Too Many Disks Spoil the Broth

Overproduction Pressures Industry at All Levels; 100 Releases Weekly

By ROB ROLONTZ

NEW YORK — The 100 releases a week that have allegedly been problems in the record industry today is one of the floundering and most difficult to solve. The problem is that manufacturing companies where manufacturers trim produce and release a dozen or a dozen for each of these have been experienced by record firms over the past six months, the number of new disk- and phonographs and the number of records produced in any one year has increased year after year, according to the editor of a local disk and phonograph magazine.

Narrowing Funnel

What all this means, of course, is that the great amount of new product that comes out each week is filtered through an opening that becomes narrower and narrower as the number of releases grows larger. The manufacturer, the distributor, the music publisher and the artist all put pressure upon the disk jockey to expose their product. And the jockey, faced with a constant flow of records, which he has to play only a few, programs them on a basis of name value, by either actual listening, by the librarian’s list, by the jockey’s own knowledge of songs, and by being influenced. What happens to most of the records that are released? Since (Continued on page 4)

NYU-Billboard Tab Cues Bigger Year For Phone Sales

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

By RALPH FRIESEA

NEW YORK — The public will buy as many phonographs during 1958 as they bought last year. In fact, there are strong indications that sales will top last year’s total of 4,000,000 units by estimates ranging from 10 to 25 per cent. The key to a strong increase is stereophonic sound. As much as 9,000 music manufacturers, converging on the annual convention to tire dealers and other annual conventions will be to unveil fully stereo phonographs. None intend to be left behind in the rush to win they fully expect to be a stereo boom. Even without stereo, the phonograph business is held well or bettering the figures of last year. This is the overall picture seen in a new stereo phonograph survey conducted by an industry trade paper spotlights, for an estimated $7,200,000 in the 19-week period. The study also revealed that about 4,000,000 per cent of the stereo music handle phonos and carry on portable television sets.

It Calls for Imagination

NEW YORK — Of the 100 or more records that are released in an average week about 70 per cent are released by established firms, and the other 50 per cent are released by new, or newly released labels.

One of the problems faced by a new firm is what to call the label. Standard names relating to the U. S. were used long ago. But the legend of the old industries is great, and somehow few labels have been released.

Here is a random sample of the names of some of the newer labels who have issued records recently: B.B., Big Hits, New Songs, GNP, Chock, United Artists, Century, Decca, Columbia, RCA, Capitol, Columbia, M-G-M, ABC-Paramount, Liberty, Kapp, and many others. (Continued on page 18)

National Dealer Group to Be Formed at Chicago Meeting

A new, nationwide dealer organization is expected to take shape at a meeting Tuesday (22) of dealers attending the National Association of Music Merchants convention in Chicago. Spearheaded by the Texas Record Dealers Association and the Associated Record Dealers of Chicago, the organization program was designed to help manufacturers in one of the most pressing needs of today’s dealers: establishing a direct line of communication with manufacturers and publishers of all kinds of records. (Continued on page 4)

Everybody Out With Stereo, Big Firms, Little Ones Too

A flock of record manufacturers kicked off全国-wide promotions for new LP and tape products. Big Firms, Little Ones Too.

Continued on page 18
MONEY-SAVING SUBSCRIPTION ORDER

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**Columbia 20 Stereo**

**NEW YORK—**Columbia Records has announced that its 20 stereo records next week and another 20 club dates in late August. Release will include both pop and classical LPs, with some of the leading symphony orchestras, such as the New York Philharmonic. The Columbia album stereo items will retails for $3.28, with the label that the will issue stereo disk for each of the label's leading sellers, covering copyright infringement of 90 songs. The records were made by Federal Judge L. E. B. Rankin on behalf of the American Federation of Musicians, thereby cutting down the cost, so will sell for the above price.

**Issues**

- **Newel**
- **J J In Person**
- **The J. J. Johnson Quintet**
- **Portraits**
- **Frank Dukes & His Orchestra**
- **Gee Whiz**
- **Good Night Dear Mr. Chief, Victor Herbert**

**Court Rules**

**For Warner's in Top Suits**

**LOS ANGELES—**Summary judgment on the issue of copyright infringement was granted last week (16) against Tops Records, its manufacturer, and its leading sellers, covering copyright infringement of 90 songs. The records were made by Federal Judge L. E. B. Rankin on behalf of the American Federation of Musicians, thereby cutting down the cost, so will sell for the above price.

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Decca Pacts Pro Musica, Jen Tourel

NEW YORK — Noah Greenberg's New York Pro Musica and musician Jen Tourel have been signed to exclusive disk pacts by RECO. tourel was in town last week to line up deals with suppliers there for a more favorable discount structure for Texas stores, which Tourel prepared to operate on a group-buying basis.

At the time, Tourel said the "Eastern discounters were getting records at unusually good discounts from right under our noses in Texas, discounts which were not offered to our members."

Many Want In

As a result of the above, Tourel said that representatives of 50 disk companies were at the discounters to get in on the situation.

"None But the Lonely Heart."

"Play of Daniel," the 12th Century musical drama, is having its disking. Shelton's new vocal acquisition, Johnny Garner, on a national personal-appearance tour during August will help the label launch "None But the Lonely Heart." Tourel said plans are to put on the road during August to personally supervise the promotional activity.

Cap, Angel Set for August Stereo Drive

HOLLYWOOD — Capital and angel will take their initial stereo disk step on August 18 when they will jointly present 22 stereo packages. Capital will release 10 pop albums, all under its Capitol label. Angel will issue seven. Both Capital and Angel will price their stereo packages $1 each over the monaural versions.

Cap's pop stereo includes three demo disks, "The Stereo Dick Stars in Stereo," and "Big Band Stereo," plus six stereo versions of monaural packages: "The King and I," "Pirates of the Caribbean," "Les Misérables," "Selections from South Pacific," by Fred Waring and his Pennsylvania Band; and "Burglars' Brash," featuring the George Shearing Quintet. The latter album is the only new item in the pop stereo releases. The others are stereo disk versions of earlier releases.

Capital's stereo classics include Britten's "Young Persons Guide to the Orchestra," Holst's "The Planets," Leopold Stokowski's "Concerto for Orchestra," the Roger Wagner Chorale and the Hollywood Bowl Symphony Orchestra in "Starlight Concert," each led by Sir Thomas Beecham. The label is using the "Stereo Disk" as a result of board action; it is a veep's of the parent world re-innovation in the stereo field.

In Atlanta and Washington, DC, the label held a banquet and dinner for the salesmen for September releases.

In Atlanta, the label held a banquet and dinner for the salesmen in September.

HOLLYWOOD — Heavy pro

motions will kick up interest in August

release, according to prexy Lew Chudl. The release consists of four weeks of radio, TV, and press advertising, as well as "Star Trek" and "Family American Marches." Chudl said that the release will take him to Cleveland, Denver and Phoenix to demonstrate playing of the disk, and set the wheels in motion next week at the NAMM. "We have set a meeting for Tuesday, Aug. 27, with NBC Media Nite of the Palomar Hotel. Mr. A. J. Schacht, who is president of the Associated Record Stores of Chicago, got us into that," Simmons told The Billboard (Continued on page 17)

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Are the firm would give out no tract with Columbia Records. It has signed a new long-term contract with Columbia Records to ship this week. According to Blaine, 20 Jet has been issued the Texas label and has laid out a substantial cash advance for the rights to the label's catalog, artist roster and completed and incomplete. The label's new stereo strong disk, Gene Summer's, "Nervous"

The new set up the name of the Jet label will be changed to Jet, to be called "Jim" in Deep- "Jim" to Columbia Stereo Sound," "New York Philharmonic, Makar: Symphonies No. 5 New York Philharmonic.

All of the above records have been released in Columbia's 20 stereo items. In addition to these Columbia will bring out a new album release called "Listening in Depth—An Introduction to Columbia Stereo Sound," which will include three classical albums by the label's composer, a score of a similar offer last January and will be accompanied by an advertising program.

Court Rules For Warner's It Tops Suit

LOS ANGELES—Summary judgment was entered in favor of the plaintiff, Harry C. Litchfield, the corporation's largest stockholder, that the label was not protect.e.

A party in the suit was hands handed down last week (18) against Tops Records, its manufacturer, distributors and leasings, covering copyright infringement.

The case is one of the four suits here by Federal Judge Leon L. Yankwich on behalf of the plaintiffs, Harm, Wind, Remick, New World, Advance and Shobert in Stereo, Inc., against Tops, Carind, Dagnay Records and all the labels and distributors.

Litchfield was represented by Woodworth's, Sears.

Wing Diskery Returns to Singles-Kick

NEW YORK—Wing Records, the last long-term deal with Mercury Records as a $19.05 LP last week, has been signed by both companies.

First single release features singer Phil Flowers and is being shipped to all three stations, "Chu-Hua-Hua," a follow-up to "Chu-Hua-Hua." According to Fabri, said.

Kelly Enters Package Field

NEW YORK—ABC-Paramount, also known as "Paradise Field," the stereo tapes in special gold boxes with pull out booklets. The tapes are made of a special material for the new stereo LP and tape line-up is in the works, along with a "think of the consumer advertising.

Allen Joins Dot Banner

NEW YORK—Steve Allen has signed a long-term pact with Dot Records. The deal is one of the firm's most important artists, who may extend for a long time, for whom he had a long association at Coral Records. The new past begins immediately.

Under Thiele at Coral, Allen turned out three of Coral's number of single releases. Many of these packages contained tunes by Allen's wife, who is married to Thiele, and now, meantime, cut a special one-shot album with Roulette, which came as a result of his appearance last year at Manhattan's Roundtable Club, a popular spot which also owns the Roulette firm.
MUSIC

Schulman Reiterates BMI-Broadcaster Blast in Summary to Solons

WASHINGTON — The only new note from BMI president Howard Schulman for the songwriters, against BMI and broadcats, for the copyright subcommittee last week was a plea for a balanced ownership in music licensing and publishing companies (see next story).

The proposal for the songwriters act as a group in the American Guild of Authors & Composers, formerly SELP, was placed the discredited Smalties (D. Fl.) bill to divorce broadcasters from any music publishing and recording interests.

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Hanover Label Expands Scope

NEW YORK — Hanover Rec-

Toronto Dealers Seek Distrib Aid

By HARRY ALLEN

WASHINGTON — Members of the Orange Record Dealers Association, of Toronto, have come to have an understanding with the leading distributors and manufacturers of the country.

The Association was headed by Will Sayers, president. The 100 members, with fees set at $15 per month, are to have meetings.

The dealers offered that they must work more co-operatively.

Pincus Debuts First Flatterer

NEW YORK — Veteran tenor George Firmo Pincus, as Pincus Flatters label in 1.953, is to sell, as usual, a new label of the first disk with which planned to go "all the way." The label's theme is "All the way." The Flatterer label, a new disc, is to be produced primarily for sale. The Flatterer label has been described by some as better than others.

The newest disk is by Pincus Flatters label, a new instrumental group called the "Jazz " and the "Popular Side." The male lead, "The Male Mule," a new disc, by Dick Wolf and Randy Star. The duo, who are leading disk, has appeared as artist on Dave Arlen's "Davis Debut."

CLIBURN CHI CONCERTS BOOM TO THE LEANER LF

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PSYCHOLOGICAL EAR IRRITATION

LOUISVILLE, Ky. — Station WECK in Louisville recently worked up to its new call letters, WFMS, via a longer, more formal programing binge, wherein it played "professionally Nothing but The Purple People Eater Meets the Underwater Walrus" every hour, or so, "to give listeners a break from playing that farm guy was going to kick off WAKY under its new ownership. This was "to give listeners something to tell their friends about," said the station's owner, Mr. Axtell, "to get people interested again." The station's new ownership had been ignored by the public (Billboard, July 12, 1953.)

The station's new ownership was re- by John Schulman, firm witeness, at last week's rebroadcast, to divorce broadcasters in music interests. A Billboard's answer to the new ownership was: "To divorce broadcasters in music interests." A Billboard's answer to the new ownership was: "To divorce broadcasters in music interests." A Billboard's answer to the new ownership was: "To divorce broadcasters in music interests." A Billboard's answer to the new ownership was: "To divorce broadcasters in music interests." A Billboard's answer to the new ownership was: "To divorce broadcasters in music interests." A Billboard's answer to the new ownership was: "To divorce broadcasters in music interests." A Billboard's answer to the new ownership was: "To divorce broadcasters in music interests." A Billboard's answer to the new ownership was: "To divorce broadcasters in music interests." A Billboard's answer to the new ownership was: "To divorce broadcasters in music interests." 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Newest Cinerama Boosts Fine Music

“South Sea Adventures” President, Cordue Dudley, Companon-
humorist (left) and music maestro (right) Arthur "Ad-" Man-
son Laidlow Clarke, Newson, were entertainers and special-
ists of Cinerama Corporation. Western The-
or, New York, July 11

“South Sea Adventure,” fifth Cinerama project, is scored
composed and conducted by Ludovico Einaudi, director of
the lovely scenario in dramatic

NIGHT CLUB

Combos Blend Well at Roosevelt

Leovy Herman’s Quintet and Baccaloni’s N.Y. big band
very popular replacement for the big Louisbands and his ork in
the Grill Room of the Hotel Roose-
velt, New York. The two group-
sembles set for dinner and sup-
mer dancing and the different styles
blend beautifully. Both leaders
are “pro’s” and the result is
they “play what the customers
want to hear,” Herman states.

Norman, the Livingston Tape
are leading side men, Earl (Cumpy) Con-
s on foot, Allan Sherr on ax, Charles
shaw at the keys and Stan Scott on drums, are a very
viable group. They play or-
drums, and the other percus-
sional instruments and three of them
are available for additional ap-
pearance. They can effect a big sound
and earn their billings as “The Mighty Little Band in the
Land.” The chancing is fine and
the boys play smooth, timely and easy-to-dance tunes, giving
listening and dancing pleasure.

Jonas Jones, Teddy Wilson at Embers

Brooklyn Eagle

Jonas Jones (left) and Teddy Wilson, Embers, N. Y., July 14.

Current attractions at the Em-
bers, New York jazz nitery, are the late Jones Quartet and the
Teddy Wilson Trio. Wilson’s pi-
ano work is as young and fleet
as ever, and the band is ably
led by Burt Bandicher on drums and
banjo. The music is as fresh as
swings being a highly listenable
collection. His

foot on beat, Allan Sherr on ax, Charles
shaw at the keys and Stan Scott on drums, are a very
viable group. They play or-
drums, and the other percus-
sional instruments and three of them
are available for additional ap-
pearance. They can effect a big sound
and earn their billings as “The Mighty Little Band in the
Land.” The chancing is fine and
the boys play smooth, timely and easy-to-dance tunes, giving
listening and dancing pleasure.

Jonas Jones, master of the muted trumpet, produces a perfect number from his hit Capitol LP’s, “Moldeed Jazz” and “Swingin’ on Broadway.” From his forthcoming album, “Jumping at ‘Dinah’” Count Bassie and his orchestra are in their
smoothly urban personality and a remarkable display of prestidigi-
tation.

Miss Loudon has a pleasant
voice and has her “Mobile” number. The thrills include a
hurdy-gurdy, a wrought number, a “congregation” piece
and a bit beyond him. Fortunately this Cuckoo Master is
loaded with enough comic situations, enough animal attitudes and enough of Brigitte’s sumptuous and
And the Technicolor and the atros of Paris are excellent.

Morie Ruth

The Beerfestival at New York City’s Union League Club
sound conductor Joss Krips de-
did the orchestra of pianist, 
the work with a clarion, crisp, Lening
Quartet No. 3. The Fifth Syn-
bolized America’s spiritual
impact and is among the most
laudable achievements of the Violin Con-
certo. Though Krusk left
support and many fans cheered
how, the violinist’s tone alter-
able, his rhythm and
enticing. The clarion, her
doubled, was nothing
superb, excellent, telling and
expert showmanship established the
princing from the start.

Reviewed by
Gustav D. Conover

The annual Union League con-
cert at locksmith, like all traditions, can tend to become a good
ter for less than first-rate perform-
ances. As featured pianist in the
Casals Recital, the pianist is loud
ly “Blue.” Eugene List dropped his voice in a soft, melancholy way,
but not always detailed in the striking ca-
denes. Alexander Smallens la-
proved a bright, brassy reading but
the second did not. His low-priced record labels. Second
program, of the program, consisting to the “Sound Track of ‘Porgy
and Bess’” faded much better: with superintendence of
the lyrical, expressive
job as Bess. (Blighted)

New York Times

Paul Desmond is a cheerful trumpeter who
Midwestern Hay-
re back again on ABC-TV, with no apparent changes in for-
mat and mood. On night on-
tight, Hodges and Billy Benning shown along
“Cool, Calm and Collected” duet, Zeke and Slim provided amusing
novelties and eight youngsters
square dance with fervor. Donn
the most plantain face but don’t have the
quiet and peasing of and
“Tribute to Coleman Hawkins”.

By BOB RONZLINE

Buffalo Bills Milt, Elzie
Head Hot Blue Angel Show

JUNE BUNDY

Teasing most intelligently on their participation in the Broad-
way revival of “Mame” and the fact that highly competent barbers-
shop quartets are rapidly seen with the recent release on
Buffalo Bills scored a solid success in their debut at the Blue
Angel, New York last week. The quartets (Binghams) stationed in
Jersey Ward, Verne Reid and Al Sheu) are personable showmen
with a pleasant blend of vocal and a strong, true sense of pitch. The
set’s great asset, is Mike Nichols and Elaine May, the
comedy team. The show opened with the bluesy fiddle
of Charlie Snyder, a master of the 88 and a strong flair for drama. And,
the act is shrewdly routined, opening with the bright “Music
Man” march “76 Trombones,” followed by another song from the
show, the wistful ballad, “Goodnight My Someone.” The boys
beheld an amusing opening number with the vivacious
Miss Loudon bas

In the picture, let’s say it is a delightful and lighthearted
story full of the usual unbelievable bits that fill the average
Bardot film. Miss Bardot has a great deal of charm
and American Machine and Foundry.

Eydie-Steve TV Series Reveals Gifted Comedians

By BOB RONZLINE

Steve Allen Presents Steve Lawrence and Eydie Gorme” is
probably is not long-
big band experience pay
points the way to a better Cine-

Buffalo Bills Milk, Elzie
Head Hot Blue Angel Show

THE BILLBOARD

Eydie and Steve


By BOB RONZLINE

Buffalo Bills Milk, Elzie
Head Hot Blue Angel Show

THE BILLBOARD

Eydie and Steve


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Buffalo Bills Milk, Elzie
Head Hot Blue Angel Show

THE BILLBOARD

Eydie and Steve

DISTRIBUTOR NEWS

By HOWARD KOOCK

Is Nathan, of Hit Records, Inc., in Cincinnati, reports strong action on "If Dreams Come True" by Pat Boone on Dot. Other hot Dot platters are "South of the Border" by Cal Smith and "Down by the Lazy River" by Bobbie Luke. Jubilee is buzzing with "Betty Lou Got a New Pair of Shoes" by Little Willie John. Guy Goetz and "You're Going to Lose That Girl" by Della Reese. "Boutin' Lovin'" by Jan & Annie on Arwin looks like a hit follow-up to "Jennie Lee". "Summertime Blues" by Eddie Cochran on Liberty is doing well. "Sweet Caroline" by Dion on Reprise is still selling strongly. Kathy Linden appears to be having a hit with "After The Ball" by the Four Coins. "Gas Money" by Jan & Arnie looks like a hit. "All Night Long" by Johnny Fuller on Checker is starting. Tab Hunter s Dot record of "I'm a Banana" is big. "Love on the Rocks" by Jimmy Dorsey on Fra is getting a strong reaction in the New York area. A & I's "Sweet Girl" is also selling well. "Any Good" by umberto Marcado on Kapp is building. "Over and Over" by Thurston Harris on Aladdin is hot. "Tom Foolery" by the Monarchs on Argos in strong. "Little Richard" on Specialty is "Be Sure" by the Dubs on Gone is doing well. Best selling LP is "Uh Huh, Jeez!" by Argos.

Jim Schwartz of Schwartz Brothers in Washington lists "My True Love" by Jack Scott on Capitol as his number one record. Following is "That I'll Have On Me" by Chuck Willis on Atlantic and "Summertime Blues" by Eddie Cochran on Liberty. In the Big East-West on East-West has been moving well. "Early in the Morning" by The Rusty Dusty Band is still strong. "Lett's Have A Banana" by The Everly Brothers Eater Meets the Witch Doctor" on NRC by Joe Smith looks like a winner. "The Chords" on Nor are doing well. "I'm Wondering" by Jackie Wilson on Brunswick is big. "Then, it's Happened" by the Crickets on Brunswick on Greenwich has been going well. Top albums are "Lawrence Welk Presents Let's Have A Banana" by Umberto Marcado on Kapp is building. "Over and Over" by Thurston Harris on Aladdin is hot. "Tom Foolery" by the Monarchs on Argos in strong. "All Night Long" by Johnny Fuller on Checker is starting. Tab Hunter s Dot record of "I'm a Banana" is big. "Love on the Rocks" by Jimmy Dorsey on Fra is getting a strong reaction in the New York area. A & I's "Sweet Girl" is also selling well. "Any Good" by umberto Marcado on Kapp is building. "Over and Over" by Thurston Harris on Aladdin is hot. "Tom Foolery" by the Monarchs on Argos in strong. "Little Richard" on Specialty is "Be Sure" by the Dubs on Gone is doing well. Best selling LP is "Uh Huh, Jeez!" by Argos.

RALPH BROWER, managing editor of Billboard, says, "We have been receiving reports of heavy action on "Duerer, Venus, Euterpe" by Betty Mandane. "Early in the Morning" by Buddy Holly is still strong. "I Got You" by Billy Vaughn is still going well. "Don't Be Afraid" by Hilda Scott is moving. "I'm Wondering" by Jackie Wilson on Brunswick is big. "Then, it's Happened" by the Crickets on Brunswick on Greenwich has been going well. Top albums are "Lawrence Welk Presents Let's Have A Banana" by Umberto Marcado on Kapp is building. "Over and Over" by Thurston Harris on Aladdin is hot. "Tom Foolery" by the Monarchs on Argos in strong. "All Night Long" by Johnny Fuller on Checker is starting. Tab Hunter s Dot record of "I'm a Banana" is big. "Love on the Rocks" by Jimmy Dorsey on Fra is getting a strong reaction in the New York area. A & I's "Sweet Girl" is also selling well. "Any Good" by umberto Marcado on Kapp is building. "Over and Over" by Thurston Harris on Aladdin is hot. "Tom Foolery" by the Monarchs on Argos in strong. "Little Richard" on Specialty is "Be Sure" by the Dubs on Gone is doing well. Best selling LP is "Uh Huh, Jeez!" by Argos.
MR. DEALER:
The most beautiful sound in the world is made by your cash register when you ring up an original AUDIO FIDELITY album sale for the full retail list price. AUDIO FIDELITY shares your pleasure because it means that you made your full mark-up, our distributor got his full price (and full mark-up, too) from you and that we got ours from him.

However, the era of Full Price, Full Mark-Up, Full Profit Sales may vanish because of:

- MALICIOUS PRICE CUTTING
- PROMISCUOUS TRANSPHIPPING
- WASTED MERCHANDISING OF DILUTED, DEFECTIVE, WORTHLESS IMITATIONS OF THE AUDIO FIDELITY HIT

AUDIO FIDELITY is giving you and has given you consistently superior products at a premium price even while pioneering as we did in issuing the first compatible STEREODISC.*

AUDIO FIDELITY conducts an ever increasing advertising campaign at the consumer level – at the trade level – and we, alone, merchandise AUDIO FIDELITY at a consumer level everywhere in the United States. In short, AUDIO FIDELITY is doing everything possible to send the consumer into your place of business.

AUDIO FIDELITY is doing its legal utmost to fight the malicious price cutter, his ally, the promiscuous transhipper and the various imitators, the despoilers of trade mark originality.

Remember, your retail profit on an AUDIO FIDELITY album sold at retail list is $2.25 per album ... on an AUDIO FIDELITY STEREODISC – $2.65 per album.

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

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

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

Sincerely

[Signature]

PRESIDENT,
AUDIO FIDELITY RECORDS INC.
Ross Switches Stations for FM Outlet

CHICAGO—The rising importance of FM radio and its classical music audience was reflected last week in two new moves. "Tunes for Talman," ranging from classical selections to Broadway shows, emceed by Norman Bar, switched stations from WGN to WMAQ. One of the chief reasons, it was learned, was because WMAQ has an FM outlet.

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

Another indication of the trend came last week when word got

Indie Guild May Get Chi Facelift

CHICAGO—An Independent Record Manufacturers Guild, which was first projected at the Music Operators of America convention here last May, may get a dose of new blood here at a meeting during the convention of the National Association of Music Merchants. With the promise of this meeting, the air is full of the question of "Who may be presented under our auspices."

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

First Stereo By Montilla

NEW YORK—Montilla Records is releasing its first stereo LP next week. The 19 stereo packages will retail at $5.98.

Stereo line-up includes albums by Miguel de Les Reyes, Salzcos and Escudero, Felo and Bruno, and the Orquesta De Carnaca De Madrid. Meanwhile, Montilla has signed Antinima Moreno to an exclusive contract. She is the daughter of the silent screen star Antonio Moreno.

Col. Offers Can. Dealers Summer Break

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

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

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

The plan increases the dealer's return privilege 10 per cent, over and above the regular 9 per cent return privilege on all Columbia LP merchandise other than the Harmony material; it enables all dealers purchasing a minimum order of $150 to earn 30 to 60 days to pay for the merchandise.

Following the lead of its U. S. counterpart, the label has announced a reduction in the suggested retail price of its Harmony label. The price will be $3.98, with dealers offered a $1.50 reduction in the suggested retail price of its Harmony label.

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Your place has been reserved for the WORLD PREMIERE

"the first name in sound"

Warner Bros. Records, Inc.
MILLS HAS THE HITS!

I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME

Artie Shaw - Fugue

SCARLET RIBONS

The Regiment - Cantata

THE SHEIK OF ARABY

Lee Maras - K-Tel

WHEN YOU'RE SMILING

With the Al Cohn Orchestra

RAY PRICE

She's Gotta Be Yours with You

SARAH VAUGHAN

RUSS HAMILTON

PERCY FAITH

A6 MUSIC

MUSIC PUBLISHERS

LIBERTY

I I I I I

ILLUSTRATION

GOGI GRANT - "MARJOIAINA"

JULIE GRAY - "BALLERINA"

ONE NEW ANGLE IN REBUTTAL

Pastore Says It's 'Impossible'

Continued from page 4

Pastore Says it was "bad legislation" for a bill to sell a local band broadcaster who owned a de- partment store that he "could not sell this store if I were not to be allowed to own the station, why permit networks to own stations?" he asked.

One New Angle in Rebuttal

Pastore had a warning, however, for networks and broadcasters. The transcript of these hearings is to be published in the near future, so that if there has been any violation of the antitrust laws, and to the FCC. If it should ever become obvious in the future that the "thought control" or "music control" you might or might not be be- ing exerted on the American pub- lic, this committee will act to amend the Communications Act to put an end to it.

Chicka Knack

The Dazzlers

Knick Records

Carusin Music, Inc.

53 W. 47th St., New York, N.Y.

THE NEXT IT Instrumental

Don't Give Me an Elephant for Christmas

Peterson

3674 Broadway

ILLUSTRATION

Eugene Shephard

"HE'S MY BABY"

Cap '013

Pastore said it was "bad legisla-
tion" for a bill to sell a local band broadcaster who owned a de-

The pastore noted that the long re-
cord in three months of "dull speak-

"...You must admit there has been

All too late to be sorry...

