH MITCHELL Mitch Miller
Columbia CL 1100
7. BURNISHED BRASS George Shearing Quintet With Brass Choir
Capitol T 1635
8. BAUBLES, BANGLES AND HEADS Kirby Stone Four
Columbia CL 1211
9. SWINGIN' ON BROADWAY Jonah Jones
Capitol T 983
10. THE MUSIC MAN Original Cast
Capitol WAD 990



Best Selling Pop EP's

FOR SURVEY WEEK ENDING AUGUST 22

The information given in this chart is based on actual sales by consumers. A scientific sample of the country retail record outlets during the week ending on 11th disc shows above. Sample design, sample size and all methods used in collecting these sales figures reported herein are under the direct and constant supervision and control of the School of Business of New York University.

1. KING CREOLE, VOL. 1 Elvis Presley, RCA Victor EPA 4310
2. KING CREOLE, VOL. 2 Elvis Presley, RCA Victor EPA 4321
3. UNCHAINED MELODY Ricky Nelson, Imperial EP 159
4. EVERLY BROTHERS Cadence GEP 105
5. RICKY NELSON Imperial EP 153
6. SPIRITUALS Tennessee Ernie Ford, Capitol EAP 1-876
7. MUTED JAZZ Jonah Jones, Capitol EAP 1-830
8. HYMNS Tennessee Ernie Ford, Capitol EAP 1-736
9. ROGER WILLIAMS Kapp KEP 253
10. LOVING YOU Elvis Presley, RCA Victor EPA 1,181F

Required, say "Billboard's Top Pick" and "Billboard's Top Pick" on all records and albums. This is an important job here because a Top Pick album can cross. The artists did all of the arrangements for both the band and the vocal group and he plays piano on the tracks as well. Outside of occasional over-the-voice arrangement he has teamed up with a variety of vocalists. Years include "Orange," "Bugs the Begonia," "Adam" and "That Old Black Magic."

As Mrs. Xavier Cugat, in favor of a collection of personally arranged standards, plus a group of tunes from "The Captain," a Broadway musical in "Oh, Be a Rebel," handling the few lead. Press and best of the set, Mrs. Cugat is beautifully played, which can be seen in the same album.

and experimental standards, try a good top of billing package and would have wide appeal. Sound in excellent. Good over that of album.

STREET SIRE EVANS

The DLP 3101
A strong, lively, happy-toned ballad with overall title "Ain't We Got Fun." Includes some "Rock 'n' Roll" and guitar originals by composer, Graham Prince. Through his book, vibrant paper and good hard backing. Good vinyl backing.

POPULAR ★★

OPEN HOUSE
Ralph A. Buddy Boudo, Organist, Epic LN 5091
The Brothers Band have a pleasant pop album sound as a self-programmed package of modern rock. Includes Amer-

POPULAR ★

SEVEN WONDERS OF THE WORLD
RCA Victor EP 1104
STEREO & MONAURAL

FOLK ★★★

PRESENTING THE DELAWARE SINGERS
RCA Victor EP 1104
The group of 12 men, who have toured with DelaWare for 15 months, are a strong group in their own right. (Continued on page 26)

THE LADY ON RED
Album Line with the Royal Philharmonic Orch. RCA Victor LP 1396
The gal leaves the world of the disc with which she is strongly associated

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 Repertoire
- ★★★—Good Potential—Will Sell
- ★★—Moderate Potential—Sellable Packages
- ★—For dealers who stock all merchandise.



FOR WHOM THE BELL TOLLS As Performed By BEAUNOUDS B 1261 BS 1261



KOUZA IN STEREO Warner Bros. Military Band Harry Messing, Conductor B 1262 BS 1262



THE DIXIELAND STORY Mitty Mellick and The Peacock Quartet B 1263 BS 1263



THE KING AND I FOR ORCHESTRA Gilbert Schar and His Orchestra W 1265 WS 1265



HAVE ORGAN, WILL SWING SUDDY COLE At the Hammond Organ W 1267 WS 1267



THE SMART SET Orchestra Conducted By Ralph Clendinning and The Quintet, Inc. B 1268 BS 1268



INVITATION The Quintet, Inc. B 1269 BS 1269



The Treasures of Music: MUSIC FOR PEOPLE WITH \$3.00 W 1264 WS 1264



YOU'RE MY GIRL Jack Webb Arranged & Cond. By Billy May B 1267 BS 1267



TERRIBLY SOPHISTICATED SONGS (A Collection of Unpopular Songs For Popular People) B 1210 BS 1210



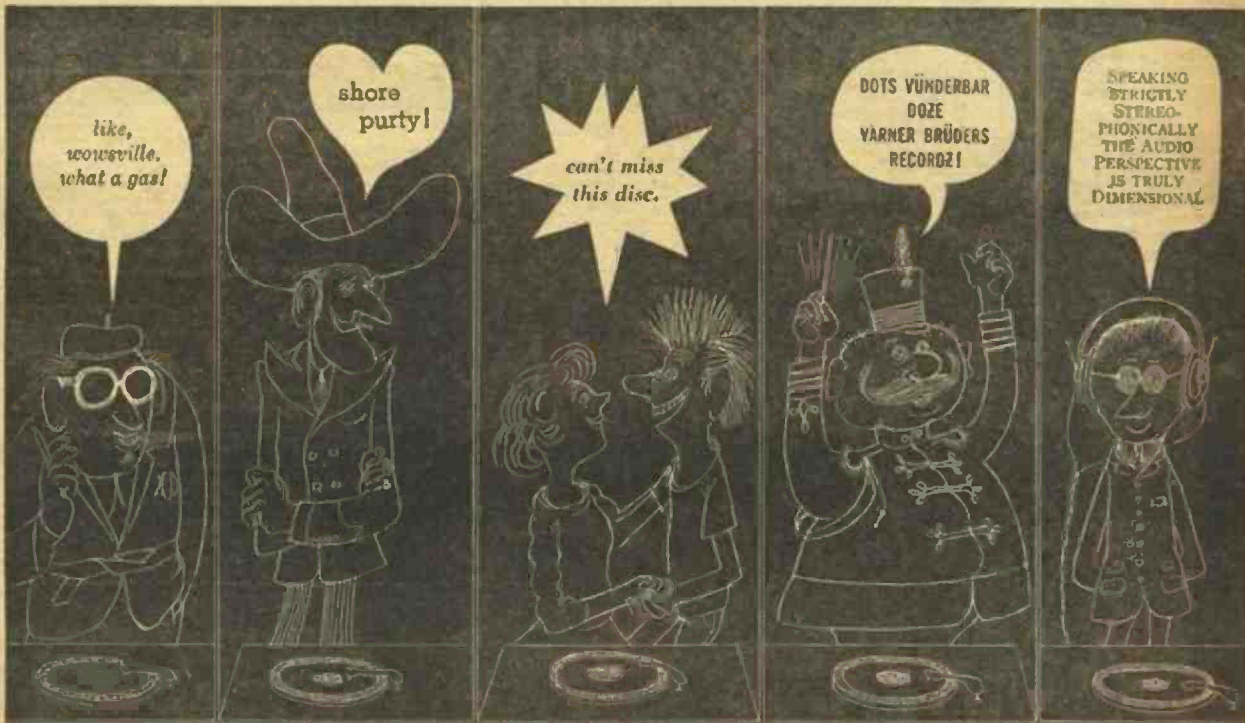
OH JOHNNY! Bonolo Baker B 1212 BS 1212



CONCHETTA Concha Stevens W 1266

now available! Warner Bros. records

"the first name in sound"



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ **WARNER BROS. RECORDS**  ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ **WORLD PREMIERE**

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending August 23

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Volare (Nel Blu Dipinto Di Blu)		1 5	6. Bird Dog		6 3
By Domenico Modugno, P. Micalizzi and M. Perini—Published by Robbins (ASCAP) BEST SELLING RECORDS: Dean Martin, Cap 6023; Domenico Modugno, Dec 30577 RECORDS AVAILABLE: Jeno Babin, Vic 7339; Daida, Verve 10146; Alex Dale, M-G-M 12897; Aresko Piero, Col 41223; Marty Gold, Kapp 233; J. J. Foss, Mercury 5002; Rosa Linda, Chalmers 39944; Carlos Montoya, Grand Award 1027; Umberto Montali, Kapp 732; McGuire Sisters, Coral 62024; Nara-Paul, Vic 7304; Nelson Eskola, Cap 4924			By Boudleaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: Eddy Arnold, Columbia 4320 RECORD AVAILABLE: Sam Woodie, Dec 30772		
2. Little Star		2 6	7. My True Love		7 7
By Vanzo-Furini—Published by Red (BMI) BEST SELLING RECORDS: Egan, Ayl 25665			By Jack Scott—Published by Bertels-Pear, Inc. (BMI) BEST SELLING RECORD: Jack Scott, Carlton 662		
3. Patriola		3 10	8. Everybody Loves a Lover		12 6
By Perez Prado—Published by Peer (BMI) BEST SELLING RECORD: Perez Prado, Vca 7245 RECORDS AVAILABLE: Nancy Craft, Ori, M-G-M 12837; Jerry Martin, Check 104; Ray-Peterson, Vca 7301			By Richard Adler & Robert Allen—Published by Warner, Inc. (ASCAP) BEST SELLING RECORD: Duke Day, Col 4100		
4. Poor Little Fool		4 9	9. Born Too Late		13 5
By B. Shoney—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5528 RECORD AVAILABLE: Johnny Agui & De Doyere, Sky 116			By F. Tobias & C. Strong—Published by Manton (ASCAP) BEST SELLING RECORD: Paul Tait, ABC-Paramount 6934 RECORD AVAILABLE: Judy Taylor, Surf 3877		
5. Just a Dream		5 5	10. When		9 9
By Nancy Casson-C. Melman—Published by Ace (BMI) BEST SELLING RECORD: Nancy Casson, Ace 516			By Jack Riebold Prod. Evans—Published by Ewer & Michel (ASCAP) BEST SELLING RECORD: Echo Train, Dot 30842		
Second Ten					
11. Rebel-Rouser		8 9	16. Devoted to You		19 3
By Duke Eddy Lee Hamblen—Published by Grynberg (BMI) BEST SELLING RECORD: Duke Eddy, Jeno 1104			By Boudleaux & Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Eddy Arnold, Columbia 4320 RECORD AVAILABLE: Gene Smith, Nones 6010		
12. Western Movies		15 4	17. Are You Really Mine?		18 3
By Fred Smith-CM Goldsmith—Published by Elizabeth-Arca (BMI) BEST SELLING RECORD: Guy Lombardo, Decca 2588 RECORD AVAILABLE: Marlene Gayne, Decca 34821			By Hoffman-Stein & Whitely—Published by Fantasy (ASCAP) BEST SELLING RECORD: Dinah Shore, RCA 4000		
13. Feyer		10 7	18. Spilsh Splash		11 10
By Donaghy-Cowley—Published by Lala (BMI) BEST SELLING RECORD: Perry Lee, Cap 3395			By Dario-Magari—Published by Philips (BMI) BEST SELLING RECORD: Bobby Darin, Aco 6117		
14. Ginger Bread		17 5	19. If Dreams Came True		14 7
By C. Ballard-H. Hunter—Published by Sparks & Rouben (BMI) BEST SELLING RECORD: Frankie Avalon, Charmer 1011			By R. Allen & A. Simmons—Published by Korwin (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15765		
15. Willie and the Hand Jive		16 8	20. Early in the Morning		21 4
By Johnny Otis—Published by El Dorado (BMI) BEST SELLING RECORD: Johnny Otis Show, Cap 3395			By Martin-Barry Davis—Published by Royalty (ASCAP) BEST SELLING RECORD: Bobby Darin and the Randy Rnbs, Aco 4121 RECORD AVAILABLE: Eddy Arnold, Coral 62006		
Third Ten					
21. Rock-In' Robin		29 2	26. Yakety Yak		25 13
By I. Thomas—Published by Records (BMI) RECORDS AVAILABLE: Bobby Day, Clef 27; Thomas-McAfee, Aladdin 543			By Jerry Leiber and Mike Stoller—Published by Toot (BMI) RECORDS AVAILABLE: Coasters, Aco 6116; Tompall and the Glaser, Robbin 1004		
22. Hard Headed Woman		20 10	27. Stupid Cupid		23 3
By Claude De Michelis—Published by Gladys (ASCAP) RECORD AVAILABLE: Elvis Presley, Vic 7301			By Sedaka & Greenfield—Published by Alcca (BMI) RECORD AVAILABLE: Connie Francis, M-G-M 12831		
23. It's All in the Game		- 1	28. Left Right Out of Your Heart		26 9
By David and Super—Published by Rovinsky (ASCAP) RECORD AVAILABLE: Tommy Edwards, M-G-M 12683			By Mort Garson-Bert Rosen—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: Vaughn Monroe, Vic 7284; Patti Page, Mercury 7137		
24. A Certain Smile		22 8	29. Tears on My Pillow		28 3
By Paul Francis Webster and Sammy Fain—Published by MCA (ASCAP) RECORDS AVAILABLE: Les Baxter, De B-1912; Terry Pinkas, Lib 2015; Sonny Gale, Dec 30970; Bud Freeman, Vca 7301; Johnny Mathis, Col 41193; Monty Bragg and Chorus, 204; Ray 107; Ray Rivers, Pat 360; Andy Russell, Vic 7297; Milton Shuler, West 127; Hank Snow, Aco 6118			By Sylvester Bradford & Al Lewis—Published by Vandervort-Bocock (ASCAP) RECORD AVAILABLE: Lita Anthony and the Four Tops, East 1072		
25. Summertime Blues		- 1	30. Enchanted Island		27 8
By Eddie Cochran and J. Caperton—Published by Amarcord (BMI) RECORD AVAILABLE: Eddie Cochran, Liberty 5514			By Robert Allen & Al Williams—Published by Korwin (ASCAP) RECORDS AVAILABLE: Four Lads, Col 41194; John Marston, Kapp 221		

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



RED HOT

**FOLLOW UP TO
"DON'T GO HOME"**

THE

PLAYMATES



**"WHILE THE
RECORD GOES
AROUND"**

**"THE DAY
I DIED"**

R-4100



ROULETTE

The Billboard

HOT 100

FOR THE WEEK
ENDING
AUGUST 31

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
2	1	2	1	VOLARE (Nel Blu Dipinto Di Blu)	Domenico Modugno, Decca 38877	5
14	2	1	2	LITTLE STAR	Beverly, A&P 1289	5
34	17	3	3	BIRD DOG	Early Brothers, Columbia 130	5
9	5	4	4	JUST A DREAM	Sammy, Columbia, A&P 544	5
1	4	6	5	POOR LITTLE FOOL	Chick Gilkey, Imperial 6127	5
3	5	7	6	PATRICIA	Frank Fara, RCA Victor 9249	5
6	3	5	7	MY TRUE LOVE	Pat Boone, Capitol 463	5
5	7	10	8	WHEN	Bobbi Trout, Decca 38843	5
15	11	17	9	GINGER BREAD	Pyramid, Avalon, Champion 181	5
26	24	20	10	★ ARE YOU REALLY MINE?	James Barber, Mercury 499	5
18	16	8	11	BORN TOO LATE	Pat Tope, A&P 1289	5
13	9	8	12	FEVER	Peggy Lee, Capitol 399	5
8	8	11	13	REBEL-ROUSER	Deane 1489, Jovis 184	5
21	19	13	14	WESTERN MOVIES	Olympic, Decca 1549	5
37	20	19	15	VOLARE (Nel Blu-Dipinto Di Blu)	Decca, Victor, Capitol 493	5
9	12	12	16	WILLIE AND THE HAND JIVE	Johnny One Up, Capitol 396	5
33	38	25	17	ROCK-IN' ROBIN	Bobby Day, Decca 139	5
4	10	16	18	SPLISH SPLASH	Bobbi Trout, A&P 611	5
16	14	14	19	EVERYBODY LOVES A LOVER	David Brubeck, Columbia 4199	5
52	44	24	20	SUMMERTIME BLUES	Eddie Cochran, Mercury 99146	5
43	25	15	21	DEVOTED TO YOU	Early Brothers, Columbia 130	4
—	—	40	22	★ IT'S ALL IN THE GAME	Tommy Dorsey, RCA Victor 1244	2
12	15	18	23	IF DREAMS CAME TRUE	Pat Boone, Decca 1799	5
73	63	26	24	TEARS ON MY PILLOW	Little Anthony and the Imperials, Bad 183	4
35	31	22	25	STUPID CUPID	Conzo Records, Decca 1389	5
7	13	21	26	HARD HEADED WOMAN	Sheila Freedy, RCA Victor 7281	5
19	23	33	27	LEFT RIGHT OUT OF YOUR HEART	Pat Boone, Mercury 1334	5
25	22	28	28	SOMEBODY TOUCHED ME	Bobby Darin, Reprise 483	5
42	27	23	29	SUSIE DARLIN'	Bobbi Trout, Decca 1788	4
30	34	36	30	MOON TALK	Pat Boone, RCA Victor 724	5

★ TWO STAR PERFORMER designation shows the outstanding record change of position in the Hot 100 since last week's chart. Its purpose merely is to provide quick visual identification of the artist which moves up most dramatically or to one which has entered the chart at an unusually high position.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
92	47	39	31	LA PALOMA	Billie Vaughn, Decca 1876	4
50	41	42	32	★ ITCHY TWITCHY FEELING	Bobby Darin, Decca 705	5
24	26	29	33	EARLY IN THE MORNING	Bobby Darin and the Bobby Darin Trio, A&P 612	5
38	30	34	34	A CERTAIN SMILE	Johnny Walker, Columbia 4140	5
17	21	27	35	ONE SUMMER NIGHT	Deanna Durbin, Mercury 7133	5
40	37	32	36	EARLY IN THE MORNING	Bobby Darin, Capitol 399	5
11	18	35	37	YAKETY YAK	Camelot, A&P 610	5
—	71	44	38	LAZY SUMMER NIGHT	Four Tops, Decca 493	3
79	51	38	39	SHE WAS ONLY SEVENTEEN	Marty Robbins, Columbia 4130	5
38	29	30	40	CANTILLY LACE	Big Boy, Mercury 7133	5
61	54	45	41	WIN YOUR LOVE FOR ME	Sam Cooke, Decca 186	5
32	28	31	42	THINK IT OVER	Chick Corea, Mercury 499	5
—	91	87	43	★ DOWN THE AISLE OF LOVE	The Chordettes, Decca 231	3
44	46	37	44	BETTY LOU GOT A NEW PAIR OF SHOES	Wade Freeman, Decca 181	5
85	64	51	45	WIZARD	James Rodgers, Mercury 499	4
46	48	56	46	★ COME CLOSER TO ME	Pat Boone, Capitol 399	5
53	57	41	47	OVER AND OVER	Bobby Day, Decca 139	5
23	33	46	48	FOR YOUR PRECIOUS LOVE	Jerry Butler and the Four Seasons, A&P 611	5
—	95	59	49	★ PUT A RING ON MY FINGER	Les Paul & Mary Ford, Columbia 4123	3
—	52	49	50	HOW THE TIME FLIES	Jerry Waller, Columbia 3943	3
31	42	50	51	WHAT AM I LIVING FOR!	Chuck Wild, A&P 119	5
36	35	43	52	BLUE, BLUE DAY	Tommy Gibson, RCA Victor 7010	5
—	—	91	53	★ RAMROD	Deanna Durbin, Jovis 189	2
22	39	55	54	GUESS THINGS HAPPEN THAT WAY	Johnny Cash, Decca 707	5
—	67	88	55	★ NEAR YOU	Boyz n the Berrys, Decca 131	3
—	—	57	56	CAROL	Chuck Berry, Decca 130	2
—	74	61	57	SUMMERTIME, SUMMERTIME	Sammy, Decca 1331	3
—	—	62	58	THE WAYS OF A WOMAN IN LOVE	Johnny Cash, Decca 707	2
69	58	52	59	BY THE LIGHT OF THE SILVERY MOON	Marty Robbins, Columbia 4130	2
—	—	78	60	★ THE GREEN MOSQUITO	Tommy Dorsey, United Artists 131	2

★ THE STAR PERFORMER designation shows the outstanding upward change of position in the Hot 100 since last week's chart. Its purpose merely is to provide quick visual identification of the artist which moves up most dramatically or to one which has entered the chart at an unusually high position.

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 studio prepared for The Billboard in markets representing a cross-section of the

United States. These studios take into consideration such factors as disk jockey play, juke box activity and record sales.

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

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
74	56	53	61	KATHY-O	Diamond, Mercury 7139	5
—	88	68	62	DANCE, EVERYONE, DANCE	Betty McGuire, Coral 6307	3
88	83	67	63	CERVEZA	Boots Brown, RCA Victor 7169	4
98	87	66	64	GOTTA HAVE RAIN	Ernie Green, ABC-Parlophone 9544	5
—	90	89	65	★ MY LIFE	Chick Corea, Atlantic 3171	3
—	94	90	65	★ FIRE OF LOVE	Jody Reynolds, Decca 3199	3
95	78	69	67	CHARIOT ROCK	Champs, Challenge 3168	4
—	—	65	68	WHEN WILL I KNOW	George Houston IV, ABC-Parlophone 9546	2
—	—	94	69	★ YOU CHEATED	The Toppicks, Dot 1988	2
54	55	54	70	DON'T ASK ME WHY	Rich Proby, RCA Victor 7180	5
29	36	48	71	ENCHANTED ISLAND	Four Lads, Columbia 61184	5
—	—	72	72	CITY LIGHTS	Ray Price, Columbia 61191	2
—	—	74	73	COUNT EVERY STAR	The Billions, Coral 643	2
—	—	—	74	★ TEA FOR TWO CHA CHA	Tommy Dorsey Oct. Decca 31704	1
27	43	47	75	DO YOU WANT TO DANCE!	Bobby Freeman, Jolee 636	5
55	50	58	76	THE FREEZE	Tommy and Joe, Eca 3171	5
—	—	—	77	★ WHEN THE BLUE OF THE NIGHT	Tommy Mara, Federal 6134	1
—	—	97	78	★ THE LITTLE BRASS BAND	David J. Ruffalo, Liberty 95153	2
—	—	—	79	★ PROMISE ME, LOVE	Andy Williams, Cadence 1351	1
—	—	—	80	★ VOLARE (Nel Blu Dipinto Di Blu)	McGhee Sisters, Coral 62921	1
—	—	82	81	TOPSY II	Cony Cole, Jolee 8936	2
—	89	86	82	DEVOTION	Janet Rayburn, Capitol 494	3
—	—	80	83	STRANGE ARE THE WAYS OF LOVE	Geat Grant, RCA Victor 7194	2
—	—	95	84	NO ONE KNOWS	Discs sold the Netherlands, London 3014	2
—	—	—	85	★ PLEASE DON'T DO IT	Dale Wright, Mercury 830	1
—	—	100	86	TREASURE OF LOVE	Elmore Rodgers, Columbia 61214	2
57	45	64	87	THAT'S HOW MUCH I LOVE YOU	Pat Boone, Dot 11788	5
39	40	60	88	ANGEL BABY	Doris Martin, Coral 6308	5
56	—	83	89	★ LEROY	Jack Smith, Columbia 616	4
—	—	81	90	PRISONER SONG	Warren Smith, Nones 6414	2

From The Hot 100:
THE BILLBOARD'S BEST BUYS

These records, of all those listed on The Billboard Hot 100, have shown sales break-out potential for the first time this week. Action sides are listed in principal letters.

PROMISE ME, LOVE Andy Williams
(Thompson, ASCAP) Your Head, Your Heart, Your Love (Alamo, ASCAP) Cadence 1351
A previous Billboard Spotlight Pick

TEA FOR TWO CHA CHA Tommy Dorsey Ork
(Maros, ASCAP) My Baby Just Cares for Me (Brogman, Vocco & Co., ASCAP) Decca 30764

WHEN THE BLUE OF THE NIGHT Tommy Mara
(Chappell, ASCAP) What Makes You So Lovely! (Sasbury, BMI) Federal 6532

RAMROD Duane Eddy
(Gregmark, BMI) The Walker (Gregmark, BMI) Jania 1109
A previous Billboard Spotlight Pick

CERVEZA Boots Brown
(Nichols, BMI) Juley (Nichols, BMI) RCA Victor 7269

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	61	76	91	HEY-BOY, HEY-GIRL	Doris McLeod & Jeannie, Eca 324	4
20	32	71	92	ENDLESS SLEEP	Jody Reynolds, Decca 3197	5
—	—	—	93	OVER THE WEEKEND	Phyllis, Capitol 142	1
—	—	—	94	BLUE RIBBON BABY	Tommy Dorsey, Capitol 4936	1
—	—	—	95	OLD MACDONALD	Champs/RCA Victor 7181	1
—	—	—	96	WEEK END	Kingston, Fol West 119	1
—	—	—	97	UP UNTIL NOW	Johnny Ray, Columbia 61215	1
—	—	—	98	LA-DO-DADA	Dale Hawkins, Coral 6301	1
—	—	—	99	PICKLE UP A DOODLE	Texas Brown, Coral 63015	1
—	—	—	100	BIG DADDY	Dot Corp., Columbia 61261	1



BEST SELLING POP SINGLES IN STORES

The information given in this chart is based on actual sales to customers in a scientific sample of the Nation's retail 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 Business of New York University.

FOR
SURVEY WEEK
ENDING
AUGUST 23, 1958

This Week	Weeks on Chart	This Week	Weeks on Chart	This Week	Weeks on Chart
1. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Donizetti—Modugno..... 3	8	20. YAKETY YAK (BMI)—Coasters..... 17	13	35. ITCHY TWITCHY FEELING (BMI)—Bobby Hendricks..... 1	1
2. LITTLE STAR (BMI)—Elegants..... 2	6	21. TEARS ON MY MELLOW (ASCAP)—Little Anthony and the Imperials.... 24	8	36. BLUE BLUE DAY (BMI)—Elin Gibson... 33	3
3. BIRD-DOG (BMI)—Everly Brothers... 1	4	22. STUPID CUPID (BMI)—Connie Francis 20	6	37. PURPLE PEOPLE EATER (BMI)—Sheb Wooley..... 35	14
4. JUST A DREAM (BMI)—Jimmy Clanton... 4	8	23. IT'S ALL IN THE GAME (ASCAP)—Tommy Edwards..... 42	5	38. COME CLOSER TO ME (BMI)—Nai King Cole..... 3	3
5. POOR LITTLE FOOL—Ricky Nelson... 8	9	24. IF DREAMS CAME TRUE (ASCAP)—Pat Boone..... 21	8	39. THE WAYS OF A WOMAN IN LOVE (BMI)—Johnny Cash..... 1	1
6. PATRICIA (ASCAP)—Perez Prado..... 6	21	25. EARLY IN THE MORNING (ASCAP)—Bobby Day and the Rinky-Dinks... 25	4	40. SOMEBODY TOUCHED ME (BMI)—Buddy Holly..... 46	2
7. MY TRUE LOVE (BMI)—Jack Scott... 7	12	26. A CERTAIN SMILE (ASCAP)—Johnny Mathis..... 26	9	41. THINK IT OVER (BMI)—Crickets..... 39	3
8. SPLISH SPLASH (BMI)—Bobby Darin... 11	11	27. LEFT RIGHT OUT OF YOUR HEART (ASCAP)—Patti Page..... 30	9	42. SECRETLY (ASCAP)—Jimmie Rodgers..... 36	17
9. WIEN (ASCAP)—Kalin Twins..... 10	10	28. EVERYBODY LOVES A LOVER (ASCAP)—Doris Day..... 23	6	43. LAZY SUMMER NIGHT (ASCAP)—Pony Preps..... 1	1
10. ARE YOU REALLY MINE? (ASCAP)—Jimmie Rodgers..... 35	4	29. MOON TALK (ASCAP)—Perry Como... 32	5	44. EARLY IN THE MORNING (ASCAP)—Buddy Holly..... 46	3
11. THE WIZARD (ASCAP)—Roulette 4090	4	30. SUMMERTIME BLUES (BMI)—Eddie Cochran..... 34	3	45. ENDLESS SLEEP (BMI)—Jody Reynolds..... 31	15
12. GINGER BREAD (BMI)—Frankie Avalon..... 14	7	31. GUESS THINGS HAPPEN THAT WAY (BMI)—Johnny Cash..... 25	14	46. RAMROD (BMI)—Dwaine Eddy..... 1	1
13. REBEL ROUSER (BMI)—Dwaine Eddy... 9	9	32. WHAT AM I LIVING FOR? (BMI)—Chuck Willis..... 29	17	47. SUSIE DARLIN (ASCAP)—Robin Luke..... 37	3
14. FEVER (BMI)—Perry Lee..... 11	7	33. LA PALOMA (ASCAP)—Billy Vaughn... 40	3	48. ENCHANTED ISLAND (ASCAP)—Four Lads..... 39	9
15. BORN TOO LATE (ASCAP)—Paul Tait... 12	6	34. ONE SUMMER NIGHT (BMI)—Dawlers..... 27	8	50. KATHY-O (ASCAP)—Diamonds..... 41	3
16. WESTERN MOVIES (BMI)—Olympics... 13	6				
17. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Donizetti—Modugno..... 3	8				
18. ROCK-IN' ROBIN—Bobby Day..... 22	4				
19. HARD-HEADED WOMAN (ASCAP)—Elvis Presley..... 16	10				
20. DON'T ASK ME WHY (ASCAP)—The Beatles..... 18	10				

artists' biographies



Tommy Mara Soars With Crosby Theme

This young 23-year-old Felsted artist is another of the many new singers on the rise. Taking the old Bing Crosby theme, "Where the Blue of the Night," he has,

as the saying goes, made it. Currently on the Hot-100 chart and ready to pop onto other charts, he has been flooded with personal appearance offers.

He made his professional debut at the age of 10 at a New Haven Bremen's benefit. At the age of 15, he was acclaimed "Connecticut's King of the Baritone" in a State-wide competition among more than two thousand singers. This led to three-year stint on station WVELL, New Haven. He has since been on TV and radio programs throughout the country.

He is managed by Sidney H. Ascher who did the press build-up for such acts as Tony Bennett, Vic Damone, Lisa Kirk and others.

artists' biographies



Bobby Hendricks Has Twitchy Hit Feeling

This Sue recording artist is currently riding the charts with his "Itchy Twitchy Feeling" but is not new to the hit record category. While this is his first for the Sue label and his first hit as a single

artist, Bobby Hendricks was the lead singer for the Drifters on their "Moonlight Bay" and "Drip Drop" recordings.

The vital statistics read: Born February 22, 1935 in Columbus, Ohio where he attended Dunfee Junior and Central High Schools. He stands 5' 7" tall and weighs 160 pounds.

He started in his home town with a vocal group called the Figs. Crowned and later joined a group from Baltimore called the Swallows. It was in Baltimore that the Drifters approached him to replace their lead singer who was Army bound. During his eight months with them, he became friendly with their guitar player, Jimmy Oliver, who was both a writer and arranger. It was this combo that produced his current hit disk.

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MERCURY 71343

**She Belongs To Me
GINO & GINA**

MERCURY 71346

Today's Hit Trademark

**Mercury
RECORDS**



Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 23

The information given in this chart is based on several million of consumers in a statistical 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 its construction comply with retail record sales, and under the strict and continuing supervision and control of the Bureau of Recording of New York University.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Born 'n' You Love, Paul Tait, ABC-Para.
Devoted to You/Bird Dog
Every Brothers, Cde.
Early in the Morning, Bobby Day, Ch.
Little Star, Egan, Apt.
Patriot, Perez Prado, Vca.
Poor Little Fool, Ricky Nelson, Imp.
You're On My Mind
Little Anthony and the Imperials, Red.
Valere (Not the Dipole in the)
Domestic Madonna, Dec.

CHICAGO

Bird Dog/Devoted to You
Every Brothers, Cde.
Ever, Peggy Lee, Cap.
Ginger Bread, Frankie Avalon, Ch.
Just a Dream, Jimmy Clanton, Ace.
Little Star, Egan, Apt.
Patriot, Perez Prado, Vca.
Poor Little Fool, Ricky Nelson, Imp.
When, Kala Terin, Dec.

DETROIT

Devoted to You/Bird Dog
Every Brothers, Cde.
Just a Dream, Jimmy Clanton, Ace.
Little Star, Egan, Apt.
Patriot, Perez Prado, Vca.
Poor Little Fool, Ricky Nelson, Imp.
Valere (Not the Dipole in the)
Dean Martin, Cap.
Valere (Not the Dipole in the)
Domestic Madonna, Dec.
Write and the Headline
Johnny Otis Show, Cap.

EAST TEXAS

Devoted to You, Every Brothers, Cde.
Monkey Man, Lory Williams, Spa.
Just a Dream, Jimmy Clanton, Ace.
Little Star, Egan, Apt.

Little Star, Egan, Apt.
My True Love/Love, Jack Scott, Cor.
Patriot, Perez Prado, Vca.
Poor Little Fool, Ricky Nelson, Imp.
Valere (Not the Dipole in the)
Dean Martin, Cap.

NORTHERN OHIO

Are You Really Mine?/Imperial, RR.
Bird Dog/Devoted to You
Every Brothers, Cde.
Just a Dream, Jimmy Clanton, Ace.
Little Star, Egan, Apt.
Poor Little Fool, Ricky Nelson, Imp.
Robert-Homer, Dean Sely, Jan.
Valere (Not the Dipole in the)
Domestic Madonna, Dec.
Western North, Otiswick, Dec.

NORTHWEST

Bird Dog/Devoted to You
Every Brothers, Cde.
Ever, Peggy Lee, Cap.
Just a Dream, Jimmy Clanton, Ace.
Just Right Out of Your Heart
Patti Page, Mer.
Little Star, Egan, Apt.
My True Love/Love, Jack Scott, Cor.
Write and the Headline
Johnny Otis Show, Cap.

PHILADELPHIA

Bird Dog/Devoted to You
Every Brothers, Cde.
Ever, Peggy Lee, Cap.
Ginger Bread, Frankie Avalon, Ch.
It's All in the Game
Tommy Edwards, M-G-M.
Just a Dream, Jimmy Clanton, Ace.
Little Star, Egan, Apt.
Spish Spish, Bobby Darin, Ace.
Valere (Not the Dipole in the)
Domestic Madonna, Dec.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

My Life, Chuck Willis, Ad.
My True Love/Love, Jack Scott, Cor.
Patriot, Perez Prado, Vca.
Valere (Not the Dipole in the)
Domestic Madonna, Dec.
Write and the Headline
Johnny Otis Show, Cap.

FLORIDA

Bird Dog/Every Brothers, Cde.
Little Star, Egan, Apt.
My True Love, Jack Scott, Cor.
Patriot, Perez Prado, Vca.
Poor Little Fool, Ricky Nelson, Imp.
Spish Spish, Bobby Darin, Ace.
Valere (Not the Dipole in the)
Domestic Madonna, Dec.
When, Kala Terin, Dec.
Write and the Headline
Johnny Otis Show, Cap.

LOS ANGELES

Ever, Peggy Lee, Cap.
Little Star, Egan, Apt.
Poor Little Fool, Ricky Nelson, Imp.
Purple People Eater, Sheb Wooley, M-G-M.
Valere (Not the Dipole in the)
Dean Martin, Cap.
Valere (Not the Dipole in the)
Domestic Madonna, Dec.
Western North, Otiswick, Dec.
When, Kala Terin, Dec.

NEW YORK AND NEWARK

Bird Dog, Every Brothers, Cde.
Little Star, Egan, Apt.
Patriot, Perez Prado, Vca.
Poor Little Fool, Ricky Nelson, Imp.
Spish Spish, Bobby Darin, Ace.
When, Kala Terin, Dec.
Write and the Headline
Johnny Otis Show, Cap.
Valere (Not the Dipole in the)
Domestic Madonna, Dec.

NORTHERN NEW YORK STATE

Devoted to You/Bird Dog
Every Brothers, Cde.
Ginger Bread, Frankie Avalon, Ch.
Just a Dream, Jimmy Clanton, Ace.

ST. LOUIS AND KANSAS CITY

Bird Dog, Every Brothers, Cde.
It's All in the Game
Tommy Edwards, M-G-M.
Little Star, Egan, Apt.
My True Love/Love, Jack Scott, Cor.
Patriot, Perez Prado, Vca.
Robert-Homer, Dean Sely, Jan.
Valere (Not the Dipole in the)
Domestic Madonna, Dec.
Write and the Headline
Johnny Otis Show, Cap.

SAN FRANCISCO AND OAKLAND

Enchanted Island, Paul Linn, Col.
Just a Dream, Jimmy Clanton, Ace.
My True Love, Jack Scott, Cor.
Patriot, Perez Prado, Vca.
Poor Little Fool, Ricky Nelson, Imp.
Spish Spish, Bobby Darin, Ace.
Valere (Not the Dipole in the)
Domestic Madonna, Dec.
When, Kala Terin, Dec.

SOUTHERN OHIO

Spish Spish, Bobby Darin, Ace.
Valere (Not the Dipole in the)
Domestic Madonna, Dec.
When, Kala Terin, Dec.

WASHINGTON AND BALTIMORE

Are You Really Mine?/Imperial, RR.
Bird Dog, Every Brothers, Cde.
Devoted to You/Bird Dog
Every Brothers, Cde.
Early in the Morning
Bobby Day and the Chords, Ace.
Just a Dream, Jimmy Clanton, Ace.
Little Star, Egan, Apt.
Patriot, Perez Prado, Vca.
Valere (Not the Dipole in the)
Domestic Madonna, Dec.

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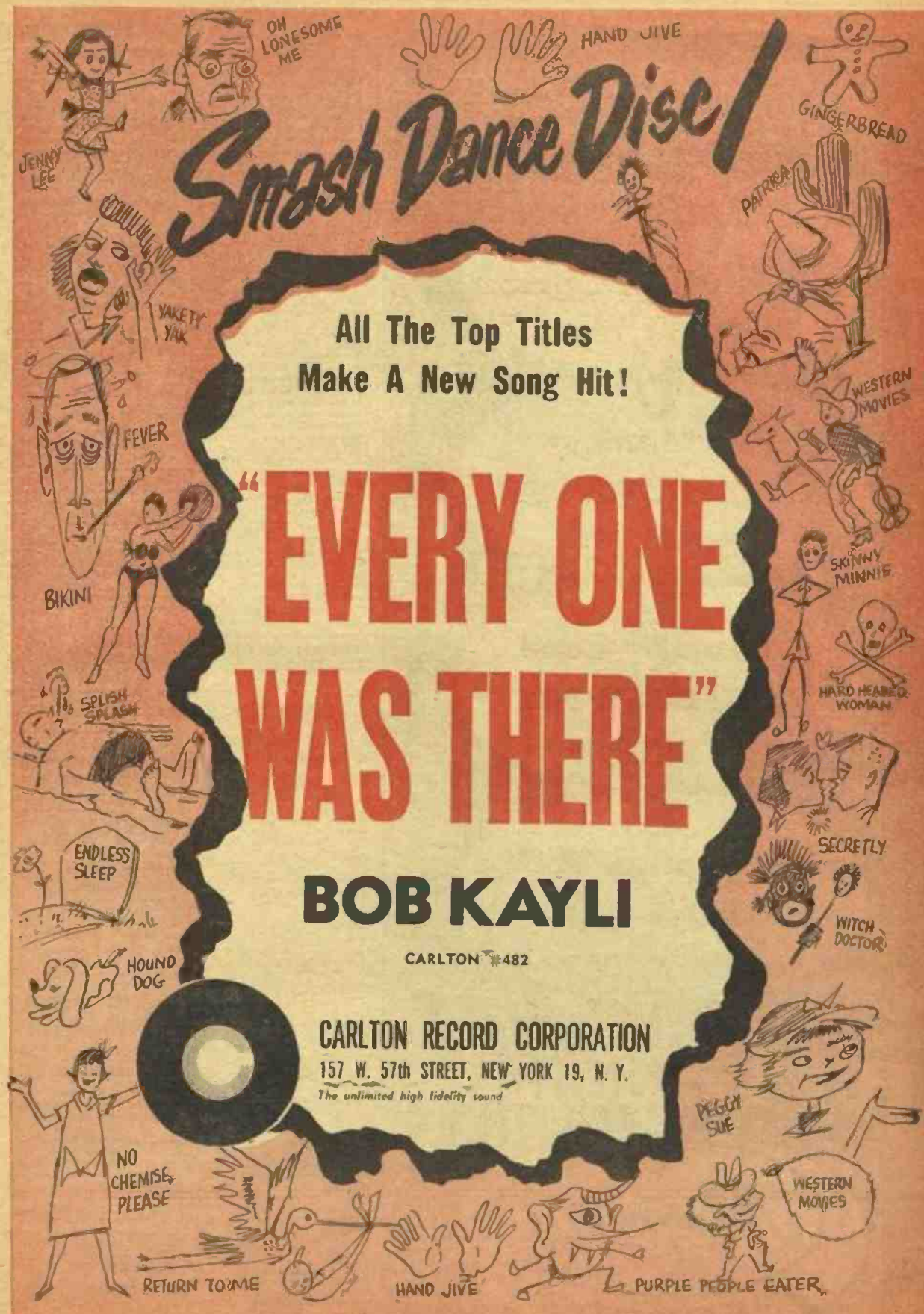
BOB KAYLI

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CARLTON RECORD CORPORATION

157 W. 57th STREET, NEW YORK 19, N. Y.

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VOX JOX

Continued from page 7

as emcee of "Night Train," from midnight to 2 a.m. across the board. . . Teen-aged deejay Candy Lee, WDOK, Cleveland, is writing a column, "The Soda Set," for Buddy Bosch's "Top Hit Club News."

Larry Bodkin has moved from WJMP, Jacksonville, Fla., to WPEC, same city, as program director. Meanwhile, Shirley Jeanne,

"Miss Jacksonville of 1955," has joined WJMP with a 4 p.m. time slot and a 10 a.m. to noon show tagged, "Shirley Jeanne's Coffee Break." . . New nighttime splinter at WOAI, San Antonio, is Bob Guthrie. . . Jack Taylor, formerly with WBBM, Chicago, and Dick Williams, KXYZ, Houston, are newest jockey additions at WIND, Chicago.

Jerry Concoro is doing a taped half-hour daily show over WNMP, Evanston, Ill., from the Club Waiiki, a north side nightery. . . Bob O'Hara, ex WJLS, Lansing, Mich., jock, has joined WOOD, Grand Rapids, Mich. . . George (Bud) Armstrong, who joined KOWH, Omaha, in 1949 as a deejay and currently

general manager of WJIB, Kansas City, Mo., has been named executive director of the State Broadcasting Company. The 30-year-old exec will continue in his management post at WJIB. Buddy Holliday, the former Chuck Lay, is spinning "em now over WINZ, Miami. He is also recurring under the Holliday name for Hi Records of Memphis. . . Don La Blanc is rubbing for Bill Zak over KTRH, Houston, who is on vacation.

Carey Justice has joined the Army deejay staff at KNOX, Fort Knox, Ky., along with program director - deejay Jim Adams, formerly with WSTV, AM and TV, Steubenville, O. Adams, who utilizes a "Nifty Fifty" programming format, introduces new releases on his show via catchy ostentatious tags: "Rapid Riser, Instrumentalish, Flip to a Hit, Beat to Buy, Flip to a Hit, and Beat to a Beat."

Frank Bell, WAOT, San Antonio, has replaced Don French, KJSA, same city, as host of the Kit Kat Klub's Friday night record hops. . . Tim Nelson, KPRG, Houston, is filling as gratis emcee for Saturday night record hops at Mt. Carmel High School. . . The stellar deejay roster of KONO, San Antonio, hosted a special tagshow featuring Lee Elgart and his ork, at the San Antonio Municipal Auditorium last week.

ONCE UPON A TIME PERIOD: Station WINS, New York, has come up with a male version of "Cinderella," deejay-style. He's 10-year-old Mitch Lebe, who starts his own show for the outlet this week. Most folks will agree it's something of a coup for an aspiring deejay to land a berth with a Manhattan 30,000-watter on his

very first try. Lebe, a Lyndbrook High School senior from East Rockaway, will spin records for teens every Saturday from 10 a.m. to 11 a.m. Heretofore, Lebe's professional activities were limited to a tape recording hobby, records and daydreams about being a deejay "someday."

THIS 'N' THAT: Art Fallon, KDKA, Pittsburgh, had a small role in the new Universal - International movie, "Once Upon a Horse." However, fans of the charming, but conservative Fallon may hit an eyebrow when they see the picture. The jock's one scene takes place in a barroom, and his one-line comment is about "the increased price of drinks." . . Jerry Howard, WEEI, Boston, who pilots an all-night stanza from 11:15 p.m. to 5 a.m., is spending his early-evening hours making personal appearances at seven local drive-in theaters.

Focus on Revival

Continued from page 4

even the G&C officials responsible for initiating the joint. Morrow, of course, is a name which also goes back over a considerable period. Tony Foster, another name first associated with the old Artie Shaw band of 20 years ago, is also going to make the same type of tour. Still another name to conjure with on the current band scene is Les Brown. The Brown band has been constantly active both here and around the world.

The latest re-emergence of an older group now figures to be the Sauter Finegan band. The it doesn't go back 20 years, this crew, nevertheless, was a name over 10 years ago. Eddie Sauter returned to the States last week from his tenure at radio Baden-Baden, Germany, and the band will be reformed shortly. There is also talk which cannot be confirmed at this time that a Hal Kemp band may be formed within the next six months to be helmed by Hal Kemp Jr.

YESTERYEAR'S TOPS—

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

AUGUST 28, 1948

1. My Happiness
2. You Call Everybody Darling
3. It's Magic
4. A Tree in the Meadow
5. You Can't Be True, Dear
6. Love Somebody
7. Woody Woodpecker
8. Twelfth Street Rag
9. Maybe You'll Rip This
10. Little White Lies

AUGUST 29, 1953

1. Vaya Con Dios
2. I'm Walking Behind You
3. Crying in the Chapel
4. No Other Love
5. You, You, You
6. P. S. I Love You
7. Oh
8. Song From Moulin Rouge
9. With These Hands
10. April in Portugal

BUSTIN' OUT ALL OVER!

"REAL LOVE"

Eddy Arnold

RCA VICTOR 4772

★ ★ ★ ★ ★

★ The

★ **BIG HITS**

★ are on

★ **DOT**

★ ★ ★ ★ ★



Dealers will learn that a key to increased classical record sales is thru the educational work done by libraries, schools, colleges and home study groups! It's coming in

THE BILLBOARD'S SPOTLIGHT ON CLASSICAL RECORDS ISSUE dated September 29.

BIG



THE PICK OF THE WEEK'S NEW RELEASES

THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK

POP RECORDS — AUGUST 25, 1958.

JERRY BUTLER

and

THE IMPRESSIONS

COME BACK MY LOVE

(EDEN-TOLLIE, BMI)



ABNER 1017

Butler follows his hit, "For Your Eyes Only Love," with another strong contender. The tune is a rockabilly, clobbered by Roy Hamilton, and the rendition is given good group and ork support. Strong potential in both pop and R&B markets. Flip to "Love Me" (Tollie, BMI)

Big in '33

Even Bigger in '58

"STORMY WEATHER"

by THE SPANIELS

VeeJay 290

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Phone: CA 5-6141

• **Best Selling Sheet Music in U. S.**

Tunes are ranked in order of their current national selling importance at this sheet music publisher trade.

This Week	Last Week	Weeks on Chart
1. VOLARE (NEL BLU DIPINTO DI BLU) (Robb)	1	5
2. PATRICIA (Southern)	2	9
3. IF DREAMS CAME TRUE (Korwin)	3	7
4. EVERYBODY LOVES A LOVER (Korwin)	4	4
5. ENCHANTED ISLAND (Korwin)	5	7
6. A CERTAIN SMILE (Miller)	6	10
7. POOR LITTLE POOL (Epic)	8	2
8. COME CLOSER TO ME (Epic)	7	4
9. BORN TOO LATE (Mansion)	11	4
10. DEVOTED TO YOU (Acuff-Rose)	-	1
11. ARE YOU REALLY MINE? (Manelary)	13	2
12. LEFT RIGHT OUT OF YOUR HEART (Shapiro-Bernstein)	9	9
13. RETURN TO ME (Southern)	10	20
14. MY TRUE LOVE (Starline-Peer)	-	1
15. REBEL-ROUSER (Gregmark)	14	3

• **Best Selling Sheet Music in Britain**

(for week ending August 23)

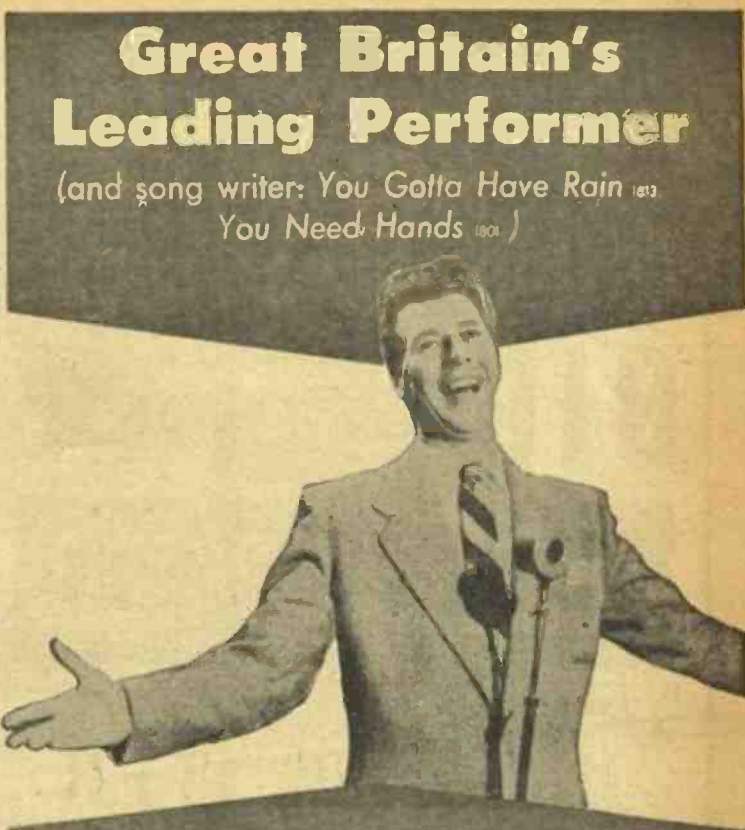
A compiled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music outlets. American publishers in parenthesis.

Topsy-Turvy—American (Chappell)	By My Side—Grove (Boosey)
ALL I HAVE TO DO IS DREAM—Acuff-Rose (Acuff-Rose)	I May Never Find This Way Again—Chappell (Dove)
Travis—London (Chappell)	Palace of Love—Lodi (Pittman)
On the Sweet Where You Live—Chappell (Chappell)	Who's Sorry Now—Feldman (Miller)
When—Southern (Boosey)	Twilight Zone—Victoria (Pang)
Return to Me—Southern (Southern)	Patricia—Southern (Peer)
You Need Hands—Laurie (Laurie)	Little Bernadette—Berry (Dorland)
Only Mad as the Wind—Dove (Chappell)	A Very British Love—Woods (Woods)
I Could Have Danced All Night—Chappell (Chappell)	Beaten by a Man & His Music—Mason (Boosey)
	Little Bernadette—Macintosh (Macintosh)
	Sugar Honey—Frank (Frank)

• **Best Selling Pop Records in Britain**

(for week ending August 23)

This Week	Previous One (the country of the "New Market Record," Britain's Foremost Musical Publications)	Last Week
1. WHISKY—Kala Tava (Brunswick)		2
2. ALL I HAVE TO DO IS DREAM—CLAUDETTE—Eddy Brothers (London)		3
3. RETURN TO ME—Fran Martin (Capitol)		6
4. ENDLESS SLEEP—Marty Wilde (Decca)		9
5. TULIPS FROM AMSTERDAM/YOU NEED HANDS—Max Bygraves (Decca)		5
6. HARD-HEADED WOMAN—Ella Frenzy (VCA)		4
7. EARLENE MOON/STUPID CUPID—Candy Paterson (VCA)		15
8. HAVE ON—Bobby Holly (Capitol)		8
9. PRIVER—Kitty Leo (Capitol)		12
10. BIG MAN—Pete Prent (Capitol)		7
11. PATRICIA—Pony Prado (RCA)		9
12. ENGLISH SPLASH—Claude Drake (Parlophone)		11
13. POOR LITTLE POOL—Bobby Nobeo (London)		14
14. YAKETY YAK—Cassini (London)		22
15. THINK IT OVER—Candida (Capitol)		10
16. LITTLE BERNADETTE—Harry Belafonte (RCA)		16
17. VOLARE—Dora Martin (Capitol)		18
18. SUGAR MOON—Tina Turner (London)		13
19. SPLASH SPLASH—Bobby Davis (London)		17
20. WHO'S SORRY NOW—Candida (Capitol)		13



Great Britain's Leading Performer
(and song writer: You Gotta Have Rain 1953
You Need Hands 1951)

Max Bygraves

Sings one of England's all-time best sellers—
On the charts since March!

