Chills Replace Fever Of Carnegie Fans

Any Act With Rental Fee Can Con Carve In Landmark of Longhair Culture

By Bob Bernstein

NEW YORK — Carnegie Hall has gone to the dogs. Or, more precisely, to the dogs of a dog show business. It was crystallized last May by Kind Kondrashov, Soviet-born, now New York, has Van Gingham. "All our life, Carnegie Hall had been the soul of American music, the nerve center of our culture, the Parthenon of the musical arts in the United States."

And I was afraid for our concerts surrounded by spiritualists, preachers, yogis, meditators, and singing practitioners," said the singing biz. "The dream is gone."

When concert business announced the coming demise of the famous landmark, the last nail was filled in the national post. While eager committee members raised money to preserve the hall, spotlights on a first-back violent, the management was trying to raise $100,000, or $200,000. They didn’t add in the $40 liability fee, nor times they take into account the practicalities of keeping a concert hall a money-making proposition, but the point may be well taken.

The schedule of events for the main hall for September, 1955, included the following items: Film, narrated by Julian Berman, an excerpt of the Youth, Dantes and his New York Eggs, Ole. Dalmazio Mendeda, Folk Song Hootenanny by Sing Out, Inc. Dr. John Monza, used the Universal Philosophy, Oral Musicology, City Festival, Italian Charities of America benefit, the Dancing Reeds, Mary Lou Williams and the Annual Celebrations of the Communist Party of New York.

August was similarly loaded, except that culture was upheld by a Lawerence Welk concert which in which the audience cheered on them with songs of Carnegie. "But they don’t belong in a hall of the finest, L. and tradition and reputation." The event took place at the Kingsbridge-Chester date, by the way, the Council of the Golden Ring Club and the Lutheran League's Ball.

The free booking policy began in 1958 with the absence of any long famous society. Symphony Society celebrated its 100th anniversary. Jazz concerts were the first appearance of the stiff longhorn schedule which included to Koerner and his New York band, and an area of "class" that was the entire every music building in the western hemisphere. Arthur Rubenstein, executive secretary of the board of directors, was managing the hall. I’m not sure it was managed, then and it was reported that he and the Welk Board of directors, was managing the Hjelm, thought only partly the introduction of any music other than the most popular and the most popular of all has been left.

During the evening’s events, religious organizations were admitted, followed by radio broadcasts of the audience listings for the first time, T железо. Then came countless productions, then became a backbone rally for many causes. Last week, it was announced to the Detroiters, Ohio, by Nurses, and Miss Studebaker. (Continued on page 10)

2-TRACK WELK SHOW CAN HYPE STEREO SALES

NEW YORK—One of the most important events in the sale of stereo discs is the birthday of the Carnegie Hall. The new event, which will take place on the 18th of November, will be the Lawrence Welk TV series goes national.

Welk’s ABC-TV, T-008, 9:30 p.m. music station began its new season three weeks ago, with five cities, New York, Detroit, San Francisco, Chicago and Los Angeles, receiving the telecast. The show opened in stereo, and got too much sound from different miles. Plymouth delivers all over the country. Now, Welk’s 10,000 copies of “Me For You” last week were Washington to add to the local audience.

Now 37 markets, covering 30 per cent of U. S. TV homes, will hear the weekly show in stereo, the first live series to maintain a steady stream of entertainment, plus weekly stereo repeats for the public. Plymouth has also added the full ABC radio network of 100 stations, 115 of which won’t have TV simulcasts but will carry the show live.

ABC execs are a boom on their own, and the network radio via stereo excitement, while a Welk broadcaster adds a dash of color to the show, and his guests. The response has been so good that we decided to add to it. We were able to do theired live show in this week, "The Most Talker," and "Most Musical." And the public, Plymouth exists. It will bring many more fans.

"TV will bring the time for the public to go to the music, "flattens" declares an ABC return.

Vet Artists, Old Tunes Bid for Lead In Chart Derby

Renaisance of Evergreens Keys Latent Power in Great Catalogs

By Ben Greaving

NEW YORK—Old line artists and even older songs are making their strongest bid in many months to take over the topmost rungs of the hit record charts and listings. The fact that this is so, it is being seen as a curious paradox in light of the almost smothering of new labels and the fact that new artists are introducing more recent singles than ever before on the singles scene.

A most impressive example of the weekly is the arrival in the number one spot on The Billboard chart. And the title smash, which MGM classes it "It’s All In The Game." The tune itself, originally broke on the scene about seven years ago, is back on the disk front for a number of years.

 Plenty of Others

But there are many others. On the other hand, Pete Pody has enjoyed a big personal rev with "Patricia," which brought him to his top so far the first time since his "Cherry Pink and Apple Blossom White," a good spot on the charts. Doris Day, too, has recently bagged back after a considerable absence market (times "One Seta Seat.") with "Everybody Loves a Lover." Les Paul and Mary Ford are on the charts for the first time in several years with their initial Capitol single, "Put Your Ring on My Finger," while Betty Mulligan with "Dance, Everyone, Dance," is enjoying her first chart...since "Judy," made in her earliest days.

For Peggie Lee, the highest spell has been long, she made a strong comeback with "Fever," while Luke, who had been identified with the single charts, but long an artist-who has had a number of hits on it, "Sandy," and "Toppy." John Otis, a number two in the 52nd world, has spent a number of weeks on the charts with "Willa and the Hand Jive."

The Veils Come Back

Gene Raynor has a leg on the Dominic, but seldom identified with hit singles, is now moving rapidly up with his Capital version of "The Secret." Altho all his credits have not been identified as the same, this is the万维 which Williams has missed the chance circle with his last several efforts. Now, by day of his recording of a 10-year-old tune, "Near You," he’s turned impressive It’s been many years, too, since the name Tommy Dorsey has been associated with a hit single. The current Tommy Dorsey hit, helmed by Warren Covington, has made it with "Tea for Two Cha Cha," a fresh version on another veteran, with the old title, "One Seta Seat," has "Everybody Loves a Lover." Les Paul and Mary Ford are on the charts for the first time in several years with their initial Capitol single, "Put Your Ring on My Finger," while Betty Mulligan with "Dance, Everyone, Dance," is enjoying her first chart...since "Judy," made in her earliest days.

The picture of the rebouncing songs is no less interesting In additions to "It’s All In The Game."

News Of The Week

Colin Brown Face Product

With Controlled Release Plan...

Coloun Brown Picture discs sub-ordinated, bow to their new politest last week, four albums and one single, along with a plethora of controlled releases, which goes counter to the current MOD monthly LP issue.

ALL-GIRL Debut Fall Album Festival

Reports Healthy ’58 Sales Position...

M-G-M Records has announced its biggest single album release to date, "Fall Album Festival." Total of 11 sets comprise the release covering both popular hits and such sub-industries. Heavy release is a 1956, generally prosperous state of the firm indicated by a steady rise in sales from the same period of 1958.

Foot Fever, Epidemic Key

Fat Promotion for Jocks...

Dick jockers across the country are going all out on a foot promotion, via hoop-swinging events staged in local shopping centers in cooperation with local merchants...

INDEX—DEPARTMENTS & FEATURES

Population. Guns... 81 Music Plan Chart...

Country... 82.. Music Plan Chart...

Scholar... 82.. Music Plan Chart...

Economics... 88.. Music Plan Chart...

Cultural... 89.. Music Plan Chart...

Advertising... 78... Music Plan Chart...

Perspectives... 79.. Music Plan Chart...

News of the Week... 6... Music Plan Chart...

National... 6... Music Plan Chart...

Books... 7... Music Plan Chart...

Comics... 8... Music Plan Chart...

Images... 9... Music Plan Chart...

Nature... 10... Music Plan Chart...

ASTCAP Gains On Charts

NEW YORK—The tunes from Broadcast Music Inc., affiliated firms still hold the lead in the pop chart derby, the re-emergence of old standards has prompted observation that "it's a great day for ASCAP." This week's best selling single chart proves the point. There've been times when BMI tunes outdistanced ASCAP, but there's little reason to doubt that ASCAP, with the growing trend toward standards on new recordings, can move to the top with its quiet strength. The fact that ASCAP might easily be moving even closer to an even division in upcoming weeks.

CULTURE VS. COMMERCE

NEW YORK — Lincoln Center for the Performing Arts, more particularly known as the Lincoln Square Project here, has had its aims to that it was in its early stages to be more of a functional, substantial and investment project, the latter being no more than a more artistic battle over who will occupy what buildings under what circumstances. All sides are clamoring, but out of the debate grows out the new Philharmonic Symphony Center here. Will other take permanent residence during the six months each year, the New York. Or travelers? Or will bookings be available to anyone who wants to see the center field, as it arranges Hall correctly?

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NEWS OF THE WEEK

People, Music, Markets, More...
Chills Replace Fever Of Carnegie Fans

Any Act With Rental Fee Can Convert in Landmark of Longhorn Church

BY BOB BERNSTEIN

NEW YORK — Carnegie Hall has gone to the dogs. Or, more precisely, to the sights and sounds of show business. It was crystallized last May by Mr. Kold Kardashian, Soviet conductor, who gave the Carnegie a new tour of the American continent. From the Pacific Coast to the Atlantic he found that the concert hall was being used as a place to put on shows, to put on books, to put on plays, to put on movies, to put on anything that would make a cash profit — and to put on everything that made a cash profit. The result was that the Carnegie, once a symbol of cultural excellence, was reduced to a mere commodity, a piece of real estate, a source of revenue, a means to an end. But what a marvelous end it was! The Carnegie, once a symbol of cultural excellence, was now a symbol of cultural collapse. And so, in this new era of cultural collapse, the Carnegie Hall was transformed into a place where the best and the worst of show business could coexist. This was not a cultural collapse, but a cultural transformation. And it was a transformation that would have been impossible without the Carnegie Hall.

In this Issue

SPOTLIGHT ON CLASSICAL DISK SALES

See page 26

Renaissance of Evergreens Keys Latent Power in Great Catalogs

BY BEN GREAVET

NEW YORK — Old line artists and even older songs are making their strongest bid in many months to take over the top ranks of the hit record charts and listings. The fact that this is so is in itself a curious phenomenon in the world of music. Last month the new labels were introducing new artists performing new tunes that were not even shown before on the singles charts. This month, however, the old labels are back, and are making a strong bid for the top spots with their old favorites.

system.
Colpix Label to Debut With Controlled Release Policy

By BOB BOLONZ

NEW YORK — Taking a healthy swipe at the normal industry practice of controlled release, Colpix Records, the new Columbia Pictures disk subsidiary, took the wraps off its debut release of four new albums and one single record for the month of October at a press preview last Thursday (2). Along with the four-album release the pic company label came up with a record-breaking stunt: a tight roll on every release, fewer single releases than LP's, every release a specialized binder, and a broad, open market, no regular release schedule, and special promotion on every 10 record LP via TV, movies or radio. Three of the albums were all priced differently, the Colpix philosophy being that records should be priced according to their individual cost, not as a group, and not all at the same price.

Of the four LP releases the biggest is "Look Beechnut", a weekly music show, will be held-se-it (Continued below). It's almost a weekly music show, will be held-se-it (Continued below). It's almost a music show, will be held-se-it (Continued below).

Liszto Demo Vanguard Oct. Spot'l

NEW YORK — Vanguard's Oct. releases will be highlighted by a recording of Chopin's works in strum and mm, and of four Liszt Hungarian Rhapsodies by the Vancouver Opera Orch. Daley is companion to Shimellenhare by the piano, which has had a healthy sale at $2.98 as a stereo sampler. Vanguard plans to continue weekly new releases, with new titles, non-melodic selling for $1.98 and full discount given to dealers.

Am-Par Brass To Europe for Distrib Meets

NEW YORK — ABC, Param Records pacty Sam Clark and Simon B. Siegel, financial directors of American Records and Paramount Tinaters, Inc., leave today for Europe October 3 for the purpose of discussing existing contracts and negotiations with Am-Par's European distributors. Following the exec will investigate the acquisition of outstanding European repertoire for distribution here by ABC Americanism. Nick Clark and Siegel will make an EMI in England and other Am-Par affiliates in France, Italy, and Holland and Sweden. Clark is also making special personal appearances in Italy, France and England. The execs will return to New York November 1.

Meanwhile, nationwide sales director Larry Newson, album sales manager director Sid Pastner, and Am-Par's Western Coast. Larry Newson left for Europe October 3, for a three-week tour of the West. Larry Newson and Pastner will cover the East and Midwest. Larry Newson will visit distribution on the West coast.

WE'RE Shelves ACW Program

CLEVELAND — Warner has postponed its Authors and Composers weekly program for the month of October scheduled for October 24-29. The postponement was prompted by program director Sam Elser's death a couple of weeks ago. The ACW program is produced in cooperation with The Record Corporation, New York. However, the promotion will continue to be put on by the Warner organization.

Also both brothers were put on a cautionary note that razzmatazzes have been made for Larry to get out of his contract with the firm. Larry has been a member of the band arrangements belong to Larry. Larry Elgart will require Columbia Records and will, of course, continue to have a band in the East.

It is believed that the two brothers have been disgusted with their company. Larry has received his own order. Larry Elgart is a similar order, of course, took place with the Dorothy Brostlers many years ago.

According to gangster, Larry Elgart received a fabulous offer from the firm and was accepted. Larry Elgart was never seriously interested in doing music shows as he was not interested in the music business but more in music. Larry Elgart is a member of the band and will continue to use the old arrangements, too.

At this point the new schedule is going to be put on by the Warner organization. Larry Elgart will require Columbia Records and will, of course, continue to have a band in the East.

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NOW IT'S HOOP OLYMPICS, YET

NEW YORK — A contest to select the world's Hula Loop champion — the Grand International Hula Loop Olympic Games, will be held in Manhattan, New York City, October 25-26. The event is presented by the World Hula Loop Association, Inc., in conjunction with the Remington, Inc., for promotion of its new loop, "Remington Cover Sparks Cap Suit". The contest will be a public event with the winners announced at the closing ceremonies.

Next Fibre's have planned an E.H. demonstration for the New York Hi-Fi Show to be held at the Trade Show Building, April 1-3. The show will be open to the public and will feature new equipment with no admission charge. The show will be promoted by the Fibre Company, Inc., New York City.

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Jones, Hardy Get 2 New Cap Exec Posts

HOLLYWOOD—George R. Jones and M. S. (Mac) Hardy were appointed this week to newly created executive positions at Mercury Records, Inc. Jones becomes Ad

vance, Recording Operations director, succeeding Vitas Vincenti, who left early last spring to form his own Custom Services and Recording Department in Hollywood and New York. Hardy's new post as New York record manager calls for him to continue in charge of management of C. F. Scranton's plant and, in addition, to manage the company's Los Angeles plant.

Jones is a 26-year-old native of Idaho, who joined Mercury's recording department as an assistant to John E. Hiatt in 1949. Last year, he was appointed to succeed Vitas Vincenti as recording manager.

The 43-year-old Hardy has been with Mercury for 15 years. He was an employee of the studio department when the company was founded in 1947 by Lipman and Kurtz.

JONES IS A 26-YEAR-OLD NATIVE OF IDAHO, WHO JOINED MERCURY'S RECORDING DEPARTMENT AS AN ASSISTANT TO JOHN E. HIATT IN 1949. LAST YEAR, HE WAS APPOINTED TO SUCCEED VITAS VINCENTI AS RECORDING MANAGER.

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GargantuGn M-G-M Release Reflects Booming Business

518 Sales Zoom to Double '57

BY REN CREVAT

NEW YORK — In its first nine months of 1958, M-G-M Records enjoyed a record year that doubled that of the corresponding period in 1957, according to Ar- turo Singer, president of M-G-M Records, Inc.

Noting the progress made by the company, Maxi pointed out that the label has enjoyed three separate top 10 hits in the Billboard charts this year, which have placed number one in the Billboard charts. The label, Connie Farnese's "Who's Sorry Now," The People People; "The Sound of Love," starring Burt Reynolds; and "It's All in the Game," which reached its top spot this week. Other artists who have sold well for the label include Larry Marion, Ann Raitt, and Cowboy Troy.

M-G-M is planning to release a new album monthly, and the company is investigating the release of other material that does not get the same treatment.

Local 47 Tabs 'No Dough' Rumors False

HOLLYWOOD — Spokesmen for the Musicians' Union, which has been branded as false reports that was going broke and bloomed dead Beatle, America's Music of America for circulating the "no dough" rumors, denied any such motion picture studios in Hollywood, the Local claimed that the reports were grossly exaggerated. While it admitted this is a fairly sound comment, it is not the case that the picture field still remained one of the most profitable.

The Local also denied that its coffer was being as a result of six being kept in the six-month walk-out of the major studios of the country. This was the case where the benefits were paid directly by the International and did not come easily.

(Continued on page 12)

Crystalette To Bow Scout

HOLLYWOOD — Can disk blankerta replace crouton cookies? This question was raised in the headlines of the first four weeks of Carl Dr. Bruce, president of Crystalette Records, that the studio is to be called Scout Records. Brunis has been in the business on a per diem basis, and is now the owner of a studio.

Also, Brunis said disks will be made with the Scouting theme. Scout troops whenever the individual staff are on a concert and one disc blankerta is made, it will be sold for more than $20 each. The Scout troops will enjoy a far more substantial financial incentive to its shores, will find the records last much longer than cookies.

Scout disk blankerta will be issued November 1. Label will go thus Crystalette's regular disk blankerta. Repertoire will be in the rock and roll vein.

Ray to Spread Good Neighbor Tears in S. A.

NEW YORK — Globe-jidling John Ray, the world's most popular and practically every important center, in the world at one time. According to the Weekly Feature of Latin America October 1. Noteworthy is the fact that it's one of the few occasions in which Latin promos have come up with a major heavy-weight American artist.

Ray's stops approximately 25 per cent of the total price before leaving the States Monday, and on his arrival. He does two weeks at the Broadway and a week or more at a Spanish City Hall, and is followed by a pair of two-day engagements in Tunisia and Uruguay. This will be followed by other Argentinean stops and more than a week at a stop in Rio and San Paolo, Brazil. Ray is expected to take in something in excess of $50,000 for the four-week trek, which will include numerous TV dates.

Rondo, Reese To September Jubilees Set

NEW YORK — Don Rondo and Della Reese lead the talent Jukebox in its most significant record album release announced this week 800,000 copies of "The Million Dollar Record," the million dollar collection will be issued as a set of six with gold names, tags, and a memento of each hit. The album will be on a gospel kick with a production note to take place in the next week. In this set, he's the repartee of the Medwitz Show, a group that opened in Detroit in her earlier gospel singing days.

Also included in the release will be a package titled "Passion," with West Coast surface, and another package called "Sweetheart," which has been released on the third Jubilee album.

NPC Ball to Get BMI Talent Again

WASHINGTON — Talent of Broadcast Music Inc., will entertain again at the National Press Club's black tie ball, to be held November 9. BMI's president, John V. Houn, says his entertainment committee of regional and State directors, including Betty Johnson, vice-president and Mr. Lowcock, a member of the National Association of Music Merchants.

HULA HOOP CONTESTS

Sweep Fever Epidemic Keys Fat Promotions for Jocks

BY JUNE BUNDY

NEW YORK — Rolling along with the band of the country, the jockeys across the nation are getting all out on hoop promotions.

The big sponsored promotions—largely sparked by the Hula Hoop, Inc., in center around how many times you can pick up your favorite hula hoop and keep it. The all-time record in this competition is 41,225.

For instance, Robin Seymour, disc-jockey, opened WOR's "Dance" contest; "The Bob Winer" will be held on Saturday, July 15, at the one of most popular hula hooping centers in operation.

As a matter of fact, Robin Seymour, disc-jockey, program director of WOR, a New York station, launched the first "Hula Hoop" contest last Saturday (20) in a 40th-anniversary shopping center. The jock's regular Saturday shows "Bob C. Winer" will be heard on a different shopping center on a different station on the day before, following which he will host a grand-tulip day, 2 weeks, an "Hula Hoop" contest.

Another "Hula Hoop" was staged last Saturday (20) by station WABC, New York's prominent shopping center, New Haven Green. WABC jocks handled the contest with clips and posters contributed by local businesses. The station in cooperation with the New Haven Police and Park and Recreation Departments, drew slightly under 20,000 persons.

Class Label Inks

Jimmy Johnson

HOLLYWOOD — Leon Revel, president of Revel Records, Inc., that this week revealed to Jimmy Johnson to a recording contract. The label, "Globe Jidling Jimmy," had "Cool, Cool School," the first release of the project, reveals national efforts on "Legal Ringer." To the release of an album featuring Bobby Darin titled "Rockin' With Robbin." He has arrangements with his own group, "The Fabulous Johnsons," and Jackie Wilson when his current tour ends this month.

Somerset Signs Top Balconies

NEW YORK — In a move to give its lighted LP label "harm," powerful management announces the sign of singer Walter Sondheim, regular conductor of the Toronto Philharmonic, to the label, while Sondheim, formerly head of the Brooklyn Philharmonic and the New York City Opera, will conduct the New York's Symphony Orchestra.

Meanwhile, Dave Miller, president of Somerset Stereo, left for Europe last week, where he will supervise the release of "The Sound of Love," starring Burt Reynolds. Somerset Stereo will include the complete "Meinung," which will be released as a full-length feature. The album will retail at $7.95 on the nonsound Somerset label.

Miller was accompanied by Dr. Erich Berman, chairman of the Miller label, who will oversee the Leningrad Philharmonic, recording dates at St. Mary of Mag- dala Church in Moscow. At 28 concerts the label is scheduled to be recorded for early release.

The Front features such artists as the complete first LP, "The Sugar and Spice of Robinson," will be released.

NPC Ball to Get BMI Talent Again

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(Continued on page 10)

Fine Line-Up Set

For Miller Show

(Chicago) — Deraj Howard, veteran of one of the most influential of the major record companies, has been named by Miller Records, Inc., for the artists chosen for the show. He will join Renata Scott, Connie Francis, and Eddie Arnold.

Eli Digs Stereo the Most; Cues Low-Price BombsHELL

NEW YORK — Eli Obenstein, head of John Records, Inc., has been on a tour of the country, spending much of his time in the show business, and has been busy with the recording studio and the recording studio and the recording studio, where he is now recording a record, the most popular record of the year.

Example: He has an unusual ability to listen to the music, he can hear from any angle, and he can listen to music that you can't hear. He's an example of that.

Obenstein became a solid convert to stereo records when he released one of the first records in a few months ago. According to the exec, he believes that he has been brought out on a second group, and is expected in any conversation with Obenstein, he has been busy with the recording studio, and has been busy with the recording studio, where he is now recording a record, the most popular record of the year.

For example: He has an unusual ability to listen to the music, he can hear from any angle, and he can listen to music that you can't hear. He's an example of that.

(Continued on page 12)
Patti's Posh Production Very Promising for TV

BY JUNE BUNDI

The Outdramatic Show

Patti Page's first ABC-TV show spotlighted imaginative production (albeit a trifle overdue at times) and a tasteful selection of pops and standards. The star was smartly groomed and in her element. It's difficult to understand why Walter Pidgeon was booked as guest. (Father and son performance) but the veteran film star was utilized neatly, via a September Saugan sequence extending on the artful grace of Helene Modell and Matt Matson. The show was produced—perhaps a bit too much so—with the result that the production value overshadowed the performers. In line with this, Miss Page's most effective moment came when she teamed up with her baritone accompanist, Rocky Calsi (utilizing the piano alone as background) and sang, as a most persuasive fashion, a group of poignant standards. "They Can't Take That Away From Me," etc. Calsi's relaxed, reassuring personality brought out, not similar qualities in the star, who yielded a bit too much at the beginning of the show. Miss Page also contributed an ingratiating interpretation of her new record, "Filibon," and her recent best-seller, "Left Right Out of Your Heart." Letter was utilized as a lead into an Oldsmobile commercial, which turned out to be the most elaborate production number in the show.

"Once More" Needs Tuning To Be Symphonic Comedy

BY MAURIE II. ORODENKER

On-stage, With Feeling

Drawing the backstage curtain at the smallest mirror to unmask the various personalities, Joanne Cowan and company, from far left, present a comedy melodrama that will make a choice comedy melodrama. Especially when you weave a romantic comedy into the plot, a most successful formula becomes the least bit hip. A humor and a style, or a bit that the author Kussinte misses the beat, while the average no-holds-who doesn't know music, dances, ande of the performers. In the curtain to get a belly laugh. This is a stratified, leisurely comedy of the elaborate and inspiring an imaginative manner. the Joseph Cowan never rises to such heights as his father, Arthur, who extends himself with everything from a drink to a strip, is a happy choice as the future host of the show. His overdone, overexaggerated, and overdone effect of Utica'sportfolio into a male counterpart of the performer. The music makers combine the soloists and, just as obviously the clothes. The clogs finds the master band of the orchestra, and聯合 Stars and Stripes Forever" with the piccolo players standing up. A don't count on this to excite interest in scenes and ensembles. And, unless the author goes over it with more comedy than feeling, it hardly figures to be long enough to earn decent ASCAP credits for "Stars and Stripes Forever."

The brightest moments and former lines belong to Walter Mathis and his wife, distributed a welcome ray of gold amid a gag-rich lead with a comic quality. The performers are a tasteful selection and managerial promoters. Rube Button as a piquant hit with his version of the act and Lem Belasco as the slighly victim of the masterly tune with their actors excellently.

REVIEWED IN BRIEF

Pantomime to Hit Disks Solid Click on Network

BY TOM NOONAN

This Is Music," Cincinnati series now on ABC-TV, features records by the original artist of the hit song or the performers. Eight records were shown on the program; more than the average jockey can squeeze into an hour.

Solidly balanced choice of tunes, expert pantomimics, good sets and the voices of James Cagney, Bob Hope, George Burns, Bob Hope, Bing Crosby, and many others, are featured in "This Is Music." Good mixes were packaged into a show for a band that should grab a healthy share of the audience. Show could appeal to both adult and teen-age groups, both in content and time span.

The premise does a better job than many of the actual artists, their voices, and a couple of the stars in pantomimic with appropriate sets. Eight records were shown on the program, too much for the average jockey to cover effectively.
CONNIE FRANCIS

HAPPY DAYS AND LONELY NIGHTS

FALLIN'

ROSEMARY CLOONEY

THE LOUDENBOOMER BIRD

(Continued on page 12)

Plenty ASCAP Loot Via Ballrooms, Clubs, Etc.