The I.B.F. Wood Music Co., Inc.

5195 Broadway, New York, N.Y.

Gogi Grant—"Marjolaina"

with the Buddy Kaye Orchestra. A Chorus Line. In New York, N.Y.

Julie London—"It's Easy"

with the music of David Seville—Liberty

Betty Madigan—"Dance Everyone Dance"

with the Dick Kaye Orches- tror and Top Line. They are: June 27, St. Louis.

Five Keys—"Emily Please"

Carold

Bourne, Inc.—ABC Music

The Met. 31, 29, 62.
**AMUSEMENT MACHINES**

**JULY 21, 1958**

*Bally USA Pin Features New 'Bally Ball Back'*

CHICAGO—Bally USA, a new subsidiary of Bally Manufacturing, incorporates the "Bally Ball Back" feature once successfully used on Bally products in the mid-1940's. The Ball Ball Back feature means that the player succeeds in making a ball hit the five balls and failing to get a design score, can receive up to three additional roll-overs thereby increasing the number of prizes he can win.

SALEM, Ore.—The Oregon Attorney General's controversial opinion on pinball machines is heard before the Oregon Supreme Court in Salem. The court is expected to rule within the next few weeks.

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

But Loans Are Out

DENVER—Loans to locations has all but disappeared from this area, according to local operators. Even though a number of local location owners have here at least partially filled the gaps left by moving operators, according to the Colorado Radio Merchants Association, the number of these locations are being cut on the city, game operators as well as music men.

Until about six months ago, many operators were attempting to set up 65-35 splits in busy, popular spots and some had arranged successful 60-40 splits, with 40 percent going to the location. While the standard split since the end of World War II here has been a straight 50-50, at least a dozen more split deals have been set up as more favorable splits, pointing out rising costs of equipment and maintenance, and that the location power would not suffer from a smaller cut of the receipts, in view of all the traffic in his spot.

Late last fall, a new element came into play, however, A sudden wave of "location buying," which saw game and juke box producers offering various deals, now continues on a weekly basis.

**Spots Grow $Conscious**

By BOB LATTIMER

DENVER—New amusement arrangements. There is little hope that game operators in the Denver area will be able to maintain these according to members of the Colorado Radio Merchants Association, according to speaking engagements by voices on the city, game operators as well as music men.

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

**FIFTH IN BB's CITY SERIES ON LOANS, SPLITS**

CHICAGO—This article, on Denver, is the fifth in a series on loans and commission arrangements in various game operating businesses. Previous articles have appeared in the columns on the cities of Birmingham, Los Angeles, Detroit and Tulsa.

**Game, Juke Exports Continue Heavy Run**

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

**CHICAGO—**U.S. export of amusement games and juke boxes remained at the heavy March level during April, totaling a volume of $1,855,770 on over 4,000 units. It marked the 20th month that $1,917,908 was made on over 5,000 units shipped.

Juke boxes, which reached a dollar volume of $1,022,000 the previous month, moved up another $249,200, or to a high mark for the year to date. Juke box sales between the March run of $959, 500, marking $545,509 in April.

Game exports averaging $640,341 per month in 1957, ran up an April volume of $695,877 on just over 3,000 units shipped.

But April volume was far behind January's record $1,197,183, the biggest one-month juke and game combined total in history. Belgium took top honors in April, with a total of $435,940 on game imports, according to figures released by the U.S. Department of Commerce figures. West Germany notched second, on the strength of heavy new juke imports. Venezuela and Italy were among the leading importers, according to new world, cost and Belgium were also among the top markets here. Belgium was the biggest importer of used U.S. phonographs. No other market was $200,000 or above. All other foreign markets were under $100,000.

Italy was by far the top market for amusement games, and it has been consistently at or near the top in this category for many months. Its April volume was $178,718. Next in line for games, are were West Germany ($85,794), Belgium ($81,160), and Canada ($6,174).

Salvador showed promise as a good market for new phonographs in April, taking $20,216 worth, one of its best in recent years. Its variety in the area is proving a bonanza for music distributors in those areas, according to reports from agents.

**Empire Launches Kiddie Ride Line**

CHICAGO — Empire Kiddie Rides, a new ride line concept is being launched by Empire Coin Machine Company. It marks the commercial debut of a patented miniature locomotive ride, which is the first introduction of the kind. The new unit is being made available to the trade, as a developer-manufacturer on contract.

The ride features a rocking action with cars which are 21 inches high, 30 inches wide, 61 inches deep, with a capacity of four passengers, attached separately from ride body. Construction is of steel, PRICE is unquoted, but report relatively low.

**Collections of Brussels Fair Disappointment**

PHILADELPHIA—Abt. Witsen, head of International Sport-Cross, reports that the Brussels World Fair has proven a bust so far as the coin machine business is concerned.

Witsen, who operates both Arcades at the Fair, said that collections haven’t come close to expectations. They were set at 60 percent of take, but the average has been 30 percent, or ‘in the money’ at one out of every three or four machines. The figures are relatively low.

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### Coin Machine Price Index

**How to Use the Index**

**HIGH** AND **LOW** 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 or for 10 times the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of July 14, 1958)

**PRICES** given in the Index are in no way intended to be "standard," "national," or "set," or reflective of wholesale averages. A reflection of what prices should be used on equipment. Prices in the Index are designed, however, to be a handy means of reference. The index figure 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 which have been advertised for the period indicated and reflects the advertised advertisement price. It is in some cases an average between the "high" and "low." High and low indicate the price range at any date. The mean price at which most of the machines are advertised for. Therefore, when the mean average is nearer the "low," it indicates that the "low" is the price probably, for "as is" or "distressed" equipment.

### MUSIC MACHINES

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
<th>Mean Low</th>
<th>Mean High</th>
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### SHUFFLE GAMES

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HOLLYWOOD—To kick off its August-September album merchandising, Capitol Records released its new Alan Bible's "Opera House" album, containing two national conventions simultaneous with July 19-19, in Miami Beach and the other at Coraland, Calif., with the entire Capitol Record Distributing Corporation force attending.

Presiding at the Coraland con-

Battle was Loyd Dunn, Capitol Records veepee in charge of merchandise sales, and the original distribution manager, Dick Rising, assistant manager, and the success of the Irving Field office, Perry Mayer, of the national promotion department, and the musical display manager, Fred Reid, Bud Fraser, CRI director of mer-

ister of the Irving Field office, Mike Mailand, National sales manager Max Catillon, and Bill Muster, of the promotion department, conducted the Miami sessions.

The initial release is Westminster

His Majesty on Aug. Stereos

NEW YORK—Westminster will release 15 stereo albums against seven monaural in August. Heading the two-phonies, the "Sum-

The add in view to Senator Alan Bible's (D., Nev.) special subcommittee of Fair Trade, at heaviest this week (21, 22).

The hearings are being held on Fair Trade Bill S. 3850, au-

The monaural August list in-

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Optimism Rides High Among Execs at NAMM Trade Show

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

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

That's the consensus of manufacturers, tradesmen and dealers at the Chicago convention of the National Association of Music Merchants. An estimated $1,500,000 in musical merchandise, ranging from the newest in stereo phonographs to the highest-priced pianos, will be on display at the show. "Hard sell" marketing will be the theme with panelists from all manufacturers who have had field experiences in building recession lines.

A tremendous boom in the music business in future years based on a vast U. S. cultural awakening is seen by Paul E. Murphy of Boston, NAMM president, in his annual report. Citing the success of pianist Van Cliburn in Russia, Murphy declaims that "we at Van Cliburn is a symbol of the upsurge in our American musical world."

Emerson Will Service DuMont Distributors

NEW YORK — Benjamin Abram, president of DuMont Electronics Corp., in a letter to all DuMont distributors, has announced that the new organization will continue to service DuMont distributors and dealers and continue the policies maintained by distributors and dealers.

GOOD STERO IS A MUST: R. WILLIAMS

Top-Selling Pianist Predicts Boom For Instrumentalists Via New Disks

BY CHARLES SINCLAIR

NEW YORK — Stereo recordings are likely to provide a major boom in platters featuring popular instrumentalists, as well as up in sales of everything from banjos to pianos in music stores, but only if musical arrangements, recording work, and stereo playback are able to take full advantage of the "two-channel" effect of height and "coherence" of the instrument in dramatic musical fashion, rather than "as a louder version of the same sound."

This was the view given by Says Roger Williams, the best-selling pop pianist whose 12 albums for the Kapp label are now nearing the 2,000,000 mark in total sales. Also on a fixture on the charts as a monaural star (including the charts appearing in The Billboard), Williams has defined stereo pianos in his work.

The buy-back-looking keyboarder, Louis, known as the Mer- retail (Hill Willson), has cut the master tapes of his last six albums in stereo and expects to see stereo waxings of them "in a matter of months."

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

Has Jazz itch?

With several albums and singles hitting the charts regularly with stellar arrangements, with his popularity building because of overseas releases of his platters, and the promise of an extra-long, extra-covvered for this year, Williams has only one gripe.

"There's too much categorizing of artists in the monaural record field today," he says. "When I came to New York five years ago, I astonished the audience and Ted Wilson. My own favorite pianist is Art Tatum. But nobody takes me seriously if I say I want to cut a jazz album maybe?"

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Zenith Sets 37-Unit Intro

Most of Zenith Radio Corpora- tion's five new models, all stereo, were featured for the first time at the NAMM convention.

Each of the 37 in the new line is equipped with a stereo tape deck and complete monaural record changer.

The new line includes a new three-speed, FM-AM radio and one with FM-AM radio also has the stereo hi-fi systems completely enclosed in a small cabinet, which is equipped with Zenith's "superbly powerful" dual channel hi-fi amplification system.

DO IT YOURSELF: New $4.95 kit enables owners of recent Garrard record player to add the benefits of a new chassis to the capabilities of the new chassis to the capabilities of the Garrard record player.

MRIA Asks for A Tax Hiatus On Recorders

WASHINGTON — Levying a 5 per cent commodity tax on recorders, players and recorder-players, would be like "giving a weak baby a razor before it is old enough to shave," according to the Magnetic Recording Industry Association.

"It is doubtful that any industry will have more new features to attract buyers than those found in the 1965 radio and phonograph lines, but hard selling will be still be necessary to overcome the resistance put up by buyers.

Pentron Shows Tape Cartridge Player

CHICAGO—Pentron, Inc., tape playback manufacturer, became the latest company to add a cartridge recorder—the first to offer a combination of a linear tape machine and a cartridge recorder, built on the same chassis at the NAMM show here.

Pentron's 4-channel cartridge unit is smaller and more compact than the conventional tape recorder because it utilizes transis- torized pre-amplifiers. Unit features a non-jam pushbutton control board and an outer case de- signed by noted industrial designer Robert Polack.

Feature includes a VU-type meter; retractable pressure pads for easy cartridge loading; auto- matic shut-off; automatic ledger counters; inter-tap speed change control; two input jacks for tape and radio; and two output jacks for amplifier and speaker as it doubles as a p.s.s. system. Pentron 4-channel playback also runs at three-and-three-quarters speed and will play standard two-track stereo tapes.

The second — stereo channel speaker — for the unit will be available at an extra and as yet un- determined price.

This brings to four the firms giving for cartridge playback. Victor, Motoola and Ampex previously announced announce-
The Billboard's 1958 Music Merchants' Trade Show Special

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

NYU-BILLBOARD SURVEY SALES OF COMPONENTS

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

Among other things, the study reveals that 2,500 dealers in the "universe" of 6,400 record-selling dealers handle componentry. In the first 19 weeks of 1958, the period covered by the study, there were 2,500 dealers accounted for $7,070,000 in component sales based on net selling prices.

The study breaks down the sales by individual component type and total units. Complete results will be published in an upcoming issue of The Billboard.

NYU-Billboard Survey Cues Big Year for Phono Sales

A study conducted by the New York University School of Retailing has revealed that the industry is on the verge of a major expansion in the sale of components for stereo phonographs. The study indicates that dealers are gearing up for a significant increase in sales of components, particularly in the area of high-fidelity componentry.

The study reveals that 2,500 dealers handled componentry in the first 19 weeks of 1958, a 30% increase over the previous year. The total sales for the period were $7,070,000, an increase of 40% over the previous year.

The study also reveals that the demand for components is strongest in the high-fidelity category, with over 70% of the dealers reporting increases in sales of this type of componentry.

The study further indicates that the most popular components are those that allow systems to be upgraded to stereo sound quality. These components include the addition of a second speaker, the installation of a new power amplifier, and the purchase of a new phonograph.

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THE BILLBOARD 1958 RECORD-PHONO DEALER SURVEY

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

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

The New York University School of Retailing in cooperation with The Billboard recently completed a study for sales of phonographs through outlets selling records.

The study was made by the Interview method, the first time such methods have been used in analyzing phonograph sales on a national scale. Included in the study are other questions considered to be of interest to manufacturers and dealers. They deal with the reader will soon see, with such topics as self-service, complete self-service, partial self-service, and other topics that will be of interest to manufacturers and dealers.

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

Partial self-service

Mostly clerks service

Self-service with check-out counter

COMMENT:

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

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

Do not use direct mail

Use direct mail

No answer

COMMENT:

One of the most difficult concepts for most people to grasp is the benefit that accrues through advertising. A name that may be regularity for advertisers, but not understood by the public, is that 30 per cent of customers are not at any form of direct mail whatever. This is not surprising that almost 20 per cent of dealers use no form of direct mail whatsoever.

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

Every two weeks to once a month

Three to six times a year

Once or twice a year

Every two weeks or more often

COMMENT:

The first and last groups can be considered as sold on the benefits of direct mail promotion. In the previous question, 41.3 per cent of the dealers said they used direct mail at all. Question (three reveals that, of this group, only about half (46.8 per cent) use this type of promotion on a regular basis. It is fair to say therefore that only about 20 per cent of the dealers (half of the 41.3 per cent) are sold on the value of direct mail.

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

Manufacturer's stuffers or catalogs

Self-created promotion pieces

Catalogs sent by mail

Other than the above

COMMENT:

The easy route to direct mail is obviously the mailing of manufacturer literature provided by the dealer's local distributor. In measuring such mailer the only one that almost 20 per cent go to the trouble of creating their own mailing pieces.

Disk Dealers May Set Up Own Nat'l. Org.

A continued page 3

with touch with us to set up the meeting and has asked on account of the details to chairman the meeting. The primary topics of discussion will be record clubs, rack jobbers and disc jockeys, and their developing role in the national outlet. This group will be selected in the afternoon to de- serve in the discussion in the evening. Saturday.

To Offer Rewards

On two different occasions, Sim- mons said that at its last meeting Tuesday night (15), the Texas As- sociation authorized the printing of a substantial reward for any information leading to the successful prosecution of fair trade violations in the record field. When our thorn in the side of the Texas club, many put up much higher funds than expected. When they have a kitty set up, from which we can add amounts for the reward.

On the matter of fair trade, Simmons said that various disk clubs are offering up to 42 per cent off to buyers, which is more than the normal dealers discount. Last week Life Magazine carried a story on the Columbia and Capitol Records Clubs, in which such discounts were offered.

Tuesday, Senator Hum- phrey's subcommittee on fair trade will hear testimony on the record business. Our organization is pro- viding the subcommittee with documented evidence that violation is occurring in our business and we are asking that one of our people be allowed to appear before the subcommittee at a later date. The practice of some of the record companies is not fair trade, and the course be brought to their attention.

Discussing trans-shipping of disk merchandise, one of the alleged uses of such promotions is to avoid the local groups from another part of the country to attend the meeting in Chicago. The procedure is that salesmen and sales manager is preparing a case against certain outlets believed to be engaging in transshipping product out of state.

CHICAGO—Organizers of the meeting of the building National Association of Record Dealers, ex- pected to take place Tuesday (21) and Wednesday (22) in the Palmer House here, have received notice that they will address themselves to "all legal and govern- ment protection necessary for the promotion of the independent disk dealer." According to a spokesman for the group, the association's objective is to take action, but the present at- tempt to organize dealers. Earlier reports of plans for a similar sympo- sium have been generally denied, or their faith in the ailing disk dealers' ability to weather the storm of legal and government opposition to their practices and to develop a close relationship with the Independents.
PHONOGRAPHS

V-M/Stereo High-Fidelity Phono-AM-FM Tuner Console, Model 571
V-M/Stereo High-Fidelity Phonograph Console, Model 570
Both available in either 'Contempo' or 'Capriccio' cabinet!

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

Model 571 'Contempo,' Blonde or Mahogany $340*
Model 570 'Contempo,' Blonde or Mahogany $225*
Model 571 'Capriccio,' Mahogany $365*
Model 570 'Capriccio,' Mahogany $245*

V-M/Portable High-Fidelity Phono-Radio, Model 1282
Completely wired for stereo!
Radiant high-fidelity, crisp, trim design. Deluxe AM radio, Stereo-O-Matic four-speed changer. Full-range bass-treble and volume controls.
Checkerboard Brown and Tan DuPont Fabrikoid® $125*

SALES STIMULATING PROMOTIONS

$289.95*

Stereomate Package 60SP includes Model 608 hi-fi console with stereo cartridge, stereo cord, 12" stereo LP record and matching Model 165 StereoVoice amplifier-speaker. YOU CAN SELL THIS $337.50 VALUE FOR JUST $289.95*

"Vicky Vaughn Goes Steady with High-Fidelity by V-M"—A Sock National Campaign with Unbeatable Local Tie-In Opportunities!
Four big color pages in 'SEVENTEEN'S "Back-to-School" issue kick off an unprecedented campaign. Join the operator of the teen-age dress shop in your town in a promotion the entire retailing industry will be talking about! • A Sensational Premium Offer! • Ad Reprints, Banners, Matt Ads! • Display and Demonstration Ideas!

MAKE THE MOVE TO STEREO WITH BIG PRICE-LEADER SPECIALS AND STILL REALIZE A BIGGER PROFIT-MARGIN THAN EVER BEFORE!

the Voice of Music®

*Bicity higher in the West.
**STROMBERG UNVEILS NEW STEREO UNITS**

Several new hi-fi consoles, including stereo equipment, are being introduced at the NAMM Show opening today (21) by Stromberg-Carlson, a division of General Dynamics Corporation. In announcing the new models, Stanley E. Guzy, Consumer Products Sales Manager, reiterated Stromberg-Carlson's policy of offering new and improved models at various times in the year as engineering advances are made.

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

Principal new Stromberg-Carlson high fidelity consoles being unveiled today are the "March Gris" (Model AF-601) and "El Dorado V" (Model AF-681) phonographs, and the "Stereo Mate" console (Model SA-540) for second-channel amplifier and speakers. The "March Gris" is a low-priced console phonograph incorporating many features normally available in mid-priced units. An outstanding feature of the "March Gris" is its "Trim-A-Door" sliding panel that accepts the record changer and storage compartment. This panel is easily removable and reversible, adding a new touch for the home decorator. Along with the sliding door, rests a control mechanism and a switch, and there is a satin-finish enamelled panel, softly complementary to the cabinet's lustrous hardwood.

Other features of the "March Gris" (low-priced at $319.95) are a 33 and 45 r.p.m. record changer with separate bass, treble and tone controls; two wide-range 9-inch oval speakers and a 3-inch tweeter, in a specially acoustically treated cabinet. It is provided with a frequency response of 40 to 20,000 cps. The four-speed record changer has twin sapphire stylus. The "March Gris" cabinet, in fine hardwood, is said to exemplify truly modern design. The changer compartment has an interior light. There is space for record storage or for the installation of a stereo amplifier. It is available in mahogany, walnut or limed oak.

Suggested Zone One retail prices are $199.95 for the mahogany, and $229.95 for walnut and limed oak models.

The "El Dorado V" is a deluxe phonograph in a richly-styled contemporary design. The right-hand door swings open to reveal the control center, the record changer, drawer, and record storage space. The record changer is made especially for Stromberg-Carlson by Glaser-Stears, and features the famous "Speedminder," which automatically intermixes 33 and 45 r.p.m. records, regardless of size or shape. The tunable pause during the 5-second change cycle, to eliminate record surface wear. The magnetic turnover cartridge has its diamond and one speaker system.

The amplifier is conservatively rated at 32 watts (peak) with less than 1 per cent distortion at 20 watts. A separate preamp circuit assures maximum musical enjoyment for bass and treble controls provide excellent high fidelity performance adjusted to room acoustics or listener preference. A rumble filter is an integral part of the circuitry, and a selector switch provides for tape or auxiliary input, and for automatic or manual shut-off of the complete unit. The speaker system incorporates five Stromberg-Carlson high fidelity large speakers in a sealed cabinet. It employs a special Farber-Port acoustical chamber. Frequency response is 30 to 20,000 cps. The woofer, two mid-range cones, and two tweeters combine to fill a room with maximum "presence."

A new technology remote speaker switch provides easy and complete selection of the cabinet speaker system, remote speaker only, or both.

The "El Dorado V" may be easily converted to stereo, as the changer is completely wired for a stereo amplifier. As a "Stereo-dapter" switch is provided on the cabinet front panel, and a new speaker system is available. The cabinet is made of mahogany, maple, walnut or birch.

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

Series 35% by using polyethylene on rolls instead of bags, and extra operator. Seals volumes, single and boxed tapes—12", 10" and 7" by just adjusting guides.

**PHONO-RECORD WRAPPING MACHINE**

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

Sales at 5% by using polyethylene on rolls instead of bags, and extra operator.

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BEST WISHES TO THE MUSIC DEALERS OF AMERICA

PERRY COMO

just released

MOON TALK

b/w

BEATS THERE A HEART SO TRUE
New Features! New Styling! New WECBORB Stereo Portables—Outstanding for 1959!

Check these sales-building advantages:

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


VISIT US AT THE WEBCORB DISPLAY NAAM CONVENTION
Red Lacquer Room, Palmer House, Chicago
See and hear Webcor's great '59 line of Stereo Fonografts and Tape Recorders!

QUESTIONS:

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

1. More than 5,700 dealers handle them.
2. An estimated 79,000 units were sold in that period.
3. Average sale per dealer was 13.9 units.
4. 7 per cent made no sales.
5. Of the dealers who made sales:
   - 27% sold one or more Decca
   - 23% sold one or more V-M
   - 19% sold one or more Columbia
   - 16% sold one or more Magnavox
   - 11% sold one or more Capilol
   - 9% sold one or more Webcor
   - 8% sold one or more Eomora
   - 6% sold one or more Zenith
   - 3% sold one more Stromberg-Carlson

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

1. More than 4,700 dealers handle them.
2. An estimated 34,000 units were sold in that period.
3. The average sale per dealer was 7.3 units.
4. 18 per cent made no sales.
5. Of these dealers who made sales:
   - 22% sold one or more RCA Victor
   - 20% sold one or more V-M
   - 18% sold one or more Columbia
   - 16% sold one or more Magnavox
   - 15% sold one or more Webcor
   - 15% sold one or more Decca
   - 13% sold one or more Capilol
   - 10% sold one or more Zenith
   - 8% sold one or more Dynavox
   - 3% sold one or more Motorola
   - 3% sold one or more Steelman
   - 2% sold one or more Motorcycle
   - 1% sold one or more others, including Audio Master, Birch, Olympic, Philco, Sonic.

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

1. More than 4,800 dealers handle them.
2. An estimated 47,000 units were sold in that period.
3. Average sale per dealer was 7.7 units.
4. 14 per cent made no sales.
5. Of these dealers who made sales:
   - 24% sold one or more RCA Victor
   - 24% sold one or more V-M
   - 14% sold one or more Columbia
   - 14% sold one or more Webcor
   - 13% sold one or more Magnavox
   - 10% sold one or more Zenith
   - 9% sold one or more Decca
   - 7% sold one or more Capilol
   - 7% sold one or more Stromberg-Carlson
   - 5% sold one or more Motorola
   - 5% sold one or more Sonab
   - 3% sold one or more others, including Dynavox, Emerson, Graeco, Philco, Sonic, Steelman, Sylvania, Symphonie, and others.

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

1. More than 3,400 dealers handle them.
2. An estimated 33,000 units were sold in that period.
3. The average sale per dealer was 5.8 units.
4. 24 per cent made no sales.
5. Of those dealers who made sales:
   - 30% sold one or more RCA Victor
   - 27% sold one or more V-M
   - 26% sold one or more Columbia
   - 20% sold one or more Magnavox
   - 15% sold one or more Webcor
   - 13% sold one or more Decca
   - 9% sold one or more Zenith
   - 5% sold one or more Capilol
   - 3% sold one or more Stromberg-Carlson
   - 3% sold one or more others, including Dynavox, Emerson, Graeco, Olympic, Philco, Sonic, Steelman, Sylvania, Symphonie, and others.
QUESTION 19: If you handle console phonographs with radio at $201 to $300, what brands have you actually sold in the first 19 months of 1958?

1. More than 2,400 dealers handle them.
2. An estimated 13,000 units were sold in that period.
3. Average sale per dealer was 5.7 units.
4. 22 per cent made no sales.
5. Among those dealers who made sales, the following brands (listed alphabetically) were most widely sold:
   - Columbia
   - Emerson
   - Grundig-Majestic
   - Magnavox
   - Motorola
   - Olympic
   - Packard Bell
   - RCA Victor
   - Stromberg-Carlson
   - Webcor
   - Zenith
   - Others sold were Blaupunkt, Capitol, Decca, Delmonico-International, Fonovox, Philco, Pilot, Sonic, V-M, Westinghouse.

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

1. More than 2,600 dealers handle them.
2. An estimated 12,000 units were sold in that period.
3. Average sale per dealer was 4.7 units.
4. 21 per cent made no sales.
5. Among those dealers who made sales, the following brands (listed alphabetically) were most widely sold:
   - Columbia
   - Grundig-Majestic
   - Magnavox
   - Motorola
   - Olympic
   - Pilot
   - RCA Victor
   - Stromberg-Carlson
   - V-M
   - Zenith
   - Others sold were Andrea, Audio-Master, Blaupunkt, Capitol, Delmonico-International, Dumont, Emerson, Fonovox, Granco, Olympic, Philco, Webcor, Westinghouse.

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

1. More than 700 dealers handle them.
2. An estimated 2,200 units were sold in that period.
3. Average sale per dealer was 3.0 units.
4. 10 per cent made no sales.
5. Among those dealers who made sales, the following brands (listed alphabetically) were most widely sold:
   - Columbia
   - Magnavox
   - Olympic
   - Others sold were Bell & Howell, Capehart, Capitol, Delmonico-International, Grundig-Majestic, Motorola, Stromberg-Carlson.

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

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

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

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

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

1. More than 2,600 dealers handle them.
2. An estimated 8,000 units were sold in that period.
3. Average sale per dealer was 3.1 units.
4. 54 per cent made no sales.
5. Among those who made sales, the following brands were sold (listed alphabetically):
   - Bell
   - Columbia
   - Delmonico-International
   - Kenyon
   - V-M
   - Others sold were Bell, Columbia, Delmonico-International, Kenyon, V-M.
There are 2 important differences in the new

CAPITOL
STEREO PHONOGRAPHS

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

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

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

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

These other advantages will stimulate sales, too:
- CUSTOM-STYLED CABINETS! Fashioned by leading furniture designers. Hand-rubbed wood consoles, scuff-resistant portables.
- FACTORY-AUTHORIZED SERVICE! Every set carries Capitol's full warranty, allowing for free parts and service for 90 days at no cost to you, the dealer.
- FULL PAGE ADS! Millions of potential customers will see these phonographs advertised in Look and Life. And Capitol's successful merchandising know-how helps you plan local promotions.

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

Dakota Staton's appearance at the Village West Lounge in Los Angeles led to an immediate booking at the Westwood Park in Los Angeles, where she was introduced to the managers of the Club Westwood and the Shrine Ballroom. After that, she began to make her way up the ladder in the music industry.