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LONDON
RECORDS



336 N. 26th St., New York, N.Y.

The Billboard Reviews THIS WEEK'S SINGLES

• Reviews of New Pop Records

DOMINICO DOMINGO

Do You Remember
JUNIOR 3395—A very nice novelty with an infectious guitar melody is performed brightly by Domingo on his first release for Jubilee. Dick has a chance to hit it big in the pop charts. (Jubilee-ASCAP)

Creedence

Probably had the most success by the weight is performed. (Jubilee, 3395)

BILLY MYLES

Do It Again—Warner's experimental condition of having re-released. Watch it. (Warner, BMD)

Do It Again

Another novel recording by Myles, re-released. (Warner & Barry, BMD)

FRANK SINATRA

Frank Was a Funster Among 'Em
MONROVIE 3382—Tina Turner comes into this with a good melody of a driving, novelty subject with light lyrics that has a good hook and a real chance to take off. (Mercury, BMD)

Anger Drop

Another novelty recording by Tina Turner, it has a good melody and a driving beat. (Mercury, BMD)

DON JOHNSON

Don't Leave This Way
DOT 1582—Inspiring vocal led by Johnson, involving rhythm-overly with an infectious r.f.b. beat. A lot of dancing takes for Jack. (Dot, BMD)

Do You Remember

Another novelty recording by Johnson, involving rhythm-overly with an infectious r.f.b. beat. A lot of dancing takes for Jack. (Dot, BMD)

HARVEY AND THE MOONGLAWS

Compromises of Love
CHESS 1705—Harvey and the 197 Compromises of Love. (Chess, BMD)

Miss Old Man

Another novelty recording by Harvey and the 197 Compromises of Love. (Chess, BMD)

THE DEMONS

Unlabeled
UNL 202—"Unlabeled" album includes introduction to the group. (Unlabeled, BMD)

Do You Remember

Another novelty recording by Harvey and the 197 Compromises of Love. (Chess, BMD)

BILL BOGERTT

King of the Hill
KING 5197—Cathy instrumental treatment of Bill Bogertt with a good melody. (King, BMD)

Billie Holiday

Another instrumental treatment of Billie Holiday, re-released. (Columbia, BMD)

BERRY VALE

Around the Clock
COLUMBIA 41218—Cathy novelty recording with a good melody. (Columbia, BMD)

Go On

Another novelty recording by Berry Vale, re-released. (Columbia, BMD)

JOEL JAMES

There Goes My Heart
M-G-M 1258—The melody is more expressive by the theme, helped by the large cast and a good chorus. (M-G-M, ASCAP)

Fanny

The more you write of Joel James carries the better time with over lyrics and support. (Parlophone, ASCAP)

LITTLE WELLS JOHNS

That's the Way It Is
KING 5197—Moving recording of expressive blues with good lyrics. Dual market appeal. (King, BMD)

Don't Be Ashamed

To Call My Name
M-G-M 1258—Moving recording of expressive blues with good lyrics. Dual market appeal. (M-G-M, ASCAP)

JAYE P. MORGAN

Keep Doing It
RCA VICTOR 1125—Smart, new line is handled in a rhythmic reading by the slick over a slow cut backing. Side could get a drive across. (RCA-Lantern & Baruch, ASCAP)

Mar Don

The theme, backed by a real vocal group, most of which version of the most recorded material. In an arrangement that brings back memories of Glenn Miller. (Mercury, ASCAP)

CLEVE STONE

Capitol 4994—The melody is more expressive by the theme, helped by the large cast and a good chorus. (Capitol, ASCAP)

Nobody's Business

But How
M-G-M 1258—The melody is more expressive by the theme, helped by the large cast and a good chorus. (M-G-M, ASCAP)

BUS SANET

Capitol 4994—The melody is more expressive by the theme, helped by the large cast and a good chorus. (Capitol, ASCAP)

THE STUDENTS

I'm So Young
Vance, BMI

THE ELLIS BROTHERS

Sneaky Alligator
Lily, BMI

THE BROSERS

Capitol 4994—The melody is more expressive by the theme, helped by the large cast and a good chorus. (Capitol, ASCAP)

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Pop Records

JERRY LEE LEWIS
BREAK-UP (Knox, BMI)
I'LL MAKE IT ALL UP TO YOU (Hilo, BMI)
"Break-Up" is a rocker, and Lewis sells the tune with great drive and spirit. His pounding style of piano is prominent in support. Flip, "I'll Make It," is a slow ballad read along traditional lines. Chorus and o.k. support help sell the side. It's a strong contender and a likely tri-market disc. Sun 303

LITTLE RICHARD
BABY FACE (Remick, ASCAP)
I'LL NEVER LET YOU GO (Venlee, BMI)
Little Richard has two potent offerings in these sides taken from his latest L.P. He's at his shouting best on his rockin' revival of "Baby Face." "I'll Never" is the flip, in place in the rockin' vein, and the artist uses lots of vocal gimmicks in presenting the tune. Both sides appear natural for pop and r.&b. loot. Specialty 645

THE ELLIS BROTHERS
SNEAKY ALLIGATOR (Lily, BMI)
The new group bows with a mighty strong reading of a highly infectious novelty. The side has a sound and a beat, and the teen-slanted lyrics are amusing. Backing is good. Side could score in all markets. Flip is "Wool Baby" (Lily, BMI). ABC-Paramount 9954

THE STUDENTS
I'M SO YOUNG (Vance, BMI)
Feelingful vocal by the lead voice is given strong group support on this rock ballad. The side has a message for teens, and it's a hot prospect to top plenty of pop and r.&b. coin. Flip is "Every Day of the Week" (Vance, BMI). Checker 902

Wendell
The melody is more expressive by the theme, helped by the large cast and a good chorus. (Wendell, BMD)

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The melody is more expressive by the theme, helped by the large cast and a good chorus. (Wendell, BMD)



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

RITCHIE VALENS

COME ON, LET'S GO (Marna, BMI)

Ritchie, a new artist, has an effective approach on the rocker. Supported by good r.c. backing, he delivers the catchy tune which he cloffed himself in a salable manner. It's a fine debut disk and the lad appears to have a winner with this first attempt. Flip is "Peanut" (Quinlet, BMI). *Del-F: 4160*



Pop Disk Jockey Programming

HUGO WINTERHALTER (Royalty, ASCAP)

CRAZY LITTLE TUNE (Planetary, ASCAP)

Winterhalter's disk and choice treatments of either of these tunes/ones provide choice listening. "I Haven't" is based on the "Habenera" from Bizet's "Carmen," and the original rendition should please. "Crazy Little Tune," the flip, is an Oriental-type melody performed with vigor by a group headed by Bob Gaye. *RCA Victor 7320*



Pop Talent

DIANE MAXWELL

EDVE CHARMS (Sherman, BMI)

THE VALLEY AND THE MOUNTAIN (Jat-Lorcar, BMI)

Miss Maxwell renders "Love Charms" in a blues manner against excellent jazz-flavored backing. Her sound reminds one of Peggy Lee's warble of "Fever." "The Valley" is a haunting, folkish tune, tenderly delivered. It's an effective change of pace. Here's a talent worth watching. *Challenge 50022*



JOHNNY AND JONIE

STILL GOING STEADY (Golden West, BMI)

SOME OF THEM BONES ARE MINE (Jat, BMI)

The gal and guy have an attractive sound on both of these appealing disks. "Still Going Steady" is given a medium-beat rockabilly treatment. Flip, "Bones" is presented in a catchy, march-like tempo. The tune has spiritual overtones. Talented pair could have a tremendous disk. *Challenge 50024*



The publishers for "Bluebell" and "It Seems Like Only Yesterday," by Mitch Miller, Spotlighted in last week's issue of *The Billboard*, have been changed to Frank, ASCAP.

The correct label and number for "This Little Girl's Gone Rockin'" b/w "Why Me," by Ruth Brown, Spotlighted in last week's issue of *The Billboard*, is Atlantic 1197.

ERNE FREEMAN

Rockabilly 78
SWEETIES 5321—Bentley's brilliant with infectious dancing tempo. Top appeal with 1456-Ed. (Mercury, BMI)

DONNA JAY

Rockabilly 78
TRAMP 118—The tone is set in the melody of "Bang on My Blues. Hot on Hot Tubs" and it bounce along. A smart reading with a good arrangement credit here goes. West B. (Del, BMI) (Del, BMI)

TRINI LOPEZ

The Right to Rock... 78
VIBE 118—The tone is set in the melody of "Bang on My Blues. Hot on Hot Tubs" and it bounce along. A smart reading with a good arrangement credit here goes. West B. (Del, BMI) (Del, BMI)

AND HOW MANY...

78
This has the typical effects and smart melody of "Chas Williams in the City" Good disc-track effort. (Del, BMI) (Del, BMI)

MAURICE PERVAN

Rockabilly and the Western... 78
AFRO 417—A well promising early effort. The melodic, smart tempo and a swinging and good

this new effort in the melody tradition. Should get lots of air play. (Mercury, BMI)

78
The "The young steady" (Mercury) is a smart melody. The arrangement is excellent. A smart reading with a good arrangement credit here goes. West B. (Del, BMI) (Del, BMI)

THE JIVE SHILLINGS

Rockabilly 78
DOCCA 1027—The sound is great. The group performs with the new disc B. (Mercury, BMI) (Mercury, BMI)

LARRY FORNIE OZEL

Rockabilly 78
Rockabilly is rendered with excellent melody. The arrangement is excellent. A smart reading with a good arrangement credit here goes. West B. (Del, BMI) (Del, BMI)

ANN DELSTON

The New Love Me... 78
I'll Be True like me... (Mercury, BMI) (Mercury, BMI)

BOB D'AMICO

Rockabilly 78
The British group brings the party with a hot reading. English style is a Carl Mann Quality vocal performance could catch on. (Mercury, BMI)

RAY CONNIFF ORE & CHORUS

Rockabilly 78
COLUMBIA 4243—This one from "Cotton in Kentucky" features recorded in a way that is just what you need. (Mercury, BMI)

FORNIE OZEL FROM TROBERRY'S

Rockabilly 78
This is from the artist's recent album, "Rockabilly Kingdom." Distinctive sound and excellent arrangement makes for a hot reading. (Mercury, BMI)

BABY COMES

Rockabilly 78
CLOCK 118—Rockabilly with a smart melody. The arrangement is excellent. A smart reading with a good arrangement credit here goes. West B. (Del, BMI) (Del, BMI)

BOB POWELL

Rockabilly 78
This is a smart reading with a good arrangement credit here goes. West B. (Del, BMI) (Del, BMI)

...and a hot melody. Flip is changed. (Mercury, BMI)

BONNIE BURG
If You Haven't Done... 78
PATT 311—After an instrumental opening (from the French comes the first of a melodic reading of a pretty one that will stand in Top. (Mercury, BMI)

POB-O-SOUB... 78
A smart melody is what you need by the new one. (Mercury, BMI)

MAURICE PERVAN
Come a Little Closer Baby... 78
DOCCA 1027—Excellent treatment of medium-beat theme with good tempo and hot backing. It can do business. (Mercury, BMI)

THE PROMIS... 78
Melody-packed rockabilly tune is great for tonight with its smart melody and hot backing. It can do business. (Mercury, BMI)

CHRISTIAN BROTHERS
Decca 1027—Excellent instrumental reading with a hot melody. (Mercury, BMI)

MY BABY... 78
On the side for the new one of a hot melody with smart melody and hot backing. It can do business. (Mercury, BMI)

JOP HUBBARD
You'll Be Love Me... 78
Do it with a smart melody of a tune that is really one of the best of the best. (Mercury, BMI)

TRAVEL... 78
A smart melody is what you need with its smart melody and hot backing. It can do business. (Mercury, BMI)

PETER KAPLAN ORE
Bird of Paradise... 78
PALETTE 1017—Excellent instrumental with a smart melody and a smart melody. (Mercury, BMI)

NEW CONCEPTS... 78
Hot instrumental, it can do business. In contrast to the one in this category, it is a smart reading. (Mercury, BMI)

IAN DAVIS
Invention... 78
GOLD 118—The sound is great. The melody is smart. (Mercury, BMI)

THE YOUNG MAN... 78
A smart melody is what you need with its smart melody and hot backing. It can do business. (Mercury, BMI)

THE TALL MAN... 78
This is a smart melody with a smart melody and hot backing. It can do business. (Mercury, BMI)

CARMEN MURPHY
If I Love You... 78
DOCCA 1027—Excellent reading of a smart melody. (Mercury, BMI)

IF I LOVE YOU... 78
A smart melody is what you need with its smart melody and hot backing. It can do business. (Mercury, BMI)

THE ROCKETS
If You're Never Gonna... 78
SPANGLER 118—A smart melody is what you need with its smart melody and hot backing. It can do business. (Mercury, BMI)

THE ROCKETS
If You're Never Gonna... 78
SPANGLER 118—A smart melody is what you need with its smart melody and hot backing. It can do business. (Mercury, BMI)

BOB POWELL
This is a smart melody with a smart melody and hot backing. It can do business. (Mercury, BMI)

...and a smart melody. Flip is changed. (Mercury, BMI)

THE LADY... 78
A smart melody is what you need with its smart melody and hot backing. It can do business. (Mercury, BMI)

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A smart melody is what you need with its smart melody and hot backing. It can do business. (Mercury, BMI)

Distributors:

Dealers:

IT PAYS TO BUY THE PROVEN HITS!

"WIN YOUR LOVE FOR ME"
SAM COOKE KEEN 2006
IS A PROVEN HIT

BEST BUYS

WIN YOUR LOVE FOR ME Sam Cooke
(Purchase 1954 Award in Your Area. Love Songs from "Hush")
(Patent. A&P) Love 2006

DETROIT

1 **LITTLE STAR**
FOR ME (1958)

2 **POOR LITTLE POOL**
FOR ME (1958)

3 **JUST A BEAR**
FOR ME (1958)

4 **YES I WANT YOU**
FOR ME (1958)

5 **WESTERN MOVIES**
FOR ME (1958)

6 **WIN YOUR LOVE**
FOR ME (1958)

NEW ORLEANS

1 **PATERCIA**
FOR ME (1958)

2 **WIN YOUR LOVE**
FOR ME (1958)

ST. LOUIS

1 **FOINCIANA**
FOR ME (1958)

2 **WIN YOUR LOVE**
FOR ME (1958)

ATLANTA

1 **YAKETY YAK**
FOR ME (1958)

2 **WIN YOUR LOVE**
FOR ME (1958)

ONLY FIVE OF MANY REASONS WHY IT PAYS TO BUY SAM COOKE

A PROVEN HIT!

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• Reviews and Ratings of New Jazz Albums

JAZZ ★★★
WILBUR DE PARIS PLAYS OTHER FORMS!
Atlantic 1288

The late great Cole Porter album you're an interesting woman here. "Wilbur De Paris' New Orleans" band plays the material with a wealth of heart. Personnel includes Wilbur on mandolin, brother Walter, organ, Oscar Brown, guitarist, Leroy Walls, piano, Leo Ellman, bass, Thayer Allen, and Dennis Martin, host. Wilbur's style is a mix of swing and blues. "Low for Me" and "I Got a Key Out of Your" are typical swing. Cover is very attractive, too.

presented with four new tunes by the Taylor group. Support from Bill Miller and Ed Thigpen on drums is a lively compliment to Taylor's fine piano technique on the newly recorded tunes. On the earlier 1951 session, Taylor is heard by J. Collins, guitar, A. M. Kahan, bass, and "Shadow" Wood on drums. The Taylor name is a big one, and the set should draw later-career sales by Gary Krumpholtz and his group.

JAZZ AT HOME AND ABROAD
Dir: George Avakian 1277

Although his earlier two 10-inch albums previously released featuring Dixie Gillespie and such talents as M. Jackson,

B. Cronin, P. Meach, D. Bass, B. Bennett, and others, to make up this 12-inch set. The four sides opened with Jackson and Heath were OK in New York in February of 1957 when DJ was playing much at Bluebird, but other eight sides were still in Paris in March of 1952. Sales have been reported but the record is making its way into shops. However, they are interesting both musically and for some of the Dixie's solos and quartet.

JAZZ ★★
COLLEGE CLASSIC
Bob Rothen's Franco-Jazz Band 928
Clancy Brown, RCA Victor LP 141700

Bob Rothen and his Franco-Jazz Band are making Clancy Brown, alto-sax, into a group of family tunes on this new set that depicts local groups usually have a pop to mix after a few bars of the Cover House. Tunes include such items as "Top-Notch Working on the Railroad," "Blue Bird a Song-

RARE (ATHA) HINES
The Last Miles Tels. Epic LP 2681

This package of Hines, one of the jazz greats, was recorded in 1937, and it is a pleasure to be able to listen to the record played in modern surroundings. His style is still full of swing and color, substance and creative. Tunes include "Love Is Just Around the Corner," "Royal Garden Blues," "Mood Indigo" and "I Got a Key Out of Your" are typical swing. Cover is very attractive, too.

THE BILLY TAYLOR TOUCH
Atlantic 1277

Set in a collection of former Miles

• Reviews and Ratings of New Classical Albums

• Continued from page 26
SCHEUBERT: OCTET — Chamber Music
Kemble of The Living Polyphonic Orchestra, EMI Capitol G 7113

Capitol introduces an impressive new classical disc with a chamber performance of Schubert's octet. The music is beautiful, and the work is performed with much feeling and precision. The work is well suited to the style of the work, and the performance is excellent.

SCHUBERT: PHILIDELY S. B. S. H. M. S. WALTERS — The Barber, Penn. EMI Capitol G 7113

Olga Bachner, a major pianist who has not recorded recently, brings her sensitive interpretation to two 19th-century sonatas. This is her debut on the new set, and it is a fine one. The recording is excellent, and the work is performed with much feeling and precision. The work is well suited to the style of the work, and the performance is excellent.

BECH: ORGAN MUSIC — Fernando
Gomez, Organ, EMI Capitol G 7113

This set, one of the first releases of the world recently played on the organ of St. Lawrence Church in Alamos, Mexico, by Fernando Gomez. The release includes the "Toccata and Fugue in G Major," "Toccata and Fugue in D Major," "Toccata and Fugue in E Major," and the "Toccata and Fugue in C Major." The performance is excellent, and the recording is very good. However, there are many, many fine recordings of these familiar Bach works.



THE COASTERS'
NEW SMASH HIT
FOLLOW-UP
"YAKETY YAK"

"THE SHADOW KNOWS"

b/w
SORRY, BUT I'M GONNA
HAVE TO PASS
ATCO 6126

ATCO
157 W. 57th St.
New York 19, N. Y.

A Real Smash!

IT WON'T BE EASY
by JOHNNY SEA
NRCO 004
NATIONAL RECORDING CORP.
Atlanta 19, Georgia

JERRY LEE LEWIS
sings ballad style
I'LL MAKE IT
ALL UP TO YOU
SUN 303

ey-yi-yo—a rockin' hit!

OLD MacDONALD
THE CHARGERS
47-7301

RCA VICTOR

live. "Let Me Call You Sweetheart," and "There's a Long, Long Trail." The band plays them exuberantly, and Hayes steps them in pleasant fashion.

Young Diskers Must Do More

Continued from page 4

MEET CLEO

Cleo Laine, 26-0-26 5 1099
The British, jazz-oriented throat makes her American debut with this set. The girl has some of the husky quality and improvisation technique of Chris Connor but her style is perhaps a bit less flexible than our own school of jazz divas. Recordings vary from small studio groups to larger ensembles with horns. Most of the tunes are standards. Moderate potential but the poorly conceived cover won't help.

HERBIE HANBY WITH THE WARENS BURNING TRIO

EPAL LN 3099
Means on this is given good support from the original Dutch jazz crew. It's good material, just with imaginative backing by Means. Set can move with ease, tunes include "Falling In Love With Love," "Love Is Here to Stay" and "Imagination." Fair chance.

Strong for September

HOW WILL I KNOW MY LOVE?

by Annette F-102

DISNEYLAND RECORDS
BURBANK, CALIFORNIA

ALL THE WAY THE EVERLY BROTHERS BIRD DOG and DEVOTED TO YOU Catalog #1380



Cadence

which went out July 9 and featured Frankie Avalon, Jan and Arnie, the Kalls Twins, Dicky Dog and the Don'ts, and Link Wray and his Ray Men, chalked up grosses ranging from \$1,884 (Youngstown, Pa.) to \$4,407 (Johnson City, N. Y.). The dances run for four hours, with two shows during that period and admissions usually tagged at \$1 to \$1.50.

Second Unit

The second unit, which went out on the road August 4, features Danny and the Juniors, the Font Taffs, Jody Reynolds, Gerry Granahan and Buddy Morrow. Due to tee off September 10 is a package spotlighting Bobby Darin, Jimmy Clanton, Dion and the Belmonts, Jo Ann Campbell and the Tony Pastor ork. Also going out September 10 is a package featuring Clyde McPhatter, the Coasters, Daniceni and the Lloyd Price ork.

A unit headed by Deane Eddy, Jack Scott, the Elegants, Shepherd Sisters and the Royal Tones leaves New York September 18, while another package (with Ed Townsend, Olympics, Imperials, and Buddy Johnson ork) goes out September 23. Several other "Dance Party" packages are in the works for October and November, and CAC plans to expand its coverage to colleges and high schools in the future.

CAC exec Bob Wheems is making a special booking pitch at deejays this month, with a letter to key spinners advising them of the new packages and suggesting they promote one of them in their area, either on their own or with a local promoter or civic organization. The letter is headed "You made these records and you made these attractions. You can participate in the success of these people."

In addition to the above mentioned artists (and, of course,

GAC's lengthy list of established disk stars - Boona, Como, Mathis, Cole, Bennett, etc.) the agency currently represents the following singles record names: Paul Anka, the Everly Brothers, the Aquatones, Lavern Baker, Chuck Berry, Lillian Briggs, Jerry Butler, the Champs, the Chantels, the Clovers, the Crescendos, the DeJaha Sisters, Diamonds, Connie Francis, Art and Doty Todd, the Spaniels, George Hamilton IV, Little Anthony, Roy Hamilton, Bill Justis, the Kalan Twins, Monograms, Quin-Tones, Royal Tees, Teddy Randazzo, Shireles, Sheb Wooley, Nick Todd, Eddy Cochran and Janice Harper.

CAC, of course, also handles such musical stars as Georgia Gibbs, Andy Williams, Jerry Vale, Peggy Lee, Jill Corey, Jimmy Dean, the Four Lads, Eydie Gorme, the Four Freshmen, Steve Lawrence, Frankie Laine, the Mills Brothers, Billy Eckstine, the Fontaine Sisters, Vaughn Monroe, Guy Mitchell, Somethin' Smith and the Redheads, Pat Page, Les Paul and Mary Ford, Joel James, Julius La Rosa, Johnny Ray, the Kirby Stone IV and Kay Starr.

Secco Gives Away 5,000 Stereos

NEW ORLEANS - Last week 5,000 specially-packaged Secco stereo EP's were given away by Music Shop, Inc. here, as part of a "Stereo Week" celebration.

The deal was arranged thro Secco's New Orleans distributor, Jo Banashak, and Nancy Jones of Music Shop, Inc. The EP contains bands from "Melts at Midnight," "Enchanted Italy," etc.

A Very Special Release!



RUTH BROWN

THIS LITTLE GIRL'S GONE ROCKIN'

WHY ME #1197

ATLANTIC

RECORDING CORPORATION
187 WEST 87 STREET, NEW YORK 10, N. Y.

BY POPULAR DEMAND!!

"TOM DOOLEY"

The most programmed tune from the great -
KINGSTON TRIO album . . .

now available on a brand new single record

c/w RUBY RED
record no. 4049.



ON The Billboard "HOT 100"

★ CAROL CHUCK BERRY Chess 1700 AND A

BEST BUY

"THE TEN COMMANDMENTS OF LOVE"

by HARVEY and THE MOONGLOWS Chess 1705

"LA-DO-DADA"

by DALE HAWKINS Checker 900

Chess Prod. Corp., 2120 S. Michigan, Chicago 16, Ill. Phone: CA-9-2770

Slim Whitman Climbing Fast . . . with WHEREVER YOU ARE and AT THE END OF NOWHERE

Imp #5319

IMPERIAL RECORDS 6425 Hollywood Blvd. Hollywood-28, Calif.

ey-yi-yo--a rockin' hit!

OLD MacDONALD THE CHARGERS

47-7301

RCA VICTOR

Reviews of New Pop Records

Continued from page 39

Philo Venable...71 This soft-focus instrumental by the band has something of the melody of "Deep Kentucky Blues"...

LARRY FORTNE OKK The Brown...75 BEL CANTO...75 This studio is done up in an arrangement that has something of the old-time "Chicago Backroom" sound...

Eye Eye Blues...73 Moderate rhythm revival of the standard but done special. (Savoy, ASCAP)

LARRY FORTNE Monday Blues...75 BEL CANTO...75 This studio is done up in an arrangement that has something of the old-time "Chicago Backroom" sound...

Chicago Rag...73 A cakewalk rhythm number done in slightly Dixie style by Fortne and his band...

JOHN LEAHE Summary Note...73 LIBERTY 35133--A great new song in slow tempo by Fortne...

Gully...73 Reading of the attractive title is set to a romantic Chicago tempo...

LENNY DEE Jazz Tunes...73 DBOCA 38718--Planned organ and unaccompanied vocal of child with a sunny beat. (Vocal, ASCAP)

After You're Gone...73 Some confusion. (Vocal, ASCAP)

TINY AND TIM See-Ohdy Do...73 OREB 1545--A number, also having a refrain, topped guitar strumming. (Columbia, BMI)

Clayton Jhon Stone...70 Do you believe in love at first sight? The duo sing they claim this theme in dulceter style, following it up the melody with a melodious melody line...

VINCE MARTIN Love Adjective...73 GLOBE 251--First of a guitar-based effort to sing with the right amount of sincerity by Vince Martin. (Mercury, BMI)

So! So! Back...70 This title is a unique and music which is his own best feature. (Warner, BMI)

GAY JONES' TRIO Celestial...75 (Chicago) 111--A swinging instrumental reading of the standard, right name sound, bass and drums. (F. Faber, ASCAP)

Swinging on Scenery...70 Instrumental with hard-to-get bedding piano. (Mercury, BMI)

REN JOE ZEPPA Young Heartache...73 HUSH 3888--A nasty moving blues-voiced ballad. Zeppe, who has spent years in Chicago, like Teddy Howard, is supported ably by two Chicagoans. (Columbia, BMI)

Bliss' Heart...70 This medium-tempo after death with the everyday life of the cowboy, has something of an experimental touch. They had more appeal. (Columbia, BMI)

BONNIE SELF You're So Right for Me...71 COLUMBIA 41241--Vintage arrangement on the co-located rockers side you more in both pop and calypso music. Fox channel. (Columbia, BMI)

Perth...71 Medium-tempo number done in present in more folk-like for the artist. This, too, the pop rock and calm feel. (Columbia, BMI)

THE MELODY MAKERS Merry, Wee You Merry Me...71 LAMIE 504--Buck or with the song of a girl who has independent from making the personal. Appealing job. (Savoy, BMI)

Dear My Heart Calling You...70 Bookended a well loaded by pop with spiritual loading. (Savoy, BMI)

BUCKY VALLO Good! Love You More...71 VERVE 1049--A vocalized vocalized with vocal flourish. It's in slow tempo, and Vallo does a sensitive vocal. Use of horns in arrangement is excellent. (Lionel, ASCAP)

Baby Face...70 This is old style in a new dress. It has a driving rhythm with triplets and a heading across pop or before vocal with a short "sounding in English. Wind-up to an English vocal. (Mercury, ASCAP)

BUCKY VALLO Back! Love You More...71 VERVE 1049--A driving rhythm side based on adaptation of "Swanee River." Vallo's vocal is backed with a backing arrangement. (Vocal, ASCAP)

The Best...70 A novelty title is primarily an instrumental, but it's topped with a chorus and response exchange by a familiar old and new. (Savoy, ASCAP)

FAITH TAYLOR AND THE SWEET BYONS Your Candy Blues...71 FEDERAL 1234--Young country pipe melody on frantic rhythm. (Mercury, BMI)

Went Somewhere This Day...70 Same concept. (Mercury, BMI)

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

PAUL ANTHONY My Promise to You/Big Boy! (Savoy, BMI)

JOHNNY ARTHUR Boy You Love Me/Woodbury Man--Melody 1011 1001

JOHNNY ARTHUR AND DICK LORING Uptly Farmer Walks/Valley Pump--Melody 1011 1001

BOON COBEY's Pina Pia/Old Man Street--O & A

AL CORNELL The Cool You See/Boogie Woogie--Dial, Co--Dial-X 214

THE DALKAPs Come Back/Who Is the One--Corvus 3003

JOE DEAMONTE The Happy Rag/Trouble in Mind--Fable 636

TOMMY GAYLORD Goodnight Again/Gypsy--Mercury 960

PAUL HARPER Do The Crazy Thing/Just One Kiss--Sundance 107

JEDY HARRIS La Paloma/Born Too Late--Soul 3427

THE RASHMINS Tipt-Tipt-Womp-Womp/Honey Doo Know--Woody 104

EMER PROBYT Wind on the Hill/My Little Lovers--Tel 1001

SAL RAMONDE Love's Got for You/Farmer--Vanguard 51

TEX BITTER I Look for a Log/The Honey Song--Capital 4143

HOWAN AND MARTIN Care Upon a Heart--Dial--Dial-X 2073

THE SATELITES I Found a Girl/My People's Gonna Dance--United Artists 141

HENRY SHAW Big Chief Hop-Lin or Kio-Lin/Take a Chance on Me--Concept 1001

THE THOMASs New You/Gonna Be Made If You--Fable 636

BON WEYMOUTH If You Only Knew/Girl of My Dreams--Columbia 312

Religious

ANGER BROTHERS Move Into My Father's Home Valley of the Films...73 O & P 105--Two pop tunes featured recently but brought by the singer's appeal. (Savoy-Bassie, BMI)

Talk About Jesus Memory Valley...73 Another recording of one who makes for pleasant listening. (Savoy-Bassie, BMI)

(Continued on page 43)

BEST SELLERS! EARL BOSTIC PINKIE King 5144

LITTLE WILLIE JOHN YOU'RE A SWEETHEART King 5142

THE SWALLOWS ITCHY, TWITCHY FEELING Federal 12333

BILL DOGGETT BLIP BLOP King 5138 KENNY MARTIN I'M SORRY Federal 12330

NEW RELEASES!! BILL DOGGETT HOLD IT b/w BIRDIE King 5149

LITTLE WILLIE JOHN TELL IT LIKE IT IS b/w DON'T BE ASHAMED TO CALL MY NAME King 5147

THE SWALLOWS BESIDE YOU w/v LAUGHING BOY Federal 12329

ANNIE LAURIE SOMEDAY SOMEWAY w/v HOLD ON TO WHAT YOU'VE GOT Dolux 6173

KING RECORDS

LATEST RELEASE EYDIE GORME sings GOTTA HAVE RAIN 7544

ABC-PARAMOUNT

LP'S \$2.47-\$3.10-\$3.70 1812 WEST CHICAGO AVE., CHICAGO 22, ILLINOIS (CHUMBER 4-5243) 4920 N. HALSTED, CHICAGO 21, ILLINOIS (JRA6694 8-2144) SINGER ONE STOP 67's - 010 78's - 764 Free Shiping

• **Reviews of New Pop Records**

• Continued from page 42

Novelty

BUDDY MACLETT
Address for Young Lovers
 Duff Tyle—Canadian gentleman
 blossoms emerging to the joyous
 carrying out certain carried off
 hands. Amusing use for jinx with
 basis from Scheraga. (Vernon,
 ASCAP)

It Came From Outer Space
 Off-beat trading about space alien
 adopted by family of boys. Another
 funny jinxer idea. (Vernon, ASCAP)

Polka

FRANKIE YANKOVICH & HIS YANKEES
 Classy New Polka
COLUMBIA 41313—Two weeks in-
 strumental by side of the quartet.
 Bright sound and happy quality make
 this one, which has 6 weeks' Old
 Original flavor. (Columbia Pictures,
 ASCAP)

Beeman Polka
 Excellent polka arrangement with
 piano duet. Buy buyers looking for
 such material. (Rialto, BMI)

Show 'Em How

• Continued from page 15
 is heated in winter and not too hot
 in summer will do in most cases.
 It is not only excessive heat but
 repeated changes in heat, putting the
 tape thru a series of con-
 tractions and expansions, that cause
 it to twist, wrinkle or break.

Of the two kinds of base
 material ordinarily used, acetate is
 the less expensive but the more
 affected by heat. Mylar (Dupont
 polyester material) will stand quite
 a bit more temperature and is less
 subject to twisting and bending.

Watch Humidity

The advantage of Mylar over
 acetate is spectacular when it
 comes to humidity. Very low
 humidity makes acetate brittle and
 very high humidity makes it weak.

Mylar is nearly unaffected by
 ordinary changes in humidity.
 Any brand of tape should be
 stored in a tight metal can that
 excludes dust and humidity. A
 sensible approach to the choice of
 base material is to use acetate for
 recording material that is not to be
 kept for long periods or is not
 particularly valuable. For irreplace-
 able material that must be pre-
 served, spend the extra money for
 Mylar-base tape.

Accidental Erasure

The recording on a tape can be
 wholly or partly erased if the reel
 is brought near a very strong mag-
 netic field. This seldom happens
 accidentally because it takes a
 very strong field, with the tape
 close to it, and such magnetic
 fields are rare around the home,
 except on the tape machine itself.
 To be safe, keep your tapes away
 from sources of magnetism, such as
 incandescent power trans-
 formers in lighting circuits, etc.

Print-Thru Problem

Print-thru, the impression of a
 sound from one layer to the next
 on a stored tape, is a harder
 nut to crack. You get a faint echo
 of the original sound, coming be-
 fore it, or after it, or both. Even if
 music covers the echo, a lot of
 print-thru makes a tape sound
 soapy.

Print-thru gets stronger the
 longer a tape is stored. It can be
 reduced by avoiding very loud re-
 cording, because the stronger the
 sound on the tape, the more it
 print-thru, and by keeping the
 tape away from heat and magnetic
 fields, both of which increase
 print-thru.

To put the real quietness on
 print-thru, use a special low-
 print tape, Audio Devices' Master
 Audiotape, which reduces print-
 thru below the troublesome level.

All right, tell your man with the
 Armatrang solos to (1) Put them
 on low-print Mylar, (2) store at
 low-winding tension car-played,
 (3) put in a tight metal box, (4)
 keep out of hot spots. If he does
 this, Satchmo will keep blowing
 his horn on those tapes for a long,
 long time.

• **Number of Releases This Week**

Label	Pop	R&B	CA*
ABC-PARAMOUNT	1	1	1
ARCADE	1	1	1
ATCO	1	1	1
BEL CANTO	1	1	1
CAPTAIN	1	1	1
CENTRAL	1	1	1
CRESS	1	1	1
CLOVE	1	1	1
COLUMBIA	1	1	1
CONCEPT	1	1	1
CORAL	1	1	1
COMET	1	1	1
DECCA	1	1	1
DEE-FI	1	1	1
DOT	1	1	1
DUKE	1	1	1
EPIC	1	1	1
FAB	1	1	1
FELTSD	1	1	1
G & P	1	1	1
GUILD	1	1	1
HUSH	1	1	1
IMPERIAL	1	1	1
KING	1	1	1
LANIER	1	1	1
LEP	1	1	1
LIBERTY	1	1	1
MELROD HILL	1	1	1
ORION	1	1	1
ORBIT	1	1	1
PALETTE	1	1	1
ROULETTE	1	1	1
SAGE	1	1	1
STAR	1	1	1
SUNDOWN	1	1	1
SURF	1	1	1
TEX	1	1	1
TIP	1	1	1
UNARI	1	1	1
UNITED ARTISTS	1	1	1
VEEVEE	1	1	1
VIK	1	1	1
VOLK	1	1	1
WINSPIN	1	1	1
WINSTON	1	1	1
WONDER	1	1	1
TOTALS	1	1	1

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

NEW ON...ATCO
THE LABEL WITH THE HITS



Hutch Davie
GWENDOLYN AND
THE WEREWOLF
 b/w
IN THE MOOD
 6123

King Curtis
IFIC

b/w
YOU MADE ME
LOVE YOU
 6124



The Raiders
RAIDERS FROM
OUTER SPACE
 b/w
THE CASTLE OF LOVE
 6125

ATCO 157 W. 57th Street
 New York 19, N. Y.

SOMETHING TO SHOUT ABOUT!

HEY, STELLA!
 THE
CREW-CUTS

(WITH JOE REISMAN'S ORCHESTRA AND CHORUS)



New Atlanta, Ga., One-Stop Offers Overalls

The Billboard, August 18, 1958
Chi One-Stop
To Tee-Off
Atlanta Branch
 CHICAGO — Music Box One-
 Stop, seven-year old local one-stop,
 is opening a second store in
 Atlanta, Ga. Jim O'Dwyer, Music

- Service to
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1. Full Inventory of 78 & 45
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 Speed Ordering

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1301 W. 79th Chicago 26, Ill. 1305 Spring St. N.W. Atlanta, Ga.
 Atlanta 4-2600
 Dallas 3-4314-55

Fabulous Smash Hit
"THE MEXICAN
HAT ROCK"
 The Applejacks
 (Cameo 149)

Steady Action!
WARREN STORM
PRISONER'S SONG
 b/w
 Mama Mama Mama
 Nasco 6015
NASHBORO RECORD CO., INC.
 Nashville, Tenn. C14991 3-2215

225 WEST 42ND STREET
 New York 36, N. Y.
 (45 R.P.M.)

- #109 "THERE'S NO TELLIN'"
 "HERE COMES THE SHOW BOAT"
- #101 "SWEET SUBURBAN SUE"
 "I'M DISILLUSIONED"
- #103 "HARLEM'S POPPIN'"
 "THERE'S A BIT O' VIRGINIA IN YA"
- #107 "YOU'VE GOT ME 'REAL GONE,'
 BABY, 'BOUT YOU"
 "YOU'RE SWELL"

EDNA B. PINKARD WISCONSIN 7-8783

BREAKING FAST
GEE WHIZ
BOB and EARL
 #231
HEAVENLY ANGEL
 The SATELLITES
 #234

Class
 Records
 HOLLYWOOD

• This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

C&W RECORDS

JERRY LEE LEWIS
Break-Up (Knox, BMI)
It's Make It All Up to You (Hi Lo, BMI)-Sun 303
See review in Pop Spotlight section.

• Reviews of New C&W Records

VADZY WAZ
I Can't Stop Lovin' You
CAPITOL 409-Country blues, full of humor and mood.

CAROLEE DREAR
Country-Racedown
Country-Racedown gets a night road, backed with interesting rhythmic arrangement.

WAYNE WALKER
After the Day Comes the Gift
COLUMBIA 4375-Traditional country music.

JIMMY DOWNS
Belief just attractive solo-tracked performance by Walker.

DARRELL BRIDGES
West of Oklah Boy
WINSTON 1875-Country blues with rock rhythm.

FRANK D. BAY IN LONDON
A sophisticated jump to a country

Knowledgeable style with typical light drive.

BRUCE FLETCHER
Things You Don't Know
WINSTON 1875-A wiper, the smooth song is in the traditional style.

JIMMIE FLETCHER
Take a Look at Me
Another wiper, this one with a male vocal.

EDDIE DEAN
Gone With You
JOEY McNEAL
JOEY McNEAL
AL MUNIZ

EDDIE DEAN: Gone With You.
JOEY McNEAL: Too Blue to Cry.
AL MUNIZ: Tell Me Darling.

FOLK TALENT & TUNES

By BILL SACHS
Around the Horn
Roy Acuff and His Smokey Mountain Boys.

teen-age quartet, with their first release on Volk Records due out this week.
Robert E. Coburn, manager of WABE, Mobile, Ala., and Tom Reeder, country music deejay at the same station, promoted a c.w. layout, billed as the Duke of Paducah Show, at the Armory, Prichard, Ala., August 17.

Mel Tillis, who grew up on Co-humbia in "Violin and a fiddle," gives his lumpy test in two weeks when he enters the hospital for a tonsillectomy.
Jenny Newman, now on the M-G-M Records' label, will have his first release on the label next week.
Fred Striker, head of Parkway Music, Hollywood, spent last week in Dallas with his territorial rep, Charles Wright, Dallas agent. They put in the week gardening, new tapes, auditioning new talent and conducting a session at the Flex Studio in Fort Worth.

Tabby West
"I CAN'T STOP LOVIN' YOU"
Central Records, Inc.
1202 South Blvd., Hollywood 38, Calif.
Phone: BR 4-6007

J. E. Brent Swartz, of Maywood, Calif., says that he is quitting the talent promotion and mail-order record business, effective October 15, due to ill health. A pending

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 25
City-by-city surveys are based on hits reports received from country and western dealers and job list operators in each of the markets listed.

Birmingham
1. Blue Day, Don Gibson, Vca.
2. Poor Little Fool, Ricky Nelson, Imp.
3. Blue Day, Don Gibson, Vca.

Dallas-Fort Worth
1. Blue Day, Don Gibson, Vca.
2. Guess Things Happen That Way, Johnny Cash, Sun.
3. The Ways of a Woman in Love, Johnny Cash, Sun.

Houston
1. Blue Day, Don Gibson, Vca.
2. Blue Day, Don Gibson, Vca.
3. Poor Little Fool, Ricky Nelson, Imp.

Memphis
1. Blue Day, Don Gibson, Vca.
2. The Ways of a Woman in Love, Johnny Cash, Sun.
3. Blue Day, Don Gibson, Vca.

Nashville
1. Blue Day, Don Gibson, Vca.
2. The Ways of a Woman in Love, Johnny Cash, Sun.
3. Blue Day, Don Gibson, Vca.

New Orleans
1. Blue Day, Don Gibson, Vca.
2. Blue Day, Don Gibson, Vca.
3. Poor Little Fool, Ricky Nelson, Imp.

St. Louis
1. Are You Really Mine?
2. Blue Day, Don Gibson, Vca.
3. Poor Little Fool, Ricky Nelson, Imp.

transfer to Salt Lake City. He says his record business has been disbanded, with unsold records and sales receipts having been returned to the label firms he represented. He is offering his mailing list free to anyone who will write him, Red's address is P. O. Box 107, Maywood, Cal., and Arnie, the Arvin recording artist of "Jeannie Lee" fame, will meet Saturday (6) on Nat Giesberg's "Country America" over KABC-TV, Los Angeles.

Peewee We King typewriter that his recent visit to Hollywood on Ridgecrest Music business resulted in a week of joyous meetings recording, including appearances on Nat Giesberg's KABC-TV, with Joe Allison as host; plus "Town Hall Party," and the TV org which emanated from Compton, Calif., with folks like Merle Travis, Tex Ritter and Johnny Bond. He also attended a baby shower for the Ted Williamson's of Warner (Beverly Hills) (Lansing) with many Western celebs present including Rex Allen, Chel Williams, Eddie Dean, Doye O'Dell and Deacon Moore. Other activity included a grand opening of a new c.w. central by Joe Memphis in Van Nuys, Calif., followed by a hospital benefit show for Andy Parker, of the Playmen, at the Plaza Hotel Western Room, attended by hundreds of c.w. Hollywood entertainers. Miss was by the Ned Biggs Boys. "I wasacknowledged-

• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING AUGUST 25
RECORDS are ranked in order of their current national selling importance, on the basis of a high volume of sales in country and western records. When significant change is reported on both sides of the record, such change is indicated by a star. In such cases, both sides are listed in bold type, the leading side on top.

Table with 5 columns: This Week, Last Week, Weeks on Chart, Rank. Lists top-selling records like 'BLUE BLUE DAY', 'BIRD DOG', 'DEVOTED TO YOU'.

• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING AUGUST 25
SIDE STATE shows in order of the greatest number of plays on one jockey radio station in the country, according to the Billboard's weekly survey of top disc jockeys shown on all three networks.

Table with 5 columns: This Week, Last Week, Weeks on Chart, Rank. Lists most played records like 'ALONE WITH YOU', 'BLUE BOY', 'GUESS THINGS HAPPEN THAT WAY'.

the recent passing of Becky Barber, formerly pop ball singer on 'Grand Ole Opry,' writes Peewee We. "During my Coast stay, I also took in a Dodgers-Braves double-header as guest of my neighbor, Peewee We Reese. After seeing the Dodgers get the twin bill, I was ready to return to Louisville."
Pat Boyd from c.w. deejay at WMXK Radio, Grand Rapids, Mich., appears with her Country Rhythm Boys at the 13th Annual Michigan Championship Rodeo at Spartan, Mich., this week. On Friday (5), she and the late Lan-
ry Lee, Johnny Colmus, Ted Owens and Sammy Emery) begin a four-week stand at the Nighthawk Casino on Campus Lake, near Grand Rapids. . . . Carl Logan, typewriter that he is in need of album was for his personality fame show an KCUL, Fort Worth, a 10,000-waterfall the only full-time c.w. station in the Dallas-Fort Worth area, Logan says he tries to program a lot of material with voices in the background.
Nashville's Gary Walker reports (Continued on page 48)

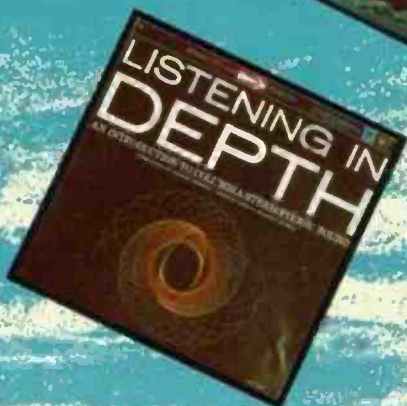
AUDITION

THE MONTHLY MUSICAL SHOPPING GUIDE

REVIEWS of 100 Top Record Albums of the Month
COMPLETE LISTINGS of New Album Releases—on Disk and Tape
BEST SELLERS of Popular, Classical and Jazz Albums

SUPPLEMENT TO
THE BILLBOARD

SEPTEMBER 1, 1958



The music industry launches stereo

Stereo . . . the new
dimension in recorded
home entertainment.

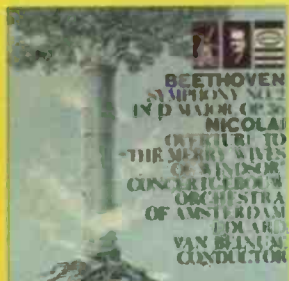
RCA Victor
tells all about it in a special
section in this issue of Audition.

Even a rocket takes off slowly at first. But once it gets under way, it soars straight up out of this world. That's also the way with stereophonic sound. Since the introduction of stereophonic records early this year, stereo sound as a new home entertainment has steadily gained momentum. This fall it really gets under way. We'll see hearing stereophonic broadcasts on radio and TV. A large percentage of new albums will be released in both stereo and monaural versions. Stereophonic record fans in new, easy-to-handle cartridge form will bow. In short, we'll be living in a two channel world. Stereo has to be heard to be appreciated. Also dealers all over the country have the records and the equipment to give a demonstration. Hear it for yourself and be convinced that there is something new and wonderful under the sun.

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LONG-PLAYING, HIGH-FIDELITY RECORD**



BEETHOVEN, Second Symphony & **NICOLAI**, "Merry Wives of Windsor" Overture—Concertgebouw Orchestra of Amsterdam, Eduard van Beinum conducting. LC 3456



RIMSKY-KORSAKOV, Scheherazade—Concertgebouw Orchestra of Amsterdam, Eduard van Beinum conducting. LC 3300



TCHAIKOVSKY, Romeo and Juliet: "1812" Overture; Capriccio Italiano—Concertgebouw Orchestra of Amsterdam, Paul van Kempen conducting. LC 3008



SCHUBERT, Symphony No. 7 in C Major ("The Great")—Cleveland Orchestra, George Szell conducting. LC 3431



GLUCK, Orpheus and Eurydice—Leopold Simoneau, tenor; Sazzanna Danco, soprano; Pierrette Alarie, soprano, with Roger Blanchard; Vocal Ensemble and Hans Rosbaud conducting the "Orchestra des Concerts Lamoureux." (2 records in "Opera Series") SC 6019



WAGNER, Overtures to Der Fliegende Holländer; Tristan und Isolde; Die Meistersinger von Nürnberg; Parsifal—Dagen Jochum conducting the Symphony-Orchestra of the Bavarian Radio. LC 3485



MOZART, The Marriage of Figaro—Soloists with the Vienna State Opera Chorus and the Vienna Symphony Orchestra, Karl Böhm, conducting. (3 records in "Opera Series") SC 6022



TCHAIKOVSKY, Capriccio Italien • **BORODIN**, Polovtsian Dances • **RIMSKY-KORSAKOV**, Capriccio Espagnol • **MOUSSORGSKY**, Dawn on the Moskva River—Cleveland Orchestra, George Szell conducting. LC 3483

VIRTUOSO GUITAR

BY DR. LA TORRE



VIRTUOSO GUITAR—Rey de la Torre, classical guitarist. LC 3479

THESE FIVE VIOLIN CONCERTOS

BY VIVALDI, MOZART, MENDELSSOHN, LISZARD, VIVALDI, FELIX MENDELSSOHN, LISZARD AND ANTONIO VIVALDI, COTOGNE VIOLINISTS



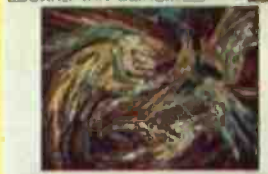
VIVALDI: Five Violin Concertos—"I Musici", LC 3486

ESPECIAL MENI
CONCERTO IN D MAJOR
BY JOHANN SEBASTIAN
BACH



BRUCKNER: Symphony No. 9 in D Minor, Concertgebouw Orchestra of Amsterdam, Eduard van Beinum conducting. LC 3401

STRAVINSKY: FIREBIRD SUITE
KODALY: HARY JANOS SUITE
THE CONCERTGEBOUW
ORCHESTRA OF AMSTERDAM
EDUARD VAN BEINUM



STRAVINSKY: Firebird • KODALY: Hary Janos. LC 3290

BACH: Mass in B Minor—Soloists with the Chorus of the Bavarian Radio, Kurt Prieast, Director, and the Symphony Orchestra of the Bavarian Radio, Egon Jochum, conductor. (2 records) SC 6021

SELECTIONS FROM THE SACRED PONTIFICAL LITURGY OF THE RUSSIAN ORTHODOX CHURCH—Choir of the Russian Orthodox Cathedral of Paris, Piotr V. Spassky, conductor. LC 3384

BRAMMS: First Piano Concerto—Leon Fleisher, pianist; The Cleveland Orchestra, George Szell, conductor. LC 3484

SIBELIUS: Mä Väst • DVORAK: Slavonic Rhapsodies—Concertgebouw Orchestra of Amsterdam, Antal Dorati conducting. (2 records) SC 6006

THE CLEVELAND ORCHESTRA,
George Szell, conductor

BEETHOVEN: Fifth Symphony • SCHUBERT: "Unfinished" Symphony. LC 3195

WAGNER: Highlights from "The Ring of the Nibelungs." LC 3321

MOISEYEV RUSSIAN FOLK BALLET COMPANY

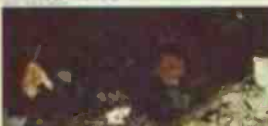


BEETHOVEN: Violin Sonatas Nos. 3, 2, and 8—Arthur Grumbea, violist; Clara Maskil, pianist. LC 3483



BRAMMS: Symphony No. 3 in F Major • MENDELSSOHN: "Italian" Symphony, Concertgebouw Orchestra of Amsterdam, Eduard van Beinum conducting. LC 3411

BRACHMAHARNOFF: Rhapsody ON A THEME OF PAGANINI, Op. 43
FRANCK: SYMPHONIC VARIATIONS
LEON FLEISHER,
PIANIST
GEORGE SZELL,
CONDUCTOR



RACHMANINOFF: Rhapsody on a Theme of Paganini • FRANCK: Symphonic Variations—with the Cleveland Orchestra, George Szell, conductor; Leon Fleisher, pianist. LC 3330



SONGS OF KURT WEILL—Catherine Sauvage, Yves Robert, Les Quatre Barbus, Christiane Legend, and Franck Auzan and his orchestra. LC 3489

DVORAK: Slavonic Dances, Op. 46 and 72. LC 3322

BRAMMS: First Symphony. LC 3379

BEETHOVEN: "Eroica" Symphony. LC 3385

STRAUSS: Till Eulenspiegel; Don Juan; Death and Transfiguration. LC 3439

VOCAL:

MOZART: Mass in C Minor—Soloists with Rudolf Moralt conducting the Vienna Symphony Orchestra and the Vienna Chamber Choir. (2 records) SC 6009

MONUMENTA ITALICAE MUSICAE

VIVALDI: The Seasons, Op. 8—"I Musici," LC 3216

CORELLI: Concerti grossi, Op. 6, Nos. 4, 7, 8, 9, 10—"I Musici," LC 3264

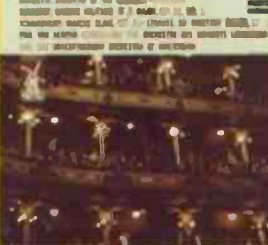
ARTHUR GRUMBEAUX AND CLARA MASKIL
MOZART: Violin Sonata in B-Flat Major; Violin Sonatas in A Major. LC 3295

BEETHOVEN: Sonatas Nos. 3—in D Major, 4—in A Minor and 5—in F Major—"Spring" for Violin and Piano. LC 3400

MOISEYEV RUSSIAN FOLK BALLET COMPANY



MOISEYEV RUSSIAN FOLK BALLET COMPANY: Great Russian Folk Dances • HUNGARIAN STATES FOLK ENSEMBLE: Hungarian Folk Songs and Dances. LC 3459



TCHAIKOVSKY: Marche Slave • STRAUSS: Radetzky March • SCHUBERT: Marche Militaire, Concertgebouw Orchestra of Amsterdam, Paul van Kempen conducting. LC 3349

CLARA MASKIL, PIANO



MOZART: Piano Concertos in A Major and D Minor—with Paul Sacher and Bernhard Paumgartner conducting the Vienna Symphony Orchestra; Clara Maskil, pianist. LC 3163



"CHARPENTIER: Louse—Sébastia, Orchestra and Chorus of the Paris Opéra Comique, Jean Fournel, conductor. (3 records in "Opera Series") SC 6018

BEETHOVEN: Violin Sonata No. 9 in A Major ("Beethoven"); Violin Sonata No. 8 in A Major. LC 3458

ARTHUR GRUMBEAUX

PAGANINI: Violin Concertos Nos. 1 and 6—with Franco Gallini conducting the Orchestra des Concerts Lamoureux. LC 3143

BEETHOVEN: Violin Concerto in D Major—with the Concertgebouw Orchestra of Amsterdam, Eduard van Beinum, conductor. LC 3420

*OPERA SERIES—Reg. \$4.96; cov \$3.96.

BIZZET: The Pearl Fishers—Pierrette Alarie, soprano; Leopold Simoneau, tenor; and other soloists with Jean Fournel conducting the Elizabeth Brasseur Choir and the Orchestra des Concerts Lamoureux. (2 records) SC 6002

MOZART: Don Giovanni—George London, bass; Leopold Simoneau, tenor; Sena Jurinac, soprano; Walter Berry, bass; and other soloists with the Vienna Symphony Orchestra and Chamber Choir, Rudolf Moralt, conductor and harpsichordist. (3 records) SC 6010

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ALBUM REVIEW

Check List



Among the many long-playing albums released last month, the 100 reviewed

here are considered to be the best. They have been so chosen by the reviewing

staff of *The Billboard*, business newsweekly of the music industry. Reviewed

prior to their release, these albums are now in stores throuout the country.

Popular



age should repeat success of her previous click album, "Fascination." Tunes include "Arrivederci Roma," "My Man" and "Catch a Falling Star." Pretty cover shot of artist will help attract.

POPULAR

□ **COMO'S GOLDEN RECORDS (1-12)**—Perry Como. RCA Victor LOP 1007.—Set contains a collection of the artist's best selling hits from as far back as 1945. It should prove a click with the singer's fans both young and old. Included are "Till the End of Time," "Don't Let the Stars Get in Your Eyes" and his recent "Catch a Falling Star." Good cover shot of the artist.

□ **JUMPIN' WITH JONAH (1-12)**—The Jonah Jones Quartet. Capitol T 1039.—Muted trumpet sound by Jones on a swingin' group of tunes, designed for either listening or dancing. It's a natural follow-up to his previous click albums, "Muted Jazz" and "Swingin' on Broadway." Set can appeal to pop and jazz buyers. Numbers include "No Moon at All," "It's a Good Day" and "A Kiss in Build a Dream On." Some of the tunes have vocals by Jones. Hank Jones is guest pianist. Excellent potential.

