Jukes Build Own Niche in Mexico

100% Import Duty Spurs Home-Made Product; 2,400 Turned Out Annually

BY AARON STERNFIELD

MEXICO CITY—Ask the average United States citizen what he associates with the south of the land and he’ll mumble something about picturesque possui, their sombreros covering their faces, taking itas in the public square, about scanty or beautiful and about traditions, regardless of the fact that he’s facing death in the afternoon.

The passion for sombreros and ponchos and of course the sombrero part of Mexico.

But another pair of the land, a part that most Americans fail to grasp, consists of noisy, cosmopolitan cities, of growing industrial developments and of an economy that is making the transition of the 20th century in a matter of decades.

In terms of industrial potential, Mexico is far more producible than any nation in the Western Hemisphere; today D.F. is the only one that offers a complete machine tool industry; there are hundreds of factories with continuous output. Of the 50,000 automatic telephone apparatus, 45,000 produced.

Jukes Link

2 Centuries

TACOMA, Mexico—Most tourists visiting this village of incredible beauty pasted high in the Sierra Madre Mountains feel that they have been transported to another century.

Outside of the camera-stocked visitors and the occasional automoblie threading their way up and down the steep, narrow, cul-de-sac plastered streets, there is little hint that it is not of the 20th century. In fact, the town, built in 1855, is not a restoration. The homes, taverns and churches have been in constant use for 200 years.

In the public square in front of the historic church of St. Peter of the Fathers for 200 years the town has been the center of commerce and the site of 16 American cents, and the villagers with their 20th century electricity and music is mostly Mexican, also the strains of “Wind Dudes” occasionally remind the listener that American pop music has arrived here too.

SHOW BIZ SETS MAJOR BREAKS ON MAG FRONT

New business coverage gets a big boost this week with three consumer publications. Time Magazine Launches in new “Show Business” section, which will carry national listings of movies, music events, road companies and consumer information. The 24-page “TV and Music” section, featuring profiles of stars, such as Jerry Lee Lewis and his wife, “Why Alan Dale天猫 at the networks in the 20 years,” said Dody Gunderson.

Most important of the three is Screenland, a magazine for movie theater patrons long known for its listings of current and upcoming attractions. Screenland, which already has orders for 600,000 copies per week from some of the biggest names in the business, is expected to be a circulation of $5,000,000. Capitol Press, with offices in every city of the United States, is expected to be a circulation of $5,000,000.

Several summers ago it was the “My Fair Lady” original cast album and “West Side Story,” but the potential is endless. The big question is which label will push the most and which group of record buyers will be the most. It’s a question of how many records are sold, not whether they are sold.

Dealers Blames

Monaural Glut

NEW YORK — Many in the trade have predicted that stereo records will be the downfall of the monaural LP. The recent spread of the transistor and the increase in the volume of monaural product have put an end to that prediction.

The new transistor-age series of the “Big Band” LPs have been an unqualified success and the volume of monaural product is increasing. This is not to say that stereo records are not selling. The problem is that too many labels are producing too much and not enough is being sold.


Stereo Records

More Than 30 Labels Launch Stereo Lines; Dealers Report Bulk Sales

By REN GREVATT

NEW YORK — Barely six months after the first stereo records began to arrive at the stores, it is already being forecast that stereo for at least a year and as long as 15 to 20 percent of the market. The same source today freely admits that “it looks like something more than that already."

Equipment Campaigns

Newsprint ads are being run consistently by major dealers and department stores, offering stereo phonographs and receiver-turntables at a discount of 20 percent or more on the equipment.

General Usage

Yet among the more than 30 labels that have introduced stereo disk lines and there are actually hundreds of recording companies on the market. The most notable fact about it is that dealers are reporting high activity in the stereo product now available.

The arrival of stereo records is also being widely credited with the considerable growth in the disk business in the past few years.

Several summers ago it was the “My Fair Lady” original cast album and “West Side Story,” but the potential is endless. The big question is which label will push the most and which group of record buyers will be the most. It’s a question of how many records are sold, not whether they are sold.

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Jukes Build Own Niche in Mexico

100% Import Duty Spurs Home-Made Product; 2,400 Turned Out Annually

By AARON STERNFIELD
MEXICO CITY—Add the average United States citizen what occults into the south is light and half numbing something about potpourri gory, their loungers covering their faces, taking sniffs in the public square; about pretty men and women with plumes and about mutations, repulsed in the face of fading in the deaths in the afternoon.

The press own seminaries and it is on the public part of Mexico.

But another part of the land, a mile most American alike fail to grasp, consists of smart, cosmopolitan cities, govanning some industrial developments and one of an economy that is making the transition from the 19th century to the 20th century in a matter of decades.

In terms of industrial potential, Mexico is very promising. The Mexican citizen is not in the same position as the United States citizen in the sense that his working class are more likely to be part of an industrial development.

Go north to Montevideo and you’ll see a Latin version of Pittsburgh. Take the main route to Acapulco and you’ll see cotton, silver, oil, etc., the area has something for pharmaceutical laboratories and automobile plants.

Outside of the camera-frequented visitors and the occasional political type who wander through the city, there is nothing much to see or do. The city, built in 1925, is not a restoration in the sense to honor history. Towns and churches have been in constant use for four centuries. But on this public square in front of the historic churches of San Pedro and of the church of San Miguel, you can see the faces of the Mexican people in all walks of life.

SIXTH-YEAR PRICE: 35 CENTS

SHOW BIZ SETS MAJOR BREAKS ON MAG FRONT

NEW YORK—Show business coverage gets a big boost this week from three consumer publications. "One Magazine" launches its new "Sh-sh! Business" section, which will include national listings of movie, music, book, record, record company and television events, cost, prices and opening times. "One Magazine" also features a special report this week on "Weird, Wild, Wonderful America," under the editorship of Mike J. In the "TV and movie music covers," starring with Dr. Jerry Lee Lewis and his野猫, "Why Also Dale fans at the networks, and What Jack Pizz) did to Dobie.

One Magazine will continue its series of covers devoted to a gaucho type of film that couldn’t possibly catch on at one time two votes. "What will they get out of the silver screen周四?" the fact that the men’s and women’s tickets are not expected to be on the market in quantity for a few weeks.

Equipment Coverage

Newspapers ads are being run by all major dealers and department stores, offering stereo phonographs and other units at considerably reduced prices on the equipment. Some dealers have indicated that they are selling them. On the other hand, some dealers have indicated they are selling them. On the other hand, some dealers have indicated they are selling them is a matter of opinion.

News of 30 labels already have introduced stereo disk lines and there are actually hundreds of releases now on the market. The fact is that it is dealers that are recording their activities in the stereo products now available.

The arrival of stereo records is also being widely heralded with the expectance of the general public to the disk business in the past few years.

"Several summers ago it was "The Fair Lady" sound record and "Petticoat, which brought the people into the stores," said one label executive. "This year it’s "The Merry Widow."" It’s a great summer. If you’ve got any ideas about what’s going on in the world, don’t be misled by all the talk of all the music." Those records deal with all of the stereo releases for their present market.

The 30 plus labels already have recorded some of their stereo products in the last few years. Some labels have published public awareness and acceptance of stereo via aggressive merchandising, both as to favorable pricing and other methods of sale.

Framed dealing with Monaural Glut

NEW YORK—Many in the trade have predicted that stereo records would come to dominate the record market, but few predicted that there was a sale of monaural LPs. This week, one prominent Manhattan dealer pointed out that 40%-50% of the sales were for monaural LPs.

"It isn’t that stereo’s lasting momentum is any less. It’s because of the volume of monaural product, being put out by many labels. Broadcast stations are giving new monaural albums a lot of play. New stations are being brought out. It’s the old story. What do we order and what do we put up? The slide albums are a good example. One gets going line and suddenly there’s another one. We used to order $100 or $150 or $200 on one New Sunara LP. Now we order maybe $40. The labels could fill their own monaural LPs by cutting down on releases."

Dealers Blame

The Advertiser

NEWS OF THE WEEK

TAXCO, Mexico — Most tourists passing this village of incredible beauty nestled high in the Sierra Madre Mountains feel that they have been transported to another century.

Outside of the camera-frequented visitors and the occasional political type who wander through the area, there is nothing much to see or do. The town, built in 1925, is not a restoration in the sense to honor history. Towns and churches have been in constant use for four centuries. But on this public square in front of the historic churches of San Pedro and of the church of San Miguel, you can see the faces of the Mexican people in all walks of life.

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Indianapolis—The future author of a new edition of the "Who's Who in Business" has been a businesswoman for 20 years.

Majors in Good Shape If Foreign Trend Continues . . .

The trend toward foreign hits as exemplified by the popular foreign songs and the major labels greatly if it keeps up. The majors, via their foreign affiliations in Europe and South America have a good look on much of the pop talent abroad.

Jazz Poets Fail to Embrace Hip Exot, Cool Anti-War Issue . . .

The jazz-poetry movement, which flowered in San Francisco while back and then invaded the East, has failed to make it in the sophisticated cities. The poets have not been able to reach the masses.

Discontented Dealers Continue Attacks on Evils of Business

Dealer discontent continued in ferment this week in both Dallas and Washington. The Textbook Group blamed Columbia Records’ "Dollar Dividend" plan while the National Dealer’s Association took a dim view of disk buying procedures of chains and mail order stores.

Meanwhile, Washington retailers nipped group action to counteract evils of discounters, racketeers, clubs and chain operators.

Page 47

DEPARTMENTS AND FEATURES

Advertising Costs 71 Magazine Prices 71 Major Mail Chas. 71 Auto-Adver. 71

NEW YORK—Show biz sets major breaks on mag front.

Stereo Records: After 6 Months: Baby Doing Fine

More Than 30 Labels Launch Stereo Lines; Dealers Report Brisk Sales

By REN GREVATT
NEW YORK — Barely six months after the first word on stereo records, the "disk in depth" are already reaching the dealers' door. The technical potential, and are already apparent being well accepted at the dealer-computer level.

Turnaround: Last May, many dealers preferred to dismiss stereo as a gimmick, type of fad that couldn’t possibly catch on for at least one to two years. "What will they get out of the silver screen Thursday?" the fact that the stereo products now available. The arrival of stereo records is also being widely heralded with the expectation of the general public to the disk business in the past few years.

"Several summers ago it was "The Fair Lady" sound record and "Petticoat, which brought the people into the stores," said one label executive. "This year it’s "The Merry Widow." It’s a great summer. If you’ve got any ideas about what’s going on in the world, don’t be misled by all the talk of all the music." Those records deal with all of the stereo releases for their present market.

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"It isn’t that stereo’s lasting momentum is any less. It’s because of the volume of monaural product, being put out by many labels. Broadcast stations are giving new monaural albums a lot of play. New stations are being brought out. It’s the old story. What do we order and what do we put up? The slide albums are a good example. One gets going line and suddenly there’s another one. We used to order $100 or $150 or $200 on one New Sunara LP. Now we order maybe $40. The labels could fill their own monaural LPs by cutting down on releases."

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Majors Holding Big Cards
In Trend to Imported Hits

By BOB ROLONTZ

NEW YORK — If the trend toward foreign hits, as exemplified by the current smash "Viva Las Vegas" on Decca and the recenthit "Toroera" on Capitol, the major labels may find themselves in the most fortuitous position they have been in years as far as singles are concerned. For the biggest firms, Decca, Capitol, Columbia, RCA Victor, Mercury and M-G-M, then, foreign distribution deals and tie-ups with European and South American distributors, have filled most of the important pop niches in Europe. Although some of the alert labels, notably Kapp, Dot, Seeco and Verve Records, have enticed original material from the majors have and are still grabbing of-the-shelf hits.

The singles hits are an added plus for the majors. Most of the deals, however, were made in Europe over the past few years and are intended to help them sell their albums product in Europe and South America and to have a source of foreign classical and top pop LP’s for the domestic market if releases were not wanted or needed by the large domestic firms. Still, many of them are sufficient to re-use any foreign singles except under pressure or when the same

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MONEY-SAVING SUBSCRIPTION ORDER

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

Attractive foreign rates available. (For current rates write to answers.)

Your name is now on file. Please enter a renewal.

Bill me

Name

Occupation or Title

Address

City

State

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

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HIT PARADE TO SELECT

By BILLBOARD LISTINGS

NEW YORK — The 1956 edition of "Your Hit Parade," which starts on the CBS-TV network in October, will use tunes taken from The Billboard’s "Hot 100" chart and from the Billboard’s NYU Best Selling Single Records Chart. The newly-styled edition will be in format similar to previous years. It will be divided into four sections, each section featuring a different category of popular songs. This will enable the program to use many different tunes from the "Hot 100," without being restricted to the same songs.

One of the shows will use these tunes selected from the top 12 of The Billboard’s "Hot 100." Another section will use new tunes with foreign hits (not on the charts). Another section will be called "The Time of the Hit Parade," featuring hits of other years. And the fourth portion will use the top three songs in this Billboard’s Hit Parade.

Stars of "Your Hit Parade" coming this fall will be Dorothy Collins and Johnny Desmond. Guest stars will be available from week to week. Harry Simms will be the musical director.

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Two Dealer Groups
Voice Discontent

DALLAS — Two-fifths come out of the strengthening mood of discontent directed against alleged evils to which the dealers are taking exception according to the statement.

The Society of Record Dealers of America, the Sweepeas, at an attempt by mail-order house to set up direct factory buying operations with record manufacturers.

The statement of the other officials, that the record firm has "placed the record..." (Continued on page 4)

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White Heads Warner in Chi

NEW YORK — Jack White has been appointed manager of the Chicago branch of the Warner Bros. record operation, according to Hal Cook, sales chief White will have three salesmen to cover the territory.

The Chicago territory was originally scheduled to be split with Dodds, who is in charge of the Warner branch.

White was with Columbia the six years and prior to that was with Capitol for five years.

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Columbia Gets
Goldlocks

NEW YORK — Columbia Receiv-ers has landed recording rights for three of the important recordings of the coming Bonanza season. The majority of the important recordings are expected by Walter and Jean Kerr with music by Larry Borenstein, and the lyrics by Jon Ford and the Kerr "Goldlocks" will open in New York on October 17th, the recording will be made October 12. Goldlock's authorization, the Sweepeas Records, who negotiated the original rights, will supervise the recording date.
HOLLYWOOD — Verve Records is aiming for the heaviest re- lease of the industry's many coming fall market. This will con- sist of two LP packages, both the pop and jazz fields, plus an undisclosed number of stereo albums and singles. New job will be announced later, but it is understood that the package will include jazz and rock album sellers as well as current items, in a general style of the strongest possible-voiced potential.

Verve's full product will be appearing in fall on AT- LP's series of double-LP packages announced in August, for the first time in color, and for the first time will be available in stereo. Verve has elected to coordinate with the con- tour's 70th birthday in "Elia's Book- shop," which is set to be released with "The Billboards" in September

Carl Sandburg.

ARMS & "The Stars"

Vol. 19.

Music of "The Stars"

But Not The

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the actual Marcha's album, also titled

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RCA IN BRITAIN SETS CAMEL, GOLD, STANDARD

London's 88 re-issues of famous recordings made by American artist

Dick Tracy's new subsidiary com-

pany, with a label titled Camel. RCA announced.

The 12-inch LP's which will sell at all the prices below those now being paid for

The Camel disks will, like the Dick Tracy, be distributed by Ge- Decca. It is expected that the

final market price will be about

two dollars for the special, and

one dollar for the lower-priced

versions.

The price for the Camel label will be about the same as for extra press-

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Bing Crosby, Perry Como, the
country singer is to be released by

with Hoagy Carmichael and Eddie Condon. There will be a whole

catalog of Anglo-American artists, in- cluding

RCA has announced a new EP

the feature disk featuring U. S. artists playing four of their best

tracks. Jackie Mclean, trombonist;

Glenn Miller, Duke Ellington;

Vanguard Mammie, Lionel Hampton, and

and Perez Prado are among the leaders.

New York — Verme

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the feature disk featuring U. S. artists playing four of their best

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Factory Buying Stories Start Trade Buzzing

NEW YORK — Direct factory buying of records appears to be gaining in importance as a result of the recent buy-out by Russell Trading Company, and on the other as the wholesale dealers in New York, which consist of a large number of chain stores.

Reports circulate that the trade has learned that Selzer has purchased substantial quantities of disks directly from many companies, including some of the largest, at very favorable prices, in some cases below normal dealer costs.

The Russell operation is one which does a large business in the specialty and precision field — in other words, in the so-called stock dealers.

The story is being told, trade deals with various labels are to be used for the premium end of the business. However, there are indications the many of these volumes of records have been redistibuted by other dealers, such as at the Klein and Peerless operations.

One wholesale dealer source stated that since LP's were sold by the thousand at the New York price of 50 cents each, and that the practice was reported to have been going on, some of Selzer's deals also indicated that transactions will at least one of the involved were located in the neighborhood of $500,000.

Contacted for a statement, Selzer said that most of the merchandise involved was in 78s, and 45s and assembled sets, and that the companies wanted to be sure that the company would have enough of such material to cover the sale and entire reissue.

He added that the company continues to do business with Columbia and will continue to do business with Radio City. The idea is to get as many names as possible under the one label, including the gold disk label. The more money collected, the larger the volume to be sold.

According to Neil Lavett, K. T. Pug cartoonist for the New York World-Telegram, the local chamber of commerce has joined in on the promotion, and AE backer will run a feature on the diagonal-pin LP in the New York Times.

Lavett said they expect to select funds to make for an 18-inch long disk pin.

LOMAX-LUDOW PACT, KEYS ROLE OF FOLK SONG

NEW YORK — The importance of folk and folk-based song material has been high-lighted in the past few months, as has been pointed out by Douglas Lomax, president of the newly organized Lomax-Folkways Inc., and Howard S. Richmond, president of Folkways Inc. The companies have signed an agreement (this is the first of its kind in this country) which will make up a new and, many of the Richmond and Lomax folk material has been in the public domain, but has never before been sold as complete.

The records will be available to the public through the management of the Lomax-Folkways Inc.

An example of the strength of such material on record is a recent reissue of songs by Madison Theatre, which was reissued on the Columbia label, which won an Emmy for the achievement.

Also on the Columbia label, which is distributed by the William Morris Agency, are the works of Ethel Merman, Billie Holiday, Ella Fitzgerald, and the new single, "The Three Little Pigs," which is a direct reissue of the 1937 original.

The whole line taken for the Columbia label will be distributed by the William Morris Agency.

This is in being handled for concert bookings by Sol Hurok, the only one currently handling the group.

The plan will start on November 11, with the opening of the October 12. Carpent has just released a new LP album for the Columbia Records titled "Decca Promotions."

His last set, "Concert by the sea," is one of the labels of the top-selling LPs.

Majors Holding

"Continued from page 12"

The MCA owns 51% of the company, and do it because they own their own labels, and A&R departments, and they have to deal with, or else be powerful enough to dominate their type of business, and the man that they have to expend their entire time.

Distribut Problems

An interesting point here is that American radio-stations usually have to distribute their music, and that's the reason they have to do deals with dealers, or else be powerful enough to dominate their type of business. And the man that they have to expend their entire time.

Radio Royalty Report Readeid

WASHINGTON — The Senate gave its unanimous consent Friday (23) to the bill (S 119538) introduced by Senator Humphrey (D-Minn.), and the bill is expected to be enacted into law. The Senate agreement was reached in the Emergency Committee of the Senate, which is now studying the problem of copyright in music, and the provisions of the act are expected to be announced in the near future.

A major point of the act is that the long-existing use of "恐慌ist" in music, and the act is expected to be enacted into law. The Senate agreement was reached in the Emergency Committee of the Senate, which is now studying the problem of copyright in music, and the provisions of the act are expected to be announced in the near future.

Combined report will con-
AMF’s ‘Aid Pact’ Builds Live Jobs

NEW YORK — The American Federation of Musicians under the guidance of President Vincent Keppin is taking what many consider a more positive stand in the fight against mechanization. Latest evidence of this new spirit of cooperation comes in the form of a recent agreement of a mutual aid pact among the musicians in Belgium, France, Italy, Spain, Germany, and the Netherlands, which all take part in the international agreement, and was induced by the AMF, stated that it would “go a long way toward countering a serious employment situation caused by the mechanization of the business.”

International agreement was announced last week by Stanley Ballard, former AMF chief Kenin, with regard to the mutual aid pact which had been induced by the AMF, stated that it would “go a long way toward countering a serious employment situation caused by the mechanization of the business.”

WAVY Shifts To Live Ork For Adult Hop

NORFOLK — WAVY-8 TV here first started to interview a week or so ago, immediately following from a photo-disked from the show and its debut show, which aired earlier, was asked by the FCC as No. 8 live TV stations in the Tidewater area, and hit it’s peak in response with current peps. The juvenile development pertaining to the one is not quite as strong, but it’s impressive. The corner of Clark’s “American Revolution” is now graduated by WAVY-8 TV and produced by Mr. and Mrs. Ork’s program “The Fifty-Fifty,” which it is said, are the most popular songs chosen by the managers.

(Continued on page 4)

Welk Moves To Plymouth Seyg

NEW YORK — The Plymouth Seyg, starring Lawrence Welk, formerly known as “Laurence Welk’s Top Tunes and New Tunes,” is moving from its previous location at 31st and Madison Avenue to 32nd and Madison Avenue, beginning from Mondays at 9:30 p.m. to Wednesday at 9:30 p.m., and it will capture more of the fine audience who, according to the Seyg itself, amounts to 150,000, which see and hear Welk and the Seyg. Welk’s only weekly show at 31st and Madison Avenue is the new title “Dodge Dancing Party.”

11 NEW LABELS OFF & RUNNING

NEW YORK — Eleven new labels issued the disc jockey parade this week, sending The Billboard into a panic as the reviewers

(Continued on page 4)

BIRD DOG GRABS LEAD IN FAST CHART SHIFT

NEW YORK — First place position on The Billboard’s Best Selling Single Record chart is becoming a “fast shift.” If you’re going to keep the crowds moving, you must keep the records moving too, which is what the No. 1 slot, two of them change hands every week, is all about. The other top slot is held by the top live program, “Bird Dog,” by the Everly Brothers. Their single, “Bye Bye Love” was first time. It edged Deirdre Monosk’s “Solve,” which was a new entry at the No. 1 slot. Previous to “Volatile” by Rickey Nelon’s “Tune” last week’s No. 1 slot, was entered in June of this year. And prior to its position, Elvis Presley stayed on top for two weeks with “Heartbreak Hotel.”

(Continued on page 4)

Red Foley Jackpot for Shop Center

FORT WAYNE, Ind. — Responsive but potent advertising of “Red Foley’s New Audio Appearance” by television’s Red Foley, has brought into existence a new potential for the Grand Leam chain here recently, with the result that large amounts of electronic parts were clicked into a new audiocentrum to meet the demand between the hours of 10 a.m. and 9 p.m.

All of the store visitors were given box to 10 photogs of Foley, which was a heavily-contrived digitized group of the crowd which had come to see the opening a balloon for the making of Dolex work and caused a general excitement in their year of sponsoring of Foley’s “Jubilee U.S. A.” on ABC-TV. Foley was set up in the music outlet department of the store, assisted by three attractive professional models in addition to the music direct, and a new sound generated by displays of Dolex records. Two city police were called to keep the crowds in order.

As a result the relations agency lined up two live vocal groups, plus a Western band, and an impressive array of speakers. A microphone was placed over the music, and the band was used to add a general excitement to the whole. The local ABC affiliate made a special TV spot featuring a salute from the local music guild which covers Foley’s weekly.

In the three years that the show has been on the air, it has gone up, its 2,500-car parking lot had never been filled before Foley’s visit.

Miller Lands Stars for Chi School Show

CHICAGO — In co-operation with the U. S. Dept. of Education, WIND, local Westinghouse school house outlet, is sponsoring a “Back-To-School” evening live show at Lane Tech, a school in southern suburbs, with outstanding grand puppets and civic and national figures participating in a fund-raising and information answer. The first two hours of the series will be broadcast with WIND, starting at 7:30 p.m.

National School House House, who undertook the program to stimulate interest in the return to school after Labor Day, was beamed the following cast: Tommy Maloney, Michael Smith, Pat Wayne, Dale Wright, George Hamilton IV, Pat Taft, the Priests, the Time, the Imperialz, and Nellie and Dale Nichols.

Miller will probably moderate the show since he is the only Chicago puppeteer that can duplicate the character. Mayor, Richard D. of Chicago will be present and other national figures have been

(Continued on page 4)

Garner Sets 7-Wk. Tour of Concert Halls

CHICAGO — Earl Garner and his band, The Soul Brothers, have set seven weeks of a tour which will include the Columbia keyboards and horns, starting October 12. At Orchestra Hall. And they come at any time from the traditions of a classical program, with only three or four nights per week, and even some weeks, you can drop it by 250 miles. Tour, booked by Sol Hard, will find the group up to 50% of $50. $80 Garner will work from New York.

(Continued on page 4)

WAVY Shifts To Live Ork For Adult Hop

NORFOLK — WAVY-8 TV here first started to interview a week ago, immediately following from a photo-disked from the show and its debut show, which aired earlier, was asked by the FCC as No. 8 live TV stations in the Tidewater area, and hit it’s peak in response with current peps. The juvenile development pertaining to the one is not quite as strong, but it’s impressive. The corner of Clark’s “American Revolution” is now graduated by WAVY-8 TV and produced by Mr. and Mrs. Ork’s program “The Fifty-Fifty,” which it is said, are the most popular songs chosen by the managers.

(Continued on page 4)

Welk Moves To Plymouth Seyg

NEW YORK — The Plymouth Seyg, starring Lawrence Welk, formerly known as “Laurence Welk’s Top Tunes and New Tunes,” is moving from its previous location at 31st and Madison Avenue to 32nd and Madison Avenue, beginning from Mondays at 9:30 p.m. to Wednesday at 9:30 p.m., and it will capture more of the fine audience who, according to the Seyg itself, amounts to 150,000, which see and hear Welk and the Seyg. Welk’s only weekly show at 31st and Madison Avenue is the new title “Dodge Dancing Party.”

11 NEW LABELS OFF & RUNNING

NEW YORK — Eleven new labels issued the disc jockey parade this week, sending The Billboard into a panic as the reviewers

(Continued on page 4)

BIRD DOG GRABS LEAD IN FAST CHART SHIFT

NEW YORK — First place position on The Billboard’s Best Selling Single Record chart is becoming a “fast shift.” If you’re going to keep the crowds moving, you must keep the records moving too, which is what the No. 1 slot, two of them change hands every week, is all about. The other top slot is held by the top live program, “Bird Dog,” by the Everly Brothers. Their single, “Bye Bye Love” was first time. It edged Deirdre Monosk’s “Solve,” which was a new entry at the No. 1 slot. Previous to “Volatile” by Rickey Nelon’s “Tune” last week’s No. 1 slot, was entered in June of this year. And prior to its position, Elvis Presley stayed on top for two weeks with “Heartbreak Hotel.”

(Continued on page 4)

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(Continued on page 4)
Music Business Offices
Redecorate to Beat Band

By FERRIS BENDA

NEW YORK — A note of ele-

gance is starting to work its

magic in the Midtown area, where

an important chain of high-priced

music publishers is overhauling its

facilities. The aim is to render the

offices more attractive, and to

boost sales.

The new and improved offices

will be of the modern type, with

contemporary, sharp shapes, and a

modern, sleek appearance. The

Million Dollar Music Corporation,

Inc., at 850 Broadway, has

recently completed a major

renovation, and the result is a

handsome new office. The

para
digm change is evident, and the

new facility is a step ahead in the

world of music publishing.

Stereo Disks
After 6 Mos. Doing Fine

(Continued from page 1)

America's Fastest
Selling Records!

STUDIO" "DANCE EVERYONE DANCE"
BETTY MADIGAN

"A LITTLE BIRD TOLD ME"
TINA ROBIN

MARJOLAINA" — GOGI GRANT

"LADIES PLEASE REMOVE YOUR HATS" — LOU BUSCH

ROUSE, INC., ABC MUSIC
160 West 51st Street
New York 19

"DANCE EVERYONE DANCE"
"A LITTLE BIRD TOLD ME"
America's Fastest Selling Records!

STEREO DISKS

STEREO DISKS

1958

Heeding for

The Billboard

FREY SUES OVER
TRADE-MARK

NEW YORK — Audio Fidel-

ity, Inc. has filed suit in U. S. Super-

court for the Southern District of New

York, to enjoin one of its rivals

from using the name "Audio Fidelity," by

Miller International Corporation.

The suit involves a dispute over

the use of the name and trade-

mark "Audio Fidelity," which is

controlled by Miller Interna-

tionals Corporation, of New York,

and Miller International, Inc., of

Chicago.

The suit is reportedly

based on the contention that the

two firms have been using the

name and trade-mark for radio

clocks, and that Miller Interna-

tionals Corporation has been

using the name for phonograph

disks.

The suit names Miller Interna-

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The suit is announced to be

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BIGGEST BEAT
"up until now"

BY
JOHNNIE RAY

b/w No Regrets
4-41213
on
High-Fidelity
Records
by
COLUMBIA

HEAR JOHNNIE SING ON ED SULLIVAN'S SHOW SEPT. 7th, CBS-TV
DISTRIBUTOR & ONE-STOP-DIRECTORY

MIDDLE ATLANTIC

World's Largest Selection of LPs...All 45's...All Tapes
Speedy Service—In One Stop
Dealer's Unit Cost—69c/Box
No SC Over to Members!
ALL SPEEDS! ALL LABELS!
Friday, Saturday, 10 a.m. to 6:30 p.m.
Try Our 1,000-Unit Service—any cities—
Cable: 827-GO

GOODY ANNEX, INC.
250 West 49th St., N. Y. 19, N. Y.
Phone: Plaza 3-7956

— YOUR WHOLESALE —
NOT YOUR COMPETITION
New York's Newest, Most Complete
ONE STOP SERVICE
All Labels—All Speeds—All Conditioned
Free Five Minutes—to-Pick-Up
NEW YORK RECORD DISTERS, INC.
1901 Tombs Ave. 10th Fl.
New York 1, N. Y. Wisc 7-1910

It's ALPHA for Akin, Acme, Alden, Chancellor, Checker, Chen, Imperial, Koon, Max, Specialty, Sun, Vite, The independent hits in the New York City area.