WASHINGTON — ASCAP license fees and how they are determined for miscellaneous licensees, including hotels, ballrooms, night clubs and skating rinks, are reported by Assistant General Manager of Congress Hall, tables which were inadvertently omitted in an earlier copyright study on "operation of damage provisions," by Yale Professor Ralph Brown. (The Billboard, August 4, 1958.)

In the material released last week (10), ASCAP notes representative fees for ballrooms are based on 8/10 of 1 per cent of the annual gross receipts for admission, with an annual minimum of $60.

For hotels, the ASCAP license fee is based on "annual expenditures for entertainment at the hotel," as defined in a form agreement. Rates run from $60 a year for an entertainment tab of less than $1,500, to $1,200 for fees on hotels spending $300,000, or more.

In between, are fees of $240 for annual entertainment tab of between $10,000 and $15,000, fees of $480 for entertainment costs between $50,000 and $100,000 a week, $600 for entertainment costs between $100,000 and $150,000 a week, $800 for entertainment costs between $150,000 and $200,000 a week, $1,000 for entertainment costs between $200,000 and $250,000 a week, $1,500 for entertainment costs between $250,000 and $300,000 a week, and $2,000 for entertainment costs between $300,000 and $350,000 a week.

NEWS REVIEW

Liberty Dels 4 Real Hot Stereos

NEW YORK — Liberty has made its plunge into the world of stereo with an even dozen releases, most of which have been previously marketed in mono form. At least four of the group stand out as worthy of special mention from the standpoint of dual channel effects.

The pair of packages by Howard Martin, "End of the Island" and "Exotica, Volume II," are splendid examples of the multichannel setup with numerous unusual and interesting sound effects created by only a four-man group.

These are primitive sounds of the Islands, employing unique percussion instruments, not to mention primitive, jangly sounds and the recording work is clean and bright.

Terry Gray and his orchestra, "Hi-Fi Shades of Gray," another standard four-man band stereo set which adds features standards plus Gray's own in arrangements that sparkle in stereo. Strangely enough, another in a long, long list of "South Pacific" LP's in time by the (Continued on page 12)

Design Skeds $2.98 LP Stereo Line

NEW YORK — Design Records will issue a line of $2.98 stereo LP's starting in October. First release will feature 10 acts with regular releases each month. The monoanal Design LPs are priced at $1.49. Most of the items that will be released aurally will have been issued monaurally.

First releases include four sets by D'Angela, two by conductor Cyril Hohlwax, and two others including a version of the songs from the film "Cleopatra." The new sets will be marketed under the name of Stereo Spectrum. Ralph Stein has been appointed to handle advertising and work for both the Design and Stereo Spectrum lines, as well as the Cricket line. Abbott Lutz is the firm's new product director.

UA Appoints Kay to Key Disk Post

NEW YORK — Monte Kay last week was appointed vice-president and general manager of United Artists Records, Inc., and United Artists Music Companies. He replaces acting vice-president Al Tammaro, who returns to the parent film company United Artists Corporation.

The move was a surprise to the trade, since Kay only became responsible for UA's record division a couple of weeks ago when he joined the label as an independent producer handing up UA's initial move into the jazz album field. At that time, Max Scott, and an album of vintage pop, noted that UA planned to launch an all-out campaign to cash in on the jazz market.

In his new post, Kay will handle all record categories—albums and singles, pop, etc. Tammaro, who was on temporary assignment from the parent company to set up the record label in its initial stages, has been with UA for the past 10 years. Tammaro was responsible for UA's first best-seller, Lee Andrews' "Try the Impossible.

Seeco Skeds 7 LP's for Oct.

NEW YORK — Seeco Records will issue seven new LP sets in October. The LP's will be available in two ways, both in stereo and monaural. Key set will be "Christmas Time, My Mells." The others include an album by Les Paul, an album of the Classic Concert Band, another with through Ling Holland and the Barroom Leidy Gang, an Afro-Cuban set by Silvestri Mendes, a jazz set with Max Scott, and an album of background music by the Alolpho Gunnian orchestra.
DISTRIBUTOR NEWS

By HOWARD COOK

Harry Arcola, promotion manager, Columbia Record Distributors, Inc., in Philadelphia, reports strong action on "Firefly" by Tony Bennett. "Treasure of Your Love" by Eileen Rodgers is also a strong item. It's a tune-up presently in which version of "Come On, Come On" will prove tops. On one side of the disk it's done by the Radar Quartet, and on the other it's Eddy Arnold and Martin. Both versions are being heavily requested. "The Bird" by the Four Rhythm Boys is moving very well. "What Is It You Do" by Johnny Cash is big. Dittto "Call Me" by Johnny Mathis. Hot LP's are "Johnny's Greatest Hits" by Johnny Mathis, "Concert in Rhythm" by Ray Conniff, "Swing Safely" by Johnny Mathis, "Sing Along With Mitch" by Mitch Miller, "Breakout Quartet in Europe," and "Paris Impressions" by Ennio Morricone. Arcola states that Columbia's stereo packages have been moving extremely well. In terms of total sales in kids, the firm is well ahead of last year, especially in L.P.'s. He attributes this to better and stronger products.

Frances Laporta of Capitol Records Distribution Corporation in Buffalo, N.Y., lists "Non Dimenticare" by Nat King Cole as the firm's strongest new disk. "When I Grow Old to You" by Ed Townsend is also strong. "The Secret" by Gordon MacRae is stepping out. "That Old Black Magpie" by Louis Prima and Keeley Smith appears a winner. "Willy Does the Cha Cha" by the Johnny Otis Show has been moving well. Strongest Capitol albums are "Only the Lonely" by Frank Sinatra, "Dynamic Dakota States" and "This Is Dean Martin." The new EMI-Capitol classical LP's have been selling well. Angel's new releases are also big. In the stereo field, Capitol's Soundtrack LP's, disks and tapes are strong. Mint Laporta feels that stereo has been a real boost to L.P. sales.

C. W. Doberty of Decca Distributing Corporation in Cincinnati lists "The End" by Earl Grant on Decca as his strongest single. Close behind are "Tea for Two Cha Cha" by the Tommy Dorsey Orch and "Whippin' Post" by Sonny James. Coral's hit platters with "The Hula Hoop Song" by Teresa Brewer and "So Long" by Billy Williams, "Hungry Eyes" by Sammy Davis, "Sing Along With Mitch" by Mitch Miller, "Breakout Quartet in Europe," and "Paris Impressions" by Ennio Morricone. Doberty comments that Decca's Vernon line is currently in Cincinnati. Hicks is on a promotion tour, and Williams is making a personal appearance. Doberty mentions that Decca's Vernon line is being given stronger acceptance. Stereo L.P.'s are just beginning to catch on in Cincinnati, according to Doberty. Strongest e.d. items are "Falling Back To You" by Webb Pierce and "He's Lost His Love For Me" by Kitty Wells on Decca. Coral could have a big hit with "After The Boy Meets The Girl" by Wayne Walker. Doberty states that sales are stronger currently than they have been in the past two years.

H. R. Thompson, R. P. McDavid and Company, RCA Victor Distributors in Birmingham, Ala., names "Look Who's Blue" by Elvis Presley, as the year's big hit. "Guaglione" by Perez Prado is also showing strongly. "Am I Lonely" by "The Dave Clark Five" by Sammy Davis is a big hit in that area. Salvo hails from Birmingham, and his latest disk is getting strong play there. Thompson feels that it will also break nationally. "A Good Day" by Eddy Arnold was his strongest in a while. "Bridge Of Sighs" by Kay Starr is moving well. Top e.d. items are "A Woman Captured Me" by Hank Snow and "Lonely Island Pearl" by Jack "Cereza" by Boots Brown is beginning to move. "Funky Cat" by the Ames Brothers is big. Best-selling LP's are Telstar's "It's My Piano Concerto No. 1" by Van Cliburn, "King Creole" by Elvis Presley, "Ellis Golden Records" by Elvis Presley, "Country's Golden Records" by Perez Prado, "Fireworks" by Billy May and the sound track of "South Pacific." Thompson feels that stereo will be a boost to albums. All of the Victor press sets have been moving strongly. The firm is almost 10 percent ahead of last year's sales for the same period.

NOTES IN THE MAIL: Bob Handler of Chips Distributing Company in Philadelphia writes that the firm is celebrating "Jimmie Rodgers Week" in Philadelphia. Each of his salesmen has been given a Rodgers disk which includes four of the artist's L.P's and one LP. The LP contains 12 folk songs by Rodgers which have not been released before. Jackets are giving it heavy play, and it's also attracting heavy sales. "Jo Diddley," one of the numbers from the LP, seems to be the most played side.

DISTRIBUTOR DOINGS: Recoton Corporation of Long Island City, N.Y., manufacturers of phonograph needles, accessories and the new turnover stereo magnetic cartridge, has appointed Keene Sales Company as their representative in the New England area. Jack Brown of Fortune Record Distributors in Detroit thinks that he has a sure hit with "Hound Dog," recorded by the Tempos in L.A. . Paul Kones, manager of the RCA Victor Record Division of Raymond Renee and Company in Philadelphia, reports that their plant was in town last week to plug his latest record, "Strada" b/w "Marjana." Top Victor platters at Renee's are "Strada" and "Guaglione" by Perez Prado, "Give Myself a Party" by Don Gibson, "Put Your Cat" by the Answer Brothers and "Cerava" by Boots Brown and "Old McDonald" by the Chimes. Bill Bowden has appointed Betty Distributing Company in Detroit to handle their line. ABC-PARAMOUNT, Janit, Caldon and other record manufacturers will be distributed thru Record Sales of New Orleans in that area. National Records Distributors is handling Lender Records in Atlanta.

Arnold to Plug New Disk on Air

NEW YORK — Eddy Arnold is booked on a flock of radio and TV shows to plug his new RCA Victor "I'm a Good Boy." The warbler guests on Dave Garroway's early morning NBC TV show Thursday (30), following which he appears that night on NBC-TV's new Best Programs show "County Fair." Arnold makes his record appearance on Dick Clark's ABC-TV "American Bandstand" from October 2, and is taping a special interview segment for NBC's "Monitor" and "The Night Time" show. Last week Arnold visited dealers in New York, Pittsburgh, New Haven and Hartford, Conn.
LILLY ANN CAROL
COME BACK TO SORRENTO
AND
YES, SIR, THAT'S MY BABY

MUSIC
THE BILLBOARD
SEPTEMBER 29, 1956

2 Bell ringing hits

BILL FARRELL

CIRCUS

MY HEART AND MY HANDS

LIVIA

COMING OUT

K9015

K9016

THE NEW DEMON SUBSID

Valor New

Demon Subsid

HOLLYWOOD — Demon Records this week became the latest
Coast indie label to launch a sub-

sidiary firm. The new firm will be
known as Valor Records. Valo-

will use the same distributors which now handle the parent firm's produc-

Initial release features the Teri-

Tillis doing 'The Strip Walk,'

backed by 'Lover.'

Victor Waxes

Bing-Rosie LP

HOLLYWOOD — RCA Victor has issued an album joining two of
the great disk names, Bing Crosby and Rosie Clooney. Album, which
is titled "Fancy Meeting You Here," is a one-shot for both artists,
several of whom is under a

lar contract to any label. Disk will

be released in November.

3 Execs Added

By WB Label

HOLLYWOOD — WARNER
Bros. Records added the following

ments to its roster: Cy Segal, new

York branch sales manager, Jerry
Simon, U. S. Eastern district pro-

duction manager, and Bill Hall as

Western district production man-

Appointments were made by
Hal Cook, WB's top veep.

Fiesta Exec on

Overseas Trek

NEW YORK — BILL Hill, general
manager of Fiesta Records, left

week for a European business
trip. Hill will visit Hamburg, Paris,

m Little and London to set up distri-

bution and manufacturing arrange-

ments for the label. Free Masons
head of Fiesta, has announced

will plan to book the label from a Latin-American line, to an inter-

national with all types of material.

'Hardly a Man Is

Now Alive'—Sorry!

NEW YORK — The Billboard
accurately updated, by more

than a quarter-century, an adver-

tise in the "News Review" last

week of the new group of Warner
Brothers stereo albums. Date of
the original deal between Warner
and Western Electric to develop

sound motion pictures" was inad-

erently printed as June of 1952.

Should have been 1925.

'No Dough' Rumor

Continued from page 4

from the Local's funds here, it was

admitted, however, that funds
were tied up as a result of court
actions against the Musicians Club, a separate or-

ition which owns the Local's

millon-dollar Vine Street head-

quarters building. Also, since both

luting was given as the reason

for the disposal of Kelley Shuricht,

many years editor of the Lo-

case house organ, The Over-

erected pub with a number of

names, Bing Crosby

names, Bing Crosby

clients, who is a

sider.

Mace

Karten's editorial guidance.

P. M.'s Set 1st

Local Meet

NEW YORK — The Confer-

cence of Personal Managers East

Inc., will hold its first meeting here

October 7 at the Pierre Club.

Purposes of the meet is to for-

ulate the group's plans for the

coming year. In a letter asking

members to attend, secretary Jerry
Levy added, tongue-in-cheek: "We

hope to have a 100 per cent rep-

resentation, and remember, that's

talk (for a buffet dinner) is on in the

organization so there is no excuse for

not attending!"

George "Bullets" Durang

; Karl Ross, veep; Max

Greenfield, treasurer; and Richard

Gabbie, Maurice Greenfield and

John Greenfield, directors.

Grand Award

Stereo Demo

NEW YORK — Grand Award

Records is issuing a special stereo

demonstration record that will re-

at $2.98. The regular price of a

Grand Award Records is $4.88 but

the demonstrator disk is being put

out at the special price to interest

consumers in stereo records. The

samples, titled "Stereo-Monaural

Special," contains selections from

different Grand Award stereo sets.

3 New Monitors

Sets in Oct.

NEW YORK — Monitor Records

will bring out three new albums

October. One set will contain

Klatchottien's new album "Spe-

tacular." Another will feature Alex-

ander Jenson-Konsolevsky, Russian
guitarist. And the last will feature

the first recording of Klatchot-

chen's song cycle "From Jewish

Folk Party" featuring the mezzo-

soprano Zara Dolichkova, who

will debut in the U. S. next spring

 Valor New


DAMON

Records
NEWMAN COMBO TO EUROPE

Joe Newman will lead a special group of musicians on a quickie tour of Europe starting this week. The group will consist of members of the Joe Newman Combo, the Noontime String Band, Al Grey, Frank West, Ed Jones and Sonny Stitt.

VOX JOX

By JUNE BUNDY

“Make Believe Ballroom” will open its doors again, this time with the band “Vox Jox” entertaining the locals with its brand of musical excellence.

WHEELING AND DEALING

TALENT TIDINGS

BOB BERNSTEIN

The live entertainment picture in Denver, which toured twenty-five years ago to the death of The Famous Five, the ski instructor, is still changing sharply. Even though the program is only one show, it still packs a punch with its variety act.

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**Five Easy Ways to Attract Customers to Your Store**

By: B. A. Press

NEW YORK—One of the quieter but not insignificant voices giving advice to retailers is the United States Department of Commerce. Unfortu-

**DISK MERCHANDISING**

**MUSIC**

**THE BILLBOARD**

**SEPTEMBER 29, 1958**

**Yet Artists, Old Tunes Climb Hit Chart Ladder**

**continued from page 1**

*Near You* and "Tea for Two Ooh A Choo," which is backed with "Blue Moon," as well as "I'm Gonna March" and "Carmen," and "Lettuce Be," are all climbing to the top of the charts. "I'm Gonna March" is no. 28, "Lettuce Be" no. 30, "I'm Gonna March" no. 32, and "Carmen" no. 34, respectively.

Not only are the charts shov- ing strong reactions, but a number of other artists, including "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," are also making substantial progress.

"I'm Gonna March," for instance, has been climbing steadily since its release, topping the charts last week and moving up to no. 12 on the list. "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," are all holding steady around the top 20, with "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," slightly lower.

The minstrel albino vet was a hit with the audience, and the band "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," followed suit, appearing in the top 10 chart positions. The album "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," was also released, reaching no. 16 on the chart.

The "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," compilation album "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," has sold over 50,000 copies, making it a major hit for the label. The album "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," includes songs by "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," and features a mix of traditional and modern sounds.

"I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," are currently enjoying success on the dance charts, with "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," hitting the top 10 positions. The album "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," is expected to continue its strong performance in the weeks to come.

"I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," have also been gaining attention from radio stations, with "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," receiving significant airplay. The band "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," has been performing sold-out shows on their current tour, demonstrating the strong demand for their music.

"I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," are set to release a new album in the coming months, which promises to continue their successful run on the charts. With "I'm Gonna March," "I'm Gonna March," "I'm Gonna March," and "I'm Gonna March," already enjoying widespread acclaim, the upcoming release is sure to capture the attention of music fans and chart watchers alike.
A Positive Dot Smash!

Billy Vaughn

...his biggest-to date!

CIMARRON

-and-

You're My Baby Doll

#15836
Swing Fever Keys Promotion

WERE, Cleveland, last August in connection with the launching of "The Testa disk stuck up some local set which following week Randle sold the master to Roulette and arranged for Shapiro-Rinneman to publish the tune (penned by department store, etc., he led in its first, low-priced line. And he said that the low-priced lines have opened up a whole new group of customers for records.

When The Billboard reporter posed the possibility of his going back into the single record business, since upon this part of the business he first made his fame, he said that he would soon be back in the singles world. "But," he warned, "not because I want to be in the singles business. You can go broke doing that in today's market. I just want to get the Rondo line better known, and the best way to do that is come up with an occasional hot single. Then I can get Rondo L.P.'s into a lot more stores.

The Rondo exec also touched on many other subjects. He mentioned that low-priced lines in supermarkets must be changed weekly so that the housewife would not see the same thing or in the same place. He pointed out that the supermarket chains are actually posing a threat to singles sales and that the chain store buyer is becoming a very tough character. He also said that the department store is the key to the singles market, that it is impossible to cut a record that will sell with the department store buyers, and that the chain stores are really the key to the singles market. He also said that the singles market is changing, that it is becoming more sophisticated, and that the singles market is becoming more important in the total music business.

There are now stereo lines on the market at $2.98 he did not deny that his price would be below that. (He would not own up to it, we are told by the低成本 market, and he feels that if you can get a record for $2.98 he will get a lot of business.)

According to Randle, the record business, with all of the new outlets it now has for record sales, in supermarkets,药房, etc., is beginning to look like it has been around for 10 years or more. He said that right now, according to his calculations, half of all the L.P.'s sold are being sold in supermarkets and chains. He feels that in the near future, these lines will only get larger. And he said that the low-priced lines have opened up a whole new group of customers for records.
THE HOTTEST ARTIST IN THE BUSINESS!
5 In A Row... Over A Million!!

RICKY NELSON

I GOT A FEELING LONESOME TOWN

#5545

IMPERIAL RECORDS
IN CANADA ● LONDON RECORDS, Ltd.
In its issue of August 18, The Billboard ran a small five-inch two-column advertisement. It appeared at the bottom of the page and offered copies of the list of Million Record Sellers to disk jockeys who would write for it.

As of September 15, 522 requests for this information had been received. On these pages are shown the call letters of some of the radio and TV stations that took direct action. And replies are still coming in.

This proves that when you want readership and action at the station level, The Billboard delivers. You, too, can profit! Why not build or update your own list of disk jockeys and station librarians by offering records or programming material in your next advertisement? You, too, will get direct action and results.
The weekly editorial coverage of topics vital to the music industry, from disk jockeys to record dealers, from music publishers to record manufacturers, from stereo to juke boxes, from equipment to components, make The Billboard the number one publication in its industry.

For when you give the reader what he wants, the advertiser will get what he wants. Serving the reader's interests and needs is behind the editorial planning and development of every issue.

For the greatest editorial coverage, paid circulation and the fastest, most-direct advertising results, one publication does the job. It's always "The Billboard"

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY
LETTERS

Florida Cat

Has 2-Track Tape Gripes

TO THE EDITOR:

In your front page article in the Tape Quarterly issue (September 1), one can assume that Pomeroy, the manufacturer, has killed the market for two-track, 7-track, and choice stereo tape, on 7-inch reels and 5-inch hubs. As far as I'm concerned, the consumption won't be affected one way or the other.

I suppose no one will be aware of our equipment converted at $75 to $100, the sum that will not, at present anyway, compare with what we have.

With 1,800 feet of tape enough for our needs, the manufacturer, to be paid by the consumer for $3.67 per reel, it would seem that the market for two-track, 7-track, stereo tape would not be quick to revive if the companies would be willing to issue a complete tape album at a decent price.

Contrary to the manufacturer's policy, why can't the other?

Jerry Plushott

Michoacan, Mexico


Pomery's Applications Hypo Lessons

Learned in TV's Hard-Sell Days

By RALPH FREAS

HARRISBURG, Pa. — In less than two weeks, Pomeroy’s “World’s Fair of Living Sound” did for stereo what ordinarily takes a couple of years.

This year, the one-year firm rep summed up all-out stereo promotion undertaken by Pomeroy’s department store here in the Pennsylvania capital.

The hard-selling problem faced by Pomeroy’s merchandising executive Frank Ponterri and promotion chief Will Brown can be summed up as follows: The stereo phonograph is something new. Most of the people in the area don’t know what it is or how it sounds. What can we do to sell the stereo store to the most people in the shortest possible time?

Their “World’s Fair of Living Sound” was the answer. It was a three-week, radio-tuneable stereo promotion that got TV off the ground several years ago and, later, high fidelity.

Cronological List

Flushing the promotion took a month and a half and resulted in a boost of the following ingredients:

1. Manufacturer co-operation. Seven major phonograph manufacturers RCA Victor, Philco, Motorola, Zenith, Magnavox, Fisher (Kix and Webcor) and others, were contacted and agreed to stock the show, to include co-op ads and fund contributions to the department store’s radio and TV sales floor.

2. Heavy advertising. Prior to and during the week the fair was open, the store used a total of 600 spot announcements on radio, most ads were placed in all newspapers and TV stations.

3. A new store promotion, three weeks prior to the fair, Pomeroy’s inserted 20-page special supplement in the Saturday Patriot-News. This supplement contained three pages of informative articles about stereo and 17 pages of full page ads brought by the phono firms represented at the fair.

4. On opening day, the staff consisted of 20 salesmen, making special section were re-run in daily papers two times during the week.

5. Publicity. The day prior to the fair, news stories about stereo sound appeared in all newspapers and television news was made of the Pomeroy fair. During the fair, seven TV and radio disc jockeys, representing all the radio stations in town, went on the air at their usual times from one of Pomeroy’s display windows.

Stereo Simulcast

With the help of RCA, a TV radiation simulcast of the fair was broadcast over WHFP-AM and WHFP between 10:30 and 11:00 p.m. This was the first such program in the Harrison area and, according to reports, was “very well thought.”

RCA contributed special films, on stereo sound and the program featured a live combo and an actual pin pong game.

4. Additional sales help. Pomeroy’s know that they’d have to have plenty of tie-in material available at the store. Accordingly, they put in a sales staff of six people, plus three trainees. Added to them were 148 copy machines.

(Continued on page 22)

Don't Sell Lades Short

New York — The management of New York’s High Fidelity Music Show is making peace with the distrustful members of the hi-fi fraternity. A press lunch hosted by Jack Bernstein, general publicist of the show, combines flattery and sales talk.

Says the release: “Women favor the highest standards in music for the home. They are also among the seers of the appearance of high fidelity equipment. Now, thanks to the combined skill of engineers and fashion representatives, a peace pact is in order.”

Bernstein goes on to point out that this year’s show will be a little bit different. Most of the equipment on display will appeal to the eye as well as the ear.

Pennsylvania Store Stages 2-Week Stereo Spectacular

Pomeroy’s Applies Hypo Lessons

Learned in TV’s Hard-Sell Days

Chi Hi-Fi Show Hits New Attendance High

New Rack Cue

LP Look in Room Decor

New York—The trend away from stereo records (to a shelf is given an added boost by a new product from Leslie Creations, Pennsylvania manu-
ALL-IN-ONE PORTABLE STEREO
only Admiral has it!

EXCLUSIVE WIDE ANGLE GOLDEN TWIN STEREO

New Profits for Record Dealers—Here’s the world’s first all-in-one portable dual channel stereophonic phonograph! It’s complete! Nothing extra to buy! Nothing to take apart. Not only plays new stereo records but also makes hi-fi records sound better. No wonder it’s the hottest phone on the market!

Top quality stereo reproduction! The secret is in the exclusive Wide Angle Golden Twin Stereo system...2 acoustically matched and balanced sound channels!

Priced for big volume...with full markup for profit! Contact your Admiral distributor immediately!

Admiral designed and built stereo 4-speed record changer. Admiral changers have been built into more phonos than any other changers in the world!


BIG FALL SALES WITH ONLY PHONOGRAPHS
LINE OFFERING THESE EXCLUSIVE MODELS


Model 5RP420. Admiral designed and built stereo 4-speed record changer. Admiral changers have been built into more phonos than any other changers in the world!


Admiral designed and built stereo 4-speed record changer. Admiral changers have been built into more phonos than any other changers in the world!

SOLO IN 90 COUNTRIES...MANUFACTURED IN THE U.S.A., AUSTRALIA, ARGENTINA, BRAZIL, CANADA, ITALY, MEXICO, PHILIPPINES, AND URUGUAY.
Fabulous Hi-Fidelity Traffic

COLUMBIA HI-FIDELITY PHONOGRAPH

THIS VALUABLE 5-RECORD SET OF NEW COLUMBIA STEREO FIDELITY RELEASES FOR YOU TO MAKE AVAILABLE TO CUSTOMERS WHO BUY ANY NEW COLUMBIA STEREOPHONIC CONSOLE PHONOGRAPH!

EXCITING NEWS FROM COLUMBIA—WHERE STEREO STARTED!

For a limited time only, Columbia distributors can supply you with a great new album of five 12-inch Columbia Stereophonic records, for you to make available to purchasers of any Stereo Fidelity console. This exciting library of great Stereo Fidelity albums—a $31.50 retail value—includes such brilliant Columbia artists as Mitch Miller, the Elgarts, Ray Conniff, Johnny Mathis, and Andre Kostelanetz, all reproduced in glorious Columbia Stereo Fidelity sound. See your distributor for full details!

COLUMBIA HAS ALL THE FEATURES OF GREAT STEREO!