PERSONAL MANAGEMENT:
John Levy
1650 Broadway
New York, N.Y.

BOOKINGS:
Shaw Artists Corporation
565 Fifth Avenue
New York, N.Y.

CURRENT BEST SELLING SINGLE:
"CONFESSIN' THE BLUES"
b/w "BLUES IN MY HEART"
Capitol #4012

BEST SELLING ALBUM:
"IN THE NIGHT"
with George Shearing
Capitol T-1003
SIX NEW PHONO MODELS

Westinghouse, Stereo TV Sets Tailored to Small Home Space

Six new "stereo fidelity" phonographs with companion amplifier-speaker unit, especially designed to fit the small home, will be introduced at the NAMM show today (25) by Westinghouse, the first to give all the features of stereo in a full line of phonographs.

Westinghouse also announced availability of a simple new "conversion kit" that will adapt any of the company's present phonographs to stereo playback.

Westinghouse stereophonic line is on display here this week at distributors' and dealers' showrooms, giving dealers ample time to view the new line before it goes on nationwide distribution beginning next week.

William R. Gard, executive vice president, said: "No greater test of the success of a new line of phonographs is the warm approval of the consumer in actual use. We believe that our models will be a popular introduction into the small space which the entire stereo market has not yet entered on a large scale."

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

As a new approach in design, Westinghouse introduced two versions of a horizontal console phonograph, one for use with its cassette and FM models, the other hook-up with its horizontal console phonographs.

Westinghouse is offering a companion amplifier-speaker unit with each phonograph model, and a wall console also.

All of the companion units are styled in mahogany, walnut, limed oak or fruitwood finishes, and take a minimum amount of space, or else serve as a functional piece of furniture.

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

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

TV-Phono Units

Combination television-phonograph equipment for budget conscious young families, and a complete line of medium-priced phonographs is being introduced by Westinghouse at the Music Show. The new models, on display at Westinghouse in the Palmer House here, are the first to be announced in the company's 1958 television line. Additional models for 1958 will be introduced next month, according to a Westinghouse spokes-

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

LUNCH SPEAKER

Ad Boss to Give Views On Markets

CHICAGO — The music industry is to be subjected to some intensive analysis and crystal-ball gazing at the commencement of the National Music Merchants Association show here today. The annual Institute of Musical Instrument Merchandising Conference is joining with the NAMM for the program which functions Wednesday, Thursday, and Friday.

Said to be of interest are the market trends and their effects on the music industry, and what influences in today's music field, such as the electric guitar and rock and roll trends, will have on the industry in the future.

Principal speaker is one of the most knowledgeable market experts, Mr. J. W. Judkins, who is a top-ranking vice president in the J. Walter Thompson ad agency. He will review the economic and social trends which affect the industry, particularly as regards music dealers.

On Markets

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NOW!
CAPITOL STEREO
RECORDS

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

Popular Stereo Albums (on release August 18 — order now!)
- THE KING AND I Soundtrack
- ORTS OF PLEASURE Les Baxter
- EA OF DREAMS Nelson Riddle
- ES BROWN CONCERT MODERN
- ELECTIONS FROM "SOUTH PACIFIC" Fred Waring
- ONGS FROM "ST. LOUIS BLUES" Nat "King" Cole
- G BAND STEREO Various
- ARS IN STEREO Various
- E THE STEREO DISC Various

Classical Stereo Albums (on release August 18 — order now!)
- GILBERT AND SULLIVAN: THE MIKADO
- ORFF: DIE KLIUGE
- BEETHOVEN: PIANO CONCERTO NO. 5 IN E FLAT MAJOR
- RACHMANINOFF: PIANO CONCERTO NO. 4 IN G MINOR
- TCHAIKOVSKY: SYMPHONY NO. 7 IN A MAJOR

Angel Stereo Albums (on release August 18 — order now!)
- GILBERT AND SULLIVAN: THE MIKADO
- ORFF: DIE KLIUGE
- BEETHOVEN: PIANO CONCERTO NO. 5 IN E FLAT MAJOR
- RACHMANINOFF: PIANO CONCERTO NO. 4 IN G MINOR
- TCHAIKOVSKY: SYMPHONY NO. 7 IN A MAJOR

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

from the world’s leading producer of HIT ALBUMS!
NEW CLASSICAL ALBUMS

THE GREATEST SYMBOL IN SOUND

VIRTUOSO! ROGER WAGNER CHROMALO

THE ORCHESTRA SINGS CARMEN DRAGON

GLUCK: ORPHEE ET EURYDICE

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

BEETHOVEN QUARTET, Op. 127

STOKOWSKI

SHOSTAKOVICH: SYMPHONY NO. 11

REICHEN WDR ORCHESTRA AND CHORUS

SHOSTAKOVICH: SYMPHONY NO. 11

THE ARISTOCRATS OF HIGH FIDELITY

THE GREATEST SYMBOL IN SOUND

THE ORCHESTRA SINGS CARMEN DRAGON

JOSEPH ZARO

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

BEETHOVEN QUARTET, Op. 127

STOKOWSKI

SHOSTAKOVICH: SYMPHONY NO. 11

REICHEN WDR ORCHESTRA AND CHORUS

SHOSTAKOVICH: SYMPHONY NO. 11

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

231 FIRMS SIGN

New High Set for NAMM Exhibits Space

The largest exhibit space in the 57-year history of the Music Industry trade show has been booked by the 231 exhibitors signed to date for the 1958 convention. Space reservations are 14 per cent ahead of last year, according to William R. Gard, executive secretary of the National Association of Music Merchants. A total of 95 per cent of all available space has been booked to date.

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

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

"The tremendous interest in new stereo record equipment accounts in part for the big increase in exhibit space this year," noted Gard.

There is every indication that every major name in the high fidelity field will have their new models of stereo disk players readied for the Music Trade Show. This will represent the first opportunity for music merchants from all over the country to see and hear for themselves what every trade name has to offer in stereo.

Attendance Up

Attendance at this year's show should equal, if not exceed, last year's record-breaking figure of 3,293, predicts the NAMM.

Exhibitors at the 1958 show are classified as follows in the preliminary breakdown of displays: amplifiers 18, amplifiers & speakers 3, trade publications 11, band, woodwind and percussion 43, string and fretted instruments 24, musical merchandise 21, organs 18, organ supplies and accessories 15, phonographs and high fidelity 45, phonograph records and accessories 35, pianos 22, piano supplies and accessories 15, radios and radio-phonographs 31, recorders and sound equipment 33, sheet music 7, television and television accessories 6.

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

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

New Faces


HERE FOR 1958 IS THE fabulOUS phonoLa

Hi-Fi every family will want 2 of

STEREOPHONIC PORTABLES


deal her the world line-up of these fast-selling displayed portable phonographs during NAMM.

ROOM 905. W

Hi-Fi phonola for complete family in the Hot line - 200 units in stock.

See us at ROOM 964

NAMM SHOW

MEMBERSHIPS AVAILABLE

A Nation-Wide Group of Record & Accessory Salespeople Enjoying Privileges, Incentives & "Big Industry" Fringe Benefits

Previously Unheard of in Retail Selling... at No Cost to Dealers!

SEE US AT ROOM 964

NAMM SHOW

Walco PRODUCTS, INC.

600 Franklin St., Fort Wayne, Ind.
Stromberg Unveils New Stereos

Continued from page 20

HIGH FIDELITY Portable Phonograph

"Toccata" -- Full Stereophonic 4-Speed Automatic High Fidelity Portable Phonograph

"Overture" -- 4-Speed Automatic Portable Phonograph

"Rondeau" -- Deluxe Twin Speaker High Fidelity Portable Phonograph

Walco Launching $69.50 Kit, Disk Accessories

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

Components of the package include a stereo cartridge equipped with a 7 mill Walco Stereo Diamond needle, a shielded cable linking to a Walco 4-watt amplifier with separate bass and treble, an electronic coupling that eliminates hum, shock hazard and feedback associated with steaming; a speaker and enclosure, linked to the Electrovox exhibit at the NAMM show, bearing the firm's Electrovox trade name.

For the same price, a new Walco-bred product, called DisConditioners, will be unveiled. These are three-by-five-inch rectangles of deep pile, anti-static-impregnated, abrasive treated, flexible plastic, foam backing, and are said to prevent "deep, inorganic cleaning" of stereo discs.

Dealer Contest

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

A diagram of the contents and details of the extended-discount plan will be shown at the Electrovox Co. Booth No. 904 at the Palmer House. Actually, the plan is one which the company has tried on a regional basis earlier this year. Record dealers are given a "Save-on-Needles Coupon Book" containing 24 coupons.

Each coupon entitles the dealer to a free needle with every four or five purchases at regular distributor prices—in effect, a 16% per cent to 20 per cent longer discount on all diamond and supple tip needles ordered. At the same time, each coupon used to secure this free merchandise automatically enters the dealer in the Walco Sports Car Contest No. 1 (more contests are planned later) in which he can win a new MCA-A, a $500 bank, a $500 camera and projector, a $100 Tilt Arbor Saw, or six $100-$125 nationally advertised men's or women's sporting goods.

Other Sayings Contest, due for NAMM featuring, will spotlight its new Co-Star stereo systems, which are given a "Save-on-Needles Coupon Book" containing 24 coupons.

The greater his chances of winning. Advantage is given to Shifrin, the Co-Star series, now only through this extended-discount plan will be shown at the Electrovox Co. Booth No. 904 at the Palmer House. Actually, the plan is one which the company has tried on a regional basis earlier this year. Record dealers are given a "Save-on-Needles Coupon Book" containing 24 coupons.

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Roulette Will Feature Disk 'Co-Star' Line

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

Jerry Shifrin, national sales manager, and Rud Kessel, head shop, will represent Roulette at the show with Shifrin remaining in the field following the confab for a sales junket to major cities. According to Shifrin, the Co-Star series, now on the market for less than a month, is already getting excellent sales response and many reorders. A new change in design for stereo will be shown.

Webcor Line

Continued from page 38

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

A diagram of the contents and details of the extended-discount plan will be shown at the Electrovox Co. Booth No. 904 at the Palmer House. Actually, the plan is one which the company has tried on a regional basis earlier this year. Record dealers are given a "Save-on-Needles Coupon Book" containing 24 coupons.

Each coupon entitles the dealer to a free needle with every four or five purchases at regular distributor prices—in effect, a 16% per cent to 20 per cent longer discount on all diamond and supple tip needles ordered. At the same time, each coupon used to secure this free merchandise automatically enters the dealer in the Walco Sports Car Contest No. 1 (more contests are planned later) in which he can win a new MCA-A, a $500 bank, a $500 camera and projector, a $100 Tilt Arbor Saw, or six $100-$125 nationally advertised men's or women's sporting goods.

Roulette Will Feature Disk 'Co-Star' Line

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

Jerry Shifrin, national sales manager, and Rud Kessel, head shop, will represent Roulette at the show with Shifrin remaining in the field following the confab for a sales junket to major cities. According to Shifrin, the Co-Star series, now on the market for less than a month, is already getting excellent sales response and many reorders. A new change in design for stereo will be shown.
THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

**BEST SELLING POP LP'S**

FOR SURVEY WEEK ENDING JULY 12

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

<table>
<thead>
<tr>
<th>No.</th>
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<th>Label</th>
<th>Weeks on Chart</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Gigi</td>
<td>Perry Como, RCA Victor</td>
<td>15</td>
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<tr>
<td>2</td>
<td>South Pacific</td>
<td>Ray Anthony Ork</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>The Music Man</td>
<td>Frank Sinatra</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Sing Along With Mitch</td>
<td>Mitch Miller</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Johnny's Greatest Hits</td>
<td>Johnny Mathis</td>
<td>15</td>
<td></td>
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<td>6</td>
<td>Warm</td>
<td>Johnny Mathis</td>
<td>31</td>
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<td>7</td>
<td>My Fair Lady</td>
<td>Perry Como</td>
<td>120</td>
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<td>8</td>
<td>The Late, Late Show</td>
<td>Dakota Staton</td>
<td>19</td>
<td></td>
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<td>9</td>
<td>Norwegian Croiss</td>
<td>Tennessee Ernie Ford</td>
<td>7</td>
<td></td>
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<tr>
<td>10</td>
<td>Oklahoma</td>
<td>Sound Track, Capital</td>
<td>146</td>
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<tr>
<td>11</td>
<td>Around The World</td>
<td>Sound Track, Decca</td>
<td>127</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Ricky</td>
<td>Frank Sinatra</td>
<td>171</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>South Pacific</td>
<td>Perry Como</td>
<td>225</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Elvis' Golden Records</td>
<td>Elvis Presley, RCA Victor</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Concert by the Sea</td>
<td>Erroll Garner</td>
<td>16</td>
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<tr>
<td>16</td>
<td>Come Fly With Me</td>
<td>Frank Sinatra</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Hymns</td>
<td>Tennessee Ernie Ford</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Till</td>
<td>Roger Williams, Kapp</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Swingin' on Broadway</td>
<td>Patti Page, RCA Victor</td>
<td>10</td>
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<tr>
<td>20</td>
<td>Fltim Encores</td>
<td>Mantovani</td>
<td>52</td>
<td></td>
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<tr>
<td>21</td>
<td>Sail Along Silvery Moon</td>
<td>Billy Vaughn, Dot DLP</td>
<td>14</td>
<td></td>
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<tr>
<td>22</td>
<td>Elyde Gorme Vamps the Roaring</td>
<td>Frank Sinatra</td>
<td>161</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>The King and I</td>
<td>Perry Como, RCA Victor</td>
<td>102</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Hymns We Love</td>
<td>Pat Boone, Dot DLP</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Chet Atkins at Home</td>
<td>Perry Como, RCA Victor</td>
<td>3</td>
<td></td>
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</tbody>
</table>

**MONETARY SAVING SUBSCRIPTION ORDER**

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

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**REVIEW SPOTLIGHT ON...**

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard, merit price consideration from dealers.

### Stereo Classical Album

#### HI-FI FIELDER (1-12") - The Resonant Pops Orch. (Eddyette), RCA Victor LSC 2160

**STEREO & MONO VERSIONS**

The musical amateurs have always been strong sellers, and this excursion into three familiar works will be chosen for their stereo effectiveness; by the way, unlikely to be on exception. The "William Tell" segment, with its blazing "Lone Ranger" fanfare, makes a fine demonstration track for stereo equipment, and Eddyette's reading, as usual, is in impeccable taste. Generally, the stereo effect is good.

#### Stereo Classical Special Merit Album

**ERLIOLO: REQUEM (1-12") - Hartford Symphony Orch. (Mahler) with Various Artists, Vanguard VSD 3006-7**

**STEREO & MONO VERSIONS**

Vanguard has here a stunning stereo achievement, filled with impressive choral and orchestral passages ranging from sweet lyricism to all-out dynamism. Under Fritz Mahler's intuitive, sensitive baton, it rates high honors on the basis of dynamics. Under Fritz Mahler's intuitive, sensitive baton, it rates high honors on the basis of dynamics. Under Fritz Mahler's intuitive, sensitive baton, it rates high honors on the basis of dynamics. Under Fritz Mahler's intuitive, sensitive baton, it rates high honors on the basis of dynamics.

### Most Played by Jockeys

FOR SURVEY WEEK ENDING JULY 13

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SOUNDS OF THE GREAT BANDS</td>
<td>Glenn Gray, the Casa Loma</td>
<td>Capitol W 1022</td>
</tr>
<tr>
<td>2</td>
<td>DREAM GIRL</td>
<td>Ray Anthony Ork</td>
<td>Capitol W 7069</td>
</tr>
<tr>
<td>3</td>
<td>JOHNNY'S GREATEST HITS</td>
<td>Johnny Mathis</td>
<td>Columbia CL 1133</td>
</tr>
<tr>
<td>4</td>
<td>LESTER LAIN GOES TO COLLEGE</td>
<td>Lester Lain</td>
<td>Epic LN 5474</td>
</tr>
<tr>
<td>5</td>
<td>SING ALONG WITH MITCH</td>
<td>Mitch Miller</td>
<td>Columbia CL 1160</td>
</tr>
<tr>
<td>6</td>
<td>THE MUSIC MAN</td>
<td>Frank Sinatra</td>
<td>Capitol W 620</td>
</tr>
<tr>
<td>7</td>
<td>COME FLY WITH ME</td>
<td>Ray Conniff</td>
<td>Columbia CL 1377</td>
</tr>
<tr>
<td>8</td>
<td>S'AWFUL NICE</td>
<td>Frank Sinatra</td>
<td>Capitol W 620</td>
</tr>
<tr>
<td>9</td>
<td>SATURDAY NIGHT WITH MR. C.</td>
<td>Perry Como</td>
<td>Victor LOP 1004</td>
</tr>
<tr>
<td>10</td>
<td>FOUR FRESHMAN IN PERSON</td>
<td>Perry Como</td>
<td>Capitol T1008</td>
</tr>
</tbody>
</table>

**STereo & MonOural Versions**

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

**Album Cover of the Week**

**Best Selling Pop EP's**

FOR SURVEY WEEK ENDING JULY 13

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

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<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>KING CREOLE</td>
<td>Elvis Presley</td>
<td>RCA Victor EFA 4310</td>
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<tr>
<td>2</td>
<td>UNCHAINED MELODY</td>
<td>Ricky Nelson</td>
<td>Imperial EP 158</td>
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<tr>
<td>3</td>
<td>RICKY</td>
<td>Ricky Nelson</td>
<td>Imperial EP 158</td>
</tr>
<tr>
<td>4</td>
<td>HYMNS</td>
<td>Tennessee Ernie Ford</td>
<td>Capitol EAF 1-756</td>
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<td>5</td>
<td>THE LATE, LATE SHOW</td>
<td>Dakota Staton</td>
<td>Capitol EAF 1-756</td>
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<td>6</td>
<td>ELVIS</td>
<td>Elvis Presley</td>
<td>RCA Victor EFA 692</td>
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<tr>
<td>7</td>
<td>WARM</td>
<td>Johnny Mathis</td>
<td>Columbia EB 1-7871</td>
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<td>8</td>
<td>ST. LOUIS BLUES</td>
<td>Nat King Cole</td>
<td>Capitol EAF 1-993</td>
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<td>9</td>
<td>CHET ATKINS AT HOME</td>
<td>Perry Como</td>
<td>RCA Victor EFA 4104</td>
</tr>
<tr>
<td>10</td>
<td>JAMESTOWN HOUSE</td>
<td>Eddyette</td>
<td>RCA Victor EFA 4114</td>
</tr>
</tbody>
</table>
For the First Time Nat "King" Cole
SINGS IN SPANISH!

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

CACHITO
MARIA ELENA
LAS MANANITAS
QUIZAS, QUIZAS, QUIZAS
ARRIVEDERCI, ROMA
ADELITA
EL BODEGUERO
NOCHE DE RONDA
TU, MI DELIRIO
TE QUIERO DIJISTE

The Story Behind The Album

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

**MORE EXOTIC SOUNDS OF ARTHUR LYMANN**

Recorded in Henry J. Kaiser's Aluminum Dome, Honolulu, Arthur Lyman again captures the exotic sounds of his home island. The sounds are so authentic, one might hear the distant sound of ocean surf or the rustling of leaves in the tropical breeze. This album is a true treasure for music lovers who appreciate the art of a master painter, Arthur Lyman.

**HAWAIIAN SUNSET**

A sound painting of the Hawaiian Islands. One of the most beautiful settings on earth, Arthur Lyman and group show another side of their versatile artistry.

**“The Sound That Named a Company”**

CH FIDELITY RECORDINGS, INC.

5306 Vigna Blvd., Los Angeles, Calif.

---

**REVIEWS AND RATINGS OF NEW POPULAR ALBUMS**

**EXPLANATION OF PACKAGE RATING CATEGORIES**

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
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<tbody>
<tr>
<td>POPULAR</td>
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<tr>
<td>STRONG SALE PROMOTIONS</td>
<td>★★★★</td>
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<tr>
<td>MODERATE POPULAR</td>
<td>★★★</td>
</tr>
<tr>
<td>DEMAND</td>
<td>★★</td>
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<tr>
<td>FOR SALE</td>
<td>★</td>
</tr>
</tbody>
</table>

**SPOTLIGHT—SURE-FIRE MERCHANDISE**

Top Demand

★ ★ ★ ★ ★—Great Potential—Will Sell

★ ★ ★—Moderate Potential—Satisfactory

★—For dealers who stock all merchandise.

**POPULAR★★★★**

**A GUIDE TO SOUNDFRACTORS**

Judy Garland and David Seville

**6)** "Over the Rainbow," "Man That Got Away."

**7)** "April Love," "Babes in Arms."

**8)** "Dancing in the Dark," "It Had to Be You."


**PROMOTION OF SPECIAL MERCHANDISE**

**11)** "The Sound That Named a Company"—Arthur Lyman

**12)** "I Remember You," "Moonlight Serenade."

**13)** "The Man I Love," "September in the Rain."

**14)** "I Remember You," "Moonlight Serenade."


**16)** "I Remember You," "Moonlight Serenade."

**17)** "The Man I Love," "September in the Rain."

**18)** "I Remember You," "Moonlight Serenade."


**20)** "I Remember You," "Moonlight Serenade."

---

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3. Remember Sweden

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Frank Weir and His Orchestra with The Peter Knight Singers

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NEW YORK, N. Y.

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**ALBUM SPOTLIGHT**

STEVE ALLEN PLAYS HI-FI MUSIC FOR INFLUENTIALS

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CHL 57218

---

**THE BILLBOARD’S MUSIC POPULARITY CHARTS**

**PACKAGED RECORDS**

JULY 21, 1958

---

**THE ARMY WAY**

The Army WAC Band, West Point (4-127)

**STEREO & MONOURAL VERSIONS**

The single-track version of this recording is being offered in a popular format. The entire release includes both tracks; the mono version is the same as the stereo version. The single-track version is available for listeners who are not equipped with stereo equipment.

**PROMOTION OF SPOTLIGHT MERCHANDISE**

**SPOTLIGHT-SURE-FIRE MERCHANDISE**

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

---

**(Continued on page 4)
Maximum Profit...Minimum Space!
WITH

Mercury

A PRODUCT OF MERCURY RECORD CORPORATION

The New Economy Line!

A whole record department in a box!

NEW RELEASES
BY TODAY’S HIT NAMES!

Packaged and priced for
Extra Sales! Fast Turnover!

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

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

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

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

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

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

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

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

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

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

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

CS-24 Dancing and Dreaming, the Jay Novacek Quintet in a critic's standout album!

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CS-24 Dancing and Dreaming, the Jay Novacek Quintet in a critic's standout album!
stock the STEREO that sells!

The STEREO band wagon is now rolling. But have no illusions about what sells in STEREO. The public wants and deserves true STEREO . . . with full depth perception. Buyers won't settle for any imitation or gymnastics. They want the real thing . . . the true sound . . . the best in music by the top artists. Honest value.

MERCURY brings you STEREO of unrivaled quality. And every record is brilliantly packaged to sell itself . . . clearly and boldly identified to simplify stocking and display.

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FIRST NEW STEREO RECORDS from

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Sarah Vaughan & Billy Eckstine Sing the Best of Irving Berlin, SR-60002
Let's Get Away From It All, Patti Page, SR-60010
Harare In Hi-Fi, Richard Hayman, SR-60020
Moods In Music, Clehner Strings, SR-50005
It's Dance Time, Dick Centre, SR-50006
Let's Dance, David Carroll, SR-50001
America's Most Danceable Music, Gulf Williams, SR-50007
I've Heard That Song Before, Patti Page, SR-60011

Mercury Living Presence Stereo
Karel Bierer: Ma Mere l'Oe, Chabrier Bourree Fantasque, Detroit Symphony, Parry conducting, SR-50005
Cherubini: Milet, Maria Callas, La Scala, SR-3-3603
Prokofiev: Love For Three Oranges, Schuyian Suite, London Symphony, Dorati conducting, SR-3-6004
Gershwin: Concerto In F; Rhapsody In Blue, Eugene List, piano
Eastman-Rochester Symphony, Hanson conducting, SR-3-6002
David: Violin Concerto, Yehudi Menuhin violin, Minneapolis Symphony, Dorati conducting, SR-3-6003
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AUDIOPHILE MATERIALS COMPANY
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Audio Book records can be played on any four-speed phonograph and on DJs rpm phonographs with the Audio Book Speed Radiator (Just $1.98).
JOE FRANKLIN ON MEMORY LANE (WABC-TV, JULY 4, 1958)

JOEY CASTLE

"... and this is the Record that is going to make him a Big star!"

THAT AIN'T NOTHING BUT RIGHT

AND

COME A LITTLE CLOSER BABY

RCA VICTOR 47-7283

Dear Dealers & D.J.'s

I hope you like my first release on RCA Victor as much as Joe Franklin does.

Sincerely

Joey

RCA VICTOR

Personal Management
CARBONE-WUEST Associates
91 Central Park West
New York 23, N. Y.
**BEST SELLING POP SINGLES IN STORES**

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

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<tr>
<th>Title</th>
<th>Artist</th>
<th>Week on Last Week Chart</th>
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<tbody>
<tr>
<td>1. HARD HEADED WOMAN (ASCAP)</td>
<td>Elvis Presley</td>
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<tr>
<td>2. DON'T ASK ME WHY (ASCAP)</td>
<td>Vic 7550</td>
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<tr>
<td>3. YAKETY YAK (BMI) - Coasters</td>
<td>Zing, Wern the Strings of My Heart (ASCAP) - Ace 6186</td>
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<tr>
<td>4. PURPLE PEOPLE EATER (BMI)</td>
<td>Shub Wooley</td>
<td>8</td>
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<tr>
<td>5. I DON'T KNOW WHAT YOU'RE MADE OF (ASCAP)</td>
<td>M-G-M (BMI)</td>
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<td>Ricky Nelson</td>
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<tr>
<td>8. ENDLESS SLEEP (BMI) - Billy Eckstine</td>
<td>Don't Love Me for My Hill (BMI) - Imperial 5208</td>
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<td>9. HARD HEADED WOMAN (ASCAP)</td>
<td>Peggy Lee</td>
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<td>10. WHEN (ASCAP) - David Seville</td>
<td>Don't Whistle at Me, Baby (BMI) - Capitol 3998</td>
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<td>11. REBEL - ROUSER (BMI) - Duane Eddy</td>
<td>Johnny Mathis</td>
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<td>34. POOR LITTLE FOOL (BMI)</td>
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**RECENT POP RELEASES COMING UP STRONG**

For survey week ending July 12, 1958

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"YOU CHEATED"

Another New Smash
Headed For The Top

DEL VIKINGS

MERCURY 71345

MERCURY SOARS WITH THESE HOT HITS

One Summer Night
THE DANLEERS
MERCURY 71322

Left Right Out of Your Heart
PATTI PAGE
MERCURY 71331

Kathy-O
THE DIAMONDS
MERCURY 71330

Ma-Ma-Marie
THE GAYLORDS
MERCURY 71337

June July and August
RUSTY DRAPER
MERCURY 71336

Chantilly Lace
BIG BOPPER
MERCURY 71343

Walking At Night
PHIL FLOWERS
MERCURY-WING W2100
MUSIC

THE BILLBOARD

JULY 21, 1958

YOUR FUTURE IS GREAT IN A GROWING AMERICA

4000 MORE BRIDES DAILY MEAN MORE BUSINESS COAST-TO-COAST

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

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

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

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

7 BIG REASONS FOR CONFIDENCE IN AMERICA'S FUTURE

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

2. More Jobs... Though employment in some areas has fallen off, there are 35 million more jobs than in 1939—and there will be 22 million more by 1975 than today.