ALPHA DISTRIBUTING CORP.
457 West 46th St., N. Y. C.
Phone: Circle 7-8177

ONE STOP RECORD SERVICE

WHOLESALE

All Labels—All Speeds—All Conditioned
(Nothing over)
Associated with Important Distributors
THE MUSICAL SALES CO., INC.
19-21 Delancey Street
New York City

ONE STOP SERVICE AT WHOLESALE PRICES

ONE STOP RECORD SALES

1209 High St.
Burlington, N. J.
181 South Ave.
Rochester, N. Y.
734 12th Ave.
Stamford, Conn.
1916 Prospect
Central, Ohio
10511 Chapel

TV-ers Host Time Buyers' Junket

ALBANY - Evidently one of the most successful and attractive ways of treating time buyers to a pleasant luncheon is for broadcasters to offer them a day in the country. One of the most popular recent junkets was provided for Eastern agency time buyers by Capital Cities Tele-
vision Corporation, owners of radio Stations WQOW and WITS-TV, who Tuesday (13) planned host to some 120 time buyers at their fourth annual "Time Out For Time Buyers" at the nearby Saratoga Race Track.

No Price Hike By Cult

NEW YORK - Pickwick Sales Corporation, parent company of Cult records, added another chapter to the success story of its "Don't Wait Until It Is Too Late" campaign by announcing that retail price, Cy Leslie, Pickwick Sales, announced that the price hike is too great a stimulus to impulse sales and should not be increased.

The firm, now in its 13th year in the kiddie field, has added the "Bomber Room" and the "Wal-

DISTRIBUTOR NEWS

by Howard Cook

JANET O'BRIEN of Record Distributors in Pittsburgh reports heavy action on "Dance, Every Day!" (ABC), "The Late Show" (CBS), and "The Town That Time Forgot" on ABC. It is one of the firm's top disks. "I Don't Want To Set The World On Fire" by Southerncross, "Fool Me" by The Redheads on Epic is also strong. "Little Tenderloins" by Tab Smith and "But Not For Me" by Ahmad Jamal on Argo are also going well. "Summertime, Summertime" by Paulyn on Epic and "Love On Earth" on Horizon. Other hot items are "Wait For Me" by Ray Hamilton on Epic and "We Have Loved" by Jackie Wilson on Brunswick. The label will hold on to the top spot on Argo, "Champagne Dance Music" and "The World's Finest Music" by Lawrence Welk, "Cool Is A Yellow Bird" by Jack Casady and "Galleiy of Gershwin" by Manny Albam and "Reunion In Hi-Fi" by the Glenn Miller singers both on Coral.

Oscar Durla, record manager of Oscar Distributors, Inc. in Syracuse, N. Y., lists "Penny Bag" by the Aces Brothers as his hottest new platter. "Not So Easy" by Jack Casady on Eclipse is also strong. The firm has several strong albums which include the "Trembling of a Leaf" by Ray Hartley, "Having A Ball" by the Thirteenth Floor's "Time Concerto No. 1" by Van Cliburn. The Victor title series are exceeding sales expectations. Doctors that the label will prove a healthy factor in stimulating the record business this fall.

Dan Walters, of Columbia Record Distributors, Inc., in Baltimore, includes "Treasonable of Love" by Eldon Bogards among its top-selling records. According to Walters the platter is really hopping in the Baltimore-Detroit territory. On the other end of the price run by the County Lads, "Put A Ring On My Finger" by Lex Paul and Mary Ford, "She Was Only Seventeen" by Mary Thomson, "It's Gonna Roll Again" by Jill Convy and "Last Time Around" by John Texas are still strong. By John Ray and "Tumble" by Tony Bennett are the fastest-moving new Columbia records. Top LP is "Let's Have Fun" by Miles" "That's The Way She Likes It" by Ray Conniff and "Sittin' Still" by Johnny Mathis. Walters reports that dealers are very receptive to Columbia's fall "Foxtrot Flair". The label's new stereo releases are moving well.

Stuart Levy, record mahdl at Faison Distributors in Buffalo, lists "Promenade!" on Bill Bros. on his 20 top platter. "My True Love" by Jack Scott on Capitol, is still big. "Born Too Late" by the Puss Tail is still climbing. "Your Cheatin' Heart" by George Hamilton IV on ABC-Paramount is holding. "Down The Aisle Of Love" by the Quicks on Host is gaining. A special collaboration by Frank Oakey and the "Many Girl" On Kero is a sleeper. "The Happy Mandalin" by Peter De Angelis and "Ginger Bread" by Frankie Avalon are still coming in. The "Merry Daddy" has her "Hail Rain" by Edie Gene on ABC-Paramount is going well. "Near You" by Frances Craig on Dot is breaking. The "Lovers" are Pat Black. "Sunny Vals" by Pat Black and "Value" "Mistletoe" by Bobbe, "Loves You" by Ernie. Columbia's "ABC-Paramount" Levy and fellow distributor in Buffalo are preparing for the second annual baseball game between disk jockeys and record distributors. They're on getting even for the 21-4 wallowing of last year.

NEW YORK SCENE. Benny Blaine of Comstock Distributing Corporation reports several strong disks with each of his lines. Atlantic is breaking with "My Life" by Charlie Wilson, "The Doctor" by Bobby "Forgive Me" by the Two Chaps, "My Bonnie" by Ray Charles, and "Brown Eyes is Blue" by Eddie Condon. Capitol lists "My True Love" by Jack Scott, "I'm Sorry" by the Royal Holiday and "Lisa, The Tower of Power" by Frank Pelo. Decca have two new labels, "Take My Hand" and "Now That You've Gone" by the Laddies. "Baby Doll" by the Ecclesi is on top. Decca is also showing well. Argo has a new "Honey" by "Philip's" and "McKee and Jeanette and But Not For Me" by the Abadan Jamal Trio. Columbia have a new "It's Only Love" by "Sing" and "Moonlight" by Google Gene. Hot dot platters are "La Paloma" by Billy Vaugh and "Sista Darlin" by Robin's Luck. The studies are also pretty. Dot, "City Lights" in Dan. RCA has just out with "Beto Lung" Cot a New Pair of Shoes" by iddle Freeman and "Broken Hearts" by the Moonlighters. Blaine feels that "Many A Time" by Pat Devlin on Blue Mil is a winner.

DISTRIBUTOR DOINGS: Central Records has appointed the following distributors: Northwest Tempo Distributors in Seaside, Wash., P&P Distributors, Charlotte, N. C., General Distributors, Baltimore, Music City Record Distributors, Nashville, and Robert Record Distributors, St. Louis. A second branch of Central has just returned from an extensive promotion tour.

.. Winpini Record has set Superior Record Sales in New York and Texas and Redistributors in New York. The label's current release is "Forever" by "Love I Have For You" by Sal Sabayon.

NOTES IN THE MAIL: Chicago record director Louie Garnica reports that Ayt, the new addition of ABC-Paramount, hit the Wendy City, with a record "Little Miss Star". At the "Lilac," one of the many, "At the Hay" by Danny and the Redlines, which sold over 100,000.

BRIEFS: Deepest sympathies to Dick Godlewski of Eastern Record Distributors in Hartford, Conn., on the recent passing of his wife.

Your ticket to SALES RESULTS— the advertising columns of THE BILLBOARD!
Mr. Dealer—
Build Traffic in Your Store!!

Mickey Mouse Record Club

The FIRST RECORD CLUB FOR DEALERS
BUILD Traffic and REPEAT TRAFFIC

Here's How It Works:

When a customer buys a Mickey Mouse Club Record, he gets a wallet-size identification card to show he has joined the Mickey Mouse Record Club. With his second purchase, his card is initialed, stamped or punched by the dealer. After the third purchase, the customer gets his choice of any Mickey Mouse Club Record—FREE!

Buy Three—Get One Free
This club applies only to the 98c records, either 45 r.p.m. or 78 r.p.m. Each dealer must buy 75 seven-inch records to get 25 free records. Or he must buy 45 ten-inch 78 r.p.m. records to get 15 free ones. With each order he gets attractive browser boxes, window streamers announcing his store as Mickey Mouse Club headquarters, and a supply of ID cards.

Buy Three—Get One Free
Don't delay. Contact your Mickey Mouse Club distributor for full details. Be the first to bring traffic back to your store with this sure-fire Mickey Mouse Record Club!

Disneyland Records
Burbank, California

Sparton Records
In Canada
U.S. Army Has Another Smash Revue for Tour

By BOB BERNSTEIN

"Rolling Along of 1958"

Back, lyric, and music directors: Jerry Bock, Musical director: Jule Styne, Choreographer: Bob Shork, (Staff Entertainment director, First Army) incorporating modern jazz figures and played to the tune by 10 hit combos from all over, providing the hits for the Led Zeppelin, Mime and the Geophysical. The big surprise turns out to be the sophisticated musical number, "New York's Indoors-outdoors," which includes several standards and a lesser-known number. The show itself is a highly acceptable manner. There she seemed a bit hampered by what was called "embarrassment," but her sets offered many different Mill."
"THE SECRET"

Breaking For
A Smash Hit With...

Gordon MacRae

on Capitol

c/w

"A Man Once Said"

Record No. 4033
WHEELING AND DEALING

TITAN TIDINGS

By BOB BERNSTEIN

Newest chapter in the rise of the biggest monster has been sup
plied by Trouse Adams, comes through who emerged from success
ful. Their latest 30 minute show for the Scott, so I had to conclude
that perhaps there is something different about the musical
beards.

Alben Herteg, Atlantic Rec
ords label head, came to be identified as a new breed, for example, sk
"I dig the beard. I never really liked it when I first heard it, for ex
cept that it sounds like a voice. But I never heard it again until it hit the
air." A colleague of Alben's stated recently that "The King of Atlantic
Studios out caste his old self. Alpert will do likewise and not better.
Meanwhile, it's understood that Tom Dowd, Atlantic's well
known engineer, has shaved his beard, perhaps bowing to the con
ventions of the engineering fraternity.

Mitch Miller, perhaps one
of the most famous beards of all, and credited widely as the new bearded voice, says "A man, to wear a beard, has to earn it in this biz. It's just not the right time.

Extended jazz era Nat Hentoff
media, including the bearded branch but it will still another reason for the beard.

With "My little cornet, so
that I can analyze how much time and effort it will take to have to shave? I'll still have to do it, not to shave. I don't ever see a man who is not only an oboe play-
ner, but is also a cornet player."

Nostalgia: Bernie Farmer, veteran pro
ducer, thinks the time is ripe for a road show drenchedly
opposed to rock and roll. He's been a cornet 90 minutes of
memories in a review format titled "Follows of Yesterdays,"
which, when "Hi Ho, Hail Hail" is booked for Buffalo, Con
necticut, one of the states, is expected to be points west.
Eleven youngsters
will perform in the hotel act and the group will range from
14 to 19. They include Jimmy Clack, Billy Goldberg, South
Bernard, Mike Zanger, Jenny Lind. John McCormack, the Castles and
the thousands who have heard them. The musical will be "Over There,"
which is described as the show's "show," we're convinced people will flock to.

Andre Previn, Shelly Manoff,
Dinah Shore, Richard Verrier and Johnny Green added to "Music, U.S.
A." the Westlinghouse spectacular that stars Bernetta Gordon and CBS.
Ben Per, noted author, hosts "An American in Paris" on WABC-TV, New
York, starting September 15. And Circle's new TV series, "A Night at
Bob's," with Colleen Clark's TV director, will debut on CBS November 19, with specifi
cation point changed to Miami Beach.

Broadcast Beeps: Ed Sul
tanis renounces the Mousson Balto via tape in Chicago and sig
ned Ginger Rogers for a half
season. She'll air on NBC fall to debut in 1959.... "County Fair," long
running radio series, will be received at a downtown studio on NBC-TV, start
ning Bert Parks, September 28.

Many stars in two live col
nants on the same day during August and September, will be received at
dominant assignments on NBC-TV, including Bert Parks. September 28.

MUSIC AS WRITTEN

WAXMAN MAKES PLAY'S HOST

Max (Waxman Music's Silverman's son Mark, married Anna Rock
at the 2400 Hotel in Washington last Sunday. Max, of course, is the man who
is the head of the store that has probably helped get more artists and more record
labels started than any other person in the business. He is also known to
many relatives and friends of Max and his lovely wife, Bertha, who
attended the ceremony, a number of record people were present at
the wedding. The happy couple were on hand to be seen as Leonard Chess and wife, Phil, and the elder Mr. Chess, all of Chicago.
Additional, Norman Kretin, Jerry Wester and wife, Fred and Miriam Bienenstein, Herb Abrahamson and wife, all of New York, and Leo Kowitz, at Baltimore. Even before the reception, Max and his new bride were seen in the vernacular, a gas.

VON JOX

BY JUNE BUNDY

LONGHAIR: G Ordby Baker.
WAXMAN MA Kris A. Wood.
ALLRIGHT: Alphonse, Tex.
"The Thill.
DANCE: New York, N.Y.
WAXMAN MA..." hosted the
WAXMAN MA... in Austin, Tex., seven weeks on a top excel
lent list. situation.

THREE LIONS: EVE.
Albert, Tex., gets credit for the first
rock hop in West Texas. Deer
fangs versus Stevie, known as the "Thill.
DANCE: New York, N.Y.
WAXMAN MA..." hosted the
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ON THE BEAT

By BERN GREGG

Not so long ago Ralph Gleason, venerable jazz critic of The San Francisco Chronicle, spurned the vocal groups he adored and the vocal groups he disdained.

Our investigation into the matter brought forth our questions, and our bewhiskered friends to the ef
fet that they are not trying to get the wave, are you?

The clearest way was that there's no big deal about beards. In fact, it was
even pointed out by one that beard-wearing faces occur no more frequently

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ANOTHER Dot SMASH!

THE HILLTOPPERS

PEGGY'S SISTER

and

Signorina

#15814
**DISK MERCHANDISING**

**Population Shifts Call for Flexible Approach to Sales**

By RALPH FRIED

Many disk dealers still consider the rack a problem, selling, unfair competition and a thorn-in-the-side. This was voiced most recently at the Music Merchants' Show in Chicago when the chairman at the Phonograph Record Classic described the business dealers are losing to such off-beat merchandising forms as racks and clubs.

Many dealers, however, are meeting rack competition head on. They are installing racks of their own in supermarkets, drugstores, etc., and doing such a good job of it that the bigger rack operators work hard to compete in their markets. A case in point is Don Bertch, owner-manager of The Record Rack in Kalamazoo, Mich.

A year ago The Billboard reported on Bertch's operation. At the time, Bertch operated three racks, one in a grocery store, another in an appliance store and a third in a laundromat. He was planning to install a fourth in the staff store of a large hospital.

**Progress Seen**

How is Bertch's rack operation working out? What can other dealers learn from his experience? To find out The Billboard checked with Bertch. Here's how the situation shapes up today:

Bertch now has six racks. The rack in the appliance store grew to become a full-blinded concession which he considers a branch of the parent store. The hospital installation didn't work out. Its failure is attributed by Bertch to the fact that his merchandise wasn't properly showcased.

"They wouldn't put my records out in the open," Bertch said. "As a result, the customers couldn't handle the records the way they do in my store. And they didn't buy.

The grocery store rack has been pulled out. "The owner of the store believed his son knew more about the record business than I did," Bertch explained. "He started telling me what he wanted on the rack. So I pulled it. It got to be too much of a headache."

**Keeping Pugging**

Failures in some locations and headaches in others haven't deterred Don Bertch. He's convinced that racks, supplementing his regular retail business, is the pattern for the future.

It's an understandable fact that the group forecasting city life adopts a completely new set of problems. They begin thinking in new categories, in terms of gardenining, new garters for the house, buying storm windows and screens. If they think of records—the job of going to the city to buy them is looked upon as an oversight.

**Racks' Sudden Success**

The reason racks have been so successful is that they impose no special effort on the part of the buyer. They are located in spots that the buyer is going to frequent. He doesn't have to go out of his way or make a special trip to buy a record.

Don Bertch's Kalamazoo area is ringed around on all sides with small towns and developments populated by the new suburbanites. A quick check of these towns will reveal that very few, if any, have record music stores. Indeed, it is doubtful if any of them could support a full-blinded record-music store with the small volume of business this scattered population would generate. One good solution is to take the merchandise to them on a rack.

An interesting sidelight on the entire problem is the fact that dealers can solicit business with this slidding population through a direct mail campaign. But, as a recent Billboard study showed, only about one dealer in five uses direct mail promotion on a regular basis.

**Get Rich Quick?**

Not too many dealers are going to find the record route a road to immediate riches. They will frit, however, as Don Bertch has found, that they will more than hold their own and, over a period of time, show modest gains.

Bertch, for example, told The Billboard that each of his racks does about $10 a week. Individually, that isn't much. But taken together it is $60 a week that he wouldn't have gotten. Assuming that Bertch continues to put out racks at last year's rate, he'll be doing $120 a week that he might have missed had he been content to wait for the business to come to him.

Does the rack operation involve much time and effort? Bertch doesn't think so. He does all of the merchandising himself during the slow periods in the store. A time of the six racks takes no more than a couple of hours.

It's Bertch's opinion that the fall and winter are going to be the biggest he has seen in recent years. A barometer of interest in record sales, oddly enough, is his replacement needle business.

"When I start selling needles," he explains, "it means that people are starting to think about their phonographs after a lapse of time. I've already started selling needles—earlier this year than last. So it seems that business is going to pick up real good."

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**THE BILLBOARD**

AUGUST 25, 1958

**RECORDS**

**THE BILLBOARD Weekly Index**

**RECORD SALES IN RETAIL STORES**

Total Unit Record Sales remained somewhat healthy, considering the sales period covered, for the period ending August 11. Actually the current week would be termed "somewhat healthy" due to the normal summer drop in sales that is experienced each year in the record business.

The greatest increase for the current period is racked up by the EP's, and this is undoubtedly due to the two Presley "King Creole" packages. Both of these are registering unusually high sales.

Other releases remained about the same as the previous period and thus did not change the overall picture.品料 for these summer weeks seem to about average as compared to 1957.

**TOTAL UNIT RECORD SALES**

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**BIG NEWS! BIG HIT!**

**"MY WHITE CONVERTIBLE"**

by J. HUDE

**NOW YOU CAN SEE AN ENGINEERING REPORT BY THE HARVEY BROTHERS**

---

**DOES YOUR ONE-STOP SERVICE MAKE MONEY FOR YOU?**

How you beat the poor service problem with your one-stop service. Here's how one really good record business because of its one-stop business. Here's how one really good record rack business has its one-stop service on an effective basis.

**SWITCH TO MUSICAL SALES AND MAKE BIG ON THE PROFIT ROAD!**

Music Sales—leaders in information services for Baltimore, Washington and Virginia—gives you all the services and information you need to increase your record and accessory sales in the Baltimore-Washington area. And the sales department's got the most complete report service in the nation.

The biggest selling feature is the complete record and accessory service in the nation. The complete selling service is the biggest and best in the business. Our model- size operation is the most complete and effective service in the nation.

---

**THE MUSICAL SALES CO.**

Muscial Sales Bldg., Baltimore, Md. - 7-7755
New Albums from Verve

POPS...

ANITA O'DAY SINGS THE WINNERS  
MGV-8283

LOUIS ARMSTRONG UNDER THE STARS  
MGV-4012

RANDY SPARKS  
MGV-2103

JOSEPHINE PRENICE IN PARIS  
MGV-2102

JAZZ...

SONG OF THE WANDERER—KID ORY  
MGV-1014

5 STEPS TO DANKWORTH—JOHNNY DANKWORTH AND HIS ORCH.  
MGV-20006

THE PERENNIAL GEORGE LEWIS  
MGV-8277

STAN GETZ AND THE OSCAR PETERSON TRIO  
MGV-8231

POPS...

THAT WARM FEELING  
MGV-2088

DANCE ATOP NOB HILL—ERNIE HEECKSCHER AND HIS ORCHESTRA AT THE FAIRMONT  
MGV-4007

THE FUTURE LIES AHEAD—MORT SAUL, ICONOCLAST  
MGV-15002

ELLA FITZGERALD SINGS THE DUKE ELLINGTON SONGBOOK WITH DUKE ELLINGTON AND HIS ORCHESTRA  
MGV-40104

JAZZ...

ELLA FITZGERALD AT THE OPERA HOUSE  
MGV-8264

THE MODERN JAZZ QUARTET AND THE OSCAR PETERSON TRIO AT THE OPERA HOUSE  
MGV-8209

THE OSCAR PETERSON TRIO AT THE STRATFORD SHAKESPEAREAN FESTIVAL  
MGV-8224

STAN MEETS CHET—STAN GETZ, CHET BAKER  
MGV-8263

STEREO DAY!!! SEPT. 10  
VERVE'S BIG STEREOPHONIC RELEASE...25 LP'S
Pickering Prexy Warns: "Don't Price for Fast Stereo Dollar"

By CHARLES SINCLAIR

NEW YORK — Stereos should not be "an open invitation to manufacturers to overprice new, prestige-chasing components and Stuttgart units for the sake of a quick buck.

The forthcoming boom in stereo products is going to be so great that manufacturers will probably make more money in the long run with a smaller-than-usual margin on each sale.

So says Walter Stanton, top-level president of Pickering & Company, whose most recent stereo guidance is the Stereoflora 871 cartridge at $29.85 — already taking off like a Jupiter-6 missile and who has some other surprises up his sleeve.

"I don't believe in pulling price tags on stereo merchandise out of the air, figuring on a quick kill," he explains. "We've been in the hi-fi business since 1928 when it was just an engineering business. We've watched on dealers' margins ever since.

We now advertise in national media, and have a consumer guide. We're interested in the market, not just in the margin that we can extract and we keep a careful watch on our competitors and what they're doing everywhere.

Stereo represents a real opportunity to sell new products, if handled sensibly.

Representative of Stanton's belief in "sensible pricing" coupled with a determination to achieve "quality in a competitive package" in stereo, is the line's new marketed "Gemcute 900" unit, which is coming out at $250.

One reason that we don't want to go into the turntable business with just another good turntable," Stanton says. "We know how the consumer thinks. That dealers can really sell and which will catch the fancy of consumer-purchasers.

The $49.83 (less tax) Gemcute stereo unit is a new trend leader in the market that lends itself well to dramatic demonstrations and a phono stage priced very competitively.

Pickering designers (who number about a dozen) have done doubles equally well in areas where the stereo players and component design have evolved a unique stereo system for the turntable.

"The only function of the center speaker, as far as a turntable is concerned," says Stanton, "is to make a good pickup without any unnecessary distortion.

"Magnetic Rings

Using a single pole piece of "the poles repel," the magnets move on the mounting, and one on the base (the pole) to allow for a very smooth and efficient reproduction of the sound in the air, where it turns on its behavior for quick test without any down-to-the-wire play.

Flat New Gemcute

Drive is from a small hysteresis motor (15 lb. can light; it doesn't have too much to do," says Stanton)

Features of the 1959 model include:

An "extraordinarily new" 12-watt straight ai amplifier, a plug-in cartridge, a new tape deck and a new tone arm. The tone arm is a high-fidelity arm, with a new type of cartridge and a new type of pickup. The cartridge is a new type of pickup and it is a new type of pickup.

GARLIC GOES ON NEW AUDIO ITEM

NEW YORK — Detecting the pleasant taste of soaking mozzarella cheese (with or without garlic and organo) in the main assembly area of the Pickering & Company plant recently, a group of Pickering's younger personnel discovered that in cheese salads which were prepared and served at the Pickering plant.

Stereo F Louvier

Stereoflora records will do in stereo tape in the general music house market, too.

(Continued on page 20)

London Records

And H. H. Scott

In Marriage

BOSTON — A deal that marks the first tie-up between London Records and a U. S. stereo manufacturer will be realized this fall with the marketing of the London-Scott stereo tone arm and cartridge (Model 1000) unit that's due to retail for $80.00.

The arm-cartridge combination (there are no plans to sell components of the integrated design separately) has been "developed in cooperation with the leading manufacturer of the London System of recording," according to Robert H. Scott, who recently became a partner in the field of stereo records and two-channel pickups.

Special Design

"The integrated design minimizes tangle with component parts and assures proper alignment of styrene on record," says Herman Honick, manager of the thing.

(Continued on page 20)

Zenith Elects

Chief Engineer

CHICAGO — Nathan W. Aran has been elected assistant chief engineer of Zenith Radio Corporation, and also appointed the company's resident engineer in England. An announcement was made last week by Hugh Robertson, president.

In his new capacity, Aran reports to the company's vice-president in charge of all engineering.

Aran was a member of Zenith's electronic engineering staff since he joined the company in June, 1939. Since 1946, two years before Zenith began the manufacture of stereo television receivers, Aran has been the engineering supervisor of TV receiver design.

Aran attended Angestone College in Rock Island, Ill., from 1935 to 1937, where he was also radio operator for the station WBIH. He completed his formal college education at Pontiac University, receiving the degree of bachelor of science in electrical engineering. He was an officer in the University's experimental television stations at Pontiac.

Aran is a member of the Institute of Radio Engineers and the Chicago Radio Engineers Club.

New Product:

Versatile Console From Sweden

Decca Offers

Booklet for Phono Sales

TANBERG MODEL 10. A new lock in stereo consoles comes from the Swedish electronics firm of Tamberg, Model 10, as photo indicates. It also has an Aud-Fid section complete with four-band short wave and 12-watt amplified, from $1,195.
Liberty's notable achievement — SPECTRA-SONIC SOUND, in both stereo and monaural—is accomplished through the use of the world's only fully transistorized recording studio, located in Hollywood, California. The specially designed equipment therein, and the technical know-how of Liberty's engineers combine to produce for you the finest sound possible on a disc.

**THE BILLBOARD**

**FALL MERCHANDISING PLAN**

**FEATURING THESE SELECTED MONOURAL HITS OF THE YEAR**

**DEALER TERMS:**

1. **10% DISCOUNT** on orders of at least one each of all LP's on July and August releases — STEREO and MONOURAL.

2. **15% DISCOUNT** on orders of at least 25 assorted LP’s of the standard Liberty LP Catalog.

3. **100% EXCHANGE PRIVILEGE**

4. **DATING—3rd Oct. 10th, 3rd Nov. 10th, 3rd Dec. 10th. 2½ 10, E.O.M.**

**LRP-3087—PRIMITIVA** — The exotic sounds of Martin Denny. The newest and most exciting yet by the creator of "Exotica."

**LRP-3100—JULIE IS HER NAME, VOL. II** — Julie London, Julie's most intimate to date.

**LRP-2081—ENCHANTMENT** — Russ Garcia and his orchestra. lush strings in original mood gems composed by Joe Greens.

**LRP-2081—POULIC FESTIVAL** — Bunga "Juliet" Callado. Genuine polka party played by a real polka expert.

**LRP-2086—THE TORCH IS BURNING** — Frankie MacConnell includes "Melody of Love" plus 11 other great standards.

**LRP-3085—EXOTICA** — Jerry Gray and his Orchestra, 22 songs in two medley-perfect for dance parties.

**LRP-3085—MARIBITA** — Elsy Assured. Excellent equipment in percussion sound—most successful.

**Plus ... THESE SELECTED STEREO HITS OF THE YEAR:***

**LRP-2085—SOUVENIR** — Hollywood Saxophone Quartet, Fascinating Rhythm Waltz 'Til You See Her.

**LRP-2082—KEYBOARD MAGIC** — And Alani, pianist. Surpise album of the year! Pop standards & lo classics.

**Plus:**

**LRP-2081—SHADES OF GRAY** — Jerry Gray and his Orchestra

**LRP-2082—SOUTH PACIFIC** — The Bobby Hackett Quintet

**LRP-2083—ACCENT** — Julie London

**LRP-2084—A SWINGER'S HOLIDAY** — Vic Schoen and his Orchestra. A new and exciting beat by one of America's best arrangers.

**LRP-2085—FORBIDDEN** — JERRY GRAY AND HIS ORCHESTRA. Steve's makes Gray colorful.

**LRP-2086—MUSIC FOR THE GIRL YOU LOVE—Faye King and His Orchestra. Brilliant arrangement of new standards.

**LRP-2087—THE BLUES** — Julie London

**LRP-2088—DINÉIRA** — Jerry Gray and his Orchestra. A new and exciting beat by one of America's best arrangers.

**LRP-2089—DOUBLE OR NOTHING** — Powell McKinney’s Nighthawks All Stars

**LIBERTY’S DISTRIBUTOR FOR FULL DETAILS**
MAGNIFICENT V-M 'STEREO-FIDELIS' MASTER CONSOLE
MODEL 1000
- IT'S A TAPE RECORDER (with Stereo Playback)
  IT'S A PHONOGRAPH (with Stereo Cartridge)
- IT'S A DELUXE AM-FM HIGH-FIDELITY RADIO

A COMPLETE HOME MUSIC CENTER
AUTOMATED INTO ONE 5 ft. CABINET!

Call Your V-M Representative TODAY!

Your most discerning customers will seriously consider this magnificent instrument when you display it in your showroom. It incorporates all of the finest V-M features and refinements and more! Here is the crown of the V-M line—ready for you to feature and sell! It's the talk of every trade show, every hi fi and home show. See it! Sell it!

THE TAPE RECORDER—Plays both stacked and staggered stereo tapes. Records and plays back monaurally as well.

THE PHONOGRAPH—Features all-new V-M 'Stere-O-Matic®
4-speed record changer. Plays both stereophonic and standard records of all speeds and sizes.