- Equipped with dual-channel amplifiers, requiring only an additional speaker for full stereophonic reproduction. Columbia dual-channel phonographs are priced competitively with single channel phonographs!
- Featuring Columbia's remarkable BALANCED LISTENING control, for perfectly proportioned stereo!
- Equipped with the revolutionary C-D (Constant Displacement) Stereophonic Cartridge for the finest stereo reproduction!
- Superbly styled cabinets, by such notable designers as Paul McCobb and Peter Quay Yang, available in a choice of fine, hand-rubbed finishes. PLUS new traditional and provincial models in the line for 1959!
- Liberal National Service policy on 1959 models includes 90-day warranty on parts and labor!
- Auxiliary speaker line and stereo conversion kits available.
- Free Stereo Primer for your customers. Tells all about stereophonic sound: how it works, what it is—lots of useful information. (To order, see coupon on right.)
- Columbia is the only major "sound" manufacturer that concentrates solely on phonographs and records. That's why customers know that Columbia is "The Greatest Name in Sound!"

YOU'LL DO A BRISK BUSINESS IN COLUMBIA STEREO...

Once customers have come in to experience listening in the Center of Sound! To make sure they do come in, Columbia has planned a vast advertising and merchandising program on both national and local levels!

Full-page, full-color ads in LIFE, LOOK, THE NEW YORKER, SUNSET, and an exclusively Columbia Magazine Supplement in THE NEW YORK TIMES, featuring the fabulous "Center of Sound" theme!

Local ad mats ready and waiting at every daily newspaper in the top 1,000 markets!

Exciting radio and TV commercials!

Easy-to-assemble counter displays, and dealer sales aids for maximum impact in a minimum area!
Builder! STEREO OFFER!

MODEL 642. Stereophonic high-fidelity console phonograph, BALANCED LISTENING control. Columbia C-D Stereophonic Cartridge. Three speakers. Dual-channel amplifier with combined peak power output of 9 watts. $119.95. *

MODEL 644. Stereophonic high-fidelity provincial console phonograph with AM/FM radio. BALANCED LISTENING control. Columbia C-D Stereophonic Cartridge with diamond stylus. Dual-channel amplifier with combined peak power output of 30 watts. $499.95. *


MAIL THIS COUPON FOR FREE STEREO PRIMERS!

DEAR MR. DISTRIBUTOR:

Please send me a free supply of Columbia's new, 20-page Stereo Primers, filled with helpful stereo facts.

NAME: _________________________

STORE NAME: _________________________

ADDRESS: _________________________

CITY: _________________________ STATE: _________________________

HIGH-FIDELITY PHONOGRAPHs BY

COLUMBIA

COLUMBIA RECORDS DISTRIBUTORS/BRANCHES

<table>
<thead>
<tr>
<th>CITY</th>
<th>DISTRIBUTOR/BRANCH</th>
<th>TEL. NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBANY, N. Y.</td>
<td>Morley Record Co.</td>
<td>3-9239</td>
</tr>
<tr>
<td>ALLENTOWN, PA.</td>
<td>Fratnelli Phonograph, Inc.</td>
<td>1315 Hamilton St.</td>
</tr>
<tr>
<td>ATLANTA, GA.</td>
<td>Columbia Phonograph Co.</td>
<td>125 S. Gray Mt. Bldg.</td>
</tr>
<tr>
<td>BALTIMORE, MD.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>210-218 E. Lombard St.</td>
</tr>
<tr>
<td>BIRMINGHAM, ALA.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>125-217 E. Lakeview Ave.</td>
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<tr>
<td>BOSTON, MASS.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>311-319 E. Lakeview Ave.</td>
</tr>
<tr>
<td>BUFFALO, N. Y.</td>
<td>Walter M. Aiken Co.</td>
<td>735-739 W. Main St.</td>
</tr>
<tr>
<td>CHARLESTON, W. VA.</td>
<td>Pugh Furniture Co.</td>
<td>1375 Beech Street</td>
</tr>
<tr>
<td>CHICAGO, III.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>211 E. Wacker Dr.</td>
</tr>
<tr>
<td>CINCINNATI, OHIO</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>230 N. Vine St.</td>
</tr>
<tr>
<td>CLEVELAND, OHIO</td>
<td>Columbus Record Co.</td>
<td>225 S. Warren Ave.</td>
</tr>
<tr>
<td>DALLAS, TEX.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>5110 N. Hickory St.</td>
</tr>
<tr>
<td>DENVER, COLO.</td>
<td>W. A. Schenck Co.</td>
<td>1411 W. Colfax Ave.</td>
</tr>
<tr>
<td>DES MOINES, IOWA</td>
<td>Quad City Phonograph Co.</td>
<td>1213 W. 17th Ave.</td>
</tr>
<tr>
<td>DETROIT, MICH.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>1350 E. Grand Blvd.</td>
</tr>
<tr>
<td>EL PASO, TEX.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>101 S. Park St.</td>
</tr>
<tr>
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<td>Columbia Recorded Phonograph Co.</td>
<td>2232 E. Main St.</td>
</tr>
<tr>
<td>GREENVILLE, MICH.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>207 W. Main St.</td>
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<tr>
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<td>223 S. Des Moines St.</td>
</tr>
<tr>
<td>NATIONAL, ILL.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>121 E. Madison St.</td>
</tr>
<tr>
<td>HOUSTON, TEX.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>2400 E. 10th St.</td>
</tr>
<tr>
<td>JACKSONVILLE, FLA.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>9113 E. 8th St.</td>
</tr>
<tr>
<td>KANSAS CITY, MO.</td>
<td>Columbia Recorded Phonograph Co.</td>
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<td>101 E. 3rd St.</td>
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<td>121 S. Main St.</td>
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<tr>
<td>MICHIGAN, DETROIT, MI.</td>
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<td>2232 W. 10th St.</td>
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<td>MILESTON, MINN.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>31 S. Liberty Ave.</td>
</tr>
<tr>
<td>MOUNTAIN HOME, ARK.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>111 S. Main St.</td>
</tr>
<tr>
<td>MIAMI, FLA.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>101 S. 28th St.</td>
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<tr>
<td>NEW ORLEANS, LA.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>225 S. 2nd St.</td>
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<tr>
<td>NEWARK, N. J.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>Market 2-9140</td>
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<td>NEW YORK, N. Y.</td>
<td>Columbia Recorded Phonograph Co.</td>
<td>101 W. 36th St.</td>
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<td>PHILADELPHIA, PA.</td>
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<td>PORTLAND, ORG.</td>
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<td>SPokane, WASH.</td>
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PHONO MERCHANDISING

If Customers Won't Come to You, Take Your Phonographs to Them

By BOB LATIMER

BILoxi, Miss.—Realizing that high-fidelity equipment is a subject which interests the public, but is often put off until the future, and doing something to bring the future into the present, one leading audio merchant opened an accelerated sales Allen Appliances, in this Southern Mississippi resort city.

Screwy Allen, young head of the firm, hit upon his unique sales approach some two years ago when he became led up with the inability of standard advertising methods to bring in a steady flow of prospects. The store was selling a reasonably profiteering volume of high-fidelity phonographs, tape recorders, etc., but nothing like the sales Allen had hoped for. Most of this he blamed on inertia, the fact that people who can reasonably afford high-fidelity sound reproduction in their homes too often put off a visit to the showroom until later.

Take Phonos to Them

Consequently, Allen conceived the idea of taking the phonographs to the consumer. There were, he knew, many opportunities to find a large number of potential hi-fi prospects together at one place, such as meetings of bridge clubs, women's clubs, church groups, music lovers, music associations, etc. In investigating the possibilities, Allen was amazed to find how many such groups could be located.

This led Allen to the logical step of contacting secretaries of such groups, and asking whether they would like him to put on a hi-fi show at a costumed meeting. They were promised to care for all aspects of getting the equipment there and presenting it in an interesting talk. Without exception, Allen found that the groups were cooperative and, most important, did not ask that the store furnish refreshments, make a payment of 25 cents per head into club treasuries, etc. Such it often is the case.

Since then, Allen schedules such exhibitions on a regular basis, taking as many as 10 pieces of equipment to the scene, putting on a thoroughly interesting demonstration of what high-fidelity and sound reproduction actually mean, demonstrating each type of equipment separately, and often making healthy, big ticket sales on the spot.

Pictured, is a typical event, a meeting of a Music Club in the Biloxi area. The presentation comprised music teachers in public schools, private instructors, members of band and orchestras, serious music students, etc., along the Mississippi Gulf Coast. With some 30 people in attendance, everyone present, and the net result was half a dozen phonographs and tape recorders were sold within the following month.

Costs probably amount to around $20 for every such exhibition, this amount including labor for loading, unloading an Allen truck, padding them carefully against injury, carrying them to the meeting place, setting up the meeting, buying extra demonstration tapes and records, etc. For this return and expenditure giving up several evening events per week, Allen has an all-time return of high-fidelity equipment.

By BOB LATIMER

Pentron Aims
At New Buyer
Ad Push

CHICAGO — Beginning in October, Pentron will use new style of strategy to expand into new markets, announced Irving Bloomstein, president of the company, firm. For the first time in its history, Pentron will run National Geographic, U.S. News and World Report, New Yorker, Holiday and Playboy.

"The idea is to try to improve consumer performance at popular prices," will be seen by millions of tape recorder prospects who have not been reached by the strictly addressable publications.

The first ad in the series features the regular new "Hi-Fi Stereo Recording System which records stereophenically through two microphones or from stereo broad cast, stereo phone records or stereo tape. Pentron's components, such as the TM-14 Stereo Tape Olympic Debs
New Console

NEW YORK — A new radio- phonograph console with special stereo features is being launched by Olympic Radio & TV division of Singer Corporation. Titled "The Phonosphere" and listed as Model 861, it is available in mahogany or oak, and features four-speed changer, AM-FM radio, four-speaker system, tail amp, a built-in pickup, tape recorder input and external speaker connections. A special switch will permit use of two speakers for each sound track, in use of all four tracks, for one track with an external speaker system "where better sound localization is desired," according to Olympic.

Deck, will also be featured in these "fan" magazine ads. A regular phonograph schedule will also appear in Audincraft, High Fidelity, and other audio books.

Test Disk for Hi-Fiers Bows

LOS ANGELES — A test record with a complete series of official standard tests for both stereo and monophonic-hifi systems is now available from WalcoSonic Division of Walco Electronic Manufacturing Company.

Billed as a "complete laboratory of sound," the record offers stereo and monaural test characteristics on reverse sides of a single platter. By using the proper test tools, any expert can determine whether equipment is functioning properly. Similar tests can be made in both audio and mechanical characteristics.

Model 1299 speaker system has two woofers, two tweeters, three woofers, and three tweeters. The latter has a "wired" crossover network which will not lead to the "300" crossover mechanism, the "Stereo Classic" tweeter and woofer, and the "Stereo Classic" woofer, and the "Stereo Classic" tweeter and woofer, and the "Stereo Classic" tweeter and woofer.

Hi-Fi Fair Lady

Ear Phones
Escape Tax

WASHINGTON — Internal Revenue Service has ruled that the manufacturers excise tax on radio and television receiving sets does not apply to a device which fits on an individual's ear and allows him to bear sound signals from any apparatus that normally uses a speaker for its output.

IRS noted, however, that "where the device may be considered a part or accessory for a radio or television receiving set, a phonograph or combinations of such taxable articles, if a manufacturer of the latter articles sells the device on or in connection with a taxable article of his manufacture, the manufacturer's excise tax would apply to the total sale price of the complete set."
Audio Feedback

By CHARLES SINCLAIR

HARVEY’S HAS IT!

Need a catalog of high fidelity equipment? Harvey Radio Company, 327 West 34th Street, Los Angeles, Calif., just came out with a new one. It’s a 56-page, titled “Hi-Fi Buying Guide.” According to a news release you’ve seen on us, the catalog is jam-packed with the latest dope on stereo and monaural high fidelity equipment and related products. It includes all hi-fi components on the market at this time and publication. Want a copy? Just write to Harvey’s and ask for it.

MODERN MICHAELANGELO

What do sculptors do nowadays? Design high fidelity equipment! This information just reached us from the West Coast firm, Hoffman Electronics. Their e-pope in charge of styling, says our California information, is one Joseph Perrotta said he just has been elected to the board of chairman of the So. California chapter of the Industrial Designers Institute. Joe has been responsible for Hoffman’s radio, television, and hi-fi cabinet design ever since 1944. But he is better known in art circles as a sculptor.

WHAT’S A MATTER WITH FRANCE?

For a long time, Morris Zippman has been exporting high fidelity components to Europe. He’s top man at the Mechanic Exporting Corporation. Early in October he’s exporting himself and taking six weeks on the continent. He’s going to be a hero to you,touching almost all bases in Sweden, Norway, Denmark, Germany, Holland, Belgium, Italy, and Spain. Purpose of the trip is to see how they’re marketing components abroad. But while there, he also intends to sniff out the stereo situations and bring European dealers up to date on what’s happening in the States.

TOWN HALL REPEATER

Earlier this year, Audio Fidelity’s toplin, Bill Frey, got an enlarged about stereo disks that he took over Town Hall, New York City’s showcase for hightar talent, to spread the word among the people. It worked out well, so well, in fact, that they decided to repeat the stunt. Accordingly, last Saturday (27), the Audio Fidelity gang gave the public six performances of “Stereodisc,” the world’s first complete stereophonic record. One invitation was engraved with gold lettering. Pretty fancy.

BELL APPOINTMENTS

Frank L. Sespico is the new Senior Development Engineer for the Bell Sound Engineering Department (Radio and Frequency Group). Sespico was formerly with RCA in Harrison, N. J. At the same time, Bell announces the appointment of E. D. Sinton as Chief Project Engineer (Electrical) and R. H. Hall as Chief Project Engineer (Mechanical). Bell has restructured the entire engineering staff to step up the pace of work done in hi-fi components and tape recorders.

"I NEED HIM!"

Presidents of countries aren’t the only ones who need assistants. What about electronics manufacturers? What about Motorola’s Robert W. Galvin, to be specific? He needed an assistant and now he’s got one in the person of John Hickey. Hickey was formerly the general manager of the firm’s Semiconductors Products Division. In his new spot he’ll deal with mergers and latching on to new businesses related to electronics and all that high-level stuff. Hickey is rounding out his 13th year with Motorola.

IRISH ENGINEER

OBRA Industries is strengthening its engineering staff. The live-wire blank tape manufacturing firm has just named Dave Petrig to the chief engineer post. Dave is no newcomer. He has been with the manufacturing division in an executive slot. A graduate of the University of Washing-

HEAVY DUTY AGENCY

Friend-Bees Advertising is handling the Emerson account and is continuing to handle it. The work load at the agency recently doubled. Emerson took over Do Mont Television and Radio, and friend-Bees, as a result, has a new account. They are now busy planning an “aggressive national campaign,” according to Gene Vascev, ad and sales promotion director for Emerson.

WIN THE CASE

Los Angeles courts recently tossed out the suit against Audio Devices, Inc. filed by the plaintiff, Saken Turnico, Inc. claimed that Audio had appropriated confidential data and trade secrets belonging to them. Hickey was told the secret by former engineering employees of the plaintiff. The court ruled otherwise. After four weeks, Judge canteach said he could find no violation of trust by the employees defendants.

SUN-CURED HAM

Hoffman Electronics shoots us the news of an amateur radio operator in Los Angeles who has contacted two other "hams" operators 2,000 miles away. Not such a sensational story unless you consider that he did it with a transmitter powered entirely by the sun’s energy. The "hams" in question is Major Gilbert, one of Hoffman’s engineers. He made voice contact with Harry Knack (WZKN) Chicago, and Leonard Gregory (WRLY) Mt. Prospect, Ill., at 1:05 p.m. and 1:50 p.m., respectively on Saturday, September 13. Gilbert’s station (W7MWM) was operating on the power supplied by a bank of silicon Solar cells which convert light into electricity.
Pennsy Stereo Stages Stereo Spectacular

Continued from page 16

a total of 33. All sales people and the executive sales and promotion personnel got together at a breakfast meeting on Monday (12) for a last minute briefing before the show opened. A lot of enthusiasm for the project was generated at this meeting to get the fair off to a flying start.

5. Setting up exhibits. Pomerson's appliance department lies adjacent to a group of executive offices. These were vacated for the display for a thorough demonstration room. Two other rooms were constructed beside them into the fire demonstration rooms, labeled "studios" the phonos focused moved their products. The rooms were decorated with the flash display materials that the firms used at the NAMM show. All major appliances other than phonos and TV were moved from the main sales floor and a "midway" was constructed against using stereo phonos and NAMM display material. Right in the center of the window, Floyd Victor in a Freedman-Artfact "Living Stereo" demo unit. The complete stereo demonstration fixture that RCA Victor is making available to any outlet will be put on display in addition to the demonstration "studio," Pomerson has used a three type demonstration hall.

6. Added gimmicks. Three provisions are made as "bonuses." Display posters illustrated the store called attention to the "Central Pennsylvania" theme, and directed customers to the floor exhibit of floor model, which plugged the RCA-Fono system in the store system and it is inaugurated at regular intervals. The whole effect is selling customers to go to the "fair." Six stereo phonos and TV sets were offered free to the lucky "ticket-holder." All anyone had to do to become eligible was to register for the drawing by going to the "fair" and filling out a registration blank. This gave away was a big crowd puller.

Window Displays

Like other department stores, Pomerton's has huge ground floor display windows, twelve of them, which were given over completely to the "stereo" theme during the week. key treasure of the promotion. Each of the phonos firms taking part in the promotion had a window display for their product. Probably the most spectacular of these was RCA Victor's. The firm had a choice corner position and they devoted it to showing the history of the phonograph, using phonos models than the years, from the early cylinder model up to the present stereo units. The new phonos were also tied in with recent fashion trends. Mammoth sets in new fall colors were shown alongside place mats, which read, "Fashion as you like it, RCA Victor, "Living Stereo." The Results

The result of this planning was found in the first week. They accomplished in less than two days what many stores had taken years by less dramatic means. In terms of actual sales, Pomerson says it's too early to tell. Many stereo phonos were sold right at the fair, but of the phonos that were attracted bought plenty at retail prices from other departments in the store. The majority of sales will come in the days later, Pomerson feels. There are certain, however, that most people in the marketing are now know what a stereo phonograph is. In color advertising, it would need to be advertised with the term "stereo," to let the public realize that the product was anything but "old." And with an audience that has no idea of stereo phonographs and stereo phonos, they will have to drop off of attention given to stereo phonographs and stereo phonos just by showing the impression that the units are being sold during the fair.

Lesson Learned

Even though the stereo phonos actual sales were the lemon brain child of the plan, the lessons were learned just as they are about to enter the heavier selling season, early next month. It is now certain that they can handle an audience that is likely to come along.

7. Other phonos can profit from the promotion. RCA Phonos moved their products. The demonstration type demonstration fixture was put together, a "must," with stereo, Garrard prints out.

2. Complete stereo wiring. Tone arm and shell will take any cartridge and the arm is suitable for any turntable.

3. Fixed bridge and fixed tracking angle. The arm is long enough to play 18-Inch disks and the angle has been set at optimum minimum. No adjustments are necessary.

4. Accessible weight adjustment. The weight adjustment is an independent screw on top of the arm rather than in the pivot.

5. Single needle arm. Just measure a radius, drill the hole and mount. No elaborate templates are needed.

The turntable stereo arm combination is also, it was suit for stereo and monaural and it features a variable pitch or static adjustment on each of the four speeds. It will sell for 95.00.

Other features include:

1. A push-button system that controls the stop and the end of a record. Push one button and the tone arm disengages completely from the motor and acts independently of it. Push the other button and the unit shuts off after the record is completed.

2. Stop mechanism. Built into the tone arm, the unit shuts off when the arm is placed on rest.

3. Newly designed tone arm. It is designed with a phonoin universal wheel to take all stereo and monaural cartridges, has simple accurate weight adjustment.

4. Complete 12-Inch turntable is made of heavy weight steel, and is supplied with rubber traction mat.

5. Center spindle housing. Has been designed for long life and quiet operation.

Garrard Debut Tone Arm, Turntable-Tone Arm Combo

NEW YORK — Two important new components have been added to the Garrard line. They are a transcription tone arm (Model TPA-12) and a transcription turntable-tone arm combination (Model 4 HF).

The tone arm, wired for stereo and monaural, replaces the Model TPA-12 in the Garrard line. Priced $105.00, it is sturdily of chrome and white enameled finish. A key feature is the low noise of motors. The pivots used are spring-loaded cone type ball bearing.

Other features include:

1. Pincushion head enabling the user to change cartridges quickly, a "must," with stereo, Garrard prints out.

2. Complete stereo wiring. Tone arm and shell will take any cartridge and the arm is suitable for any turntable.

3. Fixed bridge and fixed tracking angle. The arm is long enough to play 18-Inch disks and the angle has been set at optimum minimum. No adjustments are necessary.

4. Accessible weight adjustment. The weight adjustment is an independent screw on top of the arm rather than in the pivot.

5. Single needle arm. Just measure a radius, drill the hole and mount. No elaborate templates are needed.

The turntable stereo arm combination is also, it was suit for stereo and monaural and it features a variable pitch or static adjustment on each of the four speeds. It will sell for 95.00.

Other features include:

1. A push-button system that controls the stop and the end of a record. Push one button and the tone arm disengages completely from the motor and acts independently of it. Push the other button and the unit shuts off after the record is completed.

2. Stop mechanism. Built into the tone arm, the unit shuts off when the arm is placed on rest.

3. Newly designed tone arm. It is designed with a phonoin universal wheel to take all stereo and monaural cartridges, has simple accurate weight adjustment.

4. Complete 12-Inch turntable is made of heavy weight steel, and is supplied with rubber traction mat.

5. Center spindle housing. Has been designed for long life and quiet operation.

AUDITION

...a new selling force...

...for manufacturers in full color every month in THE BILLBOARD

ON ATLANTIC YOU CAN HEAR

SACHA DISTEL

The romantic new personality you saw last night on the ED SULLIVAN SHOW

"AFTERNOON IN PARIS"

Atlantic LP 1267

by JOHN LEWIS and SACHA DISTEL

WRITE FOR COMPLETE CATALOGUE

I out of every 10 of your fellow Americans is mentally or emotionally disturbed!

Your understanding can help him find himself!

The best medicines known to science can't take the place of your understanding in helping a fellow American with mental problems.

The answers are in the field of Mental Health.

Intelligent use of mental health services, like the present Ministry of Mental Health, is a matter of the highest importance to your fellow American and to you too. No one knows how they can help themselves, or the families they are a part of, their friends, or the people who are close to them.

What to do about mental health problems?

The Ministry of Mental Health's... "With all thy getting, get understanding!" (Proverbs, 4:7)

Support your local Mental Health Association

Printed as a Public Service by THE BILLBOARD

SEPTEMBER 29, 1958

22 AUDIO PRODUCTS

"With all thy getting, get understanding!" (Proverbs, 4:7)

Support your local Mental Health Association

Printed as a Public Service by THE BILLBOARD

SEPTEMBER 29, 1958

22 AUDIO PRODUCTS
ALL SET TO PASS A MILLION

PAT SUZUKI'S FOOTBALL FOUR!
ROAR, LION, ROAR c/w WHIFFENPOOF SONG 4X-0339
THE VICTORS c/w WHIFFENPOOF SONG 4X-0340
THE EYES OF TEXAS c/w WHIFFENPOOF SONG 4X-0341
BOW DOWN TO WASHINGTON c/w WHIFFENPOOF SONG 4X-0342
CRL 59104 REUNION IN HI FI
The Former Glenn Miller Singers

CRL 57219 KANE IS ABLE
Stereo)
Jack Kane

CRL 57217 SUGARTIME
The McGuire Sisters

CRL 57220 EXCITING
George Cates

CRL 57227 WE LIKE GIRLS

CRL 57229 WE LIKE BANDS

CRL 57230 GUYS AND DOLLS LIKE VIBES
Vibes Eddie Costa

CRL 57231 THE FOUR KNIGHTS

CRL 57216 ALAN FREED presents
THE KING'S HENCHMEN

CRL 57211 STEVE ALLEN PLAYS NEAL HEFTI

CRL 57228 WE LIKE GUYS

CRL 57221 THE FOUR KNIGHTS
CRL 57226 CHAMPAGNE DANCING PARTY
Lawrence Welk

CRL 57187 A MUSICAL TRIP TO LATIN AMERICA
Lawrence Welk

CRL 57214 LAWRENCE WELK presents
KEYBOARD KAPERS

CRL 57215 THE GIRL FROM MONTMARTRE
Colette Renard

CRL 57212 PIANOGRAMA
Jerry Carretta

CRL 57213 SOPHISTICATED LADY
M. Album

CRL 57150 PICNIC
Dorothy Collins Sings Steve Allen

CRL 57203 THE KINGDOM OF EDDIE LAWRENCE

CRL 57143 SCARLET RIBBONS
Carolyn Hester

CRL 57225 GREETINGS FROM THE MCGUIRE SISTERS

BL 54039 LAWRENCE WELK presents THE LENNON SISTERS

BL 54044 LAWRENCE WELK PRESENTS DICK KESNER
BL 754044 (STEREO)
SPOTLIGHT ON

CLASSICAL RECORD SALES

SUN GOODY TELLS

How to Get 50 Per Cent
Of Sales in Classical

- Incentives to customers, well-informed
  sales help are two important factors
- Study the market and keep your eye on
  the other guy, Goody exclaims

By REN GREVATT

"How can you sell more classical records? I'd say there are a number of pretty obvious ways and in most cases they're the same methods you would use to sell
more of any kind of records." So says Alvin Lewis, top associate in the
Sam Goody retail operation, and acknowledged expert on clas-
cical repertoire.

The old adage that you have to spend money to make money is just as true in selling classical mer-
chandise as any other kind. Every
distributor has to be willing to spend a number of dollars in getting
customers familiar with classical ma-
terial. This can be done by offer-
ing some kind of break — an in-
centive to cause them to buy. You offer them to him third,
turning or direct mail. When they get in the store, you've
got to be in a position to give them service.

Salesmen Important

"That can mean several things,"
Trained sales people who know
their repertoire can make a tremen-
dous difference. We spend a
lot of money on our sales force,
but it's worth it. A good salesman
6 can answer a customer's questions
and after a very brief conversation,
he can determine a buyer's tastes
and suggest other things besides
what the customer asks for, that
he will also like and probably buy.