□ **COLE ESPANOL (1-12)**—Nat King Cole. Capitol W 1031.—An interesting switch for Cole. All of the tunes are popular South American selections, and the vocals are in Spanish. The artist is given lush, provocative ork support from Armando Romeu and ork. More familiar tunes are "Maria Elena," "Sereate Mas," the Spanish version of his current hit single, "Come Closer to Me," and "To Quiero Dilete" ("Magic Is the Moonlight"). It's an excellent programming set. Good cover shot of artist.

□ **DANCING OVER THE WAVES (1-12)**—Ray Anthony Ork. Capitol T 1028.—Nicely varied collection of pop, semi-classical and original tunes all in dance tempos makes this one of Anthony's best. It's an excellent display programming package, and saleswise it should move strongly with both teen and adult buyers. Selections include "Liebestraum," "Beautiful Lady" and the album title tune. Attractive cover.

□ **THE MARVELOUS MILLER MED-LEYS (1-12)**—Glen Miller Ork. RCA Victor LOP 1005.—Eight medleys by the great Miller ork. Some of the tracks are by the Miller civilian ork; others are by his wonderful Army Air Force Band. The excellent offering should follow the pattern of the label's previous Miller releases. Many of the songs associated with Miller are included in the groups of tunes. Fine cover sketch of the artist should help lure sales.

□ **LITTLE RICHARD (1-12)**—Specialty 2103.—A worthy successor to "Here's Little Richard." Tunes are previous hit singles by the artist plus a few unreleased sides. The cat is at his frantic best, and the set should prove a strong item. Selections include "Lucille," "Good Golly, Miss Molly," and "Ooh My Soul."

□ **SOMETHING OLD, SOMETHING NEW, SOMETHING BORROWED, SOMETHING BLUE (1-12)**—Jase Morgan. Kapp KL 1098.—Another quality set of lush vocals from the Morgan lass. As the title implies, the set contains samplings of evergreens and new tunes, along both cheerful and melancholy lines. Pack-

age should repeat success of her previous click album, "Fascination." Tunes include "Arrivederci Roma," "My Man" and "Catch a Falling Star." Pretty cover shot of artist will help attract.

□ **VIRTUOSO! (1-12)**—The Roger Wagner Chorus. Capitol T 1031.—Another excellent offering from the Wagner Chorus. The program features selections with orchestra and a capella works, ranging from folk songs and Negro spirituals to full-scale orchestral-choral numbers. Included are "Hallelujah Chorus," Mozart's "Allelu," and "Dance of the Polovetian Maidens." Set should prove a strong item.

□ **BURNISHED BRASS (1-12)**—The George Shearing Quintet with Brass Choir. Capitol T 1038.—The Shearing Quintet sound supported by brass choirs of various sizes and combinations makes for pleasant listening. Mellow feeling on the ballads and bright sound on the rhythm tunes offer attractive contrasts. Arrangements are by Shearing and Billy May. Set should move strongly in both pop and jazz markets. Tunes include "Memories of You," "Check to Check" and the album title tune.

□ **AMONG MY SOUVENIRS (1-12)**—Joni James with David Terry Ork. M-G-M E 3602.—Thruout offers a collection of old favorites like "Alice Blue Gown," "Let Me Call You Sweetheart" and "Till We Meet Again." Singer's ingenious quality and intimate charm are shown to good advantage in these tunes. Orchestral backgrounds are generally interesting, with snatches of harpsichord, electric organ, harp, bells and cocktail piano coming thru. Good summer listening for her many fans.

□ **GIRLS I HAVE KNOWN (1-12)**—Jim Reeves. RCA Victor LPM 1683.—Jim Reeves comes thru with a fine rendering of a group of first-rate standards, all featuring girls' names on this attractive new album. Reeves sells every song with the same honesty and sincerity that have made him a top singles star. Tunes include "Marie," "Mona Lisa," "Sweet Sue" and "Maria Elena."

□ **THE EAST SIDE (3-12)**—Patti Page with Pete Rugolo Ork. Mercury MG 12-100.—A smooth, sweet Miss Page in black spangled gown adorns both sides of this de luxe dual-LP package, which is given over to two distinctive music styles. On the "East" side, she offers nine of the typical sophisticated torch tunes, familiar in the expensive east side Manhattan niteries, while the west side disk has a considerably more jazzy and swinging approach. In all cases, Pete Rugolo offers backings that seem just right for the mood. Cover is a delight.

□ **COFFEE TIME (1-12)**—Morton Gould Ork. RCA Victor LPM 1656.—Romantic, colorful instrumentals — another sock wood music package by Gould. Selections—many in Latin tempo—include "Orchids in the Moonlight," "Besame Mucho," "Laura," etc. Unfortunately, cover is routine.

unexpected appearance of a contra-bassoon in such new-sounding cities as "Am I Blue?" "Sing Something Simple" and "Small Fry," among others. Great stuff for big band fans.

□ **HITS FROM "OH! CAPTAIN" (1-12)**—Various Artists. Columbia CL 1187.—Trea of Columbia's top wax stars warble 12 tunes (many released as singles) from the Broadway musical "Oh! Captain." Package packs more name appeal than original cast, and should chalk up a sizeable reaction. Talent includes Johnny Mathis, Rosemary Clooney, Tony Bennett, Jo Stafford, Guy Mitchell, Vic Damone, Jill Corey, Don Cherry, Stan Freeman, Norman Luboff.

□ **FROM MY HEART (1-12)**—Tony Perkins With Urbie Green's Ork. RCA Victor LPM 1679.—The legit-movie star has a strong fan following, which should insure the success of this album. He warbles pleasantly with warm sincerity—albeit little the voice—on a group of standards—"Ole Butter Milk Sky," "Speak Low," etc. Interesting cover photo of Perkins gives fan clubs an incentive.

□ **UNDER WESTERN SKIES (1-12)**—George Melachrino Ork. RCA Victor LPM 1678.—Here's an interesting instrumental concept of American Western music served up by Britain's Melachrino. Orchestration are lushly melodic and eminently spinnable. In addition to the usual U. S. corral items—"Home on the Range," "Tumbling Tumbleweeds," the package features four effective British inspirations of the Far West—"One Arm Bandit," etc.; three by Melachrino, one by Lad Babby. A "Save on Records" special.

□ **THE ROMANTIC PIANO OF TED STRAETER (1-12)**—Columbia CL 1154.—"Romantic music" is a term often tossed around in the record field, but with Ted Straeter it takes on a real meaning. The maestro-pianist serves up a silky-smooth collection of standards like "Laura" and "Stella by Starlight" that are models of suave orchestration, it's a real delight for listening or just listening, and shapes up strongly in the current trend toward ballads.

□ **WELCOME TO MY HEART (1-12)**—Cogi Grant With Dennis Farnon Ork. RCA Victor LPM 1717.—A lovely set of Farnon's tasty arrangements lushly accompany. A choice package. Pretty cover shot of the artist will help lure buys. Tunes include the album title song, "Love Letters" and "They Didn't Believe Me."

□ **JOSE MELIS AT MIDNIGHT (1-12)**—Seeco CELP 414.—Good mood set by the featured pianist on "The Jack Paar Show." His piano solos are backed by lush strings and rhythm accompaniment. An excellent late hour package for sponsors. Tunes include "Deep Purple," "Street Scene" and "Cuban Rhapsody."

□ **SARAH VAUGHAN AT THE LONDON HOUSE, Mercury MG 20383**—Miss Vaughan's latest effort, recorded live while appearing at Chicago's London House, should find approval from her fans. It's a nicely assorted set with a fair share of ballads and up-tempo numbers. In addition to her own trio, backing is provided by four members of the Count Basie band. Selections include "Like Someone in Love," "Speak Low" and "All of You."

□ **THE BEST OF ELLA FITZGERALD (3-12)**—Decca 5XR 150.—A plush two-record set containing much of the best

material by the great thrush. Excellent packaging includes notes by Nat Hentoff, Bert Korall, Donn Cerulli and Bill Coss and well laid-out discography gives chronological data as to date of recording, writers, ork backing, etc. The package is a documentary from Ella's beginnings with Chick Webb. Book-type cover is sturdy and attractive.

□ **12 EASY LESSONS IN LOVE**—Carmen Cavallaro Ork. Decca-DL 8747.—The longtime keyboard favorite has taken as the theme for this album a group of pop numbers which provide romantic advice such as "Try a Little Tenderness," "Please Be Kind" and "Speak Low." The album makes the point that music pays off for flip side has "Two Cigarettes in the Dark," "There's a Small Hotel." The Cavallaro styling is unimpaired, either in solo or backed by a small rhythm group, and the nimble treatment of well-known tunes should make this one of the better selling disks among Cavallaro enthusiasts.

□ **I GET A KICK OUT OF PORTER**—Joe Bushkin Piano & Ork. Capitol T 1030.—A class album—from Bushkin's tasteful, inventive keyboarding to the memorable Cole Porter repertoire and Gilbert Millstein's informative liner notes. Backed by Kenkyou Hopkins' imaginative arrangements, Bushkin shines with "I Get a Kick Out of You," "So in Love," etc.

□ **CONFETTI**—Les Baxter Ork. Capitol T 1029.—Les Baxter, his orchestra and chorus, have a wonderful new LP here that could easily turn into a best seller. The title stands for the collection of Continental tunes included in this new album, a collection that ranges from "April in Portugal" and "The Poor People of Paris" to the "Dance From Bonjour Tristesse" and "Ricordate Marcelina." The tunes are melodic and the arrangement keeps the gay mood. A strong album.

□ **ALL THE WAY . . . AND THEN SOME**—Sammy Davis Jr. Decca DL 8779.—This is one of the singer's best to date. Set contains standards presented romantically with lush ork support and a few swingers. Good selection of tunes. Ork backing is just right. Tunes include "All the Things You Are," "When I Was in Love" and "All the Way."

□ **THE NEW JAMES**—Larry James Ork. Capitol T 1037.—James and his Music Makers present a swingin' set of new tunes in very danceable arrangements. It can click with dance buyers easily. Excellent arrangements are by Ernie Wilkins, J. Hill, Bill Hollman and Neil Hefti.

RELIGIOUS

□ **BEAUMONT: 20th CENTURY FOLK MASS (1-12)**—Frank Weir Ork. & the Peter Knight Singers. Fiesta FLP 25000.—Father Geoffrey Beaumont has written a new mass utilizing 20th century musical idioms. His musical moods and melodic treatments include popular music strains and in some cases an underlying feeling of jazz. The mass is sung by cantor Charles Young with the Peter Knight Singers offering excellent choral support. Other strophic themes are included where they would be sung in the religious service. Tho the musical approach is somewhat naive, the overall concept is obviously sincere. It's a well-recorded and well-produced album that presents an interesting innovation in religious music.

Jazz



REUNION WITH CHET BAKER (1-157) — The Gerry Mulligan Quartet, World Pacific PJ 1241—Here's one of the strongest items to hit the market in a while. Mulligan-Baker fans will find this set among their best. It's a swinger with inventive and imaginative blowing and arrangements by Mulligan. Baker, who always has sounded good with Mulligan, is at his best. Dave Bailey and Henry Grimes support on drums and bass respectively. Tunes include "Reunion," "Surrey With the Fringe on Top" and "Ornithology."

THEME FOR THE TALL ONE (1-157) — The Bessie Coleman Trio, Argo LP 632—Miss Coleman has an imaginative and interesting piano technique. She often introduces a broad, classical sound in her improvisation that bolsters her hard driving style. Her sound is her own, and if exposed to jazz buffa, this set could well attract buyers. Nick Potts, who selected some of the tunes in the album, is heard on bass; Bill Steen on drums. Selections include "All the things You Are," "Trolley Song" and "Dorian," a Bonnier original. Good new jazz talent. It merits plugs.

THE "SHEPHERD" SWINGS AGAIN—The Moe Koffman Quartet, Jubilee JLP 1074—This album should appeal to the many fans Moe Koffman gained as a result of his recent hit single "The Swinging Shepherd Blues." In this LP Koffman and his quartet play eight more tunes, five Koffman originals in the same swinging manner as he did on his hit disk. In addition to flute, Koffman is heard on alto sax, too. Of the originals, best are "Flute Salad" and "Bermula Schwartz"; of the standards "Alone Together" is excellent.

14 BLUE ROADS TO ST. LOUIS—Various Artists, RCA Victor LPM 1714—A fine album concept, particularly in view of the great resurgence of blues. Here is the Handy classic in versions by Benny Goodman, Louis Armstrong, Earl Hines, Fats Waller, Dizzy Gillespie, etc.—14 versions in all, many of them notable. A package for collectors, for jazz and blues aficionados.

HOT SANDS—The Aramite Band, Spence S 100—Altho this album was recorded at a session in Boston, the Aramite Band, featured on it, has a sound notably non-New Englandish. In fact, the music sounds fresh off the desert with a swinging modification of the ancient beat. The group does a brace of typical numbers with some outstanding solos on the ood, dumbeg and even bongo drums. Their rendition of "Have Nageela" can contend with any of the several now making the rounds on singles as well as albums. Cover also is a stopper, showing a pair of pretty female feet in the sand, and should fortify the album's potential among folk and hi-fi sound fanciers.

CHICO HAMILTON TRIO—Introducing Freddie Gambrell, World Pacific PJ 1242—Chico Hamilton introduces on this new album a fine young pianist named Freddie Gambrell, who was discovered by Hamilton in San Francisco. Gambrell, who plays with taste and style in the modern manner, has a chance for much attention as the result of his performance here. The tunes included are all standards, and he handles such items as "Lullaby of the Leaves," "These Foolish Things," "Midnight Sun," with a sure touch. Good set for modernists.

LITTLE JIMMY RUSHING AND THE BIG BRASS (1-127)—A Jimmy Rushing Ork. Columbia CL 1132—The great Kansas City blues shouter has a solid item in this fine package. Jimmy Mundy, Buck Clayton and Nat Pierce have arranged the tunes in a modern vein, but Rushing's true blues feeling comes thru strongly. There are blues, standards, and some of the tunes usually associated with the artist among the attractive vocals. Numbers include "Mr. Five by Five," "Jimmy's Blues" and "Somebody Stole My Gal."

JAZZ OF THE ROARING TWENTIES (1-127)—Tommy, Jimmy Dorsey, Red Nichols & Various Artists, Riverside RLP 12-901—This is a choice item for collectors. The artists were then known as the California Ramblers, a group which included the Dorsey Brothers and Red Nichols. Despite the tiny sound, the disk does create interest. The tunes are done in the dance style of the '20's. The

attractive and imaginative cover adds to appeal. Tunes include "Manhattan," "Charleston" and "Miss Annabelle Lee." There are vocals on some.

SONNY ROLLINS: FREEDOM SUITE (1-127)—Riverside RLP 12-254—"Freedom Suite" represents Rollins' first entry into extended composition. Actually, the suite is a form of theme and variations. One blues-like theme is expanded upon in several melodic and rhythmic patterns. The work itself is not particularly challenging, but the execution by Rollins on tenor, Max Roach on drums and Oscar Pettiford on bass is excellent. Flip side offers four standards also done by the trio; however, the suite is the side that will attract.

SOUL BROTHERS—MILT JACKSON & RAY CHARLES (1-127)—Atlantic 1079—Two of the real jazz greats together! Their talents on instruments other than those with which they are usually associated are displayed in this swinging package. Charles is heard on alto sax and Milt Jackson plays piano and guitar, as well as vibraphone. Support from Connie Kay on drums; Billy Mitchell, tenor; Oscar Pettiford on bass and Shooter Best on guitar enhances the set all the way. It's a great five-band album with each track a stand-out.

MODERN JAZZ CONCERT (1-127)—Orchestra Conducted by Gunther Schuller & George Russell, Columbia WC 127—Not for novices, this is liable to stifle even veteran jazz buffs. It contains the six works commissioned by Brandeis University and performed at the jazz concerts there last year. Top jazz men blow with ork conducted by Gunther Schuller and George Russell. The most exciting and the most legitimately jazz work is Charles Mingus' "Revelations." Jimmy Giuffrè's "Suspensions" is another fine jazz piece, and George Russell's "All About Russia," altho over-complex, is also listenable. This is program jazz that will interest musicians and college students.

COOK'S TOUR OF HIGH FIDELITY (1-127)—Various Artists, Cook 1070—Some of the audio-inspired humor in this latest sonic romp with Emory Cook is a little heavy-handed, but the platter should have strong appeal with the dedicated hi-fi fanatics. One side explores the difference with A-B comparisons of feeding live vs. tape sound to a disk cutter and stages a "jumping microphone" sketch in an audio workshop. The other side is a soap-opera-without-actors featuring a riot of assorted sound effects and "Meanwhile, Back at the Ranch...." narrative cues.

BEETHOVEN: TRIO IN E-FLAT (1-127)—Helfetz, Violin; Primrose, Viola; Flisargoras, Cello. RCA Victor LPM 12180—The winning combination which has such warm readings on wax of the second and fourth Beethoven trios turns in an excellent job of the first, melting and separating with polish, sweet tone and flair. A must for longhairs who have any tolerance of chamber music. Striking cover and big names should spur sales. Should follow best selling pattern of previous Beethoven waxing by this pairing of artists.

TCHAIKOVSKY, VIOLIN CONCERTO (1-127)—Christina Ferras, Violin with Philharmonic Ork. (Silyvestri). Angel 35606—Young Ferras makes a highly auspicious debut on Angel with this disk. Brilliance of his technique is usually matched with sensitivity and lyricism on these two standards, giving them a feeling of freshness despite their familiarity. The coupling is attractive, too. All but two of Ferras' previous works for other labels are now out of the catalog, so in sense this is a new beginning for the young artist, whose maturing has readied him for a move into the very top rank of concert violinists.

WAGNER: DIE MEISTERSINGER (3-127)—Various Artists with the Berlin Philharmonic Ork. (Kempner). Angel 3572 E-L—This is the third and finest complete waxing of Wagner's comic masterpiece, with superb sound and unusually clean, exciting choral work. Ferdinand Franz repeats his sonorous, deft characterization of Hans Sachs, with mel-



BEST SELLING

CLASSICAL LP's

1. TCHAIKOVSKY: PIANO CONCERTO NO. 1—Cliburo, Ork. directed by Kiril Kondrashin... RCA Victor LM 2252
2. TCHAIKOVSKY: 1812 OVERTURE: CAPRICCIO ITALIANO—Chicago Symphony (Dorati)... Mercury MG 50054
3. BACH: BACHARHOFF'S PIANO CONCERTO NO. 2; LISZT: PIANO CONCERTO NO. 1—Rubinstein, Chicago Symphony (Chimant); RCA Victor LM 2068
4. STRAUSS: PIANO CONCERTO IN D MINOR; BACHARHOFF'S BRAMPOON OR A THEME OF PAGANINI—Rubinstein, RCA Victor Symphony Ork. (Waltzes); Chicago Symphony (Dorati)... RCA Victor LM 2087
5. SAINT-SAENS: SYMPHONY NO. 3—Biggs, Organ, The Philadelphia Ork. (Ormandy)... Columbia ML 5212
6. PORTS OF CALL—The Philadelphia Ork. (Ormandy)... Columbia ML 4983
7. OFFENBACH: GAITE PARISIENNE—The Hollywood Bowl Symphony Ork. (Chimant)... Capitol PAO 8405
8. GREAT RUSSIAN FOLK DANCES—Moiseyev Russian Folk Ballet Company and Ork. (Gulaginer); Hungarian Shells Folk Ensemble (Gabor)... Epic LC 3459
9. TCHAIKOVSKY: PIANO CONCERTO NO. 1—Gilels, Chicago Symphony (Dorati)... RCA Victor LM 1969

10. RAVEL: BOLEDO; DIMSIEY ROUSSEAU: CAPRICCIO ESPAGNO—Detroit Symphony (Parot)... Mercury MG-50020
11. THE SOUND OF WAGNER—The Concerts Arts Symphony Ork. (Kaindorf)... Capitol PAO 8411
12. OFFENBACH: GAITE PARISIENNE; MEYER: LES PATINEURS—Sutton Pops (Fiedler)... RCA Victor LM 1017
13. POP'S CAVIAR—Boston Pops (Fiedler)... RCA Victor LM 2202
14. BRAHMS: PIANO CONCERTO NO. 2—Gilels, Chicago Symphony (Dorati)... RCA Victor LM 2219
15. MENDELSSOHN: VIOLIN CONCERTO IN E MINOR; TCHAIKOVSKY: VIOLIN CONCERTO IN D MAJOR—Francescatti, The New York Philharmonic (Chimant)... Columbia ML 4965
16. MOZARTESSKY-RAVEL: PICTURES AT AN EXHIBITION—Chicago Symphony (Rosen)... RCA Victor LM 2201
17. BOSSINI: WILLIAM TELL—The Philadelphia Ork. (Ormandy)... Columbia ML 5206
18. STRAUSS: DER ROSENKAVALER—Soviet Philharmonic Ork. (von Karajan)... Angel 3563
19. GOLDMANN: VIOLIN CONCERTO IN A MINOR—Miltman, The Philharmonic Ork. (Ulrich)... RCA Victor PAO 8414
20. BEETHOVEN: SYMPHONIES NOS. 7 & 9—NBC Symphony Ork. (Toscanini)... RCA Victor LM 6009

SYMPHONY LP's

1. SAINT-SAENS: SYM. NO. 3—Biggs, Organ, The Philadelphia Ork. (Ormandy)... Columbia ML 5212
2. BEETHOVEN: SYMPHONIES NOS. 1 & 9—NBC Symphony Ork. (Toscanini)... RCA Victor LM 6009
3. NIKE BEETHOVEN SYMPHONIES—NBC Symphony Ork. (Toscanini)... RCA Victor 6901
4. BEETHOVEN: SYM. NO. 9—Soloists: The Westminster Choir (Waltzes); New York Philharmonic (Walter)... Columbia ML 5200
5. BRAHMS: SYM. NO. 4—NBC Symphony Ork. (Toscanini)... RCA Victor LM 1713

6. TCHAIKOVSKY: SYM. NO. 6—The Philadelphia Ork. (Ormandy)... Columbia ML 4544
7. BEETHOVEN: SYM. NO. 7—The Pittsburgh Symphony Ork. (Steinberg)... Capitol P 8398
8. BEETHOVEN: SYMPHONIES NOS. 5 & 8—NBC Symphony Ork. (Toscanini)... RCA Victor LM 1757
9. SCHUBERT: SYM. NO. 8 "UNFINISHED"; BEETHOVEN: SYM. NO. 5—Boston Symphony Ork. (Hawaii)... RCA Victor LM 1923
10. SIBELIUS: SYM. NO. 7—The Philadelphia Ork. (Ormandy)... Columbia ML 5207

JAZZ LP's

1. PAUL JOEY—Andre Previn and His Pops... Contemporary C 3543
2. CONCERT BY THE SEA—Ereoff Garner... Columbia CL 833
3. MY FAIR LADY—Shelby Maxene and His Friends... Contemporary C 3527
4. THE LATE, LATE SHOW—Dobson States... Capitol P-786
5. DIXIE OF DEERLAND: VOL. 3—Audio Fidelity AFPL 1851

6. ELLA FITZGERALD SINGS THE DUNE ELLINGTON SONGBOOK... Verve MEV 4010-4
7. SWINGIN' ON BROADWAY—Jacob Jones... Capitol T 963
8. DAVE PIERCE QUARTET—Dave Pierce Quartet... Columbia CL 1059
9. BUT NOT FOR ME—Ahmed Jamal Trio... Argo LP 628
10. MUTED JAZZ—Jacob Jones... Capitol T 839

LP's

1. TCHAIKOVSKY: PIANO CONCERTO NO. 1—Van Cliburo... RCA Victor LM 2252
2. GILG—Sound Effects... RCA-M-E 3041 J7
3. JOHNNY'S GREATEST HITS—Johnny Merlo... Columbia CL 1133
4. SOUTH PACIFIC—Sound Track... RCA Victor LOC 1032
5. THE MUSIC MAN—Original Cast... Capitol WAO 990

6. SOUTH PACIFIC—Original Cast... Columbia CL 4180
7. MY FAIR LADY—Original Cast... Columbia CL 5050
8. SING ALONG WITH MITCH—Mitch Miller... Columbia CL 1160
9. STARDUST—Pat Boone... Del DLP 3810
10. ROCKY NELSON—Imperial IMP 9050

(Continued on page 8)

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low, mainly support from Rudolf Schock and Gottlob Frick. Benno Kusche's delicate and Bach-like. Kempe's baton keeps things vigorous and crisp but allows nothing, reflective passages. A must for organ buffs. Excellent line-by-line libretto.

PROKOFIEFF FOR FUN IN HI-FI (1-12)—Philharmonic Symphony Orch. of London. (Rudinsidd). Westminster XWN 18701—Here is a light-hearted melodic package with appeal for the whole family. Youngsters will dig TV comedian Garry Moore's reading on "Peter and the Wolf," while flip "Classical Symphony" and "The Love for Three Oranges" should please adults. There are several other good versions of "T. and W." available, but the LP's name value is considerable.

PROKOFIEFF, ROMEO AND JULIET BALLET EXCERPTS (1-12)—New York Philharmonic Orch. (Mitropoulos). Columbia ML 5267—The strings sing sweetly in this excellent reading of Prokofiev's melodic, glittering score. Mitropoulos evokes romantic dreams in these nine excerpts from a long ballet. Combination of names is highly attractive.

HAYDN: OBOE CONCERTO; Dvorak: Serenade (1-12)—Evelyn Rothwell, Oboe With Halle Orch. (Bartholdi). Mercury MG 50041—Extremely capable oboe technique is displayed by Miss Rothwell in her debut soloist album. She presents the lesser-known Haydn concerto artfully and skillfully. She is well known for her book of some years ago—"Oboe Technique." Tho this LP may have only limited appeal, Haydn lovers will welcome this new recording of the obscure work. The Dvorak "Serenade" features the artist with a small orchestra on the thematic work.

GERMINIANI CONCERTI GRASSI (1-12)—Felix Ayo & Walter Galozzi, Violin; Bruno Giarussa, Viola; Enzo Albicelli, Cello; With 1 Music. Epic LC 3467—One of the finest ensembles working today interprets Germiniani's Opus 7. Music played with unsurpassed elegance and refinement, and this is the period they do best. They take no liberty with the tempos and attack them cleanly. First rate sound in this latest addition to Epic's "Monuments of Italian Music" series. Every baroque buff will want this one.

COPLAND: NODOLÉ, EL SOLON MEXICO, DANZON GUBANO (1-12)—Minneapolis Symphony Orch. (Dorati). Mercury MG 50172—A brilliant Copland exposition by the Minneapolis group. The four-movement suite from the score of the ballet "Nodolé" has but a single other disk version current and this beautiful example of Mercury's Olympian disk-making process can bring this reading much popularity. The two other shorter works are full of exciting color and rhythm and get the name brilliant hi-fi recording treatment. For fans of the ballet, musical sound, this is a real dish!

LEVANT'S FAVORITES (1-12)—Oscar Levant, Piano. Columbia CL 1134—Levant's increasing TV exposure makes this album newsworthy. Set contains excellent keyboard performance by the pianist on a group of popular themes by Falla, Lecuona, Albeniz Foulenc and Debussy—"Clair de Lune," "Fitz Dance," etc. An interesting line-up which should attract beginning collectors. Provocative cover.

BRAMHNS: VARIATIONS AND FUGUE ON A THEME OF HANDEL, RHAPSODIES NOS. 1, 2 & 3, HANDELARIA CON VARIACION (1-12)—Sylvia Zarembo, Piano. Unicorn UNLP 1055—Zarembo is a hard-hitting pianist with a basically unsophisticated approach. The former prodigy does not articulate runs clearly, and she had a tendency to hide her faults by heavy use of sustained pedal. She's at her best in the Handel, where her tone rises to beauty, but the Brahms interpretation is naive. Most noteworthy feature of album is the marvelous sound that engineer Peter Barink has achieved.

TCHAIKOVSKY: PIANO CONCERTO NO. 1 (1-12)—Van Cliburn, Piano. RCA Victor LM 2232—This should prove one of the strongest items to hit the market in some time. Cliburn, winner of the Tchaikovsky Competition in Moscow last spring, has more than lived up to expectations in his recent American concert appearances. The Tchaikovsky concerto is one of the works that he played in winning the prize. Russian conductor Kondrashin, who conducted for the pianist, heads the symphony orchestra on this disk. Will be much talked about in coming months.

MOZART: PIANO CONCERTOS NOS. 18 AND 26—Robert Casadesu, Pianist with the Columbia Symphony Orch. (Szell). Columbia ML 5276—Both the more technical and interesting twentieth and the fairly conventional eighteenth piano concertos display Casadesu's wonderful capabilities. There is formidable competition on the later work and other available recordings of the earlier. The pianist's name, however, should be a buying lure. Szell's baton effectively conveys the contrasting dramatic mood of the twentieth and the serenity of the eighteenth.

GROFE: GRAND CANTON SUITE—The Philadelphia Orch. (Ormandy). Columbia ML 5286—Grofe's well known and popular programmatic, descriptive suite under Ormandy's excellent direction achieves a warmth and intensity seldom attained on disks, despite the many existing versions. Sound is marvelous, and the beautiful cover shot also adds to the overall appeal of the attractive release. Excellent buy.

RIMSKY-KORSAKOFF: SCIEHERAZADE—London Symphony Orch. (Monteux). RCA Victor LM 5206—Tho there are many versions of "Scheherazade" available, the strength of the conductor's name should prove a strong buy incentive. Monteux conducts the programmatic work firm, taking advantage of all of the composer's orchestral devices. Attractive cover.

BARTOK: VIOLIN CONCERTO—Issao Stern, Violin With the New York Philharmonic Orch. (Bernstein). Columbia ML 5283—Strongest competition on the seldom-recorded violin concerto with small orchestra will be from the Menuhin-Minneapolis Symphony version. Devotees of the modernist composer and Stern's fans alike will find this an excellent offering. Bernstein's firm baton complements excellently. Cover shot of the violinist and conductor adds to over-all appeal. Sound is great.

MAHLER: RESURRECTION SYMPHONY (12)—Emilia Clandari, Soprano; Maureen Forrester, Contralto; The Westminster Choir (Williamson) and the New York Philharmonic Orch. (Walter). Columbia M2L—At long last we have the definitive version of Mahler's Second Symphony conducted by the foremost interpreter of the orchestral master. The Westminster Choir and young soloists give him uneven support but Walter's insight and understanding and the response he elicits from the Philharmonic triumph over all the limitations. Walter's notes add immeasurably to the value of the set.

HAYDN: SONATA NO. 3; MOZART: SONATA NO. 10, FANTASIA AND FUGUE—Glen Gould, Pianist. Columbia ML 5274—The young Canadian pianist provides an absorbing program in his artful presentation of the piano works by the two great "classical" composers. Competition on the Mozart selections is heavier than on the Haydn work. In any case, these interpretations compare favorably with existing versions.

BRAMHNS: THREE INTERMEZZI, VARIATIONS AND FUGUE ON A THEME OF HANDEL—Eugene Istomin, Pianist. Columbia ML 5287—Excellent interpretation of the Brahms variations on themes from Handel's "Lecons" and the "Petite Suite" will find few versions that match the pianist's skill and technique. The rather introspective and reflective intermezzi also reveal the artist's complete mastery. Fine cover photo of the pianist. Strong appeal.

SHOSTAKOVICH: SYMPHONY NO. 11 (2-12)—The Houston Symphony Orch. (Stokowski). Capitol PBR 8448—This is the premiere American recording of the Russian composer's latest symphony. This, coupled with the sales lure of the conductor's name, should make the album a potent seller. The dramatic and programmatic symphony is based on Russian folk melodies and revolutionary songs. An enclosed pamphlet with descriptive notes about the conductor, composer and the work adds to the appeal. Packaging is attractive.

THE ORCHESTRA SINGS (1-12)—The Capitol Symphony Orch. (Drigon). Capitol P 8460—Attractive album contains instrumental settings of familiar operatic selections. It's a set that can move well in the classical market with special appeal to opera lovers. Mr. Dragon's transcriptions are thoughtful and skillful. Good cover and fine sound will help boost sales.

GRIEG: PIANO CONCERTO; RACHMANINOFF: RHAPSODY ON A THEME OF PACHANINI (1-12)—Leonard Fernandis, Piano, with The Los Angeles Philharmonic Orch. (Leinsdorf). Capitol P 8441—Tho there are several other interpretations of the two works which will offer formidable competition, this set can also enjoy good sales. Pre-

vious releases by the pianist have gone well and his recording of these two popular works should follow suit. Sound is excellent. Good cover sketch of artist.

BEETHOVEN: QUARTET NO. 12 (1-12)—Hollywood String Quartet, Capitol P 8443—Latest in the series of Beethoven quartets by the Hollywood String Quartet should prove as equally strong among chamber music enthusiasts as their recordings of the composer's 13th and 15th quartets. Their interpretation is as usual wonderfully precise and sensitive. The quartet has deservedly gained in recognition with each new release. Excellent sound and packaging add to overall appeal.

SPOKEN WORD

TALES OF HANS CHRISTIAN ANDERSEN (1-12)—Read by Michael Redgrave, Caedmon TC 1073—Another excellent spoken word package by Caedmon. Quality production and fine readings by British actor Redgrave are spotlighted on five popular Andersen fairy tales—"The Tinder Box," "The Emperor's New Clothes," "The Steadfast Tin Soldier," and "The Emperor's Nightingale." Solid entertainment.

GREAT AMERICAN SPEECHES (2-12)—Melvyn Douglas, Vincent Price, Ed Begley & Carl Sandburg, Caedmon TV 2016—Caedmon has produced another quality package with strong name value for the spoken-word market in this excellent collection of memorable addresses by famous Americans—Patrick Henry, Lincoln, Washington, Henry Clay, Charles Sumners, Robert E. Lee, etc. All four readers offer thoughtful, effective interpretations.

SOUND

GERSHWIN: AN AMERICAN IN PARIS, PORGY AND BESS (1-12)—Minneapolis Symphony Orch. (Dorati). Mercury MG 50071—This album, with its stunning cover of nighttime Paris and a sparkling performance of the Gershwin works by maestro Dorati, would rate top marks on a purely musical basis. But the rich sound and fabulous dynamic range make it one of the best studio showpieces to many seasons. Hi-fi fanciers will really flip their tweeters over the wonderful honking effects of Paris traffic, or the "Storm Music" portion of the "Porgy" suite. It's a genuinely superb job.

BULLFIGHT (1-12)—Agrupacion Sinfonica "La Sarsuela" (Torroba). Columbia ML 5299—It may come as a shock to those who are familiar with bullfight music only in its standard and brass band treatment, but the pasodoble also can be played by a full symphonic orchestra. As performed on this album, most of the music actually seems to gain both in breadth and power. Columbia's superb sound is partially the answer. The remainder is the result of knowing arrangements and adept uses of strings within the total orchestral framework. A demonstration would convince most aficionados of bullfight music that this is a worthy addition to their collections.

SOUNDS OF STEAM LOCOMOTIVES NO. 3 (1-12)—Followings FX 6154—It's very seldom that music, in such, manages to have nostalgic charm. But this well-recorded album by Vinton Wright manages the difficult task. Both sides contain highlights of train rides on the famous narrow gauge railroad that still runs, as it did in the 1880's, out of Durango, Colo. Engines puff and wheels echo from the sides of river gorges in a riot of old-fashioned train notes. Little boys of all ages will flip over it.

PIPES AND BUGLES IN HI-FI—1st Battalion, The Highland Light Infantry. Decca DL 6720—A brilliant demonstration of high fidelity at its best. The pipes and bugles from Scotland are not new on record, this has to be rated with the very best, particularly in terms of sound reproduction. The clansmen pipe their way thru a considerable number of typical selections. Interesting liner notes give the colorful history of the Glasgow battalion. Great packaging for sound fanciers, and those of the proper ancestry.

SOUNDS OF SEBRING 1935—Riverside RLP 5011—This waning represents the third of on-location coverage of the famous 12-hour Sebring classic, a road race that attracts top autos and drivers from many countries. Pre-race interviews with big-name contestants like Stirling Moom and blow-by-blow-out sounds of the big race's highlights will send sports car buffs and audio fanciers into transports of some delights amidst snarl of Ferraris, whine of Porsches and thunder of tuned-up Jags. Handsome cover.



AUSTRALIAN FOLK SONGS—Burl Ives. Decca DL 8749—In his roving search for fresh musical folklore, Burl Ives taps in this album a rich new vein of vocal material; the vital frontier-style songs of the Australian Commonwealth. They have a fine, earthy bounce not unlike our own Western cow-country songs. A few, like "Waiteing Mastils," are familiar, but most have never been heard here. Noted folk singer's style is ideally suited to the material, and the cover shot of Ives and a koala bear is eye-catching.

HI-FI SQUARE DANCES WITHOUT CALLS—The Nashville Squares. RCA Camden CAL 438—Excellent "How to Do It Yourself" liner notes add much to this all-purpose square dance album. Hal Smith on fiddle, Chet Atkins on rhythm guitar, Murray Harmon on drums, Ernie Newton on bass and Billy Burke on accordion lace into well-paced, interesting versions of old favorites. All are matters of the idiom. The Atkins-produced disk should set feet dancing.

POLKA FESTIVAL—Bruno Ziehlinski & The Wilson Sisters. Liberty LRP 3095—Here's a zestful, pop-styled package of lively polka instrumentals, along with some bright happy vocalizing and yodeling by the Wilson Sisters. A strong entry for the market. Selections—sung in several languages—include "Swan Yodeler's Polka," "Sweet Sixteen Polka," etc.

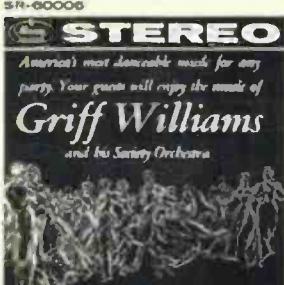
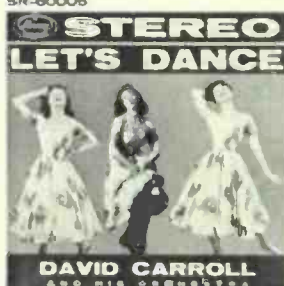
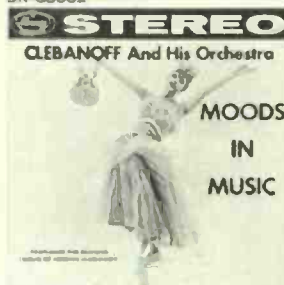
SONGS OF CORSICA—Les Chanteurs de L'Association Corse "A Circea" (Quilès). Westminster WP 12007—This is a worthwhile addition to any folk music collection, since it serves up a well-recorded panorama of the simple melodic songs native to the French island of Corsica, with a running narration (in French) to set the stage. Voiced primarily for male groups, the songs have a haunting quality that combines a Spanish and Italian mood. Director Felix Quilès has already won the "Grand Prix du Disque" for this album.



LONELY STREET—Kitty Wells. Decca DL 8732—A fine collection of country weepers is sung stylishly by Kitty Wells, the "queen of country music." She sells each song of heartache and loneliness with the sincerity that has kept her at the top of the heap of fem country singers. Tunes include the title song, "That's Me Without You," "If Tearsdrops Were Pennies," "Love Me to Pieces," and Hank Williams' "May You Never Be Alone." Fine wax for the thrush's country fans.

JUST IMAGINATION—Webb Pierce. Decca DL 8738—A dozen tunes by the outstanding country chanter. Arrangements feature chorus and triplet backing, giving the weepers a pop touch altho the general flavor is strongly country. Tunes include "A New Love Affair," "Too Late to Worry Now," "Don't Be the One."

FLOYD TILLMAN'S GREATEST (1-12)—RCA Victor LPM 1698—Several of the artist's hit tunes are included in this attractive package. The backing is with chorus and rhythm section. All of the selections are tastefully done. Set has his really great tuner: "Slipping Around," "I Love You So Much It Hurts Me" and "It Makes No Difference Now." Excellent potential in this market and it can also please pop fans.



THE HI-FI OF STEREO



FLAWLESS, FULL-DEPTH ON



NOBODY KNOWS STEREO BETTER THAN MERCURY

The STEREO collector will be more than a fan. He will be a student. He will demand STEREO that's technically flawless, naturally, he will prefer the superb quality of Mercury. Engineering brilliance, superior recording equipment, and dedication to stereophonic research have made Mercury the foremost label in STEREO.

STEREO records are the hottest merchandise to hit the record trade in years. Doesn't it make sense to supply the demand... stock the very best!





Million Seller?

VAN CLIBURN AIMS AT NEW HONORS AS A RECORD ARTIST

Those Texans do everything big! The latest case in point is Van Cliburn's RCA Victor recording of the Tchaikovsky Piano Concerto. The publicity and interest resulting from the lanky pianist's hands-down win at the international competition in Moscow has caused a sales rush on the disk. What's more, Cliburn's interpretation of the well-known and oft-recorded work has won unanimous praise from music critics. All those people who rushed to buy the disk—300,000 of them in the first six weeks of its release—are getting their money's worth, in other words.

The record industry generally has been watching the sales figure open-mouthed. And the big question on everyone's lips now is—will sales reach the million mark? If they do Cliburn will have added still another trophy to hang over the fireplace. He will have been responsible for the first classical million-seller long-play record—an achievement more remarkable than winning the Moscow competition.



What makes Cliburn's achievement even more outstanding is the fact that the Tchaikovsky Concerto has been recorded no less than thirty times and by such outstanding artists as Horowitz, Gilels and Rubinstein. In fact, the listing of artists who have recorded this work reads like a "who's who" of concert pianists. None, however, captured the imagination of the public in quite the same fashion as the young Texan.

Your Audition reviewer points out in this issue that the disk will be much talked about for some time to come. We can only add that most of music-minded America will talk about this record only until his next RCA Victor release comes along. For it is the opinion of virtually all critics that Van Cliburn is more than a public figure who rose from obscurity because of the political climate in which he made such an auspicious appearance. He's a fine musician as well.



- CARELESS LOVE (1-12)**—Joe Turner Savaoy MG 14018 — This is early Joe Turner, before he joined the Atlantic Records, that is. But early or late, it's good Joe Turner, singing such fine blues as "Lucille, Lucille," "Careless Love," "Nobody but Me," and "Rocks in My Bed." F. Johnson, F. Newton, D. Byas, T. Bunn, and R. Jaquet are some of the musicians who back Turner on these sides. A must for blues fans. The cover is a real plus for this set.

Miscellaneous

SPECIALTY

- STANLEY HOLLOWAY'S CONCERT PARTY (1-12)**—Sung by Stanley Holloway with Arthur Liel, Piano & The Concert Party Four. Riverside RLP 12-634—A hilarious collection of comic songs by Stanley Holloway, noted British comedian who scored such a big hit as Elton Doolittle's father in "My Fair Lady." They're drawn from the era of the "concert party," those touring British song-and-dance shows that used to play the seaside resorts. There is even one of the famous "Albert Humbugston" poems for the Holloway fans.

- WIDE WEIRD WORLD OF SHORTY PETERSTEIN**—Henry Jacobs, Producer. World Pacific WPM 418—Man, like Shorty Peterstein rides again! Shorty, the mythical super-hipster who's a brainchild of jazz critic Henry Jacobs, is spotlighted in a series of tongue-in-cheek interviews likely to convulse jazz buffs when such topics as "The History of Jazz," rock and roll, self-analysis and chain-smoking are explored. Equally hilarious are the liner notes, especially the mock-reviews his on Shorty. Altho most of the humor is fairly parochial, this offbeat waning may emerge as a sleeper.

POLKA

- HAPPY POLKAS (1-12)**—Eddie Habat Ork. Decca DL 8754—Polka enthusiasts will be delighted by the sounds on this one. The accordion, banjo and shrill, tin tones of the homey clarinet successfully capture an enthusiasm usually difficult to get at a recording session. Many of the tunes are written and arranged by Habat, long familiar to radio and TV audiences. Disk intersperses waltzes, polka instrumentals and vocals in well-paced succession.

CHILDREN

- ALICE IN WONDERLAND (1-12)**—Told by Darlene. Disneyland ST 3900—The latest release in the Disneyland label's "Storyteller" series is this Walt Disney version of the Alice in Wonderland story. Narration and solo vocals are handled by young Darlene Gillespie of the Mickey Mouse Club, assisted by a chorus. Handsome color picture book bound into the album cover adds desirability to the package. Altho a bit over-narrated, the performance is workmanlike. Kids (and grown-ups, too) are certain to be attracted by this book-album combo. Good gift item.

- SONGS ABOUT CATS AND DOGS (1-12)**—Various Artists. Columbia CL 1142—Here's a solid idea for the kiddie market, which may also attract pet fanciers. Cover—featuring cute cats on one side and equally cute pups on the other—is a strong attraction. Collection of old sides includes Rosemary Clooney's "Kitty Kat's Party," Bud Bottom's "Daniel, the Cocker Spaniel," etc. Also represented are Gene Autry, Sally Sweetland, Patty McGovern, Ray Heatherton, Lu Ann Simms, Percy Faith and the Singing Princess.

INTERNATIONAL

- SONGS FROM THE ITALIAN RIVIERA**—Nilla Pizzi. RCA Victor LPM 1013—Italy's top pop songstress, Nilla Pizzi, is developing a following in the U. S., too, and this latest waning should register strongly with her fans. Tunes are

all winners at the annual San Remo Festival, a sort of World Series of Italian pop penning, and include current chart hit "Nel Blu Di Pinto Di Blu." Thrush gives the melodic numbers creamy, interesting treatment against smooth ork backgrounds. Touristy cover shot is lovely.

- SINGING FAMILY OF THE CUMBERLANDS**—Jean Ritchie. Riverside RLP 12-653—Product of one of the richest musical heritages on the American folk scene, Jean Ritchie is warm and delightful in this collection of Cumberland folk ballads and narrative stories of her life as a farm girl in Kentucky. Her voicing of songs like "Fair Ellen" and "The Cuckoo" is in the "traditional vein, and her story of her frangible "Granny Kitty" who once managed to squelch a long-winded preacher, is a gem of folk humor.

- MEXICO ALEGRE**—Lalo Gonzalez & Ork. Capitol T 10178—Here's another strong album in the label's "Capitol of the World" series. This set features Lalo Gonzalez (Gonzalez), known in Mexico as the singing comedian "El Piporro." His humor and brightness come across strikingly in this collection of folk tunes, all with a story to tell, which have such titles as "The Dunkard," "The Spinners," "The Bare-Foot One," etc. Gonzalez is accompanied by an orchestra but he is the featured attraction and he knocks himself out on each selection. Good was for the L-A market.

- SWINGING SWEDISH**—Siggi Furst & Jelv'ng's Old-Time Dance Band. Capitol T 10172—This sequel to Capitol's "Swedish Polkas" and "Hambos" should meet with equal success in its specialized sales market. The package offers authentic Swedish pop music arrangements of happy, danceable Swedish schottisches and waltzes, spotlighting some joyous songs by Furst's vocalists and expert fiddle work by Ake Jelv'ng.

SACRED

- HE WALKS WITH THEE**—Red Foley with the Anita Kerr Singers. Decca DL 8767—A package of great sides by one of the greatest performers of inspirational music. Some sides, like "Just a Closer Walk With Thee," have been released as singles; other material here is new. Included are "The Night Watch" and "I Believe." Lovers of this material will be pleased.

**LOW PRICED
LP's**

- NORTH AND SOUTH OF THE BORDER (1-12)**—Percy Faith Ork. Vocalion VL 3000—Percy Faith's artistry of arrangement and presentation is extremely well represented here and should certainly make this one of the more popular of the low-priced entries. The resurrected Vocalion label has a winner in this album, in which the Faith touch is applied to half a dozen of the best known Latin favorites on one side, and to six domestic standards on the other. An attractive cover also pleases.

**EXTENDED
PLAY**

- KING CREOLE (1-EP)**—Elvis Presley. RCA Victor EPA 4318—Presley adds a Dixieland touch and brass backing on four tunes from his current flick, "King Creole." "As Long as I Have You" is a warm ballad, the others are varying rockers, with "Lover Doll" especially bright and exciting. A natural for his fans and will please others.

- KING CREOLE, VOL. 2 (1-EP)**—Elvis Presley—RCA Victor EPA 4321—Second set of four tunes from Presley's latest flick should prove as strong as the first. Backing is a bit of a switch from the artist's usual style—some tunes are given a Dixieland approach. The first edition has proved a smash, and this should do likewise.

A PUBLIC SERVICE MESSAGE FROM RCA VICTOR



STEREO...

*home
entertainment
takes
on a new
dimension*

CONTENTS

WHAT IS STEREO?

Stereophonic sound on disk and tape is the highest accomplishment to date in the art of recording. During the next year, stereo promises to come of age, bringing a new listening sensation to the millions who enjoy recorded music in the home. The record industry has met the "challenge of stereo." This article, and the other material in this special section, is geared to help dealers meet the challenge also. With this story are pertinent questions likely to be asked by the average stereo prospect, together with their answers. Page 2

HOW TO DEMONSTRATE AND SELL STEREO

The "stereo age" promises to be a rewarding one for the dealer in recorded sound. This article tells how to seek these rewards and how to make them greater. Page 4

THE STEREOPHONIC RECORD AND ITS PLAYER

It isn't difficult to grasp the principles that underly the production of the stereophonic disk and the way it is reproduced in the home. This story tells how wonderfully simple this new concept in recording really is. Page 9

THE TAPE CARTRIDGE

One of the most startling new developments in home entertainment is the magazine-loading tape cartridge and its player. It is destined to occupy a large place in the record business and in the esteem of the customer for good recorded entertainment. The cartridge is inex-



the challenge of STEREO

Man has long been challenged to record and reproduce music within the home with all the realism of the actual performance. This is a goal not easily accomplished.

For that reason, the development of stereophonic sound must rank with the greatest advances ever made in musical reproduction. It brings directly into your own living room the sound and presence, direction and feeling that you hear and experience in the finest theaters and concert halls.

It is a tremendous achievement and its fruits will be shared by the general public, the artists and the industry as a whole.

RCA is understandably proud of the role it has played in carrying this realism of sound into the reality of production.

David Sarnoff



WHAT IS STEREO?

At a stockholder's meeting earlier this year, John L. Burns, Radio Corporation of America president, told of six new products developed by his firm. One was a stereophonic disk and player. The other was a magazine-load tape cartridge. The following article and the others in this special section give fuller information about these products and what they mean to home entertainment in America.

"STEREOPHONIC sound" will very likely replace the term "high fidelity" in the special language of record-phonograph dealers and their customers to denote the finest in sound reproduction. This is already the case among more advanced collectors. And, this fall, a stereo blitz will develop as the public hears about this latest listening sensation from every angle.

Newspapers, magazines, billboards and radio and teevee commercials will extoll stereo's virtues. If high fidelity's history can be taken as a yardstick, the public will also suffer some confusion as they are offered such things as "stereophonic lipstick," "stereophonic corn flakes" and many other products tagged with those magic words.

A Gathering Force

Probably most phono-record dealers have questions about the coming stereo boom. It is probable also that they are wondering what direction their businesses are going to take. How big will stereo be? How fast will it grow? Will it push out "standard, single-channel" disks? What will happen to inventories? I don't know anything about it, what'll I tell my customers? If it's going to be big, what can I do now to make sure I get my share of stereo sales? What kind of stereo inventory should I carry?

In the opinion of at least one company—RCA Victor—stereo is going to be very big. Already the firm is

planning to produce a stereophonic version of very LP disk released. They have also announced a 45 EP stereo program. The RCA Victor Radio and "Victrola" Division's Vice-President and General Manager R. W. Saxon has announced a new fall line of high-fidelity instruments and second channel (or auxiliary) speaker systems that is 100 per cent stereophonic.

Whither Monaural?

In the face of what might be called RCA Victor's stereoptimism, it's fair to pose the question of what will happen to existing monaural libraries—both in homes and in store inventories. As far as the record collector is concerned, he's better off than ever before. When he invests in a new stereophonic phonograph he has a player that will make his monaural records sound better than they ever have and he can also enjoy the thrill of two-channel stereo sound from new stereo records. In short, it's a good buy.

As far as dealer inventories are concerned, RCA Victor is confident that monaural's will also have a long life. They reason this way: At present there are about 25,000,000 standard phonographs in the homes. These phonographs are going to continue on a monaural diet for a long time to come. All these phonograph owners aren't going to go out and replace their systems with stereo players at one time. Sure, people will want stereo. They'll buy stereo. But

they'll buy it gradually and inventories will adjust gradually.

If the above logic still leaves dealers in doubt, RCA Victor is providing an insurance plan that is effective until January 1, 1959. If there is a stereo version of an album released, dealers may exchange their monaural inventories of that album for stereo counterparts on a dollar-for-dollar basis.

What Is Stereo?

All right. Stereo is here. People are going to hear a lot about it. It's a new listening experience and everybody's going to want it. What is it?

The dictionary tells us that stereophonic means "Giving the effect of coming from two or more directions;—of sound reproduced." That definition is all right, but it doesn't go far enough—not for the home music systems of tomorrow. Here's a new definition, one that few people in the record and phonograph industry will quarrel with:

STEREOPHONIC—Simultaneous recording of sound thru two or more separate channels (microphones to amplifiers to tape recorder) to achieve an effect of depth and heightened reality when the sound is played back simultaneously thru two or more separate channels (disk or tape to amplifiers to loudspeakers). Two channels are exclusively used in today's stereo tape and record playback equipment for the home.

The most important phrase in that definition is "to achieve an effect of depth and heightened reality." That, in brief, is stereo's attraction. That's what the record industry has to shout about—and shout it will.

Getting the Stereo Effect

Years ago, our grandfathers amused themselves in their Victorian parlors looking at "views" thru a stereoscope. The dictionary tells us that a stereoscope is "an optical instrument with two eye glasses for assisting the observer to combine the images of two pictures taken from points of view a little way apart, and thus to get the effect of solidity and depth."

Why should the stereoscope give the observer the effect of solidity and depth? The definition says the images of two pictures taken from points of view a little way apart are combined. This is the way a normal human being views the world around him. Having two eyes "a little way apart," a person receives two images which are combined in that area of the mind that receives the impressions of sight. This faculty lets us perceive relative distances of various objects. This is the sense of depth in viewing. This, in effect, is two-channel sight.

The same is true of hearing. We hear thru two ears set "a little way apart," and sound, particularly the massive sound of a full orchestra, reaches our ears from different directions. Now, if a recording is made simultaneously thru two microphones and the two channels of sound are kept separate and then played back simultaneously and separately, an effect of depth is created. The ears receive two different impressions of the sound and these are combined in the brain.

"Stereophonic" can best be summed up by going back to the Greeks. The word comes from a Greek root "stereo" and the word translated means "solid." Stereophonic sound is solid sound.

LET LOCAL RADIO HELP YOU SELL STEREO

Many AM-FM radio stations thruout the country have been scheduling special Stereo broadcasts. These programs are helping to educate the record-buying public to the wonders of Stereo. The public's response has been enthusiastic and gratifying.

But the main job remains to be done. Every local AM-FM station should be scheduling these Stereo broadcasts. They will benefit themselves by attracting large new audiences. They will benefit their audience. And they will help you to sell Stereo.