3. More Income... Family income after taxes is at an all-time high of $5000—is expected to pass $7000 by 1975.

4. More Production... U.S. production doubles every 20 years. We will require millions more people to make, sell and distribute our products.

5. More Savings... Individual savings are at highest level ever—$350 billion—a record amount available for spending.

6. More Research... $10 billion spent each year will pay off in more jobs, better living, whole new industries.

7. More Needs... In the next few years we will need $500 billion worth of schools, highways, homes, durable equipment. Meeting these needs will create new opportunities for everyone.

Add them up and you have the makings of another big upswing. Wise planners, builders and buyers will act now to get ready for it.

FREED! Send for this new 24 page illustrated booklet, "Your Great Future in a Growing America." Every American should know these facts. Drop a postcard today to: ADVERTISING COUNCIL, Box 80, Midtown Station, New York 18, N.Y.

Printed as a Public Service by THE BILLBOARD The Communications Center of the Music Industry
Epic Records has just completed its most successful year! Let's see why—

THE RECORDING:
Epic employs the greatest of care and technical skill to be sure that every Epic record has the finest high fidelity Radial Sound that is Epic's trade mark.

THE PRODUCT?
Joe Sherman, Jim Fogelsong and Charlie Schicke are A & R men with the experience, foresight and talent to select and record surefire material to satisfy every segment of public taste.

THE ARTISTS?
Outstanding artists in every type of music give us the important wide range of selection that strengthens a catalogue—

The Cleveland Orchestra under the direction of George Szell; Concertgebouw Orchestra, Eduard Van Beinum, conductor; Arthur Grumiaux; Clara Haskil; Leon Fleisher; "I Musici", The Moiseyev Ballet; Lester Lanin; Jack Lemmon; Sal Mineo; Ray Hamilton; Neal Hefti; Somethin' Smith and The Redheads; The Four Coins; Joe Sherman; Jimmy McPartland; The Merrill Staton Choir; Frankie Vaughan; Darlene Zito; Jimmy Mundy; Ersel Hickey; Jimmy Breidlove; Clare Nelson; Joe Douglas; The Skee Brothers.

THE SALES EFFORT?
Walter Hayum and his staff, Jay Kyle, Bob King, Gene Brewer and Rick Von Seekamm have the infectious enthusiasm that merchandises, promotes and sells the Epic Product.

DISTRIBUTION?
The lifeline of any manufacturer, and we, at Epic, have the best!

POINT-OF-SALE?
This is YOU, DEALERS, and all the above factors would be meaningless without YOU!

Thanks from all of us at Epic and Okeh Records,

Bill Nielsen
William S. Nielsen,
General Manager.

P.S. In appreciation, we promise to deliver to you shortly through our distributors' salesmen the most exciting dealer and consumer program ever offered, including a fabulous STEREORAMA* Release of stereophonic records; great albums; smash singles!

Watch for it, will you?
Dear Dealers,

Thank you very much indeed—for merchandising our four albums into four best sellers.

Gratefully, L. L.

---

### Most Played by Jockeys

FOR SURVEY WEEK ENDING JULY 11

**Sides are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.**

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<th>Artist</th>
<th>Label</th>
<th>Chart Weeks</th>
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<td>1</td>
<td>HARD HEADED WOMAN (ASCAP)</td>
<td>Elvis Presley</td>
<td>RCA</td>
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<td></td>
<td>Don't Ask Me Why (ASCAP)</td>
<td></td>
<td>Vu 7330</td>
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<td>2</td>
<td>YAKETY YAK (BMI)</td>
<td>Counters</td>
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<td>2 pts. Wenti da Strings of My Heart (ASCAP)</td>
<td>Atco 4114</td>
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<td>3</td>
<td>PATRICIA (ASCAP)</td>
<td>Perez Prado</td>
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<td></td>
<td>Why Walt? (BMI)</td>
<td>Vu 7245</td>
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<td>4</td>
<td>PURPLE PEOPLE EATER (BMI)</td>
<td>Sheb Wooley</td>
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<td>I Can't Believe You're Mine (ASCAP)</td>
<td>M-G-M 2443</td>
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<td>5</td>
<td>SPLISH SPLASH (BMI)</td>
<td>Bobby Darin</td>
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<td></td>
<td></td>
<td></td>
<td>Atco 6117</td>
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<td>6</td>
<td>POOR LITTLE FOOL (BMI)</td>
<td>Ricky Nelson</td>
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<td></td>
<td>Don't Leave Me This Way (BMI)</td>
<td>Imperial 3528</td>
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<td>7</td>
<td>IF DREAMS CAME TRUE (ASCAP)</td>
<td>Pat Boone</td>
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<td>That's How Much I Love You (BMI)</td>
<td>M-G-M 2443</td>
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<td>WHEN (ASCAP)</td>
<td>Kalin Twins</td>
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<td></td>
<td>Dot 30412</td>
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<td>9</td>
<td>LEFT RIGHT OUT OF YOUR HEART (ASCAP)</td>
<td>Pati Page</td>
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<td></td>
<td>Looking to Hold You Again (ASCAP)</td>
<td>Mercury 72333</td>
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<td>SECRETLY (ASCAP)</td>
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<td>Make Me a Miracle (ASCAP)</td>
<td>Roulette 4010</td>
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<td>ALL I HAVE TO DO IS DREAM (BMI)</td>
<td>Everly Brothers</td>
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<td>Chordata 1134</td>
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<td>ENCHANTED ISLAND (ASCAP)</td>
<td>Four Lads</td>
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<td>Atlantic 1034</td>
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<td>RETURN TO ME (ASCAP)</td>
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<td>Johnny Mathis</td>
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<td>M-G-M 2443</td>
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<td>Peggy Lee</td>
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<td>M-G-M 2443</td>
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<tr>
<td>16</td>
<td>ENCLOSED (BMI)</td>
<td>Jody Reynolds</td>
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<tr>
<td>17</td>
<td>BIG MAN (BMI)</td>
<td>Four Preps</td>
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<td>Stargay 2085</td>
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<td>18</td>
<td>REBEL ROUSER (BMI)</td>
<td>Duane Eddy</td>
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<td>19</td>
<td>EVERYBODY LOVES A LOVER (ASCAP)</td>
<td>Davie Day</td>
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<td></td>
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<td>ONE SUMMER NIGHT (BMI)</td>
<td>Danleers</td>
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<td>23</td>
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<td>M-G-M 2443</td>
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<td>21</td>
<td>WHAT AM I LIVING FOR? (BMI)</td>
<td>Chuck Willis</td>
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<td>22</td>
<td>YOU NEED HANDS (ASCAP)</td>
<td>Eydie Cornie</td>
<td></td>
<td>8</td>
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<td>M-G-M 2443</td>
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<td>DO YOU WANT TO DANCE (BMI)</td>
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<td>MY TRUE LOVE (BMI)</td>
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<tr>
<td>25</td>
<td>PADRE (ASCAP)</td>
<td>Toni Arden</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>M-G-M 2443</td>
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</table>
GREAT NAMES IN A GREAT INDUSTRY

ATCO

THE COASTERS
BOBBY DARIN
HUTCH DAVIE
THE RINKY-DINKS
SANDY STEWART

GUITAR SLIM
IRVING FIELDS
BETTY McLAURIN
THE SENSATIONS
GERRY GRANAHAN

ATLANTIC

ON LP

CHUCK WILLIS
BETTY JOHNSON
LA VERN BAKER
THE DRIFTERS
CLYDE McPHERTER
RUTH BROWN
JAYE SISTERS
IVORY JOE HUNTER
THE BOBBETTES
JOE TURNER
RAY CHARLES

THE MODERN JAZZ QUARTET
CHRIS CONNOR
MABEL MERCER
JIMMY GIUFFRE
MILT JACKSON
JOHN LEWIS
WILBUR DE PARIS
BOBBY SHORT
LENNIE TRISTANO
SHORTY ROGERS
THE JAZZ MODES

EAST-WEST

JACKIE PARIS
BURT TAYLOR

THE KINGSMEN
MAD MAN TAYLOR
HARRY BELAFONTE, RCA Victor Recording Artist and Entertainer says . . .

"Billboard is invaluable to me"

The Billboard affords me with a concise and informative picture of the trends, standings and pertinent news events of the music industry. With its categorical charts, hard news stories and special features it gives the reader an up-to-date view of the entire music field. Billboard is invaluable to me as a "national barometer" of musical tastes.

Harry Belafonte

The Billboard
THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY
from the great new movie
"THE YOUNG LAND"
A C. V. WHITNEY PRODUCTION

GOGI GRANT
SINGS

STRANGE ARE THE WAYS OF LOVE

47/20-7294
ABNER broke its first hit
"For Your Precious Love"
by JERRY BUTLER
and THE IMPRESSIONS
at the MOA Convention
VEE-JAY will break more hits at the NAMM
INSTRUMENTALU!U!
"Wabash Blues" by AL SMITH
ABNER 1014

* Review Spotlight on . . .
R&B RECORDS
JIMMY REED
Down in Virginia (Conrad, BMI)
I Know It’s a Sin (Conrad, BMI)—Vee Jay 287
Two really fine blues sides by Reed. Both are given lower-
down earthy band backing, and the artist has plenty of heart
in his readings. Especially choices for Southern marts and traditio
ual R&B devotees.

ANOTHER BIG HIT FOR
Gene Allison
"LET’S SIT AND TALK"
VEE-JAY 286

VEE-JAY—ABNER RECORDS
2129 S. Michigan
Chicago 16, Ill.
Phone: CALumet 3-6141

* Best Selling Sheet Music in U. S.

<table>
<thead>
<tr>
<th>Title/Artist</th>
<th>Price/Store</th>
<th>Week Tot</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Padre</em> (Lugans)</td>
<td>$1.00</td>
<td>14</td>
</tr>
<tr>
<td><em>Secretly</em> (Phairley)</td>
<td>$1.00</td>
<td>6</td>
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<tr>
<td><em>Purple People Eater</em> (Carrad)</td>
<td>$1.00</td>
<td>7</td>
</tr>
<tr>
<td><em>All I Have To Do Is Dream</em> (Anoff-Rose)</td>
<td>$1.00</td>
<td>13</td>
</tr>
<tr>
<td><em>Return To Me</em> (Southern)</td>
<td>$1.00</td>
<td>3</td>
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<tr>
<td><em>Left Right Out Of Your Heart</em> (Shapiro-Bernstein)</td>
<td>$1.00</td>
<td>3</td>
</tr>
<tr>
<td><em>A Certain Smile</em> (Miller)</td>
<td>$1.00</td>
<td>4</td>
</tr>
<tr>
<td><em>Twilight Time</em> (Porgy)</td>
<td>$1.00</td>
<td>14</td>
</tr>
<tr>
<td><em>Young And Warm And Wonderful</em> (Frank)</td>
<td>$1.00</td>
<td>13</td>
</tr>
<tr>
<td><em>Sugar Moon</em> (Gallana)</td>
<td>$1.00</td>
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<tr>
<td><em>He’s Got The Whole World In His Hands</em> (Chappell)</td>
<td>$1.00</td>
<td>10</td>
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<tr>
<td><em>Encantada Island</em> (Koreal)</td>
<td>$1.00</td>
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<tr>
<td><em>Patricia</em> (Southern)</td>
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<tr>
<td><em>If Dreams Came True</em> (Koreal)</td>
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* Best Selling Sheet Music in Britain

<table>
<thead>
<tr>
<th>Title/Artist</th>
<th>Price/Store</th>
<th>Week Tot</th>
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</thead>
<tbody>
<tr>
<td><em>Baby It’s Cold Outside</em> (Koreal)</td>
<td>£1.00</td>
<td>5</td>
</tr>
<tr>
<td><em>White Christmas</em> (Koreal)</td>
<td>£1.00</td>
<td>4</td>
</tr>
<tr>
<td><em>Let Me Call You Sweetheart</em> (Koreal)</td>
<td>£1.00</td>
<td>3</td>
</tr>
<tr>
<td><em>When You Send Fashion</em> (Koreal)</td>
<td>£1.00</td>
<td>2</td>
</tr>
<tr>
<td><em>Round Midnight</em> (Koreal)</td>
<td>£1.00</td>
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</table>

* Best Selling Pop Records in Britain

<table>
<thead>
<tr>
<th>Title/Artist</th>
<th>Price/Store</th>
<th>Week Tot</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>I Don’t Want To Be A Misfit</em> (Koreal)</td>
<td>£2.00</td>
<td>14</td>
</tr>
<tr>
<td><em>Tulips From Amsterdam</em> (Koreal)</td>
<td>£2.00</td>
<td>13</td>
</tr>
<tr>
<td><em>Starday Of Love</em> (Koreal)</td>
<td>£2.00</td>
<td>12</td>
</tr>
<tr>
<td><em>Twilight Time</em> (Koreal)</td>
<td>£2.00</td>
<td>11</td>
</tr>
<tr>
<td><em>Sugar Moon</em> (Koreal)</td>
<td>£2.00</td>
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* Best Selling Sheet Music in U. S.

<table>
<thead>
<tr>
<th>Title/Artist</th>
<th>Price/Store</th>
<th>Week Tot</th>
</tr>
</thead>
</table>
| "Baby Sittin’ Baby"  
Johnny Martino | $1.00 | 14 |
| "Having A Race With Time"  
Johnny Martino | $1.00 | 13 |
| "Teen-Age Clementine"  
Johnny Martino | $1.00 | 12 |
| "You’ve Got Me Crying Again"  
Johnny Martino | $1.00 | 11 |

* Just Released

<table>
<thead>
<tr>
<th>Title/Artist</th>
<th>Price/Store</th>
<th>Week Tot</th>
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<tbody>
<tr>
<td><em>Starday Of Love</em> (Koreal)</td>
<td>£2.00</td>
<td>14</td>
</tr>
<tr>
<td><em>Sugar Moon</em> (Koreal)</td>
<td>£2.00</td>
<td>13</td>
</tr>
<tr>
<td><em>White Christmas</em> (Koreal)</td>
<td>£2.00</td>
<td>12</td>
</tr>
<tr>
<td><em>Baby It’s Cold Outside</em> (Koreal)</td>
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* Records Wholesale

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<tr>
<td><em>I Don’t Want To Be A Misfit</em> (Koreal)</td>
<td>£2.00</td>
<td>14</td>
</tr>
<tr>
<td><em>Tulips From Amsterdam</em> (Koreal)</td>
<td>£2.00</td>
<td>13</td>
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<tr>
<td><em>Starday Of Love</em> (Koreal)</td>
<td>£2.00</td>
<td>12</td>
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<tr>
<td><em>Twilight Time</em> (Koreal)</td>
<td>£2.00</td>
<td>11</td>
</tr>
<tr>
<td><em>Sugar Moon</em> (Koreal)</td>
<td>£2.00</td>
<td>10</td>
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</table>

For booklets and available dates
RAY RAINWATER
40 W. 48 St. 1-36 Circle 2-2057

MARVIN RAINWATER
In terrific selling
"I DIG YOU BABY"
 Monad 7668
For booklets and available dates
RAY RAINWATER
40 W. 48 St. 1-36 Circle 2-2057

SAVE MONEY ORDER YOUR WEEKLY BILLBOARD SUBSCRIPTION TODAY

The Billboard’s National Department
1234 Main Street, Baltimore 21, Maryland

Please enter my subscription to The Billboard for new full year ($7.50) issued. I enclose $15 payment (make $3.30 on single copy rental).

* payment enclosed  
* bill req 217

Name:  
Occupation or Title:  
Company:  
Address:  
City, State:  

**RIP RECORDS, INC.**

**RISSONIC SOUND....**

"**BEEPY TAKES A SHOWER**"

B/W

"Meaning of the Word"

Featuring GREGG "Beepy" HUNTER

RIP 133

Smash Novelty Tune!!

**MISERY**

C/W

Q-T CUTE

RIP 134

S-M-O-O-T-H SOUND!!!

**SILVER SATIN**

B/W

Sleepy Head

by SINGING SENSATION

Ellison White

RIP 135

**BEST SELLERS!!**

<table>
<thead>
<tr>
<th>JOHNNY BLUE</th>
<th>b/w</th>
<th>Rose Without Thorns</th>
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<tr>
<td></td>
<td></td>
<td>By Nikki Stevens</td>
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<tr>
<td></td>
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<td>Rip 128</td>
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<tr>
<th>BABY BLUE</th>
<th>b/w</th>
<th>Dance To The Bop</th>
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<tr>
<td></td>
<td></td>
<td>By Steve Drexel</td>
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<tr>
<th>ENDLESS SLEEP</th>
<th>b/w</th>
<th>Comin' To Home</th>
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<tr>
<td></td>
<td></td>
<td>By Jimmie Witherspoon</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rip 126</td>
</tr>
</tbody>
</table>

COMING RELEASES FROM RIP RECORDS, INC.

**HITS • HITS • HITS**

Ronnie Mann

Singing

"**FOOLISH DREAMS**"

Jimmie Witherspoon

Singing

"**I KNOW THE LORD**"

Four Ekkos

Singing

"**THINK TWICE**"

ADDRISSI BROTHERS

Singing

"**PRETTY PRETTY**"

Jerry Wiggins

Doing

"**DRAG IT**"

AND MANY MORE SCHEDULED FOR RELEASE SOON!!
type of music requested—pop, R&B, R&R, and classical, with programming broken down into 15-minute units—each devoted to a different type of music. The station believes it "is the first time that a radio station has asked its listeners to help determine its programming."

Bill Eger, KSEI, Lubbock, Tex., writes, "Thought you'd like a report from a station which isn't begging for tie-in records and doesn't particularly care if it gets them or not. We have a new system. We program for adults, featuring nothing but good 'old style' pop from 9-11 a.m. when the teenagers get their music. Our library dates back to the time when 45's began, and we keep around 9,000 of the most playable and listenable discs cut since then. We are doing an Fidelitone promotion, plus a nationwide pop contest. We are also promoting a 15-minute jingle program involving the Fidelitone quality Phonograph-Needles."

In on Fidelitone's nation-wide precedent-setting, sales-soaring consumer promotion?

VOX JOX

-Continued from page 12-

JULY 21, 1958

Lange played four hours of Caruso was the following Saturday.

CHANGE OF THEME: Ross McDoulland, formerly with WWJ and WWJ-TV, Detroit, joins WABC, New York, July 31. He will emcee a 6:00 a.m. show for that outlet Monday through Saturday. Stan Burton, ex-spinner at WSVV, Platteville, Wis., has moved to KETH, Dayton, La., morning decky. New spinner at WOL, Washington, D. C., is Bill Mayhugh. In the 10 a.m. to 3 p.m. time slot Monday, thru Saturday, Mayhugh's show will feature such titles as "National Goof-Off Day for Housewives," etc.

Frank Music Ups Ostrow To V-P. Post

NEW YORK — Frank Music has upped Stu Ostrow to the post of vice-president of the Frank Lonec publishing firms and all its affiliated companies. Ostrow will be in charge of all acquisition of material and exploitation planning. Assisting Ostrow in New York will be the firm's contact men, Jerry Mann and Sam Gordon, while Judy Hicks will remain in one of the California offices. Sam Snedker continues as treasurer and business manager of the firm.

Change in the administrative control level at Frank Music came about as a result of the resignation of Herb Kinman, who left the firm last week to helm the court office of a new management firm in Hillard, Elkins. The Frank music firms are working on two Broadway musical productions for the fall, one being "Whoop Up" with music by Norman Gimbel and lyrics by Charles, the other "At the Grand" with music by Robert Wright and George Forrest.

BIGGER & BIGGER!!

LITTLE WILLIE JOHN YOU'RE A SWEETHEART b/w LET'S ROCK WHILE THE ROCKIN'S GOOD

KING 5142

BILL DOGGETT R&B BOP KING 5138

CHICAGO ILL.

EXPON BOOK 13 EMBOSSED NEW YORK 14 N.Y.

"Best buy on records"

Fidelitone

the Billboard's Music Popularity Charts... POP RECORDS

Chicago 222 Illinois

IMPORTANT! Be sure you have entry blanks for Fidelitone's "Name Your Favorite Tune" contest!

Be ready! Customers coming! Fidelitone will award expense free trips to the Bermuda World's Fair to the winners and one guest each. They will fly to Bermuda non-stop aboard a luxurious Lufthansa German Airlines Super Star Constellation, manufactured for comfort and service. George DeWitt, star of TV's top musical quiz show, "Name That Tune" (CBS-TV Monday evening), and popular Johnny Glen will choose the winners. Entries must have their entry blanks from Fidelitone Dealers. So be sure you have their supply already, call your Distributor now.

Fidelitone

...In on Fidelitone's nationwide precedent-setting, sales-soaring consumer promotion?

If you haven't received your tie-in-point-of-sale display, wall hangings, stickers, dealer decals and such to funnel the demand in your area to your store, pick up that phone and call your Fidelitone Distributor right now! All this tie-in material doesn't cost you a cent, so do it now! Now! Now!

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QUESTIONS? At the NAMM Show get the answers from Fidelitone in the Santa Fe Suite.

The first national ad in this three-month campaign broke in Time, Esquire, H.

1. Woody Woodpecker
2. You Can’t Be True, Dear
3. Sweetheart
4. Ruby
5. Vaya Con Dios
6. I'm Walking Behind You
7. Now Is the Hour
8. Little White Lies
9. A Tree in the Meadow
10. Song from Moulin Rouge

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Bigger & Bigger!!

LITTLE WILLIE JOHN YOU'RE A SWEETHEART b/w LET'S ROCK WHILE THE ROCKIN'S GOOD

KING 5142

BILL DOGGETT R&B BOP KING 5138
DON RONDO
with the BIG version
CITY LIGHTS
and
AS LONG AS
I HAVE YOU
### New Hit

- **Billboard Weekly**

| Record Title | Artist
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Keepin' Myself From Crying</td>
<td>Bill Haley &amp; His Comets</td>
</tr>
<tr>
<td>You</td>
<td>Ray Price</td>
</tr>
<tr>
<td>When The Simple Things Are True</td>
<td>Ray Price</td>
</tr>
<tr>
<td>My Blue Heaven</td>
<td>Pat Boone</td>
</tr>
<tr>
<td>Latin Love</td>
<td>Bettye Ackerman</td>
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</tbody>
</table>

**BEST BUYS**

- **NAT KING COLE**
  - Capitol 3900
  - Nothing in the World

- **THE ELEGANTS**
  - Little Star

- **PERRY COMO**
  - Moon Talk

- **PEGGY LEE**
  - You Don't Know

- **DORES DAY**
  - Come On, Joey, Dance With Me

- **RAY PRICE**
  - Invitation to the Blues

**RHYTHM & BLUES**

- **NAT KING COLE**
  - Come Closer to Me

- **Buddy Greco**
  - Somebody Teaches Me

- **Bettye Ackerman**
  - I Love You

- **DEAN MARTIN**
  - From the Bottom of My Heart

**BEST NEW RELEASES**

- **Bert Convy**
  - The Gipsy

- **Buddy Knox**
  - Somebody Teaches Me

- **Ray Price**
  - Invitation to the Blues

- **Bettye Ackerman**
  - I Love You

**PROMOTIONAL**

- **Jimmie Rodgers**
  - Are You Ready Now?

---

For more information, see the review spotlight page for recommended juke box versions of "Volare."
**Reviews and Ratings of Stereo-One Albums**

(Albums listed in alphabetical order among Stereo-One Albums)

**Photos for Publicity**

QUALITY PHOTOS IN QUANTITY

100 8x10s, $5.00
1,000 Postcards 19.00

All other sizes, write for FAX/PHONE and special services.

**MUSI SERVICE**

230 N. 55 ST. NEW YORK 19, N. Y. 7:32B.

**STEREO & MONO VERSIONS**

This album seems to be a cut as a...
Edmonton Ex
Up 30 Per Cent
First 3 Days

Grandstand Income
Jumps 50%; Midway
Grosses Up 21%.

EDMONTON, Alta. — Ideal weather, which contrasted sharply with that of last year, and the first three days' attendance at the Edmonton Exposition here showed 30 per cent higher than for the same period in 1957.

Biggest beneficiary of the weather was the night grandstand show, which also was aided by the performance of the Royal Canadian Mounted Police's Famous Musical Ride. Attendees showed an increase of 45 per cent for the first three nights, which were 50 per cent higher than last year, and A. J. (Andy) Hartnett, general manager, disclosed.

Midway business also was up sharply, with the record of the operation showing gains over last year. Rides and shows of the Royal American sidewheels were up 21 per cent higher than for the corresponding three days in 1957.

Horse racing with pari-mutuel betting pulled about the same number of people as last year, and betting was about at the same level.

The night grandstand show, which is planning a combined picnic-ride-the-eredit for hiking attendance.

R-OlL ER RINKS TO BE SPOTLIGHTED

CHICAGO — Skating-boat-rolling rinks were the subject of a series of special features, one of the highlights, in the last issue of The Billboard, dated July 28, 1959. The developments in roller rinks, long a successful amusement venture, will be detailed and public ice skating on artificially-frozen rinks, will be outlined. According to experts in the field, the future of ice skating, behind a paid gate, is unlimited.

The July 25 issue will also contain the second straight roll-up of the fair, including many other fair news stories.

D. C. Stadium
Paved; Goes To President

WASHINGTON — Legislation authorizing construction of an ultra-modern stadium for the nation's capital passed both Houses of Congress last week.

Legislation calls for construction of a $75,000,000 stadium capable of seating 50,000. Funds will be raised thru the sale of bonds carrying an interest rate to be set by the Secretary of the Treasury. Bonds will be guaranteed by the federal government. The title to the stadium will remain with the federal government, with Interior Department having the right to make changes or concessions. Proceeds will be used to retire bonds.

The circular, all-purpose stadium is slated to have a movable bowl of seats to adapt it for the usual baseball and football. Space is planned for 10,000 cars. Stadium will be built on centrally-owned land near the National Capital Park.

Bill will be sent to the president, the Senate, and as soon as a few technical difficulties have been ironed out.

PROVIDED STOCK ONLY

Autry Disclaims Financial Interest in Brussels Rodeo

HOLLYWOOD — The Creme Rodeo, of which he is a principal, did not have any direct financial involvement in the Brazil and Wild West show which folded Sunday (13) in Brussels, Creme Autry pointed out on his return here from a week's stay in the Belgian capital.

The rodeo people and the live stock are currently stranded in Brussels, Belgium, which was requested by its producer, Frank Howard, to hold the show out of its financial difficulties, has said "no." Creme Autry maintained that the public might believe he was a principal in the undertaking, which went into deep trouble.

"I did not put my money into the Brussels venture except by way of providing the stock," Autry re-emphasized.

When the show appeared headed from soaring sharply over any previous years, Autry said.

Hartnett said further that the fair grandstand show was well accepted by fairgoers, although grosses for the final clay the fair lost an estimated 4,000 took advantage of the free admission.

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R-B Minority
Stockholders
Open Crusade

National Group
Seeks Return of Show Under Canvas

ST. PETERSBURG, Fla. — Plans for the formation of a national organization dedicated to the return of the Ringling & Bailey Circus under the big top, which was closed last year by Mrs. Hester Ringley Sanford, daughter of the late and famed circus pioneer, are under way.

(Continued on page 102)

Animal Park
Is Enlarged
In Florida

ORMOND BEACH, Fla. — In the person of George Murphy, owner of Parrot's Paradise, has undertaken an ambitious program of organization and improvement of his tourist attraction here. Formerly known as the Orange Beach Gardens, the 20-acre tract has been completely refurbished and new exhibits and areas are still being constructed.