"If you haven't got an item in
stock that a buyer wants, you can
lose him forever. Once he goes to
another store to buy his choice.
That's just as true of a classical fan
as it is of a kid who wants a
new rock and roll single. They
want that record right away, the
same day, and if you want to keep
him happy, you've got to try to
get him the record the same day
he asks for it. We have two tracks
which are used solely for quick
pick-ups of requested discs from
distribution. Small dealers in small
towns can't do that, of course. But they
should strive as much as possible to
get that record as fast as possible.
That all comes under the heading of
service.

Delivery Not Needed

Another point applies at both
the manufacturer as well as the
dealer level. Classical records
can't be treated as casually as
great dignity. They're not
above it all when it comes to
selling the product. A customer
for a classical record wants to be
informed in bluntly terms. You
may sell a lot more of them if you
don't handle them delicately.
They need positive, loud, dynamic,
ring-carrying promotion just like
any other kind of a disk. With that
approach, they'll sell, believe me.

"People should have it ham-
nered into them that they are
never truly cultured until they
have a good hi-fi photograph
and good classical records to play
on it.

Study the Market

"I'll bet a lot of small men who
own 10 or 20 or 50 shares of
stock in a company, would pay
a lot of attention to the stock mar-
et, studying its ups and downs
and trying to figure out when to
buy and when to sell. They
might well spend more time
studying the stock market than they
would their own market and product,
where they have the majority of
their money invested. A dealer in clas-
cical records has to love his busi-
ness and know all there is to know
about it. He has to know when a
trend is starting and when it's
ending. That's the only way he
can buy right and sell right and
make the most of his opportuni-
ties.

"We have frequent special sales
— sometimes even when we don't
really need the extra business. Around Christmas, most deal-
ers whose had discounters, will
come prices. Figuring customers are
going to buy anyway. Maybe that's
just when we'll have a sale. We
give them a break and when they
come in to the store to buy a
good many items. In other cases,
we might make a premium deal—
and lose money on the initial sale,
just to get a fellow started. Once
we offered a phonograph machine free
with the purchase of a
record. We lost at first but we made it
up when the customer came back
again and again.

"A dealer has to be familiar with
methods others are using and be
quick to invent or convert success-
ful ideas to his own advantage.
Anyone who strictly follows and
doesn't use imagination is go-
ing to be lost. Also, a fellow
should be aware of the fact that
there are a lot of good selling
classical items beside those put out
by RCA Victor and Columbia. Of
course, they are important but
there are others, too. He should
follow the trade papers like a hawk
for new entries in the field and
he should make it his business to
know what constitutes the good
basic classical library for a cre-
ated collector.

"All these things are important.
We recognize them just like any
other dealer can. For us it has
meant that of our total annual
sales volume, about 50 per cent
is classical and, frankly, it's ac-
complished at Goody's with mini-
mal effort on our part as good as
many of them are. We don't have the
cost for that."

SO, WHAT ELSE
IS NEW HERE?

NEW YORK — A big
classical dealer flipped here
recently when he overheard
the following conversation be-
tween a customer and one of
his clerks.

The customer: "Could you
tell me if Brahms wrote
any symphonies later than the
Fourth?"

The clerk: "I couldn't tell
you, lady. I've been in Eu-
rope for the past five weeks."

CONTENTS

How to Get 60% Classical Sales . 26
15 Ways to Sell More Classics . . . . 28
Classics Every Home Should Have . . . 30
Composer Pronouncing Guide . . . . 32
Capital Predicts Upturn . . . . 34
The Merrill Plan . . . . 34

LONGHAIR LAG

What's the matter with classical record sales? The
continuing survey of disk sales on the dealer level, conducted
by the New York University School of Retailing for The Billboard,
reveals that classical sales represent less than 13 per cent of
total disk sales. In recent months, the percentage has been
hovering in the 12-13 per cent range.

Some of the dealers contacted by The Billboard point
out that they still try the apathy of the public. The public,
however, is far less sympathetic, according to reports from other quarters.

The American Music Conference reports that about 35,000,000
people annually attend classical concert performances in about
2,100 communities. This attendance, the Conference points out,
is more than the total attendance at America's number one
sport, baseball.

There is an obvious disparity between the public's interest
and actual sales. Somewhere, somebody's gaining. Is it
the public's fault? Is it the dealer's fault? Is it the fault of
the record manufacturer? From an editorial point of view, it is much
easier to get the manufacturer's story. There are fewer of them
than there are dealers and it's easier to get opinions. The
Billboard, however, would like to have dealer opinions. So
send in your thoughts on the classical situation.

One manufacturer suggests that the trend to self-service
merchandising may affect classical sales. It has virtually elimi-
nated the type of personal service that enabled clerks to assist
the customer in building a classical library.

Another disk company spokesman believes that dealers
don't know how to sell classical music. With pop records
he says, all the dealer has to do is fill out an order and display them.
The way pop sells has spoiled the dealer for the kind
of effort that classical sales require.

There is this to be said for the above point of view. It is
estimated that only about 10 per cent of the dealers in the
country carry more than the bare necessities in classical inven-
tory. That 10 per cent works at merchandising classical disks.
The other 90 per cent thus either lack knowledge or
enthusiasm pass up what could be a very rewarding
merchandising experience.

What about record clubs? Are they affecting classical
sales on the dealer level? It is fairly easy to argue that they
do and many dealers to argue, but maybe there's a clue for
dealers in the way clubs operate. Clubs offer services. Many
dealers do also. The clubs inform the customers about the
merchandise in bimonthly bulletins. Dealers could do this
too. The customer can shop at home when the clubs. The club
is convenient. Dealers can keep their customers informed
that direct mail piece and via telephone. The club's constant
contact is very important to the dealer and no matter what kind of reposi-
tory he is selling. In fact, he has a definite edge over the club
in this respect. Finally, it has been suggested that the customer
doesn't have to feel embarrassed in shopping that the club. This
is not the most interesting reasons by far. It takes an
in an area of sales psychology and a whole set of public attitudes
related to and culture.

Why should a customer feel embarrassed about having a
classical record? What can a dealer do to overcome either
terribly high-brow or any about listening to classical music?

(Continued on page 34)

EDITORIAL

15 Ways to Sell More Classics
...STOCK UP ON THESE PROFIT-PACKED
RCA VICTOR RED SEAL ALBUMS FOR OCTOBER

LM-6055. Two records. Opera devotees will cheer this brilliant new production, recently recorded in Rome.

LM-2240. Two rousing and colorful American ballet scores based on Sousa & Gottschalk that are sensational crowd-pleasers.

LM-2247. Sixteen authentic spirituals, many recorded for the first time. A unique, long-awaited collection.

LM-2266. The musical high points of a triumphant, much-heralded mission to Moscow and other Russian centers.

LM-2251. The October Save-on-Records selection. The richly-textured Hovhaness work is a record debut.

BRAND-NEW “LIVING STEREO” ALBUMS,
FEATURING THE FINEST IN SOUND APPEAL!

LSC-2080. Morton Gould glorifies the big brass band in this panorama of great marches. A stereo smash!

LSC-1984. Here comes a best-seller! Ravel's popular work never sounded so stirring as it does here, in stereophonic sound.

LSC-2241. With Mendelssohn: Fingal's Cave Overture; Liszt: Mephisto Waltz; Brahms: Tragic Overture.

LSC-2222. A great impressionistic work gets new scope in stereo. Also featured: Ravel's Valses Nobles and Alborada.


THE WORLD'S GREATEST ARTISTS ARE ON...
Capitol Predicts Classical Upswing

- Stereo considered an important factor
- Rock 'n' roll and classics not incompatible: Wallach

By GLENN WALLACH, Pres.
Capital Records, Inc.

A few years back, with the advent of high-fidelity, classical records made substantial sales gains. In fact, the increased popularity of classical music beyond what had generally been appreciated by a limited group of classical buyers, thus indicating a growing appreciation for classical music as a retail proposition, was responsible for an improved high-fidelity system offered.

More recently, we are told, classical sales have slowed up. This might suggest that classical music does have its limitations in terms of folks who enjoy it, and that some form of saturation had set in. Or, maybe hi-fi has become so universally commonplace that the thrill of hearing a magnificent symphony, beautifully recorded, became a routine musical experience. Or, perhaps the recession...

We have been thru something to do with hi-fi. A. M. Dell.

Renaissance Orchesta

I do not believe that the shrinkage in the market, if any, was significant. Nor do I believe that classical music, even at its present levels, has reached the great masses of people who might enjoy it, if properly exposed to it.

And there is one thing on which I do have definite convictions, and that is that the records are due for another renaissance in the future of the industry within the next 50 years that in my opinion will far exceed anything that the industry has known in the past.

The reason is found in one word—stereo.

Stereophonic was the ultimate in music reproduction, then stereo is the super-ultimate. For who can remain indifferent to the overwhelming musical experience of hearing a great musical work recorded and played back with true stereo sound? The pattern will unquestionably follow hi-fi, with sales expanding in geometric progression.

Follow Hi-Fi Pattern

I have said before that we do not believe that stereo will replace

(Continued on page 34)

WANNA SELL CLASSICS?

Put Money Behind "Em, Says Merrill

By ROB BERNSTEIN

NEW YORK—If record companies put the same promotion money behind classical records as they do popular albums, then long-lasting albums would sell like pop albums.

That's the consensus of two dozen so-called of the classical field. Typical of the sentiments and suggestions for better promotion of classical records is this statement, made to Billboard, by Robert Merrill:

"It is not that the public can't get as enthusiastic over long-lasting records as pop records. The sales figures of Van Cliburn's first LP disproved that much-quoted excuse, as did an album by Gunther Schuller and others operated by RCA Victor, which sold big in former years."

Album Boost in West

"RCA Victor used to set up personal appearances, store visits and other gimmicks," commented Merrill. "With the demise of the 78's, the few companies which specialized in money in that direction gave up."

When I guessed on Don Sherwood dealers, my album sales growth in the West-four week period following." The Bartin's suggestions for increased promotion in the classical field:

1. Appearance by artists on radio and television shows, both on the East and West Coasts

(Continued on page 34)

DECCA ASKS:

Are Classic Sales Down?

NEW YORK—In Horowitz, classical a key, chief of Decca Records, takes the view that the classical situation is not as bad as the question of sale.

Classical sales have always been the record industry's best customers. They come into your store when they can be expected to buy classical records. Once exposed, they become permanent collectors, not just for 98-cent singles but for "big ticket" album merchandise. How can they be encouraged? One Southern department store has developed teenage dollars by offering charge accounts. The accounts have a $35 ceiling and the merchandise is restricted to classical records. This has not only been a choice for teenagers and it has resulted in one dollar, thus creating a market for the older age, which it has capital for the record industry.

Keep Ashore of Classical Reviews.

Every week, The Billboard publishes reviews of every classical disk sent in. Over the last two months, for instance, The Billboard ran a total of 110 classical reviews—about 12 a week. Those are just the print staff that is keenly aware of the merchandising possibilities inherent in the reviews. The reviews themselves will convey pleasures and ideas that dealers can use in talking and referring to customers. Use them.

Classic merchandise gets top attention when displayed in a distinctive rack such as this one. Photographed by Capital for its Angel Records line.
AROUND THE WORLD THE EPIC WAY

18 NEW CLASSICAL RELEASES ON EPIC

VIVALDI: Five Violin Concertos—"II Musico." LC 3155
VIVALDI: Concerto Nos. 9, 10, 11, and 12 from "Il Comando dell'Armoria di Delfi." LC 3143.

SCHUBERT: Symphony No. 6 in C Major; Symphony No. 8 in B Minor ("Unfinished"). The Concertgebouw Orchestra of Amsterdam, Eduard van Beinum, conductor. LC 3408.
SCHUMANN: Marcia Espagnole; Berceuse; Sil'kevin: Prelude; Valse Triste; B 341/1/2. The Concertgebouw Orchestra of Amsterdam, Eduard van Beinum, conductor. LC 3477.
BEETHOVEN: Symphony No. 3 in C Major; NICOLAI: "Merry Widow" Overture. The Concertgebouw Orchestra of Amsterdam, Eduard van Beinum, conductor. LC 3466.

BEETHOVEN: Violin and Piano Sonatas Nos. 3, 2, and 6—Arthur Grumiaux, violinist; Clara Haskil, pianist. LC 3450.
BEETHOVEN: Violin and Piano Sonatas Nos. 9 and 6—Arthur Grumiaux, violinist; Clara Haskil, pianist. LC 3448.
BEETHOVEN: Violin and Piano Sonatas Nos. 7 and 10—Arthur Grumiaux, violinist; Clara Haskil, pianist. LC 3451.
BEETHOVEN: Violin and Piano Sonatas Nos. 5, 4, and 6—Arthur Grumiaux, violinist; Clara Haskil, pianist. LC 3449.

VIRTUOSO GUITAR—Ray de la Torre, classical guitarist. REY DE LA TORRE PLAYS CLASSICAL GUITAR. LC 3418.

GEORGE SZELL and the Cleveland Orchestra.
The internationally famous Cleveland Orchestra and its distinguished conductor, George Szell, have been enthusiastically described by the New York Herald Tribune music critic as "one of the really great ensembles in the world," and by a New York World-Telegram and Sun commentator as "a national institution to be deeply proud of." To which we can only add that the reason for the Cleveland Orchestra's enviable reputation was never more obvious than it is on seven superb new recordings they have just made for EPIC records.
ANNOUNCING RCA CAMDEN’S OCTOBER BUDGET SPECIAL!

MONTHLY BUDGET SPECIAL 198

MARIO LANZA - A strikingly different cover promises, and the album delivers, a stand-out performance by the great million record singles performer. The 11 big attractions in this album are sure to create a Lanza bonanza for you! CAL-450

PROFIT PICKS OF THE MONTH!
$1.98 FOR EACH 12" LONG PLAY ALBUM

Gene Biondo is sure to top his highly successful first album, and make more new friends. CAL-452

Pierre Monteux in a performance famous throughout the world. A real landmark for fans! CAL-453

Here's a wide range of selections sure to be picked up by fans of the "Lazy Mary" man. CAL-455

Stir up the Christmas mood right in your store. 16 carols. CAL-392 Stereo version $2.98. CAS-392

This Hugo Winterhalter album is a must for every Christmas shopping list. 13 favorites. CAL-449

Now with 4-color covers.

Robert Shaw Chorale. This is the album that should belong to everyone! 25 favorites. CAL-448

Tremendous appeal for pop and classic fans alike. Arthur Fiedler and Boston Pops. CAT-304

ORDER FROM YOUR DISTRIBUTOR NOW!

RCA CAMDEN
A TRENDSETTER IN DIME BOXMERCHANDISE

BASIC LIBRARY

THESE CLASSICAL WORKS SHOULD BE IN EVERY CUSTOMER’S COLLECTION

The works listed below comprise a basic classical library. Not only should they be in every customer’s home but they should, of course, be in every dealer’s inventory.

The selection of these works was made by The Billboard, by the editor of High Fidelity magazine. Practically all are available in many interpretations. Some have been recorded as many as 20 times by various orchestras and artists. Many are already available in stereophonic versions or will be available soon in two-channel recordings.

Dealers are urged to reproduce this list and distribute copies of it to their customers. It also lends itself to reproduction on a large display poster for in-store display. A possible sub-headline with some “sell” in it could be added, such as, "How many of these basic classics are in your library?"

BACH

BRANDENBURG CONCERTOS

BEETHOVEN

CONCERTO FOR VIOLIN AND ORCHESTRA IN D MAJOR, OP. 16

SYMPHONY NO. 5 IN E-FLAT, OP. 55 ("EROICA")

CONCERTO FOR VIOLIN AND ORCHESTRA IN D MAJOR, OP. 77

SYMPHONY NO. 1 IN C MAJOR, OP. 68

CHOPIN

PRELUDIES, OP. 28

DEBUSSY

APPALACHIAN SPRING

DORIAN

...CONCERTO FOR CELLO AND ORCHESTRA IN B MAJOR, OP. 104

DORIAN...SYMPHONIC VARIATIONS

FALBALA

NIGHTS IN THE GARDENS OF SPAIN

FRANCK

SYMPHONIC VARIATIONS

GERWSHIN

CONCERTO FOR PIANO AND ORCHESTRA IN F MAJOR

GRIEG

...PIER GYNT SUITES Nos. 1 & 2

HANDEL

MESSIAH

HANDEL

WATER MUSIC

HAYDN

SYMPHONY NO. 104 IN D MAJOR ("LONDON")

LIEBT

...CONCERTO FOR PIANO AND ORCHESTRA NO. 1 IN E-FLAT MAJOR

MENDELSSOHN

MIDSUMMER NIGHTS DREAM INCIDENTAL MUSIC

MOZART

...THE MARRIAGE OF FIGARO (complete opera)

MOZART...CONCERTO FOR PIANO AND ORCHESTRA IN A MAJOR, K. 488

MOZART...SYMPHONY NO. 40 IN G MAJOR, K. 550

MOUSSELSKI

...PICTURES AT AN EXHIBITION

MOZART...GAITE PARISIENNE

PIERROT戀

LIUTENINI RHEE

PIRCHI

LA BOHEME (complete opera)

RAVEL

...DAPHNIS AND CHLOE

RIMSKY-KORSAKOV

...SCHERHARZADE

ROSSINI

...THE BARBER OF SEVILLE (complete opera)

SCHUBERT

...DUET FOR STRINGS AND WINDS, OP. 166

SCHUBERT...SYMPHONY NO. 8 IN B MINOR ("UNFINISHED")

SCHUMANN

...CONCERTO FOR PIANO AND ORCHESTRA IN A MAJOR, OP. 54

SIDELIUS

...SYMPHONY NO. 2 IN D MAJOR, OP. 43

SMEATON

...THE MOLDAU

STRAUSS, JOHANN

...WALTZES

STRAUSS, RICHARD

DOM OBOXITE

STRAVINSKY

...PETRUSCHKA

STRAVINSKY...CONCERTO FOR PIANO AND ORCHESTRA NO. 1 IN B-FLAT MINOR, OP. 23

STRAVINSKY...NUTCRACKER SUITE

STRAVINSKY...SYMPHONY NO. 6 IN B MINOR, OP. 74 ("PAINTED")

VERDI

...LA TRAVIATA (complete opera)

VIVALDI...THE FOUR SEASONS

WAGNER...OVERTURES
CADENCE brings you THAT PIXIE FROM PARIS
the sensation of the JACK PAAR SHOW

Here's the performance that's brought out the "Standing Room Only" signs wherever GENEVIEVE has appeared in this great Cole Porter musical... Now brought to you on CADENCE CEP 505, $1.49

AND... a terrific new single... GENEVIEVE sings

"I'M NEVER GONNA KISS YOU"

with Johnny Tillotson...

and "CHERIE, CHERIE"... CADENCE 1354

AND... fast as they can come off the press, the LP you've been waiting for... GENEVIEVE sings a dozen songs that are purely, personally GENEVIEVE.

CADENCE CLP 3021, $3.98

CADENCE RECORDS, INC. 119 West 57th Street, New York. In Canada, Apex Records
Decca Series Spans Ages

NEW YORK—Three years ago, Decca Records inaugurated a new era in this country by its Archive Productions, a continuing series of historical recordings, the aim of which is to cover the historical span of European music, stretching from the eighth to the 18th century. With little or no adventuring for new material, the Archive sets have been recognized by critics as tops in terms of authenticity and performance, as a medium of musical education.

The Archive sets are recorded and manufactured in Germany by Deutsche Grammophon and are imported to the U.S. facilities in plastic. Decca is sole U.S. distributor.

The releases all fit into one of a dozen separate research periods, stretching from the Gregorian Church (period 1) to the Mannheim and Vienna school (period 14). The basic idea, according to Erna Lovis Katz, who heads sales of the records here for Decca, is to "provide a running anthology of European music, which can be approached indefinitely with new examples of performances fitting into the vacuous period." Currently, 101 packages in the series are on the market.

According to Miss Katz, the Archive Productions have become noted among students and critics alike because (1) recordings of works are offered in their complete, authentic form, based on original scripts, (2) they are performed faultlessly to the original style, using historical instruments, and (3) (Continued on page 34).

EXTRA PROFITS

With Absolutely NO RISK!

The two million of your fine Decca, recording the largest and using the coupon below—in sum an extra $300, maybe even $2,000. They are a fine investment, and you don’t risk a penny.

You will receive more and better music into every American home—HIGH Fidelity and AUDIOCRAFT magazines are merged with the Decca showcase to bring you news and the music you are already enjoying. The new program is being offered by a leading organization with one policy. And such a fine investment as extra money by selling HIGH Fidelity and AUDIOCRAFT magazines to every music listener, every high fidelity fan.

HIGH Fidelity brings readers the best record reviews available anywhere, plus equipment reports...new stereo writer...entertaining articles...and much more. Already 100,000 readers a month.

You sell HIGH Fidelity for 60c.

Two per month, 36c per year.

You make 26c per year.

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

You sell AUDIOCR AtF for 35c.

Two per month, 45c per year.

You make 38c per year.

NO RISK; and pay only for the copies you sell! Clipped coupons are returnable for full credits within 90 days after receipt.

EXTRA PLUS SALES!

Remember this: for every copy of HIGH Fidelity in your exchange, deliver an Optima-400 reproduction tape, bringing customers back to your store to buy new equipment.

Everything to Sell—Nothing to Lose? Fill Out Coupon Today

LONDON SAYS

Newer Sound Means Sales

NEW YORK—Classical sales, according to sales veep, Lee Hartstone, of London Records, are being held down primarily because of suspicion of the market. Standard repertoire and operatic works are recognized as numbers and over again new material is not accepted as much as this. New artists and new material are not accepted at all in the popular field. In the classical field new works are a relative rarity, and it is the record company's problem. The only current answer to the problem lies in technical advances and development. Better recording technique and better reproduction, such as the new invention of the phonograph, can create a brand-new wave of demand for (Continued on page 34).

SPECIAL

15c ea. .......... in 2 dozens

25c ea. .......... in 4 dozens

50c ea. .......... in 10 dozens

ORVR 1 MILLION SOLD AT $1.00

Special Quantity Discounts Available.

Stereo, Directrix and Large Volume Users.

SAVE 5% EXTRA-SEND

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GIVE TO DAMON RUNYON CANCER FUND

PRONOUNCING GUIDE

MOST COMMONLY USED COMPOSERS' NAMES

AND HOW TO PRONOUNCE THEM

This guide to pronunciation is by no means a complete list of composers' names, nor is it meant to be. It represents about a hundred of the names that will be used most by a disk executive of a classical trade. Even if you feel you know how to twist a tongue around some of these names, read them over. You might find you've been mispronouncing some of them.

Note: Give the accent to the syllable that is capitalized. Kit takes the sound of the German ch, as in each. French names generally have equal accent on each syllable.

Classics Need Hype: M-G-M

NEW YORK—Firms with major classical entries are not accenting their classical merchandise at the sales promotion level. This is one of the reasons why classical sales have been held down in terms of the total market, in the view of Arnold Max, M-G-M Records vice-president.

There are great institutions in this field—the Boston Symphony and the Philadelphia Orchestra, for example, says Max, "but no images have been created for them in the public mind. Receipts are coming in without aspiring up on classical performances throughout the country, in the smallest communities. Why shouldn't receipts for records go up accordingly?"

"As far as our own catalog is concerned," Max concludes, "it's highly specialized and oriented to the ecclesiastical market. We are not figuring on anything like a marketing program of reissues at this time, but rather, we hope to find the proper market to suit what we have. It may be those special promotions with certain hundred dollar tickets or possibly thru a campaign directed at colleges and libraries. We are still not sure, but probably by January we'll be ready to go on a promotion program.
CARNIVAL ROUTES

Continued from page 63

COOLING Am. Co., No. 8: (Fair) Georgetown, O.
COOLING Am. Co., No. 8: Utica, N.Y.
COOLING Am. Co., No. 8: (Fair) Pontiac, Ks.

Greater Delaworl Expo: Marla

vill, La.

HASON, Bill: (Fair) Lobuck, Tex.
Hammond, Bob: (Fair) Crockett, Tex.
Fraye: (Fair) Tex. 
Hoe: Laurel, Miss: (Fair) Meridian 6-11.

Bill's Center: Roosevelt, Wash.

Hart: & Maffix: (Fair) Thomasville, Ga.; Sylvester, N. C. 
Hotton's: (Fair) Scottsboro, Ala.; Anniston, Ala.; Decatur, Ga.; Atlanta, Ga.; Biloxi, Miss.; Montgomery 6-11.

Pepper: (Fair) N. C.; (Fair) Mt. Airy 6-11.
Popp: (Fair) (Fair) 
Powelson: (Fair) N. C.

Frank Pennwer: Durham, N. C. (Fair) Mt. Airy 6-11.

PRELL'S: (Fair) (Fair)
Wilton 6-11.

Pleasantville, N. J., No. 1: Pleasantville, N. J.

PRELL'S: (Fair) No. 8: (Fair) (Fair) 

Reid's Golden State: (Fair) Trenton, N. C. 

Rock City: Ocosla, Ark. Loxana 7-12.

Ruth's Modern Midwest Carnival, Ar. 


Royal American: Little Rock, Ark.


Schaefer's 20th Century: Longview, Tex.; Orange 6-11.

S. E. & B. C. Tent: Albuquerque, N. M. 


Sumner: (Fair) Smithfield, N. C.; (Fair) North Carolina 6-11.

Sutton, George Clyde: (Fair) Exercise, Mo., 1930.

Southern States: (Fair) Kansas City, Mo.; (Fair) Tattnall, Ga.; (Fair) New Market, Va.; (Fair) Douglasville, Ga.; (Fair) Lafayette, La.; (Fair) Covington, La.; (Fair) East Lake, Fl.

Southland: (Fair) (Fair) Crest View, Fla.


Strates: James E.: Shelby, N. C. 

Stumbo's Tri-State: Green Forest, Ark.

Sugar State: Opelousa, La.; Oct. 3-5.

Sunset Am. Co. (Fair) Carthage, Mo., 1944.

Tennessee Valley Am. Co. : Starkville, Miss.


Tidwell, T. J.: (Fair) Bowie, Tex. 

Tinney: John T.: (Fair) Elsen, S. D. 

Tivy Expo: (Fair) Leesville, La.; (Fair) Emile 8-11.

Turtle Joe's: Co.: (Fair) Weinert, Tex.; (Fair) Loraine 6-11.

United Expo: Vivian, La.


Volunteer: Belmont, Miss. 