RCA Victor has recently announced a new Living Stereo LP replacement service that makes Stereo programming easy, convenient and low cost. Let your local AM-FM stations know about it. Let them help you sell Stereo.

Sound Background

Stereophonic sound is the latest step in an improvement process that began about 80 years ago. Ever since the first recordings were made the industry has been improving the product. The goal of the recording engineer can be simply stated: make a recording that sounds exactly like the original sound. Not until the last 10 years have they come close. They have come closest most recently with stereophonic tapes and disks.

Of course, the immediate forerunner of the stereo development—and actually a part of it—was high fidelity. This is the name that has been given to the technique of extending the limits of recorded sound to the extreme highs and lows while, at the same time, maintaining a quality level that is close to the original sound. Alongside this development was the creation of playing equipment that would faithfully reproduce the recorded material.

While the engineers could capture the massive sound of a full orchestra in the groove of a record, they were faced with a tough problem in reproducing it. The big orchestral sound came from a single source—the relatively small loud-speaker—when reproduced to the home. Because of this, the sound lacked a spatial quality or dimension.

One attempted solution was multiple speakers. It was a good solution for the time. Two or more speakers placed around a room gave the listener more of a feeling of being present at a live performance. It had the added advantage of being reasonably inexpensive. As a result, few commercial phonographs were produced that did not contain at least two speakers.

Break-Thru in Tape

Tape recorder manufacturers had a better answer—recorded stereo tape and two-channel playback equipment. The ease with which two channels could be recorded and played back on tape made this the natural medium for practical stereo. And the best testimony to its effectiveness was its relatively fast acceptance by the public. Within three years after its introduction, every major tape recorder manufacturer was producing models with the stereo tape playback feature.

Compared to long-playing record sales, stereo tape wasn't what could be called a mass market item. But, last year, the amount of stereo tape bought by the public could certainly be termed a respectable quantity. When it is considered that stereo tape often cost three times more than the same recorded material on long-playing records, it can only be termed a tremendous success.

Another thing to note is the inconvenience of tape on a reel. Tape has to be threaded thru the player and onto another reel. Compared to putting a disk on a turntable, tape is quite inconvenient. But even this added drawback did not hinder stereo tape's acceptance.

In short, stereophonic sound offered a "plus" to the record collector great enough to overcome substantial shortcomings. Stereo tape really paved the way for the introduction this year of stereophonic disks.

Recording Two Tracks

Putting two simultaneous channels of recorded information on tape was easy. How so? All commercial tape recorders handle a dual track tape; that is, they record along one-half of the tape as it travels past the recording head. Then the spools are reversed and the other half of the tape is recorded. To convert this system to stereo playback, it was only necessary to provide for the playing of two tracks simultaneously—the upper half and the lower half at the same time. Of course, the dual playback heads, dual amplifiers and speakers had to be provided to translate the recorded information on the two tracks into stereophonic sound.

A stereophonic disk has to do essentially the same thing—provide two separate channels of recorded information. The first attempts to create stereophonic disks approached the problem with simple directness. Two separate tracks were cut into the disk and the tone arm guided twin cartridges riding side by side thru two sets of grooves. It was a direct approach but it wasn't the best. For one thing, the use of two sets of grooves cut in half the amount of recording on the disk. For another thing, the tracking of two cartridges at the same time presented rather large engineering problems.

The best answer would be to record both channels of information in the same groove. Could it be done? Yes. It could and has been done.

What Is a Disk Recording?

A recording is a wavy groove cut into the vinyl surface of a disk. The wavy groove moves the needle back and forth. The back and forth movement of the needle is turned into electrical impulses by the cartridge. The impulses are amplified and fed into the speaker where they become intelligible sound.

How can a second channel be reproduced from a single groove? The needle is made to move thru a complex set of two types of vibration. These complex vibrations are unscrambled by the cartridge and fed as electrical impulses to two separate wires connected to separate amplifier-speaker combinations. (This process is described in greater detail on another page in this section.)

Personal Views

Ask 10 people to describe their reactions to stereo and you'll get 10 different views. One might think from this that a description of stereo is difficult or elusive. Not so. Everyone who hears stereo reacts very positively but, at the same time, very personally.

One high-fidelity aficionado used the following simile:

"Sound is like water coming from a hose," he said. "The sound from a good high-fidelity set-up is like the water coming from the nozzle in a hard, steady stream. Stereo is like turning the hose into a spray that fans out in all directions and covers everything without blasting."

Another listener describes it this way:

"For me, stereo creates a wall of sound. The entire orchestra is spread out before me. In fact, it extends back of the walls of the room. In

some orchestral recordings, the woodwinds seem to be in back of the wall."

Some people will probably agree with George Marek, vice-president and general manager of the RCA Victor Record Division, when he says that stereo sound "envelops" the listener.

But everyone who hears stereophonic sound will agree on one thing. It has brought a new realism to recorded sound. It is the highest achievement of the recording art.

QUESTIONS AND ANSWERS ABOUT STEREOPHONIC DISKS

Here are the questions most likely to be asked by the prospect for a stereophonic phonograph with suggested answers.

Q. I intend to buy a stereophonic phonograph soon. I'd like to start buying stereophonic records now. Can I play them on my hi-fi phonograph?

A. No. Unless the phonograph you have has been specifically designed to play stereo records, it will damage them. The needle, cartridge and the weight of the tone arm are critical factors. Meanwhile you can continue to buy regular long-playing records. They'll sound better than ever when you play them on your stereo phonograph after you buy it.

Q. Stereophonic records cost \$1 more than standard long-play. Why?

A. Every step in the process from recording to finished product requires a little more work to produce stereophonic sound. The result, in a good stereophonic record, certainly justifies the extra cost.

Q. What is the difference between a needle for a regular long-playing record and one for a stereo record?

A. The stereo needle is smaller. It is designed to conform to a much more complex groove pattern. A standard microgroove needle has a tip radius of 1 mil. The stereo needle has a zero-radius of a mil radius. In addition, the special stereo cartridge into which the needle fits allows the needle to be more flexible than the ordinary monaural cartridge.

Q. Can I play my collection of hi-fi monaural long-playing records on my new stereo phonograph?

A. Yes, and they will sound better than they ever have before. The stereo phonograph simply reproduces the single-channel record thru two playback channels.

Q. Is it possible to turn my old phonograph into a stereophonic reproducer?

A. Some players can be converted to stereophonic playback; some cannot. The conversion will, in many cases, have to begin with the turntable and include replacing the tone arm, needle and cartridge in addition to adding a second speaker and amplifier. Often it will be more economical to buy a completely new, factory-guaranteed stereo unit. If you decide to convert your present phonograph be sure it is done by a reputable and highly trained serviceman.

Q. Will stereo records make my needle wear faster?

A. No. It will wear at the same rate as a standard long-playing needle. Incidentally, diamond needles are recommended even more for stereo disks than for regular long-play. Since stereo records cost a little more, it is wise to protect them with the longer wearing diamond. But keep in mind that the dia-

mond wears, too, and can damage record grooves after approximately 1,000 hours of play.

Q. How should I place the loud speakers to get the best results from stereo records and tapes?

A. Since every room has different acoustic properties, the optimum stereo effect will depend upon trial and error. As a rule of thumb, the most effect can be achieved by sitting the same distance from the speakers as the speakers are from each other. If the speakers are eight feet apart, the optimum stereo effect is received by sitting between the speakers eight feet from an imaginary line between them. It is not recommended placing the speakers closer than six feet together, as the true stereo effect will most likely be lost.

Q. Will I be able to hear the stereo effect at any other place in the room?

A. Of course, but the effect will not be as great. There is a marked difference in sound quality between a standard record and a stereo disk even tho they are listened to outside of the room in which they are played. Stereo sound gives the effect of more solidity and depth than monaural sound, no matter where the listener is in respect to the loud-speaker placement.

Q. Are there many stereophonic disks on the market to choose from?

A. Yes. Already there is enough variety in stereophonic repertoire to satisfy the average collector. RCA Victor, for instance, has been releasing long-play disks in both monaural and stereophonic versions ever since June and is planning a program of double releases for the future. All musical categories—classical, pop, jazz and original cast shows—are available now.

Q. My present phonograph sounds pretty good to me. Why should I want to buy stereo?

A. Listen to a stereo phonograph and compare. Music takes on a solidity and depth not possible with a single-channel phonograph.

Q. Why is stereophonic sound better than single-channel sound?

A. Stereophonic sound is high fidelity with depth and dimension. It offers the disk collector a new listening experience. An orchestra sounds more like it does at an actual performance.

Q. My wife says I play the hi-fi too loud. Won't stereo be twice as loud?

A. On the contrary. Most hi-fi owners play their systems at high volume to get the physical impact of a live performance. With stereo, reality is achieved by means of dual channels and no blasting is necessary. Your wife will love stereo.

(Continued on page 9)

IT'S LOGICAL to think that, since record and phonograph manufacturers will spend millions of dollars this fall advertising and promoting stereophonic sound, the public will literally be driven into record-music stores to hear this home entertainment phenomenon. It won't happen. While the sale of stereo will be a rewarding experience for retailers, the rewards have to be earned.

That's not to say that manufacturers will throw their money away. Far from it. Their dollars will do a hefty job of pre-selling, creating interest and informing the public. But, as with any other product, that final step in moving a product from factory to home must be taken by the dealer. It's a big step. What can dealers do to prepare to take that step and insure that it will be a profitable one?

Know It and Demonstrate It!

It is sometimes difficult for a salesman to understand why he has to know so much about a product in order to sell it. Why, he might ask, do I have to know how much power an amplifier will produce? Or why bother about how a loudspeaker works? Cartridges?—I don't have to know what they do in order to sell a phonograph.

It's quite true that not one customer in a hundred will expect a salesman to know the finer points of the equipment he is selling. It's equally true that a salesman shouldn't confuse the customer with a lot of technical information.

The main reason why it is important to know everything about a product can be expressed in two words—"reserve power." The country's leading sales executives agree that "reserve power" is one of the most important factors in clinching a sale. Why? There are several reasons why—both from a common sense and psychological viewpoint. The salesman with reserve power is more secure in his approach to the customer. And, operating from his position of security, his sales talk is more convincing and more dynamic. It is more productive of sales.

The poorly informed salesman, on the other hand, is lackadaisical in his approach. He can't excite the customer about a product because he knows so little about it himself. His sales approach lacks enthusiasm. If his sales talk is stale and flat, the customer is going to reflect this mood and fail to feel enough enthusiasm about the product to buy it.

Pages two and three of this special

section can be very helpful in gaining some background on stereophonic sound. But, for the top-notch salesman, this is only a beginning. He will supplement this general information with specific data on the individual models he is going to sell.

Selling the Difference

The key to stereo sales is pointing up factors that make stereo different from monaural. The easiest way to point up the difference is to demonstrate two distinct and separate channels. By musical standards, distinct separation may be considered just plain bad recording. But, by sales standards, the customer is buying two channels and must be made aware of them.

Stereo "gimmick" records can serve the dealer very well here. Certainly, no one will argue that train sounds, plane sounds, streetcar and crowd noises can't come under the heading of musical entertainment. But gimmick records—"ping pong" disks, in which the "ping" comes out of one speaker and the "pong" out of the other—should not be ignored if they make a selling point. It's important to keep in mind, however, that a gimmick is just that. People soon tire of gimmicks and, in the long run, the thing you are selling is a new concept in musical reproduction.

The second part of the demonstration—and perhaps the most important part—is selling sound, enhanced by the stereo factor. The most effective way of presenting stereo is by comparison with the monaural product. Such a demonstration is simple to set up. For a player, choose a single-channel system in the same price range as the stereo unit you plan to demonstrate. If you use a lower price monaural system, the comparison wouldn't be a fair one. The difference between the two units will be startling enough. The most convenient way of demonstrating is to use one unit to play both stereo and monaural records. Be sure the monaural demonstration isn't playing thru two channels, however. This demonstration would be unfair to the stereo part.

What the Customer Hears

While the customer will have no trouble understanding stereo as it is presented on a demonstration disk, he may not be able to appreciate fully the ways in which musical reproduction is enhanced. The dealer can, and should, help him. There are several ways of doing this:

1. Point out the difficulty of locating the sound source in stereo. Here,

the dealer might compare the room-filling quality of stereo with the "hole-in-the-wall" directionality of single-channel sound.

2. Stereo can be described as "higher high fidelity." The reason for this is the heightened "presence" of stereo sound. Because the sound "envelopes" the listener, he has the illusion that he is hearing a live performance. Stereo is more realistic.

3. Use case histories. Nothing impresses a prospect more than hearing how others react to stereo. In selling stereophonic tape systems, one manufacturer used to tell the story of the salesman who set up a stereo system in a public restaurant with a dance floor. People came from adjoining rooms at the sound of the music because they thought a live orchestra was playing.

Where can a dealer get good case histories? If he is an active stereo salesman, he'll have more stories than he can use within two weeks.

Store Within a Store

The type of stereo demonstration facilities set up will depend largely on the amount of available space in any given store. In recent times, space has been at a premium. Stores have wisely relied heavily on self-service and, as a result, have spread out their album merchandise in effective full-face display. The more room given over to display, the more merchandise can be seen and sold.

Few dealers are willing now to compress their displays to make room for stereo demonstration equipment. There are types of demo equipment, however, that require little space. Perhaps the most original approach to the problem is RCA Victor's "Living Stereo" fixture. The unit is made by Freedman-Artcraft, veteran producer of record store fixtures. Dealers may earn the "Living Stereo" fixture by the purchase of RCA Victor's "Living Stereo" records. The local RCA Victor distributor will give full details of the fixture deal.

The base unit is just six feet wide and is only two feet deep. Thus, the biggest objection, limited space, is immediately overcome. And, the unit has many advantages. They are:

1. Versatility. Once the unit is set up, it can be used for demonstrating both stereo tapes and disks.

2. Product exposure. The unit provides space for browsing among stereo disks and tapes. The dealer who stocks both disks and tapes can display 12 record album faces on each side and 18 faces of tape boxes on the other. Or he can display either tape only or records only. The uprights that support the header panel can also be used for display. RCA Victor will provide special clips for attaching albums or tape boxes to the uprights.

3. Handles one customer or a crowd. The speakers are mounted on brackets that swing back and forth. In the open position, they can demonstrate stereo to a crowd. On the other hand, they can be swung around, the volume turned down, and a demonstration made for a single customer without disturbing anyone else in the shop.

4. Captures attention. The dealer who uses a Stereo Sound Center has an attention-getter that constantly sells for him. The header panel with the legend "RCA Victor Living

Stereo" lights up. People will want to know what the fixture is and will want to hear it in operation.

5. Modular construction. As stereo disks and tapes become increasingly important in the dealer's inventory and sales, he can add floor browsers to the base unit, extending it in both directions. Many display variations are possible and the design and finish blends into the existing fixtures in many stores.

6. Easy to set up. A dealer doesn't have to be an engineer to set up the fixture. The unit is supplied with full instructions. Wiring, phono jacks and speakers are already wired in. The most complicated step the dealer has to take is plug in the speakers. No complicated wiring is required. Of course, amplifiers and turntable are not provided but most dealers can supply them from stock and easily install them.

Living Room Listening

The store with available room will profit from setting up a stereo listening room in addition to using the Stereo Sound Center. The Sound Center will then serve to arouse the customer's curiosity and sell stereo disks and tapes while the listening room will be used more for equipment sales.

In setting up a listening room, provide comfortable seating in a permanent spot. Then, when the various pieces of playing equipment are set up, place them so that the customer's chairs are at the focal point of the sound, or at the place where the stereo effect is greatest.

Few stores have room enough to set up a recital hall type of demonstration. Those that have will find this type of demonstration an effective attention-getter for the store. Stereo recitals can be scheduled on a regular basis and so advertised.

Outside Demonstrations

Stereophonic sound can also be effectively demonstrated outside the store. Clubs and organizations are always on the lookout for special attractions to be presented at their meetings. With stereo, a dealer doesn't have to be a talented speaker to get his sales message across. The records and equipment will do it for him. All he has to do is start the equipment and put on a tape or record. Here, again, the demonstration record with its special stereo effects and full-bodied music will make the biggest impression on the audience.

To get the best results from such an effort, the dealer should get in touch with the secretary of the organization for the names and addresses of those who attended the meeting. This will provide a list of active prospects for immediate follow-up.

The Competitive Picture

In the over-all retailing picture today, many music dealers have felt disk sales competition from non-music outlets. The reason for this is the effort on the part of all record manufacturers to broaden the market for recorded music.

Stereophonic sound enables the dealer to continue his leadership. As the music specialty store emerges as a stereo center, the customer will turn to it not only for the new stereo product but for all musical needs.



HOW TO DEMONSTRATE AND SELL STEREOPHONIC SOUND



THE WAY TO SELL STEREO IS TO **DEMONSTRATE IT!** FIND OUT HOW TO GET A

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Traditional console. AM-FM radio. Diamond stylus. "Living Stereo" features. 3 popular finishes. *Mark IV.* (SHC4) \$425.00.



Danish lowboy. AM-FM radio. "Living Stereo" features. Diamond stylus. "Divider" back. 3 finishes. *Mark VI.* (SHC6) \$379.95.



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Deluxe portable "Victrola." 3 speakers. "Living Stereo" features. Simulated leather case. *Mark XIII. (SHP13) \$159.95.*



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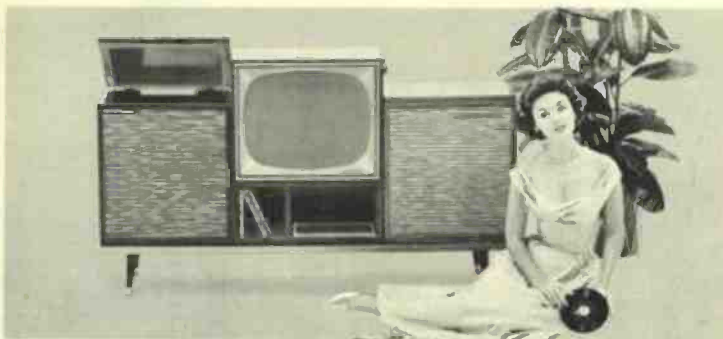


Danish Lowboy. All "Living Stereo" features. Available in 4 customer-preferred grained finishes. *Mark IX* (SHP9) \$219.95. With AM-FM tuner, *Mark IXD* (SHIC9) \$299.95. Matching auxiliary speaker, benches, record storage cabinets, B&W or Coler TV.



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Manufacturers' nationally advertised list prices shown, subject to change without notice. Slightly higher for West and South. Prices are for mahogany finish as described above except where noted otherwise. ©RCA trademark for record and tape players.

STEREOPHONIC sound from a disk is no "Johnny-come-lately" to recording company engineers. They've known they could turn the trick for years. The question was "which way?" rather than "can we?" Last winter, the engineers were given the green light. The record and phonograph industry as a whole decided upon approaches and techniques. Shortly thereafter, stereo disks were coming from the pressing plants in quantity.

Existing catalogs of stereophonic records already include virtually every type of music to please every type of customer—classical, popular, jazz and show music.

Two-Channel Disk

When the average collector looks at his first stereo disk he's likely to say, "Is this stereo? Looks like any other record to me." He's right. The disk looks like any other. But to the trained eye using a microscope, the differences in the grooves are great. Into each groove two sound channels are pressed.

Sound from a disk recording depends upon needle movement or vibration. Theoretically, it doesn't matter which direction the vibration goes, the results are pretty much the same. For example, when Edison designed his phonograph to play cylindrical records, he made the needle vibrate up and down. This is called the "hill and dale" system of recording, or vertical cutting.

On a standard phonograph, however, the needle moves from side to side, or laterally. The lateral movement has been used ever since the flat disk replaced the cylinder.

What about the stereo disk? In designing a record to play two channels of sound at the same time, the engineers had to cut the disk so that it would move in two directions simultaneously. This sounds more difficult than it actually is.

The stereo disk is a combination of the old Edison "hill and dale" method and the commonly used lateral vibration method of ordinary disks. It is easy to understand how the vertical movement of the needle can produce one channel of recorded sound and the lateral movement can produce the other. And they can produce them simultaneously.

The actual technique adopted by the record industry as a whole is called the "45-45" system and is a variation of the above. Each side of the record groove has both lateral and vertical components cut into it and each side of the groove represents a separate channel of recorded sound.

The Stereo Pick-Up

The back and forth vibrations in a standard recording are changed into electrical impulses by the cartridge or pick-up. These impulses are fed into the amplifier where they are magnified and fed in turn into the loudspeakers. The speaker translates the impulses into intelligible sound. All electrical phones work this way. How does stereo differ?

The heart of the stereo phonograph is the cartridge. The cartridge has a double function in a stereo system. It still receives the vibrations from the needle but, now, the needle movement is highly complex. It is actually two sets of movements in one. The cartridge unscrambles them and directs them as two separate chains of electrical impulses into separate amplifier circuits.

Because of the complex nature of the groove and special design of the cartridge, the armature that holds the needle has a flexible quality. It must be relatively flexible to track the complex groove.

The Stereo Needle

The needle is important to good stereophonic reproduction. To play a monaural long-play disk, the tip of the needle has a radius of one mil. The radius of the tip of the stereo needle is smaller— $7/10$ ths of a mil. The smaller needle is necessary to get full response of the higher frequencies in the stereo groove.

It is easy to see then that the $7/10$ ths mil needle will track the groove of the monaural disk as well as it will play stereo records. It will ride a little lower in the standard long-play groove. But the one mil needle cannot be recommended for stereo records because it will ride higher in the groove and it will not reproduce the high frequencies fully. Also, some groove-jumping could result.

Another reason why the standard needle should not be used on a stereo record is the lack of flexibility in the armature that holds it. Because the standard needle only has to move back and forth the armature is made to "give" in that direction only. This lack of flexibility is likely to cause damage to a stereo record when played on a standard phono.

Still another factor to be considered is the stylus pressure. A standard 1 mil stylus with normal 7 to 9 gram stylus pressure exerts a force of approximately about 20,000 pounds per square inch at the point of contact with the record. With a smaller stylus, the point of contact is smaller and the force is consequently much greater.

To keep this force down and to prevent excessive record wear, the stylus pressure must be reduced. The RCA Victor stereo pick-up, for example, has been designed to operate with a stylus pressure of 4 to 5 grams.

After the Cartridge

The needle and cartridge have been considered in some detail above be-



THE STEREO RECORD AND ITS PLAYER

How can two sound channels be recorded in one groove? How are both channels reproduced? What are the essential differences between the stereo system and the monaural? Here are the answers.

cause the differences between the stereo phono and the monaural phono are critical in these respects.

From the cartridge to the final reproduced sound, stereo differs from the standard phono only in the fact that the stereo system is a double system. As we noted above, the stereo cartridge puts out two separate sets of electrical impulses. These impulses are magnified by separate amplifier circuits which drive separate speakers. The speakers convert impulses into music.

Speaker Placement

Loudspeaker placement can affect the amount of the stereophonic effect. In this regard, it is important to note that high frequency tones are highly directional. If the speakers are not directed toward the listener, some of the stereo effect is lost.

How should the loudspeakers be placed? There is no precise formula. Much depends on the room in which the system will play. That room has its own acoustic properties to which the speakers and the listeners have to adjust.

Certain rules of thumb can be applied, however. The speakers should not be placed too close together or they will sound like a single-channel system. Yet, if they are placed too far apart, they will sound like two separate sound sources.

The way to get the best results is

through trial and error. Place the speakers eight feet apart. Sit midway between and out from them in what will be the usual listening area. Then move the speakers away from each other gradually until the stereo effect is greatest. In the average home the speakers can be moved as much as 15 feet apart—room permitting—if the listener will station himself as far from the speakers as the speakers are from each other.

Balance Control

Another important adjustment that most manufacturers make at the factory is establishing a balance between the two channels. Both channels should produce sound of equal volume if maximum stereophonic effect is to be achieved.

The best way to make sure both channels are balanced is to play a standard long-play record on the stereo player. The volume level on each channel should be equal. Slight adjustments can be made if necessary with a channel balancing control.

Wide Choice of Players

The collector who wants to experience this new listening sensation has a wide choice of players. The RCA Victor Radio and "Victrola" Division's Stereo-Orthophonic High Fidelity line, for instance, ranges in price from \$129.50 to \$2,500, in style from French Provincial to Traditional and Danish Modern.

Questions and Answers

• Continued from page 3

Q. You say that the turntable has to be replaced in some cases. Why?

A. The standard turntable was designed to comply with a relatively simple movement of the needle in a horizontal plane. The more complex movement of the needle in a stereo groove is in both horizontal and vertical planes. A turntable that has not been designed to comply with the vertical movement of the needle can produce what will be heard as "rumble" thru the loudspeakers.

Q. What's the difference between a tone arm on an ordinary phonograph and one on a stereo reproducer?

A. The tone arm on a standard phonograph is heavier and the needle is larger than on a stereo player.

Q. I live in a small apartment. Won't a stereo phonograph take up too much room?

A. No. What stereo achieves with two channels of sound, single-channel systems try to achieve with large speaker enclosures and multiple speaker systems which nevertheless provide only single channel sound. Stereo is the perfect answer for the small apartment owner who wants high-fidelity sound.

Q. Won't stereo be too high in price for me? Won't two sound channels cost twice as much as one sound channel?

A. Not at all. The reason it won't cost as much as two sound channels is that certain elements in the system (needle, cartridge, turntable, part of the amplifier circuitry and much of the cabinet) are common to both channels. And even though it requires more refined circuits and separated speakers, stereo doesn't cost more than many single-channel hi-fi phonos. RCA Victor's Stereo-Orthophonic High Fidelity line, for instance, includes a complete stereo unit as low as \$129.50. Proponents of stereo point out that a stereo system offers the listener as much or more than a high-fidelity rig costing more than twice the amount.

First complete stereo release in RCA Victor history!

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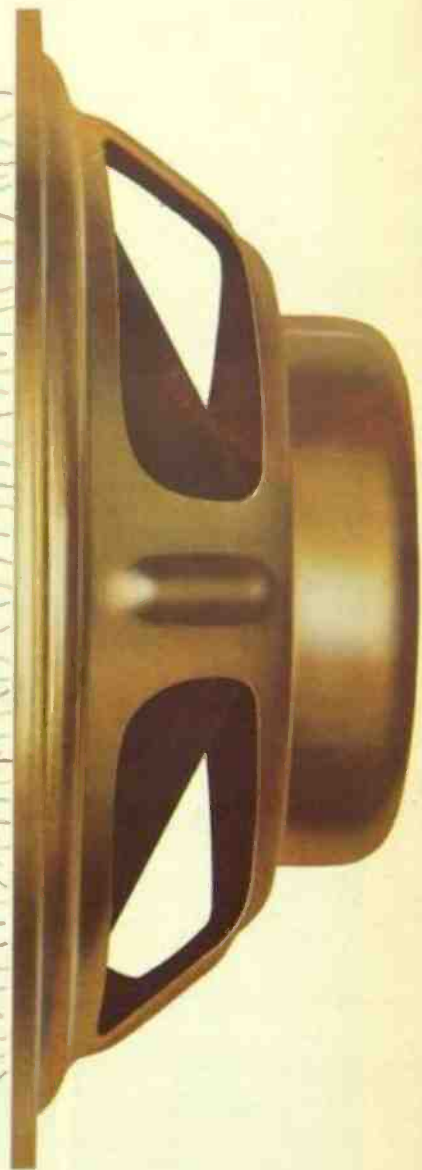
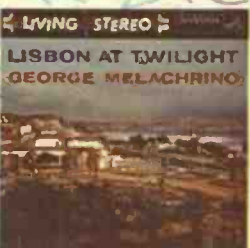
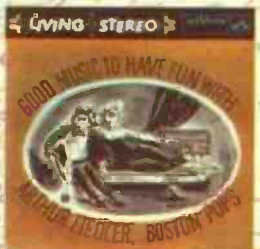
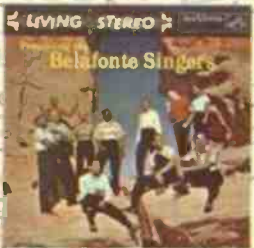
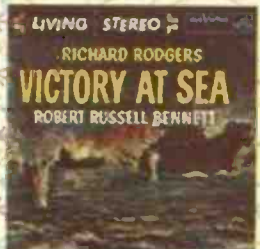
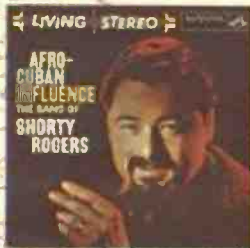


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puente
TITO PUENTE
AND HIS
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LIVING STEREO

TCHAIKOVSKY THE NUTCRACKER
BOSTON POPS ARTHUR FIEDLER
LSC-2923



THE TAPE CARTRIDGE

Here is a radically new way of reproducing music in the home. The magazine-loading tape cartridge has many attractive advantages.

THE recorded tape industry is ready to go from its "horse and buggy" beginnings into the "rocket age" in one big step. By the end of the year dealers throughout the country will be selling an entirely new concept in recorded sound for the home—the magazine-load tape cartridge.

This tape cartridge, pioneered by RCA Victor, is so revolutionary that it will very likely change the home listening habits of a large segment of the record-buying public. It will also have far-reaching effects on the entire record industry.

Many Advantages

To say the cartridge is "revolutionary" is no exaggeration. It is simple to handle—simpler than a disk recording. Its price is only a little higher than the equivalent amount of music on a disk. It has all the fundamental advantages of tape-over disk. It has built-in conveniences such as automatic play from beginning to end.

Implicit in all of the advantages is the fact that a broad new market is opening up for the music specialty shop and audio salon. For many collectors of recorded sound, the cartridge concept will make obsolete existing home music systems. Dealers will not only profit by selling the tapes, they will gain from the sale of the equipment specially designed to handle the cartridge.

The Price Factor

How does the price of the tape cartridge compare with reel-type tape the public has been buying? The cartridge costs less than half. The sound-track recording of "South Pacific," for example, is tagged at \$18.95 in the reel-type version. The cartridge version carries an \$8.95 price. (The stereo disk version retails for \$5.98.)

The tape cartridge requires this special player. Thus far, RCA Victor plans to produce it in two different models. They will debut sometime during the fall.

labeled the following schedule of manufacturer's nationally advertised prices:

Maximum Stereophonic Playing Time	Manufacturer's Nationally Advertised Prices
22 minutes	\$4.95
32 minutes	6.95
47 minutes	8.95
60 minutes	9.95

An interesting sidelight of this price schedule is the change that will take place in setting repertory for a particular release. With the classical long play disk the problem of coupling always arose. What goes with what? If we put Beethoven's "Moonlight" Sonata on one side of a record, what goes on the other?

The coupling factor often confused the customer, too. He may have wanted to add Beethoven's "Moonlight" Sonata to his collection but already owned what he considered a comprehensive reading of the piece on one side of a record. This factor will not exist on tape. When a piece is recorded, there is no necessity to couple it with anything else. It will be priced according to playing time and the customer will buy only what he wants to buy.

Simplicity of Handling

Let's examine the cartridge's advantages in detail. Anyone who has ever watched a youngster use an expensive phonograph, and winced as the needle was wrongly placed or scratched across delicate vinyl grooves, will look upon the cartridge as almost "too good to be true." It's not overstatement to say that a young child can play a tape cartridge just as easily as an adult.

The tape is enclosed in a plastic case. It has self-contained reels that are held securely until the brake is automatically released when it is placed in the player. The tape itself never has to be touched by the user. If the tape should break—a very unlikely possibility—the cartridge can easily be opened by removing two screws and the splice made. To play it, the user has only to turn the player on and insert the cartridge. An additional convenience is the automatic tape reversal. It plays thru its entire length, equal to the side of a long-play disk, and, in some player models, automatically reverses itself and plays thru the second half. In the semi-automatic players the cartridge is reversed manually but shuts off automatically. When the tape has played thru, it is in position to play from the beginning again.

How is it possible for RCA Victor to more than cut the price in half and at the same time offer all the other advantages inherent in the new magazine-load cartridge? The answer is found in the new recording techniques and in improved recording and playback equipment. These factors have made it possible to put four times the amount of recording on a tape as heretofore. Formerly tape had to travel at 7½ inches per second (abbreviated ips) to maintain sound quality. Improved equipment now permits recording at 3½ ips to achieve the same high standard. In other words, the speed at which the tape travels has been cut in half with a resultant saving in tape used.

A further saving in raw material was made by doubling the number of recorded tracks on the tape. Reel-type tape has contained two recorded tracks. The magazine-load tape cartridge has four tracks of sound.

More on Price

RCA Victor, alone thus far in producing the tape cartridge, has estab-

The Cartridge Player

Can cartridge-type recorded tapes be played on existing tape-playing equipment? Obviously not. Standard-type players use the large plastic reels. The reels of the cartridge are contained in the cartridge itself. Neither can a standard tape recorder be modified to handle the cartridge. The cartridge is such a revolutionary development that a completely new type of player is needed.

RCA Victor has created a new type of player to handle the cartridge. It will be available for the first time this fall in a choice of two models. Four models are scheduled to follow.

Other Players Seen

What of the other manufacturers of recorded tapes and tape recorders? When, after several years of research, RCA Victor decided to produce the cartridge and cartridge player, they believed they had something so good that they should show it to the industry. Accordingly, they called together all the manufacturers of tape recorders and gave a complete briefing on their plans. This meeting took place last February. The timing was important. Designing and then tooling up for production takes several months. RCA Victor wanted to give the other manufacturers enough time to be able to include the new models in their fall 1958 lines. To encourage the other manufacturers, RCA Victor offered complete blueprints and a free licensing arrangement. Two manufacturers have already announced that they are producing a cartridge player according to the RCA Victor design. Many others are known to be working on similar projects. It is safe to say that many manufacturers will have the cartridge players in their lines in the near future.

Record Companies Set to Move

How about the record companies? At a meeting of the Record Industry Association of America early this year, George Marol, RCA Victor record division's general manager, showed a prototype of the RCA Victor cartridge to the executives from the other companies. He explained exactly what RCA Victor planned to do and invited them to do the same.

Of course the other record companies can take the plunge into cartridge tapes at any time. When consumer demand has become great enough they can be expected to fill that demand. It is interesting to note in this connection one tape recorder manufacturer has been conducting seminars for record company recording engineers to acquaint them with the problems of making four-track, 3½ ips tapes. And it is known unofficially that the firm has also delivered the equipment necessary to produce the new tapes to several duplicating firms.

Future for 7½ IPS

What of the 7½ ips recorded tapes? Despite the announcement of the RCA Victor cartridge, demand has not waned. Nor have producers of these tapes cut back on their manufacture. If the owners of 7½ ips machines want to change over to the cartridge players, they will do so gradually. The change will not be an abrupt one.

For one, RCA Victor has said they would be willing to produce 7½ ips tape for a long time to come—as long as enough people will buy them.

There are many thousands of tape recorders in homes that play the open-reel, two-track, 7½ ips tape. New models are constantly being introduced. The market for tapes to play on these machines will be a sizable one for a long time to come.



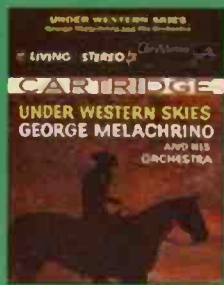


THE TAPE YOU
NEVER
 HAVE TO TOUCH

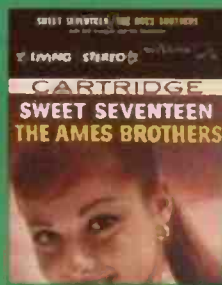
COMING! RCA VICTOR'S LOW-COST "LIVING STEREO" TAPE CARTRIDGE!
 STOCK ALL THESE ALBUMS (AND MORE) ON CARTRIDGE OR OPEN REEL!



EPS-680



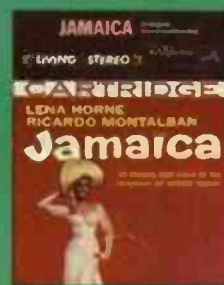
EPS-5017



EPS-7000



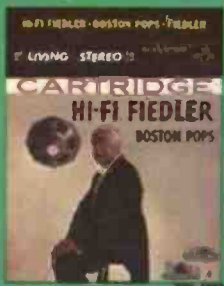
DES-3888



OPS-480



EPS-5011



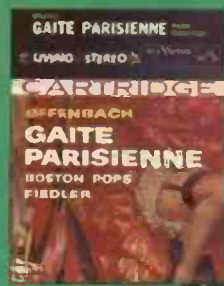
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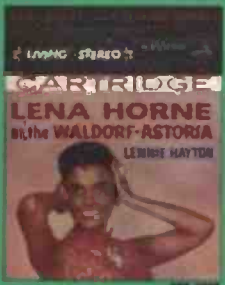
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DES-3871



DES-3881



EPS-5008



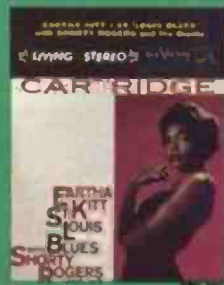
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DES-3882



DES-3883



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 BEST CUSTOMERS WILL READ
 THE RCA VICTOR "LIVING STEREO"
 STORY IN THIS SPECIAL 3-PAGE
 FULL COLOR AD IN LIFE,
HOLIDAY, THE NEW YORKER,
 AND SPORTS ILLUSTRATED.

RCA VICTOR ANNOUNCES
 STEREO SOUND ON RECORDS



And a remarkable line of "Victrolas" that play "Living Stereo" records as well as all regular records. A giant step beyond high fidelity itself!



The new RCA Victor Living Stereo records are a giant step beyond high fidelity itself. They are the first records to play the new RCA Victor Living Stereo records as well as all regular records. A giant step beyond high fidelity itself!



Enjoy "Living Stereo" now—with these great new stereo

high fidelity "Victrolas" and records by RCA Victor

For the stereo you need the greatest system of least cost! First equal, and RCA Victor gives you the versatility for the greatest system, you can use any good radio, TV, or auxiliary equipment.

The new "Victrolas" record players are designed with the professional standard precision and performance. "Living Stereo" records by RCA Victor are priced at only \$4.95 to \$9.95. The new RCA Victor Living Stereo records are priced at only \$4.95 to \$9.95. The new RCA Victor Living Stereo records are priced at only \$4.95 to \$9.95.

The new RCA Victor Living Stereo records are a giant step beyond high fidelity itself. They are the first records to play the new RCA Victor Living Stereo records as well as all regular records. A giant step beyond high fidelity itself!



RCA VICTOR
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ADVENTURES IN SOUND

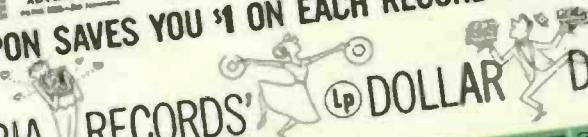
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EACH COUPON SAVES YOU \$1 ON EACH RECORD OR ALBUM



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OUR 10th (Lp) ANNIVERSARY GIFT TO YOU!

Celebrating the 10th Anniversary of Columbia's invention of the modern Long-Playing Record.

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\$**1**^{LP}

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TO DEALER: Presentation of this coupon, together with your order for any one of the albums from the New Release list published as part of the advertisement in which this coupon appears, to your authorized Columbia distributor before November 15, 1968, entitles you to a special Anniversary price for such album. Coupon valid if unused, unaltered, or unexpired by law. Good only in the U. S. A. Cash value 1/20 of 1 cent. Columbia Records, 799 7th Ave., N. Y. C. Offer expires midnight October 31, 1968.

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THE COLUMBIA ALBUMS OF VICTOR HERBERT—PERCY FAITH and his orchestra. All Sweet Mystery of Life, Gypsy Love Song, and others. (2 record set) Cl. 10 \$7.99

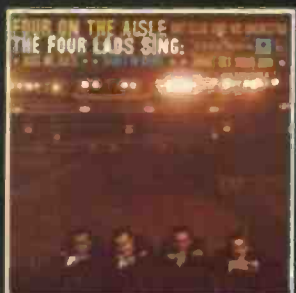
THE ROMANTIC MUSIC OF TCHAIKOVSKY—ANDRE KOPELANSKY and his orchestra. Excerpts from "Nutcracker Suite. Piano Concerto in B-Flat Minor, and others. (2 record set) Cl. 10 \$7.99

THE COLUMBIA ALBUMS OF FRANK DEJONGH—FRANK DEJONGH and his orchestra. It's a Lonely Day Today. Say It with Music, and others. (2 record set) Cl. 10 \$7.99

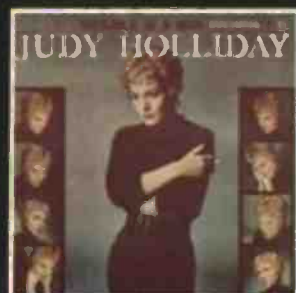
SONGS OF THE WORLD—THE NORMAN LIGHTY CHORUS. Apple, Oh my Bread, The Lonely Bush Tree, and others. (2 record set) Cl. 10 \$7.99

THE COLUMBIA ALBUMS OF SIGMUND ROMBERG—WALD WETZLER and his orchestra. Somewhere, Sometime How is it in the Heart, and others. (2 record set) Cl. 10 \$7.99

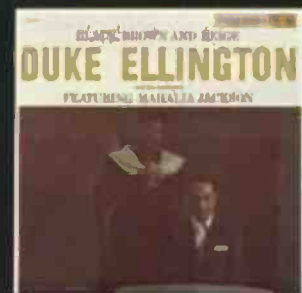
Prices are suggested list



FOUR ON THE AISLE—THE FOUR LADS Songs from "The M. Rate" "Babies in Arms" and "Kissin' Got Your Gun." Cl. 1161 \$3.99



TROUBLE IS A MAN—JUDY HOLLIDAY Trouble is a Man, Am I Blue, and others. Cl. 1163 \$3.99



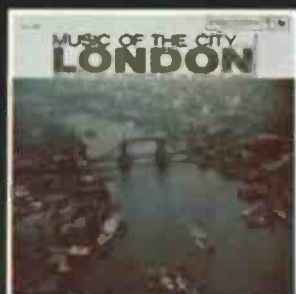
BLACK, BROWN AND BEIGE—DUKE ELLINGTON and his orchestra, featuring MAMMIE JACKSON. Cl. 1162 \$3.99



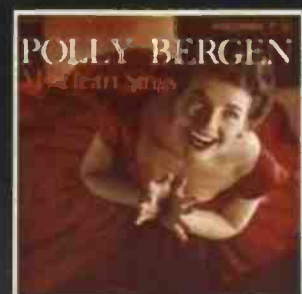
SWING SOFTLY—JOHNNY MATHIS You Hit the Spot, This Heart of Mine, and others. Cl. 1165 \$3.99



THE DAVE BRUBECK QUARTET IN EUROPE—DAVE BRUBECK QUARTET Broadway Caprice, The March (March, and GRACK). Cl. 1166 \$7.98



MUSIC OF THE CITY—LONDON—WALLY STOFF and his orchestra. London Friday, Linnbrook Street, and others. Cl. 1170 \$3.99



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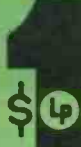


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 MARTALU BARDI THEATRE - STOCKHOLM
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 MAJURO, K. 468 - PIANO CONCERTO NO. 20 IN
 D MINOR, K. 468 - ROBERT CADEDEUSA, Pianist,
 with GEORGE SZELL conducting the Columbia
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 WALTER TRAMPLER, Violist. DL 5283 \$3.50
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 CHAYLOR - SIMONE of the NEW YORK PHILHAR-
 MONIC ORCHESTRA METROPOLIS, Conducted.
 DL 5285 \$3.50

GRÖBE: GRAND CANYON SUITE—THE PHILADELPHIA
 ORCHESTRA, EUGENE ORMANDY,
 Conductor. DL 5286 \$3.50
BRAMMES: INTERMEZZI, Op. 117 - VARIATIONS
 AND FUGUE ON A THEME OF HANDEL - EUGENE
 OSTROM, Pianist. DL 5287 \$3.50
THE ORGAN - E. POWER BIGGS, Organist (the two
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PROKOFIEV: CLASSICAL SYMPHONY - WISLA
 SZYBKA, POLSKA AND POLSKA NEW "SERENADE"
 - SIXTY SYMPHONY IN G - THE PHILADELPHIA
 ORCHESTRA, EUGENE ORMANDY, Con-
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**WELSL: THE THREE-PARTY OPERA—Lyrics by Ber-
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 LENYA (2-record set). DL 5752 \$9.50

From our suggested list



LONG AGO AND FAR AWAY—TONY BENNETT in Concert Happens in You. My Fourth Heart, and others. CL 1386 \$3.50



TORCH!—FRANKIE LAINE A Cottage for Sale, I Got Along Without You Very Well, and others. CL 1178 \$3.50



CLOSER THAN A KISS—VIC DAMONE Closest, How I Kiss, You and the Night and the Stars, and others. CL 1174 \$3.50



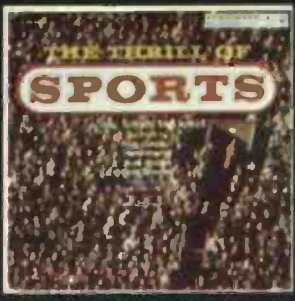
PARIS IMPRESSIONS—ERROLL GARNER The Song from Moulin Rouge, Louche, and others. 2-record set. CL 9 \$9.50



GRIEG: CONCERTO IN A MAJOR FOR PIANO AND ORCHESTRA - RACHMANINOFF BRANCOFF ON A THEME OF RACHMANINOFF - PHILIPPE ENTREMONT with THE PHILADELPHIA ORCHESTRA, EUGENE ORMANDY, Conductor. DL 5286 \$3.50



BARTOK: CONCERTO FOR VIOLIN AND ORCHESTRA - ISAAC STERN, Violinist and the NEW YORK PHILHARMONIC, LEONARD BERNSTEIN, Conductor. DL 5283 \$3.50



THE THRILL OF SPORTS—Narrated by BOB DUNPHY WRESTLING, BASKETBALL, CHAMPIONSHIP, and others. DL 5284 \$3.50



MAHLER: SYMPHONY NO. 2 IN G MINOR - BRUNO WALTER conducting the NEW YORK PHILHARMONIC. 2-record set. DL 5287 \$3.50

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<p>COLUMBIA</p> <p>\$1^{LP}</p> <p>Creates in words 32 thoughts any 60 second album lover has in mind.</p> <p>TO DEALER: Presentation of this coupon, together with your order for the album from the New Balance 888 published as part of the advertisement in which this coupon appears, to your authorized Columbia distributor before November 15, 1956, entitles you to a special Anniversary price for 1956 album. Coupon valid in U.S. only; not valid in U.S.A. Cash value 1/20 of 1 cent. Columbia Records, 799 7th Ave., N. Y. C. Offer expires midnight October 31, 1956.</p> <p>all suggested list prices</p>	<p>COLUMBIA</p> <p>\$1^{LP}</p> <p>Creates in words 32 thoughts any 60 second album lover has in mind.</p> <p>TO DEALER: Presentation of this coupon, together with your order for any one of the albums from the New Balance 888 published as part of the advertisement in which this coupon appears, to your authorized Columbia distributor before November 15, 1956, entitles you to a special Anniversary price for 1956 album. Coupon valid in U.S. only; not valid in U.S.A. Cash value 1/20 of 1 cent. Columbia Records, 799 7th Ave., N. Y. C. Offer expires midnight October 31, 1956.</p> <p>all suggested list prices</p>	<p>COLUMBIA</p> <p>\$1^{LP}</p> <p>Creates in words 32 thoughts any 60 second album lover has in mind.</p> <p>TO DEALER: Presentation of this coupon, together with your order for any one of the albums from the New Balance 888 published as part of the advertisement in which this coupon appears, to your authorized Columbia distributor before November 15, 1956, entitles you to a special Anniversary price for 1956 album. Coupon valid in U.S. only; not valid in U.S.A. Cash value 1/20 of 1 cent. Columbia Records, 799 7th Ave., N. Y. C. Offer expires midnight October 31, 1956.</p> <p>all suggested list prices</p>
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for any of these Hits!

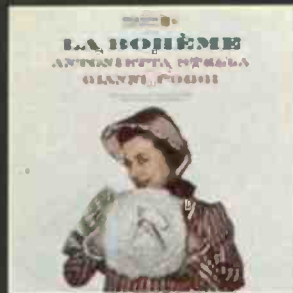
SAVE \$1

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ADVENTURES IN SOUND

- VIVE LE BAL MURETTE - JOSS BABELLI and his orchestra. La Rondinella. La Folia and others. 91 129 \$4.50
- BUON GIORNO NAPOLI - ANGELO FERRO, Luzzini and others. Serenata sono, and others. 91 131 \$4.50
- THINK! CLANG, BINGO AND CHINE - RARE MUSIC BOXES. 91 134 \$4.50
- AROUND THE WORLD ON A CARTELLO - JOHN GLEM, Datto Baha, Almaro, and others. 91 135 \$4.50

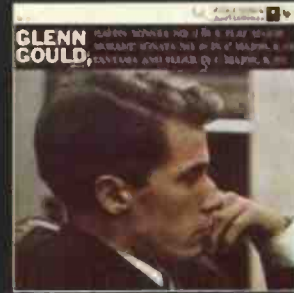
Prices are suggested list



POCCINI: LA BOHEME - ANTONIETTA STIELLA. Soprano GIANNI POGGI, Tenor, and Company of the TEATRO DI SAN CARLO. By ANTONIO FRANCESCO MOLLIARD-PRADELLI. Conductor. 91 137 \$4.50



DESPON: THE PINES OF ROMÉ, THE FOUNTAINS OF ROMÉ - THE PHILADELPHIA ORCHESTRA. EUGENE OMBAUDY, Conductor. 91 139 \$3.50



WAYTON: SONATA IN E FLAT MAJOR, No. 3 - JOHANN SEBASTIAN BACH. By GLENN GOULD. Piano. 91 140 \$3.50



MASSINE: LE SACRE DU PRINTEMPS - NEW YORK PHILHARMONIC, LEONARD BERNSTEIN, Conductor. 91 137 \$4.50



PAMPONA CROSS OF SPAIN - Ateneo de Pamplona de España. - LUIS MARRAZO, Conductor. 91 139 \$3.50



PARIS-1925 - JIJ MARMAIRE ANDRE POPP, ROLAND PETIT, LES FRÈRES JACQUES. Chamber. 91 139 \$4.50



POPPOPPO - ANGELO POPP and his orchestra. La Rondinella. De lui sont les autres, and others. 91 137 \$4.50



GUITARS AT TWILIGHT - OSCAR SANCHEZ. Guitarist. Marco guitaris, Anacleto delvare. 91 137 \$4.50

HI-FIDELITY RECORDS BY **COLUMBIA**

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STEREO & MONAURAL POPULAR (cont'd)

- Maestros, George and Ork. Music For Dining. RCA Victor LP-1088, RCA Victor LSP-1000. Maestros, George and Ork. Shook for Reading. RCA Victor LP-1083, RCA Victor LSP-1002. Maestros, George and Ork. Shook for Reading. RCA Victor LP-1083, RCA Victor LSP-1002. Maestros, George and Ork. Shook for Reading. RCA Victor LP-1083, RCA Victor LSP-1002. Maestros, George and Ork. Shook for Reading. RCA Victor LP-1083, RCA Victor LSP-1002.

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JAZZ

- Green, Benny and Octet Vol. 2. Audio Fidelity AFLP 1088. Duke of Edinburgh. On Camera With the Duke of Edinburgh, Vol. 9. Audio Fidelity AFD-1 (197). Audio Fidelity AFD 2071. Miller, Chp. Chaper of the Singer Band. RCA Victor LP-1277. Miller, Chp. Chaper of the Singer Band. RCA Victor LP-1277. Miller, Chp. Chaper of the Singer Band. RCA Victor LP-1277. Miller, Chp. Chaper of the Singer Band. RCA Victor LP-1277.

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JAZZ MISCELLANEOUS

- Various-Tone. Various Artists. Urisco US 9009. Zenkey. Various Artists. Audio Fidelity AFLP 1076. Various-Tone. Various Artists. Urisco US 9009. Zenkey. Various Artists. Audio Fidelity AFLP 1076. Various-Tone. Various Artists. Urisco US 9009. Zenkey. Various Artists. Audio Fidelity AFLP 1076.

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LOW PRICED

- 101 Strings. Award Winning Songs From the Silver Screen. Samartol P 7000. 101 Strings. A Night in Vienna. Samartol P 6800. 101 Strings. Concerto Under the Stars. Samartol P 6700. 101 Strings. Glory of Christmas. Samartol P 7100. 101 Strings. Lord of Spain. Samartol P 6600.

STEREOPHONIC DISKS

- STEREOPHONIC DISKS. LISTED BY LABELS. ABC-Paramount. The Toledo Wind. Transpac, Drama and Film. ABC-Paramount ABCS 342. Camden. Fritz-Frank, Bruce and Group. Anytime Jazz, 10-15 in the Supperclub. Camden CAS-616. Decca. Bill. Instrumental Hits from the Music Man. Camden CAS-420. Decca. Bill. Instrumental Hits from Big! Camden CAS-426. Capitol. Sing and It, The Sound Track. Capitol SR-740. Capitol. Sing and It, The Sound Track. Capitol ST-688. Capitol. Sing and It, The Sound Track. Capitol ST-615. Capitol. Sing and It, The Sound Track. Capitol ST-619. Capitol. Sing and It, The Sound Track. Capitol ST-619. Capitol. Sing and It, The Sound Track. Capitol ST-619.

- The Music Man. Crown C 91 102. Big! (Anders). Crown C 91 100. A Touch to Tommy & Jimmy Murray. Crown C 91 104. Ravel, Debussy and the High Masters. Crown C 91 105. Gladys Knight. Crown C 91 106. The Right Lady. Crown C 91 107. Patsy Cline. Crown C 91 108. The Fort International. Crown C 91 109. Otis Redding, Johnny and Band. Crown C 91 100. Hank Williams. Crown C 91 110. The Gold Record Album Vol. 1. Crown C 91 112. Gold, Sam and Polyphonia. Alpha Record. Crown C 91 113. The Gold Record Album Vol. 3. Crown C 91 114. A Tribute to Glenn Miller. Crown C 91 116.

- OLGA. Olga, Wayne and Ork. Brian Tava. Decca DL 70660. Young Linn, The Sound Track. Decca DL 70719. Olaf Matson. Decca DL 70610. Olaf Matson. Decca DL 70619. Olaf Matson. Decca DL 70619. Olaf Matson. Decca DL 70619. Olaf Matson. Decca DL 70619.

- Goldman Band, The Band Masterpiece. Decca DL 70653. Laughlin on Youth Avenue. Decca DL 70657. The Glenn Miller Orchestra. Decca DL 70622. Decca. Bill. Instrumental Hits from the Music Man. Camden CAS-420. Decca. Bill. Instrumental Hits from Big! Camden CAS-426. Decca. Bill. Instrumental Hits from Big! Camden CAS-426.