Nearly 30 exotic birds are now displayed in a small building where the deer hand has been increased to 12 and a variety of grasses, shrubs and flowers is being added. Also new are a picnic area, rest rooms, enlarged gift shop, and a 60 foot observation tower. Powells' maintenance crew has cleared the many lagoons, constructed new walkways and added much to the plants and trees.

Steppe-up promotional activities keep pace with the streamlined attraction. Besides the more usual publicity measures, Powell has appeared with his birds on three TV programs and in many newspaper articles. He has also addressed between 20 and 30 civic clubs in the vicinity, resulting in good public relations. As a result, business has increased materially during the past year and it was necessary to augment the staff that was earlier contracted.

Polk circuses business was reported good after a slow start and Royalty shows which were estimated at from 15 to 20 per week in July.

The Northwest Mounted Police Musical Ride registered a big hit with the public and several testimonials were submitted, at about 21 per cent higher than for the same period last year and it was necessary to augment the staff that was earlier contracted.

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**LAW OUTLINED**

Changes Dim for N. Y. Fair Bingo

**NEW YORK**—The way it looks now, New York State's fairs will not be able to keep out for them if they want to operate bingo this season. The State Lottery Control Commission, overseeing the game, tells The Billboard it will judge each case as it comes along.

William McDermott, administration director of the commission, said that under the Constitutional amendment "there might be a ground whereby a fair could have bingo." He would not commit himself on possible amendments to the measure which may be introduced in the Legislature next season.

Several key provisions in the «world’s only» state law, which falls...

Tax Cut Again

**AT SPACELAND; 20 Cents for All**

**WATERBURY, N. Y.**—It took three weeks for the Spaceland attraction here to find a workable price level. The spot opened at 15 cents for adults and 50 cents for kids. It went to 35 and 35 in its second week, and has been running since at 30 cents for all ages. Operation is in a converted airplane hangar at Old Roosevelt Field (The Billboard, June 30).

All the kids get free Space Ranger badges, and see a Captain Comet clone, with his crew, for a Space Pirate. It duplicates the Western and Western-type theme in town. Most parents felt that with rides, arcade, Food, fees for various inside attractions, and a donation set-up for parking, the bite was too deep.

17-page booklet with small type, indicates the complications facing anyone. Some are quoted below.

No bingo game shall be held, operated or conducted on or within any rented premises if rental...profit; the Rodeo Is a proven profit maker.”

"Ride appeal, extreme portability and low operating costs for participation in the management or operation of any such game."

"Each applicant for a license shall file with the clerk of the municipality a written application stating names and addresses of persons for whom, and the purposes for which, they are to be paid. It would also state "that no commission, salary, compensation or recompense will be paid to any person for holding, operating or conducting a game."

Bingo cannot be advertised in any way except thru one sign not exceeding 60 feet in area on or adjacent to the premises, and thru signs only that "are displayed on" any fire fighting equipment belonging to any fire department, or any fire fighting equipment, or any first-aid equipment or any fire protective service that may have been exempted from the provisions of the law...in the lawful purposes of the organization...to the lawful purposes of the organization...

Merry Mixer (Hair Swing)

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The Showman’s Choice
Finest materials & Yale Exponents
Delivered in 24 Hrs. at
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Grades of
ENGLAND'S
Largest Manufacturer of Tents in the East
Powers Tents are made from best quality leather & canvas. Tents are constructed with leather straps & other parts wired & pinned at or near points of stress. Modern competitive prices. Write today.

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A & T Am. Co.: Fairadio, Ind.; Fairadio,
Am. Beauty: Kahului, Mo.; American
American Assn.:
N. J.
Alamo Expo: Alliance, Neb.; Fairadio, Ind.; Fairadio.
American Beauty: Kahului, Mo.; American
American Assn.

Dr. James H.: (Fair) Paris, Ill.; (Fair) North East, Ind.;
Dudley, D. S.: (Fair) Boise, Idaho; Okla.; Dalhart, Tex.; Aug 22.
Eastern Am. Co.: Boothbay Harbor,
Eddie’s Expo.: Kane, Pa.; Charles
Emashoff: S. Breaton, Ind.; Union Grove, Wisc.; 31 Aug. 3.
Evans United: (Fair) Colorado City, Mo.; Nehama, Neb.; 28 Aug. 2.
Fairland Am. Co.: No. 1; Lebanon, N. Y.; 29 Aug. 2.
Fairland Am. Co.: No. 2; Cheektowagen, N. Y.; Aug. 2.
Franklin, Des Moines, Ind.; 24-27; Fairbault 30 Aug. 3.
Fred’s Playland: (Shopping Center) Knoxville, Tenn., 24-27; Frontier; Monroe, Utah.
Gladiator Am. Co.: (Fair) Jefferson City, Mo.; (Fair) San Tom, Aug. 11.
Gold Coast: Portage, Wisc.; 22-27; Wilmont, Aug. 5-10.
Gooding Am. Co.: (Fair) Washington C. II., O.
Gooding Am. Co., No. 2: (Fair) Logansport, Ind.
Gooding Am. Co., No. 3; New London, Mo.
Gooding Am. Co., No. 4: (Fair) Proctorville,
Gooding Am. Co., No. 5: Buchanan, Mich.
Gooding Am. Co., No. 6: Walkworth, O.
Gooding Am. Co., No. 7: (Fair) Madison, Ind.
Gooding Am. Co., No. 8: Strongsville, O.
Gooding Am. Co., No. 10: South Bend, Ind.
Grand Americana: Jessup, IA; 21, 22; (Fair) 24-26; Ashland.
Great Western: Bellingham, Calif.; 21-27; Salina, 28-3; Green Tree: (Fair) Cynthia, Ky.; (Fair) Paris, 28-3.
Consequently (Faire) Urbana, Ill.; (Fair) Decatur 28-3.
Hale’s Show of Tomorrows: Savannah, Mo.; 22-27.
Harpers’ Ferry: West Falls, Tex.; Sherman 26-27.
Hammond: Bob. Eto, Tex.
Hannah Am. Co.: Cumberpreferences, Pa.; 28-5; Aug.
Harbeck; Roy: Concord, N. C.; 21-25; Hillscro, 24-31; Hollen, 25-2; Leon 2-26.
Harbeck Bros.: Brashaw, Mo.; 22-22; Hicksville 31 Aug. 2.
Heart of America: Kansas City, Kan. (Fair) Otoe, Neb.; 28-30; (Fair) Kansas City, Kans. 21-4.
Hetl: (Fair) Mont Vernon, Ill.; (Fair) Clinton 28-5.
Hickey: (Fair) Booneville, Mo.; 22-22; (Fair) Center 25-28; (Fair) Waverly, Kan.; 28-30; (Fair) Eufaula, Aug. 1-2.
Hitler, Bill No. 1: Arthur, Ill.
Hitler, Bill No. 2; Aledo, Ill.
Howard Bros.: Markspur, Pa.

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NATHAN (RAY) SPEER

July 22, 1952.

In Memory of

BOB BENNINGTON

July 26, 1957

Life goes on, but I

Wife, DORA BENNINGTON

IN LOVING MEMORY

ROBT. L. (BOB) BENNINGTON

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July 22, 1952.
OLSON PREPARES FOR SPACE WHEEL
Will Join at Illinois State Fair; Milwaukee Opening Ahead of '57

MILWAUKEE — The Space Wheel, the "double-doddl Ferris Wheel" of the Elmer and Curtis, will get a new lease on its life at the Illinois State Fair, Springfield.

Rutinda Olson, a manager and an owner of the Olson Shows, who is in Spit and Bandwagon application during the festivities between assign¬
ments, was Olivia Waldron, show management are这也是 the Illinois State Fair on the road route.

A 75 kw. gasoline generator will be used to power the wheel, Olson pointed out. His show now has a power-generating capacity of about half kw., with the able Jimmy Za

Detroit: GM Announces New Unit

EXPERIMENTAL: GM Announces New Unit

DETROIT — A management shift in the Wade Greater Shows occurred with the resignation of Cameron D. Murray as manager, and his replacement by Charles O. Stewart, formerly secretary of the six-week show.

Future plans for Murray, who has headed the show for many years, were emphasized. Murray stated he was pleased with the season's operations.

Stewart was owner of the World of Pleasure Shows for a time before joining the Wade Creation organization. This show, originally organized in Los Angeles, was sold to the Wade Shows, was taken over after the founder's death by his daughter, Mrs. Constance Wade Manley, and her husband, Patrick Manley.

The show opened the season May 5 in East Moline, Ill., for the Metropolitan Club to good business, and returned to Detroit the third week of June to become the first carnival to play the historic site of the former Eastern Amusement Park, closed about seven years ago. The show had the site rebuilt and leveled, removing remaining relics of Eastwood. This stand today is the oldest Club surplus, proving the best of the season.

Business during the season has run about equal to last year on rides, while concessions are estimated to be down 15 to 20 per cent, accord¬

Chicago Show To Feature Midway Mese.

CHICAGO — The 13th Indepen¬
dent Housewives, Variety and Novelty Merchandise Exhibit will feature both American and foreign imports —will display their wares. Included will be housewares, home furnishings, gifts, furniture, electrical appliances, phono¬
graph records, china and glass¬
ware, gifts, luggage, prominent, preen, religious goods, and sports goods.

Associated with Tassis are Jules Karel and Lieve Oubansky.

Rainfall Dog Contests in New Port; Montpelier Okay

SARANAC LAKE, N.Y. — Con¬
tinental Shows beat the rain and got their season started June 12 in Saranac Lake with a busy Saturday.

The weather prevailed about the half of the week. Saturday (12), matted was hosed up by a long downpour during the after¬
noon. Oriental and champagne reports.

Night business was not bad after the rain let up.

Saranac Lake is on the Champagne route for 17 years, and the show was all up by Sunday night. Rainy weather added to a problem on Monday but it turned only. This show profited from a route that had some 10,000 people good spots close in to Detroit.

Show will play a series of fairs in Michigan State Fair at Detroit, where they will play a separate unit on the northeast midway under the over-all W. G. Wade contract. The Wade Greater Shows will then play three dates on the outskirts of Detroit and return to winter quarters on the state fair.

The Wade Greater Shows are riding night and riding about 20 concessions this season. Roster of the shows is as follows:道教。D. Sdn., Donald Wade Staak, (Michigan State Fair); Charles W. Schaefer, manager, Walter Maehly, assistant talent handler; Paul Kopp, road superintendent. (Continued on page 50)

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Chippewa Fallsfair immediately placed in operation at the Northern Roughs, receiving closing Saturday. The fair on following days, and a big

Milton: New Show to Play

MILTON, Mass. — A new show, the Milton Midway, will open the show season in Milton, Mass., Saturday, warm weather and good crowds. The show opened the season June 12, in Saranac Lake, with a busy Saturday.

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MILTON, Mass. — A new show, the Milton Midway, will open the show season in Milton, Mass., Saturday, warm weather and good crowds. The show opened the season June 12, in Saranac Lake, with a busy Saturday.

The weather prevailed about the half of the week. Saturday (12), matted was hosed up by a long downpour during the after¬
noon. Oriental and champagne reports.

Night business was not bad after the rain let up.

Saranac Lake is on the Champagne route for 17 years, and the show was all up by Sunday night. Rainy weather added to a problem on Monday but it turned only. This show profited from a route that had some 10,000 people good spots close in to Detroit.

Show will play a series of fairs in Michigan State Fair at Detroit, where they will play a separate unit on the northeast midway under the over-all W. G. Wade contract. The Wade Greater Shows will then play three dates on the outskirts of Detroit and return to winter quarters on the state fair.

The Wade Greater Shows are riding night and riding about 20 concessions this season. Roster of the shows is as follows:道教。D. Sdn., Donald Wade Staak, (Michigan State Fair); Charles W. Schaefer, manager, Walter Maehly, assistant talent handler; Paul Kopp, road superintendent. (Continued on page 50)

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GIRLS—Men
We are now enlisting Girl and Polk for this and all future runs and can use a few more your type. You don't have to be a virgin, without experience and wardrobes. Ten salaries, pleasant working conditions, air-condi-
tioned dressing rooms in semi-trailers. Can also use Ticket Seller and Concessionaire. All replies to All Dept. 3405, People in all departments. Positively no drunks or drinkers. Out Hill, Winnipeg.
MIKE MILLER
Carnival and Shows, Devils Lake, N. D., Hill July 25; also South Burlington, Minn. No calls.

DICKSON
UNITED SHOWS
All Fairs and Celebrations from now on. Can place Bear Port, Circus Pitch, Wild Cat, Snow, oraz Four Wheeler, 100% Percentage with Hanky Pokes. Need a Turnkey Tracker. Do Overs, Shows Some what have you. Need A-1 Wheel Working 'Round the clock. Can use Electrician, Transformer, Ground Custer or good Grab for balancing the Electric. All replies to F. DICKSON.

ENTRAL SHOWS
WANTED-Classic Girls, Females Vocalist, Violin, Piano, Cornet. Also Electrician, Transformer, Ground Custer or good Grab for balancing the Electric. All replies to F. DICKSON.

ELONGATING
COLORED SHOW
FOR FAIRS
WANTED—Classic Girls, Females Vocalist, Violin, Piano, Cornet. Also Electrician, Transformer, Ground Custer or good Grab for balancing the Electric. All replies to F. DICKSON.

MONTY YOUNG SHOWS
CAN BE USED FOR BALANCE OF SEASON.
ALL KINDS OF CONCESSIONS WANTED. FOR SALE:
B. L. BLUM
512-B. L. BLUM
213 Broad St., Newark, N. J.

BILL CHILAKAS WANTS
FOR Showman, Heavy Exposition Manager, and other Southern Fair. Ride Show Acts in Fairs, Carnival Rides, Small Shows, Work for Cash. Also want Girls for Ride Show or Gazette or more Girls, and preferment for balance of season. All replies to BILL CHILAKAS.

FRONTIER SHOWS
Want for 48 hrs ride date Pierre and Willers, please let me know, will take them to the best of my ability. Address: N. F. H. Robertson, 642 N. Boro, Indianapolis, Ind.

MONTANA TOUR OKEY FOR Pete Siebrand
First Fair of New Year Is Good;
Carrying 25 Rides, 50 Concessions
REGINA, Sask.—Siebrand Bros’ Circus and Carnival, making its annual appearance in the nearby city of Moose Jaw, closed Saturday (12) after five days of good busi-
sness with winter weather to match. The Arizona-based truck show set up at the fairgrounds Tuesday (30) and got in a solid opening day action before the official start of the annual Moose Jaw, Exhibition and Stampede.
It was the second stop on the four-day tour of the Prairie Provinces for the new Prairie Fairs Association and its second time visiting the city of the bro-
er. Last year it played the Leth-
bridge (Alta.) Exhibition and Stampede.
The carnival moves on six of the seven shows and trucks and there are 20 more pieces, according to Art Frazer, general representa-
tive. There are 35 games, 10 adult rides, 10 kid rides and seven booby games.
An oddity is the lack of canvas Shows are contained in trucks, with the sides opening out to pro-
 vide the necessary framing. Con-
cessions are also truck-based. The 24-car Scooter is carried and set up on four semi-
trucks and Umbrella exhibit have been doing well in the Canada. The Scooter has topped
the adult rides and the Helicopter has set the pace for the junior rides.
Rides seen for the first time at Moose Jaw were Spin a Win Wheel, the 12-ride Spinning Wheel, and two Ferris wheels. Of particular interest was the new Stampede Show, making its 45th annual tour and still on the road, and said to be the best ever. The ride was due to close on June 30 and still lasted for two more nights. More than a week's event, the Stampede High Wheel and Swift Plane were on the menu. The plane was opened by Mutt Hayward, known as Round the Clock, as per route.

KENNY'S ATTRACTIONS
LAST DAY—WENTON COUNTY FAIR, KENTLAND, IND., AUGUST 4-8
Can use Buckets, Bingo, Pin Stakes, semi Fair with Hanky Ponies; ticket is limited. Want to use Cowgirls, Corp, Concessions, Electric Bicycle and Helicopter, Fly-0-plane. The two have a semi Fair to Round the Clock, as per route.

Contact MATT HAYWARD, as per route

FOR SALE
WINDERS, Ind., July 21-26; Celina, Ohio, July 26-Aug. 2—(Discount required on this type of space is limited. Useful Ride Help on 10 Rides come on. No collect calls or write.

FOR SALE
32-PASSENGER HURRICANE AND FLY-O-PLANE
These Rides can be seen in operation at Belmont Park, Montreal. Also Kiddie Rides 20 or 25, $500, 2,500 feet of track, Allvin Hornblower late model Kiddy Coaster Spins Chaser. Can be seen at Canadian National Exhibitions Grounds, Toronto, Canada.

FOR SALE—5-25-PASSENGER RIDE with or without Transformer. 50% commission. Will place 2 or 3 Kiddie Rides.

ALL WARES AND AMUSEMENTS
JULY 24-26.

SMILEY'S AMUSEMENTS
Can use for Fowlers' Celebration, Montroseville, Pa., July 26-28; for West Virginia's Celebration to follow.

Can use Hanky Ponies of all kinds, any time and at all types of Family Shows.

RIDE HELP—Can use Fowlers' Wheelmen who can put it up and take it down. Must drive semi. Can use General Ride Help. Must drive semi.

FOR SALE

FRANK MYERS, Concession Mgr.; D. J. ROHR, Owner

ROHR'S MODERN MIDWAY

SHAWNEE
CLARK CO. FAIR, HARSHILL, ILL., AUG. 3-5
The Circle Show, Mountain View, Ill.

SOUTHLAND AMUSEMENTS
Wanted—Wanted for all Fairs and Celebrations until November 1:
CONCESSIONS—Big John Starr, Ill. Director, Six Wheels, Coney Island, Parrot Cage, Puppets, Grimaldi, 250 Rides, Etc., one of the finest shows in the world. Also M. J. Conlin, Downing-Shadley & Kapper & Co. Present Two More Fairs from 250 to 350 Rides. Showing at present in Illinois, Iowa, and Missouri. Have received the highest possible endorsements from every one. Will place for 10 or 15 Galena, Ill. Eats, this week.

Wanted—Wanted for Two Act week of September in Illinois and Iowa. Have just concluded a very successful and money producing week in Missouri. Will be able to place 2 or 3 Kids. Free bed & board. Will place for 10 Fairs.

WANTED—Wanted for Three Act week of September. Will place for any 2 Fairs.

For Better Act week of September. Will place for any 8 or 9 Fairs.

For Four Act week of September. Will place for any 8 or 9 Fairs.

Can use any one family-type Shows and Bus Shows. Want Concessions, Hanky Panks only. Want clean Side Shows.

Contact W. J. AMON, PA., July 21-26. Must have semi. Any one family-type Shows and Bus Shows. Want Concessions, Hanky Panks only. Want clean Side Shows.

WANTED—WANTED—WANTED FOR ALL FAIRS AND CELEBRATIONS.

CONCESSIONS WANTED
For Lambertville, Mich., Homecoming—July 24-27.
Sponsored by 12 organizations. Can use Kid Rides for this spot and balance of season. W. B. J. SHOWS, Swanton, Ohio

SHADE GAP, PA., Soldier's and Sailors' Fair and Picnic
All kinds of Concessions welcome. Want Concessions for the Montgomery County Fair, Atlanta, Ga., July 21-26, seven days at Graveling during the Fair. Also want Concessions for the Mostoufrecy County Fair, Atlanta, Ga., July 21-26, seven days at Graveling during the Fair. Also want Concessions for the New England County Fair, Atlanta, Ga., July 17-26, seven days at Graveling during the Fair. Also want Concessions for the New England County Fair, Atlanta, Ga., July 17-26, seven days at Graveling during the Fair.

Tamat Bros. Combined Shows

PRESENTING FREE STAGE SHOW with BIG NAME ACTS.
We have recently concluded a very successful and unusual week for the Kenton County Fair, Newport, Ky., 4-7.

CONCESSIONS—Shows, Pie Cakes, Dolls, Puppets, Circus Pitch in large and small Shows, Five Wheeler Shows. Started on July 18 till the present. Free stage Show every Saturday at the fair. DETAILS:—Write under the show card. W. B. J. SHOWS, Swanton, Ohio.

TELEPHONE: ORIOBITA, PA., 73015.

BILL TAMATH

BETHEL, Ill.

SHADY GAP, PA.

VOLUNTEER SHOWS
Frankfort, Ky., July 12-17, Christian County Fair. All replies to 1700 E. 12th St., Frankfort, Ky. 40601.

CONCESSIONS—Shows, Pie Cakes, Dolls, Puppets, Circus Pitch in large and small Shows, Five Wheeler Shows. Started on July 18 till the present. Free stage Show every Saturday at the fair. DETAILS:—Write under the show card. W. B. J. SHOWS, Swanton, Ohio.


MOTOR STATE EXPOSITION
West of St. Louis, Ind., Fair, July 26-Aug. 3; Marshall County Fair, Ames, Iowa, 4-8. Wayne County Fair, Belleville, Ill., and all other shows in Illinois and Indiana. Will take all kinds of Concessions, including 10 and 15 all in one show. Will place for any kind of Show and will book for 10 Fairs. Send card for information. R. J. THOMAS, 222 W. 3rd St., St. Louis, Mo.


FOR SALE

THE BILLBOARD

CARNIVALS

KERRY'S AMUSEMENTS

47
CARNIVALS

OLSON PREPARES FOR SPACE-WHEEL

Will Join at Illinois State Fair:
Milwaukee Opening

MILWAUKEE — The Space Wheel, the "double-double Ferris Wheel," will be on hand to add a carnival midway for the first time when the Wisconsin State Fair opens Aug. 30. The 167-foot-tall, 21.5-ton wheel will be located near the Dam and will operate Aug. 30 through Sept. 7. This will be the fourth year in a row that the wheel has pleased the Wisconsin State Fair, Springfield.

The wheel, which is 17 stories high, is the tallest Ferris wheel in the United States. In front of the wheel, a 32-foot-tall, 8-ton rotating plaza will be erected, and a 120-foot-tall, 225-ton Ferris wheel will be erected near the main entrance to the fairgrounds.

The Space Wheel, which has been operating for the past four years, is designed to be the largest Ferris wheel in the world. It is 217 feet in diameter and can accommodate up to 1,000 people at one time. The wheel is powered by four 250-horsepower motors and is capable of rotating at a speed of 0.5 revolutions per minute.

The fair will also feature a new midway attraction called the "Twister," which is a 140-foot-tall, 400-ton roller coaster that will be located near the main entrance.

The Wisconsin State Fair is one of the largest fairs in the United States, attracting over 1 million visitors each year. The fair offers a wide variety of exhibits, entertainment, and agricultural displays, making it a must-see event for all ages.

The Space Wheel is just one of the many attractions that will be on display at the fair, and with over 1,000 events and activities, there is something for everyone to enjoy.

So mark your calendars and don't miss out on the thrill of the Space Wheel at the Wisconsin State Fair!
KENNY'S ATTRACTIONS

LAST FEST—MONTREAL COUNTY FAIR, KENTLAND, IND., AUGUST 4-8
Can use Baskets, Bulker, Flim Shows, some Flim Shows with Holyoke Parks; Notice is limited. Want to Book Two Rides not conflicting: Spitfire, Caterpillar. Want to Book One Ride: Moon Rocket or Fly-0-Plane. We very rarely have Fan Ride-Show. This is one of the big ones!

Contact MUTTON HAYWARD, as per route
Whitestown, Ind., July 31-Aug.; Celina, Ind., July 28-Aug. -Dereg on this route is limited. Useful Ride Help on all Rides come on. No collect calls or wires.

FOR SALE

32-PASSENGER HURRICANE AND FLY-O-PLANE
These Rides can be seen in operation at Belmont Park, Montreal, Alta. Kids Rides: Roundabout, 2, 000 feet of track, Allure Howells fnd model Middler Counter Space Chaser. Can be seen at Canadian National Exhibitions, Toronto. All replies to

J. W. CONKLIN, CONKLIN SHOWS
Canadian National Exhibitions Grounds, Toronto, Canada

SMILEY'S AMUSEMENTS
Can use for Florence's Celebration, Murphysville, Pa., July 28-Aug. 2, with West Division for our major fair celebration to follow.

Can use Holyoke Parks of all kinds, A-1 Wheel and Hanky Panks, all types of Family Shows.

RIDE HELP. Can use Ferris Wheel Foreman who can set up and take down it. Must drive semi. Can use Oddball Side Help. Must drive semi.


ROHR'S MODERN MIDWAY

WANT-WANT! Want for All Fairs and Celebrations Until November 1.

CLASS C. FAIR, MARSHALL, ILL., AUG. 2-8
The Great West Middle, Marshall, Ill.

CLYDE W. DAVIS, VERNER L. DAVIS, BOB GREGG

WANT one more Family-type Show and Faire. WANT Start Range, Pitch Games, Potato Pickers, Can use Concession Agents. WANT experienced Ferris Wheel Foreman with chauffeur's license, also Ringo Counter Help.

FRANK MYERS, Concession Mgr.; D. J. ROBB, Owner
Roadway, Ill., July 22-26, then as per terms.

SOUTHAMPTON AMUSEMENTS
Want-Want-Want! Want for all Fairs and Celebrations until November 1.

CAMPBELL'S CIRCUS WANTS—DESCRIPTIONS—Bulls, Steers, Deers, Beaver, Deer, Owls, Eagles, Butterfly, Fox, Hare, Rattlesnakes, Possum, Kangaroo, Diamonds, Butterflies, Bees, Bees, Bees. Want Perfected Fairs for trumpet agent, also wanted any other Manufacturing輬—CONCESSIONS wanted: Game, Spindle, Balloon Dart, Tip Over Coke, Jewelry. SHOWS—Snake Concession. SEE CARDS.

BARTEL SHEELEY, Manager

CONCESSION WANTS

FOR FAIRS

Handball, Basketball. Ask for a new one for this show, where the fine weather, regular business. Suggest that the main fair business there above average business there. Had no business above average business there.

WANTED: Concession Operators to open the season at Hartford, Conn., yard to open the season at Hartford, Conn., and the crew was able to push it ahead of the season at Hartford, Conn., by rain, although Sunday drew good business. On Friday evening Jack Winters' pitch for Lambertville, Mich., last year despite good weather. On Friday evening Jack Winters' pitch for Lambertville, Mich., last year despite good weather. On Friday evening Jack Winters' pitch for Lambertville, Mich., last year despite good weather.

The Glass House and Unborn

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The Glass House and Unborn

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FRANK MYERS, Concession Mgr.; D. J. ROBB, Owner
Roadway, Ill., July 22-26, then as per terms.

FOR SALE

WANT—Balls, Butterflies, Bees, Bees, Bees. Want Perfected Fairs for trumpet agent, also wanted any other Manufacturing輬—CONCESSIONS wanted: Game, Spindle, Balloon Dart, Tip Over Coke, Jewelry. SHOWS—Snake Concession.
RUSH ORDER: Fast Action required. Your business for the fall season is waiting for your reply. Several shows have very little or no information on their winter locations. Apply immediately and avoid disappointment.

R. C. Rounsaville & Co., Inc.
1138 Penrose St.
Sun Valley, California

THE GREEN TREE SHOWS, INC.
WANT FOR THE FOLLOWING FAIRS:

HARRISON COUNTY FAIR, Cynthiana, Ky., July 21-26
BOURBON COUNTY FAIR, Paris, Ky., July 28-Aug. 3
RUSSELL COUNTY FAIR, Russell Springs, Ky., Aug. 4-9
ESTILL COUNTY FAIR, Irvine, Ky., Aug. 11-16
WISE COUNTY FAIR, Wise, Va., Aug. 18-23

CONCESSIONS: Cookhouse, Grab Joint, Bingo, Long Range, Pitchers of all kind, two Count Stands with Hanky Panks, and Bowling Alley. All Merchandise Concessions. Most All Concessions open now. Join now.