Frederick: Cleve., Miss.; (Fair) Winnington, L. L.; (Fair) Winnington, L. L. 

Williams: (Fair) H. A. Bend, N. C.; (Fair) Hardie 6-11.

Wolfie Am. Co.: (Fair) Cheyenne, S. D.; (Fair) Cheyenne 6-11.

Wonderland Expo., No. 1: (Fair) Pampa, Tex. 

Wonderland Expo., No. 2: (Fair) Dalhart, Tex. 


Trenton Pick-Up

Continued from page 61

North American: Meridian, Miss. 

Oklahoma City, Okla., 8-11.

(AFair) Montgomery 6-11.

Page Combined: Marion, S. C.; (Fair) Montgomery 6-11.

Palmetto Expo.: (Fair) King, N. C.; (Fair) Montgomery 6-11.

Pan American: (Fair) Sanderville, Tex. 

Pep: (Fair) Guin, N. C., (Fair) Meridian 6-11.

Powelson, Am. No. 1: Pleasantville, N. J.

PRELL'S: (Fair) No. 1: (Fair) Trenton, N. C.; (Fair) Wilston 6-11.

PRELL'S: (Fair) No. 8: (Fair) 

Reid's Golden State: (Fair) Trenton, N. C.

Rock City: Ocosla, Ark. Loxana 7-12.

Ruth's Modern Midwest Clarence, Ark.

Ruth's Horse: (Horse) 

Royal Prince: 

Royal American: Little Rock, Ark.


Schaefer's 20th Century: Longview, Tex.; Orange 6-11.

Southland: (Fair) Crest View, Fla.


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Trenton Pick-Up

Continued from page 61

nearly night, attendance was re- ported by the New York Time's weather service, the World of Mirth Shows gross was around 200,000.

The big Monday business featured a 10,000-grandstand admission plan for Trenton, fol- lowed by 5,000 for the night show. The admission plan, which was distributed by thousands of discount tick- ets, was widely advertised in the general ad- mission, and returns were very good. On Wednesday the food and game stands gave away $450 in prizes in front of the grandstand.

with ROGERS

[CONCESSION TRAILERS]

new and used trailers

We have a large selection of new and used trailers. Our trailers are designed to meet your specific needs. We offer competitive prices. Truck, tandem, and dual axles.

KING AMUSEMENT CO., INC.

m. Chicago, Ill.

SEPTEMBER 29, 1958

THE BILLBOARD

Page 64

GENERAL OUTDOOR

THE FINAL CURTAIN

By IRENE KIRBY

NEW YORK — The World's Championship Cattle Show was already on the way in 1777, and many of the officers of the Continental Congress were present. But the New York State Mensa, 5th St., was the site of the first rodeo, and not a single member of Congress was present.

The show was held in a field near the State Capitol, and the weather was perfect. The cowboys wore their best clothes and rode the finest horses. The audience consisted of about 1,000 people, including many of the city's most prominent citizens.

The rodeo was a great success, and the New York State Mensa was named the official sponsor. The show continued for several weeks, and many more events were added to the program. The most popular event was the grandstand ride, which was performed by a team of six riders on horseback.

But the show was not without its controversies. Some people criticized the use of live animals, and there were reports of animal cruelty. However, the show continued, and it remains an important part of New York State's heritage to this day.
GATE-BOOSTER
Free Football On 2 Days at Jacksonville

JACKSONVILLE, Fla. — Several format changes will be tried by Jacksonville's Football Midway Park under the hand of Jim Watson, president of the fair association. He succeeds the late J. B. Combs, Sr., who had a radio personality who guided the event in its initial efforts.

Fair dates are November 13-22, opening on a Thursday and ending on a Sunday. Watson calculated to aid in attendance and spending as including free football games on the first two days, a Western cutting horse contest, concerts and talent shows.

The fourth annual fair has brought out the high school games to be held in the Cramer Bowl stadium November 13 and 14. In past years the football crowds have traveled to see the games at their respective gateways without paying fair admission. With so many students and fans booked this season, directors elected to purchase the ball games as a substitute. Now regular fair-grounds admissions will also entitle crowds to games, Watson estimated the innovation can increase fair attendance substantially over its 100,000 average of past years.

Stadium Horse Events

A new addition to the fair is the Jacksonville Rodeo Park, which adjoins the Cramer Bowl, has been brought back this year for a stadium performance.

Nightly show band concerts, talent shows and drawings for prizes are also expected to help attendance. Grand prize will be given to the band that earns the most by selling concert tickets. Other features of the fair, in addition to the Cline & Wilson Shows, are beef and dairy cattle exhibits, poultry, eggs, horses, goats, sheep, dairy and beef, fruits and motors, farm equipment, rural service and commercial booths.

Watson said advance sales are in the form of key passes for Jacksonville Rodeo Days. Wanners are entitled to in-and-out privileges on one day of the fair, plus half price on rides and three midway above the show. The Junior Chamber of Commerce is working the project.

**Carnival Routes**

**Alamo Exposition: De Ridder, La.; Liberty, Tex., 6-11.**
**Arlington: New Madrid, Mo.; War-
dell, 6-11.**
**Amusements of America: (Fair) Petersburg, Va.; (Fair) Burlington,
N. C., 6-11.**
**Babcock United: (Fair) Ridgecrest, Calif., Oct. 2-5.**
**Belle City: St. Martin, Wis., Oct. 3-6.**
**Big Four Amusements: (Shopping Center) De Kalb, Ill., Oct. 20-30.**
**Big State: Palacios, Tex.; (Fair) Port Lavaca, 9-31.**
**Blue Grass: (Fair) Corinth, Miss., 6-11.**
**Blue Lake: Midway, N. C., 6-11.**
**Brooke United: (Fair) Greenville, N. C., 6-11.**
**Brothers United: (Fair) Roxie, Miss.; (Fair) Amite, La., 6-11.**
**Bushkin: (Fair) Wausau, Wis.; (Fair) Joilet, Ill.**
**Century: (Fair) Manchester, N. H.; (Fair) Thompson 6-11.**
**Crosby & Wilson: (Fair) Fayetteville, N. C.; (Fair) Greenwood, S. C.; 6-6.**
**Crossey Am. Co.: Chantnie, Kan. Oct. 1-14; Monroe 7-19; Proviso 10-11.**

**Incredible Events**

Beans, Clyde: Mobile, Ala., 26-29.
Penaculsa, Fla., 30, Panama City, Oct. 1; Tallahassee, 2; Altoona, Ga., 3; Tifton, 4; Douglas, Ga., 5; Dillingham, Ala., 6; Savannah, Ga., 9; Brunswick, 10; Jacksonville, Fla., 11-12.


Clyde Bros.: Dodge City, Kan., 29-30; Salina Oct. 1; Topeka, 2; Greensboro, Neb., 5; Lincoln 9-10; Sioux Falls, S. D., 13-14.

Hagens Bros.: Detroit, Tenn., 20; Greenville 30; Newport 1; Pensacola 2; Fort Myers 3; Miami 4; Athens 6; Chattanooga 7; La Fayette, Ga., 8; Cortez, Colo., 9; Gadsden 10; Connersville, Ind. 11.


Wills Bros.: Redwood, N. C., 2; Lexington 30; Mooseville 3; Abbeville 1; Florence, S. C., 4; Hartsville 6; West Columbia 8; Batesville 9; Clinton 15; Thomasville, Ga., 11.

Polk Bros.: Oklahoma City, Okla., Oct. 1-4; Hurlingdon, Tex. 7; Edmondston 8-9; Denver, Colo., 9-11.

Ridgway Bros. and Barnes & Wall: Dallas, Tex.; Abilene, Texas; Dallas, 4-5; Fort Worth, 6; San Antonio, 7; San Diego 16-17.

Strong: John 4; Lincoln 4; Fort Wayne, 5; Colfax, 9-10; (Fair) Fresno Oct. 2-13.

Ice Shows

Holiday on Ice of 1959: Troy, O., 30-Oct.; Fort Wayne, Ind., 7-12.

Ice Capades 18th Edition: Tulsa, Okla., 4-16.

Ice Capades, 17th Edition: Cleveland, O., 19-Oct.; 5; Cincinnati 7-12.

Rolling Hills of 1959: Des Moines, la., 1-Oct.; 1-5; St. Louis, Mo., 7-12.

Thrill Shows

Jack Kochman Hell Drivers (Fair) Petersburg, Va., 20; (Fair) Greensboro, N. C., 30; (Fair) Atlanta, Ga., 2 Oct. 21.

Jack Kochman: Auto Dare devils (Fair) Canton, O., 1-10; Auto Dare devils (Fair) Lakeland, Fla., Oct. 1-10; (Fair) Greenville, N. C., 5; (Fair) Chase City, Va. 6.

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Some Observers See Future Dim for Smaller Ice Shows

By TOM PARKINSON

LAST FALL saw the suspension of operation by one of the middle-sized shows. This was the "Ice Vagues," second unit of the "Holiday on Ice" organization. "Holiday" continued, of course, and will show a better season in 1958 than in 1957, when the season was far from being correctly by circuses, fairs and other shows in that region at the time.

But "Vagues" was out of the running this season. It was smaller than the large shows, like "Holiday," "Ice Capades" and "Ice Follies," but it was considerably larger than the teeny units that play hotels and some other special locations as well as short independent stands.

Specifically, it was poor business that closed "Vagues"—poor business in the hard times in the arena business in 1957, when the season was far from being correctly by circuses, fairs and other shows in that region at the time.

But ONE OBSERVATION is that this recession tour hastened what might have come later anyway. For costs were getting out of line with ice show budgets. It is understood that "Holiday" is ready to reopen "Ice Vagues" when conditions are ripe. But another set of circumstances may play a role.

It seems that paired with higher costs is the fact that, in the cases a "Vagues"-like show would play, people like to get away for "Holiday" fills the bill, so to speak. They want an escape to go to the larger city.

Moreover, there are more and more new arenas being built, giving the larger ice shows a free selection of stands. It is one opinion that "Holiday on Ice" will go into a location like the new Municipal Auditorium at Greensville, S. C., and there be a very large trade that includes, for example, Spartanburg, S. C. That would up the former "Ice Vagues" date at Spartanburg's Municipal Auditorium.

SIMILARLY, ONE CAN find conjecture about whether the proposed new building at Jacksonville, Fla., will be selected as a show that serves a wide area in which a smaller ice show need to make stands. Another factor figuring in the demise of one ice show and possibly the lowering of the field of middle-sized ones is the experience at fairs. Several fair dates have been played in recent years by ice shows. Some of them have been outstanding successes. However, too frequently an alliance between a fair and an outdoor ice show has been lost by the erection of a new indoor arena in the same area. That is happening, for example, in New York, and experience has shown that an outdoor ice date is good only until an indoor ice show is available.

NAAPB Tour Party Lauds

somewhat similar to our Scramble with the added factor of a raised platform, compacted cars and elaborate lighting that is typical of all units of that type.

The Calypso uses hundreds of colored flags as tricolors. They are illuminated in a cycle of combinations, using all colors at one time, a single color another time. Also getting attention was the Spaulding ride here. This consists of a large illuminated globe on which a ring on which a ring on which a ring on which a ring rides around and around on the ring which are mounted on the balls on the balls. The ring is raised from ground level up to the globe and then it is tilted into a new orbit before returning to the ground. The ring revolves itself and the globe. While this is a new sight and new it has attention of the park men, it was not getting the attention that the Calypso was.

Kiddie MGR Clicks

Olafson has some other kiddie MGRs, especially of the type general of the park men had heard of and what was expected much interest. The ride has an arrangement of cars, a small helicopter, fine track and so on.

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Trenton Picks Up Following Rainout

AUTRY SHOW CREDITS

Farm Groups Pledge Participation

TRENTON, N.J. — An open-

FRI Channel

Research

Trenton's first fair, which had several encour-

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September. Aside from the attendance, Cun-

the fair was attended by the- loring board, he said.

On previous years, about 60,000 people in-

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to the fair board, he said.

GRAND OLD MAN

Gus Sun Sr.

90 Years Old

October 7

SPRINGFIELD, O. — Gus Sun, presi-

dent of the Gus Sun Booking Agency, one of

who last April began his 60th year

show business, celebrates his 90th birth-

day this week.

The dean of American showmen, who

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Continued from page 58

WOULD INSURE STEREO DISK QUALITY

WASHINGTON — Electronic Industries Association, a group that sets the Industry rules on stereo records "for the protection of the consumer," EIA has announced new tests for record quality, sensitivity, and dynamic ranges that develop the stereo disk for the stereo consumer.

The EIA decided to expose records to four extreme environments — heat, cold, hygrometric, and shock — to test their physical durability and reliability. The group also set up new tests to determine whether any signals from the disk are degraded by normal handling or storage conditions.

Among the tests that were developed by EIA is one to determine how long a record can play without losing signal information. The test involves placing the disk on a turntable and playing it at a constant speed, and then measuring how far the signal deviates from the mark.
**R & B Best Sellers in Stores**

For survey week ending September 20

Raines are ranked in order of their current national selling importance at the retail level. 'sold out' is based on a weekly survey of dealer inventory situation with a high volume of sales in rhythm and blues records. When significant changes occur in the chart, a revised version is continued to determine positions on the chart. In such cases, both sales and plays are taken into consideration, but the leading sales records are given prominence.

**ON THE BEAT**

Continued from page 9

would, I'd make a serious try to break into the movies. That would be my best chance. But songs do I like best? One of my favorites has been 'I Put a Spell on You.' They'll be living in a house on the outskirts of New York. I guess we'll get one of those old German cars. I've always been a fan of the tillers and a Lincoln, but they stay broken.

Presley paid a special tribute to his late mother. "I was only nine years old. She was very dear, more than a mother. She was a friend who would let me bring my own friends to her. She knew about the days when she flourished."

"All right you people, that's going to have to do. I'll leave the band."

"It's All in the Game—Tommy Edwards, MGM 5528—ASCAP."

"My True Love—Mickie Most, RCA 31012.

"The Time Flies—SUSIE, ABC—RCA 546.

"One More Time—Tommy Lanston.

"I Put a Spell on You—Hey, Love Song, ABC—RCA 546.

"Love You for My Love—Patricia, Decca 1027.

"The Time Flies again—SUSIE, ABC—RCA 546.

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"I Put a Spell on You—Hey, Love Song, ABC—RCA 546.

"My True Love—Mickie Most, RCA 31012.

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"I Put a Spell on You—Hey, Love Song, ABC—RCA 546.

"My True Love—Mickie Most, RCA 31012.

"The Time Flies again—SUSIE, ABC—RCA 546.
**C&W Best Sellers in Stores**

*In stores for 5 weeks.*

**1.** Bird Dog (BMI)—Everly Brothers—Col 41204

**2.** You're the Nearest Thing to Heaven—Johnny Cash—Col 41213

**3.** Blue Boy (BMI)—Don Gibson—Vic 20937

**4.** Blue Boy (BMI)—Don Gibson—Vic 20824

**5.** Blue Boy (BMI)—Don Gibson—Vic 20833

**6.** Blue Boy (BMI)—Don Gibson—Vic 20831

**7.** Of These Delicious Things—DJ—Cap 41210

**8.** Of These Delicious Things—DJ—Cap 41213

**9.** Of These Delicious Things—DJ—Cap 41217

**10.** The One I Love (ASCAP)—Cal Young—Col 41201

**11.** The One I Love (ASCAP)—Cal Young—Col 41203

**12.** The One I Love (ASCAP)—Cal Young—Col 41205

**13.** The One I Love (ASCAP)—Cal Young—Col 41208

**14.** The One I Love (ASCAP)—Cal Young—Col 41210

**15.** The One I Love (ASCAP)—Cal Young—Col 41213

**16.** The One I Love (ASCAP)—Cal Young—Col 41215

**17.** The One I Love (ASCAP)—Cal Young—Col 41217

**18.** The One I Love (ASCAP)—Cal Young—Col 41220

**19.** The One I Love (ASCAP)—Cal Young—Col 41221

**20.** The One I Love (ASCAP)—Cal Young—Col 41223

**Most Played C&W by Jockeys**

*In stores for 5 weeks.*

**1.** Alone with You—Faron Young—Epic 4982

**2.** Alone with You—Faron Young—Epic 4983

**3.** Alone with You—Faron Young—Epic 4984

**4.** Alone with You—Faron Young—Epic 4985

**5.** Alone with You—Faron Young—Epic 4986

**6.** Alone with You—Faron Young—Epic 4987

**7.** Alone with You—Faron Young—Epic 4988

**8.** Alone with You—Faron Young—Epic 4989

**9.** Alone with You—Faron Young—Epic 4990

**10.** Alone with You—Faron Young—Epic 4991

**11.** Alone with You—Faron Young—Epic 4992

**12.** Alone with You—Faron Young—Epic 4993

**13.** Alone with You—Faron Young—Epic 4994

**14.** Alone with You—Faron Young—Epic 4995

**15.** Alone with You—Faron Young—Epic 4996

**16.** Alone with You—Faron Young—Epic 4997

**17.** Alone with You—Faron Young—Epic 4998

**18.** Alone with You—Faron Young—Epic 4999

**19.** Alone with You—Faron Young—Epic 5000

**20.** Alone with You—Faron Young—Epic 5001

**FOLK TALENT AND TUNES**

*By Bill Sachs*

**Around the Horn**

Determined to pursue the job turned to recently by Ferlin Husky in his stint as Author Godfrey, reconciliation, have optioned his services for a prominent spot to come within the next six months. There are even reports that the successful producer is considering the possibility of a Ferlin Husky show. Following a summer's run at Harry Smith's Buck Lake Ranch, the celebrated young vocalist from Houma, La., opened Saturday night in Nashville (on the Capital Tele- peka, Ind. Among the features were Joe Taylor and His Band, the Banjo Rainbeaux Square Dance Band.

Jack McFadden, general manager of Del Reeves Enterprises, Sacramento, Calif., announces that the firm has purchased a new ball room located seven miles south of Sacramento. The dance, to be known as Dance Ranch, is slated to open October 4. Henry hut has been named content of talent including Jimmy Fool, Four Dave and Donnie Brown. Reeves' new release on Capitol is titled "I'll Never Forget That Heart's and "Baby, I Love You." Uncle Jerry Snyder announces again sponsor the Larry Lee Me- mom, in New York, at 1 School, Friday night, October 3. This will mark the third event to go to a trust scholarship fund for Larry's backing, "I've a Hope." Eight bands have donated their services for the show.

Arapahoe Records, Houston, has just released Tennessee Flen- ville, 19-year-old singer hail- ing from Atwood, Tenn., on one of his original tunes, "To Prove My Love to You," which Pleasant Bay and Pete (Tater) Hunter have been plugging on their plat- ter shows via KTLW, Texas City, Tex. A previous single producer, singer heard weekly over KTLW, is slated for an Arapahoe release early next month. Every- thing wishing to be included in the Arapahoe Records mailing list should direct their requests to David Livingstone at the firm's mailing address, 2709 Hous- tone, Houston 28.

Jim Small, of Elizaville, N.Y., who spent a recent week celebrated his 28th year in the country and west- ern field, has accepted talent-scout duties with Johnny Dees' Vitam Distributing Company, Harrison, N. Y., and Johnson's Ace Records, New York. Jim will cover Delaware, Ohio, Mich., Wis., Ind., Ill., Iowa, and Arkansas. Small, who was laid up most of last winter with pneumonia, says he's going to sing at "Country America," of KABC-TV, Los Angeles, has lined up a program of guest artists for the next few weeks, namely Eddie Bond, Howard Hank Snow, October 11; Chet Atkins, October 18; Pat Williams, October 25, and others, November 1.

Faron Young and the Coun- try Deputies played to sell- outs at Fort Worth, Air Force Base and McCoy Air Force Base in time in October. While Faron and his wife, Hilda, were vacationing at Port Par- dise Inn, Key West, Fla… The Lovin' Brothers, when asked what the label is "My Baby's Gone," will again appear as special guests with Louisana Hay- ride," Shreveport, October 4. Also on deck for the occasion will be Johnny Horton, who has just concluded a swing through Texas with new Veter- ans with James O'Grady and Linda Brannon.

Harry (Rap) Peebles, Wichita, Kan., representatives have set Ernest Tubbs and Roy Price to co- star on the Eighth Annual "Grand Oma Opry" at Memorial Hall, Kansas City, Kan., Sunday, October 13, heralding the opening of American Royal Week. Ap- pearing with Tubbs and Price will be (Continued on page 10)
FM Multiplex
- Continued from page 3
by Crosby Laboratories and Standard Electronics, is said to be completely compatible for monaural listeners.

Elliott M. Sanger, executive v.e.p. of WXQR, issued the following statement last week about stereo broadcasting, via the FM multiplex sub-channel: "We know now that until the Federal Communications Commission determines standards to be used in FM multiplex stereo broadcasting, it would be futile for us to adopt a system which might be rendered obsolete by subsequent regulation."

"As matters stand now," Sanger continued, "the most practical method of stereo broadcasting is the one which WXQR has been using for the past six years, namely, the transmission of one sound channel via AM and the other by FM. Anyone can have an AM and FM set in his home and thereby obtain the benefits of stereo reception without making an additional and experimental investment in a multiplex adapter. . . . Stereo by AM-FM is a reality and is past the experimental stage."

The New York Times station has been beaming stereophonic broadcasts since 1952 and is currently airing 34 hours of stereo weekly (live, recorded and taped) including two regularly scheduled continuous two-hour stereo shows, "Frontiers of Sound" and "The Sunday Symphony."

"Lucky Lyric"
- Continued from page 3
John McKenny
sings
"ANGELS IN THE SKY"
by
"GEE, HOW I LOVE YOU"
MAD RECORDS, 1207 E. 53rd St., Chicago 15, Ill.
Phone: MI 3-1636

Rondo British
- Continued from page 3
to establish his own pressing facilities here rather than to make the standard reciprocal release arrangement with a British disk firm. Later, he plans to expand distribution into the 1,100 Woolworth stores here. There are also plans afoot to expand the present set-up to be in position to push out for other American labels here. Hereafter, the same plant has pressed all transmission material for the BBC.

Commenting on his new acquisition, the colorful disk man remarked that: "We're putting a real exploitation in the European market. For the first time an American firm has gone into direct competition with British recording companies. Furthermore, we are doing our records where records have never been sold before. Obertini added that "it's a far cry from sales in England will double and triple."

Cap-EMI Offers
- Continued from page 3
in an album of Tchaikovsky, Borodin and Glazunov, cellist
Boris Kheifitz and the Royal Philharmonic under Sir Thomas Allen and the Royal Philharmonic under Sir Thomas Allen. He continues... "

Meanwhile, casting has been completed on Adler's musical version of O. Henry's "The Gift of the Magi," which will be broadcast over CBS-TV December 9, 10 p.m. Adler's wife, Sally Ann Howes, currently starring on Broadway in "My Fair Lady," and Gordon MacRae will play the young couple, with Bob0e O'Hara and Howard St. John (Carney Brown Moore in "T.J. "Abner") also in the cast.

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Adler Tunes
- Continued from page 3
Write a Book? "Man of the Family" and "The Perth of Ulster" both written by Jeanne Carson as J:;_ "Love Me, Man," sung by Florence Henderson, as Meg, the Letter, "I Don't Want to Be a Fly," Miss Carson and Zina Bethune (Amy), "Party Shoes," Miss Henderson and Miss Bethune, "Why Not?" Miss Henderson, Miss Bethune, Bill Hayes, Joel Gray and Roland Winters. Kayo Records has original cast albums rights for the telecasts.

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Attention, Dee Jays: Please notify us if you do not receive one of our Booklet PAKS.

Lightning

By Teal Joy

A102

AAMCO RECORDS

( A Division Of

THE ARTS Unlimited)

New York, N.Y.

19 West 53rd St.

Nina

Anchor's Aweigh!

"We'll be in to see you with a future..."

Nina

Topsy T & H

Cozy Cole

Watch it grow and go on...

The Fabulous

Topsy T & H

by Cozy Cole

Pop Records...Continued from page 54

Nina

"Come Back, My Love"

Jerry Butler

Impressions

"Everything Will Be Alright"

b/w

"I'm A Fool for Wanting You"

b/w

"I'm Gonna Get My Baby"

b/w

"Odds and Ends"

Vee Jay-Abner Records, 2129 S. Michigan, Chicago, Ill.

November...70

RANDALL

="# Aweigh"

(Columbia, BMG)

Johnny Barnett

"Cry"

(Columbia, BMG)

Johnny Macon

"I was Born in the Country"

(Columbia, BMG)

Walter Scott

"There's an Old Indian Song"

(Columbia, BMG)

Walter Scott

"You're the Only Woman"

(Columbia, BMG)

The Foundations

"The Weight"

(Columbia, BMG)

The Foundations

"I'm Gonna Take You Home"

(Columbia, BMG)

Larry Doba

"Talk to Me"

(Columbia, BMG)

The Rogues

"Stompin' at the Savoy"

(Columbia, BMG)

Cindy Mann

"Hail to the B" (Hailed)

(Columbia, BMG)

Jerry Ballard

"Hittin' the Blues"

(Columbia, BMG)

The Uniques

"All the Best"

(Columbia, BMG)

The Stamps

"So Fine"

(Columbia, BMG)

Aretha Franklin

"Respect"

(Columbia, BMG)

Z.Z. Top

"Walk This Way"

(Columbia, BMG)

The Staple Singers

"Happy Day"

(Columbia, BMG)

The Staple Singers

"Without a Fool"

(Columbia, BMG)

Billie Holiday

"Fine and Mellow"

(Columbia, BMG)

Modern Talking

"You're a Winner"

(Columbia, BMG)

Ronnie Foster

"Mr. Main Street"

(Columbia, BMG)

The Intruders

"Hi, Hello"

(Columbia, BMG)

The Intruders

"Crazy傾"

(Columbia, BMG)

The Intruders

"I'll Be Your Pillow"

(Columbia, BMG)

The Intruders

"Out of Nowhere"

(Columbia, BMG)

The Intruders

"I'm Telling You"

(Columbia, BMG)

The Intruders

"I'll Always Love You"

(Columbia, BMG)

The Intruders

"You Are My Sunshine"

(Columbia, BMG)

The Intruders

"Wise Fools"

(Columbia, BMG)

The Intruders

"You're Never Gonna Take Me Alive"

(Columbia, BMG)

The Intruders

"You're a Winner"

(Columbia, BMG)

The Intruders

"I Want You"

(Columbia, BMG)

The Intruders

"Dancing in the Street"

(Columbia, BMG)

The Intruders

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(Columbia, BMG)

The Intruders

"I Want You"

(Columbia, BMG)

The Intruders

"Dancing in the Street"

(Columbia, BMG)
VOX JOX

using Coral colors on their promotional disks, and the complete lack of any kind of a pronunciation guide for foreign titles. After two wars, our staff is quite widely traveled but we still can't cover all the pronunciation.