- Capitol. Sing and It, The Sound Track. Capitol SR-740. Capitol. Sing and It, The Sound Track. Capitol ST-688. Capitol. Sing and It, The Sound Track. Capitol ST-615. Capitol. Sing and It, The Sound Track. Capitol ST-619. Capitol. Sing and It, The Sound Track. Capitol ST-619. Capitol. Sing and It, The Sound Track. Capitol ST-619.

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Once again, Jo Basile, his accordeon and orchestra weave a musical magic carpet to transport you to the beautiful city of Rome.
AFLP 1871 SD



Brilliant and effervescent best describe Johnny Puleo's new album — MOLTO ITALIANO. Beautiful, easy-swinging Italian favorites.
AFLP 1883 SD



A terrific swingin' album! 50½ minutes of "hot" top-notch Dixieland Jazz. A Hi-Fi enthusiast's delight . . . A Jazz Collector's Must!
AFLP 1877 SD



Let's go back to College! Favorite campus songs in the Dukes own unique styling converts the ordinary to the unusual. AFLP 1891 SD



Champagne and caviar, moonlight and intimate lush string mood music in the background. Perfect for a penthouse romance.
AFLP 1873 SD



Tango—the dance of love—torrid as a warm breeze, fascinating as a new love! Lush arrangements. Recorded in Buenos Aires.
AFLP 1880



Gather 'round ye Shantymen—ye lovers of seafaring lore. Oscar Brand sings salty sea songs and spicy nautical ballads. Dave Sear on banjo. AFLP 1884 SD



A magnetic new dramatic Jazz vocalist whose voice runs the gamut of musical expression and wrings out every last nuance from a note.
AFLP 1874 SD



A delightful array of scintillating toe-tapping tunes specially arranged for marimba, glockenspiel, vibraharp and xylophone.
AFLP 1882 SD

exciting,
new
releases
on



AUDIO FIDELITY RECORDS

Here are some of the most exotic sounds and musical effects ever recorded! . . . and the FI is fantastically high! These are not just records . . . each is truly a wonderful emotional experience!

recorded in brilliant High Fidelity . . . \$5.95 each 12 Inch LP SD also available on AUDIO FIDELITY STEREO DISC — \$6.95

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Reg. exp. for

R & B Best Sellers in Stores

FOR SURVEY WEEK ENDING AUGUST 23

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 through the nation with a high-volume of sales in rhythm and blues records. Where significant action is reported, the best selling of a record points were contained in separate positions on the chart. In such a case, both titles are listed in bold type, star-heading title on top.

Table with 4 columns: This Week, Last Week, Chart, Weeks on Chart. Lists top R&B records like 'Little Star', 'Just a Dream', 'Devoted to You'.

Most Played R & B by Jockeys

FOR SURVEY WEEK ENDING AUGUST 23

RECORDS are ranked in order of their current number of spins on the jockey radio wave during the survey according to The Billboard's weekly survey of top disc jockeys in all 47 markets.

Table with 4 columns: This Week, Last Week, Chart, Weeks on Chart. Lists most played R&B records like 'When', 'Little Star', 'Patricia'.

R & B Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 23

Listings are based on late sales reports received via Western Union monthly service from top rhythm and blues dealers and radio operators in the northern States.

Table with 4 columns: This Week, Last Week, Chart, Weeks on Chart. Lists regional R&B records like 'Atlanta', 'Charlotte', 'Chicago', 'Cincinnati', 'Detroit', 'Los Angeles', 'New Orleans', 'New York', 'St. Louis', 'Washington, D. C.'.

This Week's R & B Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

R & B RECORDS

LITTLE RICHARD
Baby Face (Rouice, ASCAP)
I'll Never Let You Go (Venice, BMI)—Specialty 045
See review in Pop Spotlight page 30.

ON THE BEAT

Continued from page 7

sold to Brunswick, and meanwhile "Splish Splash" became a hit. We were accused of all kinds of under-handed tricks, but no kidding, we didn't mean to hurt anybody. We were just trying to protect our own interests so we would have some where to turn.

Bobby Darin figures that the blues are the basis for any great artist. "I put Ray Charles on a pedestal. His blues are right out of church. And there's Fats Domino. A great artist, with out of the sound of the Delta. Little Richard's wonderful church-type blues artist too. You have to admit that the top artists of our day and age are all influenced by the blues. That's true of Sinatra and Ella and Peggy Lee. And Presley, too. I'm crazy about Presley's understanding of what he does."

Darin's views on rock and roll show some intelligent analysis. "I sing it because it sells records. The young kids like it and want it and I can do it. But I try to be versatile. It's the only way to build a future in this business. In night clubs I lean to other things, ballads done fairly straight, special bits, etc. I even do "Milk and the Knife" from "Threepenny Opera." "Splish Splash" is the only rocking number I do. It may not be right now, I want to last as long as I can. I type myself? I'm even a bug for the classics. I don't know my audience from my cucumber and I don't listen because it's the smart thing to do, but I do have my favorites and when there's a time, I play them and enjoy them.

"There are a lot of things I want to do in my life. I'd like to do a Broadway show someday, maybe with a movie. But those things will take a long time. I guess they'll come along at the right time with the maturity of me."

Hanover Records has acquired the master of "Let Me Know," and "You're Gonna Be Sorry," by Jimmy Carter. The new singer has also been signed by the label. Hanover also recently signed "The Walls and Yolk," by the Golden Highlights. Both sides are instrumentals. Len Levy, chief of Hanover, reports good action on "Hippokulu," by the Screamers.

After claims a second million dollar for the Coasters with "Yakety Yak," Initial gold disk for the group came last year on "Searchin'," and "Young Blood." Latest entry by the boys is another novelty-trend effort, "The Shadow Knows" coupled with "Sorey, But I'm Gonna Have to Part." The group is also working in new R.P. territory with "Timothy Lee." Jean Bennett tells us that the Pleasers are far away in Rome, Mercury is pushing their latest, "I Wish" and "It's Shining Outside," the latter from the group's album "The Flying Pleasers Around the World." "Wish" has also been cut by Della Reese on Jubilee. . . . Bill Haley has placed his

stamp of approval on Jimmy Hagger's rock and roll guitarist out of New Glasgow, Nova Scotia, Canada. The boys are interested in recording deals in Canada or the States. Any takers?

Comie Francis was hosted by EMI erect in London on a special press cruise down the River Thames. She told the newsmen that "Who's Sorry Now" was her Dad's idea. She also mentioned the possibility of a film role for Columbia Pictures. "They've been in touch with my manager and I'm just keeping my fingers crossed," she added. It was also announced that Miss Francis will do several filmed sequences with Mantovani for showing on British TV and around the world. . . . Muddy Waters, a great blues cat, has been signed for a British tour. The seven-day trek will follow his two appearances at the Leeds festival, October 16 and 17. He'll be accompanied by the Chris Barber org.

Big Bill Broonzy was buried Tuesday (18) in Chicago in Lincoln Cemetery. Present at his funeral were Win Strachan, Brother John Sellers, Mahalia Jackson, Sunnyland Slim. (Continued on page 47)

Reviews of New R & B Records

BENNETT TERRY
No More Tears
FEDERAL 1232—Faded glow to Tim on morning jockey's personal item with considerable continued appeal. (Guns, BMI)

IT'S A HIT! IT'S THE GROOVYEST! ALL DAY LONG Jimmy Smith of the Organ with Art Blakey BLUE NOTE

3 Big Ones 2-2-2 MY MISTAKE #444 Paul Monday SHIVERS AND SHAKES #441 The Fascinators BABY PLAY BALL #442 Ronnie Keen 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 2909 Teatler St., Houston 24, Tex.

Will Going Strong! "THE DEACON'S WALK" #1209-BILLY HOPE A New Instrumental Hit! "THE LOPING GHOST" #1346-TRACHO WILTSNIBS SAVOY RECORDS 100 N. BROAD ST. PHILADELPHIA 6, PA.

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

FOLK TALENT AND TUNES

Continued from page 44

the release of a new 111 Records master featuring Mary Taylor, 20-year-old former Ted Mack singer who has since appeared on numerous TV shows. Platter features "My Greatest Dream" and "Linda Lou." Copies produced the session. Dealy, walker may be obtained by writing to Walker at 905 16th Avenue, South, Nashville, or 111 Records, 300 Poplar, Memphis.

Ralph E. Stevens has launched a new label, to be known as Ridgecrest Records, with headquarters in La Grange, Ga. He plans to operate a talent booking office in conjunction with the new label. He invites c&w, artists to shoot him tapes, promising that they'll get a hearing. Mail will reach him at P. O. Box 317, La Grange.

most of many artists in the country and western field. Contributors to Fred Rose on a recent "Country America" release brought tremendous response, according to Nigberg. He says that KABC-TV, a switchboard was flooded with congratulatory messages for the entire cast as well as for Wesley Rose, who participated in the program. The screenplay, being outlined by Wesley and Mel will include many of Rose's original compositions.

Zeke Clemens, Nashville country music dealer, has just laid release on two of his songs, "At the End of Nowhere," by Slim Whitman on Imperial, and "Me and My Big, Loud Mouth," by Jimmy Dickens on Columbia. In addition to his regular radio program each day over WSM, Zeke is doing an hour over WSM, Nashville, each afternoon, and the 10:30 broadcast in WSM of the "Wally Fowler All Night Gospel Sing." He has also taken over "Opay Sea Spotlight" on WSM, 10:30 p.m. to 11:30 p.m., while Ralph Emery is on vacation. Zeke's broadcast will originate from the Tennessee State Fair, Nashville, September 15-20. He asks that artists, publishers and record firms send their new releases to his present address, P. O. Box 353, Nashville, as he does most of his broadcasts remote from his own studio.

The Judy Lynn Show, featuring Pat Kelly and the Shamrocks, played to big crowds at the Empire Fair, Sioux Falls, S. D., August 16-17. Judy Lynn, on horseback,

led the parade that introduced the rodeo, one of the highlights of the fair. The same unit played Mocking Bird Hill Park, Anderson, Ind., Sunday, August 24, for Manager Gilbert Moody. Both dates were set by John Kelly's World-Famed Attractions, Nashville.

From Canada my learn that the Red and Lee Trio has just returned to Toronto from a two-month tour of the Western Provinces in a package that also included the Heiser Sisters and Tommy Common, of "Country Hoedown" popularity. Red and Lee Festival are currently plugging their first Regency platter, "Watch Over My Love" and "Milkmaid." Art Souter manages the trio. Smilin' Jack Beauclair and His Sons of the Plains are still holding forth with their Saturday show, dance, "Billie Hoedown," at the Cornwall, Ont., Arena, which includes an hour-long airing via CKFS, Cornwall. Terry Parker is vocalist with the group. . . . Vic Steber and His Sons of the Saddle, of Peace River, Alta., were among the features at the recent Calgary, Alta., Stampede.

Following a six-day stand at the Red-River Valley Exposition, Paris, Tex., ended August 23, Roy Glenn and Pee Wee Reid's Red River Jamboree plays the Chehaw County Fair, Hugo, Okla., Friday (5). Appearing with the unit on the fair dates are Glenn and Reid, Jack Beard, the Huggins Brothers, Lanny, Gary and Mikroy, the Three Cases, Jerry, Johnny and J., the Ervin Kids, Patricia, Shirley and Sammy, and Clyde Sent, 17-year-old singer-guitarist.

With the Jockeys

Western music recently got a shot in the arm in Kansas with the "old friendly country boy" from Montgomery, Ala., Mack Sanders, opening his new radio station, KSLR, in Wichita. Mack is programming six hours of Western music a day. As a result of Sanders' success, another Wichita station, KWBR, has hired deejay Lee Nichols to air three hours a day of country music, starting September 1. Both Nichols and Sanders rank among the Midwest's best-known country platter spinners. Incidentally, they can use disks by the Western artists.

Buddy Starcher, who has a weekly record show on WWSA, Harrisonburg, Va., featuring c&w, favorites, including some of his own tunes, now has a regular Thursday night half hour on WWSA-TV. Buddy is backed by a combo featuring Carroll Ray, lead guitar; Wilson Ray, rhythm guitar; Buddy Charlton, steel guitar, and Butch Charlton, fiddle. Vocals are handled by Mary Ann.

Coy Baker, who last June shifted from KCOK, Tulare, Calif., to the more powerful KSTN, Stockton, Calif., reports that he's in need of country records. "I have the only Western show in the area," writes Baker, "and business is good. I have sold Moore Van & Storage agent for United Van Lines, more than \$2,000 in distributor on my show." Included among the in-person guests on my show, during August were such names as Tommy Duncan, formerly with Bob Wills; Jimmy Wesley and Rex Allen. "Would like to have the artists send me a tape on their releases. Artists should not name the title of any of their tunes on the tapes. In this way I can use the tape for all of their future releases."

ON THE BEAT

Continued from page 45

Muddy Waters, Tampa Red, Chet Robie, LA Armstrong, I. B. Loefer and many others. Studs Terkel delivered the ecology. . . . Rev. Dwight (Gottsmouth) Moore, formerly a recording artist, is a practicing clergyman in Chicago and has a daily show on WOPA, Oak Park, Ill. . . . Richard Stamm, local DJ and B. B. King worked a big blues bash to a capacity house at the Tri-Hun, Ballroom, Chicago, Monday (15). Muddy Waters, Howling Wolf and several local bands also appeared. . . . Jimmy Smith, the Hammond organist and his trio, opened their first Chicago stand at the Sutherland Hotel August 27 for three weeks.

New Association

Continued from page 3

The letter also complains of distributors shipping the wrong merchandise, eliminating the 5 per cent return and allowing dealers to play records "weeks before dealers get the records to sell" and claiming that by the time dealers do get the records, the time may be obsolete. The letter also complains about all the places that now sell records, including "under-taker parlors," and the fact that one-stop sell records to anyone.

The letter goes on to say that "it is advisable not to listen to name fellow record retailers who in the past have blocked all efforts to form an honest to goodness record retailers organization, operated exclusively by people who are interested in the record industry who, by the way, are not out-siders, but are record dealers themselves, are sick and tired of being kicked around."

The letter says that "the organization is not to benefit any one individual but all record dealers. And" the letter concludes with "When the record manufacturers call a meeting or give you a drink or a sandwich, possibly a little entertainment, you show up in droves. . . . but when it comes to joining an association you shun it like the plague. Why?"

Stereo a Gain

Continued from page 18

2. Specialized knowledge of merchandise which the giants don't seem to be able to master.
3. Specialized services for which millions of consumers are hungry again.
4. More selling hours per week.
5. Better and more intelligent specialized selling.
6. Larger and more varied assortments in special categories.

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RCA VICTOR

Minn. State Fair Shrugs Off Rain, Beats '57 Pace

Pulls Record 609,395 in Six Days; Threatens to Set New All-Time High

ST. PAUL. — The Minnesota State Fair—themed in part to the State's 100th birthday—last week ably demonstrated its strong lure and its ability to overcome obstacles.

Total attendance up to noon Thursday (28), sixth day of the 30-day run, totaled 609,395, an increase of 71,637 over the count to the same period a year ago. This was accomplished despite a virtual rainout on Saturday (23) and Monday (25). Fair officials, cheered by this increase, looked to top last

year's record of 1,054,484 by close to 100,000 if the fair was given good weather over the big Labor Day weekend.

Douglas K. Baldwin, secretary-manager, reported that total fair receipts were on the upgrade aitho the two rainy days cut into early revenue. By Thursday the fair was well on its way to re-creating any loss.

Saturday's rain washed out a program of big car races scheduled to be put on by Frank Winkley's Auto Racing, Inc., and Winkley again lost a program of races on Monday. Saturday night's grandstand show, featuring U. S. and Canadian Air Patrol competition and crowding of the new Dairy Queen, went off in bad weather with about 2,000 in the stand. The Barnes-Carruthers' review, in for nine nights, was washed out Monday. Otherwise, the show has been doing well, Baldwin said.

New Records

During the early part of the fair's run, it set four new one-day records, hitting new attendance highs on Sunday, Tuesday, Wednesday and an expected one on Thursday.

Royal American Shows, also slugged off the effects of the two rainy days and by Wednesday night was close to 8 per cent ahead of last year.

Records were also racked up in the livestock department where entries soared from 8 1/2 to 10 per cent ahead of any previous year.

As a tie-in with the anniversary of Minnesota's statehood, the fair had a 900-foot railroad train tour the State ahead of the opening and on display at the grounds during the run. This was fitted with exhibits that depicted the history of the State. In addition, an antique machinery show was displayed on farm machinery, hill and a huge

(Continued on page 50)

127,100 Gate Sets Record At Troy Hills

TROY HILLS, N. J. — A record total of 127,100 persons attended the Morris County Fair which closed its six-day run on Saturday (23), with Manager Swante Swenson crediting new attractions and the best weather in years. The total topped last year's 85,000 and the former record of 104,000 set in 1951.

Fair and pleasant weather had the management, concessionaires and exhibitors in high spirits throughout the week. An increase in mid-week reservations for 1959 was reported at the close of the week.

Daily attendances were estimated as follows, starting Monday (17): 8,500; 16,100; 24,500; 23,600; 26,100 and 25,300.

Among new events were the sports car autorama competition, and contests in Western riding and roping. The horse show and beauty

CNE GATE AHEAD FOR LONGER RUN

Danny Kaye Lags Behind '57 Pace; Swenson Thrill Show Tops R-B

TORONTO. — The Canadian National Exhibition, opening two days earlier this year, wound up its first seven days of operation, Thursday (28) with a total attendance of 1,950,000, ahead of '57.

The count, however, was ahead only because of the 205,000 who came into the fair on Wednesday and Thursday (20-21).

Biggest day on record was chalked up Saturday (23) when 332,000 people jammed thru the gates of the big "Ex." Rain cut into turnouts the first two days but since then the weather man was kind to the big expo. Monday and Tuesday were below last year but Wednesday with 235,000 and Thursday with 163,000, were ahead of '57 and every indication was that the lure was building.

The Danny Kaye-billed Canadiana grandstand show pro-

duced by Jack Arthur, in for 10 nights, was running behind the Bob Hope-headed show of last year but not by much, according to officials.

The Aut Swenson Thrillcade, the matinee grandstand attraction for 10 afternoons, topped the Ringling Circus of last year in its first five shows. The troupe was getting good crowds almost every day. In addition to the stunts, Swenson had two acts, Arturo, high wire, and the Dresser aerial motorcycle turn, plus five clown acts. To this the CNE added the Zaccalini triple act and Norbu, gorilla act.

Supporting acts in the Kaye show included Lorraine Foreman, Hanes Sisters, Lynn Randall, Larry Mason, Thelma Wilder, Nervous Nocks, Nattali Busko, Foss Centimera, Morlock Troupe, Zaccalini and Tulara Lee.

Karsh Takes Fifth in Senate's Carnival-Circus Union Probe

WASHINGTON.—Harry Karsh took refuge behind the Fifth Amendment Thursday (28) before the Senate labor racket investigation after testimony which branded his organizing efforts in the carnival and circus fields as "retortion."

Karsh was silent even when Sen. John L. McClellan (D. Ark.), the committee chairman, asked him whether he was a "retortor" with nothing but contempt for government.

He took the Fifth in refusing to answer why he got checks totaling \$5,000 from Teamster Union President James Hoffa and Teamster Vice-President Harold Gibbons in 1955.

Karsh's repeated use of the Fifth climaxed a day-long session of the Senate committee during which carnival and circus owners-operators and others affiliated with outdoor show business testified.

The exploration of Karsh's activities in the outdoor amusement field was spiced by an investigation of Teamsters' activities in St.

Louis, which besides being Karsh's home city is the base of the Teamster-chattered Carnival and Allied Workers' Local Union No. 447, and also the headquarters of Gibbons, who is president of the city's Teamster joint council.

Seven votes of the Carnival and Allied Workers' Local were the deciding factor in giving Gibbons that office by a 78-70 vote early this year.

Karsh's use of the Fifth was proceeded immediately by testimony of two officers of the Carnival and Allied Workers' local, during which it was disclosed that these officers did not have control over the union, that Karsh actually did, and that the six officers had been flown from Tampa, their home city, to St. Louis to vote in the election, that they had received \$130 each and expenses to make the trip and vote, and that they had voted for Gibbons.

Testimony of Karsh's activities in the circus and carnival field was

opened by a charge of "retortion" made against him by Robert L. Hines, a Fort Wayne, Ind., lawyer, who testified on what happened when Karsh organized the Cettin & Wilson Shows, an Eastern carnival, at Fort Wayne in 1952.

Hines told the committee that in July of that year, Karsh forced Cettin & Wilson to sign a re-employment contract with his union, then an affiliate of the International Jewelry Workers' Union, even tho none of the employees had been asked to join up.

Until the show owners signed (Continued on page 54)

Ohio Fair Hurt By Sunday Rain

Grandstand Name Attractions Fall Below '57 Pace

COLUMBUS, O. — The Ohio State Fair's big day, Sunday (24), was hurt by rain and as a result attendance as well as grandstand attendance was off for the week.

Rain set in Sunday morning and continued until past noon, cutting the day's turnout to less than 50,000 as compared with 70,000 last year. This put the fair behind and it was unable to make up the loss although a good turnout on Thursday and Friday was expected to help make up some of the deficit.

The grandstand show, which featured several changes of names through the week, was also behind '57. The Tommy Sands show, in for six the first two days, grossed \$22,579. George Geibel, due for four on Sunday and Monday, was hurt by rain. His Sunday show's were shifted to the Youth Coliseum (Continued on page 50)

Gimmicks, Changes Propel Ottawa to 500,000-Plus Mark

Up 11% by Midweek; New Kiddieland, Full Eighth Day Quicken Gate Pace

OTTAWA.—Addition of a half-day of running time sent the Central Canada Exhibition off to a great start on Friday (22), and by midweek the eight-day event was a cinch to top the half-million attendance mark for the second straight year, with a new gate record. As of Thursday (28) there had been 330,218 people admitted, an increase of 11 per cent over the 300,456 for the comparable five days last year. Weather was ideal.

Totals were as follows:

	1954	1957
Friday	42,371	28,123
Saturday	81,086	54,369
Monday	76,952	89,974
Tuesday	67,840	63,815
Wednesday	70,963	70,173

On Thursday, which was a government payday, the grounds were jammed by early afternoon at Lansdowne Park. Sharing in the big week was the World of Birth Shows midway.

The event is one of the most gimmicked in the nation, offering new angles yearly in efforts to boost attendance. Continued this time was the daily giveaway of a different model new car. Also heavily promoted was the Shrine-sponsored award of a model home.



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displayed on the grounds, complete with furnishings, station wagon, milk for coat, landscaped lot, transportation and installation.

In the new H. M. McElroy Building the futuristic structure erected last year, was a continuous free display of "Dancing Waters," fashion and home crafts shows, and novel TV studio. Canadian Broadcasting Corporation set up a regular studio with glass walls and big (Continued on page 50)

Iowa State Fair 25,000 Ahead of '57

Grandstand Receipts Show Decrease; Olson Midway Surges Sharply Ahead

DES MOINES. — The 100th running of the Iowa State Fair here was on its way to a successful climax last week and attendance for the first seven days of the 10-day run topped last year by a considerable margin.

Thru Thursday (28) the total turnout was reported as 343,000 against 316,000 in the same period last year. Sunday (24) was one of the biggest days on record and the 79,281 that came out on the Sabbath was the best single day since 1954 when one day topped the 80,000 mark. Fairgrounds main gates were closed at noon and remained shuttered for several hours.

Total grandstand receipts were running below last year, fair officials reported. The Barnes-Carruthers night revue, augmented by name acts brought in by the fair, was hurt by cold on Monday night. Names added to the show include the Milk Brothers, Nick Todd, Tommy Sands and a group from the Lawrence Walk orchestra, in-

cluding Alice Lon. The various artists were in for from one to three nights each.

Earl Newberry's thrill show was hurt by rain on Monday afternoon but put the show on despite the dampness. Auto racing brought in by Al Sweeney's National Speedways, did good business in most occasions. A Saturday program of stocks did okay, while Sunday's race pulled an overflow crowd. Sweeney races were also on the program for Thursday and the final Saturday and Sunday. Harness racing was in for two afternoons and a Shrine program was pretested opening night.

Alfred French motion picture crew was on the grounds most of the week shooting a documentary film of the fair in color. Life magazine also had representatives here for two days.

Olson Shows were garnering good takes on the midway and up to Thursday reported grosses 20 per cent ahead of last year.

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PNE Centennial Run Races Ahead of '57

Pulls Record 116,464 in One Day; Musical Ride Turns Away Hundreds

VANCOUVER, B. C. — The Centennial edition of the Pacific National Exhibition last week was running well ahead of last year's attendance figures aided by record days over the first weekend of the August 18-September 1 run.

An all-time single day mark was set Saturday (23) when 116,464 clicked thru the turnstiles, more than 3,000 better than the record set last year. Up to midnight of Tuesday (26), a total of 537,235 customers had passed thru the gates, topping the same period last year by 42,218.

Smash hit of the run thus far was the Royal Canadian Mounted Police Musical Ride, which closed Saturday after a week's run. During that time hundreds were turned away at each performance. Taking over in front of the grandstand for the remaining days of the fair was Sam Snyder's Water Follies of '58, which pulled good crowds. Polack Bros. Circus, in

the Forum, was doing business comparably with other years.

The fair's Space Science Show, with its towering three-stage type rocket, opened slowly at 50 cents for adults and a quarter for kids. To hype the show, kids were later admitted free and a talker was added which did the trick.

This year every booth in the PNE Food Building is either selling or giving away samples and the customers are having good pickings. Jimmy Stevens' large tented cafe on the same location near the old midway is doing only half the business it did in former years, its only pull being from-race track crowds en route to or from the track.

All the buildings have been sold out to exhibitors. The outdoor theater, featuring Jimmy Jaineson, high diver, is pulling capacity crowds.

Weather the first nine days was warm and pleasant.

Animal Import Bill Advances To President

WASHINGTON — The Senate, in its closing days, approved a bill which would allow wild animals to be imported for public and private zoos under appropriate safeguards.

In an earlier form, the bill called for an import ban on wild animals from countries where they foot - and - rump disease and other diseases exist. This version passed the House earlier in the session, but when the measure was referred to the Senate Agriculture Committee, a storm of protest against the legislation came from operators of both public and private zoos.

The House - passed version would have amended the 29-year-old law, against importing domestic cattle from diseased areas, to include wild animals. Bill would have net giraffes, exotic deer, gazelles, antelope and wild sheep from the U. S., but would net ban cats, apes, birds or elephants.

During hearings held on the measure by the Senate Agriculture Committee, however, zoo operators registered their opposition to the proposal. They told the Senate probers that such legislation was "unnecessary," and would do "irreversible harm" to zoological interests. (The Billboard, August 4)

The bill, as finally approved by the Senate, will allow the importation of wild animals under safeguards, and "with the understanding that the Department of Agriculture will introduce any new sanitary and quarantine regulations determined necessary by continuing research" on animal diseases. Measure now needs the President's signature to become law.

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Du Quoin Gets People, Hambletonian for 3 Years

DU QUOIN, Ill. — Officials of the Du Quoin State Fair were more than pleased last week. Thursday, fifth day of its nine-day run, attendance was up 10 per cent, and the fair was awarded the Hambletonian, harness racing's Kentucky Derby, for an additional three years, thru 1962.

Good weather prevailed and on the Sunday (24) opening the fair had the biggest crowd in its 38 year. Attendance on Monday (25) was likewise a new record, topping any previous Monday by 4 per cent. Sunday's program of AMA motorcycle races, back after a year's absence, drew the biggest crowd on record.

Key attraction of the entire week was the Hambletonian on Wednesday (27) before 22,500. This was 2,500 below last year's initial run here, but the drop was attributed

to many curious in 1957. Monday thru Friday Grand Circuit harness racing pulled strong turnout.

The night grandstand show, which runs from Sunday thru Sunday, was drawing bigger crowds than last year. Featured were Rowan and Martin, Jaye F. Morgan and Brothers, Nick Todd, Kirby Stone Four and Lou Reese and orchestra. Bob Hope will head up the Labor Day night show along with the Every Brothers and Paul Anka.

Over the Labor Day weekend three 100-mile USAC auto races were scheduled, stocks on Saturday, midgets on Sunday and a big car championship race on the holiday.

Heth Shows were doing well with increased attendance on the midway.

Rhinebeck Beats Rain, Sets 102,484 Record

RHINEBECK, N. Y. — Despite the setback of a rainout on Monday (25) the Dutchess County Fair closed with a record 102,484 attendance on Wednesday (27). Manager Dick Murray reported. Weather thru most of the run was ideal, and a couple of new features aroused patron interest.

The cash register gas system which was experimented with last year was used again, this time with \$10,600 worth of equipment purchased from National Cash Register Company.

Rhinebeck went to a free grandstand show last year, lacking its admission price a quarter, to \$1. Kids are 50 cents. This year there was a varied week of Cooke and Ross attractions, most successful being a Hawthorn Hawkins hill-billy unit and a rodeo show.

Being unveiled for the public was this new, colonial styled administration building. Several old structures were torn down and the area cleared for better midway layout. The construction and clearance was the start of a five-year improvement program for the fair.

Two kids' days were promoted, on Friday and closing day, Chil-

dren got free gate admission plus nickel seats. Around 9,000 returns were noted for the 20,000 tickets picked up at area stores.

Reithofer Shows were on the midway with a collection of 33 major rides, 10 kiddie rides and 5 shows.

Park Repeats Pony Show

MIDDLETOWN, O. — Le-Sourdville Lake near here is staging its second annual Pony Show over the holiday weekend. Nearly 100 ponies are entered in the three-day event. Highlight will be a pony parade down the midway twice on Sunday (31) and Monday (1).

Middletown Trade and Labor Council sponsors a program for Labor Day. The ballroom will stage a finale that night. Altho the park's regular season ends with Labor Day, a management has scheduled a Five and Dime Day for Sunday (7).

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CHICAGO—Prospects for the annual trade show of the National Association of Amusement Parks, Pools & Beaches are strong, with more than 90 per cent of the booth space already reserved.

John S. Bowman, secretary of NAAPPB, said that only about 14 of the 193 booths remain unspoken for. A sellout is anticipated well in advance of the November 30-December 3 convention.

At the same time, the association is pushing advertising sales for its 1959 manual and guide. Bowman said that some copies of the current 1958 issue of the manual still are available from the association.

ARENAS & AUDITORIUMS

New Pittsburgh Building to Face Up to New Problems

By TOM PARKINSON

UNDER construction at Pittsburgh is one of the most unique—and sometimes controversial—buildings in the auditorium-arena field. This is the new municipal auditorium with a retractable roof. The huge dome is designed to roll inside in sections so as to convert the structure into an open-air stadium when desired.

Edward Fraher is the manager of the building. In an informal talk at the recent convention of the International Association of Auditorium Managers, Fraher called attention of his fellow managers to some of the professional problems to be faced.

The building is to seat a maximum of 14,000 people. For the season that will be wedged off for opera performances, there are 10,000 seats. The building will have a 1,700-car parking lot, and it may prove necessary soon to cut out one or more decks on this lot. Nearby are 4,300 more parking spaces.

TOTAL COST OF THE building is to be \$10,000,000. At one stage of the planning game a large meeting room was proposed and drawn into the plans. Then it was decided not to include this room, so it had to be drawn out of the plans. These procedures cost about \$250,000—for a meeting room they won't have, as Fraher pointed out.

And \$2,500,000 is the estimated cost of the movable roof. It is anticipated that most of the daytime uses of the building will be with the roof closed; in the summertime days are usually too warm for outdoor events. But evenings will see the roof retracting in great crucial-shaped sections. Fraher sees as one of the greatest practical problems the question of who, and in what authority, decides to close the roof during a show.

THE SEATS ARE of the padded variety and need to be wiped off if they get wet, so there is added incentive for closing the roof if weather turns bad. The borderline cases of judgment will be the problem.

And if the roof is to be closed, there should be about two hours' advance notice so that the compressor can be put into action for the air conditioning.

Acoustics promise to be a problem whether the roof is open or closed. Open, there will be the composition of airplanes, trains and barges, all close at hand. Closed, the usual dome is expected to bring on reverberations for which a Fiberglas back and other sound treatments are planned.

STILL ANOTHER OF THE problems (faced by high-level managerial personnel here) is that of birds. It seems that pigeons comprise a problem in Pittsburgh—a dilly, according to Fraher. There is the question not only of birds and people—but also of birds and those padded seats.



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MO. STATE FAIR RECEIPTS TOP '57

Night Show Gross Off Slightly; Auto Races Pull Strong Crowds

SEDALLA, Mo.—Altho attendance at Missouri State Fair was off approximately 3 1/2 per cent, receipts at the nine-day run ending Sunday (24) were substantially ahead of 1957, due to increased gate, parking and bleacher prices. Total attendance was slightly below last year's 543,000.

Weather was good for most of the run and the final weekend brought out big crowds on both Saturday and Sunday.

Attendance and receipts from the Hertz night grandstand show were slightly below those racked up by "Holiday on Ice" last year's feature, but officials were well pleased with the results.

Auto racing was the feature over the weekend, with Al Swensen putting on three programs. On Saturday afternoon a big car program did well—and that night a program of jockey speed events pulled close to capacity. The Sunday afternoon 100-mile stock and sports car race pulled the biggest turnout of the week, with several thousand overflowed in the infield. Sunday night Earl Newberry's thrill show did well on what is usually a slow night.

Coding Amusement Company racked up a new record on rides and show grosses in its first appearance as the midway attraction here.

Farm Families Click
An innovation instituted last year by M. C. (Coke) Erwin, secretary-manager of the Farm Family Award, and this year 101 out of the State's 114 counties were represented. This was a total of 400 people who were guests of the

fair in the grandstand and for an evening meal at Erwin's residence on the grounds.

The fair's traditional Monday lunch breakfast was held Monday morning with John Sam Williamson, commissioner of agriculture, buying the 25-pound item at 25¢ per pound. New this year was a State beauty contest called the Missouri State Queen of Fair.

Commercial exhibits outnumbered those of last year and the fair machinery was the largest on record. Livestock entries were up in all departments, with 100 more show horses in the society horse show than ever before.

New bandstands were built in the Coliseum this year and a new \$140,000 wine pavilion is under construction with completion slated for next year's fair. Plans are to start immediately on a \$46,000 show pavilion, and \$25,000 will be spent in refurbishing the track and speed departments.

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New Units at Seaside Pier

SEASIDE HEIGHTS, N. J.
Venue Amusement Pier here has extended 150 feet into the ocean this year to accommodate a Schell Wild Mouse and Rock-O-Mat. Also new is a Hercules Helicopter. Business has been hampered by weather, with a particularly rough stretch in early July when waves of the first 10 days were black.

Hamburg 293,034 Is Drop of 10%

Rain on 2 Days, Business Conditions Cited; New Pool Favorably Received

HAMBURG, N. Y.—Midweek rain and generally unfavorable economic conditions kept the 117th Erie County Fair from exceeding the previous year's attendance. The event, bigger and better in every way, finished strong on Saturday (25) with a total of 293,034 admissions, some 10 per cent of 33,000 off the pace.

Daily totals and comparisons are as follows:

	1958	1957
Saturday	29,635	36,190
Sunday	38,417	51,982
Monday	26,024	39,666
Tuesday	34,082	35,965
Wednesday	39,155	42,535
Thursday	27,067	39,570
Friday	44,742	41,898
Saturday	52,952	49,120
Totals	293,034	325,034

President Earl Leo pointed to the afternoon rainfall and unfavorable weather on Sunday, and the rain on Thursday (21) which added 12,000 to a gate deficit which had been partly erased. Closing two days were better than last year.

Show Elements Off

Leo said a business recession and area unemployment problem undoubtedly had their effect on the gate, which might have been even worse off but for the daily freighting of kids up to 16 years old in front of the grandstand the FAC-Habit show was off proportionately with the fair. Late Four performances by the Jack Kuchena Hell Drivers and International Auto Daredevil were well received.

Midway business done by the James H. Strates Shows was faced with the same conditions affecting other elements of the fair, but was reported good nonetheless.

There was an increase in premium paid out of around \$2,000, with the new total being \$38,328. Most favorable comment was extended by the circular net diving pool, which offered demonstrations of diving, skin diving and water rescue technology. Also new was

an under-canvas antique farm machinery museum. Saturday (25) United Racing Club bid for the lot promoted by Bill Lytle was its usual sellout.

Chicago Hall Gets Go-Ahead; New Suit Filed

CHICAGO—Chicago's \$34,000,000 Lakeside Exhibition Hall broke thru one bottleneck recently and is proceeding with the advertising for bids on shoring up the site.

Breakthru came when the State of Illinois decided to go ahead with plans to purchase up to \$20,000,000 in building bonds. At that time Manager Edward Lee announced that construction could get started almost at once.

The State decision came after court dismissal of an action that sought to block construction of the building. Now another suit has been filed against the proposed building, objecting to the site, among other things, but the newly launched actions have not been halted.

The building has been the subject of involved controversies and litigation for some time.

In addition to the bond money, it has \$9,000,000 as its share of State race track betting tax money. Private investors are expected to take \$5,000,000 in bonds.

Structure is to include extra large exhibit space, a 5,000-seat theater, dining facilities, parking areas and other facilities.

Minn. State Fair

Continued from page 47

copies of an early Minnesota newspaper was pronounced.

Concessions were reported doing well, with the eat-and-drink booths and countless restaurants pulling big crowds.

The helicopter used in the Atterbury Hornbeck high pole attraction blew out its clutch during preparation for Wednesday (27). Falling from a height of approximately 50 feet, Darrell Hornbeck and the pilot were thrown thru the blisters, but fortunately, neither was injured. The helicopter was wrecked beyond immediate repair. Bill Atterbury immediately ordered a new helicopter from Fort Worth.

Strong Week Reported for Wagner Unit

HENRIETTA, N. Y.—Buddy Wagner's Joe Chiv and Ethel show unit pulled a crowd of 5,000 to the grandstand on the closing night (23) at the Monroe County Fair. It was reportedly the highest gross by a thrill show in the 12-year history of this annual.

Big draw for the show this year are Captain Rastin's "Rocket Car" loop - the loop tins and Harbars Collier, girl stunt star, both of whom are under contract to Wagner. Miss Collier is sold strongly by Wagner's promotional staff.

Gimmicks Propel

Continued from page 47

9 by 12-foot projection screen outside the studio for spectator viewing. Nightly outdoor bandshell programs were offered by the USAF band and Singing Sergeants chorus. Also in the Melbury Building was a big St. Lawrence Seaway project model.

J. K. Jack Clark, fair director, paid special credit to the CAC-Habit grandstand program, which included afternoon "Jungle Racing" and a night show with a different Canadian star nightly, plus the Four Lads through the week and the Atterbury-Hornbeck helicopter aerial act. Rotating stars included Joyce Sullivan, Billie O'Connor, Juliette, Joyce Hahn, Cordee Tapp and Joanne Fairfax. Critical reviews were overwhelmingly favorable, helping to boost the grandstand gross after a slow start on opening day.

Last year the directors backed on a 3 p.m. Friday opening which added more than 28,000 persons to the gate total. This year it was a morning opening and 42,000 responded on Monday (25). It rained Sunday but the fair got a break as it doesn't run on that day.

Behind the Manufacturers' Building was a newly located Kiddland with picnic tables and benches, which got a heavy play all week.

Troy Hills Gate

Continued from page 47

contests were held in the bleachers, enclosed areas, and automotive events took place in a fenced-in "sports car park" which was surrounded by spectators 10-deep during most of the week. Netballer Shows held the midway contract.

Advertising budget was tripled this year, and public relations man Merrill Morris of Mansfield was given the publicity chore, which Swenson said was handled excellently. Stock for the locally promoted rodeo events, at which \$2,000 in prizes was offered, was provided by Barnard Freight, of Sisseton.

There were daily contests of interest to kids, such as pie and watermelon eating, frog jumping, poach show, and chuck nuxxy faces.

COMING EVENTS

- Arkansas**
Dwight—Art. Co. Livestock Show, Sept. 1-4, Harold Kozal.
Havana—Cotton Co. Livestock & Poultry Show, Sept. 1-3, 10 a.m. to 5 p.m.
Lima—Baker Art. Livestock Show, Sept. 1-3, 10 a.m. to 5 p.m.
Vera—Baker Art. Livestock Show, Sept. 1-3, 10 a.m. to 5 p.m.
- California**
San Francisco—Grand Nat. Livestock Show, Oct. 1-3, 10 a.m. to 5 p.m.
Hendricks—Baker Art. Livestock Show & Poultry Show, Sept. 1-3, 10 a.m. to 5 p.m.
Hendricks—Baker Art. Livestock Show & Poultry Show, Sept. 1-3, 10 a.m. to 5 p.m.
Hendricks—Baker Art. Livestock Show & Poultry Show, Sept. 1-3, 10 a.m. to 5 p.m.
Hendricks—Baker Art. Livestock Show & Poultry Show, Sept. 1-3, 10 a.m. to 5 p.m.
- Florida**
Orlando—Horse Show, Oct. 1-3, 10 a.m. to 5 p.m.
- Georgia**
Dalton—Larkin Nat. Festival, Sept. 1-5, 10 a.m. to 5 p.m.
- Illinois**
Chicago—Cotton Co. Livestock Show, Sept. 1-3, 10 a.m. to 5 p.m.
- Indiana**
Indianapolis—Cotton Co. Livestock Show, Sept. 1-3, 10 a.m. to 5 p.m.
- Mississippi**
Jackson—Cotton Co. Livestock Show, Sept. 1-3, 10 a.m. to 5 p.m.
- North Carolina**
Charlotte—Cotton Co. Livestock Show, Sept. 1-3, 10 a.m. to 5 p.m.
- Ohio**
Columbus—Cotton Co. Livestock Show, Sept. 1-3, 10 a.m. to 5 p.m.
- Texas**
Dallas—Cotton Co. Livestock Show, Sept. 1-3, 10 a.m. to 5 p.m.
- Virginia**
Richmond—Cotton Co. Livestock Show, Sept. 1-3, 10 a.m. to 5 p.m.
- Washington**
Seattle—Cotton Co. Livestock Show, Sept. 1-3, 10 a.m. to 5 p.m.
- Wisconsin**
Milwaukee—Cotton Co. Livestock Show, Sept. 1-3, 10 a.m. to 5 p.m.

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Carnival Routes

Alamo Expo: Miami, Okla.
Amusements of America (Fair)
Lighthouse, Pa. (Fair) Fredericksburg, Va., 8-13.

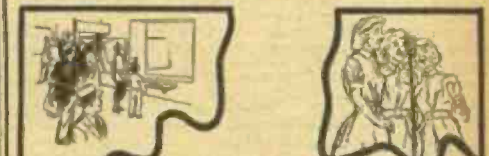
Georgia Am. Co.: Dahlonega, Ga.; (Fair) Cumming 8-13.
Gentech (Fair) Louisville, Miss.; (Fair) Waynesboro 8-13.

North's Rides: (Fair) Port Benton, Mont. 5-7.
Olson (Fair) Louisville, Ky. 8-13; (Fair) Chattanooga, Tenn., 15-20.

Strates, James E.: Syracuse, N. Y.; York, Pa., 9-13.
Strong's Am.: Dunning, Neb. 4-7; Cordell, Okla., 11-13.

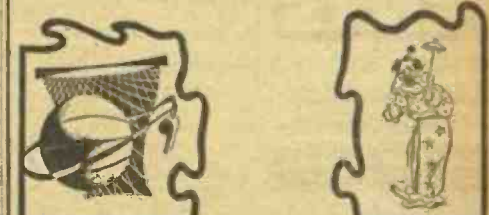
Tivoli Expo: (Fair) Greenville, Miss. (Fair) Jonesboro; Ark., 8-13.
Uncle Joe's Am.: (Fair) Tipton, Okla.; (Fair) Frederick 8-13.

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Circus Routes

Beatty, Clyde: Colorado Springs, Colo., 1; Pueblo 2; Trinidad 3; Las Vegas, N. M., 4; Santa Fe 5; Albuquerque 6-7; Las Cruces 8; El Paso, Tex., 9; Almagordo, N. M., 10; Roswell 11; Clovis 12; Artesia 13; Hobbs 14.

Benbro Bros., Frederick, Okla., 9; Cape Girardeau, Mo., 11; Bentonville, Ark., 24-25.
Carson & Barnes: Plainville, Kan., 13.

North American Mankato, Minn., 8-13; Hutchinson 4-10.

Carnival Routes

Continued from page 31

- Williams Amusement Co. (Fair) Bland, Va.
- Wilcox, Dick (Fair) Guilford, Me.; (Fair) Machias 11-14.
- Wilson, Famous (Fair) Sandwich, Ill.; Canton 10-13.
- Wolfe Am. Co. (Fair) Seaw Hill, N. C.; (Fair) Kasson 8-13.
- Wonderland Expo. (Fair) Hugo, Okla.; (Fair) Levelland, Tex. 8-13.
- World's Finest (Fair) Quebec City, Que.; (Fair) Renfrew, Ont. 10-13.
- World of Pleasure: Jamestown, Tenn.; Fayetteville 8-13.
- Young, Monte: Brigham City, Utah; (Fair) Salt Lake City 8-13.

Thrill Shows

- Art Swenson's Thrillseeker (Fair) Toronto, Ont. 1; (Fair) Versailles, Mo. 3; (Fair) Bethany 4; (Fair) Lincoln, Neb. 5; (Fair) Sandwich, Ill. 6; Hinsdale 7.
- Jack Kochman's Hell Drivers (Fair) Findlay, O. 1; (Fair) Syracuse 2; (Fair) Warsaw, Va. 3; (Fair) Syracuse 4-5; (Fair) Rutland, Vt. 6; (Fair) Reading, Pa. 7; (Fair) Hickory, N. C. 8.
- Jack Kochman's International Auto Daredevil (Fair) Flemington, N. J. 1; (Fair) Fort Royal, Pa. 2; (Fair) Marietta, O. 3; (Fair) Dunakirk, N. Y. 6; (Fair) Honesdale, Pa. 8.

Ice Shows

- Ice Capades of 1959: New York, 3-10.
- Shipstead & Johnson's Ice Follies of 1959: Los Angeles, Calif. 4-21; Denver, Colo. 24-29.

Miscellaneous

- Brink's Comedians: Monte Vista, Colo. 1-6.
- Burke's Wild Cargo (Fair) Indianapolis, Ind. 1-4.
- Fraser's Wild Life Show: Fayetteville, Tenn. 8-13; Florence, Ala. 15-20.
- Greene, Dr. Morton: Hypnotist: Fort Orchard, Wash. 8; Burlington 6; Ephrate 10; Aulwin 11; Quincy 12; Forest Grove, Ore. 13.
- Matchstick City (Fair) Indianapolis, Ind. 7-4.
- Pogo Circus Productions: Oakland, Calif. 1-11.
- Toby and Susie Show: Centralia, Mo. 17; Macon 8-14.
- Tommy Scott Country Show: Massena, N. Y. 1; Pittsford 2; Ogdensburg 3; Gouverneur 4; Watertown 5; Carthage 6; Oswego 8; Syracuse 9; West Auburn 10; Geneva 11; Canandaigua 12; Penn Yan 13; Rome 15; Utica 16; Norwich 17; Little Falls 18.

GREELY SWITCH

RCA Notes Eastward Movement of Rodeos

DENVER—The popularity of rodeos in areas east of the Mississippi is definitely on the up-bow, according to Lex Connelly, secretary-treasurer of the Rodeo Cowboys' Association. In 1958, the national organization has approved a record number of new units in cities far from the rangelands that spawned the sport, some at agricultural fairs, others under various auspices.

First of the new concepts was at the atomic city of Oak Ridge, Tenn., where six performances were held August 26-30. The same week the International Order of Odd Fellows sponsored six performances at the Fort Wayne (Ind.) Speedway, August 29-September 1, and the biggest of the new ones will be held at the New York State Fair, Syracuse, with 512 performances scheduled.

West Virginians will have their first opportunity to see an RCA

meet during six performances September 3-7 at the Huntington Motor Speedway. Other new dates are Dunlap, Pa., September 10-14; Rochester, N. Y., September 16-21; Tupelo, Miss., September 23-27; Indianapolis, October 1-5; Jackson, Miss., October 6-11, and New Haven, Conn., October 8-12.

A total of 67 performances will be held in 47 days at these new spots, which fit in with a schedule of established success in popular Eastern areas. New York's Madison Square Garden rodeo, now in its 29th year, is the oldest and, with 28 performances, also largest. Some were new last year like Evansville, Ind., and Harrisburg, Pa., where over 80,000 saw the Pennsylvania Livestock Exposition in 1957.

Two new rodeos that turned in successful scores this year were at Winston-Salem and Charlotte, both in North Carolina, early this spring.

Marshfield, Mass., Fair Breaks Records

MARSHFIELD, Mass.—The 91st annual Marshfield Fair's success this year indicates that the Bay State season could be a banner one. Closing Saturday (23) after a seven-day run, the gate totaled 163,000, some 33,000 above last year.

A "downpour" on the first of the six-day pari-mutual horse racing meet dropped the handle by \$17,000 below the 1957 total. This was drawn from a card of eight races for four days and nine races on the latter two. Mutual gross was \$393,740.

Observing the fair enjoyed the greatest success in its history with the grandstand doing good business on live acts supplied by the Al Martin Agency of Boston. Joe Childwood's thrill show drew 18,000 at two shows on opening day, Sunday (17). Livestock, poultry, handicrafts and floral displays were bigger than ever.

E. W. Burr, who had his Play-lanes Amusement Company on the midway with more rides than last

year, reported the best grosses in 10 years at this event. Among carnival folk was Kelly the Candyman, who, while leaving the spoiling to his son, was happily greeting old friends.

Edward M. Dwyer, president, said he was completely satisfied with results of the fair and pointed to the fact that the gates had to be closed at 1 p.m. on the final Saturday as more patrons than the grounds would hold sought admission.

Plans for next year include moving the horses to the opposite side of the area and building new stables. This will leave room for a vastly extended parking lot. Free radio and television coverage was handled by veteran Boston publicist Floyd Bell. The Christian Science Monitor ran a five-column picture on page one of Children's Day as well as a three-column out-look inside the floral display.

Miniature Golf Course Planned Near Cleveland

NORTH RANDALL, O.—Nate Schultz, motion picture executive and operator of a golf driving range here, has announced plans for the construction of a new 19-hole miniature golf course in the suburb of Cleveland. It is scheduled to open in the spring of 1959.

To be designed and constructed by Arland Engineering and Construction Company of New Hyde Park, N. Y., the course will feature a moat around an island, Japanese style bridges, waterfalls and a 12-foot-high fountain.

The new course, which will replace an old one, will be landscaped and located around a number of tall trees that will provide shade.

HOUSTON—The 1958 production of "Ice Capades" will open an eight-day engagement at the Sam Houston Coliseum on September 18. The 18th edition of the show will be sponsored, again by the Houston Police. Performances will be given each night except Sunday, with three shows on Saturday, and two Sunday matinees.

227 RED STARS WINS FREE GATE AT ALTAMONT

ALTAMONT, N. C.—The Altamont Regional Fair, bearing many labels, can also add the title Supermarket Fair if it desires.

Last year it dispensed with apron men and ticket takers, substituting women cash register operators in toll booths. The machines were rented, but this year the fair purchased its own. Cash customers got receipts, and the red-starred ones got free admission for the carnival. This inducement for patrons to exchanging their receipts resulted in 227 free admissions, exactly the same number admitted in that manner a year ago.

THE FINAL CURTAIN

CULLEBREATH—Col. Harry C. 76, a director of the Florida State Fair and Gasparilla Association, August 23 in a Tampa hospital. Also vice-president and director of Lykes Bros. Steamship Company, he had long been active in Tampa business and civic affairs, and was a member of a pioneer family. He served on the board of trustees of the University of Tampa and of the Florida State Fair. He was a member of the Tampa Endowment, Inc. Burial in Hopewell Cemetery, Tampa.

DAVIS—Glenmore Whitney, former dramatic critic of the old New York Globe who later had outdoor show business connections, August 20 in Detroit. After leaving the Globe he worked as a press agent and promoter, his assignments including Luna Park, Coney Island, N. Y., the Ringling circus and carnivals. He left Luna Park in 1918 and retired in Detroit.

GREGORY—Robert W., 62, of Johnny's United Shows, August 24 in Huntsville, Ala., from injuries suffered in an auto crash. His widow, Dot, survives. Burial was in West Columbia, S. C.

HANSON—Jack, 68, Milwaukee magician known professionally as Mystic Hanson, August 10 in Milwaukee. He had been in show business since the age of 16, beginning his career as an acrobat. He trouped with the Ringling show in 1912, with Patterson & Colman in 1917, with the Sterling show in

1923 and with the Bonham circus in 1924. Shortly thereafter he became first assistant and stage manager for Mysterious Smith and also was first assistant on the Harry Thurston show. Since 1927 he has had his own magic show. Survived by his wife, Rosella, four sisters and a brother. Burial August 22 in Elmwood Cemetery, Antigo, Wis.

LA PEARL—Geneva B., wife of circus clown and press agent Jack LaPearl, at Wheaton, Ill., Tuesday (26). Services were conducted Wednesday (27). Survivors include her husband, who is with Clyde Bros. and Hagen Bros. shows, and a sister living in Bell, Calif. Prior to her marriage about two years ago she was a school teacher at Oak Park, Ill., and author of stories for children.

MARCHBANK—Mac, 61, midway concessionaire for 40 years, recently near Wilcox, Tex. His body was found in the Brazos River. He had been with International. Todd and United Exposition shows, among others.

TEMPLE—William, 42, trapeze performer, at East Los Angeles, Calif., Sunday (August 24). He had just returned from an eight months stay in Australia. For many years he was with the Escalante Troupe.

Upped Gate & Night Judging At Bath, N. Y.

BATH, N. Y.—Stenben County Fair upped its gate price from 75 cents to 85 this year, leaving parking at a quarter and running a second year on a split-week schedule.

A few annuals in New York State have altered their dates in recent years because of the power of the State Fair in attracting livestock and other exhibitors. Bath had coincided with Syracuse during Labor Day week, but advanced in 1957 to a Wednesday opening, ending on Labor Day to retain the big holiday weekend.

J. Victor Faucett, fair secretary, said the plan has worked out well and bolstered the agricultural end. Following the opening days, those exhibitors who so desire can be released for the jump to Syracuse.

Fair opened Wednesday (27) but it was too early to learn whether there was any resistance to the upped admission. Attendance of 5,900, typically weak for opening day, was about 1,000 behind last year.

An experiment is being made with night cattle judging, splitting the judging program in an attempt to attract more non-farm competitors. Fair has a varied Ward Beam grandstand program with an ice show for two days, the Hendricks wild animal show on Friday (30), big revue Saturday and Sunday, and Black Diamond Rodeo on Labor Day. Harness racing was set for Wednesday but Friday afternoon, Minnie Pearl hillbilly show Sunday afternoon, and Jack Kochman thrill show Saturday matinee.

Fair attendance usually runs between 40,000 and 65,000, with the record having been set at the close of World War II. Recent years have seen the event struggle thru police scares and strike setbacks in the area, Faucett noted. This year's employment situation did not pose a hazard to the fair.