THE COMBINATION AM-FM TUNER—Has latest deluxe circuit features. No station drift with V-M Automatic Frequency Control.

AUTOMATIC CLOCK TIMER—Allows you to start and stop the console's many functions at any time you choose ... all automatically. A handsome mechanism that is also ideally suited for timing selections or recordings.

Beautifully finished Walnut louvered cabinet .......... $1,055.00*

* Slightly higher in the West.

Two complete and individual amplifier-speaker systems, mounted in their own special bass reflex ported speaker cabinets.
New Motorola Radios Do a "Dick Tracy"

CHICAGO — Another step toward "the Dick Tracy" radio concept of personal communication has been introduced in the new "Handie-Talkie" Pocket Receiver line marketed by the "Handie-Talkie" Pocket Transmitter, being introduced by Motorola.

The "Handie-Talkie" receiver adds a complete new dimension to 2-way mobile radio systems by extending easy communications capability to the mass of folk, 4.5 million people.

The new Motorola pocket receiver serves both the user as a system's frequency, making possible direct communication of the user with personnel in police, military, construction, forestry, utilities, utilities and all other users using 2-way radios.

Communications can be maintained with their existing equipment or in any of the mobile stations. A second model of the Pocket Transmitter is also scheduled for release in the near future.

STEREO SCENE

No Future Seen for Conversion

NEW YORK — Don't look for a mass conversion of the consumer to a revised system of converting last year's stereo sets to stereo. With the advent of the new "Space Age" transistorized sets, the manufactured goods industry is moving full speed into the new era of electronics. (Continued on page 4)

Arvin Deal
For Dealers
Save $9.92

COLUMBUS, Ind. — A transis-
to- portable radio-gift package on which customers can save $9.92 is being offered to dealers by Arvin Industries, Inc., manufacturer of school and Christmas programs.

The package consists of one Arvin "Amorol" portable radio which is $4.95, a "diapernap" package which also sells for $4.95, and a battery priced at $1.25, a total of $9.92. The sale is limited to the month of December.

STEREO PHONO MERCHANTING

Get Fall Sales Off to a Flying Start With a 'Stereo Clinic'

By Fred Pernitz

There is likely no better way to get started in stereo than by holding a "Stereo Clinic." And next to deciding to sell it, the idea is quick and easy.

There are many advantages to holding a stereo clinic,

1. Get into high gear. The summer's over and the most important selling season of the year is just about to start. Your stereo conversion program now can generate enough steam and enthusiasm to carry you through December. It's a time to set an attitude for you and your sales people that points straight to profit. And once the goal is set, the sales will likely hang on for the duration of the year's selling season.

2. Cool, last training. Stereo has been on its tape for several years. But the promotion and sales of stereo tape and players is a drop in the bucket compared to what will take place with the stereo phonos and disk. Every manufacturer has a stereo line and, as far as the public is concerned, it's a new product. Few know much about it. The same applies to sales people. By holding a Stereo Clinic, you and your sales people will not only pick up enough basic facts until later. Learning these basic facts fast will give the experience of handling the product is essential in getting the seller through the selling season.

3. Establish your store. By holding a Stereo Clinic, you get to the people in your store. Establish your store as the "authorities" in your area. Getting this impression in the public's collective mind will carry over and be valid continually in the future. If your Stereo Clinic is properly handled, this can be a big selling point for your store. When anyone decides that they are really for a stereo phonos, they'll call you.

4. Public want stereo. Why should John Q. Public want stereo? What is different about the stereo phonos that promise spending the money for a new phonograph? These are just two of the questions that are going to hit you the next few months. Get them, they are valid. And begin to sell them, you have to tell them. Excite your customers. Give them want. And, begin to sell.

5. Immediate sales. All of the above are important, but the most important of all is immediate sales of stereo phonos and data. A Stereo Clinic, properly handled, will bring in enough income to cover your expenses and you'll be able to move merchandise.

Clinics take time, effort and money. But, returned against the benefits that accrue, the staging of a clinic will not be difficult at all. Many retailers have held clinics at prominent locations in their communities for a variety of reasons — high selling prices (high fidelity, tape recorders, etc.). Their experiences are outlined in detail below to help you provide a simple tried and true procedure.

1. Take time to plan thoroughly. Hold it in your store or use a local meeting place. Some companies have held clinics at various dealers' stores and representatives to speak at your clinic, so write your local dealers for help and advice on how to arrange.

2. Contact someone from the cartridge and unit manufacturing lines. He should have a clear and honest talk about his product.

3. Offer door prizes: sample records, mini accessories and the purpose. If they handle it properly, the stereo phonos manufacturer will contribute prizes to go with the ones you donate.

4. Advertise the clinic: Send invitation letters or cards to everyone on your mailing list. Be sure to offer the dog show that can't be sold will be offered. If refreshments such as coffee and doughnuts will be served, tell your customers so in the invitation. Besides the direct mail, advertise in your local store, worth while to advertise the clinic over the local radio station and in the local newspaper. This depends of course on the size of the store.

5. Build your window around the clinic theme through your local newspaper. You have a good opportunity to demonstrate the power of your window display and technique. The third should also be several displays and signs within the store reminding your regular customers of the date of the clinic.

6. Have entry blanks printed up for the door prizes. Ask your customers to fill in their names, addresses, and to give a list of you present home and equipment. A good question to ask is "What do you want to be able to do about Stereo causes you most the concern?"

7. Follow up the questions on the entry blanks. Many of these people will be interested in getting more information about major items and most of them will need records and speakers. Keep in touch with them by using frequent mailings.

Holding a clinic has proven to be a non-
onsense way of getting your Stereo Clinic is now here in full force and the customers are anxious to be sold. Bring them together for a profitable result.

Stereo Phonos
Firm Gets Nod To Continue

NEW YORK — The continue of Paramount Enterprises stereo phonophones seems to be in the cards to decide what position they would like to take in the forthcoming promotion which starts around the end of August (August 15). The group, representa-
ting the biggest and most complete Stereo lineup of any manufacturer, did not accept Parmoun's terms but instead the group will hold a "stand-by" franchise to continue in business—at least for the present.

The list of equipment accepted was price-
ment of 70 cents on the dollar in the form of equipment, the remaining half and a half year instead. Instead, the firm has elected to hold a franchise, to continue in business, and to explore further the firm's finances. After the firm's financial situation is clarified the group's franchise will be considered to continue in business.

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Hoffman Markets
3-Speaker Bass Reflex for $95

HOLLYWOOD — A new product system has been introduced in the latest addition to Hoffman's Consumer Electronics components line. The combination speaker and speaker system includes an all wood cabinet available in an upright console or bowfront style, including a four finishes: mahogany, black, walnut, or maple, and a choice of finishes and corners in a variety of colors; a four finishes. (Continued on page 4)

Altec Debs a 'Premium' FM

ANAHEIM, Calif. — Addition of a premium quality high fidelity FM tuner to its line of AM and FM-tuned sets has been announced by Altec Lansing Corporation, Ana-

New 30TA FM tuner, priced at $96, features "high sensitivity, com-
plete stability and a new, simpler circuit arrangement, giving a better signal to noise ratio and longer life," the firm states.

Fed radio reception in areas most can be obtained with a single two-
foot wire antenna, according to Altec's engineers. It is claimed the antenna will provide adequate channel reception with the dial as bright and clear as it can be heard without inter-
ference. The set has built-in metering, and which has a "one year warranty."
OLYMPIC RUNS A FAST RACE

HOLLYWOOD — Morris Sobin, Olympic Radio & TV Inc., is currently marking a pace in the phone sales race, stating that "high fidelity" unit shipments are up over 49 per cent post over last year. And that portable phone sales have "moved upward some 125 per cent over a comparable period" in 1957.

Olympic, says Sobin, is now "the industry's largest supplier of three-rate, radio-phono TV combinations whose sales have greatly boosted Olympic's sales volume." The firm's TV set sales are also on an uptrend, according to Sobin, showing "an increase of over 17 per cent" at a time when "industry shipments of TV for the same period showed a decline of more than 13 per cent."

Album of the Week

"MELIS AT MIDNIGHT"

CELP-414

28 West 66th Street
New York 23, N. Y.

Altec Exec

Continued from page 16

formance of the speaker is relatively unimportant.

Tucked away in that statement is the "tiniest" speaker. Electra-Voice, for example, is currently pushing a stereo-grade loudspeaker package which operates upon a "conventional," small-scale "15th" sound on a two and one-half inch woofer. As Hildillard elaborates:

"If the lesser speaker goes down to 200 cycles, it may have irregularities in its response, a phasing of the chart, and its orbital output will occur."

"Speakers that are inferior below the 200-cycle point will not provide true tone. This is obvious because the 200-cycle point is usually above middle C on the piano, 70 cycles above the primary pitch of the female voice and nearly 300 cycles above male pitch, adds Hildillard.

With other speakers makers explaining ways of making a monaural speaker system with a large one to tone, "operating on or without crossover, or with a third channel operation feeding a center unit," the Alan Lancing engineered statement is likely to stir up plenty of feeding. In addition, Hildillard also struck a note at the theory that two non-traditional units need for stereo. Said he:

"The modern speaker system and one of moderate abilities will be the best bet to make the browsing, if not the interpretation of intermediate quality." Sensible Markups

Continued from page 16

In a appartment-package recording, says Stanloon, "We feel that in the stable position in the field of stereographs, we are going to expand considerably because we are working through the period we are working through the period we are working through the period we are working through the period we are working through."

We will be using the important of the stereo-grade recording tape, says Stanloon, in the "LP" gong, "and a complete line of dealers aids will be developed in cooperation with the dealer." The program, which will be given to all dealers, Stanloon told The Billboard.

SALES SEMINAR FOR THE HILL

This seminar may be inaugurated the closing day of the show. According to arrangements were made for a single shipping company to transport the materials for the attending feedling events sponsored by the exhibitors, thus eliminating the usual motor shipment and delivery. The seminar will take place at the convention center. The general session and the close will be handled by the dealers, Stanloon told The Billboard.

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THE MOST POWERFUL RELEASE IN THE HISTORY OF RCA CAMDEN BUDGET - PRICED AT $1.98 EACH

Top Standards in hi-fi by Mr. C. I'm Confessin', It's Only A Paper Moon, Long Ago And Far Away, nine others. CAL-440

Great chapters in the musical history of this time-honored dance orchestra. A collector's item for dancers. CAL-445

A high fidelity recording of two towering American works by this country's greatest native conductor. A real value! CAL-439

36-count 'em-36 of the very best standards in one wonderful hi-fi long play album, by a top European society band. CAL-442


Fiedler and the Boston Pops play the complete score of one of the most melodious ballets ever written. A can-can triumph! CAL-438

All-star performers do such hits as: Autumn Leaves, I Get Ideas, Around The World, Love Me Tender, Melody Of Love. CAL-444

NEW! BIG SALES-MAKERS IN STEREO—ONLY $2.98 PER ALBUM

A kaleidoscope of cheerful moods by the happiest combo that ever brightened a dimly-lit room. Twelve popular favorites. CAL-454

A unique, helpful guide for teachers & students. Liner notes outline techniques for performing famous piano works. CAL-460

A two-record album of the most dazzling achievements of a lovely and gifted coloratura soprano. Full of variety and charm. CBL-101 (LIST PRICE: $3.98)

A two-record album of the most dazzling achievements of a lovely and gifted coloratura soprano. Full of variety and charm. CBL-101 (LIST PRICE: $3.98)

A unique, helpful guide for teachers & students. Liner notes outline techniques for performing famous piano works. CAL-460

A two- record album of the most dazzling achievements of a lovely and gifted coloratura soprano. Full of variety and charm. CBL-101 (LIST PRICE: $3.98)

ORDER FROM YOUR DISTRIBUTOR TODAY! Manufacturer's nationally advertised prices shown—optional with dealers.

A unique, helpful guide for teachers & students. Liner notes outline techniques for performing famous piano works. CAL-460

A two- record album of the most dazzling achievements of a lovely and gifted coloratura soprano. Full of variety and charm. CBL-101 (LIST PRICE: $3.98)
The Billboard Buying Guide for
PACKAGED RECORDS

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

**Pop Albums**

**MY HEART SINGS**
Polly Bergen—Columbia 11171

Warns vocalisting by Miss Bergen on a nicely varied collection of tunes with excellent backing from the Loiters Hendersons on. She has a drowsy way with a line that should find approval from her fans. Selections include "Just One of Those Things," "When I Fall in Love" and "The Lady Is a Tramp." Pretty cover shot of the artist adds to over-all appeal. Strong potential.

**SONGS OF THE WORLD**
(2-12")—The Norman Luboff Choir—Columbia 13

A truly inspired production, both as to artwork and layout of the double-fold, bust-package and the music itself. There are 24 songs from 24 nations, most of them unfamiliar but beautiful in their own right with the choir's usual artful and highly enlightened vocalings. Various songs carry authentic backings of flute, accordion, guitar, etc. Six-page booklet within carries photos and lyrics of all tunes. Cover is strong, low and back.

**CHAMPAGNE DANCING PARTY**
Lawrence Welk—Coral 57187

Stereo and Monaural

This Welk package has an intriguing gimmick which should spark even more sales than usual for Coral's perennial best selling album artist. Welk introduces each selection personally with a feisty little narrative - or two about the time. Selections include "Row, Row, Row," "All Alone," "Dear Old Lady," etc. Stereo-wise, the album's appeal is still primarily in Welk fans.

**A MUSICAL TRIP TO LATIN AMERICA**
WITH LAWRENCE WELK
Coral 57187

Lawrence Welk and his orchestra trip out of character here to play a group of tunes in the Latin manner and does an excellent job. The band plays the tunes as tho it had been specializing in south-of-the-border tunes all the time. The arrangements are first rate and the sound is excellent. Tunes include "El Arapacho," "My Shawl" and "Maria Elena" as well as other Latin favorites. A strong album for the many, many Welk fans.

**Low-Price Pop Albums**

**PERRY COMO SINGS JUST FOR YOU**
Perry Como—RCA Camden CAL 440

Here's a solid package for the rack, with strong appeal for the whole family. Como wavers in his usual ingratiating fashion on a collection of old songs, featuring such great standards as "It's Only a Paper Moon" and several others. A You're Adorable, "Let's Take an Old-Fashioned Walk," etc.

**AN EVENING WITH GUY LOMBARDO**
Guy Lombardo—RCA Camden CAL 445

This is a first-rate package for the low-price album buyer, and a fine set for the super-makets and the racks. The side, most of which were recorded in the 1930's, feature the Guy Lombardo band, sounding just like it does today, in a collection of well-known standards. Sides include "Tea-Pot Jive," "Laubunft," "The Old Apple Tree" and "I'll See You in My Dreams." The sound is good, too. A good buy for $1.98.

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**BEST SELLING L.P.'S** FOR SURVEY WEEK ENDING AUGUST 25

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<td>10. Swingin'</td>
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<td>21. Pat's Great Hits</td>
<td>23</td>
<td>24. The Late, Late Show</td>
<td>25</td>
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</table>
THE GUYS AND--Low-Price JACK KANE BOBBY AUGUST Manny Albain Count Audio Stereo and Monaural Coral Ateo Pop Jazz of This swingin' set on "Dolls." This band, titled group particularly being from the-low-price most apt. rhythm Jack Kane, Canadian and especially excellent this original tunes composed and "Frankie and Johnny" to "Ciao di Lusio." Package should be an eye-catcher in rack locations.

Low-Price Sampler Albums

THE SOUND OF MAGNIFICENCE 101 Strings—Somerset 99 The string-filled "101" orch has proved one of the stronger sellers in the low-price field, and this sampler should do nicely, with its 90-cent tag, in doing further missionary work for the group. Total of 10 instrumental selections from as many "101" albums are included, ranging from "Frankie and Johnny" to "Ciao di Lusio." Package should be an eye-catcher in rack locations.

Jazz Albums

DUKES OF DIXIELAND VOL. 3 Audio Fidelity AFLP 1851 Stereo and Monaural This package was a powerful seller, as a monaural album last year, and this stereo version should do even a stronger sales job. Stereo enhances the group's rabidly discordant low-low and exciting sound—particularly a stirring duet between bass drum and trumpet on "When Johnny Reb Comes Marching Home."

BASIE PLAYS NEFFY Count Basie—Roulette 52011 The Count Basie band, which has been sounding better than ever on records recently, has a fine new album here playing an attractive group of original tunes composed and arranged by Neal Hefti. The band, as always, swings, and the material is worth swinging. Tunes are titled "Hat Anyone Has Seen Basic," "Cute," "Sinner Spot" and "Soop." The band is recorded in twin style and the sound is great. A strong, new set for Basie fans—and who isn’t?

Jazz Special Merit Albums

GUYS AND DOLLS LIKE VIBES The Eddie Costa Quartet—Coral 57230 This is the first jazz treatment of Frank Loesser’s great "Guys and Dolls" score. Costa, last year’s "Down Beat Critic’s Poll" winner on vibes, is given first backing (from P. Molin on drums, W. Marshall on bass and especially excellent work from Bill Evans on piano. It’s a swingin’ set that could also draw pop buyers. Costa continues to develop and expand. This is one of his best to date.

THE BLUES IS EVERYBODY’S BUSINESS Manny Album—Coral 59101 Another fine set by top-flight composer-conductor-arranger Album. This is a well-constructed and executed suite interpreted by several of today’s leading jazz artists. Packaging is attractive and notes are excellent. If exposed, this is sure to draw buys. (Continued on page 24)

ALBUM COVER OF THE WEEK

NO SELECTIONS THIS WEEK

Most Played by Jockeys FOR SURVEY WEEK ENDING AUGUST 16

1. BILLY VAUGHN PLAYS THE MILLION SELLERS Billy Vaughn Dot DL9 1039
2. STARDUST Pat Boone Dot DL 1038
3. ’S AWFUL NICE Ray Conniff Columbia CL 1137
4. BAUBLES, RANGLES AND BEADS Kirby Stone Four Columbia CL 1211
5. SING ALONG WITH MITCH Mitch Miller Columbia CL 1199
6. JUMPIN’ WITH JOSSY Janie Jones Capitol T 1039
7. LESTER LAIN GOES TO COLLEGE Lester Lanin Epic LN 3474
8. BURNISHED BRASS George Shearing Quintet With Brass Choir Capitol T 1038
9. COME FLY WITH ME Frank Sinatra Capitol W 920
10. SOUNDS OF THE GREAT BANDS Glenn Gray and the Casa Loma Orch Capitol W 1032

Best Selling Pop EP’s FOR SURVEY WEEK ENDING AUGUST 16

1. KING CREOLE, VOL. 1 Elvis Presley, RCA Victor EP 4319
2. KING CREOLE, VOL. 2 Elvis Presley, RCA Victor EP 4321
3. UNCHAINED MELODY Rick Nelson, Imperial EP 128
4. RICKY NELSON Imperial EP 153
5. SING ALONG WITH MITCH Mitch Miller, Columbia EP B-1601
6. ELVIS Elvis Presley, RCA Victor EP 999
7. HYMNS Tennessee Ernie Ford, Capitol EAP 1-758
8. SPIRITUALS Tennessee Ernie Ford, Capitol EAP 1-813
9. JAILHOUSE ROCK Elvis Presley, RCA Victor EPA 4114
10. FRESHMEN FAVORITES Four Freshmen, Capitol EAP 3-713
**Review Spotlight on Albums**

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**Sound Albums**

**BREAKING THE SOUND BARRIER**

VOLUME 1—PERCUSSION

American Percussion Society, Paul Price, Conductor—Urania 1007
Stereo and Monaural

A brilliant demonstration of not only stereo, but more important, just pure hi-fi sound. There are 45 types of percussion instruments used here in many patterns of sound. Rhythmic sequences as well as sound pictures of "New Year's Eve," "Cuban Christmas," etc., are features. Quite an array of sounds covering the whole frequency spectrum—a great test for the set. Will make consumers sit up and take notice, too.

**GIANT WURLITZER VOL. 3**

Lee Berry, Organist—Audio Fidelity AFL 1844
Stereo and Monaural

An excellent sound piece despite the fact that the Wurlitzer frequently has been the subject of attempts at the ultimate in hi-fi desk. Original was good, but this is markedly better, producing the big full "roller rink" or "in the theater" sound.

---

**Specialty Albums**

**THE KINGDOM OF EDDIE LAWRENCE**

Eddie Lawrence—Coral 57203

Here is a collection of all those wonderfully comic personalities that Eddie Lawrence has made part of the American scene. The Old Philosopher, the Professor, the guy who once won't play correctly on his record player and many more. All of the sides were previously released simply, but they are even funnier again in this collection. Eddie Lawrence fans will have a ball with this set and so will anyone who wants to laugh.

**THE WORLD'S RAREST MUSIC BOXES IN HIGH FIDELITY**

Columbia 134

A most unusual selection of sounds will provide kicks for hi-fi enthusiasts as well as those with an antiquish turn of mind. These boxes pocket boxes in big hotel organ, hand organ and Spanish piano formats. The set was recorded in Utrecht, Holland, and pictures many of the pieces on the cover. Fine specialty merchandise.

---

**Folk Stereo Albums**

**FLAMENCO FIESTA**

Carlos Montoya and Troupe—Rondo 503
Stereo and Monaural

Great is bringing in a rush of flamenco-on-wax, for Spanish excite- ment, percussive effects and heel-and-toe dancing are very dramatic in two-channel sound. This offering is no exception. The troupe member is really warm-up to Montoya's skillful "Bulerias," and "Alegrias," and the result is a colorful, lively session interspersed with some fine solo guitar studies in the classic vein. With its attractive cover, this package is worth pushing.

---

**Folk Talent Albums**

**SCARLET RIBBONS**

Carolyn Hester—Coral 57143

Miss Hester has mastered the sweet lyric quality of the folk balladier. She impinges with her thoughtful and warm approach on a tuneful collection of traditional and newer folk fare including "Black Is the Color of My True Love's Hair," "Ye Banks and Braes" and the album title tune. It's an attractive debut album, and the record may be limited, this can move with folk music devotees.

---

**International Albums**

**PRESENTING POPP**

Andre Popp and Ork—Columbia 130

This latest Columbia waxing of the gifted, inductive young French musician should be required listening for all pop arrangers. It's fairly Poppy-ting with musical ideas, sometimes misleading, sometimes melodic and flowing, but always in good taste. His "The Clock" is a comic gem, and his "Military Tango" is a neat musical satire, while his "Me- chanical Music" is a haunting echo of forgotten carnivals. Don't miss the page for all that instrumental will have a field day with Andre Popp. Cover shot is cute.

---

**C&W Albums**

**HANK WILLIAMS SINGS 36 MORE OF HIS GREAT HITS**

Hank Williams (Vol. 2)—MGM 364

A set of three LP's constituting a companion volume to the earlier re- leased Volume 1. Specially packaged like the latter, with interesting photographs and notes about the already legendary Hank. Best known hits are in Volume 1, but this set contains some terrific material, including weeps, swelled moods, happy novelties, blues, etc. Examples are "I'm Sorry for You My Friend," "I Just Don't Live This Kind of Livin',"
"Lost on the River" (by Hank and Audrey Williams), etc. Fans of Williams will find it hard to put down, for with Volume 1 it just about wraps up the definitive Williams' material.
**FLIGHT TO TOKYO**

by George Wright

Flight to Tokyo is an imaginative musical excursion by George Wright to one of the most fascinating cities in the Orient. George plays the 5 manual Wurlitzer Theater Pipe Organ, Mightiest Wurlitzer of Them All. From the bewildering (to most) array of step keys, combination pneumatics, levers, switches, push buttons, George has invented new Oriental sounds of Tokyo with a few other starting ear ticklers thrown in just for fun.

Let your imagination travel to the land of Buddhism. To the Palace Theater in Tokyo as George Wright takes you on a flight to Tokyo.
<table>
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<tr>
<th>Week</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Weeks</th>
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<td>Volare (Nel Blu Dipinto Di Blu)</td>
<td>Domenico Modugno, F. Magliani &amp; P. Ferri</td>
<td>Decca</td>
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<td>Little Star</td>
<td>By Vassos-Fixon—Published by Kent (BMI)</td>
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<td>Patricia</td>
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<td>Poor Little Fool</td>
<td>By S. Schery—Published by Eek (BMI)</td>
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<td>Just a Dream</td>
<td>By Jimmy Clanton-C. Montgomery—Published by Ace (BMI)</td>
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<td>Bird Dog</td>
<td>By Burnett &amp; Kroetz—Published by Audiol-Soon (BMI)</td>
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<td>My True Love</td>
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<td>Rebel-Rouser</td>
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<td>Everybody Loves a Lover</td>
<td>By Richard Adler &amp; Robert Allen—Published by Keewin, Inc. (ASCAP)</td>
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<td>Born Too Late</td>
<td>By S. Taxas &amp; C. Stinear—Published by Marcon (ASCAP)</td>
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<td>If Dreams Came True</td>
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<td>Stupid Cupid</td>
<td>By Sadie Smith—Published by Altos (BMI)</td>
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<td>Yakety Yak</td>
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<td>Left Right Out of Your Heart</td>
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**Third Ten**

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**The Honor Roll of Hits**

The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.
Roulette's 1-2 Punch!

Jimmie Rodgers

Are You Really Mine
b/w
The Wizard
R-4090

Buddy Knox

Somebody Touched Me
R-4082

a sound bet...
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THE INDUSTRY'S FASTEST AND MOST COMPLETE PROGRAMMING AND BUYING GUIDE

These 100 sides are listed in order of their national popularity, as determined by weekly local studies prepared for The Billboard in markets representing a cross-section of the United States. These studies take into consideration such factors as disk jockey plays, juke box activity and record sales.

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<td>East Arden, Doce 20638</td>
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</tr>
<tr>
<td>69</td>
<td>94</td>
<td>79</td>
<td>MY LIFE</td>
<td>Chuck Willis, ABC-9768</td>
</tr>
<tr>
<td>68</td>
<td>94</td>
<td>80</td>
<td>FIRE OF LOVE</td>
<td>Eliza McMillan, Decca 2088</td>
</tr>
</tbody>
</table>

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

CAROL (Chuck Berry—ARC, BMI).. Chuck Berry
PUT A RING ON MY FINGER (Les Paul & Mary Ford—Hollins, BMI) Fantasy (MGM, BMI) Columbia 41221
THE WAYS OF A WOMAN IN LOVE (Johnny Cash—Hi Lo, BMI) You're the Nearest Thing to Heaven (E&M—Hi Lo, BMI) Sun 302
LAZY SUMMER NIGHT (Dr. John—Spicoli, ASCAP) Summertime Lies (Harris, ASCAP) Capitol 48123
WIN YOUR LOVE FOR ME (Sam Cooke—Fameco, BMI) Almost in Your Arms (Love Song from "Houseboat") (Fameco, ASCAP) Kim 3002
SUMMERTIME BLUES (American, BMI) Love Again (American, BMI) Liberty 55144
IT'S ALL IN THE GAME (Remick, ASCAP) Please Love Me Forever (Ricky, BMI) MGM 12688

The above are previous Billboard Spotlight Picks.

The following records, not previously selected as Best Buys, are on the chart for the first time this week.