BOY SCOUT DERRAYS: Alan Field, WTOR, Toronto, Ont., has launched a new weekly segment on his show, tagged "Explorer Derrays," in co-operation with the local Boy Scout council. Every Friday, Field pays host to an Explorer Scout, who does 15 minutes of the show-pulls his own records and does all the intro. At the end of eight weeks, Field will pick the best junior jock, who will then be allowed to co-host an entire show. "It's a lot of fun," says Field, and 40 guys are good. A lot of deejays better look to their launches if these kids get serious.

GIMMIX: Arch Yancey, of KNZU, Houston, "broke some kind of record" this month when he stayed at the bottom of a Houston swimming pool for 42 hours and two minutes. The lock utilized a plastic "bubble" (the air was faces down from a pump) for his underwater stay.

Richard B. Holmes, program director of WILM, Wilmington, Del., has initiated a policy whereby records are identified by his deejays after they are played rather than before. Holmes, who notes the gimmick isn't new, says he adopted it on the theory that it gives greater recognition to the person who spins the box when a commercial is followed by music, and then identification of station.

CHART DATA: The Florida Record Retailers' Association and States stations WQAM, Miami, have joined forces to survey and publish a weekly "Top 40" record list, hereafter called "a face published by the outlet alone. The stations and the Association henceforth will survey South Florida record stores together as a weekly clone collecting data on best selling singles). WQAM's a "Top 40 Toubtedly" which will be circulated, via local retail record stores.

A "Most Compatible" contest in the weeks at WAVI, Dayton, O., whereby each WAVI jock (except R. W. Dick Co Eldele and Rex Pugh) have selected a group of songs which they consider personally all time favorites. From these three lists in total votes has made up an official WAVI "Most Compatible" list, which is played through each broadcast day, jock identify them by stalling a musical "A note after the spinning of each Compatible" list (based on platters they hear on each show), with over $1,000 in prizes going to entries which most closely approximate the official WAVI list.

CHANGE OF THEE: Gene Crockett, formerly with KTSR, San Antonio, has joined WOAI, same city. He will be heard in the 12:30-3 p.m. time slot.... Richard Meyers, engineer at WPAC, Ann Arbor, Mich., is now working for Uncle Sam's Army, and has been assigned to the only radio station at Fort Leonard Wood, Mo., KFIL, which is wired into all the wards of the Army hospital there. Meyers is station manager and enforces a late afternoon show, "The Music Digest," and a midnight show, "Music to Get Well By."

New staffer at KBBB, Bozeman, Texas, is Jim Dicke, also with KGKB and KZET, Tyler, Texas.... Incidentally, Barney Coven, program director of KBBB, says he's still looking for interested stations to get into our station break, and pneumonia snapping network.

"The Scope of Jazz," formerly heard over WBAI, New York, on Thursday nights, will be heard at a new time—Sunday nights from 10 p.m. to midnight—starting October 5. The show is emcees by jazz experts Nat Hentoff and Gunther Schuller. A flock of visiting deejays were in Manhattan during the last few weeks. Flack Buddy Beshow reports his New York office was headquarters for Roy Scheriner, WBNJ, and Roy Leonard, WTV-TV, both of Richmond Va., Art Preston, of WLOB, Rochester, N.Y. Also making the Manhattan scene recently—to 'round up a few new sponsors'—was Pat Fagan, who hosts "TV Dance Party" over WGB-T, Buffalo, N.Y., on Saturday afternoons.
**Reviews of New Pop Records**

*Continued from page 53*

The Whiffenpoof thrush, a popular arrangement of the old R&B tune, is effective. - (Broadcast, BMI)

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

These are ranked in order of their current national acting importance at the sheet music outlets.

<table>
<thead>
<tr>
<th>Title</th>
<th># Weeks</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>VOLARE (NEL BLU DIPITO DI BLU) (Bobbaio)</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>PATRICIA (Korwin)</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>NEAR YOU (Sagreppe)</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>IF DREAMS CAME TRUE (Korwin)</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>DEVOTED TO YOU (Acufl-Rose)</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>EVERYBODY LOVES A LOVER (Korwin)</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>BORN TOO LATE (Maison)</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>IT'S ALL IN THE GAME (Eiseck)</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>BIRD DOG (Acufl-Rose)</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>MY TRUE LOVE (Starlifer-Pearl)</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>ARE YOU REALLY MINE? (Planetary)</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>LITTLE STAR (Kool)</td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>ENCHANTED ISLAND (Korwin)</td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>POOR LITTLE FOOL (Erie)</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>COME CLOSER TO ME (Pere)</td>
<td></td>
<td>13</td>
</tr>
<tr>
<td>FEVER (Loi)</td>
<td></td>
<td>14</td>
</tr>
</tbody>
</table>

**Best Selling Sheet Music in Britain**

(For week ending September 20)


**Best Selling Pop Records in Britain**

(For week ending September 20)

This column lists the number of copies of the "best selling" cuts on each of the "best selling" records sold during the past week.

<table>
<thead>
<tr>
<th>Title</th>
<th># Weeks</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>STUPID CUPID (CAROLINA MOON)</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>VOLARE (Dawn Martin (Capitol))</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>WHEN-Kelin Tule-Brunswick)</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>RETURN TO ME-Mike Martin (Capitol)</td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>PEAS-Page Lee (Capitol)</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>SPLISH SPLASH-Charlie Drake (Parlophone)</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>POOR LITTLE PEARL-Nick Nelson (London)</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>MAD PASSIONATE LOVE-Bertle brochure (BM)</td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>ENDLESS SLEEP-Mark White (Phillips)</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>BIRD DOG-Boyle Brothers (London)</td>
<td></td>
<td>16</td>
</tr>
<tr>
<td>ALL I HAVE TO DO IS DREAM-LAURENCE-Petco Brothers (London)</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>PATRICIA-Perez Prado (RCA)</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>TULIPS FROM AMSTERDAM/YOU NEED HIM (Dis)</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>BOY TOO LATE-Paul Tovis (HMY)</td>
<td></td>
<td>14</td>
</tr>
<tr>
<td>VOLARE-Domenico Modugno (Italy)</td>
<td></td>
<td>13</td>
</tr>
<tr>
<td>TEAR-Ojo Henderson (Pye-Nixa)</td>
<td></td>
<td>14</td>
</tr>
<tr>
<td>GOOGL OF MY DREAM-Tony Street (Columbia)</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>YAKETY YAA-Columbia (London)</td>
<td></td>
<td>17</td>
</tr>
<tr>
<td>DREAMS CAME TRUE-Pet Boice (London)</td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>MOVE IT-Ciff Richard (Columbia)</td>
<td></td>
<td>14</td>
</tr>
</tbody>
</table>

**ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS**

**Rumblings!!!**

**WHAT'S YOUR NAME**

**IT'S LOVE BABY**

**THE MONORAYS**

Nasco 6020

**INDEBTED TO YOU**

**YOU KNOW BABY**

**THE MELOAIRES**

Nasco 6019

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NASHVILLE, TENN. (Chappell 2215)

**SUE RECORDS**

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**THE KENTONES**

"MARIE"

(b/w) "Please Make Up Your Mind"

"The Whiffenpoof thrush, a popular arrangement of the old R&B tune, is effective. - (Broadcast, BMI)"

**SAVE MONEY ORDER YOUR WEEKLY BILLBOARD SUBSCRIPTION TODAY**

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Please enter my subscription to The Billboard for one full year ($2.50). I enclose sum $2.50 and request to bill me

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Occupation or Title ________________
Company __________________________
Address __________________________
City ________ State ____________

**CUSTOM RECORD PRESSING**

- 7" 45 RPM
- 10" 78 RPM
- 12" LP for Vinyl

**SIDNEY J. WAKEFIELD**

245 Sunshine Drive

**CUSTOM RECORD PRESSING"**

*September 29, 1958*
JOHNNY OTIS: SHOW
COZY COUNTRY HOF (El Dorado, BMI)
WILLIE DID THE CHA CHA (El Dorado, BMI)

Both of these are strong sides. "Country Hop" is an engaging, down-home, należy type rocker with a sort of "Bo Diddley" rhythm. It's a clever danceable side in a sparkling Latin tempo. ( Continued on page 54)

SAMY SALVO
AM I LUCKY (Acuff-Rose, BMI)

Salvo, a previous Billboard talent pick, comes across with a very pleasantable delivery on this moving rockabilly. He looks plenty of heart and feeling into his delivery, and the side could easily take off. Flip is "Here I Go Again" (Acuff-Rose, BMI).

CHARLES FRANCIS SCARRATT III
LOVEMOBILE (Brett Art, BMI)

The artist presents an interesting reading on thisfolky, country-type side. The tone has a cloyy edge, but the vocal gymnastics are different and well handled. Flip, "Two Innocent Lovers," is a rockabilly that is nicely rendered.

Pop Novelty

BERNARD BRESSLAW
MAD PASSIONATE LOVER (Duchess, BMI)

The English comedian has a very amusing novelty, which is currently riding high on the British charts. It's done in cockney accent, and the side is a critical success. (Continued on page 54)

Pop Talent

EVE KINGSLEY
TO KNOW HIM IS TO LOVE HIM (Warman, BMI)

Miss Kingsley has a strong wax debut with her fine reading of the rockabilly. She is given excellent rock support, and the side is currently going well for the Teddy Bears, this overable cover version. Also, Flip, "Let Me Be The One," is done by Frank Pray (Warman, BMI).

Pop Disk Jockey Programming

DIANA SHORE
I'M SITTING ON TOP OF THE WORLD (Feist-Warroc, ASCAP)

Miss Shore has one of her commercial sides in a spell with her fine treatment of the folkie. Her dual-track vocal is given a fine edge in vocals, which is done with style, and adult fans. Flip is "Scene of the Crime" (Karvin, ASCAP).

THE SOLUTIONS
Walking Along
(Continued from page 54)

LAURENCE WELK ORK
Feistobility

Coral 6001—This item is a bigg, catchy novelty and the Wels core and the sparkling chorus will sell it happily. Here to get much jazz exposure, (Chesire, ASCAP)

Marty June—June
Marty Petersen hands the vocal on this overable ballad, with the Wels core contributing its pretty backing. (Chesire, ASCAP)

THE FIDDLESTY
My Country Town

Coral 6001—Pretty rockabilly is given a solid reading by weeniers.

and an gang. Wee art. (Warroc, ASCAP)

Eddi and the Solitaires
Petticoat Polka

Coral 6001—Pretty rockabilly is given a solid reading by weeniers.

JOSEPH GABRIEL
All Through the Day

SPOI 523—Bright treatment of the favorite song by Gabor with a huge backing to make it a best. Likable art. (Chesire, ASCAP)

The Hustler

Coral 6001—Music so biggatea "Wide- Group" style production with strong vocals and plane effects. (Chesire, ASCAP)

MAURICE CHEVALIER
Loiselle

M-G-M 523—Chevalier in fine voice with the staight edge with his usual quickie, mannered delivery, and his lips are as fast as the chas. He is given a great MG-M album. Great story art. (Chesire, ASCAP)

The Yumpee Diddlee Boy

Beach 1501—Appealing sing-a-long of French style music by Yumpee. Should play well with youth. (Chesire, ASCAP)

THE SPINN JENKS QUARTET
Non-Time

Coral 6001—This item is given a clever treatment by the band. Should make a good record. (Chesire, ASCAP)

You Got Fate

Coral 6001—Voice and group support. (Chesire, ASCAP)

BENNY BARNES
Bring The Two Together

Starday 816—Slow, rockabilly item is given a full treatment by the band. Should sell well. (Warman, BMI)

DALE SHAW
I'm Falling In Love

MGM 523—Thick rockabilly side which is given a very pretty treatment.

Pete & Dick
You're A Love

Jive 501—This item is given a very pretty treatment.

PAT SHANNON
Carry On My Wayward Son

Decca 41537—Slight treatment of the popular rockabilly. It's a nice item for the market. (Warman, BMI)

At Well

Barnes does a good job.

We Found Love

Coral 6001—Pretty ballad arranged warmly by Stans. Mafia music. (Warman, BMI)

ESQUISITA
Rockin' The Joint

Coral 6001—Strong side which is given a pretty treatment.

Barnes does a good job.

My Secret Love

Coral 6001—Pretty ballad arranged by Stans. Mafia music. (Warman, BMI)

JIMMY DEAN
Rockin' The Joint

Coral 6001—Strong side which is given a pretty treatment.

Barnes does a good job.

My Heart Is An Open Book


BILLY DANIELS
I'm In The Mood

Coral 6001—Very good group support.

(Continued on page 54)
**Reviews of New Pop Records**

**Doris Day**

*Theme from Little Women*...77

**CAPÍTULO 11**-Doris Day is a womanly woman in this theme from one of her favorite films, the show. The song features her strong vocal performance, making it a perfect fit for the film. (Bowman, BMI)

**THE CHAMPS**

*Don't Be That Way*...73

**ACCENT 478**-The Champs are a talented group with strong vocals, making this song a great addition to their repertoire. (Keena, BMI)

**THE SILHOUETTES**

*I Can't Help Myself*...71

**ACE 151**-The Silhouettes are a group known for their perfect blend of rhythm and blues, making this song a must-listen for fans of the genre. (Calypso, BMI)

**FRANK SINATRA**

*My Way*...73

**CAPÍTULO 179**-Frank Sinatra delivers a powerful performance in this song, showcasing his timeless talent. (Sinatra, BMI)

**THE T-BONES**

*Hold on*...72

**CAPÍTULO 211**-The T-Bones are a band known for their hook-laden rockabilly tunes, and this song is no exception. (T-Bones, BMI)

---

**Pop Records**

**RICKY NELSON**

*I Got a Feeling* (Erie, BMI)

**LONESOME TOWN** (Erie, BMI)

Nelson figures to stay on top with these two top spots. "Feeling" is a listenable rocker that is handed a solid reading over good rock support. Flip, "Lonesome Town," is also a rockabilly. This is done at a slightly faster flip. The vocal temp is equally winning.

---

**JIMMY CLANTON**

*A LETTER TO AN ANGEL* (Ace, BMI)

**A PART OF ME** (Ace, BMI)

Clanton has two strong follow-up sides to his hit "Just a Dream." "Letter" is a fine, slow-paced rockabilly that is presented at an attractively delicate pace. The artist has a Johnny Ace sound here. Flip, "A Part of Me," is also a rockabilly. This is done at a slightly faster flip. The vocal temp is equally winning.

---

**PERRY COMO**

*LOVE MAKES THE WORLD GO ROUND* (Winneto, BMI)

**MANDOLINS IN THE MOONLIGHT** (Ronecon, ASCAP)

Como exudes his usual, easy charm on "Love," a bouncy rhythm novelty with a solid beat. He's assisted by a few choruses, "Mandolins," the flip, is an appealing, melodic theme that also figures to be a coin grader.

---

**TAB HUNTER**

*JEALOUS HEART* (Acuff-Rose, BMI)

**LONESOME ROAD** (Paramount, ASCAP)

The young flier star has one of his strongest offerings to date as his debut disc on this label. Top side shows a warm, rhythmic rendition of the click of a few seasons ago. Catchy backing features banjos. Flip, "Lonesome Road," is done as a moderate rocker. He also has a hit sound here. Either can score.

---

**AHMED JAMEL TRIO**

*Soft Winds*...76

**ABC-DECCA 4505**-Ode to jazz lovers with a soft, smooth melody. (Frees, BMI)

**BOB LUMAN**

*Precious*...78

**CAPITOL 4508**-Great reading by Luman of a countrywestern rock, helped by a fine group and some fine guitar work. (Wolfe, BMI)

**LILLY ANNE CAROL**

*You're Doing Me in*...74

**COLUMBIA 45056**-Copied and pasted reads from the antique picture of the present. (Wolfe, BMI)

---

**THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK**

**THE BILLBOARD SPOTLIGHT WINNERS**

**TODAY'S BIGGEST UTILITIES**

**THE BILLBOARD SPOTLIGHT WINNERS**

**TODAY'S BIGGEST UTILITIES**

---

**JOE BENNETT AND THE SPARKLEJETS**

*Do the Sun*...78

**ABC-PARAMOUNT 3008**-Reader featuring the distinctive greenery gets an excellent backing by the group. (Chorus, BMI)

**LATE AGAIN**

**PERRY ROCKET WITH A COUNTRY TOUCH**

**PARAMOUNT 3008**-Perry rocket with a country touch and lots of humor by chorus and boys. (Paramount, BMI)
"FRANKIE" now means AVALON!

HERE'S HIS LATEST SMASH SENSATION TO ADD TO THE GREAT AVALON AVALANCHE:

I'LL WAIT FOR YOU
b/w WHAT LITTLE GIRL
C-1026

CHANCELLOR

Distributed by AM-PAR Record Corp. and in Canada by Quality Records, Ltd.
**Territorial Best Sellers**

**FOR SURVEY WEEK ENDING SEPTEMBER 20**

The information given in this chart is based on actual sales to customers in a scientific sample of the market retail record outlets during the week ending September 20. This sample is not a random sample from the total population of retail outlets used in the continuing study of the retail outlet volume of record sales. This study is issued weekly and is based on the retail outlet sample of the research which is the source of the information for the Billboard Record Book Sales, a comprehensive tabulation of retail sales of phonograph records.

The top 20 territories are listed below. This listing is arranged in alphabetical order by territories.

All titles are listed in alphabetical order.

**Boston**

Deoted to You/Rich Dog

Emily Brothers, Cty.

'It's All In The Game

Tommie Edwards, MGM

Little Star, Essentials, Apt.

Patricia, Perez Prado, Vic.

Rock'n'Baby, Bobby Day, Cty.

Santa Monica Blues, Eddie Cochran, l.b.

Tears On My Pillow

Little Anthony & The Imperials, End.


NORTHERN NEW YORK STATE

Red Dog/Devoted To You

Emily Brothers, Cty.

Gotta Have Rhythm

Ernie Green, ABC-Para.

How Do You Feel

Jerry Wallace, Charl.

It's All In The Game

Tommie Edwards, MGM

Little Star, Essentials, Apt.

Perez Prado, Vic.

Rock'n'Baby, Bobby Day, Cty.

Santa Monica Blues, Eddie Cochran, l.b.

Tears On My Pillow

Little Anthony & The Imperials, End.


+0

CHICAGO

Deoted to You/Rich Dog

Emily Brothers, Cty.

'It's All In The Game

Tommie Edwards, MGM

Little Star, Essentials, Apt.

Patricia, Perez Prado, Vic.

Rock'n'Baby, Bobby Day, Cty.

Santa Monica Blues, Eddie Cochran, l.b.

Tears On My Pillow

Little Anthony & The Imperials, End.


NORTHERN OHIO

Red Dog/Devoted To You

Emily Brothers, Cty.

It's All In The Game

Tommie Edwards, MGM

Just A Dream, Jerry Clower, Ace

Patricia, Perez Prado, Vic.

Rock'n'Baby, Bobby Day, Cty.

Santa Monica Blues, Eddie Cochran, l.b.

Tears On My Pillow

Little Anthony & The Imperials, End.


PHILADELPHIA

Red Dog/Devoted To You

Emily Brothers, Cty.

Everybody Leaves A Lover, Donn Day, Col.

Hard Headed Woman

Elvis Presley, RCA

'It's All In The Game

Tommie Edwards, MGM

My True Love

Patricia, Perez Prado, Vic.

Pete Little Feet

Ricky Nelson, Imp.

Rock-n'-Baby, Bobby Day, Cty.

Santa Monica Blues, Eddie Cochran, l.b.

Tears On My Pillow

Little Anthony & The Imperials, End.


SOUTH STEVIE

Red Dog/Devoted To You

Emily Brothers, Cty.

It's All In The Game

Tommie Edwards, MGM

Somebody Touched My Heart

Elvis Presley, RCA

Pete Little Feet

Ricky Nelson, Imp.

Rock-n'-Baby, Bobby Day, Cty.

Santa Monica Blues, Eddie Cochran, l.b.

Tears On My Pillow

Little Anthony & The Imperials, End.


ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

细致地阅读自然。
15825 GEE, BUT IT'S LONELY—FOR MY GOOD FORTUNE—Pat Boone
15781 SUSIE DARLIN'—Robby Luke
15805 YOU CHEATED—The Shilds
15795 LA PALOMA—Billy Vaughn
15826 I LOVE YOU BECAUSE—Margaret Whiting
15836 CIMARRON—YOU'RE MY BABY DOLL—Billy Vaughn
15841 SAN ANTONIO ROSE—LONG GONE—Johnny Maddox
15831 LOVE SONG FROM HOUSEBOAT—HULA HOOP—Steve Allen
15829 PLAY SOME MUSIC FOR BROKEN HEARTS—
JUST ONE MORE CHANCE—Don Cornell
15830 YOUNG TRIALS, GREAT TRIBULATIONS—Hank Edwards
15798 LOVE IS A FUNNY LITTLE GAME—The Vagues
15792 THE GRAND COOLIE DAM—Lonnie Donegan
15828 EL BINGO ROCK—BOOGIE WOOGIE ROCK—Bob Crosby
15837 LAZY RIVER—SENTIMENTAL ME—The Mills
15785 IF DREAMS CAME TRUE—THAT'S HOW MUCH I LOVE YOU—Pat Boone
15807 NEAR YOU—BEG YOUR PARDON—Francis Craig
15827 MUSIC, MAESTRO, PLEASE—ME AND MY SHADOW—Mills Bros.
15820 LUCY, LUCY—WHEN FIRST WE MET—Brian Davies

DOT BEST SELLING LP'S
DLP-3118 STARDUST—Pat Boone
DLP-3119 BILLY VAUGHN PLAYS THE MILLION SELLERS
DLP-3122 JOHNNY MADDOX PLAYS THE MILLION SELLERS
DLP-3103 Mmmm—The Mills Brothers
DLP-3100 SAIL ALONG SILV'RY MOON—Billy Vaughn
DLP-3098 GALE'S GREAT HITS—Gale Storm
DLP-3104 SING SING SING!—The Clark Sisters

DOT BEST SELLING EP'S
DEP-1069 STARDUST—Pat Boone
DEP-1066 FOUR BY BILLY VAUGHN
DEP-1021 MELODIES OF LOVE—Volume 1—Billy Vaughn
DEP-1022 MELODIES OF LOVE—Volume II—Billy Vaughn
DEP-1056 A CLOSER WALK WITH THEE—Pat Boone

NEW RELEASES
15832 CHAPEL BELLS ON CHAPEL HILL—JA JA JA—Jim Lowe
15833 PLAYBOY—24 HOUR NIGHT—Bob Denton
15834 LAST NIGHT ON THE BACK PORCH—A DOODLIN' SONG—Jackie Cooper
15838 TINGLE—I'M DOING WITHOUT—Gary Nichols
What is **AUDITION** doing for the Dealer?

(IN ADDITION TO MAKING MONEY FOR HIM)

AUDITION has more than one ace in its sleeve. The giant size ad is an effort to make money for record dealers by acquainting the buying public with all the latest albums and hopes. AUDITION does a real job of this by means of its monthly reviews, list and ads.

AUDITION: what the opposite of the album buyer by describing the wonders of the works inside the album covers, by painting word pictures of the enjoyment to be had by possessing these albums, by reproducing faithfully the new, exciting form of art, the colorful album cover itself.

AUDITION attaches itself to the record and album buyer "for keeps" because AUDITION—always attractive, always informative—lets the buyer like a favorite book. Few copies of AUDITION are ever suitably discarded.

AUDITION makes friends for the dealer, representing, as it does, the finest guide to listening pleasure a dealer can give his customers. There is no record dealer who is stimulating and as well received as AUDITION, as any dealer who has used AUDITION will be quick to point out.

Let AUDITION make profitable sales for you, make old friends out of new prospects, make album buying a habit instead of an occasional thing. The coupon at the right brings all of these things to you.

---

**AUDITION**, Billboard Bldg., Cincinnati 22, Ohio

I want to increase my profits from album sales. Send my monthly order for AUDITION as follows:

<table>
<thead>
<tr>
<th>NO. OF COPIES</th>
<th>MT COST</th>
<th>MY PROFIT</th>
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<tr>
<td>25 copies</td>
<td>$2.00</td>
<td>$1.00</td>
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<tr>
<td>50 copies</td>
<td>$2.40</td>
<td>$1.40</td>
</tr>
<tr>
<td>100 copies</td>
<td>$2.80</td>
<td>$1.80</td>
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<tr>
<td>200 copies</td>
<td>$3.20</td>
<td>$2.20</td>
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Coupon for each copy (at 15c cover price)

**CITY**  **STATE**

Please include postal zone.
WILLIE DID THE "HAND JIVE" ON EVERY NATIONAL CHART...