WINTER FAIRS

California

Los Angeles—1958, October 18-22; Santa Ana—1958, October 18-22; San Diego—1958, October 18-22.

Florida

- Aradale—1958, October 18-22; Ft. Pierce—1958, October 18-22; Ft. Pierce—1958, October 18-22; Ft. Pierce—1958, October 18-22.
- Aradale—1958, October 18-22; Ft. Pierce—1958, October 18-22; Ft. Pierce—1958, October 18-22; Ft. Pierce—1958, October 18-22.
- Aradale—1958, October 18-22; Ft. Pierce—1958, October 18-22; Ft. Pierce—1958, October 18-22; Ft. Pierce—1958, October 18-22.



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ROLLER RUMBLINGS

Chase of Roller City Fire Undermined

DENVER—According to Fire Chief Corley Bayne, the Sunday (17) fire (The Billboard, August 25) that swept thru the Roller City rink here apparently originated in a small plywood chest that housed a water heater and some building maintenance supplies. Cause of the fire remains undetermined.

Bayne said that the fire swept along the floor of the rink, and a plastic floor surface created a non-slip smoke that felled firemen. Those not taken to the hospital continued fighting the blaze after receiving oxygen at the fire scene.

Firemen also were hampered by having but two fire hydrants in the area. One was five blocks away and the other three blocks from the scene. Bayne said one of the hydrants supplied 50 pounds pressure while the other gave only 30 pounds. He said the fire could have been much more serious if it had started an hour later, at 2 p.m., when customers would have been in the rink.

Only two of nine persons overcome by smoke required hospitalization. They were A/IC Dean Glasser, Lowry Air Force Base, floor manager of the rink, who was in good condition Monday at Fitzsimons Army Hospital, and a fireman, Glasser told firemen he was washing his car in front of the rink about 11 p.m., while waiting for the building to open, when he saw the blaze.

Efemen from Baucroft Lakeswood fought the blaze for two hours before getting it under control. The roller rink, located in suburban Lakeswood, was owned by James R. Chado, who opened it in January. Chado was boating on a nearby lake when the fire started. He was unavailable for comment.

Monday, but firemen estimated the damage at \$100,000.

Chief Bayne said that Jefferson County building inspectors Monday condemned the rink after it was noticed that heat from the fire had spread the walls. Much of the fire damage was to expensive shoe skates stored in a portion of the building.

Holtzclaw, Gaston Open Elko Skaters

Holtzclaw, Gaston, Ontario, Ont., recently opened the Elko Roller Rink in the Knights of Pythias Hall on Court Street here. Holtzclaw said that he will remain in Elko, until the rink is well established and then return to Oregon, leaving the rink operation under the management of Gaston.

Bristol, Va., to Get \$50,000 Roller

BRISTOL, Va.—Dialaund Roller Rink, a \$50,000 enterprise here, was incorporated recently. The rink is to be located at 421 Cumberland Street. W. L. Nimmering was named as agent in incorporation proceedings.

Skating-Dancing Platform Presented to East Haven, Conn.

EAST HAVEN, Conn.—The East Haven Exchange Club has presented an all-purpose skating rink and dancing platform to the town. During inaugural presentation ceremonies, Exchange Club President Dayton B. Well commented that "the rink can be used for roller skating, keeping our youth off the streets, and it can be and will be frozen over in the winter for ice skating."

Carey & Lucia Open in Bensford, Conn.

BHANSFORD, Conn.—Indian Neck Casino, formerly known as Palmer's Casino, has resumed public roller skating on Tuesday, Friday, Saturday and Sunday nights, 7:30 to 11, with children's sessions on Saturday and Sunday afternoon from 1:30 to 4:30. Rink is under management of Carey & Lucia Rinks, Inc.

Bridgeport's Blood Bank Day Success

BRIDGEPORT, Conn.—A family day at Pleasure Beach Amusement Park with free food, soft drinks, beer and rides, was offered August 29, from 12:45 p.m. to 5:30 p.m., in exchange for donation of one pint of blood to the Bridgeport Blood Bank. The local dailies headlined the park offer on page one. Response was very good.

In another headline-generating promotion, Manager Frank Southing conducted a 25-word essay contest for the Lone Ranger's August 30 performances. Youngsters were asked to write on "Why I would like to ride with the Lone Ranger."

The park, planning an all-out campaign during the winter to boost special outing groups next summer, is handling organization bookings thru Alderman Tom O'Brien, George Stella and Bill Leel, all well-known Bridgeporters. They offer reduced rates on rides as a come-on, plus free use of picnic facilities, including beach convention hall.

Slow Start Is Overcome By Crescent Park

RIVERSIDE, R. I.—The New Roundup was a big leap in keeping ride income from sagging because of weather, Arthur Simmons reports here. A slow start was recorded but business has come up to the 1957 level recently, he said.

Apart from amusements, however, the shore dinner house has done very well, exceeding last year's income. The park will be gaining 10-acres due to the Bullock's Cove dredging project, and will eventually use this space for parking.

Park has 14 major rides and 13 kiddie units. The State Democratic Convention has been booked for December 7. Simmons said bookings at conventions, of which a local East Providence event is one, will help the spot in wind up the year in good financial shape.

Pacific Park Management In Changes

SANTA MONICA, Calif.—J. L. Van Volkenburg, former president of CBS Television, has been elected president of Pacific Ocean Park, succeeding Gwynn Wilson, who became chairman of the board.

Van Volkenburg assumed his duties at POF, the multi-million dollar amusement park sponsored jointly by Los Angeles Turf Club and Columbia Broadcasting System, immediately upon appointment by the board of directors.

Van Volkenburg joined CBS in 1932 as sales manager of KMOX, St. Louis, and held a number of important positions to 1948 when he became director of station administration for all CBS-owned radio stations; and later was named vice-president and director of CBS television operations.

In 1951, Van Volkenburg became president of CBS Television and was named to the board of directors.

Serving on the POF board of directors are William S. Foley, chairman of the board of CBS, Inc.; Frank Stanton, president of CBS, Inc.; Leigh M. Battison, chairman of the board of Los Angeles Turf Club; Lucy Reese, J. L. Taylor, president of Los Angeles Turf Club; and Van Volkenburg, now POF president.

Other officers include Robert P. Strub, secretary-treasurer; Eubard C. Fretzel Jr., assistant secretary; and Ivan Betts, controller and assistant treasurer.

House of David's Garden of Eden Marks 50th Year

BENTON HARBOR, Mich.—The Garden of Eden Park, operated by the House of David, celebrating its 50th anniversary this season. The park was established under the management of the late King Benjamin Farnell in 1908, and has been for several decades under the direction of Chick Bell, entertainment manager and well known among showmen. In addition to rides, zoo, and other attractions, the park features a special show on Wednesday evenings, drawing around 4,000 people.

MUNICH, LONDON NAAPPB PLANS SET

Mickey Hughes Host of October Fest; English Park Group Sets Reception

CHICAGO—Details of plans Mickey Hughes has set up for European tour group at Munich, Germany, were announced this week by Hughes, New York ride importer, and John Bowman, secretary of the NAAFPB.

At the same time it was finalized that the president of the English Amusement Park Proprietors' Association will be host to the American park group on its arrival in London.

Hughes' schedule of events picks up the tour party as it arrives at Munich, September 21. Bowden will meet the tourists at the Regina Palace and take them on a tour of the Oktoberfest site. Luncheon will be at the Hippodrome at the Oktoberfest. Guests will include the NAAFPB group, the lord mayor of Munich, U. S. consulate and diplomatic officials, and representatives of showmen's associations of Germany, Denmark, England, Norway, Italy, Holland and others plan representatives of

the German ride manufacturers' association and of the show trade paper, Komex.

Oktoberfest officials, including the festival's president, will be among the luncheon guests. Later, the NAAFPB group will be present as the Oktoberfest is officially opened for its 1958 season.

Mrs. Ingrid Hughes, wife of the host, will go to Munich 10 days early in order to finalize arrangements for the event. About 200 persons are expected for the luncheon.

English Greet Group
When the traveling NAAFPB members arrive in London on September 23, they will be guests at a reception given by W. E. Roth, operator of the Casino-on-the-Sea park at Essex, and chairman of the Amusement Park Proprietors' Association. Roland Pinkney is executive secretary of the English group. On the second day in London, the American park people will be divided into smaller tour parties to visit amusement parks in the London area.

The NAAFPB tour will move from London to Copenhagen, Florence, Munich, Brussels, Blackpool and Paris before returning to this country on October 4.

Weather Takes Measure of Rocky Point

PROVIDENCE—Business at Rocky Point Park took a 25 per cent drop due to dampness and cold which plagued Eastern outdoor show business. It is reported, Shore Dinner Hall has fared okay, however. Manager Paul Haney notes.

Park has one of the Up N' Atom Rides of Carl and Hasmogosa. Philadelphia dance hall has had a successful season with teen-age record hops, with Chuck Stevens. Arthur Jan (Candred's) band was also featured during the year.

Haney enlists attractions thru the park's leaseholder system. Al Martin, of Boston, provided free act. The park has the Republican State Convention booked in for September 21.

Holyoke Park Sets Pyro, Awards

HOLYOKE, Mass.—Mountain Park has Tuesday night fireworks shows and free circus acts afterwards and evenings.

Also on the program are regular "3500 Giveaway Days" on Mondays. Park distributes appliances, jewelry and other merchandise of value.



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WOM Take Booms As Ottawa Goes To Full First Day

Ideal Weather and Longer Run Stretch Gross for First Days

OTTAWA — The traditional Bonanza week in Ottawa shaped up as just that for the World of Mirth Shows, which has been pointing to the spot through the first half of the season. Following a rough wind-up at Valley Field, Que., the outfit took plenty of time making ready on the Central Canada Exhibition Grounds.

For the early days of the fair the gate was up and so was the midway gross. Fair went to an evening Friday opening last year, and stretched it to a full Friday (22) this time, boosting the gate by 50,000 and patrons.

This is the second year of a novel free-year midway contract and the show displayed the power and ingenuity which has made it a future force. Four light towers under construction until now, were completed. There were more than 45 games and 15 shows in action plus the sparkling concession line-up provided over by Bernard (Bucky) Allen.

A feature this year was the newly located Kiddieland in a shady grove fitted out with picnic tables and park benches. Eighteen rides were in the section, plus live pony and donkey rides.

Business this year was spotty although several very good days benefited the show in Major Valley Field had the earmarks of a winner but closed in a windstorm which blew down the flumes and Mistral cope. Still dates were not outstanding, due in part to unbreathable weather conditions.

Big Publicity Effort

The show goes all out for this week and its operation is a model of carnival public relations. Groups of pinup are handed out to underprivileged children. A well-stocked horse trailer is run into style by publicist Richmond Can. Allen and Owner Frank Bergen maintain both together and independently. It is open house all week for radio, TV, newspaper, fair and civic people, and the results of the all-stop-out campaign

are evident in daily feature stories and picture spreads.

Two Roundup rides were in the line-up, as were the major rides of Charlie Cooper and the show's multi-body German Casemel. Shows included Titta's Wine-Bath Revue with comic Tabby Boots, the "Follies" revue featuring a local quartet, the Walter Wansow Side Show, Chambers' Monkey Speedway, Torture Show and Glass House, Mash White's Motordrome, McCarthy's Wild Life, Snake Show, Pit Show and Unborn. Some Bernis Ahern rides rounded out the collection, which included virtually every type of ride on the continent.

Following this date the show heads into falls of Lewiston, Me., Brockton, Mass. and southward.

Al Kunz Tops 1957 Grosses At Du Quoin

Business First Five Days Beats Record Figures

DU QUOIN, Ill.—Good weather and large attendance at the Du Quoin State Fair here last week was working in favor of Heth Shows, which for the first five days of the nine-day run was up a couple of percentage points over 57. Al Kunz, owner-manager, said this compares favorably with last year, which was a peak year for the fair zone.

Show fielded a total of 24-rides and shows and had 60 concessions working. The Dodgen was leading the rides, with the Scramble seconds and Nat Meezy's Follies Revue topped the back end.

Business in general has been ahead of last year, Kunz disclosed. Despite some signs of recession, his over-all gross is ahead of '57 and in his words, "we have more in the '58." (Continued on page 60)

Royal American Snaps Back After Two Days of Rain

Overcomes Loss of Kid Day Receipts; Mitzi Leads Shows, Mouse Tops Rides

ST. PAUL — Royal American Shows and the Minnesota State Fair last week demonstrated their combined drawing power by overcoming two days that were practically rainouts and not only made up the losses but forged ahead of last year on the fun zone.

After an excellent preview night on Friday (23), the fair opened Saturday (24) only to have rain set in at noon and continue to 5 p.m. Royal American rides and shows grossed approximately \$22,000 on the day compared with \$29,000 last year. Then on Monday, rain again came down at noon to severely hurt kids' day, the day's gross being \$30,000 against \$41,546 on the 1957 kids' day.

Despite these two blows and aided by a big Sunday, Tuesday and Wednesday business, the show made up the losses and by the close of business on Wednesday was \$12,050 ahead of a year ago. Carl Sedlmayr, owner-manager, announced. Given good weather the remainder of the week and the Labor Day weekend, Sedlmayr expected to set another midway record here.

The Minnesota State Fair, long one of the best Side Show fairs in

the business, switched this year. Albo the Dick Best Side Show was racking up big grosses. It was second to the show-owned Mitzel unit which was drawing big crowds. Edna Claxton's Harlem in Havanna was in third spot with Bill Kemp's Mardurdom on its heels. The Wild Midge was doing strong business as was the Roto and big Roller Coaster and the Kiddieland was handling large crowds of addicts.

Two City newspapers, radio and television stations were giving the midway, as well as the fair, strong publicity and coverage.

As usual, visitors were many. Included were Joe Mansour, secretary-manager of the Louisiana State Fair, Shreveport; J. Ralph Peck, general manager of the Illinois State Fair; Jack Reynolds, manager of the Eastern States Exposition, Springfield, Mass.; Andy Hanson, manager of the All-Iowa Fair, Cedar Rapids; Tommy McLeod and Gordon Grant, Regina (Sask.) Exhibition; Bill Singleton, Winnipeg Fair; Mr. and Mrs. Wilfred Walker and Mr. and Mrs. William Walker, Canadian Lakeside Exhibition, Fort William, Ont.

FIRST TIME IN

Gooding Tops Peak At Mo. State Fair

SEDALIA, Mo.—The Gooding Amusement Company, at the Missouri State Fair for the first time, set a new all-time tide and slow gross record, topping last year's fun zone take by some \$7,000. It was reported here last week.

The Wild Midge, in its first appearance here, added greatly in upping the total figure. On the initial Sunday of the fair, it rode close to 7,000. Other rides that also helped were the Hurricane, Flying Saucers, Turmpike, Tractor Ride and the four-almost Merry-Go-Round.

On the back-end were two off-ice-owned units, a Rock and Roll show and a 24-people minstrel revue, the latter managed by Charlie Hodges. Others included Joy Purvis' gal unit, Hodges' Side Show, Jack Hatcher's Motordrome, H. P.

Smith's Blimpo, Hodges' bearded fat lady, Mark Williams' Night-mare Alley, Doc Hartzwick's snake and turtles, T. H. Brownell's pigmy horses, Zachariah's dark ride, Harvey Wilson's Glass House, Warren's Arcadio and Fred Strunk's Collette unit.

Page Turns South After N. Y. Fairs

CAMDEN, Tenn.—After a go-to still date season, business for Page Bros. Shows has been on the up-beat since fairs started. W. E. Page, manager, announced here last week. Show has three more weeks in Tennessee and eight in Alabama.

Page was guest of honor at a birthday party held recently in the girl show top. Guests included M. C. House, Phil Beckus, Eddie Connors and family, Mr. and Mrs. Stanley Johnson, Mr. and Mrs. (Continued on page 60)

Conklins Set Sights On 700G CNE Gross

TORONTO — The Conklin midway operations at the Canadian National Exhibition was heading for a record last week providing the weather held the last half of the run.

J. W. (Patty) and Frank Conklin had set their sights on a \$700,000 figure for a total gross, and business the first five days indicated there was a strong possibility of topping all past weeks. Despite rain on the first two days, fun zone takes were well ahead of '57. Friday (23) the midway gross was 25 per cent Saturday gross was \$83,000 compared with \$54,000 last year; Monday (Kid Day) was up 20 per cent and \$83,000 midpoint rode for a dime. From Tuesday thru Thursday, business was up from 7 to 12 per cent daily, according to Patty Conklin.

The new Wild Mouse was doing big business, grossing \$4,379.20 on Monday, and taking in about \$3,500 on every other day with 10 cars operating. Two more were to be added for the weekend. The Red Roller Coaster took \$8,390 on Saturday and about \$7,000 daily on the other days. Also participating in big takes were the Center Express, Derby Race, Satellite Jets, a new German kid ride and Norman Bartlett's Flying Coaster.

On the back-end Lou Dufour's Side Show topped the line-up. Running in order were Mel Smith's Wild Camp, a big reptile; Duke Pilgrim's Jazz Africana; Dufour's Life Show and Chick Schloas' girl unit. Hollingsworth's Ghost Train did strong business and the Kiddieland was getting big play. On Saturday the 24-ride suspect area had a new high of \$13,800 and on Monday took in \$11,000.

U. S. Senate Probes Show-Worker Union

Continued from page 47

the contract, Hines said. Karsh refused to permit unloading of the show train to the Fort Wayne railroad yards. He said that pickets, imported by Karsh, carried instruments which he described as something resembling baseball bats.

Hines said that Karsh said he would prevent the show from moving out of Fort Wayne. Hines testified that Karsh wouldn't permit animals on the show train to be watered or fed. Hines also said that he demanded that Karsh ask the workers if they wanted him (Karsh) to represent them. Karsh refused, but a day or two later appeared before the employees.

Testifying on some of the questions asked by the employees of Karsh at that meeting, Hines said that one employee asked, "Can the show leave if we don't join."

Karsh's answer to this, Hines reported, was, "I'm not gonna answer. You're not union members yet and you got no right to ask. The union isn't gonna give out its secrets."

The show owners finally agreed to sign a contract, Hines said.

Conduct Testifies

Floyd E. Gooding, president of the Gooding Amusement Company and Columbus (O.) Zoo, Park, followed with testimony that he was approached by Karsh a few days after the Fort Wayne occurrence. Gooding said that Karsh indicated he did not want to talk to the Gooding employees about organizing but only to Gooding. Gooding further testified that he agreed to a union agreement only after the Monroe, Mich., fair board had expressed that one of his units might otherwise be picketed at the fair.

Gooding added that he did not sign a contract. His agreement was verbal. Gooding said he refused to sign unless the contract was first examined by his Columbus law firm of Smit, John W. Bricker (R., O.). At this, Gooding testified, Karsh backed down.

Gooding said that he, not his employees, paid Karsh about \$640 in advance dues. He also testified that soon after reading in The Billboard that the American Federation of Labor's National Council at its annual convention had passed an order revoking the Carnival Workers charter, he called his bank and asked the bank to stop payment on the check.

Inadvertently, the bank did make payment on the check, and Gooding testified he was repaid. But the bank, he added, is looking for Karsh for accepting money under false pretenses.

Hyman J. Powell of New York, secretary-treasurer of the Jewelry Workers, testified that his union had issued the charter in 1932 to Karsh upon Gibbons' recommendation. When the charter was revoked, his union, he testified, made no effort to recover the dues Karsh had collected.

Powell said he was unaware that Karsh had been "kicked out" of the AFL before the charter was issued.

Cites Jewelry Unions

Questioned why the jewelry firms that they had jurisdiction over carnival workers, Powell said close to \$100,000 worth of watches, clocks and pieces of costume jewelry were sold or given away as prizes each year at carnivals, most

(Continued on page 60)



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3 WINNERS

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Auto firms working on new models: Metropolitan Club Harvest Festival: Van Buren and Beach Daily Rds., September 9-14; Rotary Club Harvest Festival, Beach Rd. and Michigan Ave., September 16-21; Metropolitan Club Harvest Festival, 9-Mile Rd. and Gratiot (also of Eastwood Park), September 23-28. Two good spots to follow.

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Colored and Pin Show Agents for Greenville, Ga. Open Sept. 1. All replies to **DANNY ROYAL**, Johnny T. Tinley Show, Greenville, Ga. this week.

BOB HAMMOND SHOWS

Want Girl Show, Pin and Grand Show for Memphis, Tenn., Sept. 9-13, Baltimore, Md., Sept. 15-19, New Brunswick, Canada, Center and Pasadena, Calif., to 20-24. Additional

BOB HAMMOND, Ave. 624, Dallas, Tex. week.

AGENTS WANTED

For Picture Shows, Lamp Shows, Bookings, All-in Shows and Operators. Also 2 Pin Shows Agents. Bloomington, Ind., Sept. 11, Indianapolis, Ind., Sept. 24-28. Also 2 Pin Shows Agents. All replies to **ROGER YOUNG**, 616 Grand American Bldg., Detroit, Mich. week.

MIDWAY CONFAB

Mr. and Mrs. Cliff Wilson, midway producers, were in the Midwest last week making an annual tour of fairs before setting up the fun zone at the Mid-South Fair, Memphis, where Cliff reports he will have 34 or more attractions. On the Wilson route were fairs at Milwaukee, Columbus, O.; Toronto, Detroit, Indianapolis, Louisville, and Lima, O. . . . Amos S. Young, blond, Funhouse op and owner of the Village of Rosedale exhibit, was taken ill at the Ironwood, Mich., fair and is confined in Room 27 of the Grand View Hospital. Mrs. Youngblood reports he'll remain off the road for the balance of the season.

Dick Hilburn reports the following Side Show line-up on Amusements of America: Wyle Everedge, fire-eater and pin cushion; Carl Newwood, frog boy; Gracie Kuhn, vanishing pigeons; Cye Gray, alligator skin; Nora Hillman, mentalist and electric; Essie; Lou Spradley, blade box; Norman Sharp, lion tongue; Bill Fitch, sword swallower; Mollie Sharp, bally; Eddie Wardenki, ticket seller; Rowland Callanra, outside talker, and Hilburn, less than half a man and tattoo artist. Show is sporting a new banner painted by Hilburn and Don Crawn.

Mrs. J.-C. (Ethel) Weer left Miami recently to visit with her sister in Miami. She expressed her thanks for the many expressions of sympathy on the recent death of her husband.

Billy Logsdon made a quick trip to his Louisville home following the Philadelphia, Miss., fair to pick up his Cadillac to log his new Spartan trailer.

Joe Scortino's show bus was in a crash en route to the Escanaba, Mich., Fair and several personnel were hospitalized. The show opened okay at the fair, however, and will also be in Detroit for the Michigan State Fair, Sam Rogers reports. . . . Carl Anderson, owner-manager of Rainier Shows, was guest of honor at a Saturday night (23) birthday party held in the bingo top. All the personnel enjoyed a huge cake with a Merry Go-Round on top.

Kids on the O. C. Buck Show are heading home for the school session, including Skipper Beldock, Bobby Vick, Karin Peugh, the Fairies kids, Jimmy Quins, agent for the show, observed another birthday during the fair in Gouverneur, N. Y.

Joe Stevens, who recently sustained a broken leg, is in St. Elizabeth Hospital, Appleton, Wis., and would like to hear from friends.

Charles and Clara James, of Johnny's United Shows, hosted friends at a steak and barbecue dinner while in Huntington, Tenn., recently, the occasion being a celebration of the recent purchase of a new car by the James. Guests included Marilyn and John Portemont, Kathleen and Jimmy Bush, Lucielle and Jack Owens, Jean and Lloyd Kelley, Helen and Glenn Gatta, Peggy and Billy Sheaffer, Fay and Bill Brown; Mrs. John Brown, Van Acker, Charles Terry and Chester Brown.

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Virginia's second largest fair. All attendance records broken last year.

CONCESSIONS Can place Redden Darts, Flip-pan, Photo Gallery, Will eat BK on Class Pitches. Book Loan Pitch or Pottery Pitch. Monthlies or any other Handy Pitch. Under Wrecked will back one Wheel with Handy Park for rest of season. We are carrying only 6 games.

RIDES Can place Round-Up, Scrambler, Madcap, Merry-Mid-Top or any other Ride not mentioned.

HELP SHOWS We can ALWAYS use SO-GIR, BILLIARD RIDE, HELP WHO DRIVE SEMIS. Can place Wildlife, Dinosaur Car, Monkey Circus or any other outstanding Show. Will Operate for Monthly Maintenance and Operator for 15th Show. Address all wires and phone calls to

LLOYD D. SERFASS, Owner & Gen. Mgr.; HARRY (BUSTER) WESTBROOK, Bus. Mgr. We have phone in our office. Ask for PENN PREMIER SHOWS, Staunton, Va. this week.

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SHOWS Want Fish Pond, Blower, Photos, Long Range, Hats, Ball Games, St. Cath, Hot Coms, Cola Bottles, Fish-Till-You-Win, Cone Rack, Strong Coms, any Street Concessions.
EATING STANDS Cookhouse, Grab, Custard, Popcorn and French Fries.

RIDE HELP Can place Side Show on all Rides. Join at once. Long season.
Can place following rides for this big fair: Wheel to Win, Roundup, St. Mat Rod, Turkey, Helicopter, Pinsetter, Spinners, Reddington, Darts, Ride, Chaperone and Kiddie, Moon and oscillating. Following people contact: Cary-Jones, Curtis, Hubert Bennett, White Richardson and Cooper. Want Foreman for Allan Henschel Kiddie Ride.

JOHNNY'S UNITED SHOWS
A FAMILY TRADITION

COBB COUNTY FAIR, MARIETTA, GA., SEPT. 15-20

Can place following rides for this big fair: Wheel to Win, Roundup, St. Mat Rod, Turkey, Helicopter, Pinsetter, Spinners, Reddington, Darts, Ride, Chaperone and Kiddie, Moon and oscillating. Following people contact: Cary-Jones, Curtis, Hubert Bennett, White Richardson and Cooper. Want Foreman for Allan Henschel Kiddie Ride.

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WANT: All legitimate Merchandising Concessions.
No Kiddie Rides or Eating Stands Wanted.

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Buckeye State Shows

Canal Winchester, Ohio, Street Fair, Sept. 3-6; Greenup, Ky., Fair, Sept. 10-13; Vannoyburg, Ky., Fair, Sept. 17-20

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Can place Street Sales and
Prize-Every-Time Games.

SEPTEMBER 8-13
MELSONVILLE, OHIO
PARADE OF
THE HILLS
Can place Street Sales and
Prize-Every-Time Games.

SEPT. 17-20
JACKSON, OHIO
APPLE FESTIVAL
On the Strength
Manky Punks of
All Kinds.

SEPT. 22-27
MITCHELL, IND.
PERSIMMON FESTIVAL
Can place Manky Punks
and Direct Sales.

SEPT. 23-27
KINGWOOD, W. VA.
BUCKWHEAT FESTIVAL
Want Manky Punks and
Direct Sales.

SEPT. 24-27
PAINTSVILLE, N.Y.
JOHNSON CO. FAIR
Direct Sales Only

WRITE AS ONCE

GOODING AMUSEMENT CO. CONCESSION DEPT.
1300 NORTON AVENUE COLUMBUS 8, OHIO

BROADWAY SHOWS, INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

WANT FOR SPINDLE COUNTY FAIR, SEPT. 8-13, GASTONIA, N. C. (100,000 ATTENDANCE), AND BALANCE OF SEASON.

ON ACCOUNT OF DISAPPOINTMENT, WILL BOOK SCRAMBLER FOR BALANCE OF SEASON. CONCESSIONS: Eating and Drinking, Novelties, Photo, Long and Short Range Galleries, Manky Punks of all kinds, Derby Racer, Cat Racks, Buckets, Picture Frames.

RIDES: Scooter, Dark Ride, Glass House. SHOWS: Snake Show, Grind Shows, Mechanical City, Wonderland Show. Want white Talker for Simpson's Minstrel Show. HELP: All rides, Semi Drivers preferred.

WANT LIGHT PLANT FOR FREDERICK, MD., OR TRENTON, N. C. MUST HAVE WIRE. Now booking for Frederick, Md.—Slide Show, Minstrel, Grind Shows of all kinds. Concessions, Walk-Thru Shows, Girl Shows, Joe Scardino, answer. All answer: PREL SHOWS, Portsmouth, Va.

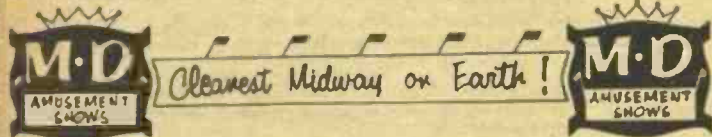
SOUTHEAST MISSOURI DISTRICT FAIR

CAPE GIRARDEAU, MO., TUESDAY, SEPTEMBER 9 THRU SUNDAY 14.

FOLLOWED BY COLUMBUS FAIR & DAIRY SHOW, COLUMBUS, MISS., SEPTEMBER 16-20; then the big MADISON COUNTY FAIR, HUNTSVILLE, ALA., SEPTEMBER 22-27; and a continuous route of bona fide fairs until Armistice week in Florida.

WANT CONCESSIONS—Manky Punks, Prize-Every-Time Games of all kinds, Derby Racer, Long Range Shooting Gallery, Ball Games, Bird, Bear and Lamp Pitch—concessions of all kinds. RIDES—Round-Up, and nonconflicting factory built Kiddie Rides.

HELP in all departments. All wire: M. G. STOKES, SEC.—BLUE GRASS SHOWS Paducah, Ky., all this week.



M.D. AMUSEMENT SHOWS
Cleanest Midway on Earth!
M.D. AMUSEMENT SHOWS

WANT SHOWS AND CONCESSIONS

For Wayne County Fair, Monesdale, Pa., Sept. 9-13; Dauthin County Fair, Gratz, Pa., Sept. 15-20; Lighthouse Fair, Philadelphia, Sept. 22-27

Can place Dodgem, Fly-O-Plane and other Rides, non-conflicting. Want Foremen for Ferris Wheel and Tilt-A-Whirl.

SCRAMBLER AT LIBERTY STARTING OCTOBER 1
All replies: Arlene Dembrosky, Litz, Pa., this week.

PAGE COMBINED SHOWS

Want for TROMANSBURG, N. Y., FAIR, Sept. 8-13; then 10 Fairs at Military Bases beginning Bedford, Va., Sept. 15

CONCESSIONS: Hot work for stock, Eating and Drinking Stand, Penny Arcade and Dairy Room. SHOWS: Microchrome, Musical, Orchestral, Mechanical, Life Show or any newly formed family-type shows. Want Employees and Cashiers. RIDES: Scrambler, Scooter, Roundup, Rocking-Horse or any non-conflicting Kiddie Rides. Rides will get money on our route. Want side Pony who drive Ferris Wheel.

All replies to BILL PAGE, HORNOLA, N. Y. P.O. Box 607, John F. Kennedy or Class Privates for cash.

Wanted for SOUTHERN STATES SHOWS

To join at once—small Customer, Photos, Leaf Galleries, High Rigger. All other Manky Punks. Ride Help in all departments! must drive truck and could visit Star, E. Greenfield, Fla. this week! Mississippi next thru South Georgia. All answers to JOHN B. DAVIN

Coast Clubs Get \$1,000 From Party

YREKA, Calif. — The Show-folks of America of San Francisco and the Pacific Coast Showmen's Association will split close to \$1,000 raised at the 25th annual show-within-a-show held August 14 on the midway of Mike Kekoa's West Coast Show.

Sam Dolmar served as chairman, assisted by Speed Mullins, Art Anderson and Mrs. Dev Mullins. Food was served by Johnny R. Miller and his cookhouse crew. At the bar were Don Heffner, Hobbie Burns and Clifford Barber. Entertainment was staged under the direction of Doc Mullins and features Miss Toby West, Denver Burns, Charles Cousine and Ronald Hamilton.

Honored guests included Chief of Police Charles Chaplin, Chief of Detectives Floyd Perkins, both of Medford, Ore.; Skippy Morgan, captain of the Oregon State Police, and officials of the West Coast Fair.

Brief talks were given by Margaret Farmer, Betty C. Coe, Lillian Schue, Clara Anderson, E. W. George Coe, Jack Christiansen, Hunter Farmer and Ed Hellwig. Mrs. Barbara Hellwig served as secretary and treasurer. Wires were read from Mike Kekoa, whose seat leg from Brussels; Harry Myers, San Francisco; Pacific Coast Showmen's Association, Jimmy Lantz, their president, and the Showfolks of America.

GREATER DIXIELAND EXPOSITION

Opening Sept. 19 and closing Oct. 22—1000 Louisiana Pairs and Festivities. Will book legitimate Concessions of all kind for the following fairs: Columbia, Ga.; Yorktown, Va.; Caryville, Ga.; McDonough, Ga.; Jackson, Ga.; Corralia, Ga.; Torcon, Ga.; Salt In on Ocala, Fla.; Pomona, Fla.; French Town, Beer With, Penny Pitch, Shows—Will book you what do you have? Will book or help fair location. No bank needed. NO STRIPPERS. NO BUCKETS. E. H. Sewell, Owner & Mgr., Bellingham, Ga.

Girls Wanted Girls \$100.00 Week

Strippers—Exotic—Young and attractive Vickie, Rusty, Barbara, Ruth Swain, contact, or come on. South after Allegan, Contact: E. H. MILLER OR HOWIE NAVARRO Cadillac, Mich., this week! Allegan, Mich., next.

Georgia Amusement Co.

NO PLATS NO SITS Will book legitimate Concessions of all kind for the following fairs: Columbia, Ga.; Yorktown, Va.; Caryville, Ga.; McDonough, Ga.; Jackson, Ga.; Corralia, Ga.; Torcon, Ga.; Salt In on Ocala, Fla.; Pomona, Fla.; French Town, Beer With, Penny Pitch, Shows—Will book you what do you have? Will book or help fair location. No bank needed. NO STRIPPERS. NO BUCKETS. E. H. Sewell, Owner & Mgr., Bellingham, Ga.

WANT WANT WANT

for fairs—Burlings, Lebanon, Lexington, Trenton, Humbolt, Greenfield—All Tennessee fairs. Manky Punks of all kinds. Mag stand—Hill Ball, Dodgem, P.C. If you have above Concessions, Call right and colored show and any worthwhile shows. Will book. Concessions, find no one else. Rides, Cat racks, all of all or wire. ELMER RED, BOOGE BRADON Paducah, Tenn., Sept. 14.

FOR SALE SCRAMBLER

No premium. Contact: W. M. T. COLLINS WM. T. COLLINS SHOWS per route

WANTED

Not Middle Operative for Monthly Fair, Long Island, starting September 15 after the Blooming, Va., Fair closes follows, and six big fairs in the South. Apply: A. HYNES 415 Schenck's Ave., Brooklyn, N. Y. Phone PD 6-9941

WANT FOR

Independent Midway, Many County Fair, Columbus, Tenn., Knoxville, Kinston, Columbia, North Carolina, and others of all types. Contact: A. B. GRANTY, FERRIS COUNTY FAIR, Columbia, Tenn. Phone: (615) 666-1100 or (615) 666-1101

\$50.00 REWARD

For information on the following information: Black, Blue, Youth, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260, 270, 280, 290, 300, 310, 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480, 490, 500, 510, 520, 530, 540, 550, 560, 570, 580, 590, 600, 610, 620, 630, 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 790, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 910, 920, 930, 940, 950, 960, 970, 980, 990, 1000.

AGENTS WANTED

For Dodgem and Manky Punks. Des Moines, Ia.; Sept. 1-3; Berryville, Ark.; Sept. 3-4; Pitts. Ia. Aug. Sept. 5-12; Mickey Ark. Sept. 15-20.

WANT

Concessions for Arkansas, Florida, Kentucky, Mississippi, Tennessee, Virginia, West Virginia, and other states. Contact: GED. BENDOWER ROCK CITY SHOWS Perryville, Ark.

WANTED

Comedian and general Arcade clerk. Must drive. No Cheaters, no Quacks. Replies: PAUL MILLER c/o KING BESS SHOWS Rutland, Vt., this week.

STANLEY FRANCIS

Wants 2 bona fide Barber Punks. Buddy or Mike can take this Wire! STANLEY FRANCIS c/o Blue Gate Show, Paducah, Ky.

GIRLS--\$100.00--GIRLS

Have openings for two girls to join at once. Long career, best of transportation, and transportation furnished. Wire or come on: MELVIN SWAFFER c/o Blue Gate Show, Paducah, Ky. This week.

BUCKET AGENTS WANTED

For Atlanta, Knoxville and Columbia, Tenn. Jim Huxford, Will drive, get in touch: MELVIN SWAFFER, c/o Blue Gate Show, Paducah, Ky., Sept. 11.

HUNTER BROWN

c/o Blue Gate Show, Paducah, Tenn.

Malone Okay
For Buck—
Elmira: Rain

★ GOODING AMUSEMENT CO. ★ WANT

KID RIDES OF EVERY DESCRIPTION EXCEPT:
TANKS—SKYFIGHTER—BOAT RIDE—AUTO—KIDDIE WHIP—LIVE PONIES
ALSO NON-CONFLICTING MAJOR RIDES

CAN PLACE TWO MORE HIGH CLASS GRIND SHOWS—NO DING
FOR THE

FINEST SOUTHERN ROUTE IN SHOW BUSINESS

COMMENCING AT KNOXVILLE, TENN., SEPT. 8, AND CONTINUING UNTIL NOV. 8

THIS ROUTE INCLUDES:

- TENNESSEE VALLEY AGRICULTURAL & INDUSTRIAL FAIR—KNOXVILLE
- TENNESSEE STATE FAIR—NASHVILLE
- COOSA VALLEY FAIR—ROME, GEORGIA
- SOUTHEASTERN FAIR—ATLANTA, GEORGIA
- CHATTAHOOCHEE VALLEY EXPOSITION—COLUMBUS, GEORGIA
- FLORIDA INTERSTATE FAIR—PENSACOLA ★ NORTH FLORIDA FAIR—TALLAHASSEE
- COASTAL EMPIRE FAIR—SAVANNAH, GEORGIA

CONTACT: **GOODING AMUSEMENT CO., INC.**
1300 NORTON AVENUE TEL AXminster 4-3717 COLUMBUS 8, OHIO

BATH, N. Y. — Opening at the fair in Malone was big for the O. C. Buck Shows, and business held up during most of the week. Show carried 20 of its own rides plus four booked in, making a total of 24.

Fair opener in Plattsburgh was 15 per cent a head of last year. It is reported, followed by Gouverneur, which was also okay as far as the show was concerned. Following the Steuben County Fair here comes the long haul south, beginning at the Reidville (N. C.) Fair. Bath runs thru Labor Day.

The Clayton Camballs added several more animals to their Wildlife. A new top has arrived for the Minstrel Show, managed by W. H. (Fathead) Williams. Tom Brady joined as electrician at the Chatham County Fair, Elmira. Fair was battered by weather through the week.
Carnivals—Buck

WANT WANT WANT

For Maury County Fair, Columbia, Tenn.
Car given away free every night — Cisco Kid and fireworks free in grandstand.

CONCESSIONS: Place Monkey Pank of all kinds. RIDES: Can use a few more Kiddie Rides, also a few major rides. SHOWS: Will book any Grind Show or any Show of merit, including Ding Shows. "BINGO" DAVE FINEMAN AND JOE POSTELLOTO. CONTACT DON GRECO IMMEDIATELY. IMPORTANT

All replies to THOMAS D. NICKY, Gen. Mgr., DON GRECO, Box 109, or LAM GRECO, Cons. Mgr., 110 Royal York Hotel, Clarksville, Tenn., this week.

GEM CITY SHOWS

WANTED

FOR INDEPENDENT MIDWAY

TOPEKA, KANSAS, FREE FAIR, SEPT. 6-11

Agents for Picture Frame, Six Cats, Push-Up, Cakes and Buckets. Also bona fide Agents for Roll Table, Bowling Pins, Balloon Darts, One Ball and Push Rack. Can also use Help for Pitches. Contact!

AL WILLIAMSON
Kansas Hotel, Topeka, Kansas.

JIMMIE CHANOS SHOWS

BATESVILLE, IND., JAYCEE FAIR, Sept. 9-13; Anderson, Ind., to follow. Want legitimate Concessions of all kinds, Jewelry, Basket Ball, Custard, Carmel Corn, Candy Apples and Candy Floss for Anderson, Ind. Want Shows with own outfits. Can use Girl Show for balance of season. All replies to JIMMIE CHANOS, Medina, Ohio, Fairgrounds

HUGO'S NOVELTY EXPOSITION SHOWS

WANTED WANTED WANTED
Bismarck, N. Dak., Sept. 9-13; then big one—Omnibus, Okla., about 15th, for annual six big Progress Days Celebration. Last year average 15,000—16,000 attendance on parade. Concessions of all kinds. Shows with own equipment. Ride Help on TB, Octopus, Merry-Go-Round, Wheel and Chair, must have best trailer. Top car and you get it every night! Come at, via, or write.
Address: CAPT. HUGO, Chanos, Kan., Sept. 1 to 14, then per route.

GIRL SHOW TALKER AND CANDY MAN

Due to disappointment can place my Talker and Candy Man for 1 big Texas fair starting at Abilene, Texas, Sept. 13. Do not miss my girl show, my Candy Man Show appearing, he will demand and enjoy. These are good candy shows. Red Rogers, Tony Paradise, get in touch.

MIKE MILLER

170 W. V. Collins Street, Lincoln, Nebraska, 68502, S. J. Borker-ville, Oklahoma, Sept. 6 to 12.

WANTED FOR FULL LINE-UP OF FAIRS

CP-Rail and Metal, Oklahoma; Pine and Dorrville, Arkansas; Ringgold and Mansfield, Louisiana. SHOWS: Altheim, Girl, Two-In-One. CONCESSIONS: Glass Pitch, Cotton Pops, Scales and Apr., Minnie, Hi-Stuffery, Northing. Agents for office around Oklahoma.

RAINE'S AMUSEMENTS

ALBERT & BOSS RAINES
Purcell, Okla., this week 20000, Data, next week.

NORTH AMERICAN SHOWS

Want for Hutchinson, Minn., Sept. 6-10, and our Southern Fair Route, starting at Demopolis, Ala., Sept. 22-27, and Meridian, Miss., Sept. 29-Oct. 4; 5 major Fairs to follow.

CONCESSIONS

Can Use Concessions of all kinds.

RIDES

Place 2 major rides not conflicting.

SHOWS

Want Monkey, Side Show, Snake Show or what have you.

Contact CARLO ROCCO, MGR., HUTCHISON, MINN., Sept. 4-10; then per route. P. S.: Bennie Hazan can use Grind Store and Monkey Pank Agents. Also Up and Down Men.

WORLD OF PLEASURE SHOWS

NOW BOOKING FOR FAYETTEVILLE, TENN., FLORENCE, ALA., AND AN OUTSTANDING ROUTE OF FAIRS

CONCESSIONS

Monkey Pank of all kinds, Glass, Bird and Lamp Pitches, Photos and Derby.

SHOWS

Microdrome, Accorde, Monkey Drome, Dark Ride, Glass House, Fat Show or any Show of merit.

RIDES

Rides not conflicting, such as Helicopter, Rail-a-Plane, Scrambler, Caterpillar, Flying Scooter, Tumbler.

FOR SALE—COMPLETE WITH TRUCK AND TRAILER—2 G.M. DIESEL LIGHT PLANTS, 1 Twin 125 h.p., 1 Six Cylinder 100 h.p., Can be seen in operation at any of our Southern Fairs. Check board for route. Can be bought with or without transportation.

Contact: BUD DAVIS, Jamestown, Tenn., this week; Fayetteville, Tenn., next week.

LAST CALL LAST CALL LAST CALL

5 Big Days and Nights on the Streets

LAGRANGE CORN SCHOOL WEEK, LAGRANGE, IND.

Sept. 9-13. Over half million tickets already sold.

CONCESSIONS: All open except Popcorn, Carmel Corn, Candy Apples and Taffy.

SHOWS: Can place any Shows with own outfit.

HELP: Can place Help on 18 office-owned rides. Concessions have already contacted for this date, please confirm.

DE LUXE RIDES

Lansburg, Mich., this week.

★ **FOR SALE** ★
The only one of its kind... reproduction of B. & O. Circus to scale 1/16th inch...

MRS. HARRY SMYTHE
Angola, Indiana. Phone 174.

BYERS BROS.' SHOWS
Can pleasure a long drive of Southern States...

CARL BYERS, Mgr., Heaton, Ark., this week

MARKS-MANNING SHOWS
HICKORY, N. C., SEPT. 8-13; ALBEMARLE, N. C., SEPT. 15-20; MONROE, N. C., SEPT. 22-27.

With outstanding acts to follow, including Orangeburg, S. C., Albion, Ga., Selma, Ala. and Marietta, Ga.

CONCESSIONS: Lawnmowers of all kinds...
SHOWS: Any weatherable show with any equipment.

AGENTS, RIDE HELP WANTED
Playing Shopping Centers Exclusively

Contact SWEDER OLIVER
Washington Shopping Place, Chicago 84-5146 Highway, Chicago Heights, Ill.

JOHNNY T. TINSLEY SHOWS
Want for fairs starting Elberton, Ga.

CONCESSIONS: Want Cakeshows, Bingo, Snow Balls...
SHOWS: Can place Oxford Shows.

THE ORIGINAL MATCH STICK CITIES
Health, owned and operated by Earl B. Walsh

Unit #1 The Great Cathedral—30-ft. high...
Unit #2 The Ten Commandments—22-ft. high...

SOUTHLAND AMUSEMENTS
LAST CALL FOR OUR ROUTE OF COTTON AND PEANUT TERRITORY...

MOTORDROME FOR SALE
Excellent condition. Perfect for a Truck Show...

MORRIS HANNUM
Heidelberg, Pa. Fairgrounds this week.

CAN PLACE
Agent for Red Dawn, Retailer and Pin Store...

Olson Gross
Up 20% at
Iowa State

DES MOINES—Olson Shows went into the final week-end of the Iowa State Fair here Friday (31).

Sunday (24) when over 79,000 people were on the fairgrounds here was termed by Olson as the biggest day for the show since he took over its helm some years ago.

On the back end the Silk Stockings revive what topping the units with the Space Girl Revue next and Wash Laine's Western show in third place.

Olson left here Tuesday (26) for a quick trip to Louisville where he supervised the erection of a new Wild Mouse of the Kentucky State Fair.

Ronnie Essner
Weds Sept. 14

PHILADELPHIA—Ronnie Essner, son of Jack Essner and one of the Quaker City's popular bathies, will walk the aisle Sunday (14) at the Coronet.

Stroke Fells
Sam Beatty

MEYERSDALE, Pa.—A stroke Monday (25) felled Sam Beatty and he was sent to Community Hospital here.

Ride Man Injured
At Onawa, Ia., Fair

ONAWA, Ia.—Carl Muecke, 25, of Ida Grove, Ia., suffered a badly mangled foot in the gears of an amusement ride at Onawa, Ia.

JACK FLYNN AND JACK MYERS
Want Agents for Coast Here, Pin Store...

WANT
Legitimate Concessions of all kinds...

KEY CITY SHOWS
Hewlettville, Tenn., this week.

HILL'S Greater SHOWS

New Booking for Eastern New Mexico State Fair, Roswell, New Mexico, October 8-22

CONCESSIONS: Want Concessions of all kinds...
SHOWS: Want Coast Here, Pin Store...

THE FOLLOWING EQUIPMENT FOR SALES—RECORDED OF IN INTACT
Allen Marshall 22 ft. Electric Generator...

2000 tons of Ground Coal and Petroleum...
ONE ALSO WANT: Coast Here Office Wagon...

H. P. HILL
Also have 12 Light Towers for sale...

WINDER AGRICULTURAL FAIR, WINDER, GA., SEPT. 8 TO 13.
WALTON COUNTY FAIR, MONROE, GA., SEPT. 15 TO 20.

JAMES H. DREW WORLD'S FAIR SHOWS
Maryville, Tenn., all this week.

MOTOR STATE EXPOSITION
Want for long route of fairs—Water Valley, Miss., September 8-13;

FOR SALE—DON'T MISS THIS!
PLY-6-FLAME in excellent condition...

OCEAN VIEW AMUSEMENT PARK
ALBERT MILLER, Mgr.

CONCESSIONS WANTED
30th ANNUAL BRADFORD PUMPKIN SHOW
OCTOBER 7 to 11 inclusive

WANTED TO BUY FOR CASH
Back-Plane, Fly-coplaner Light Plane...

AUTUMN FESTIVAL
Augusta Yarned Business Men's Club...

ED HARR, Fairgrounds
Topshfield, Mass.

Kelly-Miller Bounces Back to Big Business

LA GRANDE, Ore. — Al G. Kelly & Miller Bros. Circus last week bounced back to big business, giving extra shows and playing to straw houses and turnaways. The hot weather continued to trim some afternoon crowds.

Territory was fresh and show-hungry. Big wheat crop is in. While business was good, the jumps were tough. Mountain driving barned out engines and delayed trucks. Some afternoon shows were delayed.

Sunday (17) had a strawed afternoon at Milton-Freewater, Ore. Pendleton (18) gave a three-quarter afternoon and straw night. Walls-Walls (19) had three-quarters

afternoon, and a turnaway night. In Dayton (20) the warm afternoon came up with a one-third house, and then night house was a capacity, according to show reports. Colfax, Wash. (21), was more of the same, with one-third in the afternoon and a capacity night.

Despite the heat, Moscow, Idaho, was a stand-out. Afternoon was full. Night was a straw and a second night show was half full.

Lewiston, Idaho, followed on Saturday (23) with capacity afternoon and strawed night shows. Surprise was the big Sunday at Enterprise, Ore. (24). Population is about 1,800, but the show departed from its one-show Sunday rule and gave two performances to near-full houses.

Jump to Enterprise was 83 miles thru Snake River Canyon. Several trucks were delayed and equipment was still arriving on the lot at 8 p.m. Towners heard of the difficulties in moving and come out to the canyon to see elephants and the winch truck working to move show equipment. Marvin Dean, driving the winch truck, sustained a fractured arm when a cable broke.

Monday (25) at La Grande, after another tough move, had a capacity house in the first rain the show has had since leaving Texas this spring. Night house was strawed, with an extra night show given to a good house, the show reported.

RINGLING WINS OMAHA GATES, GROSSES 54G

Houses Range From 3,700 Up to 6,700 For 6 Performances

OMAHA, Neb. — Ringling Bros. and Barnum & Bailey grossed a reported \$54,000 in six performances at Ak-Sar-Ben race track here Friday (22) thru Sunday (24).

The show said it was the best date it had played on the current road tour with the exception of Atlanta.

Ak-Sar-Ben reported the show drew 29,616 people. The Friday houses counted as 3,754 and 5,448. On Saturday they had 4,277 in the afternoon and 4,952 at night. Sunday was the high mark, with 6,766 people in the 8,000 seats in the afternoon, and there were 4,389 more at night.

Ringling's Omaha date coincided with Clyde Beatty Circus appearing Sunday, across the river at Council Bluffs.

Cristiani Plays To Good Crowds Despite Rain

SALISBURY, Md. — Cristiani Bros. Circus scored heavily here Monday (25) when 6,034 persons caught the two performances sponsored by the Jaycees during an all-day rain. Show paraded.

The circus and its personnel won plaudits of newspaper editor Oscar L. Morris for the entertainment part forth.

In South Norfolk, Va., on Tuesday (26) the show had a light afternoon of something over 1,000 people, but at night it stepped up to a three-quarter house. This date was played on a muddy lot and with a storm threatening. Street parade was given again.

6 Acts Signed By Tom Packs For Orleans

ST. LOUIS — Plans for the New Orleans Shrine Circus are taking shape. It was announced here by the Tom Packs Circus. That show plays its 13th annual New Orleans engagement November 22-30.

Jack Leontini, of the Packs staff, said that among the early acts signed for the date are the Five Rockhards, illusionists from Europe; Nerveless Nocks, four high poles; Simru aerial act, Pat Anthony's Wild Animals; Dieter Tasson; juggling on the slack wire, and elephant and exotic animal acts worked by Tom Simaha.

Bocklich Show Under Canvas

SACRAMENTO — Sam's Magic Circus, operated by Sam Bocklich and booked into fairs, has a two-pole big top, with one trailer seats on three sides and tracks for a backside. It moves on one semi-trailer truck, one straight bed and a trailer.

Show runs 45 minutes, with Bocklich working animals. They give three shows daily at fairs.

BEATTY BUYS COLE TITLE

McClosky, Kernan Purchase Name From Horstman; See 1959 Change

CHICAGO — The Cole Bros. Circus title has been sold to Frank McClosky and Walter Kernan, present manager and owners of the Clyde Beatty Circus. The deal was finalized Tuesday (20).

While no comment was forthcoming from the Beatty show management late last week, it appeared likely that the title of the present show would be changed to Cole Bros. for next season.

It was anticipated that this would mean no particular change for Clyde Beatty, now featured attraction on the show bearing his name. The present management of the show is understood to have a long-term contract with the animal trainer for his services, and it was expected the show and the name performer would be together regardless of the name of the circus itself.

Sale was negotiated by Frank Orman, of the Beatty show, with Bill Horstman, vice-president of

the Cole Bros. Circus Corporation. Horstman said the price was "substantial." He said sale of the show name left the Cole corporation with virtually no show assets. Its show equipment was sold some time ago. The title was used in conjunction with the King Bros. name a few seasons ago but it reverted to the Horstman company.

ATTENTION PROMOTERS WITH CREWS AND PHONEMEN

3 Towns ready to open now. All crews, plenty tops. 25% paid to Phonemen every day. Put & Buy, come in or call. Col. Springfield, Ill. 4-747.

D. F. POWER (O. V., Please Call, Regardless)

CLYDE BROS.' CIRCUS
Want: Billposters, Clowns, Animals and Circus Acts.
HOWARD W. SUESZ
Box 2434 Oklahoma City, Okla.

MOTION PICTURE ROADSHOW
Wants: Chief Managers for Spots, Film, Good Driving Animals and Personnel.
Dick Stearns, Harry Johnson, Bill Brown, also see you.
E. GORDON MURRAY, PROD.
250 Pacific Bldg. Miami, Florida, Phone PG 1-3821

PHONEMEN
Wanted: Two Phonemen for repeat labor deals. Have ad number work by order, reliable firm. In person and labor. Contact:
Geo. Ficy Jr.
Wabash 5-5125, Benton Harbor, Mich. No drinks or coffee

WANTED
Acts of all kinds for 18th Annual St. & S. Circus, Sept. 28, Grand Avenue Area, Chicago, Dept. 26. Any odd suitable for stage. Will start the afternoon and evening O'Day shows. All show your talent. Address:
L. F. STOLTZ
Dept. 2, Grand Theatre Bldg., Springfield, Missouri

PHONEMEN
Excellent opportunity for "right man" covering Southeast for travel service establishment.
JACK ROBINSON
2417 Liverpool Ave. Nashville, Mo. Tel. 4-5871 the only call

ALL AMERICAN INDOOR CIRCUS
Wants: School Attractions, Variety Acts, Useful people. Send facts with photos.
AMUSEMENT BOOKING COMPANY
P.O. Box 401, Birmingham, Ala.