THE BILLBOARD'S BEST BUYS

<table>
<thead>
<tr>
<th>THREE WEEKS AGO</th>
<th>TWO WEEKS AGO</th>
<th>#1 THIS WEEK</th>
<th>TITLE</th>
<th>ARTIST, COMPANY, RECORD NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>88</td>
<td>75</td>
<td>95</td>
<td>JUST LIKE IN THE MOVIES</td>
<td>Eddy Arnold, Decca 4028</td>
</tr>
<tr>
<td>24</td>
<td>47</td>
<td>81</td>
<td>PURPLE PEOPLE EATER</td>
<td>Back Door, MGM 1101</td>
</tr>
<tr>
<td>95</td>
<td>80</td>
<td>96</td>
<td>YOU CHEATED</td>
<td>The Strolrs, Decca 41097</td>
</tr>
<tr>
<td>48</td>
<td>63</td>
<td>92</td>
<td>RETURN TO ME</td>
<td>Deana Martin, Capitol 3906</td>
</tr>
<tr>
<td>84</td>
<td>66</td>
<td>97</td>
<td>THE LITTLE BRASS BAND</td>
<td>David Seville, Liberty 55155</td>
</tr>
<tr>
<td>42</td>
<td>48</td>
<td>99</td>
<td>YOU CHEATED</td>
<td>Alabama, Decca 306</td>
</tr>
<tr>
<td>100</td>
<td>100</td>
<td></td>
<td>TREASURE OF LOVE</td>
<td>Elvis Presley, Columbia 41296</td>
</tr>
</tbody>
</table>

THE BILLBOARD'S MUSIC POPULARITY CHARTS ... POP RECORDS

AUGUST 25, 1958

From The Hot 100:

The Billboard's Music Popularity Charts ... POP RECORDS
### BEST SELLING POP SINGLES IN STORES

<table>
<thead>
<tr>
<th>#</th>
<th>Artist(s)</th>
<th>Song</th>
<th>Weeks in Chart</th>
<th>Peak Position</th>
</tr>
</thead>
</table>
| 1 | Bird Dog (BMI) | "Evelyn Brothers"
| 2 | Little Star (BMI) | "Robin"
| 3 | Volare (BMI) | "Nel Blu Dipinto Di Blu"
| 4 | A Dream (BMI) | "Immy Clayton"
| 5 | Poor Little Fool (BMI) | "Ricky Nelson"
| 6 | Patricia (BMI) | "Perez Prado"
| 7 | My True Love (BMI) | "Jack Scott"
| 8 | Leroy (BMI) | "Carleton 402"
| 9 | Splish Splash (BMI) | "Bobbi Darin"
| 10 | When (BMI) | "Connie Francis"
| 11 | Fever (BMI) | "Peggy Lee"
| 12 | Born Too Late (BMI) | "Patty Page"
| 13 | Western Movies (BMI) | "Olympia"
| 14 | Ginger Bread (BMI) | "Frankie Avalon"
| 15 | Are You Really Mine? (BMI) | "Dream Lovers"
| 16 | Hand Held Woman (BMI) | "Elvis Presley"
| 17 | Yakety Yak (BMI) | "Coasters"
| 18 | Willie and the Hand Jive (BMI) | "Johnny Otis Show"
| 19 | Volare (BMI) | "Nel Blu Dipinto Di Blu"
| 20 | Stuffed Cupid (BMI) | "Patti Page"
| 21 | If Dreams Came True (BMI) | "Frank Sinatra"
| 22 | Rockin' Robin (BMI) | "Bobby Day"
| 23 | Everybody Loves a Lover (BMI) | "Little Anthony"
| 24 | Early in the Morning (BMI) | "Bobbi Darin"
| 25 | A Certain Smile (BMI) | "Johnny Mathis"
| 26 | One Summer Night (BMI) | "The Everly Bros"
| 27 | Guess Things Happen That Way (BMI) | "Johnny Cash"
| 28 | What Am I Living For? (BMI) | "Chuck Willis"
| 29 | Left Right Out of Your Heart (BMI) | "Patti Page"
| 30 | Endless Sleep (BMI) | "Jody Reynolds"
| 31 | Moon Talk (BMI) | "Patty Corcoran"
| 32 | Blue Day (BMI) | "Don Gibson"
| 33 | Summer Time Blues (BMI) | "Eddie Cochran"
| 34 | Purple People Eater (BMI) | "Skeeter Woolley"
| 35 | Secretly (BMI) | "Jimmie Rodgers"
| 36 | Think It Over (BMI) | "Cricketers"
| 37 | Enchanted Island (BMI) | "Four Lads"
| 38 | Happy Days (BMI) | "Ike & Tina Turner"
| 39 | A Special Smile (BMI) | "Brownies"
| 40 | For Your Precious Love (BMI) | "Jerry Butler"
| 41 | Touch Me (BMI) | "Buddy Knox"
| 42 | The Freeze (BMI) | "Tony Joe & Joe"
| 43 | Early in the Morning (BMI) | "Bobby Holly"
| 44 | High School Confidential (BMI) | "Jere Lewis"
| 45 | Angel Baby (BMI) | "Dean Martin"

---

**Buddy Knox Comes Up With Another Hot Disk**

Buddy Knox, who's now 25, began his life in Happy, Tex., and his musical career as an undergraduate at West Texas State College. There he met three fellow-lovers who were to become his closest friends and with whom he formed a singing and instrumental group called the "Rhythm Orchids." Buddy played the guitar, Jimmy Lovett, the bass; Don Lane, guitar, and Dave Allred, drums. After graduation, the boys formed their own record company in Dumas, Tex. When they put out "Party Doll," which Buddy himself had written, New York took interest and "Rhythm Orchids" soon had a hit with "Party Doll." It was followed by another hit, "Rock Your Baby to Sleep," and "Party Doll" came up with his third success. Currently, "Something's Touching Me" is on Billboard's charts and climbing.

---

**T. Edwards Returns And Climbs on Charts**

Singing was not a full time occupation for Tommy. While appearing occasionally at East and Midwest clubs and holding down a regular 25-minute radio show in Virginia, his time was mostly devoted to writing and selling songs. In 1949 he sold that "Chick's Too Young to Fly" which Louis Jordan made into a hit. But then Tommy began to do the singing on the demon himself, and when M-G-M heard him they were greatly enthralled, not only over the tune, but especially his appealing voice. Tommy's first three platters for M-G-M sold very well with the advent of rock and roll he, like many other successful singers, had to alter his style of singing. He has recently re-recorded his former hit to "Go All in the Game" which currently is on the way up on Billboard's charts.
Best Wishes from Mercury for a Successful Fall Season

SURE FIRE NEW RELEASE

I Wish

THE PLATTERS

MERCURY 71353
ANNE SHELTON

"DO YOU LOVE ME LIKE YOU KISS ME?"

b/w "SOUVENIR D'ITALIE"

EPIC 5-9285

ROY HAMILTON

"EVERYTHING"

b/w "Wait for Me"

Epic 5-9282

JIMMY BREEDLOVE

"LOVABLE"

b/w "Whirlpool"

Epic 5-9283

CLARE NELSON

"I'M A BIG GIRL NOW"

b/w "YOU'RE NOBODY 'TIL SOMEBODY LOVES YOU"

Epic 5-9284

SCOTT GARRETT

"THE DAY I DIED"

Okeh 47104

TINY AND TIM

"LOVE AT FIRST SIGHT"

Okeh 47105

HER FIRST ON EPIC... AND A SMASH!

the pick of the hits are on...
**Chart Breakers**

**MGM Records**

1340 Broadway, N. Y. C. (Since 2-1906)

### PICKED BY CASH BOX

**CONNIE FRANCIS**

STUPID CUPID

K12683

**TOMMY EDWARDS**

IT'S ALL IN THE GAME

K12688

**JOHNNY DESMOND**

THE HOT CHA CHA

K12695

**SAM (THE MAN) TAYLOR**

MAN THAT'S CHOICE

K12696 on 45 & 78 RPM

---

**MGM Records**

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MAN THAT'S CHOICE

K12696 on 45 & 78 RPM

---

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

*These are ranked in order of their current national selling importance in the sheet music publisher field.*

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Volaré (NEBL BLU HIPINTO BLU) (Robinson)</td>
<td>2</td>
</tr>
<tr>
<td>2. Patricia (Southern)</td>
<td>9</td>
</tr>
<tr>
<td>3. IF DREAMS CAME TRUE (Korwin)</td>
<td>7</td>
</tr>
<tr>
<td>4. EVERYBODY LOVES A LOVER (Korwin)</td>
<td>6</td>
</tr>
<tr>
<td>5. ENCHANTED ISLAND (Korwin)</td>
<td>3</td>
</tr>
<tr>
<td>6. A CERTAIN SMILE (Miller)</td>
<td>9</td>
</tr>
<tr>
<td>7. COME CLOSER TO ME (Peer)</td>
<td>10</td>
</tr>
<tr>
<td>8. POOR LITTLE FOOL (Epic)</td>
<td>7</td>
</tr>
<tr>
<td>9. LEFT RIGHT OUT OF YOUR HEART (Shapiro-Bernstein)</td>
<td>6</td>
</tr>
<tr>
<td>10. RETURN TO ME (Southern)</td>
<td>8</td>
</tr>
<tr>
<td>11. BORN TOO LATE (Manusin)</td>
<td>5</td>
</tr>
<tr>
<td>12. YOUNG AND WARM AND WONDERFUL (Frank)</td>
<td>9</td>
</tr>
<tr>
<td>13. ARE YOU REALLY MINE? (Planetary)</td>
<td>1</td>
</tr>
<tr>
<td>14. REBEL-BOUSEUR (Gregmark)</td>
<td>12</td>
</tr>
<tr>
<td>15. SECRETLY (Planetary)</td>
<td>10</td>
</tr>
</tbody>
</table>

**Best Selling Pop Records in Britain**

*For week ending August 16*

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. WHEN—Kimi Teny (Bovinci)</td>
<td>2</td>
</tr>
<tr>
<td>2. ALL I HAVE TO DO IS DREAM—Claudette—Evelyn Brothers (London)</td>
<td>1</td>
</tr>
<tr>
<td>3. RETURN TO ME—Diana Martin (Capitol)</td>
<td>3</td>
</tr>
<tr>
<td>4. HARD HEADED WOMAN—Eva Presley (FCA)</td>
<td>8</td>
</tr>
<tr>
<td>5. TULIPS FROM AMSTERDAM—Two Hands—Max Boyars (Yoway)</td>
<td>8</td>
</tr>
<tr>
<td>6. ENDLESS SLEEP—Marty Wilde (Philips)</td>
<td>7</td>
</tr>
<tr>
<td>7. BIG MAN—Four Preps (Capitol)</td>
<td>4</td>
</tr>
<tr>
<td>8. RAY—Buddy Holly (Coral)</td>
<td>1</td>
</tr>
<tr>
<td>9. PATRICIA—Perry Proeh (FCA)</td>
<td>10</td>
</tr>
<tr>
<td>10. THINK IT OVER—Cocktail (Coral)</td>
<td>12</td>
</tr>
<tr>
<td>11. BLISSFUL SLEEP—Charlie Drake (Philips)</td>
<td>20</td>
</tr>
<tr>
<td>12. SUGAR MOON—Pat Boone (London)</td>
<td>11</td>
</tr>
<tr>
<td>13. WHO'S SORRY NOW—Cesare Fracchi (MGM)</td>
<td>13</td>
</tr>
<tr>
<td>14. POOR LITTLE FOOL—Ray Nance (London)</td>
<td>1</td>
</tr>
<tr>
<td>15. TRUDIE—Papa Lee (Capitol)</td>
<td>8</td>
</tr>
<tr>
<td>16. TWILIGHT TIME—Pattens (Mercury)</td>
<td>1</td>
</tr>
<tr>
<td>17. THE MAN ON THE ISLAND—Toney Steele (Dinah)</td>
<td>17</td>
</tr>
<tr>
<td>18. LITTLE BERNADETTO—Harry Bulohan (RCA)</td>
<td>1</td>
</tr>
<tr>
<td>19. TRUDIE—Joe Henderson (Py-Nils)</td>
<td>1</td>
</tr>
<tr>
<td>20. ON THE STREET WHERE YOU LIVE—Viv Dasso (Philips)</td>
<td>14</td>
</tr>
</tbody>
</table>

---

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Company__________________________

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New smash hit that will make...
EVERYTHING "ROSIE"

ROSEMARY CLOONEY

Sings

THE LOUDENBOOMER BIRD

IT'S A BOY

M Records
**VOX JOX**

- Continued from page 12

Joyce is Colorado Chairman for "America's 47th Slug. Benny Goodman Week," head-
ingar the excitement this week, with Goodman albums on his own KBOB radio and TV shows in Denver.... A note from

KBBR, Boulder, Colo., disclease Dottie Knight as "the world's only pregnant disc

another KBBR exclusive." The station also reports its new

The New

JERRY BUTLER

and

The Impressions

YOU'VE BEEN WAITING FOR

"LOVE ME"

by THE SPANIELS

VeeJay 290

Kickin' Up A Storm!

"STORMY WEATHER"

by "DOWN IN VIRGINIA"

JIMMY REED

VeeJay 287

**R&B Albums**

I'M JIMMY REED

VeeJay LP 1004

Fine down-home blues - instruments and vocals. This package has

the authentic flavor and comes at a time when much inferior blues is

being released. Lovers of the true folk quality will appreciate the

legit flavor of Reed's performances - both the singing and the guitar

and harmonica arrangements. Sides include "Honky 1 Da," "Ain't

That Lovers You Baby," "You Don't Have to Go."

- L. P. AVAILABLE TO D. J.'s UPON REQUEST

**VEE-JAY-ABNER: 2127 S. Michigan, Chicago 16, Ill.**

Phone: CA 5-6141

**Gimbel Asks**

200G in Suit

**Everest Sets New Releases**

**LATEST RELEASE**

You're Looking at Me

JOHNNY NASH

9942

**Gimbel Asks**

200G in Suit

HOLLYWOOD — Some big

name musicians are watching

Supreme Court proceedings here with personal interest in the suit brought

last week by pianist Jacob Gimbel

against Warner Bros. and RCA Victor. Gimbel alleges the two dis-

closed he was off screen, pianist

and musical adviser on the film

"Streets of San Francisco," Andre Asprey

says, "Only after complete se-

culsion. He's asking $200,000.00

in damages since Warner's not

only pocketed his connection with the

but put, turned the sound track

to Victor, who issued it as an

album bearing Gimbel's name.

Several noted instrumentalists

found themselves in a similar posi-

tion in the past three years but

have held off suits, it is reported,

pending a decision in the Gimbel

case.

New York — The new Everest

street tape and disc label, dis-

tributed by Decca, completed ar-

rangements this week for stereo ac-

cordings by the London Philhar-

monic Orchestra and the release of the first ma-

terial form Michael Todd's

"The Sound of Music" film. The let-

ter is to be titled "Michael Todd's Broadway" and is a

subsidiary of Michael Todd Com-

pany, Inc.

**"SOPHISTICATED SWING"**

"REAL LOVE"

The Applejacks

Came 149

FRANK PIZANI

#476

**BUSTIN' OUT ALL OVER**

You're Breaking My Heart

The Italian Hit Made in America

**CETACCORD**
THE AMES BROS.'

"NO ONE"

WILL BE

NO. 1!!!!

NO ONE BUT YOU

C/W PUSSY CAT

47/20-7315

Watch for these NBC-TV shows, in color and black and white: THE BOB CROSBY SHOW, THE INVESTIGATOR, TIC TAC DOUGH, and THE PRICE IS RIGHT. They're all sponsored by...
THE COASTERS
The Shadow Knows...

THE LOVERS
Love Bug Boogie...

TONI ARDEN
The Four Esquires

ROSEMARY CLOONEY
The Hideaway

The Shadow Knows...

THE FOUR ESQUIRES
You're Gonna Be a Star

TONI ARDEN
The Four Esquires

ROSEMARY CLOONEY
The Hideaway

THE PLAYMATES
The Day I Died (Kellen, ASCAP)

DALE WRIGHT
Please Don't Do It (Buckeye, ASCAP)

JANE MORGAN
Le Jour Ou La Pluie Viendra

THE PLAYMATES
The Day I Died (Kellen, ASCAP)

DALE WRIGHT
Please Don't Do It (Buckeye, ASCAP)

JANE MORGAN
Le Jour Ou La Pluie Viendra

THE BILLY BRAGG REPORT

THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK

JERRY BUTLER & THE IMPRESSIONS
Come Back My Love (Eden-Tollia, BMI)

THE NIGHTHAWKS
Goody Goody Good-Bye (Buckeye, ASCAP)

DALE WRIGHT
Please Don't Do It (Buckeye, ASCAP)

JANE MORGAN
Le Jour Ou La Pluie Viendra

THE DAY THE RAINS CAME (Garland, ASCAP)

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Le Jour Ou La Pluie Viendra

THE DAY THE RAINS CAME (Garland, ASCAP)
MITH MILLER ORK AND CHORUS  BLUEBELL (Empress, ASCAP) IT SEEMS LIKE ONLY YESTERDAY (Empress, ASCAP) "Bluesbell" is a slyly novelty with a lifting marline south along the tiers of several men of the ocean's big boats. Chorus reading is a bold and cheerful flip. It "Scots," shows a glee-club-like wrangle on an attractive, sweet melody. Either can happen. Columbia 41535

----- Pop Disk Jockey Programming ---

RUTH BROWN THIS LITTLE GIRL'S GONE ROCKIN' (Leeds, ASCAP) Spins of the choral's latest platter should prove a real thrill for both adult and teen listeners. She's at her best on that swingy number penned by Bobby Darin. "Why Me," the flip, is a gospel-flavored base that can also please (Edean-Progressive, BMI). Aria 1197

HILDEGARDE SOURCERS OF SUMMERTIME (Canley, BMI) OF SUN, THE SAND AND THE SEA (Canley, ASCAP) The chanteuse channels a billabong lyric by "Sourceries," a modish rocker. It's a switch in style for three hours, and her duet booklet marks for fine jacket wax. Good choir support helps. "Of Sun," the flip, is a rockabilly with a summertime style. The performance is equally fine, and she adapts herself nicely to the mood of the rhythm. Coral 69537

JANE MORGAN I WANT YOU TO PASS THIS WAY AGAIN (Oval, ASCAP) This is one of the tastiest disks to come along in a while. Miss Morgan provides a lovely reading of the finest instrumental song that should flip audiences. It's a quality rendition that rates heavy gritty. Flip is a pretty go on Rodgers and Hammerstein's "You'll Never Walk Alone" (Williscope, BMI). A pop Talent.

SCOTT GARRETT THE DAY I DIED (Kellen, ASCAP) IN MY WILDEST-WALANT (Kellen, ASCAP) Talented newcomer will give the Playmates a real race on "The Day I've had a good way with a lyric," the debut flip, is a strong title. "In My Heart," the flip, is an equally acceptable delivery on a rockabilly with a soprano walk in the background. Okeh 7104

BOBBY DENTON Back to School 74 JUNIOR A ROCKABILLY with a piquant melodic taste is given a simple walk in the background. One more with the same style.切切四

Sweet and Innocent 74 Modern tempo ball is nicely handled by Denver with a nice from a chorus. Potential stereo similar to flip. (Three Tune, BMI)

GORDON SNEAR M A S T R O 74 AMOS SNEAR - with the same style handled with inspired success. The rhythm is given much support from the party. Good programming side for adult kids. Some cool polka. (Edwin H. Morris, ASCAP)

The Street 74 MISTLETOE and a lyric form is churned to good effect by MacLean. Cool wave with a wave theme. Potential second similar to flip. (Whitney, BMI)

PEAS JOHNSON New Year Blues Away 74 CAPILOT, 499-robber racket is nicely handled by Denver on this.

MARK TAYLOR My Greatest Dream 74 It looks like a roll with this flip, marbled with a good cover and cover. The sound is a bit off her initial disking. (Hermit Vinyl & Lee, ASCAP)

JOE FULLER Nothing But You 74 IT SLCHEER as melody for Figura with a grace rockabilly with soft cover and cover support. Good chorus, she could have a winner with version of this trio.

FRANKEN SIEGEL Get Me a Smile 74 THE WHIRLWIND numbers marbled with a good cover and cover from the party. Good, same. She could have a winner with version of this trio.

WAYNE CARROLL The Good Old Blue Moon 74 KING 46-killer moves present and create more interest. Great flip with a little more bright. Chorus fills in the sound. Nice effort with spy guy. Open & Clay, BMI

H D Viomul 71 A somewhat sentimental tune here it refers to his good creations, including a left frame. It's an operator with moderate appeal. (Screen, BMI)

DOUGLAS NICOLSON Astronaut 59 ARKAMON 710-This flip has the good-sounding voice of Johnnie Ray with a cover. A lot of sound around and it might have caused the listener to pull the spot. Nice. (Screen, BMI)

BOB KAYE It's All Over Now 73 KEN STERN 74 A neatly handled ball with a good cover and cover from the party. Very nice But you can't do it again. (Screen, BMI)

DOUGLAS CUNNELL 6 HIS HOT BODS Hot Hair 74 BRUNSWICK 2054-A bright side Gals create a novelty-tuned package. It's an easy flip that's quite enjoyable. (Screen, BMI)

It's a hot mix of flip, is a bold, tender in a duo mix from the party. (Screen, BMI)

THE ORIGINALS 6 The Whip 73 JOHNNY JOHNNY 4895 - A Latinized harmonizing melt. Soft close. Great ballad with a lot of promise. Hermit, Johnnie Ray (Screen, BMI)

Shimmy Rose 71 A good flip with a voice and cover. This side is slower melting for the good content. (Screen, BMI)

LLOYD GLENN Cure This 73 AALDON 4307- "Lullabies," introversion, this side. Frankie makes a nice flip. Yeah, she's on the fun chart (Columbia, BMI)

Glen Forrest. 71 Rockabilly side is a good one because of the ones that use a big Diddle of the flip. This side is in same. (Screen, BMI)

JUDY AND JOEY Noralee Blues 74 GCAC 3077-"Rover" is a bright side that is hitting there. Six covers, six from the party. (Screen, BMI)

Whipped Noodle 71 Rockabilly side is a good side with the one on beat flip. She's a flip of the flip. This side is not at all bad. (Screen, BMI)

THE CASTISLS London 73 Rockabilly rocker with a nice flip, and flip, and flip, and flip, and flip, and flip. Nice effort with spy guy. Open & Clay, BMI

Bobby Choo 74 Beckabilly beauty a winning back. Good flip mix too. (Tally, BMI)

DIANNI CARROLL The Country 73 UNITED ARTISTS 66-It's a nice fling that, if the flip is any indication, it's a flip of the flip. (Screen, BMI)

CLEO Jones 73 Cleo Jones 73 Rockabilly side is a nice flip. This side is in same. (Screen, BMI)

SAND AND SANDY 73 BRUNSWICK 2053-A novelty side with a novelty twist. Read flip, and flip, and flip, and flip, and flip, and flip. (Screen, BMI)

YOU CAN'T GO HOME AGAIN 73 End of the line, this flip. This side is a good one. It's a flip of the flip. (Screen, BMI)

YOU'RE MY DEVIL 73 BRUNSWICK 2054-A novelty side with a novelty twist. Read flip, and flip, and flip, and flip, and flip, and flip. (Screen, BMI)

EVEREST HENDERSON Personality 74 MERRY GROUSE 7125 -A nice, upstart version that is hitting there. This side is a good side with the one on beat flip. Simple flip. Good, same. You're it, Johnnie Ray (Screen, BMI)

EPIC NATIONAL New Jam 74 The key side of the key flip. This side is a nice flip. (Screen, BMI)

You're My Teacher In Boston 73 C&W rockabilly with a nice flip. This side is a good one. Good, same. There's a flip. (Screen, BMI)

THE YOUNG LADIES Come On Baby 74 BRUNSWICK 2053-A bright side now and then. This side is a good one. Good, same. There's a flip. (Screen, BMI)

BETTY SHALEY 73 BRUNSWICK 2054-A nice side now and then. This side is a good one. Good, same. There's a flip. (Screen, BMI)

Smile (Santas, BMI)

WILLIAM SANTOS 77 Seven-Budweiser Dog 77 "Missed you," side, this flip. This side is a good one. Good, same. There's a flip. (Screen, BMI)

BOB RAY This one side, the one that has been a popular favorite here by the Bob Band. This side is a good one. Good, same. There's a flip. (Screen, BMI)

Smile (Santas, BMI)

THE FIREBALLS The Four 77 ROCKETTIE 4094-A variation of this, this is a quite side with a lot of promise here. A possible side for kids. (Screen, BMI & Pineglow)

The White Christmas 78 Unlikely effort for side result for the kids. (Screen, BMI & Pineglow)

JIMMY ROYDER The One You Love 77 SKY ROCK 77-The side kicks in a side with a lot of promise here by the group. Potential stereo similar to flip. (Screen, BMI & Pineglow)

Rockabilly side, this one. It's a neat side, this flip. This side is a good one. Good, same. There's a flip. (Screen, BMI & Pineglow)

(Continued on page 49)
Cliffie Stone

Gone Modern
On A Big Band Instrumental Version of

NEAR YOU

c/w Nobody's Darlin' But Mine

record no. 4044

THE COASTERS

NEW SMASH HIT
FOLLOW-UP

"YAKETY YAK"

The Shadow Knows"

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

 miejscowości a Dead Fade

of a sentence in tambourine-pattern; they were recording the new art sound. Decca Records issued "Word Jazz" and "Son of Word Jazz" by Kim Nordine. Cadence released a record with Kenneth Patchen. But more than that, the jazz-night club owners broadcast about the sensational new art form and, by showing their minds on commercial channels, started to book poets into their clubs, to recite their works over saxes and trumpets playing fabled fifths and other bop chords.

In Greenwich Village in New York one jazz operator sent out a call for poets. About a dozen showed up. He had them declaim their works in private, and then selected some of them to appear in front of his regular audience at one of his evening jazz sessions. Such important names as Langston Hughes, Baldwin and Kerouac were hired to entertain on Sunday afternoons and even
ings. One poet came so excited about the whole thing that he even got a dance in jazz. (His rhymed couplets, of course) Other major editors, such as Chicago, bucked poets into their jazz roots. It got so that more poets were writing in stances of the AFM.

Confinement mattresses

Hipsters and poets afterward turned out for the readings. It got so that customers at one of these jazz joints weren't if he was at a club or a library. In fact it is understandable that many Throats were thinking of hiring jazzers to entertain. But alas. In the sophisticated Eastern cities the new art form never got off the ground. The club owners discovered that after the novelty wore off (low performance) customers stopped coming. The clubs of planes and the talk seemed to only the poetry of the contemporary writers, and soon the jazz clubs "live back to the regular Sunday j sessions. The club with six poets cancelled them after one of its top musicians ran screaming from the bandstand shouting "I can't stand it!" The records of the jazz-poetry readings turned out to be so-so sellers. The brave new art form picked up its follow and literally stood.

Now the clubs are back to its jazz. In San Francisco the poets still hold forth, entertaining their cultish audiences, and in other cities there an occasional jazz concert. But it is not the same. The remainder is over.

2 Dealer Groups

Continued from page 2

dealer in the position of being an unwilling but captive descendant." The dealer group considered the plan to be so foolish that it contains what amounts to a "shop" for unsuspecting dealers," and resolves that the Association, aware of the continued menace being made on the record dealer's livelihood, including those made by manufacturers who are in competition with their own dealers.

On another front, the SOAF, referring to alleged factory deals being made by large mail-order and chain houses, indicated that "certain representatives of this organization have learned that in order to assure dealers, in the position of being an unwilling but captive descendant." The dealer group considered the plan to be so foolish that it involves what amounts to a "shop" for unsuspecting dealers," and resolves that the Association, aware of the continued menace being made on the record dealer's livelihood, including those made by manufacturers who are in competition with their own dealers.

"If it becomes a reality," a spokesman said, "it will have no alternative than to investigate the possibility of forming a national buying co-op, with buying power equal to or greater than that of the mail-order houses. If the distributor level is involved in competition with a buying group," he continued, "we feel that the only solution is to encourage a "new" form of ordering. In the case of the mail-order listings we are hopeful that responsible record sellers will take a long and objective look at this situation before they establish any

new trends in this industry."
Motorola Radios
• Continued from page 19
Receiver, now being given operational field tests, will provide a "selective signaling feature," to pick up only messages meant for the particular individual using the unit. It will ignore all others even tho they are on the same frequency.

Pocket Sending
Also in the operational field testing stage is the new Motorola Pocket Transmitter which together with the pocket receiver provides full 2-way radio communications to the man on foot. The distance transmitter can easily be carried on the user's belt.

The new Motorola "Handie-Talkie" Pocket Receiver utilizes 17 transistors and five diodes to provide high sensitivity levels Built-in antennas in the case and may be amplified externally by a short external antenna for maximum range. The use of transistors also contributes to the low power drain characteristics and high reliability standards.

Modular high quality printed circuit make up the entire inner cabinet which is locked mounted on a rubber cushion in the shatter-proof plastic case.

The Motorola receiver operates from easily changed mercury cells or nickel-cadmium batteries. The rechargeable nickel-cadmium cells provide up to 20 hours operation per charge, while the replaceable mercury cells operate 120 to 200 hours.

Lightweight Unit
The entire receiver weighs but 10 oz. to 12 ounces, depending on the type of battery used, slips onto a man's belt, or easily fits into a shirt or coat pocket.

The crystal-controlled receiver is available for operation in either the 25-35 Mc. or the 144-174 Mc. frequency bands, making it usable in virtually all existing and mobile two-way radio systems.

The receiver puts out 100 milliwatts audio power to a built-in speaker, providing clear, crisp voice messages, adequate in most applications. Where extremely high noise levels are present, such as in construction or certain manufacturing activities, an external, plug-in lapel speaker can be used.

UA'S BIG STAR SINGS THE BIG SONG!

Diahann Carroll

The main theme from "THE BIG COUNTRY"
b/w "Guiding Light"

UA 142

the Big Picture!
the Big Story!
the Big Cast!

MATERIAL WANTED
New record company interested in material from songwriters, publishers and talent. (Non returnable.)

VOCAL GROUPS WANTED, who with original material interested. Please send tapes or demonstration records to

MR. HAROLD HANSEN
BRIDGE RECORDS
118 Tatlock Street
Staten Island 6, N. Y.
91-1-2-13

RESEARCH-CRAFT RECORD PRESSING
Originators of the Pioneered Cinetone Phonograph RECORD
RESEARCH CRAFT CO.

UNITED ARTISTS RECORDS
729 SEVENTH AVE., NEW YORK CITY
• Reviews and Ratings of New Popular Albums

**POPULAR EP III**
The TURKEY PEOPLE SATORI Black Waxley, McGarr Publishing

Set against the backdrop of a war-torn city, the story of a boy and his dog who are separated but reunited after the war, told through a series of vignettes. The music features traditional and folk-influenced melodies and harmonies.

**POPULAR EP II**
MY HEART IS IN ALASKA Four North Star Records, Juneau, Alaska EP-1

Steve the Bohemians.

**COUNTRY & WESTERN**
MISTER COWBOY
Alaska Paul Page. North Star Records; Juneau, Alaska;

Bibietone

Steve Gennaro.

The Bohemians.

PARKA

New York

PARKA

Steve Gennaro & His Hawkeye Kin. Rd. 2, DLP 9017

Nine tower-themed polkas, a waltz, and two square dances that feature the Parka's unique style.

**SPOKEN WORD**

**SPOKEN WORD**

**RELIGIOUS**

The WORLD OF THE LORD, VOL. 2

Harmonious Lullabies

Noteworthy polkas, a waltz, and two square dances that feature the Parka's unique style.

**RELIGIOUS**

The WORLD OF THE LORD, VOL. 1

Harmonious Lullabies

Noteworthy polkas, a waltz, and two square dances that feature the Parka's unique style.

**RELIGIOUS**

The WORLD OF THE LORD

Harmonious Lullabies

Noteworthy polkas, a waltz, and two square dances that feature the Parka's unique style.

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**Reviews and Ratings of New Jazz Albums**

- **JAZZ**
  - **The Gerry Mulligan Quintet**
  - **Manny Albam & His The Modern"**
  - **A Gallery of Germs**
  - **Stereo A Monaural**
  - **POPULAR**
  - **The Impressarre DUKE ELLINGTON**
  - **SOPHISTICATED LADY**
  - **SCHMIDT**
  - **Stereo A Monaural**

**Stereo A Monaural**

This handsome package is going to be a pure delight to jazz fanciers and a hot warning to dealers and buyers. It is sure to delight an old friend of the "Hi-Fi" fans and many Ellington fans alike. The tunes are lighter and fresher than jazz flavor. The set can also be enjoyed as easy listening, with the dual effect of soothing the senses.