NOW ANOTHER SMASH HIT "WILLIE" SINGLE BY JOHNNY OTIS

C/w "CRAZY COUNTRY HOP"

WILLIE DID THE CHA CHA

Capitol

RECORD NO. 4060
<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
<th>Weeks on</th>
<th>Last Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17. EASY SUMMER NIGHT (ASCAP)</td>
<td>Franks, Bess - Monroe</td>
<td>Atlantic</td>
<td>37</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>16. SUSSERTIME LIES (ASCAP)</td>
<td>Cap - 4023</td>
<td>Capitol</td>
<td>37</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>15. PUSSY CAT (ASCAP)</td>
<td>Ames Brothers - No One But You (BMI)</td>
<td>Viva</td>
<td>37</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>13. WEEK END (BMI)</td>
<td>Kingman - Better Believe It (BMI)</td>
<td>East West</td>
<td>37</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>12. HARD HEADED WOMAN (ASCAP)</td>
<td>Elvis Presley - Don't Ask Me Why (ASCAP)</td>
<td>Viva</td>
<td>37</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>11. SOMEBODY TOUCHED ME (BMI)</td>
<td>Baby Grace - Crone, Baby (BMI)</td>
<td>Roulette</td>
<td>37</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>10. TEN COMMANDMENTS OF LOVE (BMI)</td>
<td>Harry and the Moonglows - Moog Old Blues (BMI)</td>
<td>Chess</td>
<td>37</td>
<td>5</td>
</tr>
<tr>
<td>10</td>
<td>8. PUT A RING ON MY FINGER (BMI)</td>
<td>Les Paul and Mary Ford - Fantay (BMI)</td>
<td>Capitol</td>
<td>37</td>
<td>5</td>
</tr>
<tr>
<td>11</td>
<td>7. ITCHY TWITCHY FEELING (BMI)</td>
<td>Buddy Hendricks - A Thousand Dollars (BMI)</td>
<td>Capitol</td>
<td>37</td>
<td>5</td>
</tr>
<tr>
<td>12</td>
<td>6. IF DREAMS CAME true (ASCAP)</td>
<td>Pat Boone - That's How Much I Love You (BMI)</td>
<td>Dot</td>
<td>37</td>
<td>5</td>
</tr>
<tr>
<td>13</td>
<td>5. THE WAYs Of A WOMAN In LOVE (BMI)</td>
<td>Les Paul and Mary Ford - I Know (BMI)</td>
<td>Atlantic</td>
<td>37</td>
<td>5</td>
</tr>
<tr>
<td>14</td>
<td>4. THE NEAREST THING To HEAVEN (BMI)</td>
<td>East West</td>
<td>Sun 302</td>
<td>37</td>
<td>5</td>
</tr>
<tr>
<td>15</td>
<td>3. SPLISH SPLASH (BMI)</td>
<td>Buddy Basie - Jojo, Don't Be Moody (BMI)</td>
<td>ABC-Dunhill</td>
<td>37</td>
<td>5</td>
</tr>
<tr>
<td>16</td>
<td>2. LA-DO-DADA (BMI)</td>
<td>Dave Hawkins - Cross-Ties (BMI)</td>
<td>Charm</td>
<td>37</td>
<td>5</td>
</tr>
<tr>
<td>17</td>
<td>1. WHAT AM I LIVING FOR (BMI)</td>
<td>Chuck Willis - Hang Up My Heart and Roll Stone (BMI)</td>
<td>Atlantic</td>
<td>37</td>
<td>5</td>
</tr>
</tbody>
</table>
### 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.

### From The Hot 100: THE BILLBOARD'S BEST BUYS

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

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Artist, Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>GIVE MYSELF A PARTY</td>
<td>DON GIBSON</td>
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<tr>
<td>LOOK WHO'S BLUE</td>
<td></td>
</tr>
<tr>
<td>WHEN I GROW TOO OLD TO DREAM</td>
<td>ED TOWNSEND</td>
</tr>
<tr>
<td>TREASURE OF YOUR LOVE</td>
<td>EILEEN ROGERS</td>
</tr>
<tr>
<td>HIDEAWAY</td>
<td>THE FOUR ESQUIRES</td>
</tr>
<tr>
<td>NO ONE BUT YOU</td>
<td>THE AMES BROTHERS</td>
</tr>
<tr>
<td>PUSSY CAT</td>
<td></td>
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</tbody>
</table>

### THE STAR PERFORMER designation shows the outstanding upward change of position in the Hot 100 this week and marks the overwhelming leader of the week. For identification of the sides which moved most dramatically or to see others which first entered the chart at an unusually high position.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Artist, Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>BULLWHIP ROCK</td>
<td></td>
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<tr>
<td>TIC TAC</td>
<td></td>
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<tr>
<td>WE HAVE LOVE</td>
<td></td>
</tr>
<tr>
<td>YOU GOT THAT TOUCH</td>
<td></td>
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<tr>
<td>MANY A TIME</td>
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<tr>
<td>EARLY IN THE MORNING</td>
<td></td>
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<tr>
<td>FORGET ME NOT</td>
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</tbody>
</table>
### Billboard Hot 100 (September 29, 1958)

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong> IT’S ALL IN THE GAME</td>
<td>Tommy Edwards, M-G-M 12448</td>
</tr>
<tr>
<td><strong>2.</strong> VOLARE (Nei Blu Dipinto Di Blu)</td>
<td>Domenico Modugno, Decca 34617</td>
</tr>
<tr>
<td><strong>3.</strong> BIRD DOG</td>
<td>Every Brothers, Cadence 1260</td>
</tr>
<tr>
<td><strong>4.</strong> ROCK’N’ ROBIN</td>
<td>Buddy Day, Chet 257</td>
</tr>
<tr>
<td><strong>5.</strong> LITTLE STAR</td>
<td>Elegants, Apri 50067</td>
</tr>
<tr>
<td><strong>6.</strong> TEARS ON MY PILLOW</td>
<td>Little Anthony &amp; The Imperials, End 1687</td>
</tr>
<tr>
<td><strong>7.</strong> SUSIE DARLIN</td>
<td>Buddy Love, Del 1781</td>
</tr>
<tr>
<td><strong>8.</strong> SUMMERTIME BLUES</td>
<td>Eddie Corbett, Liberty 52144</td>
</tr>
<tr>
<td><strong>9.</strong> JUST A DREAM</td>
<td>Jimmy Grant, Eddie 806</td>
</tr>
<tr>
<td><strong>10.</strong> NEAR YOU</td>
<td>Roy Williams, Kapp 333</td>
</tr>
<tr>
<td><strong>11.</strong> BORN TOO LATE</td>
<td>Paul Taylor, ABC-Paramount 5924</td>
</tr>
<tr>
<td><strong>12.</strong> DEVOTED TO YOU</td>
<td>Every Brothers, Cadence 1260</td>
</tr>
<tr>
<td><strong>13.</strong> HOW THE TIME FLIES</td>
<td>Jerry Wallace, Challenge 2093</td>
</tr>
<tr>
<td><strong>14.</strong> TEA FOR TWO CHA CHA</td>
<td>Tommy Darrow Jr., Decca 30744</td>
</tr>
<tr>
<td><strong>15.</strong> THE END</td>
<td>Earl Grant, Decca 30749</td>
</tr>
<tr>
<td><strong>16.</strong> CHANTILLY LACE</td>
<td>Big Bopper, Mercury 72143</td>
</tr>
<tr>
<td><strong>17.</strong> STUPID CUPID</td>
<td>Connie Francis, M-G-M 12018</td>
</tr>
<tr>
<td><strong>18.</strong> CAROL</td>
<td>Chuck Berry, Chess 2194</td>
</tr>
<tr>
<td><strong>19.</strong> MY TRUE LOVE</td>
<td>Jack Scott, Capitol 463</td>
</tr>
<tr>
<td><strong>20.</strong> PATRICIA</td>
<td>Patrice People, RCA Victor 7204</td>
</tr>
<tr>
<td><strong>21.</strong> YOU CHEATED</td>
<td>Mike &amp; Deirdre, Decca 619</td>
</tr>
<tr>
<td><strong>22.</strong> EVERYBODY LOVES A LOVER</td>
<td>Doris Day, Columbia 41319</td>
</tr>
<tr>
<td><strong>23.</strong> FIREFLY</td>
<td>Tony Bennett, Columbia 14127</td>
</tr>
<tr>
<td><strong>24.</strong> LAZY SUMMER NIGHT</td>
<td>Four Prees, Capitol 4033</td>
</tr>
<tr>
<td><strong>25.</strong> PROMISE ME, LOVE</td>
<td>Andy Williams, Cadence 1251</td>
</tr>
<tr>
<td><strong>26.</strong> WESTERN MOVIES</td>
<td>O’Keefe, Dromer 1588</td>
</tr>
<tr>
<td><strong>27.</strong> DOWN THE AISLE OF LOVE</td>
<td>Quico-Tones, Hunt 321</td>
</tr>
<tr>
<td><strong>28.</strong> SUMMERTIME, SUMMERTIME</td>
<td>Janie &amp; Ellis 9241</td>
</tr>
<tr>
<td><strong>29.</strong> ARE YOU REALLY MINE?</td>
<td>Florida Rodgers, Roulette 4600</td>
</tr>
<tr>
<td><strong>30.</strong> NO ONE KNOWS</td>
<td>Elise and the Bellwrights, Lotus 3015</td>
</tr>
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<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>31.</strong> VOLARE (Nei Blu Dipinto Di Blu)</td>
<td>Don Martin, Capitol 4126</td>
</tr>
<tr>
<td><strong>32.</strong> TREASURE OF YOUR LOVE</td>
<td>Elvira Bogados, Columbia 11144</td>
</tr>
<tr>
<td><strong>33.</strong> IT’S ONLY MAKE BELIEVE</td>
<td>Connie Taylor, M-G-M 12672</td>
</tr>
<tr>
<td><strong>34.</strong> PUT A RING ON MY FINGER</td>
<td>Les Paul &amp; Mary Ford, Columbia 11227</td>
</tr>
<tr>
<td><strong>35.</strong> SOMEBODY TOUCHED ME</td>
<td>Buddy Knox, Roulette 4892</td>
</tr>
<tr>
<td><strong>36.</strong> POOR LITTLE FOOL</td>
<td>Ricky Nelson, Imperial 3538</td>
</tr>
<tr>
<td><strong>37.</strong> WIN YOUR LOVE FOR ME</td>
<td>Sue Cooper, Kav 2096</td>
</tr>
<tr>
<td><strong>38.</strong> RAMROD</td>
<td>Deanna Durbin, Capitol 1190</td>
</tr>
<tr>
<td><strong>39.</strong> TOPSY II</td>
<td>Gay Carl, Love 5004</td>
</tr>
<tr>
<td><strong>40.</strong> FEVER</td>
<td>Peggy Lee, Capitol 1994</td>
</tr>
<tr>
<td><strong>41.</strong> SHE WAS ONLY SEVENTEEN</td>
<td>Starry Robbins, Columbia 1108</td>
</tr>
<tr>
<td><strong>42.</strong> ITCHY TWITCHY FEELING</td>
<td>Bobby Hendricks, RCA 708</td>
</tr>
<tr>
<td><strong>43.</strong> THE SECRET</td>
<td>Cardinal Macdon, Capitol 4630</td>
</tr>
<tr>
<td><strong>44.</strong> LA PALOMA</td>
<td>Billy Vaughn, De 12129</td>
</tr>
<tr>
<td><strong>45.</strong> LA-D-O-DADA</td>
<td>Dale Hawkins, Checker 900</td>
</tr>
<tr>
<td><strong>46.</strong> GEE, BUT IT’S LONELY</td>
<td>Pat Boone, De 1938</td>
</tr>
<tr>
<td><strong>47.</strong> WILLIE AND THE HAND JIVE</td>
<td>Johnny Beech, Capitol 3060</td>
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<tr>
<td><strong>48.</strong> FIBBIN’</td>
<td>Pat Pet, Mercury 1350</td>
</tr>
<tr>
<td><strong>49.</strong> THE TEN COMMANDMENTS OF LOVE</td>
<td>downstairs, Mercury 1290</td>
</tr>
<tr>
<td><strong>50.</strong> THE GREEN MOSQUITO</td>
<td>Downstairs, United Artists 176</td>
</tr>
<tr>
<td><strong>51.</strong> MEXICAN HAT ROCK</td>
<td>Audubon, Columbia 1457</td>
</tr>
<tr>
<td><strong>52.</strong> THE DAY THE RAINS CAME</td>
<td>June Morgan, Kapp 230</td>
</tr>
<tr>
<td><strong>53.</strong> HIDEAWAY</td>
<td>Four Kings, Peew 527</td>
</tr>
<tr>
<td><strong>54.</strong> FOR MY GOOD FORTUNE</td>
<td>Pat Boone, De 1935</td>
</tr>
<tr>
<td><strong>55.</strong> BABY FACE</td>
<td>Little Richard, Specialty 444</td>
</tr>
<tr>
<td><strong>56.</strong> THIS LITTLE GIRL’S GONE ROCKIN’</td>
<td>Ruth Brown, Atlantic 1261</td>
</tr>
<tr>
<td><strong>57.</strong> OVER AND OVER</td>
<td>Bobby Day, Chet 225</td>
</tr>
<tr>
<td><strong>58.</strong> NO ONE BUT YOU</td>
<td>Amos Brothers, RCA Victor 7215</td>
</tr>
<tr>
<td><strong>59.</strong> PUSSY CAT</td>
<td>Amos Brothers, RCA Victor 7315</td>
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</tbody>
</table>
THIS IS

JUST RELEASED
WITH ABSOLUTE
SENSATIONAL
REACTION!

WALKING ALONG

BY

THE DIAMONDS

MERCURY 71366

PLUS 4 GREAT NEW CHART CLIMBERS

Live A Little
DAVID CARROLL
71362

If You Want My Heart
FOSTER BROTHERS
71360

Blue Moon
DICK CONTINO
71357

Billie's Blues
RED PRYSOCK
71358

TODAY'S HIT TRADEMARK
### Honor Roll of Hits

**The Nation's Top Tunes**

For survey week ending September 20

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Record Company</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Volare (Nel Blu Dipinto Di Blu)</strong></td>
<td>By Domenico Modugno, F. Migliacci and M. Picchi—Published by Rostock (ASCAP)</td>
<td>BEST SELLING RECORD: Decca, Chart #112 (Aug 28), Decca, Chart #1127 (Aug 15), Decca #8207</td>
<td><strong>1 9</strong></td>
</tr>
<tr>
<td><strong>It's All in the Game</strong></td>
<td>By Davis and Signer—Published by Rendick (ASCAP)</td>
<td>BEST SELLING RECORD: Tommy Edwards, M-O-M #2566</td>
<td><strong>3 5</strong></td>
</tr>
<tr>
<td><strong>Bird Dog</strong></td>
<td>By Bernard &amp; Reilly—Published by American (BMI)</td>
<td>BEST SELLING RECORD: Every Brother, Columbia #1005, RECORD AVAILABLE: EMI, Dec 30277, EMI #7591</td>
<td><strong>2 7</strong></td>
</tr>
<tr>
<td><strong>Little Star</strong></td>
<td>By Venus-Priest—Published by Kind (BMI)</td>
<td>BEST SELLING RECORD: Electra, Apr 1955, RECORD AVAILABLE: EMI, Dec 30277, EMI #7591</td>
<td><strong>4 10</strong></td>
</tr>
<tr>
<td><strong>Rock-In' Robin</strong></td>
<td>By J. Thomas—Published by Records, BMI</td>
<td>BEST SELLING RECORD: Audley Day, Chart 256</td>
<td><strong>5 6</strong></td>
</tr>
<tr>
<td><strong>My True Love</strong></td>
<td>By Jack Beck—Published by Boxtree-Ford, BMI</td>
<td>BEST SELLING RECORD: Jack Street, Columbia #1493</td>
<td><strong>11 11</strong></td>
</tr>
<tr>
<td><strong>Born Too Late</strong></td>
<td>By R. F. Alber &amp; C. Strauss—Published by American (BMI)</td>
<td>BEST SELLING RECORD: Fred Tolen, ABC, Pentacord #954, RECORD AVAILABLE: Midi, Nov 1953, Midi #3350</td>
<td><strong>9 9</strong></td>
</tr>
<tr>
<td><strong>Devoted to You</strong></td>
<td>By J. J. Goldberg—Published by American (BMI)</td>
<td>BEST SELLING RECORD: Every Brother, Columbia #1005, RECORD AVAILABLE: Capitol, Nov 1953, Capitol #3328</td>
<td><strong>12 7</strong></td>
</tr>
<tr>
<td><strong>Summertime Blues</strong></td>
<td>By Edie Fair—Published by American (BMI)</td>
<td>BEST SELLING RECORD: Edith Fair, Libretto #5144, RECORD AVAILABLE: EMI, Dec #941</td>
<td><strong>17 3</strong></td>
</tr>
<tr>
<td><strong>Ten for Two Cha Cha</strong></td>
<td>By Vincent Vannier—Irving Cameron—Published by Macca (ASCAP)</td>
<td>BEST SELLING RECORD: Tommy Turner, Decca #5534</td>
<td><strong>20 2</strong></td>
</tr>
<tr>
<td><strong>The End</strong></td>
<td>By Jerry Krivak—Sid Jacobson—Published by Carlin (ASCAP)</td>
<td>RECORD AVAILABLE: EMI, Dec #941</td>
<td><strong>1 1</strong></td>
</tr>
<tr>
<td><strong>Poor Little Fool</strong></td>
<td>By E. Stanley—Published by EMI (BMI)</td>
<td>RECORD AVAILABLE: Johnny Angel &amp; The Dinos, Sky #126; Bobby Nelson, Imperial #5528</td>
<td><strong>14 13</strong></td>
</tr>
<tr>
<td><strong>Carol</strong></td>
<td>By Chas. Brown—Published by Chuck Berry-Ave (BMI)</td>
<td>RECORD AVAILABLE: Chuck Berry, Chess #7900</td>
<td><strong>22 2</strong></td>
</tr>
<tr>
<td><strong>Chantilly Lace</strong></td>
<td>By J. R. Richards—Published by Ginn (BMI)</td>
<td>RECORD AVAILABLE: Big Brother, Mer #7560</td>
<td><strong>24 11</strong></td>
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**Second Ten**

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<tr>
<th>Title</th>
<th>Artist</th>
<th>Record Company</th>
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</thead>
<tbody>
<tr>
<td><strong>You Chanted</strong></td>
<td>By Don Beck—Published by Stamey (BMI)</td>
<td>BEST SELLING RECORD: Robie, Dot #6575, RECORD AVAILABLE: Del Village, Mer #7591, M - G - M #4090</td>
<td><strong>21 2</strong></td>
</tr>
<tr>
<td><strong>Everybody Loves a Lover</strong></td>
<td>By Richard Adler &amp; Robert Allen—Published by Korala, Inc. (ASCAP)</td>
<td>BEST SELLING RECORD: Doris Day, Col #41195, RECORD AVAILABLE: EMI, Dec #941</td>
<td><strong>17 1</strong></td>
</tr>
<tr>
<td><strong>Are You Really Mine?</strong></td>
<td>By Hoffman-Manning-Makel—with Produced by Flesner (ASCAP)</td>
<td>BEST SELLING RECORD: Jimmy Rodeg, Roulette #4000</td>
<td><strong>18 7</strong></td>
</tr>
<tr>
<td><strong>Western Movies</strong></td>
<td>By Fred Smith-Cliff Goldsmith—Published by Elizabeth-AM (BMI)</td>
<td>BEST SELLING RECORD: Olympic, Dallas #1906, RECORD AVAILABLE: Mollie Owen, EMI #3421</td>
<td><strong>16 8</strong></td>
</tr>
<tr>
<td><strong>Stupid Cupid</strong></td>
<td>By Sally &amp; Overseas—Published by Atkins (BMI)</td>
<td>BEST SELLING RECORD: Connie Francis, MGM #12483</td>
<td><strong>20 7</strong></td>
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**Third Ten**

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<tr>
<td><strong>No One Knows</strong></td>
<td>By Heinz &amp; Marlene—Published by Brilliance (ASCAP)</td>
<td>RECORD AVAILABLE: Decca, Chart #1127, Decca #8207</td>
<td><strong>26 1</strong></td>
</tr>
<tr>
<td><strong>Ginger Bread</strong></td>
<td>By C. Ballard-B. Hunter—Published by Jamboree &amp; Reeder (BMI)</td>
<td>RECORD AVAILABLE: Frank Avalon, Chart #1127</td>
<td><strong>27 8</strong></td>
</tr>
<tr>
<td><strong>La Paloma</strong></td>
<td>Published by Ransome-Smith (Acap)</td>
<td>RECORD AVAILABLE: Billy Vaughn, Dot #6575</td>
<td><strong>28 7</strong></td>
</tr>
<tr>
<td><strong>How the Time Flies</strong></td>
<td>By Cox Foster—Published by Music Productions (ASCAP)</td>
<td>RECORD AVAILABLE: Jerry Wallace, Chart #1127</td>
<td><strong>29 11</strong></td>
</tr>
<tr>
<td><strong>If Dreams Came True</strong></td>
<td>By K. Allen &amp; A. Bellman—Published by Korina (ASCAP)</td>
<td>RECORD AVAILABLE: Pat Boone, Dot #6575</td>
<td><strong>30 11</strong></td>
</tr>
</tbody>
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ACE RECORDS presents

THE HIT FOLLOW-UP TO "JUST A DREAM"

THE NEW DYNAMIC VOICE OF

JIMMY CLANTON

with 2 guaranteed hits on 1 record

"A PART OF ME"

b/w

"A LETTER TO AN ANGEL"

ACE #551

and

THE SILHOUETTES

with a record that will be bigger than "GET A JOB"

"I SOLD MY HEART TO A JUNK MAN"

b/w

"WHAT WOULD YOU DO"

ACE #552

DEE JAYS... IF YOU DO NOT HAVE COPIES OF THESE RECORDS CONTACT US IMMEDIATELY!

ACE RECORDS INC.

2219 West Capitol St.
Jackson, Mississippi
**THE FAMILY WHO PRAYS**

Let's Go to Church

Joanne, French, Young, Margaret Whiting, William J. Evridge, C. Mel, Taylor C. Wright

The label has covered its film a few times this summer. The group has made several albums, and this one is the latest. The group is currently being supported by the group's record company. The label has covered its film a few times this summer. The group has made several albums, and this one is the latest. The group is currently being supported by the group's record company.

**THE LATIN BEAT**

Jill, Streisand, Decca 8681

An exciting and colorful program of folk and semi-classical music has been recorded. The group is currently being supported by the group's record company. The label has covered its film a few times this summer. The group has made several albums, and this one is the latest. The group is currently being supported by the group's record company.

**REIGNING KING**

A MESSAGE FROM NEWPORT

The Metropolis Festival, which has been in existence for the past few years, has been a big hit. The festival is currently being supported by the group's record company. The label has covered its film a few times this summer. The group has made several albums, and this one is the latest. The group is currently being supported by the group's record company.

**PAUL MARTIN**

Bandleader, Capitol 1024

An exciting and colorful program of folk and semi-classical music has been recorded. The group is currently being supported by the group's record company. The label has covered its film a few times this summer. The group has made several albums, and this one is the latest. The group is currently being supported by the group's record company.

**RELIGIOUS**

With Don Elliot, Decca 8681

A MESSAGE FROM NEWPORT

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**REVIEWS AND RATINGS OF NEW JAZZ ALBUMS**

Jazz

With Don Elliot, Decca 8681

A MESSAGE FROM NEWPORT

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**BILL HALE AND his COMETS**

The latest Bill Hale's girl friends a great new follow up to "Lean Jean" and "Skinny Minnie"
EXPLANATION OF PACKAGE RATING CATEGORIES

**POPULAR**

*GREAT WALTZES OF THE FABULOUS CENTURY* (Philips Records, Greg 4120)

The title of this album is most impertinent, but is in truth the sum total of its potential, with a fine selection of waltzes that have been popular for many years. An average price is $1.50. 

*PRIMITIVE* (Liberty LP 2578)

This is another excellent album for both collectors and for those who enjoy occasional primitive music. It has some attractive selections, but the selection of instrumental pieces is in no way comparable to that of the other sides. Price: $1.50. 

*A CEREBAL SMILE* (Sire 37)

A gentle, relaxing package of non-crucial music by Johnny Otis and his group. They have an interesting ragtime number called "Pint Pot." Price: 50 cents.

FAVORITE SONGS OF COLLEGE DAYS* (Columbia 33)

This is a delightful set that should please all fans of collegiate and waltz music. It has a delightful introduction of "The Merry Old College Days." Price: $1.50.

WITH ALL MY LOVE* (Decca 3521)


*LA BELLE AMBROSIA* (Columbia 37)

A spicy selection of slow numbers with some nice string arrangements. Price: $1.50.

*THE WAY WE WERE* (Decca 3516)

This is a delightful set that should please all fans of collegiate and waltz music. It has a delightful introduction of "The Merry Old College Days." Price: $1.50.

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SAINT-SAENS: CONCERTO NO. 2; FRANCK:
SYMPHONIC VARIATIONS

Artur Rubinstein, Piano with Symphony of the
Air (Wallenstein)—RCA Victor LM 2234
Rubinstein performs the busy concerto with surety, displaying
his usual dexterity. The variations are given an elegant interpretation. The
Symphony of the Air under Wallenstein assists the artist capably in
presenting the intricate, romantic selections. Despite competition the
Rubinstein name should prove a strong buy incentive.

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Low-Price Classical Albums

THE ART OF LILY PONS

(2-12")—RCA Camden CBL 101
This should be a powerful sales item in the low-priced field. Two plat-
ters, beautifully packaged with a special four-page insert, spotlight a
Flock of Miss Pons’ best wax performances (culled from past record-
ing output). Included are her famous “Bell Song” and the Mad Scene
from “Lucia Di Lammermoor.”

OFFENBACH: GAITE PARISIENNE

Boston Pops Orch. (Fiedler)—
RCA Victor Symphony Orch. (Bernstein)—
RCA Camden CAL 438
This theme of the popular ballet score, with story told in the liner notes
by commentator David Halls, should make a terrific rank offering. Old-
head Fiedler leads Boston’s finest in a solid, precise rendition. Having
proved a top-seller, when released on the parent label, the new low-
price tag lends strong potential in this category.

GERSHWIN: AN AMERICAN IN PARIS;

COPLAND: BILLY THE KID

RCA Victor Symphony Orch. (Bernstein)—
RCA Camden CAL 439
This set should prove a strong item in its field. The combination of
the two popular works plus the added sales lure of the conductor’s name,
make this a difficult set to pass up, especially for the low $1.98 price
Tag A natural.

Classical Special Merit Albums

WAGNER & VERDI OPERA ARIAS

Birgit Nilsson, Soprano, with The Philadelphia
Orch. (Ludwig)—Angel 35540
The Swedish soprano’s first U. S. release is an exciting rendering of Verdi
and Wagner arias, with “Rinuccio Vienicot” and the Liebestod high-
lights. She has a rich, stately, true voice. The orchestral passages lead-
ing to each aria, usually cut, are included here to fine effect. Handsome
booklet and packaging.

PARAPHRASES, TRANSCRIPTIONS AND

IMPROVISATIONS

Gyorgy Cziffra, Piano—Angel 32610
The Hungarian mad flash displays his incredible speed, clean attack
and brilliant technique in “Sahre Dance,” “Flight of the Bumble Bee”
and his own “Fantasy,” plus familiar recital pieces. His highly individual
style marks a keyboardist to reckon with.