PHONEMEN
Money to be had. U.P.C.'s Billboards, Automobiles & Fire Dept., Colorful and pay well. Repeat deals in Florida all winter. Lee Van, Jerry, Bill Wilson, call.
CHET HARNES
Phone Main 2-253, Christiansburg, W. Va.

WANT TO BOOK
General, Sept. 18-21-22-23, for Annual Lion Club Convention.
Send location—this around.
Contact:
BOB SIRRATT
Phone 867 Booby, Detroit, Michigan

Knock Knock That's  **OPPORTUNITY** check the **CLASSIFIED SECTION** this issue

G. V.
PLEASE CALL
SPRINGFIELD, ILL.

2 PHONEMEN
Must be dependable. Business and variety. All year around, week, no layoffs, no expenses. Call to Florida from here.
Call:
W. G. PHILLIPS
Wabash 3-9551 Wabasha, Mo.

PROMOTERS AND PHONEMEN
Made or bought. Good deal.
Phone: Alhambra 3-4291, Wichita, Kans.
To call: 5 p.m.
Collects not accepted.

WILL BUY
Trained Dog or Monkey. Must do three or four tricks—or more.
JOE GANGLER
c/o Jerry Janda, Reynoldsburg, Mo. 1.

CIRCUS MUSICIANS
Wanted at Once
For balance of season (Double Drummer, Harmonica, Trombone, Trumpet, Clarinet, Saxophone and accompaniment also furnished). Good treatment, pay weekly. Short list of names. Write:
JOE ROSSI
Care Mrs. Brock, Circus, Box 2000

AMERICA'S FINEST SHOW POSTERS
WRITE FOR 1958 RATE BOOK
CENTRAL Show Printing Co.
NASHVILLE, TENN.

Clyde Beatty Business Okay In Iowa, Neb.

GRAND ISLAND, Neb. — Clyde Beatty Circus drew pretty good business as it moved westward, drawing from half to full houses.

Waterloo, Ia. (21), had a half house in the afternoon and an 80 per cent night turnout, with opposition from a water show and a baseball game. Knights of Columbus sponsored it.

Fort Dodge, Friday (22), had one house just short of three-quarters and another of just over three-quarters. At Council Bluffs, Sunday (24), the show had two half houses, while the Ringling show was completing a three-day stand at Ak-Sar-Ben across the river. In Omaha, in Grand Island, Monday (25), the Beatty show had two three-quarter houses with Jaycee suspects.

6 PHONEMEN 6
Two deals ranging conservatively thru Christmas, starting Sept. 18. Must be okay and dependable. Write, show business, per date. No collect.
KOKE DAVIS
Columbus, Ohio. Phone-Capitol 4-7921.

GLADYS
Call Mama. Strictly personal. No family difficulties.
Phone: Canal 8-6891, Nashville, Tenn.

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Must be steady, honest, reliable, U.P.C. Must be willing to work, work, work, but opportunity. No collect calls. Pay date.
18 4798, Washington, D. C.
ASK FOR PAY.

4-PHONEMEN-4
Two deals to open Monday, Aug. 18. Lions Club, Book and Water. American Legion, Book and Water. Sell repeat deals good for \$10,000 each on late. Have work through Chicago. Come in to see us. No collect.
E. A. (BOB) MALLOY
Nashville, Tenn. Phone: AL 4-4311

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Two Men in Columbus Ohio. Can, the year. Practice with cars, 1/2 and 1/2 mile. Repeat deals. Call:
Alhambra 4-4221, Columbus, Ohio

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LETTER AT CHICAGO BILLBOARD OFFICE

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Optical Club. Advertising and Collects.
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A. MARTENEY
Bacon, N. C.

ROGERS GROSSES 210G AT WISCONSIN STATE

Doubles All Previous Night \$\$; Attendance Tops '57 by 35,000

MILWAUKEE — Roy Rogers, Dale Evans and Company made history at the Wisconsin State Fair last week by piling up a record night grandstand show gross that topped \$210,000 in 70 performances.

This figure was more than double any other night operation on the records of the 108-year-old fair. Willard (Bill) Masterson, manager, pointed out.

Not including the Wednesday night (20) performance, which was held by a heavy downpour, the show grossed \$198,369.75. On Wednesday night the stand held 15,035 people, who paid \$25,236.50. Of this amount, 50 per cent will be refunded. Therefore, an additional \$12,000 can be added to the gross, Masterson said.

The Rogers aggregation left here after Sunday night's show with a check for \$110,789.84 while the fair's share was \$70,336.42. The money remaining from Wednesday's show will be added to this on a 70-30 split, the bigger portion going to the Western star. In all the show was seen by 112,986 paid admissions plus 15,054 on Wednesday night.

Rogers was in on a \$40,000 guarantee, after which the fair received the next \$40,000. After the first \$80,000, Rogers received 70 per cent and the fair 30 per cent.

Pulls \$119 in Gold
Rogers, who is credited by many as the strongest crowd-puller out-

door show business has ever known, demonstrated this Sunday night in the final performance. The temperature was in the 50s, yet 8,119 bundled-up patrons flowed up to see the performance.

Attendance thru the fair's 75-cent gates surpassed last year. Masterson reported a total of 763,634, some 35,000 ahead of last year.

Total revenues from afternoon grandstand attractions was \$164,509. The opening Saturday sports car races clocked 4,518; Sunday (17) USAC 150-mile stock car races were viewed by 19,419; harness racing on Monday and Tuesday drew 1,169 and 1,442 respectively; 200-mile stock car race on Thursday pulled 15,450; Friday's motorcycle races, 2,531; USAC midjet 100-mile on Saturday, 7,734; and Sunday's USAC championship 200-

mile speedway car event, 23,178, an increase of 1,500 over the same race last year. On Wednesday afternoon the stand was free with Dairy Day coronation and free harness races on the bill.

Livestock entries were noticeably up in all departments—barnes, dairy and beef cattle, fur (rabbits and mink), and especially in the poultry department where there was a 20 per cent gain. The art show and crafts show were bigger. The photograph show drew thousands of entries.

Visitors included Douglas K. Baldwin, Minnesota State Fair; Lloyd Cunningham, Iowa State Fair; and Jack Reynolds, former manager here, now manager of the Eastern State Exposition, Springfield, Mass. Rogers will also play the latter event.

Buttons, Winchell Top Heavy Bill on Allentown's Stage

Mack Amateur Hour, Jonathan Winters Included; Grandstand Extended 440 Ft.

ALLENTOWN, Pa. — The heavy list of name attractions projected for the Allentown Fair became reality last week, with signing of contracts with Red Buttons, Paul Winchell, Ted Mack and Jonathan Winters. With the June Taylor Dancers and supporting acts, they will make up the night grandstand show headliner Tuesday thru Saturday.

Willard Alexander Agency, New York, is providing the shows. During the first two days of fair there will be a James-Carruthers rodeo, starring Leo (Pancho) Carrillo, for both matinee and evening performances.

Alexander forwarded the contract three months ago and submitted the names mentioned as strong possibilities for the headline spots (The Billboard, June 9). In addition to the June Taylor line, he is offering Al Fisher and Lou Marks, comics; the Vikings with Betty Munro, vocal quartet; Wells and the Four Fays, acrobatic; Poole Symphony, dog act, and the Lacy Troupe, rolling globes. There will be acts from the night show during the harness race program which will be held Wednesday thru Friday afternoons, plus the Jerry Lipiast racing night.

Purses Total \$36

Here race purses total \$45,000 this season. Other prize money goes to speedway-type, big-car racing on Saturday afternoon. Fair dates are September 14-21.

Leligh County Agricultural Society, which has been presenting the fair since 1852, will open this year's event with a religious service Sunday night when the Allentown Council of Churches will conduct remembrance services in front of the 7,800-seat grandstand.

A 440-foot addition has been made to the grandstand building. The entire structure, stretching 535 feet, is now known as the Main Exhibit Building and will house hundreds of displays in conjunc-

tion with the modern Agricultural Hall built last year. Space for an expanded midway is made available by demolition of two old frame exhibit buildings on the hill. World of Mirch Shows regained the contract this year.

By waiting until June to make its grandstand award, Allentown becomes the latest major date to make an announcement. Alexander's programs will feature Paul Winchell Wednesday, then Red Buttons, Ted Mack's Original Amateur Hour and Jonathan Winters on successive nights. Top price for reserved seats at the rodeo is \$1.50; for harness riding and the talent programs, \$2; and for Saturday auto races, \$3.

DRAWS 50,000

'State' Tag Pledged for Rocky Hill

EAST GREENWICH, R. I. — Rocky Hill Fair, faced with extinction this year when the Legislature failed to pass the annual fair appropriation, did itself proud last week, drawing some 50,000 patrons in the six days ending Sunday (24).

Private donations managed to keep the event alive following failure to get \$11,000 in State money; Warren Moorhead, manager, reported being pleased with the results, especially with Governor Roberts' announcement that he will sponsor legislation designating the event as the State Fair. He was accompanied to the fair (Continued on page 63)

CHANGES VIEW

Monsour Lauds U. S. Brussels Exhibit

SHREVEPORT, La. — Joseph T. Monsour, president of the International Association of Fairs and Expositions, and manager of Louisiana State Fair here, praised the United States exhibit at the Brussels World's Fair, altho he admitted his first impression was one of disappointment.

Monsour, who visited the fair in June, outlined his opinions in a letter to Howard S. Callman, commissioner general of the U. S. Pavilion at the fair.



Joe Monsour

In the letter Monsour said: "I arrived in Brussels on June 7 and visited the exposition daily until June 12. I entered the exposition grounds about two hours after landing at the airport in Brussels on June 7 and made my first visit to the American Building. I spent some two hours or possibly more in the building, after which I left there very disappointed. I then went to the Russian Pavilion because of its proximity and I was naturally overawed by the massiveness of the USSR display.

"That evening, after returning to my hotel, I gave the matter of the U. S. exhibit considerable thought and it suddenly dawned on me that I was looking at the exhibit thru the eyes of an American who was most familiar with all that was on display, and, as a result, I was not impressed by what I saw. The next day I again visited the American exhibit and tried to place myself and my thinking in the same light as those visitors who are not familiar with our way of life. My reactions were entirely different than those of my first visit.

Likes Delicate Touch

"I was impressed by the delicate manner in which we had portrayed the American Way of Life and the freedom of expression so exemplified by the very openness and easy-going manner of the exhibit. I believe human reactions would be the same all over the world and I could not help but notice the expressions on the faces of visitors when gazing upon our home appliances. For home living, our clothing, as shown in the style show and the interest in the films showing American cities and industry.

"I noticed that there was particular attention paid to the home appliances and there was no doubt that the visitors were making mental comparisons between what was available to them from European production and what the average family in America could afford.

"In my opinion, the Russian exhibit was very good with the singular exception that it placed too much emphasis on the USSR's industrial production and, as a result, the exhibit was what we would term over-balanced or top-heavy. While Russia has obviously made great strides in its industrial capabilities as evidenced by its display, by the same token, it is unnecessary for America to make such a showing since American products are in use all over the world and are seen daily by people of all countries.

"This includes our automobiles, tractors, hauling equipment, earth moving equipment and all other industrial machinery. Since this is true, it seems impractical to me to take up the limited space available to us at the exposition to show products that are already commonplace in Europe as well as in this country. This equipment is seen on the streets of Europe and in use in construction jobs; whereas, in contrast, during my five remaining weeks in Europe, I did not see any Russian equipment in use.

Subtle Promotion

"Whether by design or accident, I am unable to say which, the American exhibit is quite subtle in its promotion of America, and I can add, quite effective. It has the quality of presentation that is seldom achieved in many such displays in that it was not over-stated and in most cases completely in balance. Certainly there are portions of the exhibit that can be picked to pieces, but that can be done with any one of the exhibits of the 40 to 50 countries that are on parade in Brussels.

"Some phases of the American exhibit did not appeal to me, yet on the other hand it was quite evident that no single exhibit of any country had achieved the Utopian position of being perfect in its efforts to portray the country's resources or way of life.

"In making comparisons of our efforts with that of other countries—Russia excluded—our appeared to me to be strikingly similar in presentation. The theme in most cases was different, but there was not a preponderance of heavy machinery to take up large amounts of space as was the case in the Russian exhibit. The dreary aspects of the Russian exhibit were brought out by the solemn expressions so easily read on the faces of the visitors and the lack of interest manifested by the women spectators.

"All in all, I think the United States should be proud of its exhibit at the exposition and that all Americans can take pride in the knowledge that in this particular instance our efforts surpass those of the Russians. At least, that's the way I feel after a careful study of the situation.

Newfoundland, Pa., Gate 3% Over '57

NEWFOUNDLAND, Pa. — Green-Dreher-Stirling Fair, completed its August 20-23 run with a

3 per cent increase in receipts over 1957 despite a Thursday night washout, secretary Bob Steph has revealed. This was the 41st annual renewal of the event.

Wednesday night opening was (Continued on page 63)

92,094 Total At Altamont Exceeds 1957

Rain Slows Pace; Free Shows, Kid Days Boost Gate

ALTAMONT, N. Y. — A whopping attendance total of 92,094 persons, just a shade over last year's 91,192, turned out for the August 18-23 Altamont Regional Fair, known also this year as the Sunflower Fair. The target of 100,000 was missed due to rain which fell early Thursday night (21).

Satisfaction was derived on Friday, however, as an all-time single-day record of 30,574 admissions was set.

Plant wood sunflowers, some 12 (Continued on page 63)

Knock Knock That's OPPORTUNITY check the CLASSIFIED SECTION this issue

SECOND BEST GATE

Greenville, O., Pulls 198,000 to 8-Day Run

GREENVILLE, O. — Davis County Fair reaped up its second best run on record here, August 15-22, pulling an estimated 198,000 paid and free patrons. This compares with 178,000 last year and is surpassed only by its centennial run of 1953 when over 200,000

people visited the fair, according to Gilbert A. Lease, president.

With two exceptions the fair had excellent weather throughout. The Friday (15) program of night barnyard racing was rained out and some rain fell on Thursday evening (12), but did no harm. Features of the fair this year were the five nights and three afternoons of harness racing with participants and \$38,000 in prizes.

The Gooding Amusement Company set a new record on ride and show grosses during the week and, in contradiction to many fairs, concessionaires, both food and games, did well. In fact, Lease said, some games concessionaires reported they were well pleased and this was the best spot they played all season.

The Danny Fleecey thrill show drew a packed grandstand on Friday night (22) in top attractions. Herb Shriener and a supporting Herb Shriener for a matinee and evening on Sunday (17), brought a total of about 5,500 into the stand.

Strong Named Acting Mgr. At Middletown

MIDDLETOWN, N. Y. — Ben Strong, president of the Orange County Fair, has been chosen acting manager of the event. Strong was part of a three-man committee which ran the fair this year during the illness of the late Fred Germain, manager, who died during fair week.

Strong, of Graham, was named at a meeting of the board of directors last week. The capacity was termed temporary until further action is taken on the managerial vacancy. Among the unfinished issues is reportedly the disposition of Germain's stock to the fair.

Among discussions at the meeting was one of cutting the event from nine days to seven. This proposal was not acted upon but received favorable comment by several directors, of which there were 13 at the meeting.

Richard W. Milburn was named chairman of a committee to set up a dinner for board members, department personnel, and members of the fair committee. It will be held in October.

Draws 50,000

Continued from page 62

by John L. Rego, State director of agriculture and conservation.

Attendance fell behind the pace on Thursday (21) and, although it rained Sunday (24), the gate still exceeded the Sunday of last year, which was a rainout. Midway business was off this year for John Venditto's Venditto Buggy Shows. Added this year was license by the Town of East Greenfield with a \$5 fee for each game and food concession of the grounds.

There has not been an official State Fair since the one in Kingston folded shortly after World War II.

The State's two part-musical rock bands put together 94,500 for prize money. Cattle exhibited by farms and 4-H kids overflowed into a 400-foot tent erected for the final day's horse show. Oz pulling horse pulling, commercial exhibits, and home products rounded out the fair, which also had acts booked thru the Al Martin agency in Boston.

CALIF. STATE MODELS NEW FAIRGROUNDS

SACRAMENTO — A 16' by 20-foot model of the new California State Fair, which will open in 1961 is a feature attraction at this year's State Fair and Exposition. The detailed model shows the 1,005-acre fair site, adjacent freeway system, suburban and industrial areas and the American River, upon which the eff

Dallas Adds Ford, Gobel To Name Bill

Eydie Gorme, Steve Lawrence, Red Foley Set for Bowl Shows

DALLAS — The 1958 State Fair of Texas has signed a number of big-name entertainment personalities for its State Fair 'Shows of Stars' during the exposition, which runs October 6-19.

The series of shows include the Tennessee Ernie Ford Show, October 5; Tito Guizar, October 6; Eydie Gorme and Steve Lawrence, October 9; television's 'Sky King and Penn'; October 10; songstress Laverne Baker and Buddy Johnson's band, October 13; George Gobel, October 14, and the Red Foley Show, October 15.

All shows will be free except the Tennessee Ernie Ford Show and the Gorme and Lawrence appearances; and all will be presented in the 75,500-capacity Cotton Bowl stadium except for the October 13 event which will be on the Magnolia stage at the head of the midway.

An admission tab of \$1.25 in advance and \$1.75 per day of the show will be charged for the Ford show and the Gorme-Lawrence show.

Supporting acts for the Tennessee Ernie Ford show will include Molly Bee, Topsy and Cobina featuring Manuel and Maria Viera, Bobby Waters, Johnny Matson, the Bird Twins and the Miriam Sage TV Lovelies.

The Tito Guizar appearance will be on the fair's Mexico Day.

The Gorme-Lawrence show will be co-sponsored by the fair and Dallas radio station KLLP, which in previous years has sponsored similar shows for the fair. Harring Elva Presley and Pat Boone.

The 'Sky King and Penny,' played by Kirby Grant and Gloria Waters, of the popular Saturday morning children's TV show, will be presented on Elementary School Day.

The George Gobel appearance will be the attraction on East Texas Day, and will be backed by the Apache Ballet from Tyler Junior College.

Some 50 pieces of East Texas civic, fair, festival and organizations will be presented as guests of honor.

Supporting acts for the Red Foley show will include Doclo Cyp Beaulieu, Chuck Bowers, the Markens quartet, Suzi Arden, Billy Walker, Flash and Whizzer

Escanaba, Mich., Gate Matches '57, Shows Off

ESCANABA, Mich. — The Upper Peninsula State Fair closed its six-day run here Sunday (24) after a cold weather run that saw attendance about matching last year, grandstand receipts off 30 per cent and midway gross topping '57 by approximately \$1,000. Attendance thru the free gate was estimated at 150,000.

Ray LaPorte, secretary-manager, said that the cold weather cut into night grandstand receipts particularly. On several evenings the temperature was in the 50's and several threats of rain also loomed.

Best grandstand crowds of the week turned out on the final day. Stock car races by a local promoter pulled a standing-room-only afternoon crowd and Danny Fleecey's Thrill Show, despite low tempera-

Colorado State Gate Cut 15% by Rains

PUEBLO, Colo. — Rain on two days and threatening weather cut attendance at the six-day Colorado State Fair here which wound up its six-day run Sunday (24). Clyde Fugate, secretary-manager, reported total

patrons were approximately 15 per cent below last year's record of 273,000.

The opening performance of the GAC-Hamid night grandstand show, featuring Nat King Cole, was delayed two hours by a downpour. The show, which was in for three nights, was well received, Fugate said. The Harry Knight Show, with Guy Mitchell as the emcee here, was in for the final three afternoons and evenings (20, 21 and 22). The Sunday night show, however, was hit by a 20-minute downpour of rain which started 15 minutes before show time, and this discouraged many would-be patrons.

Only attraction not hurt by rain was the three afternoons of auto racing put on by Carl Mismach, local impresario, which yielded the fair a good out. This was the first time in years that auto racing had been presented during fair week.

The Art B. Thomas show, which last year grossed \$30,000 here, did okay business but was slightly off from its 1957 all-time ride and show record.

Fugate disclosed that 99 per cent of the exhibit space was sold this year.

Molly Bee, Rodgers Set For San Jose

SAN JOSE, Calif. — Singing stars Molly Bee and Jimmie Rodgers along with Tournament of Thrills will be featured in front of the grandstand at the Santa Clara County Fair, which opens here September 8 for seven days. William A. Straub, secretary-manager, announced here last week.

Molly Bee, featured vocalist on the Tennessee Ernie Ford television show, will appear for two performances nightly for three days starting September 8. Rodgers follows, opening September 11 for two days.

Both will be featured in front of the grandstand, which seats nearly 5,000. They will appear on their scheduled nights at 8 and 9-30. General admission tickets are 75 cents, in addition to the gate. For the first time, the fair is selling the ducats in advance.

West Coast Shows will combine its California and Oregon units for the date, the 14th year this organization has been featured on the midway.

Newfoundland

Continued from page 62

only fair and after, Thursday was washed off the books, fair finished strong with record-breaking crowds the final two days. Quarter judge auto races Saturday afternoon were a strong attraction.

New exhibit hall and combination bandstand stage were used for the first time and drew favorable comments from fairgoers.

and Sita Wilson's Ozark Jubilee band.

As an added feature, the fair will present Meredith Wilson, composer of 'The Music Man,' which will be the fair's Music Hall attraction, an guest of honor during the big high school Music Festival October 7. Wilson will receive an award from the fair and will lead some 3,000 massed instrumentalists and chorists in several numbers.



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COMING EVENTS

Continued from page 50

Massachusetts-La. Livestock & Poultry Pavilion, Oct. 7-11, Royal J. Dwyer, Boston, 1000 N. Broadway, Boston, 02111.
Oct. 20-27, Joe McKe
Dorchester-La. Livestock & Poultry Pavilion, Oct. 1-6, M. J. Burke, 1150 Foster-La. Cattle Pavilion, Sept. 29-30, 10935 Dallas Drive, Washington-La. Poultry Pavilion, Oct. 1-4, L. L. Brucini.

Michigan
 Fair W.C. Cass Co., Hopedale, Mich., Dept. 22-32, 18000 Kalamazoo, Kalamazoo, Mich.
 Primeaux, Kalamazoo-Plymouth Area, Livestock Show, Oct. 31, 18300 W. Anderson.

Missouri
 Dallas-Pike Co., Livestock Show, Oct. 1-2, John K. Bentley, Dallas, 18300 W. Anderson, Kalamazoo, Mich.
 Kansas City-Livestock Show, Oct. 1-2, 18300 W. Anderson, Kalamazoo, Mich.
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Coin Machine Headings
Talent Availabilities Headings

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FIRST DANCERS - PRESENTING AD... MUSICIANS

AT LIBERTY - PLANET, FINET HOTEL... LEAD TRUMPET - FEATURE VOICE...

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IT PAYS TO ADVERTISE SAWS CREDS... MAN BURNS ALIVE WITH BAYLE...

Vaudeville Artists

EXPERIENCED DANCER, COMEDIAN... SCHERMERHORN SHOW

HAMILTON, O. - Grandstand records were broken at Butler County Fair... Schermerhorn Show Clicks at Hamilton

Ray Bickford has been working as Sabia at Santaland, Ripley, W. He headed up the Clown Club's observance of Clown Week recently.

LETTER LIST

Letters and packets addressed to persons in care of The Billboard will be addressed to the list below...

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

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Jerry D. Martin, high act and contentment since 1909, sustained a heart attack after a performance at White City Park, Worcester, Mass. where he is in St. Vincent Hospital. He would enjoy receiving mail. Martin points out he is ending his aerial career one season short of the half-century mark.

Wurlitzer Announces Stereo Unit for Its Present Models

Add Speaker Cabinet, New Pick-Up, Second Amp, New Pre-Amp; First Shipments This Week

NORTH TONAWANDA, N. Y.—The Wurlitzer Company this week became the first juke box manufacturer to take the plunge into stereophonic sound.

Wurlitzer Names M. J. Ranalli to Export Sales Post

NORTH TONAWANDA, N. Y.—The Wurlitzer Company named Michael J. Ranalli to the post of assistant export sales manager. He will be headquartered at the firm's export offices here.

Ranalli, an electronic equipment and components specialist, was

joined a stereophonic unit to be used with existing models in the Wurlitzer line. The unit consists of a companion cabinet housing a speaker system identical to that in Models 2200 and 2204, a ceramic stereo stylus pick-up, a dual amplifier and a double-purpose pre-amplifier which incorporates an automatic volume control.

First shipments of the unit to distributors are scheduled to begin this week. Company officials told The Billboard, Friday (29) that no price had yet been set on the unit, but that it would be set sometime this week.

Stereo Potential
According to Wurlitzer officials, the unit was designed to enable operators to discover for themselves the potential of stereophonic sound for the juke box and to what extent, they can use it to advantage.

"Since the juggling stereo operators can determine the common-

place usefulness of stereo without having to buy a new juke box," a Wurlitzer spokesman noted.

A package of 10 RCA Victor stereo extended play records with two tunes to a side will be included with each unit. In addition, a record entitled "This is Stereo," which demonstrates the directionality of stereo, will be given to each operator buying a unit. Bob Bear, sales manager, said that RCA Victor also plans to have available for sale to operators a package of 25 stereo EPs by the end of September.

Installation
The unit is designed so that it can be installed or moved to another location with a minimum of installation work, according to Bear. The pre-amplifier in the unit is mounted in the juke box on the bottom panel. It supplants the current pre-amp and provides efficient output for the entire system.

WHAT ABOUT '45' STEREO SINGLES, EP'S?

CHICAGO—With the introduction of a stereophonic juke box principle by Wurlitzer, the immediate question raised by the operating trade will be, how about 45 r.p.m. singles on stereo?

An exclusive page one story in the September 8 issue of The Billboard will detail record company plans for producing stereophonic 45 r.p.m. singles and extended play album music.

The amplifier in the juke box and the one in the companion cabinet each are 30 watts, with a total peak output of 40 watts.

Speaker System
The speaker system in the stereo unit is identical to that in the 2200 (200-selection) and 2204 (104-selection) models, each containing three 12-inch speakers, a four-inch tweeter and crossover network. The three speakers in each juke box and the companion cabinet consist of a coaxial cone (or whizzer) to pick up higher ranges, and a carvilinear cone (to pick up base

(Continued on page 69)

Neb. Ops Re-Elect Full Slate

FREMONT, Neb.—The annual election of officers, with Ted Nichols retaining his post as president, highlighted a two-day meet held by the Music Guild of Nebraska here last week (23-24).

In addition to Nichols, the rest of the slate also remained unchanged, with Dick Taylor at vice-president; Howard Ellis, secretary-treasurer, and Jerry Witt, Randall Thies and Hugo Frell, directors.

30 Attend
Besides the officers election, title operating business was discussed, with the tone of the meet being primarily social. Some 30 operators with their wives and guests attended.

The Cornhusker Investment Club, a group within the general association, also held an election of officers, with the following being named: Ralph Reeves, Norfolk, president; Jerry Witt, Omaha, vice-president; Mrs. Warren Tuma, Omaha, secretary, and Howard Ellis, Omaha, treasurer.

Starting Saturday afternoon (21) with registration and a get-together mixer, the group held a board of directors meeting Saturday evening, a general meeting Sunday afternoon, and the traditional banquet and door prize drawings Sunday evening. John North, a Norfolk route man, with Randall Thies, also spoke at the general meeting on coin collecting as a hobby, with several members expressing interest in forming a coin collectors' club.

Next meeting of the group is slated for November 15 and 16-17 Columbus.

Musical Sales Adds New Wing

BALTIMORE—Musical Sales Company, Seebing distributor and large operator here, recently completed the addition of a new wing to their sales building for expansion of the firm's record services.

The Musical Sales one-stop service, started in 1942, is now planning for expansion into a wider consumer line, as well as tape and component parts.

Finance Expert Terms Operators Good Risks

NEW YORK—Collections may be off, and profits may be down, but coin machine operators are still pretty good paper risks, according to Arthur F. Silbert, vice-president of the Standard Financial Corporation.

Standard, a financial house which specializes in discounting paper for the automatic music and vending industries, reports that the delinquency rate in the coin machine business is still much lower than it is in most other fields, and repossessions are negligible.

According to Silbert, vending machine paper outstanding is the highest over with payments amazingly prompt, while music machine paper has slackened off somewhat. But music operators are still keeping up with their payments.

Silbert feels that the recession has spurred vending sales, as many persons are economizing by eating at restaurants and using machines for snacks.

"On automatic phonographs, of course, the story is a bit different. The tavern business is off, and hence collections are down.

But, added Silbert, operators aren't going over their heads and are buying only what equipment they can pay for. While most operators are running behind last year in gross revenues, they are tightening their operations, and few operators will fall by the wayside during the recession.

Standard has always worked thru distributors and manufacturers in discounting coin machine paper. But the company recently has launched a direct loan program for operators, loaning money for expansion purposes based on the value of equipment on location.

Silbert feels that this plan will enable operators to go thru with expansion programs even in tight money times, and, in the long run, will strengthen the coin machine business.

A SPECIAL ANALYSIS

What Does Stereo Mean To Juke Box Industry?

By NICK BIRO

CHICAGO—What does stereophonic sound mean to the juke box industry?

The sudden, but certainly not too surprising introduction this week by a music machine manufacturer of a stereophonic unit for its existing juke box line makes the question a timely one. However, it raises numerous questions on the subject of stereophonic sound and its many facets.

Certainly the subject is not a new one. Experiments have been conducted with multiple sound

recordings since the turn of the century, and stereophonic sound has been available on tape for years.

Modern Version
But it wasn't until some 18 months ago, when the modern version of stereophonic sound on disks really gained impetus, that Westrex, a subsidiary of Western Electric, developed what is known as the 45-45 system of binaural recording, now the standard method.

With the Westrex system, a separate sound channel is cut on each side of the groove. The stereo needle reproduces both channels. Each side of the groove is at a 45 degree angle from the vertical (hence the 45-45 tag).

Chief thing to remember is that when before a single sound channel was recorded and played on the phonograph, the stereophonic principle records two separate sounds, each of which is played back off the phonograph. There are two amplifiers and two separate sets of speakers, an amplifier and a speaker system for each channel. There also has to be a special pick-up or a rigid groove and needle. The cartridge must be able to pick up the two sound channels individually from the recording, and transmit each channel to its respective amplifier and speaker system.

Phonographs or Disks
However, once the system was developed, the problem of distribution to the general public became a chicken and egg situation. Which would come first—the record players or the records?

Obviously the consumer wouldn't buy a stereo record without a player and vice versa. For the juke box industry this was particularly significant, since the music operators' stock in trade is pre-programmed popular singles and EP albums tunes, and hence will be playing on his phonographs.

Juke box manufacturers have experimented with the stereo prin-



most recently national field sales manager for Westinghouse Electric Corporation. Previously he was connected with Allen B. DuMont and Big Radio Corporation of America.

Schooled in physics and electronic engineering, he received a B.S.E.E. degree from the University of Pennsylvania.

Ranalli will reside with his wife and two children in Western New York.

Slate Fee Litigation For Mass. Supreme Court

BOSTON—The Music Operators' Association of Massachusetts received more good news this week on the case pending against the C.M.P. of Boston and the Commonwealth of Massachusetts on jukebox license fees.

Counsel Arthur Sherman reported that the case will be heard before the October sitting of the Massachusetts Supreme Court. He pointed out that quick action on the part of attorneys for the MOAM resulted in the cases being advanced before their time. It was only two weeks ago that the way was cleared to bring the litigations before the Supreme bench.

Urgency

Normally cases entered at this time would be held off until the December sitting, but in this case, because of the urgency of the matter of whether or not fees for 1959 should be paid, \$1,000,000, added impetus was sought to make a plea to the chief justice.

The first was to Alaska and it was necessary to write explaining this matter of fees and also to stress the importance of the cases on the basis of the constitutional

issues. Happily, the judge saw fit to advance the date of hearing.

MOAM's attorneys are now preparing briefs and are looking toward an ultimate decision in the later months of the year. The case also is based on the issue of free speech and involve the \$150 fee charged for seven-day operation of a jukebox in the City of Boston. The State charges \$50 for Sunday operation and the city takes \$50 for Sunday licenses and \$50 for weekdays.

Nationwide Attention

The case has received nationwide attention and a number of operator groups and individuals have forwarded contributions to help fight the case. President David J. Baker, of MOAM, has stressed the importance of the case to the music industry since it is his belief that if authorities can charge such fees in Massachusetts they can do it in any community.

The case is also vital for the individual operator since MOAM lawyers are aiming at a decision that will say no one can license a juke box.

COINMEN YOU KNOW

New York

Claire Morano, of the Associated Amusement Machine Operators of New York, has returned from her Virgin Islands vacation with a healthy tan. . . . Recent visitors to 10th Avenue were Tom Greco, Glisco, N. Y., and Ken Grathwald, Suffolk Vending, East Northport, L. I.

Westchester operators Carl Pavese, Seymour Pollak and Ben Fogan were on 10th Avenue this week. . . . At Hudson Sales, Marvin Goldstein, part manager, is vacationing at Tamiment, Pa., while Irv Kampner, the firm's kissing salesman, is in Atlantic City. . . . Morris Rod, of Sympson, completed an athletic summer, being named to his beach club's all-star softball team and also competing in the bowling league.

At Leslie Distributors, Bernie Rosenstein, executive vice president, is with his family in Montreal visiting Mrs. Rosenstein's folks, while Dave Casey, salesman, is vacationing with Mrs. Casey in Niagara Falls.

Ruddy Fox, of the Irving Kaye Company, is busy with the firm's pool game. . . . At the Music Operators of New York, Nels Gordon is hard at work on plans for the organization's 22nd annual banquet to be held October 25 at the Town and Country.

Senator Al Buchan is taking a cruise next week. . . . Delores Yapo (the former Delores Borch) is back from her Cape Cod honeymoon.

Boston

By CAMERON DEYAR

With most operators and distributors popping in and out of town on trips to the seashore and country, it's unusual to find one, busy in the industry sticking right to business. He is Jack Sager, who recently opened a new pop-stop in town, One-Stop, Inc. Jack finds the risk of business and the fact that he is interested in building up trade fast too pressing to take any time off.

David J. Baker, of Melotone Vending Company, Arlington, and president of the Music Operators of Massachusetts, is waiting anxiously for some good word on the case against the city and State on the juke box license fees. Business has been pretty good on cigarettes this summer, but musically off.

In fact, Dave finds business needs a little more attention this summer, and he has foregone many visits to his summer place in New Salem, N. H. A robbery of one of his trucks didn't help any, either. Bandits got away with \$1,300 from a truck parked in a city street. . . . Leon Shorter, Chester Music Company of Newton, is watching after his recent heart attack.

There isn't too much vacation time for Cyrus L. Jaselsky, of Interstate Music Company, this year what with the election coming up. He has several sound trucks which he rents to politicians. . . . David Grossman is another operator who's busy in election years. Dave backs his candidates and

(Continued on page 80)

CARBON OF HORATIO ALGER TALE

Ambition, Initiative, Hard Work Pay Off in Zaretsky Route Success

By AL SCHNEIDER

CINCINNATI — The so-called jukebox operating business is more imagined than real in the opinion of Alex Zaretsky, co-owner with his brother, Mitchell, of Cincinnati's A&M Kolorprina.

The Zaretsky tale, this better than the story of their own brief careers in the coin-machine business, virtually a carbon copy of the best of the old Horatio Alger tales.

Their story underscores the importance of the tried-and-true formula that makes any business a success—ambition, initiative and plenty of hard work. The last named is especially important, says Alex, pointing out that the final working day for himself and brother is 10 to 12 hours.

Growth Pattern

That this formula has paid off handsomely may be seen in the growth pattern of A&M. Prior to 1952, the brothers operated two liquor cafes (besides real estate holdings) which are still under their control. These locations formed the core for their initial coin machine route which now has grown to more than 100 phonographs, about 125 amusement machines and a few cigarette vending units. These two locations are now used exclusively as trial spots for untested new phonograph records.

The small initial route was an immediate success, and in 1953 the Zaretskys purchased a route of 20 locations. They began the 10-to-12-hour-day working schedule and a consistent, profitable



THE ZARETSKYS, Alex and Mitchell (right), who credit much of the success of A&M, Enterprises to their devotion to the business, map plans aimed at keeping their firm bracketed among the leading coin-machine operations in the Cincinnati area.

profit into route expansion. On this point Alex is most emphatic. "You can't milk a route of the profits and expect it to grow," he says. "If operators expect big profits they must look to the future, plowing back receipts above operating costs into more and more equipment. That has been the keystone in the growth of our route."

Top Programming

Just as important as a successful juke route operation is the aforementioned hard work formula is the problem of good record programming, and that is Alex's long suit.

Zaretsky declares that the selection of good records is one of the most difficult aspects of juke route operation because of the "many

types of locations and categories of records, the many records and labels on the market, and because the operator is hardened with so many duties; has no time to listen to the tunes with an analytical ear."

Therefore, he places much dependence for his record selections on a trade paper's music popularity charts and the word of a "good" stop record man.

Territorial Charts

The various record charts of trade papers, Zaretsky says, are a real and important help for up-to-the-minute programming, particularly the Best Buy and Territorial. The latter, he claims, when tied into all to good tunes that have not yet made an important impression on

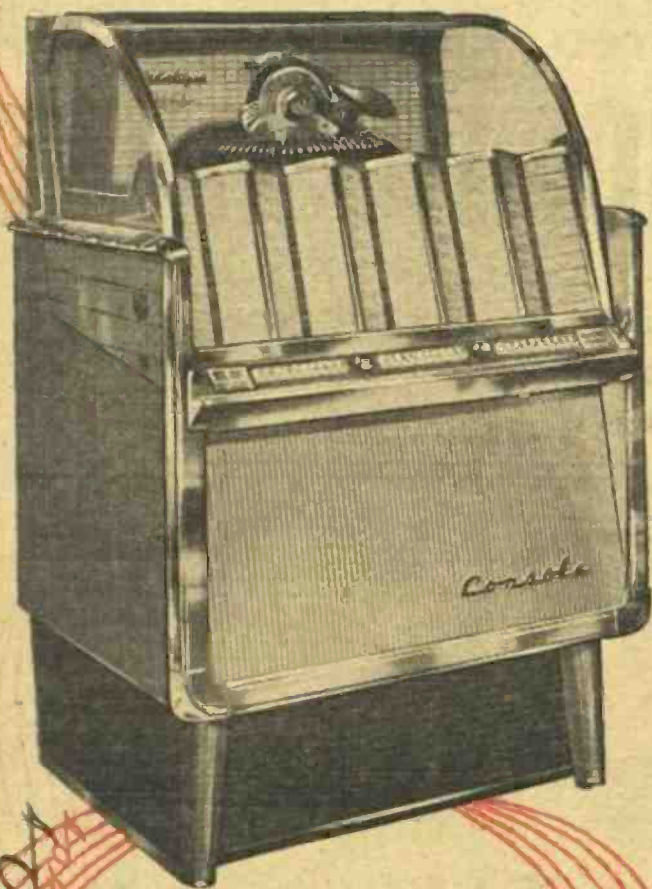
(Continued on page 82)

UNITED PHONOGRAPH MODEL UPB-100

Mechanically correct . . . beautifully styled . . . in colors that blend into every decor . . . delivering richest high-fidelity sound . . . the new UPB-100 offers the soundest investment an operator can possibly make in coin operated music equipment. For long-lasting harmony between operator and location . . . for continuous profits year after year, cover your territory with Music by United. Write for details.

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WURLITZER



DUAL PRICING AT THE PHONOGRAPH

The famous Wurlitzer coin system permits using coins of five through fifty cent denominations in combination to allow selective dual pricing at the phonograph.

features OF THE WURLITZER HIGH FIDELITY STEREOPHONIC MUSIC SYSTEM

SIMPLICITY

It consists of two main components:



Any current Wurlitzer Phonograph — Model 2200 — 2204 — 2250



Handsome stereophonic companion unit with comparable speaker output.

COMPATIBILITY

This sensational new Wurlitzer Music System will play Stereophonic or Monophonic records to the full range of their recorded performance.

EASE OF INSTALLATION

Each Wurlitzer Stereophonic Unit is complete with Dual Pick-up. This wonderful new music system can be easily and quickly installed on location.

VISIT YOUR WURLITZER DISTRIBUTOR FOR THE MOST AMAZING

Scores Another First!

NOW! A COIN-OPERATED MUSIC SYSTEM WITH **STEREOPHONIC SOUND**

**CASH IN ON THE MAGIC OF
WURLITZER STEREOPHONIC
SOUND IN YOUR LOCATIONS**



There is a new magic word in music . . . **STEREOPHONIC**. And now Wurlitzer further extends its leadership in serving operators by being the **FIRST** to bring you a coin-operated **STEREOPHONIC MUSIC SYSTEM!** Here is sound in depth . . . sound with living, breath-taking, startling realism . . . sound from Wurlitzer that is actually another **NEW DIMENSION IN MUSIC.**

**BE THE FIRST TO OFFER LOCATIONS
WURLITZER STEREOPHONIC SOUND**

The Wurlitzer **STEREOPHONIC MUSIC SYSTEM** will prove a sensation in any location. It will pack in the crowds. It will stimulate play. It will boost your earnings. And it will become even more profitable as Stereo pop singles become more readily available.

Don't delay Act Today

The new Wurlitzer Stereophonic Music System is compatible. In addition to Stereo Discs, it will play your current library of monophonic records with startling clarity. Sew up new locations. Step up your present earnings. Protect your future by being the first in your territory to offer **WURLITZER STEREOPHONIC SOUND.**

DEMONSTRATION IN THE ANNALS OF AUTOMATIC MUSIC
THE WURLITZER COMPANY ESTABLISHED 1856 NORTH TONAWANDA, N. Y.

MEXICO'S MUSIC MACHINE DEAN

Jose Riojas Creates Juke Box Dynasty South of the Rio Grande

MEXICO CITY—A modern juke box manufacturing plant, occupying 25,000 square feet in the heart of this thriving metropolis of 4,700,000, is currently turning out music machines at the rate of 1,200 a year.

The factory, known in the trade as "Little Tonawanda," produces 200 selection Wurlitzer machines under license from the American firm. The machines are identical with those made in the United States, except for the coin mechanism and a simplified pre-selection mechanism.

Casa Riojas, the firm which produces these machines, is adding a five-story extension to existing facilities. The extension, which will be completed late next month, will house offices, showrooms and parts departments and will bring the total floor space to more than 40,000 square feet.

Jose Riojas

The story of Casa Riojas is the story of its founder, 61-year-old Jose Riojas, dean of the Mexican juke box industry.

Born in the State of Coahuila, Mexico, of an English-speaking, French-educated father, Riojas moved to Texas at the age of five, and at the age of 15 got a job as a bilingual piano salesman. While still in his teens, he returned to Mexico to serve in the Mexican Army and was appointed purchasing agent for the army in Mexico City.



A PANEL TRUCK and one of Jose Riojas' 57 pick-up trucks are lined up in front of Casa Riojas.

He returned to Texas as a salesman for the San Antonio Music Company, but when the Mexican Revolution broke out in 1920, he crossed the border to join the army of his uncle, General Pablo Gonzalez, a candidate for the Mexican presidency in 1920. When the revolution ended, Riojas spent a major part of the Mexican army.

Odd Jobs

During the next two decades, Riojas operated his own bank, bought and worked several gold and silver mines which he still owns, and served as assistant purchasing agent for the National Railways of Mexico.

Riojas had also built up a profitable import-export business, and this business took him to the United States on various occasions. During the late 1930's, he had occasion

to notice the American juke boxes, and he felt that the Mexicans would also patronize these music machines.

He first imported some used 24-selection boxes and had little difficulty selling them. In 1939, the Wurlitzer Company named him distributor for the Mexico City area, and in 1941 the company named him exclusive Mexican distributor.

Sales Set-Up

Riojas then proceeded to build up a distributor sales organization the likes of which is unparalleled in the coin machine world. The duty on imported juke boxes is 100 per cent, and pay goes for 1.5 cents, so there are only a handful of operators in the country.

Sales are made directly to locations, who consider the juke box essential to retain their patronage. Time payments are spread out over 40-50 months. Casa Riojas has some 19 branch offices throughout Mexico—at Vera Cruz, Monterrey, Guadalajara, Merida, San Luis Potosi, Leon, Tampico, Hermosillo, Acapulco, Toluca, Cuernavaca, Toluca, Merida, Mazatlan, Tuxtla Gutierrez and Chihuahua.

These branches are responsible for sales in their area, for service, and for parts.

Service Contract

Each machine is sold with a year's service contract, and 100 servicemen handle the chore. Deliveries are made with a fleet of 57 pick-up trucks, and one airplane—a Cessna, with full-time pilot—is

explained that he doesn't like to take chances.

Pride and joy of the Riojas organization is the firm's new factory which is making Wurlitzers at the rate of 100 machines a month. The high duties on American imports convinced Riojas that he could make machines for less than it would cost to bring them in from the United States, and he set up his plant early this year, going into production this spring.



JOSE RIOJAS

Made in Mexico

The factory itself is almost completely self-sufficient. The foods and dies were made by Mexican Craftsmen, and virtually every part in the machine is made on the premises.

Coin mechanisms, for 20 and 50-centavo prices, are made in the plant, as are the cabinets, changer and pre-selection mechanisms, and just about everything that goes into the machine.

The factory employs 140 persons, with another 100 working as assembly for both machines sent to the plant and units imported from the United States.

Cabinets are made in a wide variety of color combinations to fit every type location.

Investment

According to Riojas, the total investment in physical equipment for his Mexico City plant is \$1,750,000 in American money. Considering the relatively low cost of labor and materials in Mexico, the plant



JOSE RIOJAS, left, congratulates Herman Restrepo, manager of Pacho Cabely Cafe, Acapulco. "Ay, Corra Linda" was winner of a Wurlitzer award in Mexico City last month. The composer is Colombian.

would cost substantially more in the United States.

Assisting Riojas in managing his vast enterprises are his two sons—Jose Jr. (known in the trade as Pepe) and Federico (Quico to his friends).

Pepe, who is currently in Europe on a business trip, is assistant general manager for both the sales and manufacturing companies. Quico is general sales manager. Pepe is a graduate of the National University of Mexico and of the Wurlitzer Organ Service School in North Tonawanda, N. Y. Federico studied at Jean de Brebeuf College in Montreal and later was graduated from the National University of Mexico. Like their father both boys speak fluent English.

Pipe Organ

In addition to representing Wurlitzer juke boxes and electronic organs, Riojas is also Mexican representative for the Italian pipe organ firm of Tamborini. He is currently installing one of the largest pipe organs in the world—17,000 pipes—in Mexico City's huge municipal auditorium. The organ will be heard in public for the first time on November 15 when E. Fowler Biggs, American artist, gives a concert.

Riojas' plant is not confined exclusively to the manufacture of juke boxes. It also is a major producer of cabinets for the Mexican television set industry.

Advisor to the plant's fifth floor might get the impression that he is in a publishing firm rather than a manufacturer of juke boxes. Riojas publishes a bi-monthly record industry magazine, "Musica Y

Notes," with a circulation of recording artists, cartoons, music and record company advertising.

It is crisply edited by Sergio Barron, director of public relations. Barron also handles the various promotions and is in charge of the company's extensive advertising program in Mexican dailies, weeklies and radio stations.

Despite the heavy pressure of his business, Riojas finds time to take part in Mexico's civic life. Last month he was elected the first president of Mexico City's recently-organized Better Business Bureau, and he is also chairman of the Mexico City Rotary Club's better business committee.

Pepe, a graduate engineer, is vice-president of the nation's electrical and electronic engineering association.

The elder Riojas also belongs to the American Club, the Adlon Golf Club, and Centro Deportivo Chapultepec. He maintains homes here and in Acapulco.

'Quakers' Go With MOA 100

OAKLAND—The Eastern Pennsylvania Amusement Machine Association recently sent a check totaling 100 per cent of their membership in Music Operators of America, according to MOA president, George A. Miller.

The check came in response to a membership drive being conducted by MOA to obtain full membership from operators in all State and local associations.



SCHEDULED TO BE COMPLETED by the end of September is Casa Riojas' \$250,000 addition—a modern five-story, block-long building which will house offices, showrooms and warehouse. Production will continue in the old building.



ON JULY 27 AT RANCH D'ARTISTA, Virginia Lopez, RCA artist, was awarded a trophy as Latin America's best bolero singer. Donor of the awards is Jose Riojas, Mexico's Wurlitzer distributor and manufacturer. The event is Latin America's equivalent of the Academy Awards in the pop music field.

50-120-200
SELECTION MODELS

A
NOCK-UP

FOR
EVERY LOCATION

tune talk...

Joe Malone of National Music and Radio Company, Somerville, Mass., comments on records he is putting on his route this week.



It would be pretty difficult to find a man in the music industry who brings more of the necessary background to the job of record buyer for National Music and Radio Company of Somerville, Mass., than Joe Malone. He has variety and enjoys spreading his talents, and works also as a salesman. This isn't because Malone works for a small outfit, but simply that he is passionately interested and he is sure that only on the radio is the true reaction to the product—records—to be gauged. Malone deals mostly with teenagers, and 90 per cent of his stops are in that category. He likes to talk with them and try to create an interest in them for something other than rock 'n' roll. He's been quite successful in turning the kids' attention to the big band records. Joe, age 23, and the father of six youngsters, has been a musician for 13 years. A good deal of that time he had his own band. In his service time he played trumpet in the Air Force Band. But Joe found that keeping a big band in jobs isn't always easy and he figured it wasn't worth all the headaches. To him, the music industry looked like a natural in that it was a good way to indulge not only in his hobby, music, but to be close to the thing he enjoys most. Outside of his kids, Malone seldom does much that doesn't include music. For recreation, he reads a lot of popular and classical music news. He's fortunate because he says his wife has a sound knowledge of music and the preferences of his kids. He also feels he's lucky in his employer. Bob Sylvester and Charles Timman, who discuss record buying with him, but usually bow to his choices.

Patricia, Perez Prado (Victor)
 "This struck me as being one of those unusual records that appears only once in a long time. Its big attraction for me is that it seems to have the widest appeal of any record in years. It appeals to all ages and it's what I call a happy medium record. It's my choice of the best record in the last three or four months."

Fever, Peggy Lee (Capitol)
 "This is my choice of the week and probably for some weeks to come. I selected this record because of its simple, relaxing type of melody. I listened to it six times and felt that it was the type of tune that would stand up for a while. It seems to be doing just that. It's even gotten the kids away from rock 'n' roll and I'm putting it out as fast as I can."

"Tune Talk" is a special feature for juke box operators. Each week, The Billboard interviews a different operator-record buyer to find out what records he is putting on his route that week, and why. Let us hear what you think about it, won't you.

AVOID PRESENT CIGGIE LOCATIONS

Juke Box Ops in St. Louis Enter Cig Vending Slowly in New Stops

ST. LOUIS—Because of the recent swing of phonograph and games operators into cigarette vending as well, a relatively new serious problem in "location ethics" has made itself known here.

Seven large phonograph operating firms, all of whom likewise maintain large game routes as well have gone into cigarette vending since January of this year. Only one or two had any previous experience in vending and most of these had vended only confections or merchandise.

All of the phonograph operators who have made a decisive addition of cigarette venders are large firms, including one which operates 300 phonographs, and two in the 300-machine classification. All are old, well-established firms, who can count on plenty of good will and co-operation from location owners of long standing.

Delicate Situation

"That's the problem," one operator indicated. "Naturally, we would like to install a cigarette vender wherever we have a phonograph and amusement machine and in most instances, the location owner would go along. Actually, however, there is already a cigarette machine in use at most of our spots; many of them in continuous operation along with our phonographs for just about as many years. The cigarette operator, of course, isn't about to give up good locations simply because we have gone into cigarette vending and he rightfully feels that he has just as valid a claim on the location as we have. The result is usually a delicate situation."

In the case of St. Louis' biggest phonograph operator—a staunch member of the local association, the Chamber of Commerce, and business building organizations in general—there has been absolutely no attempt whatever to "displace" any cigarette machine already on the same premises with a phonograph.

While location owners obviously would prefer to do all of their coin machine business with one firm, particularly where good will extends back for two decades or more (and even where some of them have actually suggested that the phonograph operator put in cigarette venders), this big operator's attitude has been to "look for new locations altogether."

"We average from six to 10 new

locations every month, as owners with whom we have been doing business for years build new spots, as new restaurants, taverns, cocktail lounges, etc., are built out in the county suburbs. So, as soon as we land a phonograph and amusement machine concession, we immediately go after the cigarette vending potential as well, knowing that brand-new machines and the convenience of having all types of machines serviced by a single collector, carries a lot of weight with the location owner. Naturally, this means that our cigarette vending operations are going to build up rather slowly, but we are willing to build on that basis rather than get into a hassle with established cigarette vending firms."

Naturally, one of the tenets of this approach is that if and when the cigarette operator gives up the location, he suggests that the phonograph operator will take it over by agreement.

In another instance, a prominent phonograph operator is working up an "exchange plan" whereby he will take over the cigarette vending location which his phonograph location represents, but only after working out a plan whereby he offers the existing cigarette machine owner a "better" location which has certain advantages. For example, if a cigarette operator has a location fairly remote, from the rest of his routes, but in what the phonograph operator feels is a good spot, it is usually possible to "make room" for an exchange sale or location somewhere closer within the cigarette operator's sphere, and in that way, takes over the spot on a thoroughly amicable basis. There has been, in fact, a dozen such instances registered since the turn of the year, in which "location exchange" in this way has been mutually beneficial to both parties.

In some cases, there is also the practice of "doubling up," which occurs when the phonograph operator installs his cigarette machine alongside the phonograph, and thus creates a two-machine spot. This has not been done unless it was at the location owner's invitation, and not until the existing cigarette operator has been notified. In these cases, "doubling up" machines, has met a minimum amount of returns to both operators, of course.

"Established cigarette operators have viewed the sudden entry of so many new firms into cigarette vending with varying degrees of concern. One, on being contacted by The Billboard, admitted that he expected to lose upwards of 13 locations at some time in the future, where a phonograph operator may in cigarette vending as well have antedated him by several

years. Another had resigned himself to offering location owners a better "compensation" merely to retain their location. "None were complaining of unfair tactics, however, on the part that phonograph operators turned cigarette operators. Some friction is bound to result, according to the consensus of the St. Louis industry, but, as a whole, the cigarette operator versus phonograph operator situation has been a healthy one to date.

New 50-Cent Play Booster For Jukes

CHICAGO—A new 50-cent play booster for juke boxes is being marketed by Coven Music Corporation, distributor here.

The unit consists of a small electric tote board, with numbers from 7 to 14. When the customer deposits a half dollar, a light travels behind the screen, finally stopping at one number, which is then the number of plays the customer gets for his half-dollar.

Priced at \$150 the tote board is coupled with an electronic computing mechanism, which is housed in the body of the phonograph. The entire mechanism is priced to sell for \$150.