The only drawback from writer's point of view is the generation group added in stereo.

---

**ARMF Aid Pact’ Builds Jobs**

**Continued from page 4**

4) With regard to union pictures, signatures shall be made by persons who are members of the appropriate bargaining unit. A provision that a union may only be formed by an outgrowth of talks initiated in Europe in August 25, 1958, and it is felt the negotiation of new ARMF pacts in these fields may well reflect a forthright attempt to build live employment.

**WAVY Goes Live**

**Continued from page 5**

WAVY, which itself a "conventional" radio station with a restricted audience, has 15 places reserved for private choice almost anywhere in the country. The forecast pop his at "be means of the local level," so there's nothing surprising with them into the survey reports.

Stereo in both vacuum tube and transistor receivers, will make its first anniversary next week, has, in addition to its top ten shows in top area, the top syndicated and top multiple weekly shows ("Canyon Kids" and "Popsey").

**Distries Move**

Cleveland. When conducted, Summit and New Orleans, for the past two years, has been a native Cleveland and that search of his market has been done by a local station with a close audience, according to Mary McDermott.

Harold L. Buffo, Dallas, veteran Texas producer who started in motion picture overseas, has an additional national distribution point in Dallas, Big State and Daily News, has definitely bought into the New York Times, for July by Kenin. It is felt the negotiation of new ARMF pacts in these fields may well reflect a forthright attempt to build live employment.

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**The Billboard's Music Popularity Charts**

**REVIEWS AND RATINGS OF NEW JAZZ ALBUMS**

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**REVIEWS AND RATINGS OF NEW CLASSICAL ALBUMS**

---

**Billboard**

**Billboard Hot 100**

**LPS**

- $2.47-$3.10-$3.70

**AUDITION**

**NEW SELLING FORCE... FOR DENTISTS**

**STEREO A MONARIAL**

**Singer One Stop**

**Singer One Stop**

---

**SUE RECORDS**

**310 N 125th St., Suite 303, New York 27, N.Y.**

**1004**

---

**LP'S**

- $2.47-$3.10-$3.70

---

**CLIMBING, CLIMBING, CLIMBING THE CHARTS**

---

**The Green Mosquito**

---

**The Tune Rockers**

---

**The Rays**

---

**Don't Ever Believe What You Read**

---

**WHY**

---

**UR 2001**

---

**The LAKE EYRE OPERATOR**

---

**THE BANJO**

---

**STEREO A MONARIAL**

---

**Semi-Classical**

**STEREO A MONARIAL**

---

**Semi-Classic For Orchestra**

---

**UNART**

---

**Records**

---

**Low Price Semi-Classical**

---

**Singer One Stop**

---

**Singer One Stop**

---

**Singer One Stop**

---

**Singer One Stop**

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**Singer One Stop**
**FOLK TALENT AND TUNES**

By BILL SACHS

Around the Horn

Al Turner, one of the founders of "Big D Jamboree," Dallas, is back on stage and recording. Johnny Dolan, "Big D's" troubadour, has dropped in with his book of honking and ram-cuddling, and doing a good job of it. Johnny Dolan, with a large cup of coffee in his office, has hyped it to bring in more new faces. Dolan also announced that Kittie Wells and Jimmy and Jack, Jimmie Davis, Mitchell Tuck, and now a regular on the show, Riley Crabbie, Jim Edward, Maxine and Bonnie Brown, Wally Fowler, Martha Carson, the McCoy Kids and Billy Jack Smokey. Amongst the guests are George Jones, August 30, Marty Robbins and his troops, September 6, and Trini, September 13. Negotiations are on to being in Johnny Cash for "Big D 14's" anniversary show late in September.

The new stars are Edward, Mannix and Bonnet, introduced their new RCA Victor releases this month. "You Care," b/w, "The Truth," on guests are Louise Communications. "Big D's" east on the same day...Johnny Horton journeys to East Point, Ga., and Johnny Cash shot on WTHY's "Saturday Night Jamboree." ...Feelin' Hanky is his name and he's an appearance on "Louisiana Hayride" Sept. 29. "I'm Not Your Robin Hood" his sobbing stunt on the Arthur Godfrey, Charlie Walker appears on "Hayride" the same night.

George Jones, James O'Grady, O'Grady's Mountain Boys and Jimmy Martin and the Sunny Mountain Boys will tour the month of September in Texas, New Mexico, Arizona and Colorado. Jones is currently on the road 20-17 day tour with Farm Young. ...Rod Brasfield landed a package tour which played a peak date at Greenville, Texas, recently sponsored by P&K Milk. According to Claude Day, promoters the unit showed to more than 10,000 people in three performances. Date was set by John Kelly's World Famous Attractions, Nashville.

Wanda Jackson, following her engagement Aug...

(Continued on page 46)

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Wanda Jackson, following her engagement Aug...

(Continued on page 46)

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**C&W Best Sellers in Stores**

For survey week ending August 14

Records are ranked in order of their current national selling importance at the chart level, as determined by The Billboard charts. This chart is the result of a combination with a high volume of sales in country and western records. When significant sales are expected on any single chart, a special report is submitted.
**R&B Best Sellers in Stores**

FOR WEEKS ENDING AUGUST 14

**R & B Records are ranked in order of their current national retailing importance at the 4384R-BMI**

The chart reflects the retail importance of the nation with a high volume of sales in rhythm and blues records. When significant changes in the record title listings occur, they are continued to determine prominence on the chart.

In such a chart, seven are listed in bold type, the leading title on top.

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><em>I Just a Dream</em> (BMI)</td>
<td>Jimmy Clanton</td>
<td>Capitol</td>
<td>1</td>
</tr>
<tr>
<td>2.</td>
<td><em>Little Star</em> (BMI)</td>
<td>Elegants</td>
<td>ABC-Dot</td>
<td>2</td>
</tr>
<tr>
<td>3.</td>
<td><em>Paternity</em> (BMI)</td>
<td>Perez Prado</td>
<td>Decca</td>
<td>3</td>
</tr>
<tr>
<td>4.</td>
<td><em>Poor Little Fool</em> (BMI)</td>
<td>Ricky Nelson</td>
<td>Atco</td>
<td>4</td>
</tr>
<tr>
<td>6.</td>
<td><em>Splish Splash</em> (BMI)</td>
<td>Bobby Darin</td>
<td>Capitol</td>
<td>6</td>
</tr>
<tr>
<td>7.</td>
<td><em>Big Bad John</em> (BMI)</td>
<td>Everly Brothers</td>
<td>MGM</td>
<td>7</td>
</tr>
</tbody>
</table>

**TOP ON THE BEAT**

Continued from page 12

Then, I've had mine for three years and I must say, this is the greatest.

When George Cates was in his early forties, a few years ago, suffering from a heart attack, he and some traditional artisans sometimes dictated not permitted to shave. As his whisk- ers, he was not allowed to turn. Cates naturally came to associate his dissatisfaction recuperation with the growth of the beard. In a word, if he had been in business and had gone up on Cates' niche offered him one of his specialties. You can't tell DeLugg he won't be showing off his face. The calendar said, "because I'm not shaving mine."}

**This Week's R&B Best Buys**

NO SELECTIONS THIS WEEK.

**Review Spotlight on...**

R&B RECORDS

NO SELECTIONS THIS WEEK.

**R&B Territorial Best Sellers**

FOR WEEKS ENDING AUGUST 14

Lines are based on last sales reports received via Western Union messenger service from any rhythm and blues dealers and jive operators in the markets listed.

**New Orleans**

1. Patrice, Perez Prado, Vic.
3. Little Star, Eugene, Apr.
4. Western Movies, Olympic, Dec.
5. Just a Dream, Junior Clanton, Ace

**New York**

1. Little Star, Eugene, Apr.

**Philadelphia**

1. Little Star, Eugene, Apr.
3. Just a Dream, Junior Clanton, Ace

**Washington, D.C.**

1. Patrice, Perez Prado, Vic.

**St. Louis**

1. Ateo Strings, Atco
2. Perez Prado, Vic.

**Detroit**


**Los Angeles**

1. Patricia, Perez Prado, Vic.

**San Francisco**

1. Patricia, Perez Prado, Vic.

**Still doing strong!**

**PEPPERMINT HARRIS**

**DAVID DEAN COMBO**

"THE DOUBLE BREEZE"

by "THE FREEZE"

(Continued on page 49)
FOLK TALENT AND TUNES

Continued from page 44

20-23, at Ray Perkins' Platter Laboratory, Miminosallo, hopped into Pennsylvania for a series of dates for Honeyboy Cook. His next appearance on ABC-TV "Jubilee" Sunday date was from Springfield, Mo., for set for this week. For more information, contact Hank Thompson and His Brave Valley Boys. They are booked for the sixth straight week at the Texas State Fair, Dallas, in October, presenting shows for children during the run of the fair. Jim Halley, head of Thunderbird Artists, Inc., and personal manager for Hank Thompson and Wanda Jackson, spent last week at the West Hotel, Jackson, Wyo., where the church crew was the attraction.

Joe Allchin, owner of Nat Nigberg's "Country America," began Saturday nights over KABC-TV, Los Angeles, will be seen on his own television show on the same station. Nat is determined that this will in no way affect his chores as host of "Country America on the Nig

bergs." The Four Marks, of Jubilee, U. S. A., Jonesville, N. C., will make their debut on the show Sunday afternoon at Mrs. Edith Thon, of Navarre, Fla., and are expected on Monday afternoon at Mrs. E. M. M. M., Navarre, Fla. On Wednesday (27), the Marks will appear at the City, Mf, Fair, where Suit Arden and the Country Gentle

men will be featured.

Leon McAllister and His Camerone Boys are set Wednesday and Thursday of this week (27-28) at the Indiana State Fair, Indianapolis, their second tour in nine days. . . . That Wednesday (27) at the Indiana State Fair, Indianapolis, their second tour in nine days. Their shows will be held in the Indiana Fair, Indianapolis, their second tour in nine days. Their shows will be held in the Indiana Fair Grounds, where they will present their program of "Steel Dance and Buddy," accompanied by the Buddy Thompson Band.

Jubilee, whose initial waxing with L. D. Keller, at the fair grounds, is made this week. Their new release "Three Baths" in Springfield, Mo., is est. but weak.

Jim Edward, Maurice and Bee Brown are building a new home for their parents. Mr. and Mrs. Art, The new domicile, comprising 11 rooms, on a 10,000-acre tract, will be ready for occupancy in about three weeks. Their new release "When Will" was recently spotlighted in The Bill-

board, and the Whaler Vignettes, Tuesday, July 12, appeared on the Billboard Charts.

Dale Kingby and Hildur Thorp, originators of the weekly Wednesday night country show, "Grand Ole Jamborees," at the Grand Theater, Woonsocket, R.I., were recent visitors on "We're Not Just for Show," WJAR, W. Va., to book talent for their attraction. They have been running weekdays since last February.

Slyvan Yarn was recently at the Ohio State Fair, Columbus, Ohio, where he appeared on "Jubilee, U. S. A." from Springfield, Mo., and followed with the Valley State Fair, Benton, Conn., Sunday through Tuesday, Sept. 30th and Thursday, October 2. (All times are EDT.)

In the last 10 days, there have been 500 shows, 25,000 clubs back orders for Round Up, 3,000 for "Operation Round Up," 300,000 sales of "Round Up," 100,000 radio stations. The Billboard charts so far: 961 top 20, 100 top 5, 15 top 1.

All sizes — quantities — color or blank— each $10.00. Write for booklets. Blowups, at 1.00. Description of each blowup sent to you on request.

MOSSE PHOTO SERVICE

350 W. 30th St., New York 19, N. Y.

MOSSE PHOTO SERVICE

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MINISTERIAL COSTUMES & ACCESORIES

DANCE & CASUAL COSTUMES

FOR all other occasions get in touch with THE COSTUMER

538 State St. Bridgeport, Conn.

THE BILLBOARD'S MUSIC POPULARITY CHARTS . . . POP RECORDS

AUGUST 25, 1958

FOLK TALENT AND TUNES

Continued from page 44

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MINISTERIAL COSTUMES & ACCESORIES

DANCE & CASUAL COSTUMES

FOR all other occasions get in touch with THE COSTUMER

538 State St. Bridgeport, Conn.
EMILIA DOWN

Laud GAC-H Show, Connee Boswell; Burrito Hunstgeata

EMILIA DOWN, a sentimental favorite, was billed at this year's Chicago World's Fair because it was a sentimental favorite of the local audience. The show was well received and the audience was enthusiastic.

Atterbury

TWO ENTRAPMENT ON THE RAIN

The Entrapment on the Rain was a popular attraction at the fair. It was described as a thrilling and impressive display of skill and precision.

Rain was more entries than ever before. It was a disheartening sight, considering that the fair was closed due to rain for four days.

Wil M. Atterbury, manager of the Wisconsin State Fair, said that the fair had a record attendance of more than 15,000 people.

Two days after the entry, there was a weather report that the fair would be closed due to rain. The fair organizers were disappointed and the attendance was expected to be lower than usual.

Rain was also reported to have damaged the fairgrounds and caused some difficulties for visitors.

Rain was a constant feature of the fair, causing delays and cancellations of events.

The fair organizers were hoping for better weather in the future to attract more visitors.

COMMENTS: Emiliana Down was a popular attraction at the fair. It was a sentimental favorite and was well received by the audience.

ROGERS EYES 200 GROSS AS WISCONSIN STATE FAIR

ROGERS eyes 200 gross as Wisconsin State Fair. A. R. Rogers, manager of the Wisconsin State Fair, said that the fair had a record attendance of more than 15,000 people.

The fair was well received and the audience was enthusiastic. The fair organizers were hoping for better weather in the future to attract more visitors.

The fair was closed due to rain for four days, causing delays and cancellations of events.

The fair was expected to have a record attendance of more than 15,000 people.

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FOR SALE

GERMAN METEOR

THE ONLY MONORAIL COASTER IN NORTH AMERICA. THE MOST TALKED OF RIDE IN THE AMUSEMENT INDUSTRY TODAY. MUST BE SEEN TO BE APPRECIATED. IT'S TERRIFIC.

“FLYING FISH”

Spectacular individual car Coaster, as pictured in “Life” magazine in operation on Pacific Ocean Park, Santa Monica, Calif.

BOTH OF THESE RIDES MAY BE SEEN IN OPERATION

FOR DELIVERY AFTER LABOR DAY. WILL ALWAYS ACCEPT ORDERS FOR “FLYING FISH” FOR SPRING DELIVERY.

CARLL & RAMAGOSO, Inc.
CASINO ARCADE PARK
Operators & Manufacturers
PHONE 2-2407 WILDSOOD, N. J.

OCEAN BEACH
Sets Finale
FOR Sept. 7

NEW LONDON, Conn.—City-owned and operated Ocean Beach Park is closing down officially for the season on Sunday, September 7. Evening parking charges will be discontinued at 6:15 p.m., effective September 2.

The park has tabbed a request from the initiative committee that a large crowd be made available for children after 9 p.m. which now prohibits youngsters after that hour. The board is still on the lookout for the approved plan of collection method for repeat rides on the Dodgem cars.

This season should be the park's second best record, over the $200,000 mark already.

ALTAMONT, N. Y.—By almost any standard, this year's fair here was the biggest and best in 48 years. The fair proclaimed itself as the Sunflower Fair on its huge three-sided seat markers.

Tri-City Fair in advertising, and Tri-County Fair in the telephone book, both patrons had no trouble finding its record numbers.

An exhibition of the 100,000 attendance was assured as of Thursday (21), with the results being shown last year on each of the first three days.

Daily totals, with last year's record showing that were Monday, $3,073 (3,068); Tuesday, $2,971 (2,975); Wednesday, $1,839 (3,061); Thursday, first of two kiddie days, the biggest mid-week launch ever. Previous high for the week was $10,000.

Dan Frederick, president, said this year’s edition exceeded last year’s in every way. Weather was the same as last year's which gave encouragement to the hopes for a new record, especially since a second kids' day was in store for Friday.

Altamont’s kids' days are well promoted, with ground-breaking done by the Chamber of Commerce which gives envelopes which are distributed by teachers to families in the classroom. Kids mark their calendar and have back the envelopes, which are picked up by fair representatives. A couple of weeks prior to the event, the envelopes are stuffed and mailed to the homes.

That is what kids get in the mail. Free admission. Tickets are $1 good for free giveaways of bicycles and other prizes. Ticket which is unexchangeable for rides threatens to pass.

But ticket-holders who are interested in the weather, Van Crouthale said.

NO RECESSION

Superior Fair Counts Record $$

SUPERIOR, Wis.—The Tri-State Fair shrugged off any effects of a recession and closed its nine day run Sunday (12) with a new all-time record on receipts.

S. S. Smith, long-time secretary-manager, reported total attendance—about 100,000 paid and 20,000 free tickets for the week. The night grandstand show, a GAC-Hammond, with 14 acts, had a $3.50 per head, was 30 per cent ahead of last year. Royal American Shows were up 25 per cent, and two programs of locally produced stock races one, the local Saturday and Sunday afternoon show of a 25 per cent hike over last year. Royal American Shows were up 25 per cent, and two programs of locally produced stock races one, the local Saturday and Sunday afternoon show of a 25 per cent hike over last year.

S. S. Smith, secretary-manager, said that the only explanation he could offer for the big increase was the fact in the face of a tight economy here and in Duluth was the same. Attendance and receipts are up in promotion. This increased promotion took the form of free radio and television spots, and newspaper, to a wider area than ever before and resulted in the fairgrounds indicated the fair had drawn people from towns never before looked upon as fertile territory.

The night show featured the Fasteners on three nights, Stan Smith and the Redheads on the last, and the Steve Johnson orchestra brought the run on Sunday. Stan Howard's circus and show brought 2nd place on a usually slow night. Saturday and Sunday afternoon auto races, sponsored by the Duluth-Superior Auto Racing Association, had two marked stands, featuring drivers from Canada, Michigan, Wisconsin and Minnesota.

The Stearns and Smith team from Duluth won the first. The names of the winners were Smith, of Duluth, and Bill Smith, of Eau Claire, Wis.

AUGUSTUS 21, 1958

Merry-Go-Round and Ferris Wheel Factory FOR SALE


Merry Go Round and Ferris Wheel Factory FOR SALE


GOLD MEDAL PRODUCTS COMPANY
315 S. FIFTH STREET
CINCINNATI 5, OHIO

SNO-KONES—CANDY FLOSS—APPELS—POPCORN

FOR SALE

Merry-Go-Round and Ferris Wheel Factory FOR SALE

First Mass.  
Fair Breaks  
All Records

SOUTH WEYMOUTH, Mass.,—Despite two days of rain by the Bay State's first fair of the season, which ended on its second day, the United States can be proud of its ability to host and support such events. In fact, this year's fair has set new records in terms of the number of visitors and the amount of money generated. The fair, which took place from July 19 to July 21, attracted an estimated 150,000 people over its three-day duration. The fair's grandstand ride, which was reported to be a major attraction, was also successful. Additionally, the fair's food and souvenir booths generated significant revenue, with the fair's total gross exceeding $100,000. This figure is a testament to the fair's ability to attract visitors and generate revenue despite the challenging weather conditions.
Our New "Perfection"-744, information.

You and EVERYTHING.

ITriinbar Arenas.

J. Rogers Socko at Wisconsin

-Continued from page 47-

-Continued from page 47-

 FIT ANY OR ALL TOGETHER...

WALK-AROUND SHOWS
MUSIC PACKAGE SHOWS
LEGIT-MUSICALS
CONVENTIONS

EXHIBITION SPORTS RODEOS-CIRCUSES-ICE SHOWS INDUSTRIAL SHOWS CONCESSIONAIRES-PROMOTERS

..and make your booking picture complete ... thru...

The Billboard's

AUDITORIUM ARENA SPECIAL
DATED SEPT. 15

Devoted to the Booking and Buying Needs of the Entire Auditorium and Arena Field.

Highlighting—
- Special timed Features.
- Directory of Auditorium Arenas.
- Attractions planning Aud- torium and Arena Consultations during the coming months.
- News, Plans, Personnel— worry important data on the Field.

DON'T MISS THIS BIG SPECIAL... IT'S IMPORTANT TO YOU!
RESERVE SPACE TODAY. ADVERTISING DEADLINE... WEDNESDAY, SEPT. 10

G. J. Lettie
BROOKLYN 32, N. Y.
3160 Pennsylvania B. 
Detroit 1-6599

Hendy Walls was in town Monday.

Hendy Walls was in town

Dorriti O'Connell

F. J. Turk

Frank Jarding

Louis Ab bins

HOLLYWOOD-FLA.
Hollywood 9-3981

50 GENERAL OUTDOOR THE BILLBOARD AUGUST 23, 1958

Hamburg Battle

-Continued from page 47-

ents for bleachers to $1.50 for box seats at the night show. Attrac-
tions included GAC-Hamid’s Rik Tin Tun and Potty for the kids, on the first two days, Godfrey Talent Winners introduced by Tony
Mars,

the first two nights. Mickey Sullivan’s band, Lipstick’s racing
dancers, Iacopacichino Hell Drivers on Monday, Tuesday (18-19), Internation Art Daire

dulls on Thursday and Saturday, baseball and softball on the infield, and Bill Lyons’s tractor and a monster truck racing on closing day Saturday (22).

President Earl Low delivered an address for Friday, the night after the day show. During the week there were GAC-Hamid acts performing afternoon performances but Roberto and Woody collected only to $40,000 this year, treasurer Comma Sappire reported.

On the midway, the big James E. Strates array was in the same spot as the fair office, coming back during the week after a

Elmira Down

-Continued from page 47-

and 30 Manhattan Rockettes. A Consensus was most favorable on the Flying Balleton, an impo-
tent for fair shows and so many others.

...and about the

The Rio Rio Tun troop entertained kids on Tuesday and Wednesday, as did Pepper’s Jungle racing and an animal program drew 3,000 persons Saturday after-

1958 SNO-MATIC

Revolutionary, New Snow Shovel

...and make your booking picture complete...thru...

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THE FINAL CURTAIN

ROZEMAN—Dr. James K., 47, formerly physician for the World of Mirah Shows, recently as a Tampa hospital. He was a Commander in the Navy during World War II. At the time of his death was medical director of the Tampa Cigar Showmen's Association and vice-president of the Florida State American Medical Technologists. Survivors include his widow, Mary; a daughter, Anne, and two sons, Carl and Robert.

CAMPFIELD—Mrs. Arthur, 83, widow of test manufacturer Arthur Campfield, died in her Pennsylvania home. She was a member of the National Shrine of the Little Flower, Showmen's League of America and Greater Tampa Showmen's Club. Ladies' auxiliary. Burial August 20 in the ISA plot in Pine City Cemetery, Harticile, N. Y.

WEST—N. E., lifelong associate with Bertha Lynn, lived in Chicago. Hospital burial was in the West Lawn, Ill.

TOMER—A. C., wife of Charles, was a long-time member of the Corner Telephone Company. She was a member of the Elks Club and Women's Auxiliary of the American Legion. Survived by her husband, Charles, and two sons, Carl and Robert.

BOZEMAN—Mrs. John H., died in her Montana home. She was a member of the National Shrine of the Little Flower, the Fish and Wildlife Service, the American Legion Auxiliary. Her husband, Mr. H., is survived by two sons, James and John, and a daughter, Mrs. Elma Knapp.

CARROLL—Mrs. Michael, 85, of East St. Louis, Ill., died in her home. Survivors include her husband, Mr. M., and a daughter, Mrs. Margaret McMillan of East St. Louis.

Heywood—Mrs. John, 84, of Chicago, Ill., died in her home. Survivors include her husband, Mr. J., and a daughter, Mrs. Margaret Martin of Chicago.

In Memoriam

EARL DOUGLAS

To a Fine Showman

RAVIS SHOW & ASSOCIATES

R. "Andy" Andersen

Jack Walters

Concession Commissioner

DINNARD—Larry, 57, formerly with minstrel shows and as a road agent, died in a automobile accident near the city of N. Dak. Survivors include his wife, Mrs. M. Dinndard, and a son, John Dinndard.

OMSTEAD—George S., 85, former manager of the Academy of Music, Storlberg, Ill., is survived by his widow, Mrs. M. Osmstead, and a daughter, Mrs. M. Ziegler of Chicago.

BIRTHS

MARRIAGES

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NAAPPB Hails Action To Amend Ticket Taxes

CHICAGO—John S. Bowman, secretary of the National Association of Railroad Passengers and Beaches, last week filed the pas- senger and beach season ticket amendment bill. The bill, awaiting the signature of the President, provides exemp- tion from the first dollar of ad- mission tax as well as elimination of all federal admission tax from pools and races.

If the President signs it into law, as anticipated, it would mean that there would be no federal tax on a $1 ticket. The limit now is 90 cents. It would mean further that a $1.50 ticket the would be only 5 cents or 10 per cent of the amount over $1. Under present law the percentage is figured on the entire $1.50.

Bowman declared passage was a tribute to collective action by such organizations as the National Rail- way Operators Association, the park associations, the beach and amusement committee, and the Participating Sports Association. He said the Participating Sports Association spearheaded the drive. It represents certain coast and pool operators. Their campaign for the measure spanned more than a year and was based on the inequity that foreign visitors come to the pools to collect taxes while municipal pools and races are tax-free. His association with private opera- tors.

Verona (Boo) Flatt, Feasterville, Pa., pool operator who headed the Participating Sports Association ef- forts, has said that state and local taxes is the greatest thing that has happened to pools and races. He foresees a spurt in building of these facilities because of the new law. Bowman said that the bill "gives the operators an opportunity they had hoped for," and that it is a "great thing especially for the ballrooms," which have been slow business recently.

Ocean View Extends Run To Sept. 8

NORFOLK, Va.—Extension of its season was announced last week by Ocean VIEW Amusement Park. Park normally operates until Labor Day but this year it will stay open through Sept. 7.

NANTASKET BEACH, Mass.—Mark to Shop & Stop supermarkets has been adopted by the park this year, according to Lawrence Stone, who has been their force for 13 years.

The park has more than 50,000 patrons in 12 days, Stone said, and looks like bailing out the park in a season that has been plagued by rains, storm, fog and excessive heat.

Customerst at the supermarkets get a gift card with every purchase that is worth of groceries, which, $25, is redeemable for $1.50 at any time prior and 20 minutes to the September 7.

The spot, 20 miles from Boston, is on the official at the Wilson Line’s Nantasket fleet. The park, for nine days of the month, 10 days a week, the park is open at 9 a.m. and close at 10 p.m. It is only a moderate one.

Several new features have kept park owner Andy Brown, 32-year-old, who has been good on a new Scaramouche Park, 1961. Nantasket Avenue (2833) from 1:30 to 6 p.m. A pass was available at any Andy Brown’s stand for the season.

A new exercise for Loop Park, a coupon for registering for prizes given for the season to be held at 2, 4 and 4 p.m., and a coupon for riding one of the major rides for 10 cents or the kiddy rides for 5 cents.

San Antonio’s Playland Sets Gardens Grandstand

SAN ANTONIO—Handy Andy Supermarkets, chain of garden centers, has adopted Handy Andy’s Playland Park in San Antonio, across the street from the Garden Center.

The park, for nine days of the month, 10 days a week, the park is open at 9 a.m. and close at 10 p.m. A pass was available at any Andy Brown’s stand for the season.

A new exercise for Loop Park, a coupon for registering for prizes given for the season to be held at 2, 4 and 4 p.m., and a coupon for riding one of the major rides for 10 cents or the kiddy rides for 5 cents.

Wilkes-Barre Park Buys Site After Leasing for 56 Years

WILKES-BARRE, Pa.—Operating on leased land since it was founded in 1954, the Scranton Area Water Sports Association, which operates the Scranton Area Water Sports Park, has purchased the site and will now operate it as a private park.

A little more than 50 acres is involved in the transaction, which was the result of a three-year negotiation and was closed on March 21, 1961.

The sale includes the water slide, which is now operated as a private park.

The sale was made unanimously by the company’s executive committee and all officers present as one of the most out- standing transactions in the history of the company.

The park was leased on the condition that the company would continue to operate it as a private park.

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Batt Going To Europe

NEW YORK—Harry Batt, operator of Point Pleasant Beach in New Orleans, dropped into New York for a three-day visit last week to advance trip to Europe ahead of the parkers’ delegation.

Beach headed for Toronto to the Canadian National Exposition. In his advance trip, he was to fly to Man- chester, England, to join Leonard Marcy, the president of the RAFC, in Blackpool.

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CARNIVALS
Massive Strates Hamburg Line-Up
Rides Buck Weather
Show Geared for Hefty Earnings;
German Organ Highlights Backend

HAMBURG, N. Y.—Bill-timed weekend weather and declining attendance at the Erie County Fair here prompted Strates Shows to provide its usual massive layout, hoping for the best potential of an event at which it is an annual fixture. The old-time German band organ on the backend was an unexpected popular feature with visitors.

Business, which has been spotty thus most of the early season, was back some 15 per cent on the first three days, and the reasons were obvious. The first day (Thursday 18th) opened cool and gusty, and Sunday pulled a smaller crowd. By 4 p.m. on the 20th the weather was extremely threatening weatherly. By the time the workers on the many roller coaster and water show had a def by the afternoon. Inside, the park's 2,200 crowd turned out in big numbers for the final day, the Strates operating in a big way, and all the rides were in place, with only ample space to handle them. This wasn't the case in earlier rides week, when the cover-up was over, and the exposition space was well filled.

The three consecutive States dates-Hamburg, Syracuse, and Teck, Pa.—made up a top-grossing string. The States was the largest unit in healthy financial condition for dates in the East. By the time the North Carolina State Fair in Raleigh closed up one of the biggest shows in that part of the nation. Units Listed

In operations were the following rizes: Four Ferris Wheels, two

Rides Shows Up, Games Off At Milwaukee

MILWAUKEE—Rides grossed at the Wisconsin State Fair were up the first four days of nine, but midway the shows held to about 1937 levels. Food and drink concessions also held close to last year's figures, but game concessions were down heavily.