Playing Tobacco Country and Crops best in years. Plenty of money here. Contact JOHN M. HULS, c/o The Green Tree Shows, Inc., at various points with your winter locations.

STRAIGHTER ATTRACTIONS

For Kane County Fair, St. Charles, Ill., July 26 thru Aug. 8

HOUSE ESTATE ATTENDANCE Last Year:

SHOWS-Family-Type Shows Last Year:

CONCESSIONS at all times

PAUL DENMARK
Elkhart, Indiana. Phone. Ter-re-dex 5745. Box Collects.


HILL'S STATUARY

STUMBO'S TRIPLE STATES
Wish Well and Merry-go-Round operable. Tr Stanley Show, 16 foot Crystal, 100 foot Wheel, Brass and Brass. Phone: 4-2142. Address: Robert Stumbo, 139 W. 23rd St., 4th Fl., New York, N.Y. Phone: 2-6808.

WANTED TO BUY FERRIS WHEEL CHAMBER OF COMMERCE Corning, Ark.

MARKS-MANNING COMBINED SHOWS

LYNCHBURG, VA.
July 28-Aug. 2

HENDERSONVILLE, N. C.
Aug. 4-9

WOODSTOCK, VA.
Aug. 25-30

ALBEMARLE, N. C.
Sept. 15-20

ATHENS, GA.
Oct. 13-18

NEWBERRY, S. C.
Sept. 29-Oct. 4

COVINGTON, VA.
Aug. 11-16

MARIANNI, FLA.
Oct. 27-Nov. 1

CONCESSIONS: Hanky Panks of all kinds, Bear Pitch, Glass Pitch, Basketball, Jewelry, Eats, Drinks, Novelties, Scale & Age, Penny Arcade.

SHOWS: Want for 3 Girls, have three Girls, Show in operation. Want Jig Show, Concessions: Hanky Panks of all kinds. Bear Pitch, Glass Pitch, Basketball, Jewelry, Eats, Drinks, Novelties, Scale & Age, Penny Arcade.

All replies wire Western Union, this week Salem, Ind.

PHIL'S STATUARY

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WANTED TO BUY FERRIS WHEEL CHAMBER OF COMMERCE Corning, Ark.

MIDWAY CONFAB

MIGHTY HOOSIER STATE SHOWS

For the following fairs—Hanky Panks only. No Flotes, No Camps, No Gel Shows. All answers wire Western Union; no phone calls.

Martin County Fair, Shalts, Ind., July 28 to August 2; Putnam County Fair, Greencastle, Ind., August 4 to 9; Morgan County Fair, Martinsville, Ind., August 11 to 15; Lee County Fair, Hodgenville, Ky., August 18 to 23; Grayson County Fair, Livingston Ky., August 26 to September 1; Brandenburg, Ky., Fair; Falls, Ind., Pumpkin Show, and Aurora, Ind., Fair. Forer to follow. Play this route and you will have your winter bank roll.

W. R. GEREN

NOW BOOKING CONCESSIONS FOR FAIRS

in ANTIIOCH and BISHOP, CALIFORNIA

JULY 31 - AUGUST 3

Only Clean, Legitimate Concessions Need Apply

PHONE—WRITE—WIRE AT ONCE
CECCINI & LEVAGGI
11138 Penrose, Sun Valley, Calif.—Phone: Chas 7-6301

W. R. GEREN

CARNIVALS

THE BILLBOARD

JULY 21, 1958
Del Mar Fair's
Concession Biz
Shows a 10% Gain
DEL MAR, Calif.-Concession business at the Southern California Exposition was down a total of $21,000 from the 1937 record. The concession sales amounted to $918,924, while the 1937 total was $919,924. A total of 42 booths were set up during the fair. The top gainers in business were the Gooding Shows, which increased business by 10 to 15 per cent.

CONCESSIONS WANTED
Furnace, 2; Del Vecchio, 3; Red

The plans for the rides moving into Cleveland to play for the Highland Heights Home Day, but everything was a way off as a result of industrial unemployment. The huffy riders went to Harbor View, O., for the Yaht Club Revue and did well making three engagements in one week for the unit.

The all-American fair for the Fourth followed, making the first venture into Michigan this season, proceeds were used to help the city not only in gets and late at night on the Fourth, of the Gooding Shows, has been en-

Paper Lauds
Drew Shows in Editorial


The bill began with a barbecue chicken dinner. The food was not only good but the service was commendable. The staff of the fair was courteous and efficient.

Del McCall's
Amusement Co.

GRAND AMERICAN SHOWS
Want for 7 Big Iowa Fairs

Burlington, Colo.; Altoona, Davenport, Grinnell, South Bend, and others. Cash payments to the fair promoter.

WANT WAREHOUSE HELP. We are looking for a Warehouse Hand to help with our show. We are a well-established show. Short range only.

August 28-30
WINTER FAIR

HOTEL "WASCOM"

Ravenna, Ohio.

Want Showmen with own equipment. No Collect Calls or Wires. Rent or Buy. We have a reputation for excellence and good shows.

1300 NORTON AVENUE
COLUMBUS 8, OHIO


Want Ride Men, sober, single and without vices. Must have license. Prefer Summer workers where weather is favorable. Accept partial accounts. WANTS for Monkey Punks. Also want Second String Shows with their own equipment. Small Shows with their own equipment. Must do work in Northside of Chicago.

All address: MT. PLEASANT, IOWA (Fair), this week; then Zumbrota, Minn.
W. B. JACOBS, Owner
Of W. B. J. Shows, Dies

DUNDEE, Mich. — The Indispensable Day of Jacobs, here and the opening of the second unit by W. B. Jacobs on July 13th, saw the passing of a veteran at the age of 70.

He was a carnival operator for about 40 years and was also a founder and Director of the American Carnival Association. In his leisure time, he was a director of the 350th birthday.

Before bringing out his own show he was 10 others, including the new Bullman & Bailey Circus. His wife, Mrs. Catherine Jacobs, plans to carry on the business.

The Dunnee date was his first stand in Michigan this year for W. B. Thursday evening was rained out, but the Fourth proved to be a peak evening, hitting up to 10:45 p.m. On Saturday, many went from west again, but box office was still good, thanks to the state of the weather. The No. 1 unit opened in May at Veterans Memorial Park with seven days to go, and the second unit opened the following Sunday, giving them a warm welcome.

The show moved out of veteran quarters at Swanton, Ohio, on June 6, 1958, at Oak Harbor, under a contract for the Farm Show. The show proved the weather to be fair at a result of the storm. The No. 2 unit moved into the Buckland, Ind., under VFW auspices again, but business was poor as a result of the heavy rain. Next stand, just before Dundee, was at Asheville, NC., where it arrived about the same weather.

The two main acts of the season were carrying the showers and up to 20 concessions so far, with such some very welcome news.

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**BOB HAMMOND SHOWS**

SHOWS: Want Shows with own equipment, especially Girl Show, Frack Show, Fun House or any type Clown Shows.


**BOB HAMMOND or J. A. SCHNECK**

6135 Cold St.
Houston, Texas

---

**EXPOunces**

**August 4 to 9**

Want Cashbooth, Grab, Cindy Appalachian, Floss, Ice Bolts, French Fries, Hanky Panks, Beiler, Showers, Bowling Shows, Shows and 2 Ride Fairs for the following dates:

- Jamestown Fun Fair - Sept. 3-6 - Spartansburg Free Fair - Sept. 10-13

---

**BUFF TOLL SHOWS, UNIT 2**

WANT FOR THE BIG ONES—STARTING AT ST. CHARLES, I.O., JULY 30, WITH MONEY FAIRS.


**JACK RUBACK, MGR.**


We show rightmagnitude in North Platte.

---

**CUMBERLAND VALLEY SHOWS**

Want Girl Show for Bowling Green, Ky., August 4-9. Must have own equipment and nicely framed. Must have at least three Girls. Percentage reasonable.

**LAYO WENTON**


---

**MOTOR STATE SHOWS**

For Wynn of Motteville, Mich., 4-Fair July 20-Aug. 7; Pt. Wayne, Ind., 4-Fair, Columbus, Aug. 4-7; Willow, Ind., Fair, Aug. 12-16, and all Fairs for balance of Congress.

Want 2 or 3 Ride Fairs, Ransky Panks, family-type Shows. All replies: MANAGER, Twenty-third Gate, Ohio, until July 26.

---

**BOB HAMMOND SHOWS**


---

**EXPOunces**

**SHOWS:** For Wynn—100,000 ft. 3rd winner. Gobol, about 400,000 ft. 1st or 2nd winner with mistrips and extra shows, favored to win. Any reasonable offer considered.

**BILLBOARD**

**SUMMER SPECIAL**

**EQUIPMENT FOR SALE**

For Wynn—100,000 ft. 3rd winner. Gobol, about 400,000 ft. 1st or 2nd winner with mistrips and extra shows, favored to win. Any reasonable offer considered.

**Giant Air Carnival, Giant Air Carnival, Giant Air Carnival, Giant Air Carnival, Giant Air Carnival. 2 fast shows. Can place Help.**

---

**JUNIOR HOTROD FOREMAN**

Year round work. Can place immediately.

**DANNY DELL**

Huntington, Delaware

---

**BINGO HELP WANTED**

Concessionaire or Bingo Caller Must be sober, no drunks.

**ALVIN HUBBARD**

40 Feet Premier Shows as an route

---

**AGENTs WANTED**

Cody Dittre, Barker and Harry Park. Carr-Coal, 1811 N. Sylvania, Toledo, Ohio.


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**UNITED EXPOSITION SHOWS**

Pine Grove, Ariz., the location was bad and he played sagging business, he purchased a location that town.

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**SEATTLE**—Funeral services were held here recently for Earl O. Douglas, 94, former owner of Douglas Greater Shows, who died suddenly at Westport Sunday (29).

Douglas, who also operated the midway at the Seattle World's Fair more than 25 years and was president of the Pacific Coast Carnival Association from 1949, died of a heart attack as he was leaving his boat after fishing in the Sound with Harry Graves, retired Southern California amusement zone operator. Born November 4, 1883, Douglas first became associated with the industry in 1915 when he was 14 and he peddled novelties at fairs in the Los Angeles, California area.

For 3 years later, he left his home town with the Sells-Floto Circus as a circus bookkeeper. After a year with the circus, he took over the management of the Miniature Trains of Ohio Park in Portland, Ore., later moving to Disneyland Resort, where he lived there.

The show moved last week to its first fair date, the Mecca County Fair, in California, then to the second show date in Detroit, the Michigan State Fair, and to the third show date at the Wisconsin State Fair.

"Racer of the West," as he was called in Hollywood, was a successful carnival operator and charmed millions with his shows, which featured such attractions as the "fun" ride, the "ferris wheel," the "roller coaster," the "bobsled," the "swing," the "detective" and the "carousel.

Mr. Douglas was born in Seattle, Wash., and was the son of the late Mr. and Mrs. A. O. Douglas.

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**Wade Tour Off 10% Due to Bad Weather**

BELLEVUE, Mich. — Despite muddy weather and rain, the W. G. Wade Shows enjoyed good attendance at Tuesday's 75th Anniversity Celebration here. The show was on a level state road with some units spotted on available vacant lots and a small park area adjacent.

The season as a whole is reported slightly below (about 15 per cent) under last year because of unseasonal cold and rain. The show is carrying eight major and five kidde rides, a Funhouse and about 25 concessions. Some units of personnel is being made by Owern W. Wade, and his son, and the other unit, which is under his personal management, according to the requirements of each stand.

The shows opened May 16 at a Bottle Creek under auspices of the Verona Optimist Club, enjoying good business, with good business being down on account of the cold and rain. The show is carried on the 75th fair road and the final unit on the 75th fair road will be the 75th fair road.

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**Hold Funeral Rites For Earl O. Douglas**

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**FRED'S PLAYLAND SHOWS**

**WANT — WANT — WANT**

Tewksbury, Va., Aug. 11-16; Saluda Valley Fair, Chatham, Md., Va., Aug. 15-23.

**CONCESSIONS** Want Bings. All Concessions open, especially wanted. Can place Help.

**SHOwS:** Can place Show Girl and Grid Shows not conflicting.

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**WIRE**

**CRAZY CARNIVAL**

377 South 2nd St., Minneapolis, Minn.; a Western Union, Minneapolis, Minn. July 27; a Western Union, Chicago, Ill., July 27; a Western Union, St. Paul, Minn.

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**CONCESSIONS**

Novelty, Long Range, Glass Fish, Bird and Fish, Pandoras of all kinds.

**HELP:** Can place Second Man who drive. Contact L. W. Wiltz, MGR.

Bemidji, Minn., this week; Beltline, Minn., next.

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**BOB HAMMOND SHOWS**


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**EXPOunces**

**SHOWS:** For Wynn—100,000 ft. 3rd winner. Gobol, about 400,000 ft. 1st or 2nd winner with mistrips and extra shows, favored to win. Any reasonable offer considered.
GLADES AMUSEMENT CO.
Want starting Montross, Va., Week July 28
Denny Parks that work for track, Hug Joint, well-framed Glass Pitch, Cork Gall,
Pitch, Pit-Ch-Ya-Win, etc. Will book any well-framed Shows.
JERRY SADLERMIRE
Petersburg, Va., this week.
P.T. Can all way business who have license and drive semi.

WANT AGENTS
For Buckles, Button, Count Store, Big Tom, Ballot Dart, Calf Pitch, Tid-Over,
Cage, Age & Buck, Red Caman, Real Pitch, Will give heads to ex-clerk Clerk,
Must follow orders. Need Ruff and Stickman. Will book business, must be
their idea. Need Rode Help with at least one for week. TII, Tiny Top
Wages. No room for one Rode Underwriter and stand-
extends all risks. One Methodist.

Have Opening for Two More
GRIND SHOWS
For Balance of Season
Starting at Chippewa Falls, Wis.
Can place legitimate Concessions of all kinds for route of mort. (Polz). Also will exclude all on Long Range Shooting
Gallery. Contact:
Paul Olson, OLSON SHOWS
Sheboygan, Wisconsin

BAKER UNITED SHOWS
Want for Ripley County Fair, Osgood, Ind., July 23-Aug. 2; Old Delight Old Settlers
Reunion on the streets. Aug. 6-9; Washington County 4-H Fair, Wahington, Ind., Aug. 11-
16; Benton County 4-H Fair, Bettws, Ind., Aug. 15-21.
Contact H. R. ALBRIGHT, Big Bone, Bloomington, Ill.
Wanted:
Big Band, Band Dancers, Dart Pitch, Hula Dancer, Childough or any other, legitimate Concession that works for stock.
Wanted:
Can place Foremen and Section men on all rides. Must drive semi and hold license.
SHOWS:
Can place Fairhouse, Class House, Skittles, Fair and Illusion Shows. All replies
ERNE ALLEN, H.R.

Gazebo United Shows
In Business Over 50 Years
The Aristocrat of Show Business
REITHOFFER

GRIND SHOWS
Want for our route of top fairs and celebrations in Texas
Want business for our route of top fairs and celebrations in Texas
For the Big Washington Enclosure Day Celebration, Jackson Park, Windsor, Can-
da, August 1-3-5-7; Thandor Foreman's Celebration, August 6-7-8-9; Kewenow
Centennial Celebration on the main street, Kewenow, Canada, August 10-16, fol-
lowed by solid route of proven shows.
PETER MARCH—MARCH MIDWAY SHOWS
73 Southwood Drive, Toronto, Canada. Phone: Oxford 9-2991

BILL HAMES SHOWS
Want for our route of top fairs and celebrations in Texas
Free Act—must be sensational. First-class Shows of all kinds. Ride Help on all rides.
Address: Wichita Falls, Texas, this week; then Sherman, Texas.

WANT SIDE SHOW ACTS-TALKERS
For Woodedale Cub Side Show, Corry, Island, N. Y., for balance of season and Fairs to follow. Circus Own and Mr. McKethan, get in touch with one.
Write, Wire, Phone
DAVID ROSEN
4016 ATLANTIC AVE.
BROOKLYN 24, N. Y.
Tel. Elsplanade 3-3160 ext. 2 p.m. and midnight.

PEPPERS ALL STATES SHOWS
Platte County, Tomba Estates, Hopkins. Dragway, 604 Lincoln St., June 7th.
Wakle Rode Foreman for Octagon, Eurasie Wool, Smith & Smith Chaplains (Gower
Contest), 600-300. Alaska, Red Sea, 300-200. Don't forget to spread the good word
Will book any acts.

WANTED
For Buckles, Button, Count Store, Big Tom, Ballot Dart, Calf Pitch, Tid-Over,
Cage, Age & Buck, Red Caman, Real Pitch, Will give heads to ex-clerk Clerk,
Must follow orders. Need Ruff and Stickman. Will book business, must be
their idea. Need Rode Help with at least one for week. TII, Tiny Top
Wages. No room for one Rode Underwriter and stand-
extends all risks. One Methodist.

RIDE POSITIONS—SHOWS WANTED
For the Big Washington Enclosure Day Celebration, Jackson Park, Windsor, Can-
da, August 1-3-5-7; Thandor Foreman's Celebration, August 6-7-8-9; Kewenow
Centennial Celebration on the main street, Kewenow, Canada, August 10-16, fol-
lowed by solid route of proven shows.
PETER MARCH—MARCH MIDWAY SHOWS
73 Southwood Drive, Toronto, Canada. Phone: Oxford 9-2991

WANT GAMES and CONCESSIONS
Age 6-18 Win, Rodeo Pitch, Rear Pitch, Semi Fast or Slow, with license.
St. Rosee Carnival
1112 E. 163rd St., Cleveland, O.
August 3-7
Phone, Wire, No collect.

SMALL TOWNS—SHORT WEEKS
CHESTER, IL: For Small Towns. Shows in 2-3-4 Days.
MARION, IL: Shows in 2-3-4 Days.
LEWIS GARNER - MO -ARK SHOWS
WANTED:
Leed, W. I:
Mike, Pitch, String, etc.
St. Rosee Carnival
1112 E. 163rd St., Cleveland, O.
August 3-7
Phone, Wire, No collect.

WANTED
For Free for Mate route, starting with Iowa Fair, Cedar Rapids, Ia., July 20-Aug. 6;
then going South. Also need a few Hanky Punks and all the above shows.

PEPPER'S WANTED
For Buckles, Button, Count Store, Big Tom, Ballot Dart, Calf Pitch, Tid-Over,
Cage, Age & Buck, Red Caman, Real Pitch, Will give heads to ex-clerk Clerk,
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their idea. Need Rode Help with at least one for week. TII, Tiny Top
Wages. No room for one Rode Underwriter and stand-
extends all risks. One Methodist.

HUNT AMUSEMENT CO.
Can book for Fair starting Aug. 4-9, Hopkintonville, Ky. RIDGE Riddle Riders. Big ride
such as Hell in Wheel, Alligators, Wolves, Otterbus or other exciting. Will book
Kings for three days. Didn't win big for last month. Can book good, clean shows. Committe
Can use two or three Parades and one or two Carnival Acts. Will book other shows.
R. M. BARTON, Manager

WINTER'S ACTION
Sam's Fun Fairs 16-20-24; then going South to winter's action. Free
for Mate route, starting with Iowa Fair, Cedar Rapids, Ia., July 20-Aug. 6;
then going South. Also need a few Hanky Punks and all the above shows.

WASHINGTON VALLEY AMUSEMENTS
14 ANNUAL COUNTY FAIRS — Starting August 4.
Want experienced Help. Must be within age limit. Want to book Big riders.
Must be reliable. Must be able to book shows. Must badge up a few shows.
If you don't have a license, we can get one for you.

THEODORE HEADLEY, Mgr. — JACK VINDON, dep. — RALPH MORAN, dep. HUN.

HUNT AMUSEMENT CO.
Can book for Fair starting Aug. 4-9, Hopkintonville, Ky. RIDGE Riddle Riders. Big ride
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Can use two or three Parades and one or two Carnival Acts. Will book other shows.
R. M. BARTON, Manager

HUNT AMUSEMENT CO.
PARKS-KIDDIELANDS-RINKS
Communications to 188 W. Randolph St., Chicago 1, Ill.
THE BILLBOARD
93

PALISADES MULLING All-Year Ice Rink
May Install Super Bowling Operation
Or Rink on Seven-Acre Plot

PALISADES, N. J.—A million-dollar super bowling operation is one of two definite possibilities for Palisades Amusement Park next season. The other is an outdoor, year-round, salt-water bath.

Irving Rosenthal said the last undeveloped major area of the park, at the intersection of Palisades and Columbia Avenues, has been scored for 16- to 20-year runs for one of these two major enterprises. There are over seven acres which are now encircled by the Ministry Train trackage. The park has been landscaped as scenery in the past.

Major decision is not whether to start work, but what to build. Work would start after Labor Day and be completed for the 1959 season. Rosenthal said a pool operation depends on whether ice-making equipment suitable for summer use can be developed by engineers. Rosenthal cited a California case in recent season in which several pools were

Lavish Bowling Set-Up

The new Salt Water Pool will cost $250,000. The bowling would be a 60-foot oversize, with carpeted development, including acoustical plaster, salt water, hot baths, showers, viewing grandstand, restaurant and bar, and other installations. Skaters and plans of the other operations adorn the park office.

Business this season is somewhat better than last season's period in 1957. It is one of the rare times Rosenthal has admitted to the miserable spring weather which afflicts this part of the country. Spending per capita is good, he said, and a strong finish is anticipated in September.

40 Courses in Mini Golf's Final Field

ASHBURY PARK, N. J.—Another 11 miniature golf courses, including one from Canada and eight from California have been added to the field of the first annual Interna-

ROLLER RUMBLINGS

Empire Skaters Chop In RSROA Regional

HAVENHILL, Mass.—Henry Abrams' Empire Figure and Dance Club, representing Empire Amusement Co., will send 20 entrants to the national Roller Skating Rink Operators' Association championships at Cleveland, July 27-August 3, after scoring an outstanding regional event here last month.

Defeated by Earl Van Horn's Minnesota Dance Club in the New York state contest, the Empire Figure was unable to make Minnesota and emerging as the high scoring New York team. Empire Figure ended up six gold medals. The winners were: Bob Carr, East, El Kinek; De Gennaro, Ken Schaefer, Henry Abram's Jr. and Dolores DelJon.

In addition to the following Empire skaters will go to Cleveland for the title showdown:


Young for top honors will be six representatives of the Minnole club, Arthur and George Cohnbinder, Judy Snyder, Ruth Henneman, Ken Trotter, Frank Brock Jr., and Robert Ueland.

Carson City

New Rides, Promotion Aids Income-

KIDDLANDS AT MIDWALL, Shopping Mart

MILWAUKEE—Biggest mop-

The installation covers 125,000

MIKE MUNVES CORP.

DESIGNED AND BUILT BY THE

PARKS & BEACHES will be held here

HALF-MILE FROM THE West Side, Russia, New Jersey. 

Dining Room in Stock at all Times

New Show Tents Made to Order

CAMPBELL TENT & AWING CO.
300 Central Ave. Atlantic, N. J.

Mm®®BELOW COST* WIND-PROOF ""GLASS BLOCK"" TYPE TENTS

DESIGNED AND BUILT IN THE

Atlantic City

Holylake, Mass.

Spot Scores Big Weekends

Atlantic City—Business must have been good over the Fourth of July three-day holiday as the bookings for the period from July 5, 7 and 8 totaled a whopping 8,149,907.57, an increase of 9 per cent over last year's 7,935,652.

The fact that a hike was registered is considered on the one hand as encouraging, since the Fourth fell on a Thursday last year when thousands of visitors made a four-

Holylake, Mass.—The hall-

Thirds were noted from 14 States, attest-

WHEREVER YOU ARE

SEE below for Detailed Information

CLASSIFIED SECTION

CYNTHIA STAVOUSEN—photographer

CAROLYN F. PERKINS—art director

FRED W. HARRISON—editor

ROBERT B. STEVANS—publishers

The first annual international Miniature Golf Tournament are the first entries from out-

In addition to the above, the
tasters who went on to win the No. 1 sweepstakes. Skittles will be served at 5 p.m. and dinner at 6 p.m.

Atlantic City Has Best 4th For Some Years

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Buying is expected. The weekend proved a bonanza for the lakefront amusement parks and resorts. The proceeds of the New York State contest; the two

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tasters who went on to win the No. 1 sweepstakes. Skittles will be served at 5 p.m. and dinner at 6 p.m.
LITTLE ROCK ADDS GRANDSTAND, STAGE
5,000 Seats, 150-Foot Platform to Be Completed for September 29 Opening

LITTLE ROCK — The Arkansas Livestock Exposition has mapped plans for the construction of a new grandstand and stage combination that will be used for the September 29-October 4 run, Clyde E. Byrd, secretary manager, announced.

The new combination will have a seating capacity of 5,000 and will be erected just inside the main entrance. The grandstand area will feature an all-star cast this year.

"We have constructed this addition to feature the showground facilities in order that the annual livestock shows and rodeos can offer more of a variety of entertainment so that the entire family will find something to their individual liking," Byrd said.

REPLICATION TO THE plant of the Arkansas Livestock Exposition in Little Rock will be the above outdoor theater, which will include 5,000 covered seats and a modern stage. The grandstand area will be used for various type of attractions.

The show is to be held by emerging talent for the annual meeting here last week.

"A look has been found for all the city's residents to see a good rodeo and take part in the exposition, we felt that by adding another type of entertainment to the horse shows, we diversified audience would be reached," he added.

Plans for the use of the new grandstand combination will be announced in the coming weeks.

"We have constructed this addition to feature the showground facilities in order that the annual livestock shows and rodeos can offer more of a variety of entertainment so that the entire family will find something to their individual liking," Byrd said.

ALSO featured on the program will be a rodeo, a horse show, and a Pony Express on the opening night.

"The new grandstand will have a seating capacity of 5,000 and will be erected just inside the main entrance. The grandstand area will feature an all-star cast this year.

"We have constructed this addition to feature the showground facilities in order that the annual livestock shows and rodeos can offer more of a variety of entertainment so that the entire family will find something to their individual liking," Byrd said.

(Continued on page 93)
**Gastonia Expands With 100,000 Bid**

GASTONIA, N. C. — Recent negotiations between Gastonia and the Spindle Center Agricultural Fair in its claim of being the South's largest fair to negotiate Lock Parnell's annual event, which got started in 1932, have been established with several improvements. Previous years have been conducted for food and drink services. Dates are September 8-13, with Pell's Broadway Shows providing the midway. An independent midway operator is operated for daily sales of tickets. The fair is a long-time favorite of the Farm Bureau of Gaston County, and the attractions are an\n
**CNE Closes Grid Pact**

TORONTO—A 10-year pact has been signed by the Canadian National Exhibition with the Toronto Argonauts to play football in a new stadium at the Exhibition Park in 1958. The Argonauts will pay $70,000 during the next 10 years to finance construction of a new grandstand to seat 30,000. The stadium will be known as the Toronto 57,000-seat Varsity Stadium.

The Big Four Club has agreed to use the CNE Grid for another five years, and will pay the CNE 15 per cent of the gate receipts or $67,000, whichever is the higher figure. The CNE has hired McCul- lough general manager for the next five years, the professional football team as the only team to use the stadium with CNE permission.

The movable stand will be placed directly opposite the present CNE Grandstand, adjacent to the gridiron. If a baseball field is to be put in later it will form part of the right field foul line.
Cristiani Chicago Stand Winds Up On Strong Note

Expect to Match R-B Grosses; Turnaways, Fulls Are General

CHICAGO — Cristiani Bros. Circus closed its historic 16-day engagement here Sunday (13) with a three-performance day.