The visible tote board is mounted on the title strip rack of the juke box. It measures 12 by 3 by 1 1/2 inches. It is constructed of stainless steel and has two plastic windows for a series of 10 numbers, which appearing in successive order, are 7, 8, 9, 10, 11, 12, 13, 14.

The electronic mechanism is preset and sealed so the customer's plays average out to eight for 50 cents. The unit is being manufactured by a private concern, with Coven having exclusive distributorship rights.

Now at your AMI distributor!



Every element—styling, easy operation, fast servicing, trouble-free maintenance—carefully designed to give you the finest, most profitable juke box in the world.

Incorporated
 1800 Union Ave., S.E. • Grand Rapids, Mich.

90 MILES TO COMPETITOR

Colorado Op Herds 117 Units on 200-Mi. Range

HUGO, Colo.—The swiftly declining population of the plains area of Eastern Colorado means that the phonograph and amusement machine operator must travel longer and longer distances each year in order to keep his volume up, according to Gene Foster, of Foster's Music Company, with headquarters in Hugo.

Foster, a veteran of various types of coin machine operation since 1937, is a practical example of the theory, inasmuch as he operates 117 pieces of equipment, spread over an area of several hundred square miles. While the longest run, from Hugo, headquarters to the most remote location, is over 90 miles, Foster has them spread out in a circle entirely around the Hugo headquarters, and, consequently, must travel long distances in every direction. Some of his most remote areas include the small towns of

Carson and Joek, only a few miles from the Kansas border.

"On the other hand, he is operating in this area I have a minimum amount of competition," Foster indicated. "The only other music operator in the area, for example, is in Limon, Colo., around 90 miles away. Being free of the headaches of location buying, etc., means quite a bit to my peace of mind."

Programming, likewise, is quite a different situation out in the hinterlands, according to Foster. He uses the usual top 40 on 500-play machines and the top 30 on 100-play units. Almost all the rest is Western, which are always a favorite with the farmers and ranchers who make up the majority of his clientele. "We don't go in for hillbilly to any extent, however," Foster said, "which might surprise some operators. We have found that hillbilly music must be

some form of sparkling new novelty before it is worth the investment."

Foster spends five days a week out on his routes, during which time he puts a lot of extra care on "preventive maintenance." With astronomically long distances to contend with, he cannot afford a single extra service call and, consequently, every machine gets a thorough check, tubes are tested, and every operating mechanism carefully oiled, while changing records or collecting from an amusement machine. Plenty of careful inspections such as these mean more time spent on every call and it likewise means that Foster will not have to drive an unwelcome additional 100 miles to rectify an out-of-service situation.

Foster uses both a pick-up truck and a passenger car for his operations; the pick-up for delivery and transfer of heavy pieces of equipment, the passenger car for collecting, record changing and general servicing. In Denver buying additional equipment in late May, he admitted to the population drop which has occurred in his section of the State, but likewise confessed, "I am not the least bit discouraged."

DOES YOUR ONE-STOP SERVICE MAKE MONEY FOR YOU?

Have you been paying pennies on whole lots for your one-stop service? Here you find business because of delay in your shipping department. Here you stand a loss because your one-stop service has an inadequate inventory.

SWITCH TO MUSICAL SALES AND GET BACK ON THE PROFIT ROAD!
 Musical Sales Company, leading distributor for Baltimore, Washington and Chicago, is the oldest and largest one-stop record and accessory service in the nation. The huge Musical Sales building in Baltimore houses one of the most complete inventories in the country, and the vast shipping department possesses some 500 vans to ship you from this nation or abroad for all labels, top and accessories.

Musical Sales sells to you at regular distributor prices. LEASED? Right? Yes, with free 60-day trial and no prompt postage service charges!

Remember—every body buys Musical Sales' prices and nobody buys Musical Sales' service because 90% of sales is the actual and largest one-stop service in the nation with nationwide distribution.

Call or write us now your order helps.



THE MUSICAL SALES CO.
 Musical Sales Bldg. Baltimore 1, Md. Vernon 7-5755

Bulk Vending Favored by Trends in Supermarkets

CHICAGO — Supermarket operations that can affect bulk vending are changing favorably for the industry, judging from facts presented in the annual survey of Super Market Institute of its member firms. New stores continue to open rapidly, store hours are being made ever longer, self-service is becoming the general practice—to name a few of the trends that favor the bulk vending industry.

Slightly more than half the supermarkets are open six or seven evenings a week, according to the SMI survey, that includes stores encompassing 22 per cent of U. S. grocery store sales. Another 22 per cent are open from three to five evenings, 20 per cent two evenings, and 5 per cent one evening a week. In addition, nearly one out of every four supermarkets are open on Sunday now, which is a much bigger figure than reported in previous years. If this trend continues, bulk vending in supermarkets may eventually be before the public every day and evening of the week.

Evening and Sunday openings are most prevalent in the western part of the U. S. However, 33 per cent of Eastern supers are open

Roth Enlarges His Holdings of Hoffman Stock

NEW YORK — Harold Roth, president of Continental Industries, one of the nation's largest operators of cigarette machines and also a major vending machine manufacturer, has purchased 185,700 shares of stock in the U. S. Hoffman Machinery Corporation. It was disclosed in a report filed with the New York Stock Exchange.

Roth is also president of Hoffman, which has as one of its subsidiaries Apco, another major vending machine manufacturer.

Roth transferred some 66,046 shares of his purchase to Matthew Forbes, president of the Harroth Corporation, which had handled the advertising allowances paid by Liggett & Myers to cigarette operators. Forbes is also a major stockholder in Continental.

With the latest acquisition, Roth now holds 294,152 shares of Hoffman, making him the largest single stockholder in the company. Some 2,361,922 shares are outstanding. The stock was selling for between \$11.50 and \$12.75 a share last week. Roth, who is touring Europe, was unavailable for comment.

Knock
Knock
That's
OPPORTUNITY
check the
CLASSIFIED SECTION
this issue



every evening and 9 per cent do business on Sunday. Operators who want to take full advantage of the added evening hours might find it best to stock additional merchandise to adult trade.

The SMI survey shows that 62 per cent of supermarkets are completely self-service in all four major departments—grocery, meat, produce and dairy. Only 3 per cent of the meat departments and 1 per cent of the produce departments are still operated on a complete service basis. This general trend will have no decisive effect upon bulk vending, but is certainly more favorable to the industry than unfavorable, or even neutral. Chances are that people who are accustomed to handling almost all their purchases unassisted in a supermarket will unconsciously look

with added favor upon automatic merchandising.

Supermarkets also continue to diversify into other lines. Nearly all, supers now carry health and beauty aids, with housewares and women's history in second and third place. The greater majority of supermarkets also handle stationery, children's books, and a general line of magazines. The list of goods more than half the supers carry includes glassware, toys, socks, phonographs, hardware, and garden supplies. This wide acceptance of a broad range of merchandise is apt to make management more receptive to innovation from year to year.

Rack jobbers, who handle a great deal of the non-food merchandise sold in supermarkets, are (Continued on page 75)

Rowe Markets Rebuilt Cigarette Vender Line

NEW YORK — The Rowe Manufacturing Company is currently marketing rebuilt and refinished 12 and 16-column cigarette machines capable of handling all popular cigarette brands and packs and vending at two prices.

The 16-column model holds 626 packs, while the 12-column unit holds 320 packs. Each machine is built from two Diplomats or Crusaders which are mechanically perfect, but which are obsolete due to the current brand situation.

The mechanisms of the machines are used, with each unit overhauled, parts and cabinet sections added, and cabinets repainted and refinished.

Converted units include a 12-column Diplomat manual at \$150; a 12-column Crusader manual at \$135; a 12-column Diplomat electric at \$135 and a "piggy back"

manual 16-column unit at \$179.50. The last-named machine is built by placing two eight-column Diplomat mechanisms, one atop the other, inside a square-cabinet chassis.

According to Charles H. Brinkmann, Rowe sales vice-president, the converted machines may be bought with a 25 per cent down payment and the balance in 12 monthly payments at 6 per cent simple interest.

BULK BANTER

REPORT FROM MILLMAKER BY BENN OLWAN

Time spent reconditioning machines taken off location pays off, according to Arnold Aebi. In recent weeks he has cleaned up and repainted a number of units and now they look like new machines, he claims. . . . A delegation of local and Madison vendors gathered at Triax airport in Madison several weeks ago to wish bon voyage to George Card; who left for a trip around the world. Former operator Card is attending a meeting sponsored by UNESCO of the World Conference for the Blind. Last week Card's brother-in-law, Erwin Sams, received a postcard from George from Singapore. The delegation of well-wishers included James Sketten, Madison; Bert Waldman, Watertown; and the Erwin Sams, Milwaukee. Art Jones, blind operator in Iron Mountain, Mich., has been inviting some of his friends from the area to come (Continued on page 75)

Atlas Awaits Gov't Action On FTC Appeal

CLEVELAND — Last week, Wallace Jenkins, Jr., counsel for the Atlas Manufacturing and Sales Corporation and two other firms, submitted an appeal to a Federal Trade Commission order, which restricts so-called deceptive claims in advertising placed by Atlas Jenkins, doing business as Atlas Enterprises.

As of last week no further action had been taken, pending the government counsel's submission of a counter brief. The decision should be forthcoming from the Federal Trade Commission's Board in Washington within a few weeks.

"If the appeal is denied," stated Wallace Jenkins Sr., owner of Atlas Manufacturing and Sales Corporation, "we will take this case all the way to the Supreme Court, if necessary. There is a principle involved here, inasmuch as the order is based upon a personal interpretation of advertising." Also, Jenkins Sr. felt that a restriction imposed on advertising would be detrimental to the vending industry in general, as it would be extremely difficult to phrase advertisements which could not conceivably be interpreted in violation of this recent FTC order.

PROFILE OF WEEK



DALTON E. WICK

Deer Hunting Enthusiast

DALTON E. WICK, a native Texan, can often be seen removing bulk vending equipment from his station wagon and loading up with hunting gear and his 300 magnan telescope-equipped rifle. Relaxed and smiling, he's headed for his deer lease 45 miles north of San Antonio on the Guadalupe River. Each year 45-year-old Wick invariably bags his limit, and the numerous sets of antlers covering the walls of his air-cooled garage are tangible evidence of his marksmanship. "There's a big blank spot on one side of the living room, too," Wick laughs. "My wife, Margaret, says I can mount a pair of antlers there, and I'm saving the space for the big one."

No Time for Fishing

San-tanned Wick also enjoys fishing as well, but can seldom work it into his busy schedule. "There's just not enough time to run vending machines and hunt and fish, too," he complains. "So I leave off the fishing." As a San Antonio operator of 1,500 half-gum-charm and capsule machines, it isn't hard to understand his perennial shortage of time. However, he gets considerable help from his wife, 22 years old. Wick services his route with full heads, and his wife refills the empties at home.

Wick is a friendly man on the route, a devoted husband and a good Methodist. Raised on ranch country near Victoria, like many Texans he has an even temper and a strict code of personal ethics. Activities of bare-leg promoters will provoke him to a violent outburst. He looks upon this type of promotion as one that most gives a legitimate business a black eye in the public view and makes it doubly difficult for honest operators.

Service Station Operator

Before entering the bulk vending business five years ago, Wick operated a successful neighborhood service station for several years. Looking back, he remarks that the difficulty of hiring reliable employees eventually scoured the business for him. Then, says Wick, "I decided to close up and go into a business I could handle myself, with help from my wife."

But the experience he had gained in handling people during his stint operating the service station payed off in the unfamiliar bulk vending business. Unfortunately, he got off to a bad start with 500 "inferior" machines, as he remembers. "It took me two years to overcome that bad start," Wick recalls, "but now I have a solid, established business." He starts work as soon as his locations begin opening and tries to beat the late afternoon traffic rush home to clean up and relax.

He spends many evenings reading or playing ginasta, while conversation will act often as not revolve around deer hunting. "And why shouldn't it?" he demands. "Last year my hunting gave us a whole winter's supply of meat. We still have some in the deep freeze." Quips his wife, "Yes we do, even if it did cost us several dollars a pound."

FAVORS DIVERSIFICATION ON 700-MACHINE ROUTE

DENVER — A thorough diversification of merchandise on his 700-machine bulk vending route has proved highly profitable for Jay Shannon, owner of Jay's Shamrock Vending Company.

"Shannon's position is that the increase in operating expenses occasioned by diversification is more than offset by higher gross takes. "Diversification naturally means more headaches in buying, warehousing, maintaining a profit structure, and so forth," said Shannon. "But at the same time, diversification is an entry into a lot of locations we couldn't possibly land otherwise. I have learned that it is never wise to discount the location owner's personal taste. If he prefers a particular type of gum, peanuts, confection items, or believes that his customers will buy still something else, the operator who can give him exactly what he wants will find the location."

Dozen Siburbs

Shannon, who operates in a dozen suburbs, claims that he vends 20 different items in his machines and uses vendors made by every

manufacturer, including some that are no longer in production. Reason for machine diversification is to insure availability of the best type machine to vend the various falls, says Shannon. He has found that some types of merchandise vend more easily in one machine than another, as well as having a better over-all appearance.

Locations include bowling alleys, drugstores, theater lobbies, supermarkets, corner grocery stores, service stations, garages and a small number of retail stores with sufficient traffic to support a vending machine. Some of these locations, such as service stations, have special requests. Shannon has found that the service station invariably wants peanuts and will only allow ball-gum-charm venders if a peanut machine is included in the offer.

Fighting a Headache

"Peanuts have been just about the same sort of headache with me as they have been with other operators," Shannon added. "The globes are difficult to clean and the peas-

(Continued on page 76)

COINMEN YOU KNOW

Milwaukee

By BENN OLLMAN

State Fair week hurt the business on his routes, says Eddie Puzia, Triple-A Amusement. "It draws thousands of people to one section of the town, and the spots in other neighborhoods lose their volume during fair week," he complained. Several new cigarette machines were added to his holdings in recent weeks, adds Puzia. Alice Antezak and family are enjoying a New York vacation, is the word from Banaco Music.

Business is just fair, according to parts manager Ray Van Toor, Badger Novelty Company. Stopups at the Music Mart for new juke box records included Mike Young, Soldier's Grove; Russ Dougherty, Wisconsin Rapids; Stan Gerlach, Palmyra; and Ed Truger, Mukwonago. . . Don Thoren, Lieberman Distribut-

ing Company, Inc., was away from the office for a weeks' vacation.

Straight dime play spots are difficult to obtain, and even tougher to retain, according to Harry Ciesler Jr. Most of the Ciesler spots are on a one for a dime and three for a quarter basis, he says. Back from his vacation, Jerry Croft, Paster Distributing Company, reports a strong demand for new juke boxes. Visitors at Paster included Andy Waterman, Wisconsin Dells; Al Janisch, Beaver Dam; Ed Dowse, Beaver Dam, and Fred Braun, Oconomowoc.

Music takes are in better shape than the gang receipts, according to Red Bismet. His West Allis spots were benefited by the crowds of State Fair visitors last week, claims Jacomet. . . Paul Pellegrino is winding up his summer of work for his father at the P. & P. Distributing Company prior to returning to the Marquette University school of Engineering.

Doug Opitz, Hilltop Coin Machine Company, received congratulations on the marriage of his daughter, Judy, to Robert Heinrich, A-C Sparkplug Corporation engineer. . . A number of vending machine operators attended the eighth annual Fall Candy Carnival at the Astor Hotel. . . Jobber-vendors Joe and Sam Nicholas,

Ironwood, attended the candy carnival. In town to do some buying and have a good time at the carnival was Karl Thiel, Sheboygan.

Bob Puccio, P. & P. Distributor, called off the trip he and his wife were planning to California when she became ill. . . Back on the job following some minor, but painful surgery is Rolf Voegelin.

Tell Music, Madison disk distributor, Sal John, who left the P. & P. Distributing Company to go into the bistro business.

(Continued on page 76)

VICTOR'S PROVEN MONEY-MAKER TOPPER 16 BALL GUM VENDOR

\$13.25 Ea.

\$12.75 Each 100 or more

\$1.00 25 Ea. 250 Sell \$1.00
Gum with each set of 4 Papers ordered.

Write for Free 32-Page Catalog on Churns, Soft Gum, Cigarettes, Machines.

Write Depend on All Orders.

PARKWAY MACHINE CORP.
715 East St. Baltimore 2, Maryland

Get IMMEDIATE delivery of these KEENEY Venders:

- 300-ccp combination Hot Coffee/Chocolate
- 300-ccp combination Hot Coffee/Chocolate
- Single Vender
- "Eclair" Deluxe Hot-CR Cigarette Vender

Write for New Clearers and Easy Payment Plans

J. M. KEENEY & CO., INC.
2600 W. 10th St. Chicago 22, 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.
460 W. Fulton St., Chicago 44, Ill.
Telephone: Columbia 1-8773
Cable Address: WATM887C, Chicago

SOUTH SEA ISLE Pearl Rings

Highly designed starter of pearls mounted on elegant vintage style rings. In a variety of styles. See all the charm and mystery of the cultured South Sea! **VENDS PERFECTLY** in all types machines. (Not a temporary PSI-Terminal.) Order today.

\$15.50 per M

Labels available at your distributor or

paul a. PRICE CO., INC.
1140 W. 12th St., Chicago 22, Ill.

Bulk Vending

Continued from page 74

An established part of the grocery industry, they operate in much the same way that operators of bulk vending equipment do, and their presence should be an aid when bulk vending operators want to put machines on location. Since the store owner is already familiar with the advantages of an outside operator in some kinds of merchandising, he wouldn't be likely to refuse bulk vending on the basis of unfamiliarity.

Supermarkets have expanded in all directions in the relatively short period of time they have been in existence. Three-fourths of them are less than 10 years old, and now, handle more than 3,500 different items as compared to 2,000 in 1950. During the 10-year period 1947 to 1957, the average supermarket more than quadrupled sales volume, whereas the average grocery and retail store only doubled their sales volumes.

Bulk Banter

Continued from page 74

up his way to enjoy the fishing. . . Herb Davis, Racine operator, attended the Badger Candy Club's Fall Candy Carnival, along with his wife and several employees. . . David Veldhuizen, son of Waterfront operator Bert Veldhuizen, is being married this week. He is a student at Carroll College, and also works on the vending route. Volume in rural spots around his Whitewater home base has shown slight improvement as the result of the tourist influx, reports Ray Humphreys, veteran bulkman. . . Takes during spring and early summer months were disappointing, but almost every machine serviced in recent weeks was empty of close to it, several operators report.

Operators also claim they have been hurt because of the shutting down of nearly 80 taverns here this summer. A lot of these taverns couldn't come up with the city license fees, so they closed down, leaving operators high and dry.

OPERATIONS CANDY BALLS

210 Coast, with CHARLES, also 180 Coast "WOLF-MOON" Soft From Candy Ball Label.

50 ROUND, 50 SWEET, 50 PROFITABLE

Simple and information on request.

EPHY

91-15 14th Place
Astoria 15, New York

Flexible **BELT RINGS** Are More!

Plastic-Unassembled . . . \$4.40 per M (topper for specialist)

Plastic-Assembled . . . \$7.50 per M (booked for bulk vending)

Plated-Unassembled . . . \$8.75 per M

Plated-Assembled . . . \$11.50 per M

Free advertising labels at your distributor or . . .

Guggenheim

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N. Y. C. 3, N. Y. • AL 5-9393

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Save Money!

"KING" Size **SOLID BALL BUBBLE GUM**

8 Fabulous FLAVORS

8 Eye-Catching COLORS

8 "Solid" VALUES

Also "Star-Brite" 310-170-140 BALL GUM

Add your distributor to those Creamer's "standards" for top!

CRAMER GUM CO., INC.

130 Orleans Street
East Boston 25, Massachusetts
Member of National Vending Ass'n.

"Bubble Stem"

Children and teenagers love it and you will also when called for "instant money" inserts your machines. Vends in 1¢ machines, mouthpieces, holders and so on. Machine designed to use foot time by adding extension! Packed 25¢ of each piece only 1¢.

\$5.00 per 10 in lots of 500 or more

\$6.00 per 10 in lots of 100 or more

SURE-LOCK, the perfect capsule. Outstanding item! Sell \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

The PENNY KING Company
2530 Mission Street, Pittsburgh 7, Penn.
World's Largest Selection of Miniature Churns
NATIONAL SALES HEADQUARTERS
"FOR ATLAS-MASTER PENNY-NICKEL MACHINES"

Bulk Vending

Continued from page 74

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oak's LI'L LEAGUER a sure hit!

The balls are loaded with profit for the smart operator who installs oak's LI'L Leaguer on his machines. The fascinating ball game is right on the front of the machine to attract the eye and attract the customer.

ACORN

The all-time favorite of the vending business. Vends all 1c and 5c bank merchandise, including beads. Guaranteed mechanical perfection—the oak machine with quality and dependability. Today's Acorn looks the same as the original.

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1023 South Grand Avenue
Los Angeles, California

East and Midwest factory sales **M. L. ABELSON/Phone AF 1-6478**
2023 Fifth Avenue Pittsburgh, Pa.

oak MANUFACTURING COMPANY, INC.
11421 BRIDGEWAY AVE. CULVER CITY, CALIFORNIA

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 Buy Gum, all sizes of 1 1/2, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

MANDELL GUARANTEED USED MACHINES

Buy Mandell 200 Series... \$14.00
 Buy Mandell 200 Series... \$14.00
 Buy Mandell 200 Series... \$14.00
 Buy Mandell 200 Series... \$14.00
 Buy Mandell 200 Series... \$14.00

MERCHANDISE & SUPPLIES

Aluminum 8 1/2" x 11" V. 200... \$1.50
 Aluminum 8 1/2" x 11" V. 200... \$1.50
 Aluminum 8 1/2" x 11" V. 200... \$1.50
 Aluminum 8 1/2" x 11" V. 200... \$1.50
 Aluminum 8 1/2" x 11" V. 200... \$1.50

THERE ARE BIG PROFITS IN GUM

GET YOUR SHARE WITH **Northwestern**

PACKAGE GUM VENDOR
 This amazing vendor is a sure bet for big gum profits & a rotating merchandise drum with five columns yields a total of 93 standard sized packs. "Vendomatic" displays top selling sales.

STAMP FOLDERS, Lowest Prices... Write MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.
 MOE MANDELL
 440 W. 30th St., New York 18, N.Y.
 10004-20007

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week
 For the biggest savings opportunity... for the latest prices on new and used vending equipment... for every bit of significant news in our industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today. Save you more than 20% on newsstand price.

The Billboard, 2360 Patterson St., Cincinnati 21, Ohio
 30c or Please send me The Billboard for one year of \$15. (Foreign add. and post. 65¢)

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 Occupation _____

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on BALL and VENDING GUMS

Some Has Flavor, Cutters and Coatings
Direct LOW Factory Prices

Bullseye Ball Gum, 140-170 0... \$14.00
 210 0... \$14.00
 210 0... \$14.00
 210 0... \$14.00
 210 0... \$14.00

AMERICAN CHEWING PRODUCTS
 32 years of manufacturing experience
 414 & 416, Pennsylvania Market 4, N.Y.

THE KEY TO BIG PROFIT IS 2 PENNY VENDING

with **Northwestern**



Get the legendary Northwestern Pen & Vending, the big profit and... these big profits for you.

Don't wait, don't lose these things. Be in on the ground floor. Order today, get a few of these machines up locally, the profits is the proof.

See your Northwestern Distributor or write, write or phone for complete details.

THE NORTHWESTERN CORPORATION
 2913 E. Armstrong St., Marsh, Illinois

YOUR TICKET TO SALES RESULTS—THE ADVERTISING COLUMNS OF THE BILLBOARD!

Stamp Folders, Lowest Prices... Write MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

COINMEN YOU KNOW

Continued from page 73

ness, is back on the routes again.

Washington
 By DELORES NEWCOMB

Even Griffith, co-owner of Pioneer Novelty Company, has just returned from a vacation in Wildwood, N. J. He and his family had a great time, he says. His brother and father, Kenner, is vacationing in Miami. "Business at Fenland Arcade is pretty good," despite rainy weather, says Herbert Brown. "Fact that many people are on vacation has hurt a little, Brown says. The G. B. Macke Corporation has installed a completely automatic feeding operation at the Kaiser Aluminum Company plant in Bristol, Pa.

Spokesman Meyer Gelfand says the operation services some 1,100 employees. Macke also has been awarded a contract to install cigarette, cigar, candy and gum machines in the Pentagon. Macke had the contract for a number of years, but lost it when it was awarded three years ago. "They're glad to be going back," Gelfand says.

In Greatest Demand Gold Metalized WATCHES



\$15.00
 per 1,000
 for 1,000 to 5,000 quantities.
 Nothing Over 50 Dollars in These WATCHES!

EPPI
 99-75 Lomb 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.
 3701 S.W. Grand Ave., Chicago 24, Ill.

SAVE MORE MONEY—MAKE MORE MONEY—Subscribe to The Billboard TODAY!

Diversification

Continued from page 74

not price goes up and down so often that it is difficult to know where we stand from one week to another. Still they are a popular product and often make the difference between getting a station and not getting it. I gave up in disgust once on peanuts and pulled in a hundred machines. But within a few weeks I put them all back on location where the price had gone down sufficiently to allow a small profit.

Bowling alleys present another special problem. During winter league competition, Shannon has multiple installations on location in many bowling alleys. During the summer, when the leagues end and only open bowling remains, collections invariably drop off so much that Shannon now transfers these machines to more active spots. He also utilizes the changeover as an opportunity to repair equipment which has become scratched or otherwise marred on location. He uses a forest green and black-color scheme, and discovered some years back that marine paint endured better than any other type finish. He buys aluminum paint and uses both brush and spray gun to refinish his machines.

Shannon averages an eight to 10-hour working day and gets considerable assistance from his wife, a qualified bookkeeper. He works from a light panel delivery truck, which he finds best combines maneuverability and maximum space.

J. SCHOENBACH
 715 Lincoln Place
 Brooklyn, N. Y.
 President 2-2900

After all is said and done—your best bet still is

VICTOR'S STANDARD TOPPER

1c Ball Gum Vendor \$13.25 ea. \$12.75 ea. 100 or more

Distributed by
ROY TORR—LANSDOWNE, PA.
 Giving Friendly Service and Liberal Terms Since 1910

WE HAVE oak's "LI'L LEAGUER"

SOUTHERN ACORN SALES
 526-30 Bruno Ave.
 P. O. Box 3196
 Charlotte 6, North Carolina

WANT TO BUY Vending Machines

Acorns Atlas 1c and 5c Stamp Machines
 Victors Candy Machines Capsule Machines
 Northwestern Counter Games Sanitary Vendors

1A8 Model: You Name It, We Want It! All Makes and Models
 Send Your List of All Machines and Lowest Prices Wanted. We pay 10¢/Dollar

RAKE COIN MACHINE EXCHANGE
 609 Spring Garden St. Lombard 3-2674 Philadelphia 33, Penna.

WE HAVE OAK'S "PREMIERE"

STANDARD SPECIALTY CO.
 1528 44th Avenue
 Oakland, Calif.

for machines and supplies. Although at consumer identification with his business, he has a large, aluminum-painted on the sides of the truck and all stationary has a slantrock on the letterhead.

The Key to Increased Collections

MULTIPLE ALL STEEL STANDS

For 4 Machines \$7.50 each
 For 6 Machines \$10.50 each

With wheels attached to rear stand \$9.00 450-K&S

LARGER STANDS FOR 8 AND MORE MACHINES ALSO AVAILABLE

Rush 1/3 with order, balance C.O.D., F.O.B. Brooklyn

Headquarters for all machines, parts and supplies. Complete line of vending machines, repair, stand-up and stamp folders.

ROY TORR—LANSDOWNE, PA.
 Giving Friendly Service and Liberal Terms Since 1910

WE HAVE oak's "LI'L LEAGUER"

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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on an 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 charged for 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 ranges, mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is near 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 August 25, 1958)

Table with columns for High, Low, Mean, and Avg. for various categories: MUSIC MACHINES, GOTTIEB, SHUFFLE GAMES, ARCADE EQUIPMENT, and PINBALL GAMES. Each category lists specific machine models and their corresponding price ranges.

Report Italy Moves Against Pin Trade

CHICAGO—Reports from international trade circles here indicate that the Italian government has taken action against the pinball trade in that country.

Since Italy has been the fastest growing market for five-ball pin games, and consistently one of the leading export markets for these games, the reports have caused alarm to the many firms dealing in coin machine exports to the U. S.

Details on the anticipated action were not clear at press time Thursday (August 29), but seem to indicate a definite curbing of pin in that country. There is a possibility that the governmental action may

be temporary, however. Varying reports indicate that either pinball has been banned on the operational level within the country, or that pins have been removed from the list of approved imports of the country. Either way, the U. S. to Italy traffic in pins would cease for all practical purposes.

Steady Imports
In the latest U. S. Department of Commerce report on coin machine exports (for May), Italy showed 58 U. S. games imported at a value of \$26,782. In April, it took 483 games valued at \$142,776, and in March, Italy took 483 games valued at \$127,567.

According to one trade source here, the anti-pin action was reported likely taking the form of a ministerial decree which, while banning pinball operations, would

JUST NOT BITING

Forman Blames Fish For Financial Fiasco

FREEMONT, I. I., N. Y.—A dozen operators who's collections were down this summer and who'll probably get a dozen different reasons, mostly dealing with local and national economies.

However, Cobe Forman, of the Suffolk-Nassau Amusement Company, has his own theory—and it has nothing to do with business cycles. Forman is convinced that the principal reason collections were 25 per cent behind last year on a summer location is because of the fish.

Suffolk-Nassau, a giant Long Island operating company with about 400 juke boxes and nearly 800 games on location, operates 50 summer stands on the Long Island coastline. These locations, open between Decoration Day and early September, cater usually to the fishing crowd.

Fish Not Biting
Normally, fishing is excellent in Long Island Sound, the Great

LOTS OF SPARK, FLASH & SMOKE IN 1958 GAMES

CHICAGO — Just when things seemed to be getting "down to earth" once again in the coin game manufacturing business, United Manufacturing Company announced production of two new games—Atlas Shuffle Alley and Jupiter, an in-line puck game.

These two games now feature the number of models forming the "outer space" theme to 10. One out of every six games introduced this far this year bear some kind of "outer-space" nomenclature.

Besides Atlas and Jupiter, there is Rocket Shuffle (Chicago Coin) Space Age (Genco); Shooting Star (United); Space Gunner (Bally); Rocket Ship (Cottlieb); Shuttle Explorer (Chicago Coin); and two Satellites (National Shuffleboard, and Williams).

WATER ROUTE

Arcade on Ship Top \$ Attraction

DETROIT—A floating Arcade that crosses Lake Erie twice a day is proving a desirable source of business for Michigan Midget Movies, diversified coin machine operators of Detroit. The S. S. Aquarama, largest passenger ship in the world on fresh water, makes a daily round trip between Detroit and Cleveland under the direction of Capt. Morgan Howell. It is operated by the Michigan-Ohio Navigation Company, with J. Lee Barrett as president, and Col. W. G. Proctor, general manager.

Forward at the extreme bow on the fourth of deck, deck is the Carnival Room, a miniature Arcade combined with a gift shop. Here 75 machines are arranged in what crowded quarters formed by the crowded flare of the ship's lines at the bow. This is about "the maximum number of games that can be accommodated in the space available. The Carnival Room is reached by a separate forward companionway stairway to land-lubber's landing off from the main sliding door, and is normally open from about 10:30 a. m. to 10 p. m., about half an hour after leaving port until just before arrival back at the same port in the evening. The ship sails three days a week from Detroit and four from Cleveland this season, reversing the schedule used last year.

Good Game Selection
The most popular games in order, are Dime-Mobile, the only six-dime title; Genco-Gun Club; All-Star and Big Game, all operated at a dime. Seven games in all are operated at a dime, with four at a nickel, Bally Bull-Fly, especially popular with the small fry. Bally Popgun, a small pin game; Skill Roll, and Stage Coach, another pin game.

Kaye Ready With New Pool Game

BROOKLYN—The Irving Kaye Company has now introduced production on its new Deluxe Competition pool table with a window for the poolball.

After each ball is sunk it drops behind the window where the players can observe it. That's become the basis for the players to chart the progress of the game.

The game itself is a six-ball table and is 73 inches long and 41 inches wide. List price is \$350.95.

This floating Arcade appeals to all ages, with a good percentage of women and many small children. Arcade type games are rarities in Detroit under general regulations, and the games offer a welcome novelty to visitors from this city, with the opportunity to relieve the restlessness of the day-long round trip of about 250 miles. Youngsters really go for the games, repeated visits amply demonstrate.

The Arcade and gift shop are under the direct charge of Ellen Engard, of North Easton, a suburb of Cleveland, who is busy making change in addition to her gift shop duties, and dealing with the game customers. She is the one who does a good public relations job on the spot when a customer complains that a game is out of order. This is a specially perplexing job with the small fry, and here her winning smile and personal help to solve the problem raised by small children. The real little ones are not so much a source of difficulty, but, she says, "when they get to be about 12, they get to be" (Continued on page 79)

Ill. Taverns, \$250 Pin Tax Don't Mix

SPRINGFIELD, Ill.—Taverns in Illinois were warned last week that purchase or possession of federal gambling tax stamps will be grounds for loss of liquor license. Warning came from the State Liquor Control Commission.

Tavern owners who have such stamps, including \$250 stamps required by federal law on pay-off pinballs, were given 30 days to get rid of them. After September 25 tavern owners holding such stamps will be ordered before the commission to show cause why their State licenses should not be revoked.

Some tavern owners are turning over their \$250 stamps to the commission's Springfield office, as recommended by the commission. No receipts are given for turning in the stamps.

Commission Chairman Loren B. Sackett said that special efforts would be directed against places operating pay-off pinball or slot machines.

Bally Ships Beach Time, In-Line Pin

CHICAGO — Beach Time, an in-line pin game featuring the new "stop and shop" play feature, was shipped to distributors last week by Bally Manufacturing Company.

The "stop and shop" score booster feature permits players to stop shooting balls after game has begun and "shop" for higher scores by playing extra games.

When the score fails to advance to player's satisfaction, he shoots remaining balls.

After shooting two balls, player may try to advance score before third, fourth or fifth ball is shot, depending on pin lighted.

The game includes four "magic squares" and two "magic lines" arranged to give player maximum juggling flexibility for in-line scores.

Beach Time also has the Bally-hole feature, which guarantees the player all four "magic squares" and two "magic lines" on the first coin played in next game. Other features are extra ball, extra time, corner scores and triple-deck advertising scores. Game is regular size.

ROUTE-BUILDING ADVICE

Start Short Bowler, Then Place Long Alley

ST. LOUIS—While there are drawbacks to in-line bowlers, they prove valuable in paving the way to later 16-foot bowler installations, according to Sidney Morris, J. S. Morris & Son, long-time game operators in this area.

"Bowlers have been one of the most consistently profitable types of games for everyone concerned over the past 20 years," said Morris. "There is a tough sales problem involved, however, in that the average tavern owner throws up his hands in horror when he sees a 16-foot machine that begins merely calculating how many square feet it will take up in his establishment."

"We find, however, that most bar owners who create space for a bowler of any sort are so pleased with the results that they will often make space for a 16-foot area if it means removing or shifting

around some of the fixtures in the location.

"But there are always prospects who must go thru the process of convincing themselves that the bowler will pay before they take it on location. It doesn't do much good to bring in testimonials from other tavern owners. They must simply testify for themselves that the bowler will show the sort of revenue which we predict."

Five-Sample Piece
It is here that the 11-foot bowler shines, according to Morris. With its comparatively small size, it is much easier to use to convince the tavern owner that it has good possibilities. Usually a minimum amount of adjustment at the location is needed to install the machine. Then, within a few weeks the tavern owner is ready for a 16-footer, even if he must give up

(Continued on page 79)

Great South Bay, and in the A. J. lastly here. But this year the fish just wasn't biting. As a result, sports fishermen, after a few days runs, decided to call it quits for the season. Hence, many taverns and restaurants, which cater largely to the fishing trade experienced an extremely poor summer.

Of course, Forman admits that the poor fishing wasn't the only reason for the decline in collections. He cited the heavy spring and early summer rains, which kept the city dwellers away from the beaches, and he also pointed to the unemployment in the Long Island area, particularly in the aircraft industry.

After Labor Day, Suffolk-Nassau tabs the pieces on summer locations and places them on year-round spots, upgrading equipment in the process. Displaced pieces go in the company's jobbing operation, or they are exported to Europe or South America.

Forman said that the company still has about 35 of 40 78's on location, but that they will be replaced with 45's within the next few weeks.

Ready to Test Ruling

EUGENE, ORE. — Attorney General Robert Thornton said that a test case to determine legality of pinballs in Oregon is ready for trial in Tillamook County.

The attorney general's office has been waiting for a determination of the legality of free-play pinballs in the State.

The test case, according to Thornton, had been delayed because defendants filed motions for a new judge. The defendants in Tillamook and Clatsop County operators.

The question of pinball legality arose in Oregon when Lane County District Attorney Eugene Venn ordered them out of the county on the grounds that free-play machines are gambling devices. Venn demanded that the attorney general rule on the question, which he did, reaffirming a predecessor's ruling that such games are illegal in the State.

United Producing Pair Of New Shuffle Games

CHICAGO—United Manufacturing Company received two new shuffle-type games for shipment last week.

Atlas Shuffle Alley is a standard type shuffle bowling game, but features an entirely new idea in puck design.

Jupiter, the other new United product, is a puck game with in-line scores and bouncing-ball feature of Shooting Star, its predecessor. High scores are featured.

Two models of each game are available. Atlas comes in regular or deluxe match-play, Jupiter in regular or replay.

The 35-40 inch Atlas Shuffle Alley had regulation scoring for up to six players. Its "new-idea" fea-

ture is a unique type of puck, regular steady but topped with half a ball. The ball section of the puck actually hits the bowling pins on contact, the first time a shuffle puck was built to make direct contact with the pins.

The Jupiter in-line puck game is a single-player with scoring in the high millions. Player attempts to line up bouncing rubber balls in score areas for in-line points. He shoots shuffle pucks to realign balls in individual lines for better scores. The game has a light-up feature which gives free play for lighting up all bottom of the name, Jupiter. Four owners also receive, as well as in-line.

Wurlitzer Reports Stereo Unit

Continued from page 63

range) and a standard cone (or all-purpose speaker) for middle ranges. Each of these three speakers, and the tweeter, covers a specific range, each overlapping with the other. The crossover network is a complex electrical device insuring even feed between them.

The stereo unit can also be used with the 2250 but the speaker selection in this lower-priced 200-series model does not have either the tweeter or the crossover network. It would therefore mean

that the highest ranges on a stereo system using this model would not be effected as well thru one channel.

The automatic volume control regulates both speaker systems to insure equal volume.

The companion cabinet measures 33 1/2 inches high, is narrower than the juke box models, and bears a close family resemblance to them. It looks like a smaller version of the present juke box line with the top half, including the control panel, cut off.

Cabinet Placement

Wurlitzer advises operators to place the companion cabinet 12 to 20 feet away from the juke box, depending on the location. If it is placed more than 12 feet away, both the juke box and cabinet should be angled in. Experimenting for best results is undoubtedly advisable since there is disagreement on how much "separation" (which emphasizes the directionality of the sound sources) there should be, and how much, instead, the two sound sources should meld and form a "wall of sound" for optimum effect. The size, shape and acoustical properties of a room will have much to do with placement in achieving the optimum effect, Bear indicated.

Stereo Stylus

The new pick-up—stereo stylus, cartridge and tone arm—replaces the present monaural pick-up. The new pick-up will play both stereo and monaural records, but Wurlitzer cautions operators not to play stereo records without the stereo pick-up. (See separate story in this section).

The pick-up is equipped with two sapphire stylus, one in playing position, the other held in position in the tone arm. A small lever on the tone arm is turned for switching positions. Pressure of the firm's existing tone arm is much lighter than for home systems (five grams or under).

The same turntable as is now used in the firm's new models will be used with the stereo system, since it can be adjusted in two directions to permit optimum playing of the more complex tracking of stereo disks, according to the firm.

Speaker Compatibility

Wurlitzer officials advise operators not to try to use the stereo

COINMEN YOU KNOW

Continued from page 63

really works at stumping for them.

Vacations are all cleaned up at Trimount Automatic Sales Corporation. Marshall Carns reports business booming in a new cigarette machine and music is far ahead of the same time last year. Business is good enough to keep Dave J. Bond and Irvin Margold from getting in as much golf as they'd like.

Louis Blat, Atlas Distributor, flinging the fish more elusive as the summer progresses, but he says it's fun anyhow. Brother Barney still confined to his home with a heart condition. Vacations still going on at Atlas with secretary Eleanor Hill and serviceman Albert Margasi off enjoying the sun and sea.

Things are still flying high at Associated Amusements, Inc., where Edward Kevvey reports dashing between Cape Cod, Boston and New York on business and pleasure. General manager Richard Mandell is visiting operators the fast way—by air. Dick Lew has his plane to New Haven and Wiliams last week and was back within the day. Secretary Pat Sullivan has gone to Connecticut on vacation, and serviceman Ray Davis and Fred Richards are relaxing on Cape Cod.

(Continued on page 63)

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system with any models other than their new ones, since speaker and amplifier components are different from them and identical speaker systems are needed for the best stereo effect.

In a juke box location having two rooms (a bar and dining room), two matching speakers can be hooked up in one room, each carrying one channel, to afford stereophonic sound in that room as well as in the room with the juke box and companion cabinet, Announcement Withheld.

Bear said that their announcement of this stereo system was considered at the time of the Music Operators of America show last May, but they dropped the idea of introducing it then because there "were no commercially acceptable 45's available for use on the instrument." "We decided to hold up the announcement until the record companies had produced enough of these records to program at least a section of our 200-selection phonographs," he said.

Dual pricing is possible on the stereo system, accepting coins of all denominations, including half dollars. Plays can be selected with any combination of coins. Thus, said Bear, an operator can use a basic charge for each stereo or EP record of 15 cents and charge a dime for each monaural single.

"We feel that stereo music offers the operator an important new sales tool. It is music of greater range than we have enjoyed from the regular monaural high fidelity records and should encourage increased play in the locations where it is installed," said Bear.

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WHAT DOES STEREO MEAN?

Continued from page 85

ing to peak around the corner, with RCA Victor being the first label to make a sizable introduction in the 45 field with EP's. Entry into the stereo singles market by record manufacturers appears imminent. (A full treatment of record company plans for producing stereo 45 r.p.m. singles and EP's will appear in the September 14 issue of The Billboard.)

Speculations are rife that the Wurlitzer entry is bound to trigger announcement by other juke box manufacturers of A stereophonic principle. Certainly all have been experimenting with a stereophonic



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development and appear ready for an almost immediate entry. Few, tho, expected to make it in soon. To quote one executive with a large juke box firm, "We've had stereo for some time, but have been kicking our time on a unit single 45 stereo disks became a factor. As a matter of fact, the stereo angle has been about fifth on our priority list."

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development and appear ready for an almost immediate entry. Few, tho, expected to make it in soon. To quote one executive with a large juke box firm, "We've had stereo for some time, but have been kicking our time on a unit single 45 stereo disks became a factor. As a matter of fact, the stereo angle has been about fifth on our priority list."

When How

Now, however, the competitive aspect of the situation is a factor that obviously won't be ignored. The only question remaining about introduction of a stereophonic juke box principle by other firms is "when and how."

The "when" part is difficult to answer, except by speculation. Factory unveiling dates for new equipment are traditionally a closely guarded secret, and certainly no manufacturer would be likely to tip his hand at this point.

However, at least several industry leaders are now predicting at least one more announcement by the end of September, with virtually all one expecting less than four days subsequent to the time of the next Music Operators of America convention scheduled for May of 1959.

How

This, then, leaves the other question of "how?" There are probably as many ways to have a stereophonic system as there are operators willing to experiment.

Wurlitzer has taken the "normal development" approach. That is, any of their current phonograph lines can be adapted to stereo by adding the special unit the firm is introducing—a stereo stylus and cartridge, a dual amplifier, double-purpose pre-amplifier and an additional speaker system with its own cabinet.

Advantages

There are two principal advantages to this system. First, the firm's current line of phonographs does not become obsolete. Operators desiring stereo can add it at will to their current models. Sec-

ond, and just as important, the cost factor is kept at a minimum. An operator who doesn't need stereo doesn't get saddled with the cost, and the one that wants it, pays for it.

A key consideration is the proper placement of the additional speaker. This must necessarily vary with each location, but it must also be kept within limits. Wurlitzer officials saying that speakers should be 12 to 20 feet apart. With them 20 feet apart, they should be turned at an angle.

Single Cabinet

It was this consideration that caused some firms to at least consider approaching stereo from a single cabinet approach. That is, a single cabinet would house two separate sets of speakers, with each projected at, say, a 45-degree angle.

Also having the obvious advantage of saving space, with no thought of the additional speaker, there are principal considerations about this system. Chief among these is the considered opinion by most audio experts and engineers that a true stereo effect cannot be achieved by having speakers placed so close together as would be required if they were both housed in a single juke box cabinet.

Direct Feed

The above objection was thought to be enough to rule out the single unit idea entirely. But there certainly exists the possibility of a single cabinet stereo unit being perfected thru improvements in engineering principles.

There is the added complication of cost. The above system would mean introduction of another model to a firm's current line and, obviously.

It thus appears that stereo, when it comes from other firms, will most likely be thru some form of the supplemental speaker approach. That is, the present juke box cabinets may or may not be modified. Practically speaking, the longer the manufacturer wants to introduce a stereo unit, the greater the likelihood that his cabinet will

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get a design change. But regardless, the unit will undoubtedly have some type of supplemental speaker.

Chief Variance

Chief variance will be in where the added pre-amp and amp are housed, and the type of speakers set-up used. Some manufacturers will no doubt redesign their existing cabinets to house (if needed for stereo adaptation) the additional amp and pre-amp.

Another approach discussed would be in having two additional speakers for stereo adaptation. That is, if an operator wants a stereo juke box, he won't get speaking in his phonograph unit but will be furnished with two sets of speakers that will have to be mounted on floor or wall.

A Cabinet

This two-speaker approach presents all sorts of possibilities on cabinet design, since the speakers are no longer housed in the cabinet. However, the disadvantage here is one of cost.

Also theoretically offering excellent stereo reproduction—the manufacturing (and resultant cost to operator) would undoubtedly be greater. Also, again it would mean addition of a new machine to the manufacturer's line.

It might also be pertinent to say a word here about compatibility. What of playing stereo disks on monaural machines and vice versa? To an operator this is an important consideration.

Disagreement

Unfortunately, there isn't the 100 per cent complete agreement among authorities on this subject that might be desired. So-called audio "purists" insist there is no such thing as "complete" acceptable compatibility between stereo and monaural.

However, the inability of more practical technical engineering minds and audio experts to agree.

Generally speaking, it is safe to say that a stereo phonograph can play both microgroove and stereo disks. However, a conventional monaural phonograph that has not been converted to stereo, cannot play stereo disks. (Actually, the monaural machine can play stereo disks, but the microgroove needle will chop the stereo disk to pieces in short order.)

Needle and Arm

This is because of two main factors—needle size and tone arm weight. Most conventional tone arms are too heavy for the delicate pick-up needed on stereo disks. The stereo tone arm, however, is inherently adequate for microgroove.

Also, the stereo needle is precision-ground to a .0007 point-to fit into, and adequately pick up, the stereo impulses from both sides of the record groove. The microgroove needle, on the other hand, is of no definite size, and besides is ground in even number sizes. That is, for some makes of phonographs the needle might be .0004, on others, .0008, and on still others, .0016, up to 1 mil. This slight difference, plus the different angles used by the various microgroove needles, is enough to gouge the delicate stereo record grooves to pieces.

Summation

In summation—the operator who definitely expects to see stereo in some form, from all manufacturers, certainly is less than a year, and most probably much sooner. What form it will take, only time will tell.

How much of a factor it will become as the operating scene again only time will tell. In coming months much will be written on the subject. In addition to reading all available information, the operator should study all systems as they are introduced, and find himself of the latest current knowledge.

Stereo—when it comes—should be properly introduced to the public. This could be an excellent new merchandising tool for the operator. He could do well to thoroughly explore all its possibilities.

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NEW YORK — Theodore H. Silbert, president of the Standard Financial Corporation, reported to the firm's directors Wednesday (27) that SFC has achieved a status as a prime rate bank borrower as well as having qualified for the sale of commercial paper at prime rates, thru Goldman Sachs & Company, Standard specialists in handling coin machine paper.

Silbert pointed out that since interest costs represents approximately 40 per cent of the company's total expenses, this reduction in borrowing costs will increase the company's earnings and expand its financing services to clients throughout the country at lower rates.

Net profit after taxes for the first six months was \$385,000, as compared with \$308,000 for the first six months of 1957. On a common share basis for 1,250,464 shares, net earnings this first six months were 30 cents, as compared with 25 cents on 1,158,964 common shares for the first six months of 1957.

So far this year, Standard has acquired the Factors Corporation of America which expanded its financing volume to an annual rate of nearly \$250,000,000, sold its stock in Strauss-Duparcq, Inc., and sold publicly \$4,000,000 of subordinated debentures thru Citic, Morgan & Company.

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NEW YORK — The Coin Machine Mechanics' Association, an organization of free-lance jobbers and amusement game servicemen, announced its new service schedule, effective Tuesday (3). President Harold Morris said

that service will be furnished the same day on calls received before 8 p.m. on weekdays and before 9 p.m. on Fridays and Saturdays. Calls received after those hours will be attended to the following day.

Morris explained that the new schedule is the result of operations requests for the establishment of a uniform cut-off hour for service.

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Italy Moves

Continued from page 78

give owners a time period to remove the games from locations. There is a possibility that such a decree could be overcome by legislative action.

Italy has been an outstanding market for single-player five-ball pins, with manufacturers reorganizing a sizable percentage of their new game output for shipment to Italy. Markets in other European countries, on the other hand, reportedly favor the multiple-player five-ball.

Pinball pay-offs are illegal in most European countries, with the exception of Belgium, Germany and Holland. Five-ball pins have been the favorite game import item for European markets over the years, with bowling games showing some favor over the past six to eight months.

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★ 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 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 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 2" EXTRA BALL 3" 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.

UNITED'S

Playtime

BOWLING ALLEY

**new
player appeal
feature**

PLAYER'S CHOICE OF
easy strike OR
normal strike

SIMPLY PRESS BUTTONS FOR CHOICE

new look
REGULATION BOWLING
**1 to 6
can play**

**new drum units
on backglass**

INDICATE } NUMBER OF PLAYERS
AT A GLANCE } FRAME BEING PLAYED

Bonus 5th frame ADJUSTABLE FEATURE

Big 4½ inch composition ball

DROP CHUTE COIN MECHANISM WITH
NATIONAL REJECTOR OR PULL-OUT DRAWER
FOR EASY SERVICE



4 SIZES
13 FT. LONG
16 FT. LONG
17 FT. LONG
20 FT. LONG

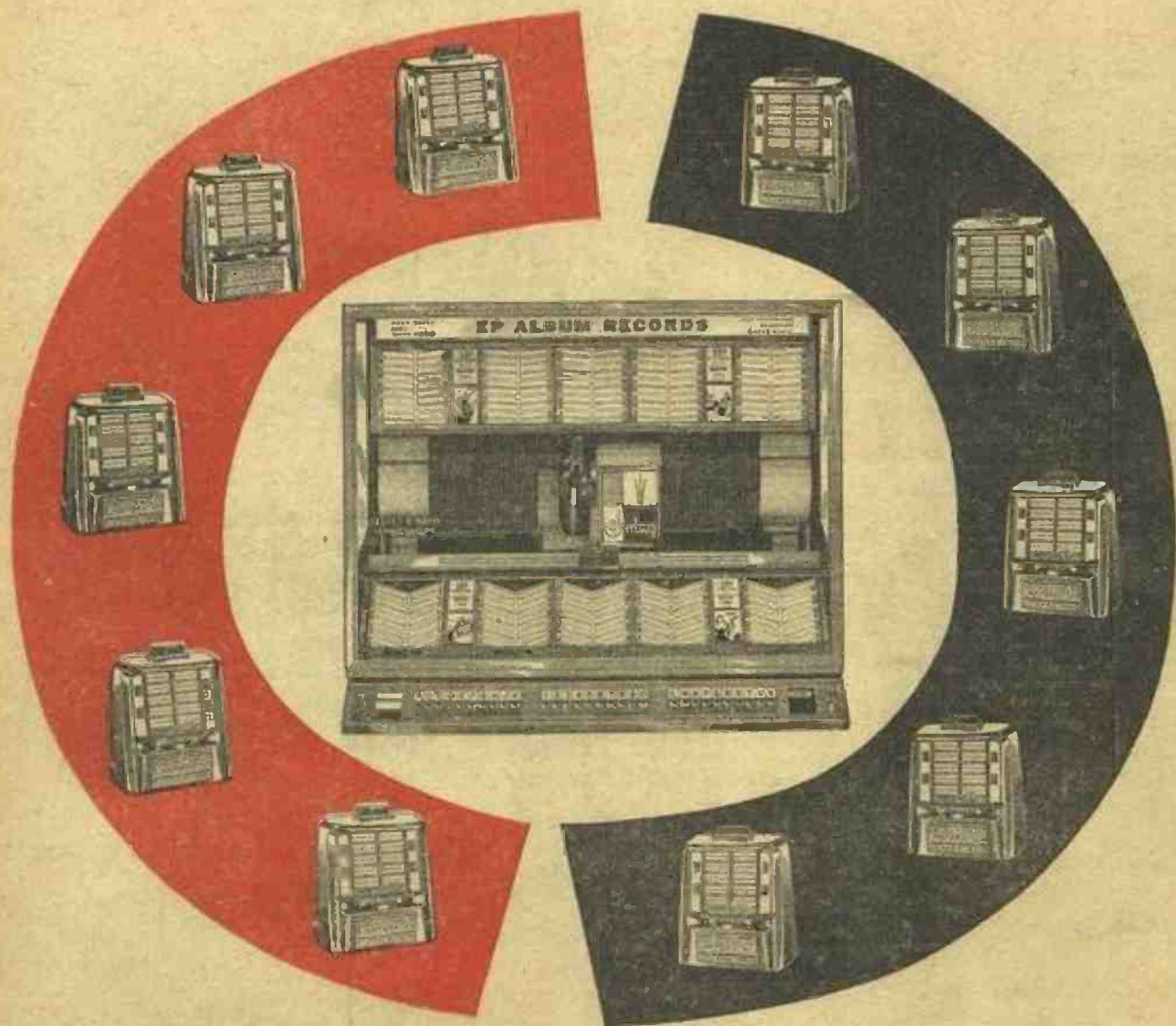
2 FOR 25¢ PLAY
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20 quarters at one time for future play

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Easily convertible to 10¢ play

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The Seeburg '161'



The Seeburg '201'

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