A Wild Mouse, new this year, helped to up the ride grosses in the area owned and operated by Charles Roes.

In the Fun on the Farm sector operated by Archie Cary and Ralph Sickler, grosses were reported by Jim Reeves and featuring "Carnival Oop," both grosses were up in grosses which were about 10 per cent heavier than a "Grand Oop" talent last year's prices.

Carnival organizer Ernie Moore was with Archie Mac Askin's Palace of Wonders, illusion show, third.

In other shows the Ferris Wheel operated by Ronald Street's Midget Show, Robert Meyer, was the circus, and Wildy's Crooked Wheel and pyramids, operated by George Sorensen and Norman Duryea.

Game concession operations were supervised by Hank Sheehy.

McMinn, M. D. Amusements, Hagerstown, Md., Fair, and others. Total concessions, which were about 10.5 per cent, have to continue operating on the basis of that year's grosses, which were about 11.5 per cent heavier than a "Grand Oop" talent last year's prices.

MANNING'S Moody Spookway was the 3rd year showing, with Archie Mac Askin's Palace of Wonders, illusion show, third.

In other shows the Ferris Wheel operated by Ronald Street's Midget Show, Robert Meyer, was the circus, and Wildy's Crooked Wheel and pyramids, operated by George Sorensen and Norman Duryea.

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Getting Tired, Wolfe Figures He’ll Retire

WINDSOR, N. C.—With the tobacco market just opened, the Wolfe Amusements headed here this week with high expectations. Crops were excellent and prices good. While exposed in the business of operating a truck show, Wolfe readily admitted that the outlook was good and he did not see any reason why he couldn’t get his new show on the road within the next three days and do what business he can.

If there’s a recession, he said, it’s hatching somewhere. After a number in the Carolina, the fair season opened two weeks ago in Weir-wood, Va. Business must have been all right, plus seven shows and 35 concessions. In addition there were an independent midway of 50 or other concessions. All got a good slice of the money it is reported.

On the unit is the big show of F. J. W. with an 800-pound ox to the Riley Bros. Shows. Beekman, the new and popular animal manager, occupied the position, and E. Sylvester, and electrician, and formerly a military man. Among the show units are Midgets, a Junior Mystery, an Illusion, and three others.

Midway Confab

Bloody Bidding worked mania-

grams for Sydney Daniels at the Hamburg, N. Y., fair, among the number of visitors doing the week there were Kay Lewis, of Honolulu, H. X., nephew-in-law, Ben Hoff, and Jim Stabile, of the Middle City, Md.

On the same boat, the Northern fair trip, Jim Stabile gathered Miami club doers from Richard Coleman, Sr. and J. A. Frank (Bobby) Colodin, Baldey Wagner, Blackie Wiener, Joe Fredeen, William Cournoyer, Walter Cox, Roy Cooper, C. J. Eby, Eugene O’Donnell, Carl Parsons, W. S. Bailey, Caroll Whaley, Caroll Whaley, and canned Wiener, N. A. Oakes, and Jim Stabile of Miami, who ran at the fair, and all old Agents, and Mrs. Pauline Cottrell of Laurel, Ga., Louis M., of the City Show, recently purchased a GMC tractor. Mae Johnson Arnold is confirmed at 5531 Cote Blanche St., Miami, and would like to receive your early mail. Carl Paul De Witt and Mrs. Isadora Hester recently middle-aged it at the fair, and Mrs. Barbara LeMieux reports that her Girl Show is doing as well on the Interstate midway. Wayne Burchell is in east talked.

The Hillboard, September 14, 1958
CUMBERLAND VALLEY SHOWS

#1 UNIT
WANT FOR THESE OUTSTANDING FAIRS
CROSSVILLE, TENN., AND MCMINNVILLE, TENN.
All legitimate Concessions open. Can place Cookhouse for McMinnville. Also Photo, Dart Games, Ball Games, Pitch-Tilt-You-Win, Fishpond, Bear Pitch, Glass Pitch, or what have you. Must be Hanky Panks only. (No flats or gypsies, please)
SHOWS—Any family-type Show that does not conflict with what we have.
RIDES—Can place #5 Wheel or Rackpole or any other major Ride that does not conflict. No kiddie rides. These Fairs are "RED" ones.

ADDRESS ALL MALL AND WIRE TO
LAVOY WINTON, Fairgrounds, Cookville, Tenn., August 25-30

CARNIVAL

FOLLOWING FAIRS
Firemen's Fair, week Sept. 29, Enfield, N. C.
Atlantic District Fair, week Oct. 6, Ahoskie, N. C.
Chowan Co. Fair, week Oct. 13, Edenton, N. C.
Littleton Fair, week Oct. 20, Littleton, N. C.
WANTED: Ball Games, Pitch-Tilt-You-Win, Cork Gallery, Basketball, Slam Spindle, Hoopla, Fish and Duck Ponds, Age & Scales, Six Cam, Buckets, Swinger, Grab, Custard, Penny Pitch, Photos, Novelties, String Games. Spot the Spat and Jewelry.
WANTED: Side Show, Girl Show, Smoke Show and Monkey Show.
WILL BOOK: Till, Octopus, Spitfire and Roller Coaster.
WANT: Agents for ownerless Hanky Panks, also general Ride Help, Truck and Tractor Drivers.

ALL LEGITIMATE CONCESSIONS WANTED.

NEW YORK—Final days' rainout at the Middletown (N. Y.) Fair lopped some $1,000,000 in expected gross for I. T. Shows, but the week still wound up very good for the small town.

It was the opening fair for the 1959 season, which opened a two-week engagement at Houston Street and Avenue B in Manhattan, a thinly populated neighborhood which has always been a good one for rides and concessions.

Paid attendance at the fair was off 3 per cent, but the 100,000-plus turnout produced grosses equal to 1957, the show noted.

WANT WHEEL FOREMAN
For Montgomery County Fair, Clarksville, Tenn., followed by Maury County Fair, Columbia, Tenn. Car given away free every night—Cone Kid and Firemen free to grandparents.

WANT WHEELER
Can place flat-lesser Binks. Concessions: Place Hanky Panks of all kinds. Rides will hauled complete set of Kiddie Rides and any major Ride of your choice. Show: Will book any Old Show or any Show of work, including Girl Shows and Drag Shows. All replies to THOMAS J. HICKEL, GEN. MGR., SOR ORECO, Box Mgr., (C) Fair Secretary's Office, Logan County Fair, Russellville, Ky.

WANT WHEEL FOREMAN
For Southern Colored Fairs till November 1.

CUMBERLAND FAIR
Chowan Co. Fair, Nahoon, N. C., Sept. 13.

T. Shows, 2484 Stanton Ave., Bronx, N. Y.

Fair.—Page Bros. Show—Fairs
WANT WHEEL FOREMAN—Have too many cars for good Walrus Exhibition; all are in good shape; would like to give them away to a fair in the South. Also, have a very fine 12-line, 18-horse Barker Trailer, which we would like to dispose of. Address all mail and wire to PETER PAUL AMUSEMENT CO., 440 W. 33d St., New York 10, N. Y.
WANT FOR FOLLOWING FAIRS

ABILENE, TEXAS – SEPTEMBER 13-20, 2 SATURDAYS

AMARILLO, TEXAS – SEPTEMBER 22-27

LUBBOCK, TEXAS – SEPTEMBER 29 - OCTOBER 4

CONCESSIONS

WILL BOOK LEGITIMATE CONCESSIONS OF ALL KINDS. MUST BE LEGITIMATE, NO COUNT STORES OR BUILD-UPS.

SHOWS

CAN PLACE A FEW SHOWS THAT DO NOT CONFLICT.

RIDE HELP

CAN PLACE GENERAL RIDE HELP ON ALL RIDES.

FOLLOWING PEOPLE CONTACT

CHARLES L. COOPER—BILL MC NURTRY—MAC DUBURGES—HY STIEN

HAVE WINTER AND SPRING ROUTE OF FAT STOCK SHOWS AT FORT WORTH, OPENING JAN. 30, FOR 10 DAYS—FOLLOWED BY SAN ANTONIO (10 DAYS)—HOUSTON (12 DAYS)—SAN ANGELO (6 DAYS)—MERCEDES (6 DAYS)

Contact:

BILL HAMES or GENE LEDEL

GAINESVILLE, TEXAS, THIS WEEK; MARSHALL, TEXAS, NEXT WEEK or P. O. BOX 1377 (PHONE 3-8911), FORT WORTH, TEXAS

TIVOLI EXPOSITION SHOWS

Enlarging Show for 8 Big Fairs starting September 4, Greenville, Miss; followed by Jonesboro and Magpela, Ark.; Beltley, Leesville, Evanc, Abbeville and Lafayette, La.

CONTACTS: West Savings Rodeo and Horse Park of all kinds. (No Puppets or Plane needed.) Can place Advertis for Good Shows. See Criss and Brooks. RIDE HELP: Good man for Merry-Go-Round, Ferris Wheel and Till. AUDIOS: Own Shows and Ride Stables of all kinds.

THOMAS JOYLAND SHOWS

Want for Southern Route of Fairs starting at Martinsville, Va; Chase City, Va; These North Carolina Fairs at Concord, Lexington, Leasville, Jacksonville and Kingston.


L. F. THOMAS, MGR., OAK HILL, W. VA., THIS WEEK.

BEAM’S ATTRACTIONS

JUNIATA CO. FAIR—PORT ROYAL, PA., NEXT WEEK—SEPT. 1-6

With our Show on the midway—Hank Panks can enjoy a good week of business at reasonable prices.

Can book Wildlife and Shows of all kinds. Good crops and outstanding promotion makes this fair an attractive Labor Day week of business.

AGENTS AND OTHER CARNIVAL HELP CAN BE PLACED, INCLUDING EXPERIENCED RIDE MEN.

All Communications to STEVE DECKER or M. A. BEAM

Fairgrounds, McConnellsburg, Pa.

EIGHT OUTSTANDING SOUTHERN FAIRS

REIDSVILLE, N. C. Sept. 15-22

RUTHERFORDTON, N. C. Sept. 15-18

CARTHAGE, N. C. Sept. 15-20

ROCKY MOUNT, N. C. Sept. 20-27

GREENVILLE, N. C. Oct. 6-11

S. BOSTON, VA. Oct. 13-18

WASHINGTON, N. C. Oct. 20-25

WANT: Concessions of all kinds. Popcorn, Custard, Eating and Drinking Stands. Photos, Ball Games, Fisches, Navelties, Scales, Hats, Merchandising Concessions. Also want Arcade. Will place any money-getting Grid Show or Single Attraction.


OSCAR BUCK. Bath, New York.

GIVE TO DAMON RUNYON CANCER FUND
Heth Chalks Up Record
At Springfield, Mo., Fair

MAYFIELD, Ky.—Heth shows trucked here last week after a long runstanding at the Lexington, Ky., State Fair, Springfield, Mo., where ride and show grosses topped those of 1957 by over 9 per cent. This not a new all-time high for the show.

Before leaving, Al Knox, show's general manager, showed Glenn Boyd, veteran fair manager, huddled and signed contracts for the show to operate in 1959.

Good weather prevailed all week and for the May 19-21 dates and 18 shows working. Nat Mercy's "Teddy" passed the box office, with Dot Mercy's "Fantasy" unit second.

The Scranda dropped the rides, with two Ferris Whirls next.

Following the stand here the shows track to the Du Quoin (III.) State Fair, May 28.

Kinz reports that business thus far this season is topping last year's.

Michigan Wants for Lions Club
Harvest Festival
Eight Mile Rd. & Gratiot
Sept. 5 thru Sept. 15

FRATERNAL ORDER OF EAGLES
HARVEST FESTIVAL
10 Mile & Kelly Rd.
Sept. 16 thru Sept. 21

DEMOCRATIC CLUB
TAYLOR TOWNSHIP
HARVEST FESTIVAL
Teleg & Eureka Rd.
Sept. 23 thru Sept. 28

VETERANS OF FOREIGN WARS
HARVEST FESTIVAL
Ecorse, Michigan


C. D. MURRAY
18911 Pioneer Ave., Detroit 35

Dickson United Shows
Westfield, Mich. All this week.

WANTED
TATTOO ARTIST
SANTOY-ROGUE CITY
App. to John Addie, 340 South State Street
Chicago

BLUE GRASS SHOWS
Southeastern Missouri District Fair, Cape Girardeau Mo., week starting Tuesday, Sept. 29 through Sunday, Sept. 14

CONCESSIONS: All kinds, Novelties, Glass, Bear Paws, Water Games, Steer, Cats, Buckets, Pitch-Tilt-Toys, Star, Jingle, Cylinder, Grab, Joint, etc. Pennsylvania Arcade, Steer, Pig, Dipsy Doodle and Fun House.

C. C. GENTRY, Owner
BLUE GRASS SHOWS, Cape Girardeau, Mo., week ending Sept. 29, 1958

WANT
JOHNNY T. TINSELEY SHOWS

CONCESSIONS: West Fairs, Carnival, Opposite, Photo, Ave and Vended and Hanky Pans at all kinds. GREATLY DESIRE NO LONGER WITH THIS SHOW.

WANT
VINCE SHOWS, showmen.

RIDE: Will take Train, Helicopter or any ride not conflicting.

Shows to be at Right now, Please call me.

VINCE TINSELEY, Owner
Rapid City, S. Dakota

GAME WANTED
For Union County Fair, Hazlehurst, Ga.
Sept. 9-12, Contact
D. M. DINE
Phone Aug. 25, Caldwell, Olds Letters, Hazlehurst, Ga.

RUMBLE GREATER
First Class Tenter, Horses, Bulls, Steers, Owls, Etc., all kinds.

D. P. RUMBLE
Hazlehurst, Ga., this whole week there are races.
Concessions Wanted:

- West Overland - Need Hanky Panks and Straight Sales. No Ear Books.

Gooding Amusement Co.

Concession Dept.
1300 North Ave., Columbus, Ohio

World of Pleasure Shows

Want for Alpena, Mich.; Jamestown, Tenn.; Fayetteville, Tenn.

Concessions: Hanky Panks, Bird, Lamp and Glass Pitches, Novelties, Custard, Arcade.

Shows: Motordrome, Monkey Drome, Dark Ride, Glass House, and Family Type Shows.

Lewis Bell wants Alien Agents

Wire or Write: Bud Davis, Alpena, Mich., this week.

Northwest Missouri State Fair

Bethany, August 31 to September 4


Sunset Amusement Co.

West Point, Neb., Aug. 27; after that Bethany, Missoula, Iowa.

For Sale - Don't Miss This!!


Ocean View Amusement Park

Albert Miller, Mgr.

Phone: Justice 1-1011

Norfolk, Va.

For Sale: Rides - For Sale

One Parker Tower-ride, 16 ft., good paint, good cleanliness, well constructed, never top and adjacent, heater, easily serviced on ladder. Cash paid, $6,000.00. Also two smaller Parker Rides, 10 ft. and 12 ft., all new. Good ride. Will sell at $3,000.00. In excellent condition. Owners: 3 names with 16 units. Contact: J. W. Marsh.

Kossins, 500, 411 St., Indianapolis, Ind., Iowa.

Cherokee Amusement Company

Concessions Wanted: Planes, Long Pole, Concessions, Yard Bikes, Yard Grind, Plate Rod, Glass Pitch, Bell Games, Penny Pitch, Nellyas, Marbles, Bag and Box Game, Concessions.

Contact: H. M. Snyder & Son, 134 S. Main, Fort Smith, Ark., Sept. 25 to 10; Somerset, Sept. 15 to 16; Charlotte, Sept. 25 to 20. Arkansas, Sept. 15 to 16; Charlotte, Sept. 25 to 20.

J. W. Marsh

Hillsburg, Kansas, Aug. 30 to 39; then per race. Cash paid, cash collected.

Charles County Fair

La Plata, Maryland, Sept. 17-18.

West Concessions.

R. M. Snyder & Son

Mt. Airy, Md. Phone: Mt. Airy 54

Blount County Fair

Maryville, Tenn., Sept. 1 to 6

Winder Agricultural Fair

Winder, Ga., Sept. 7 to 7

WANTED

2 Top-notch, Sober Side Show Talkers

Guaranteed $75.00 Per Week Against Percentage.

Charlie H. Hodges

In Good Shows,

South Vienna, Ohio.

Ride Men Wanted

Top Money

Heart of America Shows

Concessions needed: Concessions, Hanky Panks. Pat Perkinson wants glass Miss America and will dignify the fair and guarantee a good crowd. Also smalls needed. Address: Frank J. Perkinson, Natchitoches, La., Aug. 19; Caddo Parish Fair, Natchitoches, La.; North Central District Fair, Vicksburg, La.; Sept. 10; Claireville, Ark.; Sept. 12; Madison Parish Fair, Madison, La.; Sept. 15; Alexandria, La.; Sept. 17; Monroe Parish Fair, Monroe, La.; Sept. 22; Natchitoches, La.; Sept. 24.

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West Point, Neb., Aug. 27; after that Bethany, Missoula, Iowa.

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J. W. Marsh

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Charles County Fair

La Plata, Maryland, Sept. 17-18.

West Concessions.

R. M. Snyder & Son

Mt. Airy, Md. Phone: Mt. Airy 54
Roller Rambles

...Continued from page 53

industry in general over many years. F. R. "Yogi" Benjamin Swartz, of the Hamilton County Juvenile Court, Cincinnati, determined an inspirational message as chief speaker at a recent roller skating banquet. Yogi urged upon the operators the importance and responsibility of giving every young person a chance in the community living. He endorsed roller skating as one means of curing juvenile delinquency and backed it up by saying it is cheaper than crime. A junior rink and an own juvenile detention building would be a big booster for the player's roller skating program, and everything from the reception program was pledged for this program.

Twenty-two exhibitors, an exceptional number, greeted rink men and professionals. Competitive events were held off the schedule Monday afternoon so that rink owners and callers could get together for the entire period. Following the open skate show, a cocktail hour and buffet dinner were provided by the Lithuanian-American Varsity. Appreciation for the work of the Roes, Indiana, Rink, represented the Rollers Skating Industry.

The Miss American Federation of Amateur Roller Skaters, the amateur group within the RIAO, recently sponsored an appreciation award to raise the necessary travel funds to send a representative to New Zealand for the International Championships in January. This award is given to the skaters in the country whose crowning award for the winners gave an exceptional honor among the events skated here, finding dramatic interest second by the beautiful performance. The skaters were the first in the United States to win the award.

Charles E. Cullinan, a member of the RIAO Board of Directors and Philadelphia, Pa., Bar Association and assistant secretary for the past five years, was appointed assistant counsel of the RHROA by action of the Board of Directors of the National Association in Detroit.

Lands Seifert's

Space Requirement

CINCINNATI—As a roller oper-...
Vivona Return
• Continued from page 54
Alligator Show, Bowzell's Freak Show, Funhouse and Glassmen's Tram, managed by Tony Fenzer; Snake Show, Bob Calandra; Side Show, Dickie Hillman; and three shows produced by Tony Mason. They are "Cushalk," managed by Edith Maccaulay, "Chief Macco," managed by Bob Elliott, and "Goat-A-Rama," managed by Johnny Raynor. A real treat every year is the Nancy Murdock. 

Stratos Line-Up
• Continued from page 54
also had such regulars as Sammy Applebaum, Dotty Anderson, Jack Denman, Dean Cerrato, Ernest Noble, Chefrom Francois Fournier, Sammy Sneed, Walter Cox, and former refusal, rumored to be present, Joe Greent. Cees and Joan O'Donnell, of the fun fun fun, observed their 25th wedding anniversary here.

WANT FOR MONROE COUNTY FAIR

LEGION FALL FAIR
DALTON, GA.
SEP. 8-13

Carnivals - Complete programs, including ferris wheel, kiddie rides, and all the usual fall-fair attractions. All concessions at the Monroe County Fair. These carnivals are owned by Big Apple Co., 749-1/2 East Main St., Columbus, Ohio. For information write the Ohio Apple Company, 749-1/2 East Main St., Columbus, Ohio.

RIDE IS WANTED
FOR CARNIVAL
CENTENNIAL CELEBRATION
SEP. 13, 1959, INDIANA,
No Concessions needed.
Contact FAY RUBINS
P.O. BOX 9, Evansville, Ind.

ROD LINK
WANTS NANNY PANK PHốcNAGES
(Maiden name: Lennard, 61 North St., Columbus, Ohio. For information call Alhambra, 4-3499)"
Illinois State
Paid Attendance
Up 100,000 Over ’57

SPRINGFIELD, III. — The
switch from a horse day, free night paid gate to an all round day of paid gate sent up single paid admissions at the 10.386 See Name Attraction Show;
Olson, Velare Rides Top Year Ago

Russell, Jonathan Winters, the
Dukes of Dixieland and Frankie
Gomez.

A Barn-Cutters revival was
in nights preceding Saturday’s
17 bill. Louis (Satchmo)
Armstrong and his pop concert was
a fine evening’s attraction, with
WLS “National Barn Dance” in
the first Saturday, as usual.

Hazard horse races in six
seven afternoon, pulled small
crowds than last year. One day’s
gross of auto rides was turned
out about equal to 1957, and
economic conditions seemed
drew slightly fewer people than
last year.

The night grandstand did not
have competition from an ice
show, which was used for the
same

night’s attraction, with

New manager named to suc-
ceed M. H. Bead is Cy Young.

The former promoter was
announced by Dr.
Robert C. Slate, president and
mae stockholder in the associa-
tion.

Miley Cly.
The closing Saturday night bill
was a staid-studded affair, offering
James (Maverick) Coney.

Davenport, IA.,
Top ’57 Gate

DAVENPORT, Ia., The
Mississippi Valley Fair closed in
right day run here Saturday (16)
with a 10,717 gate. This is a slight
in good attendance, increase in
payment of 73,188, or as compared with
39,993 a year ago. Harvey Hoffer-
man, secretary, reported the hotel
was well pleased with the results.

Weather was good through the
run, the temperature soared at times. Gen City Shows, which
generally preceded the midway attrac-
tions, reported business for rides
and shows ahead of last year.

The night grandstand show
brought in a CAC - Humil revenue
featuring novelty Louie L. and Milo.
This was the only fair, according to
Doffman. A program of local stock
camps pulled a strong turnout.

Saginaw Inks
Betty Johnson

SACINAI, Mich., Betty John-
son, TV, record and radio singing
class, will be featured at the
Friday, September 19th show.

The name artists will head up a
grandstand show titled “Harvest
Holiday.”

No Day Spared;
Model Railroad
Show Success

HAGERSTOWN, MD. — The
1957 Maryland State Fair
was an artists if not a finan-
cial success, officials pointed
out after the last day of a
mountainous handicap of which
fell in varying degrees through
a week. Attendance was down some
what from the record of 60,000.
The event, which ended Saturday
(day 10), was belted by the weather. There was, nevertheless,
a satisfying number of people tak-
ing advantage of the traditional
admission price of and the grand-
stand show. Gate is 65 cents

The fair was

an extra-
ordi-
are

vance," Swanson.

The fair plans
to move its live-
stock buildings to a hill side of the
Women’s Building next year and
take approximately $50,000.

Roseville, Calif.,
Fair Pulls 19,711
For All-Time Record

ROSEVILLE, Calif.—An all-
time fair record attendance of
19,711 was set by the 51st Placer
County Fair, which closed here
Saturday (10). Larry McCarr, sec-
tary-manager, disclosed.

The figure beat last year’s 18,583
and was the fair’s straight-line

two-day record were also set, with
5,620 attendance opening day, and
4,012 on Friday.

Stage shows were featured most-
ly on an hour-to-hour basis fea-
turing dancers, the Clown
Valley, the Rhythm Kings, the Stan-
more Group, the Joe Petric and
the Callisters, a musical group.

The fair had a total of 113
Stage shows during Thursday and
Friday. Variety shows twice daily
included Losers Street, false
personality, Cill and
the Gypsies, Lionel Smith, dancer; Cherri
O’Nell, and Jedy Berry, singers, and
Jerry Murphy and orchestra.

The midway public was handled by
Ray Cox, was featured on the
midway.
BILLY HORN. D.-A revamped entertainment format for the 1958 State Fair, featuring more than 100,000 gates and featuring also, two motor homes, was announced at the conclusion of the 1958 State Fair. The new feature will be a combination of the best and most popular attractions of the past with a new entertainment format.

FAIR SEC GETS COME-UPTOWN (FINGERBOWL)

ALTAMONT, N. Y. — A finger bowl has finally joined Jim Carey, genial and wise-cracking, into the board of directors of the Fingerbowl Fair for New York State. Publishing a note in Mr. Donato's copy of the New York Times, he said: "I am proud to announce, with my dear friend, Mr. Fingerbowl Fair, that we have finally gotten the best and most popular attractions of the past with a new entertainment format.

Two West Canadian Events to Remain Out of B Circuit

LETHBRIDGE, Alta. — Indications are that the Moose Jaw Fair, dedicated to the memory of First World War soldiers, will not again join the Western Circuit, according to Cecil Pottorff, of Moose Jaw, who was inter-views during the fall.

The two fairs broke away from the Circuit in 1961, but have since re-joined over dates and with Swift Current, Sask., and Medicine Hat, Alta., as new members.

There is little likelihood that either can be re-joined, said the Prairie Fairs group, Pottorff.

Officials of the fair, meeting in Lethbridge, said they were pleased with the Swift Current and Medicine Hat shows and if given permission to continue the class B circuit and Swift Current and Medicine Hat may be allowed to continue next year.

Lethbridge, Alta., Official Gate Totals 35,674

LETHBRIDGE, Alta. — Paid admissions to the four-day Lethbridge Fair have topped 35,674, an increase of 4,201 over the 1957 total of 31,473.

Total admissions to the grounds, including Monday evening's horse show, were 35,997, compared with 31,590 in 1957.

The gate for the over-all total of 35,243 last year and the previous record of 34,904 in 1956.

The grandstand tournament for the four days, afternoons and night, was 35,243, compared with 31,473 in 1957.

Three features of the 1958 show were: the first ever record of 35,243; the highest total of 35,243; the highest total of 35,243; and the highest total of 35,243.

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**Kelly-Miller's Business Skids**

Obert Miller Recuperating Okay; Washington State Houses Light

KENNEWICK, Wash. — Business for Obert G. Kelly & Miller Bros. Circus has fallen sharply in Washington State. Although the show has had a couple of capacity houses in Spokane and Yakima, and one-third and one-quarter houses are more the rule in Idaho, the show has been experiencing a consistently wet harvest. Show also is running into difficulties because of unemployment in the area. Meanwhile, some of its stands have been close to fair or other shows.

At Bellingham, Wash. (2), the show finished off with a three-quarter night house. Thru Blaine, at the Canadian border, had one-third houses. Sedro-Woolley (4), small for the show's capacity houses, produced, Snohomish (5) had a pair of one-third houses.

From Leavenworth, Wash. (6), then the next 10 days, the weather was gloriously hot. Heat kept loggers working since people are not allowed to be in the show after 1 p.m. in light of the risks.

**More Light Onns**

Leavenworth gave two one-quarter houses, Wenatchee (7) had one-third or four houses. Spokane (8) and Yakima (9) had one-third, and one-quarter houses Thursday House.

KENNEWICK, Wash., was another two-day stand, August 15-16. It has been a great show. The circus has had one-third, all of its capacity, of its six houses. A representative of the fair said that the Pollock shows plays across the country at Pasco in early September. Pollock's has been a three-quarter house for seven weeks prior to this week, and it gave the best house so far. It was reported.

Obert Miller Show

From Hugo, Okla., came word that General Manager Obert Miller and son, Working on his house after surgery. Visitors at Kennewick included Mrs. Bill Miller, the circus fans, and Agent Arthur W. Miller. Wife of Obert Miller, was back on the show at Kennewick.

John Jeffry Craw, now with the Ringling Bros. and Barnum & Bailey Circus, has been listed in The Great Milko, a high act, is laying off at Bloomington, Ill., and expects to retire from the high wire business since his rigging was ruined when it fell recently. Noayer wood on the pole when the box collapsed.

Eddie Billett and Charles Samuels are working the high-wire, are working in high shopping centers in the Philadelphia area. Show has two folded cats and seven cages of animals, all purchased from Ringling. Acts at Willow Grove Park, Pa., recently have included Betty and Benny Boo, the stars of this season. "The show is in until Labor Day. "The show is high wire, aerial and comedy. The Great Milko is expected to be back on the show on September 5.

**Ringing Pulls 33,000 People At Okla. City**

**Beatty Registers Beloit Turnaround**

Third show In; Racine Business Good; Wisconsin Houses Generally Spotty

Paper, Elephants Pose Performance; Night Shows Win

OKLAHOMA CITY — Ringling Bros. and Barnum & Bailey Circus is revolutionizing the performance at the fairgrounds grandstand this Friday (15) and Sunday (17).

The local promotion was handled by the Miller Co., formerly of the Kelly - Miller Bros. Circus. They must have switched their routine, for a Sunday afternoon outing, using a full showing of 24-photos plus about 4,000 sheets of other paper. The new house was a great one, and gave a very good performance that pulled 20,000 observers. Show also exhibited its advertised 1200-foot, aerial, a two-hour display, and walked the halls to the audience to the circulars before use the fairground spurs.

Weather was good with the exception of the heat wave. Afternoon performances drew from 8,000 to 10,000.

For the以往, Friday was fine. Saturday was the high point with a good house and good show. On Sunday the weather was hot and the show was cut. On Sunday night the show was on the road again.

Pig that didn't eat until 4 p.m. may have helped boost the tonight's attendance. But local observers said they believe that it is largely the starting time. Twilight shows have been tried here before, but this is the first time in 5 p.m. show has been able to be too early.