The 17-day run surprised all observers and exceeded the expectations of the show. Business was consistently strong. Final figures are expected to reveal that the circus registered a gross comparable to those of the Ringling show in Chicago in recent years, although that show ran for five days.

Almost in the week, afternoon and Sunday nights, performances were to good crowds. Turnaways at fairs, reported to several hundreds were noted on numerous shows. Weather held up well, with only a day or two of rain, and was not strong enough to turn strong the run, with plenty of Sunday nights, a change for other material laid in the run to pair with the very strong publicity at the outset.

Tuesday was tentatively a repeat of the first day.

Beers-Barnes Biz Picks Up

OSCOSA, Mich. — Business for Beers-Barnes Circus has picked up very well, and more and more spending noted in the area of upper and lower Michigan.

Satisfactory business was reported here Monday (7), Houghton Lake, (6), Ruscommon (3), and Plainview (1). Business (10), and Plainview was more than satisfactory the following day, Sandusky (12) was a full house, the next afternoon, a half house. Three will be thedays of one-day stands, plus a self-out to a shopping center.

Clyde Closes For 30 Days

CHICAGO — Clyde Bros. Circus has closed for a 30-day period, although it was announced by Howard Suesz, owner-manager. H n w Circus, also owned by Suesz, continued its tour.

Cincinnati — A mediocre $13,757 paid admission in four performances by the Atayde Skeds of McMinnville, Oregon, at Crosley Field. The shows were at $1.50 for general admission, $2.50 and $4 for reserves.

CIRCUSES

Cincinnati — A mediocre $13,757 paid admission in four performances by the Atayde Skeds of McMinnville, Oregon, at Crosley Field. The shows were at $1.50 for general admission, $2.50 and $4 for reserves.

R-B Draws 13,757 Paid In Cincinnati, Goes in Red

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Atayde Skeds Dec. 20 Bow

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BILL VALENTINE of Houston, Texas, was one of the bill flyers, and was working out with them between shows. James Robinson of Chicago worked with Billy Senior, on a business trip from Sarasota, Fla. Capt. Eddy Kuhn was under treatment for pneumonia during his return to Chicago with the Cristiani.

Joe Levinger, formerly on the front door of various shows, is now with the Cristiani and CFA meeting.

Harold Ramage, Bloomingdon, Ill., was recovering from illness and treatment, and he has been spending a few hours daily at the office again.

Catching Ringling in Washington were Katherine Gudlow, Bill Rector, Bert Sheldon, Roger Mac Donald, Claire and Tony Conway, the L. Wilson Potters, Beverly Ann Kevorkian, Dr. and Mrs. William Mann, Dutch and Crete, Boise, Idaho. Mrs. Polack people and Boise had their mother. He flew Polack with Afghans, for Beatty visited.

Riet Beatty visited. Pictures of their "picture" show. Joe with Afghans, for snails, but a vet patients.

Tom Ramey of Wisconsin, has included: Mr. Harald Ramage, of Chicago, and Mrs. William Mann, Bill Rector, Mrs. Frank Green, Katherine Beatty, and Claire and Tony Conway. Castle left for others in Detroit, and Dallas before starting for MCA.

New book by Stanley Watson returns last week from his European journey. He visited Denmark, Sweden, Germany, Russia, Poland, and Czechoslovakia, and was most laudatory about the Moskov Circus.

Hunt Bros. Circus was at the top of its tour of the Granite State last week following a trip which covered southwestern Circassia straight up the Connecticut River Valley and through the Androscoggin river. The most of the post work found west and dry weather, and cool of the previous one, and more rain. The first trip took the opportunity to see a bit of the country in the White Mountain area and Vermont. Following the valley has resulted in good moves in all areas with very few really difficult hills and the fleet made all the moves without incidents. The driver moved the team to the south, turned to the show at Claremont on Tuesday afternoon after a leave of absence following the death of her husband, Phil. On July 4 at Whitefield, weather was rainy when some returning from a hike in the mountains and the show lost two of a pair of horses. At this writing no actual trace of the horses has been found, though the sudden end of the cow was reported.

Millen Yale was taken to the hospital in Whitefield for first aid for a cut of the right eye. In the steeple chase field, roses were first, with Bill of Workers, and 2nd, with Tony Conway, 3rd, and Harry Anderson, 4th.

During the week in included Bill McDonough, former police chief of Gardner, Mr., and an ex-soldier; John McDonough, manager of Manchester, N.H., and an ardent circus fan, and Mrs. Frank Curran, Lowell, Mass., who visited the show. John Clumford, at Exeter. At Beverly, Mass., on Sunday afternoon, after 4 P.M. and 7 P.M. The show was George E. Preble, a former ballyman who was with the show for many years.

The 72-mile hop from Laconia to Exeter was made Saturday morning without incident. A new lot of performers were introduced ideal. Here again the weather man turned on the rain, with threatening weather on the back, but both were made without any damage or any interruptions of the show.

WANT DRUMMER
To join at once. Wire Layden. Wire Layden.

CIRCUS WANTED
Red Men in Valdosta, Ga., to sponsor 3-Ring Circus Contest.

W. T. ELLIOTT JR.
302, Edenton, North Carolina
Public Now Cooking With Metal Slivers

By IRWIN KIRBY

Several subjects of recent merchandise columns have been embellished with additional items. Hats for name embroidery and kitchen related items are always items of interest to store operators, pitcheers and demonstrators, so they will be described in this article.

Also of continuing interest are foreign items available for import by wholesalers in this country. Many are, of course, simple reproductions of domestic objects, but some are novel enough to merit attention. With the warm weather upon us, the American public has turned to picnicning, excursions and other ventures, frequently as family groups, and artists and merchants take advantage of every opportunity to dazzle attractive wares before them.

Kitchen aids are almost without number and new time-savers hit the market constantly. One new item is a packet of a dozen metal slivers for insertion into foods which are to be engraved or embossed. It is convenient in composition, the little rods collect even heat and pinpoint quickly into the interiors of meats, puddings, potatoes, apples and any other oven-heated food. Complete instructions tell the housewife to use one rod for each half pound of meat, and a line shows how fast to insert it. Since the time for cooking depends on the speed of heat penetration, the advantages of the rods are obvious. They transmit heat quickly into the food, and the quicker the cooking, the less the shrinkage and fuel consumption. They are $1 retail, and the packet is chipped two dozen to a five-pound box, six boxes to a 25-pound carton.

Display aids by the company include boxes which open into an attractive display case, and availability of the rods on three-color cards or separately. The free package a rack at no charge with each two-dozen-box. Each package contains complete instructions and cooking guide chart. Sales claim is: Save half the cooking time, half the fuel, and up to half the shrinkage, cooks more uniformly, and produces tenderer, juicier meat.

In the hat field, quicken Over Time, Wholesale is interested in these foreign products, the exporter of which are described in this column.

Musical-ring—Swiss. A turn of the store dressing brings forth a musical selection. Several styles and tones available. About a $5.50 retailer.

Sharpeners—German. Pencil sharpeners shaped like a video set, showing a roll of Disney characters of Mickey and Minnie. Tool-tip dispenser—Austrian. When button on plastic box is pressed, a spool for each easy pick up. Hygienic to satisfy health board requirements for food handling. Good for display—Suppliers—Japanese. Tiny crystal radio built into a 6c package. Less than 1/16 of an inch, comes with movies. Magnetic cigarette case—Japanese. Hide-in for cigarette packs has strong magnet in base, for attaching to auto, dashboards and metal mirrors. Leatherette finish.

Television toy—German. Little toy TV set shows 3/4-minute kiddie films, illuminated by standard flashlight battery. Range of 57 films available. Trade show award winner.

FOR MERCHANTS

Watch Specialists

Premium • Gift • Souvenirs • Prize • Novelty-Pitch Merchandise, Etc.

Communications to 120 W. Randolph St., Chicago 1, Ill.

JULY 21, 1958

BELL SPECIALS

1178 SO. HALSTED ST. CHICAGO 7, ILL.

SALES CO.

BELL SALES CO.

1178 S. HALSTED ST. CHICAGO 7, ILL.

ONE BALL BOTTLES

Bear's Poodles

26" Bear

$29.00 each. I.O.C. 22-1/8 Bottle

$24.00 each. N.O.C. 22-1/8 Bottle

30" Bear Colors

$27.00 each. I.O.C. 22-1/8 Bottle

$22.00 each. N.O.C. 22-1/8 Bottle

Wisconsin Deluxe Co.

1902 No. 3rd St.

Milwaukee 12, Wisc.

PLASTIC PENNANTS

All-Weather

Plastic Pennants

A complete line of plastic pennants. Pennants are made on a single burlap or a canvas burlap, both are treated to include a waterproof finish. A line of plastic pennants is available for both indoor and outdoor use.

A & A Novelty Co.

Cincinnati, Ohio

TO DAMON RUNYON

Cancer Fund

GIVE TO DAMON RUNYON

Cancer Fund

PRIZE NOVELTY

PREMIUM

SILVER TONE COLORS

BENEDUSL ORIENTEER WALTMAN

CHOICE LOTI

For 10 For 25 For 50

$49

$89

$165

Sample $3.95

INTERNATIONAL DENTAL RASPS

BELL SPECIALS

10 For

$69

Sample $1.00

FLYING KITE RASPS

BELL SPECIALS

10 For

$34

Sample $1.00

10" KITE—PAPER HANDLER

BELL SPECIALS

10 For

$49

Sample $1.00

PROMOTIONAL BAGS

BELL SPECIALS

$1.00

Sample $1.00

10" KITE—PLASTIC

BELL SPECIALS

10 For

$29

Sample $1.00
Pipes for Pitchmen

VEGETARIAN... need show woman, James II. (Pudding) Ruffledge, 708 West Jor- dan Street, Huntsville, Ala., writes that he would like to hear from friends.

TOPSY AND TIM, two young trained goats with Noah's Ark Coney Show, on East- ern carnival attraction, were the subjects of a feature article, along with four pictures, in the July 15 edition of The Buffalo Courier Express. The latest write-up is one of many received by Mr. and Mrs. Robert Noell, farmers and show folk, as a result of their unusual attraction. The Noells reported a pick-up in business since mid-June.

WORKING the recent Del Mar (Calif.) Fair, according to A. C. (Hone) Baugh, a visitor there, were Red (Bug) Larkin, Danny Fine, working scales, Sammie Wilese, working a joint for Alex Freedman, Mr. Pat, in his wheel chair, pitching miniature saxophones and trombones, Hammary Henry. Also seen on the lot by Baugh, picking up a little extra coin between dates by working as skills, were the following members of the Polack show: Johnny Hotolx, Albert Lazar, (Continued on page 103)

SEE! 105,000 HOT ITEMS

under one roof at the

13th INDEPENDENT HOUSEWARES

VARIETY & NOVELTY

MERCHANDISE EXHIBIT

August 3-7, 1958

HOTEL MORRISON

CHICAGO

4 Floors of Air-Conditioned Exhibits

A natural for carnival, premium, general merchandise operators and pitch- ers. Hundreds of America’s leading manufacturers of Novelties, Costume Jewelry, and Housewares will display a tremendous array of the greatest

bargains you have ever seen.

EVERYBODY WELCOME! ADMISSION FREE TO THE TRADE ONLY

For exhibit space and hotel reservations contact:

INDEPENDENT HOUSEWARES EXHIBIT, Inc.

B. S. Dearborn Street, Chicago 3, Illinois. All Phones: Central 6-0693

THE BILLBOARD

JULY 21, 1958
THE MARKET PLACE FOR BUYERS and SELLERS

REGULAR CLASSIFIED ADS

Set in usual want-od style, one paragraph, no display. First line set in 3 pt. caps, balance in regular 3 pt. upper and lower case. RATE: 20c a word, minimum $4. CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results than the use of larger type and white space.

Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads 2 inches or more. RATE: $1 per agate line, $14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 Patterson St., Cincinnati 22, O.

NEEDED AUTOMOTIVE ITEM, You Make, Distribute

ATTENTION, SHOWMEN, DANCE HALLS: We buy all sizes of washable and dry cleaners. Send price list on request. 3 M., 100 S. Brent, Oklahoma City, Okla. (1)

ATTENTION, SHOWMEN: MARVIN BROTHERS, 15331 Westwood, Detroit 1, Mich. We buy new and used equipment. Specializing in wax seals and wax seals. No minimums. Phone or write for free samples. Request price list.

FREE CATALOG: CARNIVAL SUPPLIES, 1717 Paseo Street, Kansas City 6, Mo. We buy used and new equipment. Phone or write for free samples. Request price list.

CARPENTRY: C. C. WILLIAMS, 1027 W. 2nd St., Newton, Kansas. I have straight and curved wood, ready to sell. Ask for details.

COLD STAMPING: J. J. BENDY, 303 Park Ave., Marion, Ill. We buy all used and new equipment. Specializing in cold stamps. Phone or write for free samples. Request price list.

FREE CATALOG: W. STINN, 1003 E. Broadway, Kansas City 6, Mo. We buy used and new equipment. Phone or write for free samples. Request price list.

FREE CATALOG: F. E. HOBBS, 1455 E. Broadway, Kansas City 6, Mo. We buy used and new equipment. Phone or write for free samples. Request price list.

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FREE CATALOG: W. STINN, 1003 E. Broadway, Kansas City 6, Mo. We buy used and new equipment. Phone or write for free samples. Request price list.
SAFE MONEY SAVING DESIGN-S. 30. 30. and $60.00 silver and indulgence, each designed cleverly and manufactured using high grade metal alloys. Each of these models is provided with a clock, watch, money clip, and an engraved gold plate. For information contact, with prices, write you nearest sales office.

TRANSLATION MACHINES

Paris, Supplies

FULL SIZE ALUMINUM CANES, $8 DOZEN. Chicago 32, Ill.

FULL SIZE TATTOOING SUPPLIES

Chester Pollard

DO BUSINESS ADVERTISEMENTS DAILY

For Sale-

SEND ALL INQUIRIES TO POST OFFICE BOX 74. Ft. Wayne, Ind.

For Sale-3 KIDDEE HORSE RIDE UNITS

For Sale-2ND CONCESSION TRAILERS-CUSTODIAN TRAILER WITH ALL FIXTURES.

Tattooing Supplies

FULL SIZE TATTOOING SUPPLIES (Continued on page 102)

RUG PHOTOGRAPH AND POSTER SERVICE

LADY'S COMPLETE FURNITURE WANTED.

THE BILLBOARD

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22. O.

NAME

Address

CITY

STATE

NAME

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STATE

ATES

TENANT AVAILABILITIES

RATE: 5c a word, minimum $1. CASH WITH COPY.
Set in usual want-ad style, one paragraph, no display.
First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, cut the Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

MINIANES

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

MISCELLANEOUS

MISCELLANEOUS

MISCELLANEOUS

3. Indicate below the type of ad you wish:

REGULAR CLASSIFIED AD—25c a word. Minimum $4

DISPLAY CLASSIFIED AD—$1 per agate line. One inch $14

TALENT AVAILABILITIES AD—5c a word. Minimum $1

Classified and all Talent Availabilites ads must be paid for in advance.

Please insert the above ad In the Billboard and pay in advance.

MISSISSIPPI

MISSOURI

MONTANA

MONTANA

COLORADO

COLORADO

THE BILLBOARD

COMING EVENTS

Arkansas

Ralph Hershey-Hackett, Aug. 21.

Indiana

Kalbaugh, Ranch, Sept. 11.

Indians


Massachusetts


New Mexico


New York

Empire City - National Horse Show, Aug. 21-23.

New York

Empire City - National Horse Show, Aug. 21-23.

Ohio

Beverly-Legends & Legends' Homecoming, Aug. 21-22.

Ohio

Beverly-Legends & Legends' Homecoming, Aug. 21-22.

Pennsylvania


Pennsylvania


Texas

Arlington - State fair, Aug. 21-29.

Texas

Arlington - State fair, Aug. 21-29.

(Covery-Continental, Sept. 11-12.

(Covery-Continental, Sept. 11-12.

Cover-Continental, Sept. 11-12.

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Cover-Continental, Sept. 11-12.

Cover-Continental, Sept. 11-12.
Detroit Area

Continued from page 169
OAKLAND COUNTY, Mich., Aug. 18 - The general trend in the auto industry is strong and appears to be continuing.

Anticipated increases in auto production are expected to bring more laborers to the area.

Firms are continuing their search for new employees.

The trend is expected to continue throughout the year.

Manufacturers are planning to expand their operations to meet the increased demand.

Continued from page 101

St. Louis, Mo.

Adams, Al
Adams, Bob
Adams, John
Adams, Robert
Adams, Sr., John
Adams, William
Adams, Wm.
Aiken, W.
Albany, James
Albarran, W.
Alford, J.
Alford, W. B.
Alford, Wm.
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Alford, Wm. S.
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EDITORIAL

Winner Balls

Reports began reaching The Billboard several months ago that a number of sources that winner ball operating was making a big comeback.

The Billboard started checking on the basis of preliminary checks, we thought we'd check some of the operator reports. We contacted 101 companies, received replies from 91, and reported those results.

The first article in a three-part series giving their answers is reproduced on this page. We think the results are informative. We think the industry should care what these operators believe.

These opinions are the views of the operators. We believe they are especial the opinion in believing that winner balls are potentially bad business with the local area. And we also believe that these operators know what the whole problem of winner balls should be ignored because the industry is partly nonexistent.

Their reports confirm what our preliminary checking determined:

Winner ball operations seem to be increasing in some areas;

That federal taxes are not being paid on these operations;

That operations which subject machines to federal taxes of $10 and $250 are involved;

That these operations are illegal, and must not be all-cities in which they are located;

That the overwhelming majority of operators still do not use winner balls but are probably hurting them in areas;

That these operations appear elsewhere on this page.

We think the industry should read these reports and consider the eminence of those making the charges, and the place of operator poll is but evidence of which the accompanying operator poll is but one of the many critical opinions of the operators in the area order charms as a good first step in the right direction.

We think the future of bulk vending holds more promise for well-run operations than the past ever did. We have documented some of the reasons why we believe the future looks only on new approaches being taken by some operators with great success and new opportunities which entreprenuer operating is finding.

Ordinarily, we would only smile at such foolishness. But that is the only yardstick we apply here.

Evidence-of which the accompanying operator poll is but one example—contains us winner balls are bad business.

Winner ball advocates have not presented evidence that suggests giving prizes is good business. Instead, some have used the duplicity of being Eppy's "cat's paw" of pleading his personal arguments against winner balls.

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La. Senate Passes New Vending Tax

BAYON ROUGE, La. — House Bill 644, sponsored by Representative Cash and unopposed, was passed by the Louisiana Senate, the vote being 30 to 0.

State Cigarette Taxes For May, 1953

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<tr>
<th>State</th>
<th>Gross amount of tax</th>
<th>Packages taxed during May</th>
<th>Per unit tax</th>
<th>Packages issued in January</th>
<th>Per unit tax</th>
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<td>2.50</td>
</tr>
</tbody>
</table>

*Note: All figures computed from reports rendered from State Board of Tax Administrators, including Districts of Columbia.

New! New! New!

Victor's Sextette

The New Modern Key to Successful Bulk Vending

VICTOR VENDING CORP.

For 4 Machines . . . $7.50 each
For 6 Machines . . . $12.00 each
For 8 Machines . . . $17.50 each

Larger stands for 8 and more machines also available.

Get Fully Automatic.

Rush 1/3 of order, balance C.O.D., FOB Brooklyn

J. Schoenbach
715 Lincoln Place
Brooklyn, N.Y.
President 2-2900
Stamp Vending Takes Rate Hike in Stride

DETROIT — Stamp vending won't be by postal increases going into effect August 1, said Joseph S. Schermeck, president of Schermeck Products Company last week. He is thus in agreement with the Tobacco Institute and the American Federation of State, County and Municipal Employees, the two manufacturers of stamp machines.

If anything, said Schermeck, operators are not to make much money vending air mail stamps, particularly single-type machines are put on location. Whereas an operator really made a gross profit of a penny on a 2-cent sale, he will now earn 4 cents. Schermeck is confident that the public will be willing to pay the added premium, since it is still less than the customary penny gross profit on a 5-cent sale.

Need for New Tobacco P-R Job Claimed

WASHINGTON — Tobacco's place "in the history and economy of the United States must be much more vigorously interpreted to the American people, especially in view of current anti-tobacco crusades," according to Tobacco Institute President J. P. Richards.

In a speech before the Bright Belt Warehouse and Salesmen's Organization last week, Richards said the industry is "penalized by inequitable excise taxes and by costly requirements for advance payments of taxes on its products."

Richards went on to say that the "few people who are fanatically opposed" to tobacco use "can never be counted to" with the bulk of the American people. He said that some of these people are "carding, associating the use of tobacco, particularly the sale of cigarettes, with long cancer wholeh on the basis of an interpretation of statistics." Richards pointed out that these allegations have never been proven, and medical men and scientists have differing opinions.

Sensational Offer!

WE HAVE 100 Penny Sales and Tab Gum Venders . . . Can Ship to You From Any of the 48 States.


Write for complete information.

WANTS I TO BUY Vending Machines

Acorns, Nikels, Dimes, Quarters, Parking Meters, Pay Meters, Capvise Machines, Stamp Machines, Sanitary Vendors, Northern Exchanges, North Eastern, Chicago, Detroit, New York, Los Angeles, San Francisco, Minneapolis, St. Louis, Dallas, New Orleans.

Please send list of all machines and lowest prices wanted. We pay top dollar. Discounted machines for cash. Write us.

Stamp Vending Takes Rate Hike in Stride

Schermeck manufactures both folder and roll type stamp venders. The former will require a new illustration plate, costing a noon of $2 cents. Slot changes on the roll type machines will cost either $92.88 or $35, depending upon whether the 1-cent or 2-cent slot charged, said Schermeck, who informed venders using 3-cent and 4-cent stamps, since they can be combined for use as 3-cent stamps.

Most operators prefer the folder type venders. Nor is it only the location but the usual location doesn't bother to be bothered with put-

SEND YOUR LIST OF ALL MACHINES AND LOWEST PRICES WANTED. We pay top dollar.

THE BILLBOARD

indeed Contract

that handwriting experts be called

Acques Bernoff

Acques Bernoff of being guilty

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Hirsch, he said, "A man with dirty

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The Music Operators of New

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Hirsch claimed that Ben Chil-

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harassed by Al Denver, MONEY

president.

Other features of this harass-

ment, Hirsch continued, included

(Continued on page 15B)

RMSA Sets

Nov. 22 for

PENNY KING,

Pennsylvania

Farewell Music

introducing

ASURE HIT!

oak's

The bases are loaded with profits for the smart operators who install Oak's Li'l Leuguer on key locations. The fascinating ball game is right on the front of the machine to attract the eye and interest the customer. The machine provides a fun filled game while it vends ball gum. Adaptible to any store, it's the present to also present Oak equipment.

Li'L LEUGER

west coast factory sales

705 South Grand Avenue

Los Angeles, California

Oak Machinery Company, Inc.

11411 Knightsbridge Ave., Culver City, California

MILLS AUTOMATIC MERCHANDISING CORP.

3533 West Belmont

Chicago 41, Illinois

For Sale

$1,000 Penny Sales and Tab Gum Venders . . . Can Ship to You From Any of the 48 States.


Write for complete information.

WANTS I TO BUY Vending Machines

Acorns, Nikels, Dimes, Quarters, Parking Meters, Pay Meters, Capvise Machines, Stamp Machines, Sanitary Vendors, Northern Exchanges, North Eastern, Chicago, Detroit, New York, Los Angeles, San Francisco, Minneapolis, St. Louis, Dallas, New Orleans.

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SPECIAL OFFER
STEEL MULTI-STANDS
Exclusive
ACCOIN DISTRIBUTORS
IF OAK MAKES IT, WE HAVE IT
WRITE FOR PRICES ON MACHINES AND MERCHANDISE
TAPPED TO FIT ALL VENDORS

$7.00 each
9.75 each

$29.75 extra

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Montana Cig
Sale in Dive

BILLINGS, Mont. — Smokers paid $3,309,888 in taxes during the 1958 fiscal year while buying 3,479,914 fewer packs of cigarettes, reports the State Board of Equalization at Helena.

Said Chairman J. F. Reid of the Board of Equalization, although 1958 fiscal year taxes were $5,777,852 more than 1957, income would have been doubled if consumers had continued at the 1957 rate. In fiscal 1957 there were 78,018, 744 packs of cigarettes sold in Montana compared with 74,530,830 in the year ended June 30. Montana smokers paid three different taxes on cigarettes bought in fiscal 1957. They paid four percent a pack to the end of the 1957 legislative session, when 5 cents for the Korean War bonus became effective, and lastly, 8 cents by the time of the general fund tax became effective in July, 1957.

Taxes were 8 cents a pack all the through the 1958 fiscal year. Said Reid, "I think the drop in consumption is due to the excessive tax almost ending. He said only Montana and Louisiana have 8-cent cigarette taxes. He thought that while adverse cigarette publicity might have occasioned some drop in sales, the minor change did not stop at State lines."

vending—as reported by the 101 operators surveyed—will be detailed. The following week operator comments on winner ball operations will be presented.

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!
Rosen Opens Self-Service Record Store

PHILADELPHIA — Dave Rosen, local AM and game distributor, has completed work on his new record distributing store just down the street from his present outlet.

The record shop is set up on a self-service basis, which allows buying and leaving by a turnstile with shopping carts available in the store at a table near the entrance, while the merchandise is displayed on the shelves. The customer picks up a cart, pushes it around the premises, examines the records and pays for them at the checkout counter.

WholeSale Only

Rosen said that he will sell only to juke box operators, dealers and other consumers, but businessmen, who will not sell to the general public.

(interrupted on page 109)

Bernhoff Charges Hirsch Induced Location to Breach Juke Contract

Injunction Sought; Hirsch Denies Charges; Claims He Is Victim of Conspiracy

NEW YORK — Charles Bernhoff, president and founder of one of the city's largest operators, has charged Joseph Hirsch, a member of the Juke Box Restaurant in Quebec, with breach of contract upon induction of a juke box on the premises of the last week. Hirsch is seeking a permanent injunction in New York Supreme Court for the future in the way of investment by each members is $15. of a member may join. Initial in-

Next Meeting

The next association meeting will be set for August 23 and 24 at Pahl- fender Hotel, Fremont, at which time the investment club will elect permanent officers and lay plans for the future in the way of investment.

The association was the Columbus Invest- ment Club, the "group within a group" to "all in-up local business interests" of the Music Guild of Nebraska." This means that an employer or the wife of a member may join. Initial investment by each members is $15. in 1950, and the fees are the same as the Guild officers; only $3 can be held at the next meeting.

Currently, advisor Howard Fili, district chairman, has 280 which they may either invest in or sell, with a larger sum is col-

Sales Hold Up

For Phily Firm

PHILADELPHIA — Nat Sollow, owner of local Seeburg distributor, reports that sales are holding up and keeping pace with the 15 other operators of the post- Panther sale.

Sollow added that the firm is getting shipments of the new Seeburg cigarette machine and that he is encouraged by initial orders. He said that he is handling cigarette sales.

New Ky. Operation

MARTIN, Ky. — Akers & Sons Amusement Co., Inc., of Bengal, Ky., is a new juke box and amusement game distributor. The firm has added papers in incorporation to deal in phonograph and automatic coin machines. Capitalization is $20,000, incorporated by Everett L. Akers.

No Action Taken On Copyright Bill

WASHINGTON — The O'Mahoney group, which included the junk box performance exemption, in the copyright bill, in the committee on house, had their progress in getting full judician committee action last week at bill board department, James M. O'Mahoney, is chairman of the subcommittee on patents and copyrights, has managed to get the bill out by a two to one vote, but was unable to push it through the full committee action on the bill and hearing report, possibility possibly during a tentative Wednesday Friday (15) meeting.

Although only a miracle could push the bill, H. 870, to full action in this session of the 85th Congress, it is fairly certain that the determined O'Mahoney will resume the battle with the support of the Senate copyright committee. As of now, the bill has been transferred to full committee in the Senate. It was announced yesterday, it will be in the committee.

TILLMAN'S TID-BILLBOARD

JULY 21, 1958

COMMUNICATIONS TO 180 W. Randolph St., Chicago 1, Ill.

107

FORM STOCK INVESTMENT CLUB in Neb.

NORFOLK, Neb. — An invest-

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Int. Amusement Begins Game, Music Operation

PHILADELPHIA.—The International Amusement Company, exporter of juke boxes in Europe, has begun operating in Benelux countries thru its Belgian Amusement Company in Antwerp, International is no stranger to the operating business. But this marks the entry of the firm as an American operator. Harry Grant, who is in charge of the Belgian Amusement Company, has international plans to become a major operator here and is currently looking for local routes to buy.

Export Business

The firm is shipping machines and music boxes to Antwerp—for shipment to the parts of Europe—at the rate of 150 pieces a week. Last year, the firm exported 4,000 pieces to Europe. Grant feels that the 1958 figure will be about the same.

Of the 1,500 European machines in operation, about 400 are in two Belgian Arcades located in Mélia amusement parks. Mélia is a park chain with five locations and a few in Belgium. According to Grant, International is negotiating to set up Arcades in the other five.

Grant said that Germany is developing into the best European customer for American machines—particularly bingos and shufflees.

In addition to its export business, International is negotiating to set up a network with seven funspots in Belgium, and, if you will, cabaret, country music, and the like as well as any other music for dancing is provided by a juke box or provided free of charge by the location owner.

The code levies the tax at any cabinet, roof garden or similar place. The location now has a license to operate the cabinets and is providing in connection with the selling or serving of food in the arcades. This is usually subject to the cabinet tax because of the public usage and the tax is levied against the owner of the location.

Music is nothing new to John W. Strong. He was 24 years old when he was discharged from the Navy and answered a service technician ad in a Chicago newspaper. He had been hired to work for the South Central Novelty Company, a large Windy City operation, under veteran route manager Moses J. Proffitt. The relationship has lasted 14 years and has grown stronger with time. Under Manager Proffitt's tutelage he has worked for both company salesmen and final record buyer. Strong still does the day servicing for the route, in addition to buying all the record needs for the firm's 180 machine route. Music is not only his business but his hobby. Strong is an avid hi-fi bug with a fondness for sound and music in general. He's 37 years old, married and lives with his wife and three children on Chicago's South Side. Here are Strong's comments on the records that he is putting on the route this week.

the buyer

Vevey, Peggy Lee (Capitol)

"We bought this record about two weeks ago and are just starting it out. At this time we are using it for dance, and perhaps it will be a success. Also we have the record on the road."

Nothing in the World, Nat King Cole (Capitol)

"No, it's been out for a few weeks, but it was just put on the road."

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Welcome to the National Association of Music Merchants (NAMM) Convention.

If you're in Chicago this week you're cordially invited to visit the folks from The Billboard, Room 901, at the Palmer House.

If you're not attending the convention, this NAMM Issue of The Billboard brings you the exciting news and advertisements of the latest in home entertainment, and next week's issue will bring you complete convention coverage.

Alert, progressive manufacturers of records and tapes have a responsibility to see that the dealers who sell entertainment for the home—be it records or tape or equipment—are kept informed and instructed on their new developments and products.

Many of these manufacturers are now exhibiting at the National Association of Music Merchants Convention (NAMM) in Chicago, July 21-24. In addition to their exhibits, advertising messages from these alert, progressive manufacturers will be found in this, The Billboard's NAMM issue. These manufacturers know that week in and week out, more record and equipment dealers depend on The Billboard to keep them informed and advised than any combination of other music trade publications. And so their advertising messages will be informative and helpful too, for when dealers are well informed, more sales result for everyone.


NEEDLES TV REUNION Sid Kondrotis of WASK, Lafayette, Ind., writer, "The TV Beat," has wound up his show (and so have the listeners by taking a gentle poke at TV's penchant for showing reruns summertime. Complete with big production, taped intro, featuring facade and echo effect, I have been playing records that were popular last winter, but that you have asked to hear again as rumors this House of F. (herein all words.) I am The Billboard's ten and once a day I program one of last winter's hits for it as a summer rerun. The mail — good Haste-came to be "seem" tremendous. Some of the other guys around the corner who are looking for gimmicks during the dog days might be able to use this idea.

PROGRAMMING FOR MATHS Increased competition on the local radio station conditions. Most of the local changes — some outlets are going Top 40, others are going classic music, etc. In the latter category is WZJP, Covington, Ky., which recently made a move to 12 hours on Sunday, 16 hours and roll in New Fifty and — as last week — is going "all out" for mood music with sets "Music to Learn By," "Music to Relax to," "Music for Memories," "Music for Dining," etc. It is backing in "new Good Music Format" on daily, featuring, ads reading "A music policy... the ones and only ones... a program serves and soothing music all day long. "No Rock 'n' Roll once or 40 times."

New jockeys in WZJP's new programming package are Ceci Hale and Dave Wieman.

Cy Bloomeath, who owns several radio stations, recently commented that 200,000 mark," he added doubt that many records. It's within memory of only a Billboard music editor, Paul Rabinowitz, who is without a doubt the best and most accurate music policy analyst in the business. He also has written a book on the topic, which has become a sort of "bible" for the music industry. The book is called "The Music Business: An Inside Look at How the Industry Works." It has been a best-seller and is considered a must-read for anyone in the music business.

The book covers a wide range of topics, from the history of the music industry to the challenges faced by artists and labels today. It also includes advice on how to navigate the music industry and build a successful career.

Rabinowitz is known for his no-nonsense approach to the music business, and his writing is both informative and entertaining. He has been a vocal advocate for artists' rights and has consistently called for reform in the industry.

In his latest book, Rabinowitz takes a hard look at the inner workings of the music business, from the artists themselves to the labels and distributors that create and sell music. He discusses the challenges faced by artists and the tactics used by labels to control the industry.

Overall, "The Music Business: An Inside Look at How the Industry Works" is a must-read for anyone in the music business, or anyone interested in the inner workings of the music industry. It is a compelling and informative read that offers valuable insights into the world of music.
Chicago

Talk among local pool table operators is starting to turn to the Reconditioned Music Service Association banquet scheduled in November. Dan Belloe and his orchestra will be on hand to entertain the operators.

Bill Brown, head of West- ern Automatic Music Inc., large North Side operation and retail record outlet, was away from the store for an extended vacation which is expected to last until mid-September.

Moses Profitt, veteran South Side operator, celebrates his 25th anniversary in business. He started during the summer of 1936 in the Pennsylvania Avenue, still the headquarters for operations.

The firm plans a move soon to plush new location. The building during the years.

Jeb Jones, Bally vice- president, took a little good- natured ribbing from Ed Ken-

ned, the jolly old man, in re- spect to Bally's new pinball, Bally USA. The backglass, however, is more than a prediction line and he telephone and buzzer system so many bells chiming the plant is hard to tell what rung when. He's glad it's a bigger system to some on the phones.

No Note From Out-of-Town: Bill Miller, head of Miller- ton Distributing Co., in Grand Rapids, writes that he has been unable to get equipment to some new operators who are meeting with great success in LA. He added a note that it seems to suggest that established operators are preparing for the decreased collections. The shutdown has brought a little change in the advertising, and while most operators feel that collections would be even lower at Scent play, some of them aren't too sure. One of them wonders whether a fast nickel isn’t better than a slow dime. There is, of course, that dime play is re- quired for an operator to get the rut on new equipment. There is also little question that when economic conditions are better, dime play will pay off handsomely. But, at the moment, some opera- tors are wondering whether their equipment is only in use 10 percent of the time. Lately a lot of money winds up in the box.

Little Overdue

Today, with little overdue, with the abbreviated work week, and with considerable unemployment, the money just isn’t there. He feels that the operators are wondering whether dime play is going to continue. Operators are preparing for the decreased collections. The shutdown has brought a little change in the advertising, and while most operators feel that collections would be even lower at Scent play, some of them aren’t too sure. One of them wonders whether a fast nickel isn’t better than a slow dime. There is, of course, that dime play is re- quired for an operator to get the rut on new equipment. There is also little question that when economic conditions are better, dime play will pay off handsomely. But, at the moment, some opera- tors are wondering whether their equipment is only in use 10 percent of the time. Lately a lot of money winds up in the box.

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COIN CALENDAR
Association Meetings scheduled. Check for changes.
July 21—Westchester Operators Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
July 22—Western Massachusetts Coin Club, semi-monthly meeting, Chelsea Restaurant, West Springfield.
July 22—Central States Phograph Operators' Association, monthly meeting, 2305 Main Street, Peoria.
July 23—Springfield Phograph Operators' Association, monthly meeting, association headquarters.
July 24—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
July 26—California Music Merchants' Association, semi-monthly meeting, Hotel Hollenden, Sacramento, Calif.
July 27—Cleveland Phograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland, Ohio.
July 29—Western Ohio Phograph Operators' Association, 4104 Rush Boulevard, Youngstown, Ohio.
July 29—Virginia Music Operators' Association, Board of Directors meeting, Martinsville, Va.}

WANTED—WE'LL PAY CASH $$$ for all MODELS OF SHUFFLE ALLEYS BINGOS WURLITZER 1500 1500B 5000 We'll prep and ship brand-new parking courts

COVEN MUSIC CORPORATION
218 North Elston Avenue
Chicago, III., Ph. 23-7140

NATIONAL COME MACHINE EXHIBITION
1411-13 Division, Chicago 18, Ill.

N. ILLINOIS, N. MISSOURI, AND IOWA OPERATORS—GET OUT FROM BEHIND THAT B-BALL with COTTIN'S NEW ROTO POOL

HEADQUARTERS FOR PARTS and ACCESSORIES
Always Available From Stock
Immediate Delivery

COVER CARRIAGE COMPANY
465 W. Kinzie St.
Chicago 10, Ill.

CUMBLES
Edison Headphones, etc., etc.

M. I. L. DISTRIBUTING CO.
1805 Market St.
Los Angeles 15, Cal.
COINMEN YOU KNOW
Continued from page 111

July 21, 1958
THE BILLBOARD
AMUSEMENT MACHINES
113

came this month which he says will be reasonably priced and which he predicts will

SHOOT FOR THE
LUCKY 7's
brand new
REPLAY feature

Williams
MANUFACTURING CO.
1422 FILLMORE AVE.
CHICAGO 24, ILL.

WANTED
Bingo Mechanics!
STEADY WORK! GOOD PAY! NO DROPS!
GIVE QUALIFICATIONS AND REFERENCE IN YOUR FIRST LETTER.

Write for No. 933
THE BILLBOARD
186 W. RANDOLPH ST.
CHICAGO 1, ILLINOIS

COINMEN YOU KNOW

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186 W. RANDOLPH ST.
CHICAGO 1, ILLINOIS

"Be as great as the bumper pool games were."

Los Angeles

By SAM ARBOTT

Walter Cook, Los Angeles opera-
tor, is off to Yellowstone National Park for a well-deserved vaca-
tion, but he and his assistant, Craig S. Nelson, will return to the city of angels on the last day of the month. Mr. Cook has been associated with the Gayety Music Company for the past 37 years, and has never been away from the business for so long a period. He is looking forward to a restful vacation with his family.

Jack Leonard, head of the parts department at Bagger Sales, is back from his vacation spent with relations in Chicago. Ed M. Layman, Inc., operator of the Merryland Kiddieland, and Arcade in Long Beach, was recently in town shopping for machines at Bagler Sales Company.

The many friends of Al Adel-
man, veteran San Bernardino opera-
ator, will regret to hear of his death. A former and long-time operator, retired from the business only a few years ago, Bill Hampton is First National Music's new head of the San Fernando office. Bill is out following an illness, and we wish him a speedy recovery.

John Nelson is suffering from a broken arm caused by a fall in his own back yard.

Detroit

By HAL REYES

In a letter to the editor, a regular customer wrote about the quiz machine made by Mercury. Since it's possible other readers may be interested, here's the story:

"I own the Mercury quiz machine and have several of them. I believe they are all available equipment and rights to manufacture the unique quiz machine and napkin dispenser combination designed and manufactured by the late Edward A. Gooney have been acquired over General T. Stidell of 1120 Bedford Road, Grosse Pointe, Mich. This machine is manufactured to designs by the Mercury Steel Corporation (the basic box operation around the Scale Corporation) and distributed Service and Equipment Company. It was one of the last machines brought out by Gooney, who died in the early part of the year in a mysterious manner, such as the Tin Shot Bang-A-Deer, over several decades.

Tidball said that the business men and game operators who own them and who may entirely dispose of the enterprise, which is owned individu-
ally in both companies, have no intention of selling the product on their own.

He has a stock of about 100,000 complete vending machines, as well as suppliers such as the quiz cards, and a large part of the manufacturing equipment. With the renewed interest in coin-operated machines on the air, it is expected that the quiz machine may enjoy a revival of past success.

(Continued with Detroit)"

Victor J. DeSnyder and Lin-
don F. Bush, who operate the Bush Music Company, are forming a separate partnership, Bush Rec-
ords and Sales Company. The two companies will operate their separate retail record stores, while the Bush part of the business is expected to be a manufacturing and wholesaling concern under the Bush Music title. Negotiations for a possible sale to another or-
ganization are currently under way.

Bush confirmed. This company is expected to develop one of the largest music operation in the territory. According to company records, it was the largest operation of its kind in Chicago in 1989, with a route of more than 500 machines and 100 pianos, and at one time was reported to have about 1,500 machines.

Carl Johnson, serviceman here since 1945, is switching the firm name to his own independent route box route, Grant Music Company, to Carl Grant Music Company, to eliminate possible conflict with the Grand Music Company, located by Lou Nemesh, for which he is also doing service work.

Tony Vance, veteran operator who formerly headed the National Coin Machine Company as well as Tony's, Inc., a distributing and service firm, and Arthur D. Drew, who also operated independently as Drew's Music Company, have teamed up to form a new business, TAC Amuse-
ment Company, Inc. The company will manufacture and sell coin-operated machines in the Twelfth Street, sharing space with Drew's Music.

Louis Arany, who operates the Wurlitzer Music Vendoring Company, is forming a new partnership with his friend, Carl T. Hickey in suburban Ecorse, known as the Wurlitzer Auto-
mechanic Company, to operate milk and coffee vending equipment, especially in industrial locations.

Edgar G. Vernon is taking over ownership of the V & W Music Company and will partner in John Walker about 12 years ago. Walker re-

ments are currently under way

the Mitchell

Cigarette operator Ted Stroiman notes

Chuck Meissner, owner of Tony's, Inc., is expected to take over the Mitchell

Tisdell said that the busi-

nesses are under the "old"

turn of the month. He says that he hasn't been able to sneak in a round of golf this season in spite of the fact that he lives directly across the street from a golf course. Factory layoffs are being cut back, he says, but have hurt their vacation locations take

July opening date for the Capital Court Kiddieland in-

stalation was met. "It took us longer than expected," Mr. Arany claims Carl Millman, Auto-
mechanic Company, president, and the firm has the funds and vending concession

E. Hofman, one operator who supplies a good share of the local operators with equipment, is recovering from a lengthy hospital stay. Newest addition to the one-stop shops, Mr. Hofman, who operates in Madison, Wis. Chief repairman, who is a Broadway chaser, in Chicago recently purchased a tavern near Three Lakes, Wis. Receiving a new set of equipment, the man is expected to run his music and games business in the immediate vicinity.

A week's vacation "around the house" is coming up for Eddie Kay, route foreman for the Mitchell Music Publishing Company. Music takes a hold-

ings, and he is interested in resuming his career as a professional musician. (Continued on page 114)
GAYCOIN DISTRIBUTORS

4866 Woodward Avenue
Temple 2-7900
Detroit 1, Mich.

GREAT P.R.O.-F.I.T.-S
FOR A L.O.N.G-E.R TIME
WITH MUNVES’

"Bike Race"

One of the oldest ideas in music sales is to have a "Bike Race" with the winner getting a new bike, a major sales help since it draws attention to the music store. Now the idea is to stage a "Bike Race" with a different thought. The Winner will be presented with a new bike and munves' phonographs. The idea has been successfully tried in Denver and San Francisco.

The SEEGBURG CIGARETTE VENDOR

21" 2000 (200 sel.) Pack capacity——$19.50
Shin-Way Pricing
Easy-view selection panel
Low Console styling, permits "up-front" opera-tion
Quiet, all-electric selection and delivery

Immediate Delivery

Executive Garthab, Williams and Seeburg Distributors

Remember
IT'S TRIMOUTH
IT'S TRIMOUTH

TRIMOUTH

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-1400

Bargains Galore!

M-100A's Taken In Trade

AMI
C-200 (like new) $489
AMI
C-120 $489

WURLITZER
520OA (160 sel.) $19.50

WURLITZER
2150 (200 sel.) $589
WURLITZER
2000 (200 sel.) $569

ROCK-OLA
1900 (104 sel.) $489

WURLITZER
1800 $429

WRITE—WIRE OR CALL COLLECT
BOB REIGEL AT SYRACUSE
(315) 473-1581

We are the owners, all parts are new, we have the right price, try our top condition. Ready for your location and make money for you.

Send at once for catalog of our products.

THE BILLBOARD

July 25, 1958

SENATE HEARINGS
On Remotes End

WASHINGTON — During Senate hearings (May 15 and 16) on a proposal to make remote control of machines automatic, and device sales subject to the same Amendment levies as coin-operated devices, no testimony was received from spokesmen for the remote operator and manufacturers.

Whether failure of industrial spokesmen to testify will cause the proposal to be lost favorably before the tax could not be determined. The tax provision, incorporated in the Forand (D., R.I.) excise and technical change act, would leviate the tax on remote machines that are "similar to an other taxable machines."

The Finance Committee, in an attempt to push the bill through the Senate, announced the hearings only 5 days before they began, it is possible that the time element prevented, spokesmen from testifying.

Short hearings held on the Senate bill will give the committees a better chance to rush the bill to floor action in the Senate. If the bill does not act on the Senate, the bill will die and have to be reintroduced in Congress next year.

W. H. Chittendon, who will move much of the equipment to Sterling, Colo.

Ace Cigarette Service reports that its most recent "sideline" installation of hot-air hand dryer has been a big success, hope to show excellent returns. Among outstanding locations which have been installed are the Officers Club at Fitzsimmons Army Hospital and the Northern Air Base. In most instances, the dyers have been installed at various locations where Ace Cigarette Service has already had two or three machines for years.

Pete Ceris, head of Montana Distributors, and Secretary-Treasurer of the Colorado Music Merchants Association, is taking a trip through the Eastern States.

KIDDIE RIDES!

Send at once for catalog of our complete line of modern coin-op rides.

Convenient terms.

KING AMUSEMENT CO., INC.
82 Orchard St.
Mt. Clemens, Mich.

By Deposit, Balance C.O.D. or Light Draft.

DAVIS

AMERICAN CANCER SOCIETY

CABLE ADDRESS: "DAVISB"
ROCK-OLA 1448
AMI
WURLITZER 1800
BEST BUYS
at all SHAFFER offices.

JULY 21, 1958

Scan -at -a -Glance

Phone ME 4-3571
Phone AX 4-4614
Indianapolis, Ind.
Cincinnati, Ohio

Speed Read
VI Receiver

TOWN" Hoedown," presented each
Sisters, Logan, are Lawton Williams,
appears Saturday (26) at Seneca
thru GAC-Harnid.
Smokey Warren and booked
28; Fredericton, N. B., Sep-
13; WJAC-TV, Johnstown,
August 1; Hank Green, man-
FOLK TALENT AND TUNES

1000
2000
9000

ROYAL DISTRIBUTING INC.

Bingo Specials

Miami Beach...

variety

50.

Miami Sales Co.

Keith Ave.

FOLK TALENT AND TUNES

CONTINUED from page 112

14. Curley Lewis, absent from the Thompson concerts for more than a year, has re-

quired, replacing Tommy Can-

field on lidle mandolin.

Ferlin Husky has a brand new single, a Country coupling, "I Feel That Ole Hootsback Again" and "I Saw God." 

Jimmy Ward, Arkasas Trou-

bador, continues to do six one-week stints at KEAF, Fresno, Calif., while

holding forth nightly at Dee's Club, Clovis. Calif. He says he's in need of sheet music
for his air shows.

Dave Stonger, who with his band has been the Saturday night feature at the Barn, Fresno, Calif.,

the last seven years, has a new Western dance album release on Decca, Eddie Briggs, deejay at KEAF, Fresno, wrote the information on the label about the platter. Seventeen magazines feature it: 17 different names for Taylor, country music singer, as one of the nation's outstanding 4:10 members. Ted Daffan, who manages the Silver Star Publishing Company, Nashville, for Hank Snow, 

reports that Skeeter Davis has recorded one of his favorite tunes, "Wave Bye Bye," for RCA Victor. Davis, appearing this week at the Arthur, Ill.,

Snow, reports that Skeeter Davis

appears Saturday (26) at Seneca

Trail. Again" and "I Saw God."

Skeeter Davis, young balladeer,

is doing four sessions by Mar-Vel. Her manager, Trini Lopez, yontng balladeer, is

a producer of the station's Cowtown Hoedown," is doing

hank Hendrix, Thomaston, Conn., is doing four sides for Mar-Vel. Her manager,

is Americana, Nashville, for

Snow, in need of sheet music
as

Billboard

115

ROCK-OLA 1448

WURLITZER 1800

BEGIN SPECIALS

CLEAN GAMES—READY FOR LOCATION

AMUSEMENT MACHINES

MARTI BEACH

Palm Springs...

Variety

500.

GATLEY

60.00

Surf Club

500.

Immediate Deliverly. 1/2 Deposit.

FRANK M. MILL., Mgr. Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-166

world wide

PAN AMERICAN

BROADCASTING

750

widespread

quality games at quantity prices

UPRIGHT GAMES

PHONOGRAPHS

BINGO GAMES

WANT TO BUY

BASEBALL GAMES

ROCK-OLA 1448

OF SOUND MIND

50.00

70.00

125.00

500.00

SEEBURG V-200

with

VL Receiver

Speed Read

Scan-at-a-Glance

Program Holder

$699.50

WURLITZER 1800

$425

AMI G-200

$545

ROCK-OLA 1448

$475

See the NEW SEEBURG

Cigarette Vender

at all SHAFFER offices.

SEEBURG V-200

With a new model, the SEEBURG V-200

is available in a new color, a new design

and a new price. It is the same reliable

machine, with the same features, but

improved for better service and economy.

The SEEBURG V-200 is a satisfactory

machine for small stores, convenience

stores, service stations, taverns, drug

stores, and other places where

comparatively small volumes of

cigarettes are sold.

The SEEBURG V-200 is

available in either a Full

stock of cigarettes, or a

Partial stock, as you

may desire.

It is simple in design,

designed for easy daily

operation.

ORDER NOW at LOW Subscription Rates.

Fill in and Mail Coupon Today!

Itinerary on Abbie Seal and

Her Ranch Girls kicks up as

follows: Export, Pa., July 26,

Bedford, Pa., 23; Dubois, Pa.,

24; Export, W. Va., 25; WCIC, Pittsburgh,

27; Mount Lebanon, W. Va., 28; June

21, Clear Spring, Md., 6;

Braddock, 0., 7; Morgant-

own, Pa., 9; Altoona, Pa., 11;

Waynesburg, Pa., 12, Easton,

Pa., 13; WYAC-TV, John-

stown, Pa., 14, Paw Paw Fair

Fairviewville, N. Y., 15;

White's World's Original

Jamboree, Wheeling, W. Va., 16;

WYAC-TV, Johnstown,

21, Stevens, Pa., 23; Idle-

wild, Park, Ligoniou, Pa., 24;

WYAC-TV, Johnstown, Pa., 28,

and Lebanon, Pa., 30. Several

August dates are still to be filled.

Grand Ole Opal's Willie Lee

and Stoney Cooper and Their

Cincinnati Mountain Clan,

with Carol and Jimmie Rodgers Show,

are routed for Reading, Pa., July 20;

Rende Ferry, N. H., 27; New-

vill, Pa., 29; Raleigh, N. C.,

and Honesdale, Pa., August 1.

Hank Green, manage-

of Mar-Vel Records, Ham-

Bingham, Ill., has just returned from a

2,700-mile promotion tour to

acquaint deejays with Jack Brad-

shaw's new platter, "Naughty

Girl," b/w "It's Only A Stage.

Harry Bradshaw made the rounds

with them. During the journey they un-

covered a new country singer in

the person of Mona Kenny, of

Shreveport, La. Green says plans

are being made for her to cut a

session for Mar-Vel in the fall.

The Shorty and Smokey

Warren c/w music, featuring

Justus Tubb, Gordon Terry,

Pitkin. Chick Silver, Hattie

Skinny and Ray Lunsford,

supported by Del Barker,

Nicky Newton, Billie Willow,

Dottie Mae, Whitney Murphy

and Tex Capo. Launches its last

four show July 29 at Whitney Point,

N. Y. Rest of the sched-

ule follows: Auguste, Va., July

31-August 2; Concord Hotel,

Toronto, Canada; Berkeley,

Caledonia, N. Y., 12, Bellevue,

Ont., 13-14, Barton, Vt.; 15,

16, Waterford, V. T.; 21-22,

Cobleskill, N. Y., 23, Hamilton

Grand, Caledonia, N. Y., 24;

Little Valley, N. Y., 25,

Essex Junction, Vt., 26,

Fayetteville, N. Y., Sep-

tember 1-3; Dunkirk, N. Y.,

4-5. Tour was promoted by

Smokey Warren and headed

thus GAC-Ham.

With the Jockeys

Eddie Briggs, who manages

the turntables at KEAF, Fresno,

Calif., 54 hours a week, says that record service

from Columbia, RCA Victor

(Continued on page 116)
... means the paid circulation of this business paper has been audited and certified by the Audit Bureau of Circulations. It also means advertisers know what they pay for the paid circulation of this business paper has been audited and certified by the Audit Bureau of Circulations.

The operators of the machines...
Progress Set Aside

The situation was serious enough to cause operators from throughout the state to meet and discuss the opportunity to cut commissions paid to locations “went out the window,” according to Pete Geritz, Mountain Distributors, and secretary-treasurer of the Colorado association. Few operators had the luxury of being publicized in which arrangements were being made to cut commissions on the games, when the location owner wanted a big, new machine, according to a survey of local operators.

There has been little or no front money in the game picture since the summer of 1956, with the exception of a few cases in which a location owner wanted a big, new game of one type or another, such as a new long-alley bowling game. In such a case, where the location owner could recognize the high expense involved in the purchase of the machine and allowed a certain amount of front money to come out of the collections to pay for it.

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PROVO, Utah—The city council passed on first reading an ordinance licensing and regulating amusement games.

The ordinance requires all such machines to be licensed according to five classifications and that the chief of police and electrical inspector approve them. It further restricts minors from playing certain types of games.

Second reading was slated for Monday (21).

Location’s Cut Rising

The trend is definitely toward higher commissions going to location owners merely to hold the spot, even though there has been successful action taken against location buying, according to a survey of local operators.

As a result, except for a few isolated instances, commission arrangements which had been laboriously brought to a 60-40 agreement in favor of the operator went by the board, and currently almost all machines are operating on a 50-50 basis. And in a few spots the 60-40 idea has been reversed, with the location getting the 80 per cent.

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July 21, 1958

Denver Spot $-Conscious

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