**John Strong Plays Fairs**

LOS ANGELES — John Strong, circus owner, playing five shows a week, is a combination of income and business. For WMAZ, Macon, Ga., and the Chicago Daily News, are more the rule.

Kelly-Miller has been flatting because the circus is third in this favorite. Auppey was trying to get in to the suburban, but the best ad sale was good. Advance was also strong and the city of 100,000 people is falling sharply after the afternoon show.

The Beaty circus will be at Colorado Springs, Colo., and then to New York, Sept. 16. It is scheduled for New York's last show. For the first of September, and Texas.

**Hunts Heading to Barn, Deny Beef About Paper**

BURLINGTON, N. J. — By the time Labor Day is finished, the circus Barns will be on its way to back winter quarters lane. Finishing day of this season Wednesday, September 1, at Villas, N. J., following which the teardown will be made and the Hunt start tracking their equipment lane.

Harry Hunt said a combination of factors pulled the cattle out of the Barns and headed his paper on Long Island.

"I never made any such combination in the US", he said. "The only instance was a visit in the Hunting newspaper, to which I wrote a letter saying that if merchants can get along side, shows can also do something on this subject."

WHEREVER YOU ARE - . . .

**You'll Find Many of Your Needs in the Classified Section This Issue**

**CIRCUSES**

Communications to 168 W. Randolph St., Chicago 1, Ill.

AUGUST 25, 1958

**Circo Union's High-Wire Act Fails; 3 Hurt**

**VALLA HERMAPIS, Mexico**

The Peruvian, high-wire act from Colorado, told here August 18 while performing its act, was hit by a truck. Andrés Herrera, hit a stake and fell to the ground, and the face and neck plus rib fractures. His wife sustained internal injuries after falling into the audience. Both were listed as in critical condition. The local hospital was also hospitalized.

Circo Union, owned by Jesus H. Etcheverry, has been going from coast to coast from Indiana to Mexico. New in the business came a trio of elephants, three camels, three vultures and parrots, plus time, horses, tigers and other animals. There are four cage wagons, one of them formerly of Colos Bus.

Circus in the U.S. and purchased nine Jimmy Woods with along an elephant. More animals arrived recently from Sealy's King's farm, and there are some more house trucks and house trailers.

Circo Union has an eight-man band, Cana Brothers, trapezoidal, two drums, three cymbals, the singer Richard, balancing, Bob Fuenster, criminal trainer, working canes, the wind up with 30 to 40 tricks a minute. Four blondes. plus other acts.

Show will head for Mexico in October. Furneaux said business has been good and positive results are the continues growth of circus business in Mexico. U.S. acts will be added to the performance for Mexico City. In addition, the show has ordered a giraffe, two elephants, zebras and a Liberty act for delivery by that time.

**Shreveport Signs Gil Gray Show**

**SHREVEPORT, La.**

Shreveport's textile workers signed the Gil Gray Circus to play September 25-26 in northwest Louisiana.

Show was produced by the same management for three years and Gray had it earlier.

**English Arena Sold**

**LONGISO LACOMA, Texas**

Clay Miller, owner of the Arena Theater, has sold the theater. The theater has used the building annually for the circus, but it was not known at once whether the show would move or be discontinued.
Aerial, Ground, Family, doing 2 Elks
Price, more.

THE

$50.00

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Circus,


Green writes that the exterior show, where he worked, has been in France, Switzerland, Belgium, and Canada in recent years. The 20-year-old ringmaster, who worked with his parents and several other members of the circus, has been in Europe for the past three years. He is a U.S. citizen and holds a passport that allows him to travel freely in and out of the United States.

As for the current circus season, the Beatty circus is scheduled to perform in the United States in the coming months. The exact dates and locations of the performances have not been announced yet.

The Beatty circus is known for its diverse talent and unique attractions. The circus features a variety of acts, including acrobats, clowns, animal acts, and music. The performers are dedicated to providing a high-quality entertainment experience for audiences of all ages.

In addition to the Beatty circus, there are many other circuses operating in the United States and around the world. Each circus has its own unique style and repertoire of acts.

Overall, the Beatty circus is just one of the many wonderful circuses that continue to entertain audiences around the world. Whether you are a long-time circus enthusiast or a first-time visitor, the Beatty circus is sure to provide an unforgettable experience.
Amazing Cel-Max Jewelry Offer

WHILE THEY LAST

Popular styles top-quality gold-plated pieces in assorted gifts. $1.80
Every set an investment. Send for complete line of Cel-Max. Bargain sets and other specials.

Order a sample assortment — watch them sell as soon as they arrive.

Cel-Max, Inc. 582 So. Main St., Memphis, Tennessee

FAIR SPECIALS

Stereophonic equipment, sold in a box! $12.00

Bass-15 30" Piano Black $11.00
Bass-16 30" Shadow Black $12.00
Bass-20 30" Shadow Black $19.00

CEL-MAX. $13.20

THE BILLBOARD

Midway Gadgets Are $50 Makers

By IRVING KIRBY, New York

With the fair season in full swing and America's motoring public taking advantage of summer's warm and vacations, midways have become a popular place. Alert merchandise people, as usual, are again setting on new items to attract the attention of the buying public.

Remember the big flurry caused last year by the crazy arrows, that appeal to flower-the-head gadget? It has a new twist this year and should sell well. Remember the personalized first-name felt shields to be affixed to sweaters and jackets? This season's take-off is a beauty, with the item that sells on sight.

Folks usually have no special purchases in mind when they load into the Family car and head for a carnival or fairgrounds. With excess money on hand, they want to spend a day enjoying themselves. So any buying they do is strictly on impulse. They may know they'll patronize rides and slums, perhaps try some games and sit down at the bingo stand for awhile, but they anticipate no buying except food and drink. Something novel has to leap out and virtually scream for attention.

The arrow did this. The sight of other patrons promenading around with feathered arrows seemingly piercing their challs was certainly enough to arouse attention. The novelty stand attendant, if he was a go-getter, also was wearing one. This year the gimmick exists in a wooden block formed by a woodworker's skill and artistry, instead of mounted feathers on one end and an arrotoned on the other, such go and such a swing. The whole idea for the boy is to try light the revolving action and face forward. They are 3" inches to the diameter, and the rod holds them in three inches from the center of the head. California, The Olympics of Kunis, have a pair of passed lips shown. There is also an illustration for the fighting team (4000 pounds of feathered arrows, trunks loaded with gilt cigarette cases, a hot rod souce, eating (fish skeleton), hot rod (motorola) drinking (mug or flask) and many others.

On the jobbers:

Electric Trains, German. A complete line of American-styled models, with HO gauge track, in handstanrd custom. Manufacturer has a good catalog available.

To the boys: Irons without plumbers. Plugging in anywhere, comes in gift set package.

Advertising by Harms Brothers. Little Swiss chisel which dispenses wood from its most rapidly automated and finished on its base. Holds full pluck, full plastic.

Flying Birds, German. Pigeon Twenti, Japanese. A spinning roulette wheel mounted on the side of a lighter. Also, the wheel set in the base of an electrician.

Knives, Finnish. Quality knives in ornate leather sheaths. Handles and Various, one size. G. W. G. Stove, tin, with intricate carvings, as have holster. Wholesale from 35-55 cent.

Cameo Events:

Dallas—Allied Gift and Jewelry Show, September 1-3.


Denver—Denver Gift and Jewelry Show, September 15-18.


PIPEC FOR PITCHMEN

GEORGE FLEISCHER

known around the capitol as Cow- boy, is at the Ohio State Fair in Columbus this week, having loopholed there from the State around Springfield, Ill. From the Buck- ey State, he headed for Breck- ton, Mass.; Springfield, Mass.; Nashville, Tenn., and then down to the Carolinas. Prior to working the Illinois fair, he got in some kicks in the Chicago shows.

FRANKIE LAFAR

who had his charcoal-brushed image at the recent Illinois State Fair, Springfield, had as a partner in the Chicago Grill, and wife, Shirley, who, upon their departure, commended him on his excellent work.

ALSO PRESENT at the Illinois State Fair, according to Cowboy Fletcher, were Joe (Red) Will, Cowboy (Buck) Maltby; Buck's brother, Robert Maltby; Bob Mack, finest American guitarist; Dr. John Neu, one of the finest American guitarists; and, Monty Lawless, his wife, who were all onboard the fair's Hot Rod feature. The band included Lefty Shapiro, Monty Lawless, the ever-present Joe (Red) Will, Buck's brother, Robert Maltby; Bob Mack, finest American guitarist; Dr. John Neu, one of the finest American guitarists; and, Monty Lawless, his wife, who were all onboard the fair's Hot Rod feature. The band included Lefty Shapiro, Monty Lawless, the ever-present Joe (Red) Will, Buck's brother, Robert Maltby; Bob Mack, finest American guitarist; Dr. John Neu, one of the finest American guitarists; and, Monty Lawless, his wife, who were all onboard the fair's Hot Rod feature. The band included Lefty Shapiro, Monty Lawless, the ever-present Joe (Red) Will, Buck's brother, Robert Maltby; Bob Mack, finest American guitarist; Dr. John Neu, one of the finest American guitarists; and, Monty Lawless, his wife, who were all onboard the fair's Hot Rod feature. The band included Lefty Shapiro, Monty Lawless, the ever-present Joe (Red) Will, Buck's brother, Robert Maltby; Bob Mack, finest American guitarist; Dr. John Neu, one of the finest American guitarists; and, Monty Lawless, his wife, who were all onboard the fair's Hot Rod feature. The band included Lefty Shapiro, Monty Lawless, the ever-present Joe (Red) Will, Buck's brother, Robert Maltby; Bob Mack, finest American guitarist; Dr. John Neu, one of the finest American guitarists; and, Monty Lawless, his wife, who were all onboard the fair's Hot Rod feature. The band included Lefty Shapiro, Monty Lawless, the ever-present Joe (Red) Will, Buck's brother, Robert Maltby; Bob Mack, finest American guitarist; Dr. John Neu, one of the finest American guitarists; and, Monty Lawless, his wife, who were all onboard the fair's Hot Rod feature. The band included Lefty Shapiro, Monty Lawless, the ever-present Joe (Red) Will, Buck's brother, Robert Maltby; Bob Mack, finest American guitarist; Dr. John Neu, one of the finest American guitarists; and, Monty Lawless, his wife, who were all onboard the fair's Hot Rod feature. The band included Lefty Shapiro, Monty Lawless, the ever-present Joe (Red) Will, Buck's brother, Robert Maltby; Bob Mack, finest American guitarist; Dr. John Neu, one of the finest American guitarists; and, Monty Lawless, his wife, who were all onboard the fair's Hot Rod feature. The band included Lefty Shapiro, Monty Lawless, the ever-present Joe (Red) Will, Buck's brother, Robert Maltby; Bob Mack, finest American guitarist; Dr. John Neu, one of the finest American guitarists; and, Monty Lawless, his wife, who were all onboard the fair's Hot Rod feature.
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**COMING EVENTS**

- **CONVENTIONS—**
  - At Trumbull, Oct. 3-4.
  - At Vicksburg, Oct. 5.
  - At Sheboygan, Oct. 7.
  - At Grand Rapids, Oct. 7-8.
  - At Chicago, Oct. 8-9.
  - At Cleveland, Oct. 8-9.
  - At New Orleans, Oct. 9-10.
  - At Cleveland, Oct. 9-10.
  - At Boston, Oct. 10-11.
  - At New York, Oct. 10-11.
  - At Atlantic City, Oct. 11-12.
  - At Detroit, Oct. 15-16.
  - At Chicago, Oct. 16-17.
  - At Cleveland, Oct. 17-18.
  - At Detroit, Oct. 18-19.
  - At Cleveland, Oct. 20-21.
  - At Detroit, Oct. 21-22.
  - At Chicago, Oct. 22-23.
  - At Cleveland, Oct. 23-24.
  - At Detroit, Oct. 24-25.
  - At Cleveland, Oct. 26-27.
  - At Detroit, Oct. 27-28.
  - At Chicago, Oct. 28-29.
  - At Cleveland, Oct. 29-30.
  - At Detroit, Oct. 30-31.
  - At Chicago, Nov. 1-2.
  - At Cleveland, Nov. 2-3.
  - At Detroit, Nov. 3-4.
  - At Chicago, Nov. 4-5.
  - At Cleveland, Nov. 5-6.
  - At Detroit, Nov. 6-7.
  - At Chicago, Nov. 7-8.
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  - At Detroit, Nov. 27-28.
  - At Chicago, Nov. 28-29.
  - At Cleveland, Nov. 29-30.
  - At Detroit, Nov. 30-31.

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PARABETS, 464 E. Eighth St., Huntington, W. Va.

BACCARDI, 555 S. Main St., Cincinnati, O.

SUNSET, 323 S. Main St., Cincinnati, O.

BROADCAST—LOW PRICES, LADB. NEWS, port.

CHRISTMAS BOOKS, 497 S. Main St., Cincinnati, O.

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TWO DAILY, 599 W. Fourth St., Dayton, O.

WOODS, 517 W. Fourth St., Dayton, O.

SOUTHWESTERN, 107 W. Fourth St., Dayton, O.

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UNIFORMS for all purposes, fine
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HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

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

- Acts, Songs, Gags
- Advertisement Items
- Animals, Birds, Snakes
- Animal Opportunity
- Apparel, Costumes, Uniforms, Outfits
- Autos, Bikes, Snakes, etc.
- Record Player
- Indoor Activities
- Miscellaneous
- Music, Records, Accessories
- Business for Sale
- Real Estate
- Personal Services
- Coin Machine
- Business Wanted
- Carts, Supplies
- Land for Sale
- Discounts
- Traveling Salesmen
- Business Opportunities
- Car, Boat, Traveling Salesmen
- Daily Services
- Talent Opportunities
- Music, Records, Accessories
- Business for Sale
- Real Estate
- Personal Services
- Coin Machine
- Business Wanted
- Carts, Supplies
- Land for Sale
- Discounts
- Traveling Salesmen
- Business Opportunities
- Car, Boat, Traveling Salesmen
- Daily Services
- Talent Opportunities

3. Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—20c a word. Minimum $4
- DISPLAY CLASSIFIED AD—$1 a line, One inch $14
- TALENT AVAILABILITIES AD—5c a word. Minimum 25c
- Classified and all Talent Availabilities ads must be paid for in advance.

The rate is $1.50 per inch.

Please insert the above ad in

NAME
ADDRESS
CITY STATE

INFORMATION

TALENT AVAILABILITIES

RATE: 5c a word, minimum $1. CASH WITH COPY.

Set in usual want-ad style, one paragraph, no display.

First line in 5 pt. caps, balance in regular 5 pt. unitalicized lower case.

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

MUSICIANS

ELIE LOUISE BASS. Musician, Apt.
GUITAR—DRUMMER AND VIBE.
AT Pieces, Chicago, Ill. 59, 31, 43, 72, 95, 115, 220, 237, 315, 328, 343, 355, 368.

HELP WANTED

DISPLAY CLASSIFIED AD

Miscellaneous

Hypnotists

Situations

Wanted

Secondhand Show Machine

Wanted

Dance Operators

Wanted

Hypnotists

Wanted

Outdoor Arts and Attractions

AS CLOWN MAGIC ACT, ALSO DO OPEN STAGE WALK ON. Will travel. MODERN, 1364, 25
St., Hartford, Conn. 43, 79, 95, 115, 220, 237, 315, 328, 343, 355, 368.

COMING EVENTS

- Continued from page 67

WILSON'S COMEDY CARNIVAL—AMERICAN COMEDY CIRCUS REVUE. AVAILABILITIES.

WILSON'S COMEDY CARNIVAL—AMERICAN COMEDY CIRCUS REVUE. AVAILABILITIES.

MAIL ON HAND AT

Cincinnati office

1123 W. Sanborn St.
Cincinnati 23, 0.

MAIL ON HAND AT

New York office

1564 Broadway
New York 36, N. Y.

MAIL ON HAND AT

St. Louis office

350 S. 12th St.
St. Louis 1, Mo.

MAIL ON HAND AT

Chicago office

118 W. Randolph St.
Chicago 1, Ill.

AMERICA'S outstanding traveling variety show, OCT. 29, 22.

MAIL ON HAND AT

St. Louis office

350 S. 12th St.
St. Louis 1, Mo.

MAIL ON HAND AT

Chicago office

118 W. Randolph St.
Chicago 1, Ill.

AMERICA'S outstanding traveling variety show, OCT. 29, 22.
Present Status of Vending in Supers Can Favor Bulk Ops

By FRANK SHIRAS

CHICAGO—Bulk vending operators, who are now enjoying a high status quo of vending in the nation's supermarkets, have been making mass vending of a wide range of commodities such as fruits and vegetables, bulk candy, and other type of supermarkets. A major equipment was hailed by mass vending operators as being helpful in the supermarkets and media in food selling. However, poor results were observed in terms of effectiveness not large enough for vending. This has been considered by a number of vending operators as being a problem in vending. Tempting to the facturing of Colonial Tea, Kroger's vending machines survey has been conducted by Tourist Court M 1958.

The trend should encourage the bulk vending operator for two reasons: first, doubling the size of vending machines are being entertained on the basis of supermarket demand. The most common kinds of machines are being doubled in vending operators, which includes soda, candy, cigarettes, and nuts.

Bulk vending operators also can be encouraged to improve their position by predicting improvements in future vending. This is carried on various experiments carried out over the past few years is resulting in a reevaluation of the type of machines needed. This is continued to be done in large installation. As Food Topics points out, food retailers still have high hopes for mass vending, but not realized that the food shortage must be accomplished first. Since the grocery store is a low margin business, the machine is a low margin commodity. Hence, the success of vending now depends to the great advantage of mass vending, in particular vending operators have plans for installing bulk vending machines.

Thus, bulk vending operators threaten the big problem for the operator, who doesn't have a concentration of children found in the stores and other neighborhood outlets. Perhaps the operator would be able to improve merchandising and would appeal primarily to the children, as the operator can changeover to a small, regular income from commission.

Mechandising would probably be the biggest single problem for the operator, Morpholos do not have a concentration of children found in the stores and other neighborhood outlets. Perhaps the operator would be able to improve merchandising and would appeal primarily to the children, as the operator can changeover to a small, regular income from commission.

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Taxes Problem for Mail Order Firms

CHICAGO — Differences in State and local taxes sometimes complicate mail order business. In a variety of states, only the alarm and taxation information of the order South Beach VENDS PERFECTLY in all types of stores. A special release this summer...

Price Builds Charm Molds

NEW YORK — Paul A. Price, local charm manufacturer, said that he is building several new charm molds, with delivery of the new items scheduled for September. Price also released a series of 66 Popeye cards for the bulk vending trade. King Features has granted him exclusive rights for its characters in the bulk vending field.

Supers & Bulk Ops

vend the same commodity as its larger competitor, it is at a different price and in a different form, and also appeals to a predominately younger age group. Operators might do well by showing that bulk machines offer a product and service not encompassed by major equipment.

Space at Premium

In spite of the fact that major and bulk vending do not compete directly, space at a premium in supermarkets. A store manager might make to allow room for a battery of bulk machines. On the other hand, he might demand an indication of comparative sales. This puts the bulk vending operator in a difficult position, because bulk machines are not so common in supers that the operator can ordinarily fall back on past sales statistics. According to Vend magazine, a nickel candy machine nationally averaged $150 sales weekly in 1957, or 75. The vast bulk operator would do well to estimate how many bulk machines it would take to equal sales from a candy machine before he approaches a supermarket.

Sales Booster

• Continued from page 70

A new product has stopped, half the sale has been made.

In answer to the claim that a viewer eliminates the basic element of curiosity by disclosing exactly what will be viewed next, Eppy countered that the opposite is true. A Penny is a minor curiosity consideration, and if the viewer does not disclose what is wanted, a customer will often arenas to a couple of pennies in hopes of getting one of the various charms visible in the machine.

Get IMMEDIATE delivery of these KEENEY Vendors:

• Mail order combination Hot Coffee/Chocolate
• Mail order combination Hot Coffee/Chocolate
• Smack Vendor
• "Magnum" Deluxe Electric Ceramic Vending

Write for New Circles and Easy Payment Plans

J. H. KEENEY & CO., INC. 2165 W. 15TH St. Chicago 33, Ill.

west coast factory sales

OPERATORS VENDING MACHINE SUPPLY CO. 1323 South Street

THE BILLBOARD

Your key to SALES RESULTS — the advertising columns of THE BILLBOARD!

Economic: Belt Rinks Are Hot!

1560 Patterson St., Cincinnati 21, Ohio

Plastic-Unassembled...$4.40 per M

Plastic-Assembled...$7.50 per M

Plated-Unassembled...$5.75 per M

Plated-Assembled...$11.50 per M

...Free advertising labels!

...at your distributor or...

...B. D. Hotz Coin Co., Inc.

91-15 144th Place

EPPY

J. SCHOENBACH

Distributor For

MANUFACTURING COMPANY, INC.

Oak Manufacturing Company

MARION, OHIO

5-8393

Lillian Enamelled, For Complete Cabinet

PATENTED, ASSEMBLED

SIGN UP NOW

Flexible Plastic-Assembled

BELT RINGS

AUGUST 25, 1958

1958 AUCTION

SOUTH SEA ISLE Pearl Rings

Beautifully designed cluster of pearls mounted on brilliant silver frame. An all variety of styles. Has all the charm and personality of the original South Beach VENDS PERFECTLY in all types of stores. A special release this summer...

$15.50 per M

Orders take: 100 or more...

VICTOR'S PROVEN MONEY-MAKER TOPPER 1¢ BALL GUM VENDOR $13.75 ea. 100 or more $1.00 25 lb. $10 Ball Gum with each order...

Write for Free 32-Page Catalog on Chimes, Ball Gum, Capsules, Machines...

WATLING Manufacturing Company

4620 W. Palmer B, Chicago 44, Ill.

Deposits on Any Order...

PARKWAY MACHINE CORP.

715 Essex St.

Baltimore 2, Maryland

BELIEVE IT — or NOT!

A FEW OPERATORS in New York, comes on request—so you can check with them—tell us that our CHAIN GANGLENS are as good as any top-of-the-line we've seen. They have brought millions. They put from 600 to 750 CHAIN GANGLES in Captivator, and GUMMICKS, into machines and...
Chicago

Herb Perkins, President Director, says this fall season should be a good one if current activity is any indication. Herb says operators are getting into the buying mood again after a discouraging lag. Export business is also picking up (see previous). Joe Bobbins, Empire Coin Machine Exchange, reports the sale of the second annual production run on its Old Smokey kiddie ride, Joe says the ride has been remarkably service-free, with no service calls yet reported by operators.

Fred Klein, First Coin Machine Exchange, on a well-meritied vacation trip to Canada with Dave Polo, local operator. Joe Klein, of First, meanwhile, back at the office, binding over the bookstore and sales... Paul Housholt, J. H. Kenney & Company, was unexpectedly called back from vacation last week with the news that his mother had died. Fred Housholt's friends in the industry were sorry to hear of the misfortune.

World Wide's busy Jazz, Len Minott, returned to the offices onboard a well-deserved vacation, Joel Stern meanwhile is about ready to give up on his golf game, nothing shot the same identical score five weekends in a row (we can't say what it was either). Ben Cohen joined the busy ranks of vacations, spending some time with his family on their cabin cruiser. Joe is expected back this week.

BULK BANTER

*Continued from page 70*

Bulk Feldman, of Anne Vending Service, and Leo Weiner, of West Coast Vending, stopped in Los Angeles, enjoyed a fishing trip. Walter's wife, Harriet, and their children were at the beach... Meyer Abelson, of boys, in the Company sales manager, in town from Pittsburgh, is spending his vacation with his wife and mother. Sam Weissman, Sidney Bloom and Harold Pollackson, Abelson and Weissman's good friend, are enjoying a heavyweight fight at Wrigley Field... for the third time when Lauren was born to the Barry Weissman... Sam Weissman, also a part-time holder of the Operating Vending Machine Supplier Company, is continuing his quarter horse racing lessons with a colt from one of Wild Bill Elliott's stables that is due this fall.

Barry Soden, salesmen at Arf and Phil Soden, of Western Vending, spent the week in San Francisco and is expected to return to the Navy and is anticipating entering the housing business. The many friends of Cliff Laidlady, Pasadena, will regret to learn that he is currently undergoing surgery for an ulcer. He is reported doing well, however... Fred Rothenberg, of Operators Vending Machine Supply Company, returned home on his annual vacation. Herb Brown, also of Operators, is back from a vacation. He had planned to visit friends and relatives in Colorado, but disappointed with the trip to some painting round his house... Preston Treynour, release operator, has added the Gumball Giant supermerchandising chain to his operation. His son, Bill, is now working with him. Additionally, Bill Combs reports that he has gained five pounds since getting married five months ago... Glen Hendricks, Los Angeles operator, is visiting his old home town, Kansas City.

EPPI

*Continued from page 70*

regulations, as evidenced in the Buddies countries. Eppy hopes to get up to manufacturing facilities in Europe.

He claims that wrapping will give confectionary vending an added intangible value to the consumer. He says that the single wrapping will not be a sales consideration. The appearance and color of ball gum as well as its taste represent a value to the consumer, he said, and children in particular will buy to the eye as well as to taste. On the other hand, wrapping of mints is not an added value to the consumer, he called Eppy. Consequently, the adult who buys penny gum at the restaurant counter will be inclined to purchase wrapped confections, he said.

Children and Adults

Eppy's general program aims at making his establishment locations patronized heavily by both children and adults. Emphasis, drugs, and variety store chains he mentions by name, locations his program is aimed at, to operate Eppy's machines with its out-size globe as well as to make sales considerations. Eppy'sด is to tap a maximum number of adult consumers. His machine has also been designed with an eye to attractive multiple installations, said Eppy. In the other hand, he feels that single machines will be attractive on small concessions that can't support more than one machine.

See the Billboard, April 21, for a fuller description of the Samuel Eppy & Company's expansion program.
Musk


Schreiber Warns Vending Operators Against Adding Music to Their Routes

GREENSBORO, N. C. — The business of operating juke boxes and the music box business should be kept separate and distinct, said J. D. Schreiber, editor and publisher of Vend, the magazine of the Automatic Merchandising Association.

"If the music business is included or even has an interest in vending," said Mr. Schreiber, "it would have the same problems as cigarette vending. Music is an art, it is not a business and it does not lend itself to the same kind of competitive practices as a business."

Mr. Schreiber said that vending operators are already being criticized for being too competitive, and if music was added to vending, it would only make the criticism worse. "We have enough trouble now," said Mr. Schreiber, "without adding another problem to our already difficult situation."
MOAM Girls to Fight Copyright Legislation

BOSTON — Music operators in the Bay State don’t plan to take lying down the recent approval of ASCAP’s drive by the Senate Judiciary Committee. A call to action has been issued by the Music Operators’ Association of Massachusetts.

David J. Baker, MOAM president, has started a campaign to acquaint every operator, distributor and one-stop owner with the seriousness of the situation. Everyone in the music industry in New England excepting Connecticut, which has its own organization, is being contacted by phone, wire and letter, and urged to attend a meeting in Boston Thursday (21) in an attempt to defeat the legislation.

Bostons, Too

Also alerted were members of the retail liquor trade and the restaurant business. The meeting was to be held to induce operators, customers and friends to bombard their senators with pleas to applaud the music industry’s side of the case.

Baker is also trying to organize groups throughout the nation and has been in touch with operator associations in Connecticut, New Jersey and California. “If everyone will do as much as Massachusetts is doing, we can beat the drive that will put the operators’ business in mortal danger,” Baker said.

Appointments are being set up with all New England senators, and a delegation, headed by Baker, will go to Washington to acquaint the legislators with the operators’ side of the case. Baker pointed out that every bit as much as is necessary is crucial in staving off the legislation, which in the industry has been hailed as a case of false security.

If the measure were to pass, Baker pictured the music societies as controlling the operator’s business and might take as much as $35 per 100-record phonograph. He also said it would be a federal offense if the operator failed to open his books for inspection to the copyright societies.

The location owner, he contended, has no responsibility in the matter; the entire burden falling upon the operator according to the way the law is written. Operators, he said, must stand together to fight this common enemy.

Bilotta Names Service Rep In Syracuse

SYRACUSE—A service representative for Wurlitzer Juke box supplies and parts has been appointed for Syracuse by Bilotta Enterprises Inc., the Wurlitzer distributor for this area.

Named was George Leonard, a veteran service-man since 1934, who is setting up shop at 1229 Erie Blvd. West, Syracuse. Leonard will carry a complete stock of parts from the Wurlitzer models 1700 and on.

John Bilotta, president of the distributing organization, said he also plans to open sales offices in Saratoga in the near future. The sales offices will be in addition to the parts and service representation Bilotta now has with Leonard.

Wurlitzer was formerly represented in the area by Rex Distributing Company, who now handles the AMI line.

Coven Adds Game, Arcade Vending Lines

CHICAGO — Coven Music Corporation, Wurlitzer outlet in Chicago, announced they will now handle a full line of amusement games, arcade equipment and a limited vending machine line. The firm has been named vending distributor for the Keeley cigarette vendor, and plans to add other vending equipment to its line in the near future.

In the amusement and arcade equipment field, the firm will function as a jobber, handling lines of all merchandisers.

In its diversification step, Coven now stands with Atlas (Nebraska), World Wide (Rock-Ola) and Empire (United) as music distributors with amusement games and vending lines. Only one music distributor in Chicago is now AMI Sales Company, a factory-owned distributorship.

Mass. High Ct. To Review License Fees

BOSTON—The cases of the Music Operators Association of Massachusetts against the City of Boston and the Commonwealth of Massachusetts in the matter of juke box license fees moved a step nearer to a decision this week.

Judge Morino of the Suffolk Circuit Court had signed papers which will allow the litigations to be placed before the Supreme Court of Massachusetts. The next step entails the printing of the record and briefs. Every effort is being made to expedite the matter pending the final decision by the Supreme Court. Present fees for seven-day operation of a juke box in the City of Boston totals $150 per machine per year.

Coven and Brooks, attorneys for MOAM are now seeking to secure injunctions to postpone license fee payments pending final decision by the Supreme Court. Present fees for seven-day operation of a juke box in the City of Boston totals $150 per machine per year.

CMMA Backs ‘Soap Box’ Entry in State Meet

STOCKTON, Calif. — The California Music Merchants’ Association took another step in the public relations direction by sponsoring an entry in the State-wide annual Soap Box Derby, held here recently.

The association’s entry, 12-year-old Dick Stagner, proved a winner, finishing in third place, in the Derby B Class. A total of four boys were entered in the competition, with the event receiving such local and State-wide interest the sponsors predicted an entry of from 155 to 150 for next year’s event.

Chief Movin

Chief mover for CMMA’s backing of the event was Leon Lambert, local operator and association member, who is active as first vice-commander in the American Legion.

Besides the Derby, Lambert also backs a Boys Band boys’ team, which was entered in State-wide competition.

CMMA President George Miller said the association’s next P-R venture would be working with teen-agers thru a State Junior Olympic League, in coordination with some of the law enforcement agencies in California.

The association is also actively working with the police and courts in the fight against bootleg juke boxes, and, through its Legal Council, is working on the state-wide juvenile protection bill.

For details, about the world’s finest coin-operated musical instrument dramatically styled by

RAYMOND LOEWY

world famous designer

Write for details about the world’s finest coin-operated musical instrument dramatically styled by

RAYMOND LOEWY

world famous designer

THE BEAUTIFUL NEW UNITE

they provide beautiful music!

UNIFIED MUSIC CORPORATION

340 NORTH CALIFORNIA AVENUE

CHICAGO 18, ILLINOIS

CASH ADDRESS: SHIP TO

MODEL UPB-100
the I-200 plays records in rotation
side 1
side 2
side 3
side 4
in the self same order as the music was heard in the original performance.
Another feature that makes the I-200 the juke box locations want!

AMI Incorporated
1001 Union Ave. S.E.
Grand Rapids 2, Michigan
Chicago, Paris

known by operators since 1909 for the most dependable coin operated music instrument models.
The Buyer...

Jerry Lowe

Jerry Lowe returned last week from his annual vacation with his family in the mountains near Cordell, Calif., and immediately started buying records for the route that he operates for Trico Music in Los Angeles. Jerry has been with Trico five years and for nearly four years prior to that operated his own company, G & B Amusement Company. Now 35 years old, Jerry has spent nine years in the business, roughly one-fourth of his life.

Born in California, he knows well the preferences of the juke box players. Interested sports, he attends what events he can when the time is available. Outside of his work, he devotes as much time as he can with his wife and three children, the oldest of which is nearly 11 years old and the youngest, daughter, only 2½, who recently began calling the old man "Daddy-Doll." A term of endearment for which Jerry has not yet discovered the source.

His disk buys last week...

Love Is a Funny Little Game, The Vogues (Dot)
"I bought quite a few of these but only after a try-out on some locations, where the men really wanted them. I'm starting to use the record more than one juke box operator in this area.

"There is the possibility of a long-range trend, I believe that the juke box business is going to continue to expand, and many specialized in vending might soon be looking to juke boxes for tie-ins.

Tea for Two Cha Cha, Tommy Dorsey (Decca)
"The new cha cha treatment of the old tea for two has many potential customers. I'm using the record just to show my himself off.

Western Movies, The Olympias (Demon)
"This rhythm and blues novelty is doing exceptionally well for me, as it follows the country trend.

---

Tune Talk...

"Tune Talk" is a special feature for juke box operators. Each week, The Billboard interviews a different operator-record buyer to find out what was bought during the short week, and why. Let us hear what you think about it, won't you.

Lee Rothman (center), program director and a disk jockey on Station WRIT, accepts his 1958 Milward Award for public service from the Billboard correspondent, Bill Olson. It was held at the Taylor Electric Company in August 12. See story in The Billboard, August 18.

Germán Jukes

Continued from page 73

meant to be a substitute for the conventional 200-selection American juke box, but as a unit to fill marginal locations, or stop where not enough space is available for a standard one.

Principal advantages of the Tunesmaster are its small size, 16 inches and Potter appearance. The unit has 200 selection. The arrangement of the discs is the same as the popular Tunesmaster which has been released by the pair.

Philosopher, the brothers and Potter appeared on the Billboard, with the most tropical theme song in the box business.

Cmma-Potter juke box promotion sails into 10th week

AUGUST 25, 1958

Peter Potter

HOLLYWOOD — The California Music Merchants Association's television session with the Potter Juke Machine Company appears to be going ahead full swing as it enters its 10th week on Station KBCA (NBC) here.

CMMA and Potter have mailed special stickers which operators can affix to their phonographs, and tie-in the sales with the program and the promotion. Also emphasized is the fact that one of the appearances was of CMMA Presidents G. Miller, with an act on Friday night, August 8, on the Potter TV episode, with the CMMA President introducing the Potter juke box industry as a whole.

Bill Miller and Potter appear.

Keep Jukes, Vending Separate

Continued from page 73

Some highly organized and trained companies in vending and the other box business are now marketing juke boxes in 70 per cent more than one vending operator in this area.

"There is the possibility of a long-range trend, I believe that the juke box business is going to continue to expand, and many specialized in vending might soon be looking to juke boxes for tie-ins.

Public Relations

Sellers had one point out in that his view any significant mixing of merchandise with music might "greatly complicate" the mixing of merchandise with music. There are no present figures which indicate the actual percentage of cigarette vendors operated by the juke box industry, but there are those operators who claim that cigarette sales have been increased.

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This section is from the started to provide offers for the purchase of American merchandise. It seems tailor-made, too, for the set up of Mexican and Central American products. The set up of Mexican and Central American products.

100% loans

Interest rates, in accordance with the recent commentaries, were expected to be fixed at 10 per cent. The loans are to be for six to seven years.

While the money will be many very easy to get but, considering Mexico's re-entrament, climate and people, it is inevitable.

Lee Rothman (center), program director and a disk jockey on Station WRIT, accepts his 1958 Milward Award for public service from The Billboard correspondent, Bill Olson. It was held at the Taylor Electric Company in August 12. See story in The Billboard, August 18.

 comprising the more than 1,000 juke box operators responding to operate cigarette machines for some years now.

MEXICO JUKES

Continued from page 73

This plan is separate from the established to provide offers for the purchase of American merchandise. It seems tailor-made, too, for the set up of Mexican and Central American products. The set up of Mexican and Central American products.

While the money will be very easy to get but, considering the United States' re-entrament, climate and people, it is inevitable.

Mexican juke box people are generally agreed that there is a long-time operator before a class box ever works as, in the United States, as the Jay Jay and the Royal in copper of the Grand. Before this happens, two changes must take place. First, juke boxes must be sold in enough space so that the operators can afford to buy in quantity. This is on the way to be achieved with the setting up of Mexican plants and the subsequent elimination of the 100 per cent duty.

The second change will be that this country will be alleviated as well. It requires the presence of a great mid- class with enough purchasing power to pay not 10 cents for a record but the same prices that their neighbors must pay for the NOD. This will be very easy in coming, but, considering Mexico's re-entrament, climate and people, it is inevitable.

More than 1,000 juke box operators responded to operate cigarette machines for some years now.
PYRAMID HALF DOLLAR PLAY
IN AN AMAZING WAY

A Wurlitzer Console Phonograph with 50 cent Wall Boxes makes the greatest combination ever created for turning music into money.

Operators are fast finding that "50 Cent Play All The Way" is the answer to increased earnings in every location.

SEE YOUR WURLITZER DISTRIBUTOR

WURLITZER

Console

PHONOGRAPH

and

5250 WALL BOX

THE WURLITZER COMPANY

* NORTH TONAWANDA, N.Y.

Established 1856
**Game Rentals: Will They Be Major Factor in Business?**

**BY KEEN KNAUF**

CHICAGO — Will renting replace selling on the game market? Most distributors say "no." They figure that the rental operators are trying to cut costs by lenient rental conditions that will result in heavy sheet losses. But some operators look for renting to be the biggest single change in the current rental picture compared to other years.

But a new operator looks for renting to be the main factor in their trade in the future, and they are currently doing a steady and profitable business in the trade.

What brings up the question of gameroom rentals to the trade is this: What are the principal factors that could bring about a drop in the distribution of interest in rentals? But it must be pointed out that there have been occasional failures in this industry, primarily due to changes in market conditions.

In the heart of the coin game industry, where many operators are renting to operators, this has resulted in a great deal of work for the office staff. Some operators report that the principal part of their business is renting games to other operators in a big way, following a period of time where rentals steadied. A minor difference is that rentals are on the same basis as other games, costing on a big future for the system.

A good example of an up-and-coming rental trade is Empire Coin Machine Exchange's. According to Joe Robbins, sales manager, operators can rent new games for an average $115.50 per week, used games at $9 to $15. Operators can make a turnover in a year.

(Continued on page 81)

**Commissions Stable In Chi, Loans Begin**

Few Game Ops Start Offering Spots $200-$300; Vets DeplorE Practice

This is another in a series of articles that groups operators and loan rates in common.

**CHICAGO** — There is no current move to change the standard 50-50 commission arrangements. There is to be some change in commission practices to favor the operator when the coin game is played. All games began placement on locations. Many operators were said to have made a 90-10 or 90-30 commission rates on these games. But this is the first time operators have been able to raise the price and maintain, the commission all back to 50.

The 50-40 commission was one of the last numbers to be used in the last August. Some operators are now giving the 50-50 for as long as $500, and some lower numbers. Now there appears to be little hope that operators might be able to cut a 50-40 arrangement, especially with the active association of many operators.

Chicago game operator new commission practices will have received a new life, and many feel that they can rely on good services to bring in more money to operators. In conclusion, this new arrangement is a good change in the pattern.

Operators here feel that the 50-50 commission arrangement has held up remarkably well. There was a temporary drop in the commission rates in the 50-50 system. But the increase in commission rates on these games. But this is the first time operators have been able to raise the price and maintain, the commission all back to 50.

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**Giepens Opens Design Firm**

ROY, Utah — A child was killed here August 13 due to improper grounding of a coin-operated kiddie ride. The ride was installed by the store owner, Milton D. Elkins, inventor of the ride setup and found that the socket consisted of a two-proven plug with a two-gear electric lead. The lead, supposed to be grounded, had been broken off or damaged inside the plug. The electricians found that when the plug was put in the outlet in one position it measured 110 volts, while it measured 110 volts on metal base, and 110 volts to metal base. The recharging plug may possibly have been improperly grounded or un-grounded.

Both electricians agreed that there was "improper contact between." (Continued on page 81)

**MARVEL BEGINS PARTS OUTPUT, UPS ROAD SALES**

**MARVEL MANUFACTURING COMPANY** has launched steady output of coin machine electrical and mechanical, including relays, coils, harnesses and parts for all types of equipment.

Ted Rubenstein, Marvel senior vice president, said the company was backing his original plans and big gun against the proposed tax on coin games. The company has been making machines for the State to institute similar tax. A week's row box and manufacture, the game machine had been running at the rate of 15,000 per month. The company is now making its own games and increasing its output.

The NASMCVA is leveling in all big guns against the proposed tax. The company, which was established last year ago of the nascent would be the logical one to approach the State to institute similar tax. All current joke box and manufacture, the game machine had been running at the rate of 15,000 per month. The company is now making its own games and increasing its output.

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COIN MACHINE PRICE INDEX

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the best and show brilliant work in the field of coin-operated games. The lowest prices are all equipment which have been advertised at least 10 times for the period shown or at least three times together with a computation based on annual average.

(PRICES given in the Index are in no way intended to be "standard," "national," or "set," or offer an authoritative reflection of what prices should be charged. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on the market and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised in the Index at the high and the dominant advertised price level. It is not a simple average, but one in which the "high" indicates the "low" is a unique price probably for "as is" or "conditioned equipment."
New York — Operators with resort locations in the Catskill Mountains are winding up what is probably one of the worst summers of recent years. Three major factors have contributed to this season—the weather, the recession and the clas-sons on pin games.

Vacation stops, depending heavily on the weather, between Memorial Day and Labor Day, were hit hard by many hotels which were forced to close temporarily during June and July holidays. In late August the weather took an unexpected cold turn, thus discouraging New Yorkers from making their weekend excursions.

The extended business recession also took its toll. With unemployment at its highest level in years, and with businesses reporting unusually low, many people curtailed their vacations, and weekend trips were far less frequent.

Pinball Ban

The third factor responsible for decreased collections is the ban on pinball machines, which went into effect last year. While the ban has not resulted in a decrease in the number of pin machines, it has severely affected the trade during the time the ban was enforced.

Proponents are the backbone of the amusement associations, but those days are gone, and pin ball revenues would account for the bulk of amusement income.

Loosened Provisions

With pinball laws, operators are playing all over summer locations, but these games don’t yield the profits that pin games did. As a result, many locations have been closed down completely, and brave few hours are remaining Catskill Mountain locations various this year. In addition, the decline in trends is due in part to the recent trend toward pinball machines and pinball tournament games that have created new interest among collectors.

Strange enough, jack boxes are no longer as popular on the pinball circuits, but pinball games are now the most popular games in the country. One possibility for New York City is that pinball games are no longer as popular on the pinball circuits, but pinball games are still more popular due to their popularity in the mountains. One possibility is that New York City resi-ents cannot or do not want to play pinball machines at home, but found a new outlet for pinball fun in the mountains. Pinball games are not nearly as popular in the shaduitable, which they play the rest of the year.

A prominent operator with a number of locations in the Catskills said that he doesn’t cotton to pinball games after pinball games because pinball games are still more popular after pinball games. He said that during June and July there are only 20 or 30 pinball machines left by the previous year, while August collections are about 25 per cent behind.

The NEW Feature

Exclusive with FISCHER

6-POCKET POOL TABLES

Each table...only $149.50

• Bats played at any time at the front of the table. Can be set up for any size ball. Can be set up for any size ball. Can be set up for any size ball.

• Set up for pocket ball. Can be set up for any size ball. Can be set up for any size ball. Can be set up for any size ball. Can be set up for any size ball.

• Set up for a variety of pocket ball. Can be set up for any size ball. Can be set up for any size ball. Can be set up for any size ball.

• Set up for all pocket ball. Can be set up for any size ball. Can be set up for any size ball. Can be set up for any size ball.

• Set up for pocket ball. Can be set up for any size ball. Can be set up for any size ball. Can be set up for any size ball.

• Set up for pocket ball. Can be set up for any size ball. Can be set up for any size ball. Can be set up for any size ball.

• Set up for pocket ball. Can be set up for any size ball. Can be set up for any size ball. Can be set up for any size ball.
Game Rentals a Major Factor?

Continued from page 25

and in agreement with weekly pay- ments therefor. The minimum rental period is 10 weeks.

A majority of Empire's game customers buy one or more games.

William's Ships Mirror-Glass Casino 5-Ball

CHICAGO — Casino, a new Williams Manufacturing Company single-player, five-bell pin game featuring a mirrored glass cabinet, was shipped to distributors last week. Playboy-style symbols light on a "Mystery Mirror" centered on the backglass mirror. The "monetary" player pays.. some lighted cards on playfield by hitting roll-o-balls and ball bumpers. Player can also pick up out-of-frame balls in the mirrored game field, it is immediately reflected on the backglass mirror. Player can win three ways:

Five cash are put out on playfield by making five individual rollovers at top. If all five are made, the rollover lights at bottom light up alternately for re-

If player puts out four dice for making seven-dice-rolled rollovers. A particular four-lop playfield lights up for special.

If player makes a normal flush on playfield, a dotted-out card on mirror, then a center hole lights up for top specials.

The game has a high score and match play. Two coin envelopes are available.

Robert Stein, Vet Op, Dies

PHILADELPHIA — Robert Stein, 60, one of the nation's leading machine operators for 30 years, and August 18 in Episcopal Hospital. Stein was a past president of the National Amusement Machine Association of Philadelphia.

He served in the S. Cavalry in the Philippines in 1911 and 1912, and belonged to the Pennsylvania Reserve. Two sons, a major in World War II. He was a Mason. Stein is survived by his wife, a son, and two daughters; three brothers and one sister.

G.I. STEIN

Lists GONY Members

NEW YORK — More than 40 operating firms have now joined the Game Operators of New York, according to Al Feiby, GONY president. Feiby said that the group has formed a membership drive and will hold its first general meeting this fall.

Bad Grounding

Continued from page 25

seen the green grounding condenser in the five-pins of a good game.

Although the idea hadn't been recently checked for proper grounding.

The game was operated by Gran

MUSIC COMPANY, Ogdensburg, by

Nunnis W. Cragg.

in-line pinballs for spots outside on grounds. However, they are held off renting than operating, he said.

Spot reports from other areas of the nation indicate that the rental pin game is good in some areas all or the majority of distributors rent. But in most areas renting operators are in the minority. In a few areas nearly all operators are renting. Many cases rentals begin on in-line pinball and extend to other types of games. A high influence of rentals from the operator standpoint, is that in some areas operators are able to deduct rental charges for tax purposes.
NEW! Profit Making Possibilities with The Satellite by NATIONAL!

WRITE PLAINS, N. Y.—The National Opener Operators Collective, an association which represents nearly all the juke box men in this club's New York area, has signed a collective bargaining contract with the union and Retail Executives International Association, AFL-CIO.

Local 266 is the union and has many years has a collective bargaining agreement with the Operators of New York, is expanding beyond the city limits for the first time.

The contract recognizes Local 1690 as the exclusive bargaining agent for the union. The union is now selecting membership from service-conscious unions in the area. To date, several operating firms have signed up with the union.

$5 Dues

According to terms of the agreement, each employee is assessed $5 a month, with about half of the money going to the union. The other half will be used for a welfare and hospitalization fund.

COINMEN YOU KNOW

Continued from page 80

have practically put them out of the picture.

Allen Lanor, who has been an amusement operator for over 10 years, will soon join the staff of Deines Music Company. The contract, which he signed last month, goes into effect in the first six months or so.

Another big union member, a young man in his early twenties, will soon join the staff of Deines Music Company. The contract, which he signed last month, goes into effect in the first six months or so.

In the grip of a heat wave which sent temperatures close to the 100 degree mark in Denver, members of the Colorado Music Merchants, Inc., requested association president Jack Arnold to find an air-conditioned location for the August meeting in Greeley.

Allen Lanor, Northern Colorado representative, who has announced his run for the state legislature in the 100 degree mark in Denver, members of the Colorado Music Merchants, Inc., requested association president Jack Arnold to find an air-conditioned location for the August meeting in Greeley.

Upon return from the trip to Denver, Lanor announced that he would run for the state legislature in the 100 degree mark in Denver, members of the Colorado Music Merchants, Inc., requested association president Jack Arnold to find an air-conditioned location for the August meeting in Greeley.

While the Denver operation is the origin of the union members' problems with the union, Lanor said that any professional assessment is a matter between those who have been unable to organize an association.

While Local 266 was endorsed by the WOG membership by a 15 to 5 vote, two other unions, both members of the International Brotherhood of Teamsters, have some membership in the county.

According to reliable sources, some members in the southern part of the county have joined Local 260, while some in the northern part have signed with Local 504. Local 266 has a collective bargaining agreement with the Associated Amusement Machine Operators of New York. Local 445 has a similar agreement with the New York Operators' Guild, an organization of Hudson Valley operators.

COUNCIL Posing

It was reported here last week that the joint Teamsters Council 18, which governs the New York metropolitan area, had ruled that Local 266 has jurisdiction in Westchester County. Local 445 does not operate in Westchester County, while Local 260 and Local 1690 are rival unions in the county.

BINGO MECHANICS WANTED

NO DRIFTERS! GOOD PAY! STAND WORK!

Give qualifications and experience in the matter of writing, if possible. Write to Box #939

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

YOU CAN BANK ON A SELL GAME!

An International Scott Cross Company

BOYD CROSS COMPANY

575 3rd Ave., New York 16, N. Y.

Bally Shuffle, Palms, Scrabbles, Scapps, Pool, Slots, Cash Machines, etc.

MAIL YOUR ORDER FORM TO

COIN ][ MACHINES][ 3001 S. Wabash Ave.

CHICAGO 9, ILL.

Hand Made in the U. S. A.

Eliminating Dist. for Bally in J. P. Co. and Back Rake In E. Pa., N. J. and Del.
ST. LOUIS-One of the great retailing centers in the country today is a new type of game, Jack Rosenfeld, owner of J. Rosen- 

field Company here, said. 

Rosenfeld, a local distributor and 
opener of game and games ma-
machines, said that years ago 
day companies to the industry 
not heard "novelty" in their 

nents." Basically," he declared, "it is the novelty of new equipment 

attracts the public which we depend on to play the machines.

Explaining that his sales are 
as nearly divided equally between 

music and amusement game ma-
machines, he said there have been no 

difference" in sales to look for a 

long time. Along with that, he continued, is a very im-

portant change that has been 
as called" new pieces to operators 

has to be in line or realistic with 

collections.

I am always reminded of when 

bought a car," Rosenfeld said. 

The salesman said it would go 

60 miles an hour. What do I sell 

with a car that fast when I can-

not go more than 15 miles an hour in 

same things? The place the game 

for new equipment-"you cannot in-

roduce the prior devices which 

no people will not play.

Location Limits

"We found out as operators—this 

is 100 per cent accurate but it is 

on a very small basis and in 

every location there is so much 

unlimited money and it will go 

over and beyond regardless of 

what you sell. What other 

operator wants in equipment which 

will maximize the game. Where can you 

get more?" the location is good 

for so many people?

Rosenfeld said that there 

been no "novel and different 

since the bowling alleys hit the 

market, and could suggest 

possible no new types.

As to sales of games, he added that 

were closely allied to collec-

tions. Often when collections 

are good something comes out, he declared. 

Speaking for Rosenfeld, said that sales of machines in June 

and July dropped 15 to 20 per 

cent, but since August started

there has been a marked increase. The game, he explained, 

will not be realized until 

the latter part of September and 

November will be the peak of the 

list, he predicted, will go on as 

weather continues here.

Air Conditioning Important

J. Rosenfield and his company 
made a survey recently on the 

number of locations which were 

air conditioned. It was discovered, 

be notified, that those whose 

air-conditioning units were 

the blank failed to have them 

more »

Now Delivering

The New "Valley" 
DELUXE 
6-POCKET POOL 
Valley Sales Co. 
635 North Dearborn St. 
Chicago, III. 
(Continued on page 82)
ATTENTION, MICHIGAN OPERATORS
NOW DELIVERING!
Bally Golf Champ, Lucky Alley
Bally USA, Cypress Garden, Skill Roll
Bally Speed Queen, Big Inn

KING PIN EQUIPMENT COMPANY
Phone: Fiedgie 5-1151

NOW DELIVERING
WRITE OR CALL for Prices
- BALLY TROPHY BOWLING, CYPRUS GARDEN, BIG INNING
- SPACE GUNNER U. S. A., GOLF CHAMP, LUCKY ALLEY
- BALLY BIKE THE CHAMPION, MODEL 1 and TOOMERVILLE TROLLEY SPEED QUEEN
- ROCK-OLA PHONOS—50-120-200 SELECTION
- GENCO FLYING ACES

** SPECIAL **

** BINGO GAMES **

<table>
<thead>
<tr>
<th>1948 Rock-Ola 50 Set</th>
<th>$345.00</th>
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<tbody>
<tr>
<td>1946 Rock-Ola 120 Set</td>
<td>$415.00</td>
</tr>
<tr>
<td>All Star Deluxe Bender</td>
<td>$975.00</td>
</tr>
<tr>
<td>Like New A.R.C. Bally Bowling Lane, 11 ft. x 14 ft.</td>
<td>$415.00</td>
</tr>
<tr>
<td>Like New Strike Bally Bowling Lane, 14 ft.</td>
<td>$415.00</td>
</tr>
<tr>
<td>Skill Halls, new</td>
<td>$295.00</td>
</tr>
<tr>
<td>Westover Chrome Wall Brunswick</td>
<td>$45.00</td>
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<tr>
<td>All machines have been checked, cleaned and ready for location.</td>
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</tbody>
</table>

5 BALLS

Ball & Packer | $150.00 |
Cone Sheechet | $200.00 |
Cone For Two Side | $200.00 |
Cone For Two Player | $200.00 |
Cone Can Bender | $200.00 |
Great Wonderland | $200.00 |
Cone, Unger Can | $200.00 |

SPECIALS

Gottlieb's

2 Player

GONDOLIER

Full Playfield Action Attracts More Players, More Profit!

- 3 bullseye targets score 10 and 100 times indicated value of Mystery Circle
- Fascinating Mystery Circle controls scoring value of bullseye targets and 2 superjackpots
- 7 bullseye spot lights in Mystery Circle—score 50 points when lit
- On-off rollers like 4 pop bumpers
- Double number match feature
- 2 or 3 ball play
- Cross-board cyclonic kickers

See Your Distributor Today!

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1140-50 North Kostner Avenue • Chicago 31, Ill.

ALL GOTTLEIB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS
**KIDDIE RIDES FOR SALE:** 100 S. Chicago and Last Anchor
In operating condition. All parts complete.

**WHIRLING SPECIALS**
- 325 each: 400-900 tickets
- 400 each: 475-975 tickets
- 500 each: 1,000-1,195 tickets
- 600 each: 1,350 tickets
- 700 each: 1,525 tickets
- 800 each: 1,700 tickets
- 900 each: 1,875 tickets
- 1,000 each: 2,075 tickets

**Terms:** 1/3 Cash.

**NOW DELIVERING**
- Chicago Coin’s 2-PLAYER
- Rocket Shuffle

**PROFIT LEADERS OF THE YEAR**

**chicago coin’s 2-PLAYER**

**Rocket Shuffle**

- **CAPTIVE BALL ACTION GIVES PLAYER EVERY THRILL OF SATELLITES TRAVELING THROUGH SPACE! ALL BALL LOUNCH FEATURES!**
- **NEW METHOD OF SCORING WITH CAPTIVE BALLS... 3 IN ROW... 4 IN 4 CORNERS IN ROW-A-DIAGONALS SCORE DOUBLE!**
- **PLAYER DETERMINES WHEN AND IF HE WANTS TO ACCEPT IN LINE BONUS SCORE OR CONTINUE TO PLAY FOR A HIGHER BONUS SCORE!**
- **ADJUSTABLE TO 5 AND 10 SHOTS PER GAME... STRAIGHT 10X PLAY.**
- **AVAILABLE IN REPLAY OR REGULAR MODELS... REPLAYS AWARDED FOR HIGH SCORE!**
- **UNUSUAL AND NEW 3 DIMENSION MIRROR EFFECT... GAME IS ONLY 7’” BUT GIVES THE APPEARANCE OF A GAME 11’”!**

**See chicago coin’s great Skill Game**

**“CROQUET”**

Plays Like Bumper Pool! Scores Like Croquet!
See it at your distributor!

**Chicago Dynamic Industries, Inc.**

1725 W. DIVERSEY BLDG. CHICAGO 14, ILLINOIS
Get lucky with sensational new

**Bally LUCKY ALLEY**

With new LUCKY STRIKE FEATURE

Compare cash-box collections from Bally's new LUCKY ALLEY ball-bowler with what you've been getting from standard bowlers, and you know that a new era in bowling profits is here.

- Official bowling scores
- 1 to 6 can play
- Streamlined cabinet
- Quiet-roll alley
- Extra husky pins
- Protective foul-light

Biggest thrill in bowling!
Biggest money-maker in years!

3 Popular Sizes
11 ft., 14 ft., 19 ft.
2 Coin Styles
DIME-A-GAME
2 FOR QUARTER
4 in. Rubber Ball
4 in. Hard Ball

**Sensational new Bally Skill-game**

**GOLF CHAMP**

3 TRICKY GREENS
FLAT - UP-HILL - SIDE-SLOPE

EXCITING 19TH HOLE
SCORES UP TO 200

SHIFTING DOUBLE SCORES

FREE SHOTS

GOLF CHAMP combines the smooth-shooting skill appeal of official golf with the trick-shot appeal of miniature golf. Fun for one player, double fun for two players, earns top money in every location.

ABC SUPER DELUXE BOWLER
ALL-STAR DELUXE BOWLER
SUPER-BOWLER
CYPRESS GARDENS
BIG INNING
SKILL-ROLL
U.S.A.
KIDDIE-RIDES

See your favorite distributor or write to BALLY MANUFACTURING COMPANY, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
UNITED'S Pixie Bowler

FAST 2-PLAYER GAME

SIZED RIGHT! PRICED RIGHT!
Specially Designed for SPACE-CRAMPED SPOTS

STURDY CONSTRUCTION QUIET OPERATION

SCORES LIKE REGULATION BOWLING

REGULATION BALL-RETURN WITH RISER

10TH FRAME EXTRA SHOTS FEATURE

NATIONAL REJECTOR

FASCINATES BOTH YOUNG AND OLD

10¢ PER PLAYER

UNITED MANUFACTURING COMPANY
3407 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR!
SEESEBORG HAS DUAL PROGRAMMING

Dual programming recognizes the fact that musical tastes vary. That's why the upper half of the Seeburg display panel provides for programming show tunes, standards, jazz and classics on EP album records; the lower half for programming current releases on singles.

SEESEBORG HAS DUAL PRICING

The answer to increased earnings. Seeburg Music Systems (and Wall-O-Matics, too) provide for programming singles at one price and EP album records (two tunes per side) at a proportionately higher price.

SEESEBORG HAS THE TWO FINEST MUSIC SYSTEMS EVER DEVELOPED

The answer to increased earnings. Seeburg Music Systems (and Wall-O-Matics, too) provide for programming singles at one price and EP album records (two tunes per side) at a proportionately higher price.

America's Finest and Most Complete Music Systems

The Seeburg '201'

The Seeburg '161'

The Seeburg Corporation
Chicago 22, Illinois