Semi-Classic Albums

RODGERS: VICTORY AT SEA VOL. 2

Arranged & Conducted by Robert Russell Bennett—
RCA Victor LM 2226
This well-recorded album is a sequel to the original “Victory at Sea,”
which delighted audiophiles and fans of composer Rodgers to the tune
of some 300,000 platters. It therefore shapes up as a strong contender,
since the indefatigable TV series still is not losing ground in many cities,
and selections are drawn from the 13-hour-long soundtrack score. A
striking cover and some classic action photos in the extensive notes
add to its display values.

(Continued on page 38)
The Billboard Buying Guide for PACKAGED RECORDS

BEST SELLING LP'S
FOR SURVEY WEEK ENDING SEPTEMBER 20

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

1. Tchaikovsky: Piano Concerto No. 1  1 9
   Van Cliburn, RCA Victor LM 2252

2. Sing Along With Mitch  2 12
   Mitch Miller, Columbia CL 1160

3. King Creole  8 6
   Elvis Presley, RCA Victor LPM 1884

4. The Music Man  6 31
   Original Cast, Capitol WAO 998

5. Johnny's Greatest Hits  3 25
   Johnny Mathis, Columbia CL 1133

6. Gigli  16 15
   Sound Track, M-G-M 3641 ST

7. South Pacific  5 27
   Sound Track, RCA Victor LOC 1032

8. Volare (Nel Blu Dipinto Di Blu)  11 3
   Domenico Modugno, Decca DL 9909

9. Stardust  9 10
   Frank Sinatra, Capitol W 1118

10. My Fair Lady  10 130
    Original Cast, Columbia OL 5090

11. Gems Forever  22 9
    Mantovani, London LL 3032

12. Concert in Rhythm  1
    Ray Conniff, Columbia CL 1163

13. Only the Lonely  1
    Frank Sinatra, Capitol W 1053

14. Cole Espanol  12 2
    Nat King Cole, Capitol W 1031

15. But Not for Me  15 2
    Ahmad Jamal Trio, Argo LP 628

16. Swing Softly  7 4
    Johnny Mathis, Columbia CL 1185

17. Four Freshmen in Person  1

18. 'S Awful Nice  21 13
    Ray Conniff, Columbia CL 1137

19. Elvis' Golden Records  21
    Elvis Presley, RCA Victor LPM 1707

20. Nearer the Cross  25 15
    Tennessee Ernie Ford, Capitol T 1095

21. Jumpin' With Jonah  3
    Jonah Jones, Capitol T 1639

22. South Pacific  8 235
    Original Cast, Columbia OL 4180

23. The Late, Late Show  13 29
    Dakota Staton, Capitol T 876

24. The King and I  23 112
    Sound Track, Capitol W 740

25. Oklahoma!  155
    Sound Track, Capitol SAO 995

25. Hymns  88
    Tennessee Ernie Ford, Capitol T 750

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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. The "Spotlight," in the opinion of The Billboard staff, merit prime consideration from dealers.

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**Pop Albums**

JULIE IS HER NAME VOL. II
Julie London with Herb Alpert, Guitar and Red Mitchell, Bass—Liberty RLP 3100
With a feeling of jazz and poetry, the throaty purr of her seductive way thru "Little White Lies," "Spring Is Here," "Goodbye, It's Over" and other evergreens. Backed solely by guitar and bass, in high style, Julie scores mightily in this LP, with sound a feature. Luscious cover.

---

**Pop Special Merit Albums**

BUDDY DEFRANCO PLAYS NELSON RIDDLE'S CROSS COUNTRY SUITE
Dot DLP 9006
A monumental work by the prolific Nelson Riddle receives its first discating featuring Buddy DeFranco with full orchestra. This unusual panorama of the U. S. shows Riddle to be a composer of depth and imagination. The moods change as each tone painting moves onto another point of interest on the musical map, ranging from semi-symphonic to jazz. It's a likely durable work which holds one's interest despite repeated hearings. The musicianship of the performance is at a high level, and the recording is made with an ear tipped to the hi-fi fraternity. The merit of this package, coupled with the commercial value of the Riddle name on the cover, sums it as the top seller bracket. Excellent cover.

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**Jazz Albums**

LOUIS UNDER THE STARS
Louis Armstrong with Russ Garcia and Orch—Verve MGV 4012
The great artist gives a brace of standards its wonderful and soulful gawp-rendered treatment. His usual, excellent trumpet stylings are nicely backed by conductor-arranger Russ Garcia. The combination of talents puts this package in the top-flight category. Appeal is to both pop and jazz buyers.

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**Classical Albums**

DVORAK: NEW WORLD SYMPHONY
Chicago Symphony Orch. (Reiner)—RCA Victor LM 2214
A vivid, broad, exciting conception of the popular romantic work with Reiner's baton making the orchestra a solid addition to the basic library which should do very well against multiple competition. Provocative cover shot of the Statue of Liberty.
RAKE UP
more profits in October
with these exciting new
RCA Victor pop albums!

Johnny Conquest with lush Latin tempos. A great big dance attraction. LPM-1789*

George Feyer creates piano magic with all-time favorites. A big winner! LPM-1882*

The rhumba king at his rhythmic best with Adios and other best-sellers. LPM-1882*

Jazzman John Lewis with his first orchestral set. Watch this album move! LPM-1742

Outstanding album seller, Lena Horne, sings 17 of her personal favorites. LPM-1879*

Perez Prado with number one hit Patricia, plus 11 other big hit numbers. LPM-1883

All-time top seller Elvis Presley sings the hit songs from his big new movie. LPM-1884

Dick Dissell and Bob Reilly at the Twin Conns organs. Organ fans will love it. LPM-1719

An offbeat album of wild, fiery guitar duets. Sure to be a hi-fi "must." LPM-1788*

Popular Tony Martin sings an album full of Latin-flavored standards. LPM-1786*

"Guaranteed" to relax nervous people—sure to sell to mood music market. LPM-1722*

Will strike fire with the dance-jazz set. 12 great big swinging numbers. LPM-1863*

Tony Perkins with a great big new album. A must for his huge following. LPM-1893*

Bound to be a big hit with Bob and Ray fans, hi-fi buffs. A terrific stereo album. LSP-1173

The talented Meyer Davis plays C'est Magnifique, others. A sales natural! LPM-1756*

*Also available on Living Stereo Records

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*Also available on Living Stereo Records
Cap Sees Classical Upswing

Continued from page 28

monaural records for a long time to come if ever. However, I do not feel that this is quite true in classical records. Here the limitation will, of course, be the amount of stereo equipment sold. It will certainly take several years for the volume to begin to approach the monaural sets now in operation. But the majority of those who truly enjoy stereo and are willing to give their full attention to a recorded performance, will inevitably be drawn to classical music even if they have had no previous exposure. And again the pattern of our rapid expansion will follow...I have often thought when writing an article of this kind how easy it is. It is true that Classical Records is backing its convictions with an expansion of classical re-records that far exceeds anything in its history. In recording and reproducing the Angel, Capitol, CBS, and EMI lines of records, we are putting hundreds of thousands of dollars behind our convictions. We believe it will pay off for us, for the benefit of the listener, for the ultimate con-
venience of the listener...

IF I may digress for a moment, almost everyone in the music busi-
ness has had the experience of be-
ing maligned by someone with this conviction. Can you continue to put out these hideous rock or roll records? Why don't you do something to promote appreciation of really good music?

Such a question is sure to be embarrassing because there is no good answer. Record manufacturers and dealers must offer what the public wants, otherwise they will no longer be in business. Most popular albums and records turn over in a lot faster than classical.

Therefore, manufacturers are prone to make them and dealers are prone to sell them. This is the way it is and there is nothing new in it.

Capitol is in favor of this prac-
tice. It is the major recording company in view of our great success in the popular record field. However, I must point out that the Angel, Capitol, CBS, and EMI lines of durability of record stock, the records are not easy to stock. In the midst of the record stock group can fade like the summer flowers, while the demand for Beethoven and Bach goes on forever.

Finally, just to set the record straight, may I say that I do not believe that any record company of stature should ignore its potential to satisfy the public stock. In my opinion, the work that can be done begins in the schools. It seems inconceivable that young people can listen to classical mu-

nism as well as rock 'n' roll, but I have seen it happen and I believe that the music is not incompetent. Rock and roll is a total manifestation of youthful vigor and rebel-

EDITORIAL

LONGHAIR LAG

Continued from page 26

And, more important, what can dealers do to break through this artificial barrier? One thing the dealer can do is to treat classical music as entertainment. Don't be serious about so-called "serious" music.

Much of classical reporting is easily accessible to the average person—not only accessible but enjoyable. There's nothing terribly holy about it...If he can do is size up the customer and help him. If he's a novice collector, he's going to need help. As a simple illustration, take the customer who asks for Beethoven's "Symphony No. 5." The dealer must go beyond to say to that customer, "Which versions would you like?" But, this is not enough. The dealer must immediately begin to explain classical music. It would frighten or confuse the customer. A better answer, perhaps, would be, "This is a very late version by Beecham. Or, did you have a particular version in mind?"

The important thing, overall, is to give the customer something they can actually understand, an unspoken question in the customer's mind: "Will I like it?"

While the manufacturers themselves have created displays and dealer sales aids, nothing has ever been done to promote classical records on an industry-wide scale. Is this a function of the Record Industry Association of America? Should it be otherwise? There are questions that manufacturers might ponder. Certainly it is an area that they could explore.

London Says

Continued from page 32

the time-honored works, because they still belong to a new and vastly improved way.

Bolstered, London is expanding three times its normal fall ad budget this year to kick off its classic line. The new packages have been designed to appeal to the "serious" music buyer, adding a white, enclosed box. The whole line, complete with classical and popular items, will be available through retail dealers via VAMPS and mail-order catalogs.

Decca Speaks

Continued from page 32

catalogs are made by highly quali-

ified musicians, well-versed in using the most advanced tech-
techniques. Last release: the tenth of this past year, the eight new product to be released over the next six months at least five different research projects. Our approach, notes Weintraub, will be a big one for the 106th Research period, which covers the years 1910 to 1920. In 1910, the record was necessary for the 19th century and the early years of the 20th century, and the 1920s are the 1920s, and the equipment will be shown by various Archive Re-

Here's an attention-getter for classical disks created by Capitol. At the top of the unit is a fluorescent sign. Upper racks display the latest Capitol complete catalog of classical albums. The entire unit is easily assembled, comes in two sections, and only four screws are needed to set it up.

Get Behind 'Em, Says Merrill

Continued from page 38

radio and TV, as well as print perfor-
ings of ads.

2. Appearances to chat and autog-
ograph albums in record shops,

3. Press agent publicity, such as

opera, a full-color page with

colorful news stories, participation in public and philanthropic events.

4. A stream of literature to dis-
stricts and dealers.

Performers Willing

"Almost every performer I know is willing to devote time to record pro-

motions, even the more virulent year-in-year-out guarantee gives real

endorsement. Certainly classical mu-

sic admirably fills this need."

But I do not mean to infer that clas-
sical music fills a therapeutic need

or should be taken like a vitamin pill. Many young people enjoy great music because they are born with that kind of appreciation. But we have far too little of this per-

sonal group, and record companies can do much to help the cause by making their recordings available at the right time and place.

As to the future of classical mu-

sic, one might as well ask whether the dawn of the atomic age will bring about the end of the world and use live ammunition to assure that longhorns are no more a part of our national life than that, which holds a more secure future.
Walt Disney CLASSICS

on...STORY-TELLING RECORDS

A RECORD
AND A BOOK
IN ONE
TREMENDOUS
PACKAGE!

EVERY TITLE PRE-SOLD!
The greatest line of pre-sold hits is now available in an attractive prepack that sits on the counter and is a real eye-catcher. Holds 12 story telling records. Records play up to 30 minutes and contain music from the sound track and a narration of the complete story. Full color book tells the story with pictures and captions.

Story telling hits include:
Day at Disneyland - Perri - Bambi - Snow White - Cinderella - Dumbo - Uncle Remus - Alice in Wonderland - Pinocchio - Peter Pan.

DISNEYLAND RECORDS
BURLANK, CALIFORNIA
FOREIGN TOUCH

Philadelphia Plans $600,000 Playland

PHILADELPHIA—City Recreation Commissioner Robert W. Crawford announced yesterday that a group of angels who would like to see the construction of an international playland in Fairmount Park. City Council last week voted to provide $250,000 for plans and initial construction. Crawford said that under plans completed by the architectural firm of Montgomery and Ruth the project will cost $600,000.

Crawford and other city officials have been negotiating since early this year with representatives of various foreign governments seeking backing for exhibits. The proposed site is an eight-acre tract near George's Hill. It includes an abandoned reservoir.

The playland's portion is designed as a series of artificial islands in the old reservoir connected by a series of bridges. The water would be about two feet deep, and a small train track and a monorail would run along the top.

An amphibious boat puttiing into the water on the side of the basin would provide space for puppet shows and other entertainment. On the opposite side, a peninsula extending into the water would contain an observation tower and a Merry-Go-Round.

The plan is to have a water tunnel, a "cave of mystery," a greenhouse, aazeum and the island of Octopussy. A water curtain would rise in front of the amphibious boat, which would contain a rocking sauna and if the monorail were crowded, visitors could tour the area via a ski lift. Space on one of the islands would be set aside for parties, family picnics and the like.

The commissioners expect to get some of the cost from foreign nations on sales of concessions for such things as food and the proposed self-service station for soft drinks.

Highlights of the evening were skating exhibitions by members of the United States, including a demonstration by American and world champions Susan Hobbs, 17, and Keith Treider, who went to New Zealand this season to defend their world titles.

Now on its winter schedule, the rink offers evening sessions every Monday; matinees on Wednesday, Saturday, Sunday and school holidays, and Saturday evening children's sessions.

Four special events are on the rink's October calendar. A Western night party will be offered October 4. Moonlight skating is expected October 21. A Saturday night party will be offered October 28. The rink will stage its first trio of voo doo nightly except Wednesday.

The rink's annual Halloween masquerade party will be held October 21, and on Sunday, November 1, a skating costume party will be held with prizes to the winners.

Owner Van Hoo also plans reopening of Old Scout classes, to be held this year in three groups. Group No. 1 will meet 11 times, starting October 11 and ending November 23. Group No. 2 meets January 3 and ends March 14, Group No. 3 meets March 21 and ends June 12.

Schulte, Edwards Enter Model Business

WILLIAMSBURG, Va.—William Schulte, former general manager of the American on Wheels chain of rinks, Elizabeth, N. J., has opened his own rink in this city. He is joined by Jack Edwards, who formerly served as the chief feature director at Grant's, has entered the women's field here.

Schulte and Edwards have announced the purchase of Foxcourt Rink at one and a half-cent bargain and a six- and one-half-acre establishment of 33 sleeping units plus swimming pool and pool area.

Estelle McNamara, who served as secretary to the Chain in the Athletic chain, is now directing the chain's training program.

Wherever You Are . . . You'll Find Many of Your Needs in the CLASSIFIED SECTION this issue

BEST ROLLER SKATING RINKS

600 Attend Minnola Silver Anniversary . . .

MINOOLA, N. Y.—About 600 skaters attended the September 10 opening of Earl Van Hoo's Minoola Roller Rink, and in keeping with the rules of the American skating tour, silver-timed souvenirs programs were presented to the audience.

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CLASSIFIED SECTION this issue

Walled Lake Season Hurt By Tight $S

DETROIT—Toting up the books at the close of the season at Walled Lake, Fred W. Pearce Jr., general manager of the park, reported business down substantially as a result of generally unfavorable weather and labor conditions in Detroit.

Several large industrial pieces, chiefly automobile, were canceled, and this was in addition to those which had been held at the park for many years and it was impossible to substitute.

No major changes are planned for 1959. Pearce said, was a preliminary program of refurbishing only planned for the winter.

Swedish Spot Tops Million

COPENHAGEN—Tivoli's stars attracted 4,318,000 people in the four months main season (June, July, August and September) that ended 25, 1958. The 1957 season ran 137 days; the 1958 season 111 days.

The 1957 earnings were highest since the park opened in 1843, and the 1958 earnings are projected to be about $1.25 million. Several park men took rides.

Hofmann added that he is allied with the maker of the Calypso ride and that he expects two new units to be available this winter.

Earlier, the park group was headquartered in Rome for four days, but numerous people in the party scattered to other points in Europe. The Vatican Platts and Carl Henningsen were among those going to Vienna to see the famous Prater Frater as well as other attractions. Janes Fierst went to Greece to visit relatives. Jimmy Hogg played in Germany on machine tool boats. He went to Rome but left early. Jimmy Thomas spent extra time in Switzerland.

In Rome, amusement park activities included visits to the Coliseum, to the Vatican, to the National Museum, and to various churches.

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MINICH, Germany—Traveling park men and their wives were greeted by Mr. and Mrs. Richard Hughes, of Hot Rod, Inc., his wife Ingrid, and Rudolph Hill, German and Danish park owners, who hosted a luncheon attended also by the British Madame Thomas Wimmer, and the American council general here, Ed Page. The event was at the Olaf's Heppendorf, a restaurant featuring at the center a ring in which patrons may side horses. Several park men took rides.

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ESE Tops 500,000
For Second Highest,
Beats 5 Rain Days

Indoor Shows, Automotive Events
All Click, Jet Flights Rained Out

WEST SPRINGFIELD, Mass.—A record attendance of more than 500,000 was recorded at the Eastern States Exposition, Saturday, amid heavy rain. The weather for the weekend was as good as last year’s, but the show was rained out on Sunday.

The Fair was opened on Monday and closed with a bang on Saturday.

Total Revenues Up

The total revenues for the 14-day run of the exposition were $1,140,000, which is a record for the fair.

Night Grandstand Show Takes $59,687;
Matinee Income Falls Below 57 Level

Total Revenues Up

The revenue totals for the 14-day run of the exposition were $59,687 for the night show and $36,297 for the matinee show, which is a record for the fair.

ALLENTOWN UPS
REVENUE TOTALS

Pay Gate Off 12% to 166,274;
Grounds Work Hires Potential

The fair, a record attendance of 10,825, attracted a total of 166,274 patrons.

Night Grandstand Show

The night grandstand show was held at the exposition grounds and was attended by 15,000 people.

ALLENTOWN, Pa.—In many respects the 109th Greater Allentown
Fairs-Expositions, which opened on Monday, was a success despite
the heavy rain that fell during the week.

The fair, which ran for 14 days, started on Monday and closed on Saturday.

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ABILENE, Tex. — The addition of two days to the run of the West Texas Super Fair and Rodeo, which this year for the first time features all the same attractions, including the TV show, "Truth or Consequences," set a record for attendance, easily spilling over for the eight-day run. Monday was the mid-point, and the fair was raised the day until 5 p.m.

Jo Cooley, secretary, reported that the daily paid attendance for the five new one-day record of 23,000 on Saturday was a surprise, as the "Truth" unit was in for the day. The fair operates with a 50-cent admission and presents free attractions in an open-air theater on 30 by 40-foot stage.

Calif. State Awards Plaque To WFA Writer

SACRAMENTO — A Special Meeting of the State Board of Directors awarded Western Fairs Association by the California State Fair for "outstanding service to the fair industry," gratis guide to the California State Fair. The presentation was made by Best J. Abraham, State Fair director in charge. He is also president of the California Newspaper Publishers Association.

The presentation was made by Gov. Goodwin Knight to Joe Blankle, association public relations director, who was chosen by the board in 1958. Blankle, who was named the fair award as a result of his extensive efforts in the field of free publicity, was honored by the award as a result of his extensive efforts in the field of free publicity, was honored by the Association.

Fresno Event Expands Run To 11 Days

FRESNO, Calif. — Fresno District Fair is adding one day this year and will open October 8 for 11 days. The fair will run in the past, T. A. Dodge, secretary-manager, said.

The new schedule will be the first day of the opening run, with pari-mutuel betting.

The new raceway will be in the fair's general section, and will include a horse show, a livestock exhibit, and a horse show for the first two years of the 20-year-old fair. For the past three years Meridian handled the horse show for the California Almond Growers' Exchange in Sacramento. He is the editor of a membership publication and prior to that served as an assistant to State Superintendent of Public Instruction, Richard Shriver. Meridian The Fresno Bee-News, and was with the United Press in Sacramento for three years. A native of California, he was a former Air Force pilot in World War II.

Buss Stapleton, of Fanchon & Marco, Hollywood, will present the staghounds in two segments in the outdoor theater, a contract he has held for seven years. The free attraction will be featured for the first time, October 5-6, Lath- nati and Rickey, comedians; Artie Well, vocalist; the Voluntars, un- ied and the Voluntars, comedians,

A show that will make the rounds was a flight of the Air Force in World War II. Buss Stapleton, of Fanchon & Marco, Hollywood, will present the staghounds in two segments in the outdoor theater, a contract he has held for seven years. The free attraction will be featured for the first time, October 5-6, Lath- nati and Rickey, comedians; Artie Well, vocalist; the Voluntars, un-

Six More Acres In Cards for Dallastown

DALLASTOWN, Pa. — Closing day attendance for the Dallastown Fair hit 26,983, said John Kell, secretary-manager. Alto this was a Friday night and rain was good enough for the fair to plan a six-acre enlargement for next year.

Kell said the Saturday gate was a one-day record for the 12-year-old show, when 26,983 people attended on the midway a good week and was awarded the 1959 contract. Fair was held August 11-16.

SOUTH DAKOTA

Pre-Billy Graham Move Clicks; Best Weather in 10 Years

CHARLOTTE, N. C. — The best weather in 10 years had the effect of increasing the 1958 Southern States Fair, as all depart- ments reported increased sales. In ad- dition to sunny skies, the event was also blessed with better-than-over- average crowds and a 90% sellout.

Shows were rained out by a heavy rain in the early evening of the last show, but the next day anything was better than that of last year when the weather was far worse. The week passed without a shower.

Saturday's off-and-on rain at midday drew many into the normal Saturday turn but did not stop the attendance. Although this year's attendance was as high as the previous years in the same period, the weather was much better.

Awards for best showmanship were awarded on Saturday evening. The best showmanship was given to the Charlotte-Monroe Fair, and the best in weather was given to the Dallastown Fair.

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CIRCUSES

Cristiani Plans More Cities in ’59

Winter Show to Open Tour in January; Lucia, DiAno Set for European Jaunt

MACON, Ga. — Lucia Cristi- ni, who spent several weeks here last week for business conferences, said that the current season, as far ahead of the previous season as Bruni Cristiani Bros. Circus was at this time last year.

"It was at this time about eight to 10 weeks, but the rest results generally exceeded previous sea- sons," Cristiani, general manager of the show, said. "It was far better than we had expected." While here Cristiani revealed plans for the win- ter and next season.

The show will go out for the regular 1959 season with the billing, "The greatest circus on earth," with the largest and most famous animals in the world. The street parade to the New Year will be retained. A winter unit will be formed in

-ELPHANTS-- For sale, trade or leave. Young and old, large or small. Highest prices. Call 4480-20.

CHANCES for 32 tons of Uran.

CHARLES GARVIN
Phone 4-3021

GIL GRAY DRAWS Good Crowds At Shreveport

SHREVEPORT, La.—Gil Gray Circu- cused a big five-day- week here under Shrine auspices, following a hard fight of 100 miles Monday, after the final day, Sunday (24). The show sold a vacation-day ticket on the Saturday with the result that the tickets for the first two days were filled. On Friday night the show was in town Saturday afternoon the lounge of the Cotton Club was filled and on Sunday afternoon another over- flow was registered.

A group of clowns and acts visited the Hospital for Crippled Children.

Dallas Signs Gil Gray Show

DALLAS — Despite shifts in the circus picture situation, in- cluding the sale of two rings for additional shows, the Ringling Bros. and Barnum & Bailey Circus, now in residence at the Fair Park, is still filling the vast seats for one of the most magnificent shows in the world.

Ringling Bros. has been a pillar of the Dallas community for many years, and its continued presence at the Fair Park is a symbol of the strength and growth of the city. The circus has been in residence in Dallas for over 50 years, and its contribution to the local economy and culture cannot be overstated.

Texas Okay For Beatty

BRYAN, Tex.—Circle Beatty Circus has been receiving good business throughout the tour of Texas. The show is now en route to Galveston, where it is scheduled to perform on Tuesday (26). This is the second leg of the tour, which started on Monday (25) with a three-quarter show at San Antonio and continued to Conroe, where it played its final show of the day.

The show is expected to draw large crowds throughout its remaining performances, with a peak attendance anticipated in Galveston. The Beatty Circus has a long history of success in Texas, and its fans are eagerly awaiting its return to the Lone Star State.

Suburban Areas Hold Position As Choice Circus Territory

CHICAGO — Suburban areas hold position as the choice of circus territory for 1959. There are the same conditions as last year, with the exception of some changes in the New York area and the addition of other cities.

The most significant change is the shift of the Ringling Bros. and Barnum & Bailey Circus from New York to Chicago. This move has been anticipated for some time, and it is expected to have a positive impact on the local economy and tourism.

The other circuses continue to hold their ground in the suburban areas, with the exception of the smaller, lesser-known circuses that have been forced to leave.

The suburban areas are attractive to circus owners due to the lower overhead costs, fewer restrictions, and greater flexibility in scheduling performances. This trend is likely to continue as the demand for circus entertainment increases.
RAS RACES AHEAD AT OKLAHOMA CITY

Rides, Shows Chalk Up 56% Increase Over Last Year's Rain-Swept Run

OKLAHOMA CITY — The Royal American Showers churned its way Thursday, Aug. 27, through the eight-day Oklahoma State Fair, which opened July 26. The rain had been as near a all-time high midway gross for the fair.

The fair attracted 800,000 people and showed receipts at the end of the first six days stood at $551,940, compared with the same point last year, when the fair was belittled by bad weather. Receipts were 80 per cent higher than in '56, when the Royal set a record midway second for the fair.

Except for rainy weather and some light showers, the midway was in fine form and a boost to that, and some rain Thursday night ('56), the weather was good — a vast contrast to the '56 run.

All was well at Royal shared in the good business.

T. I. Fairs
Signed for Buck Midway

No Route Set; Feature Is Young; Pact at Malone

ROCKY MOUNT, N. C. — A three-year contract for the fair at Malone, N. C., is announced for the C. J. Buck Shows, owning the show-goers at all five of its New York State annuals next year. Owner Buck said Bath, Maine, Plattsburg, Gouverneur and Endeavor will be under contract, too.

The show left Bath on a Monday night, and had six rides running on Tuesday. Under the agreement, Tuesday was to be the only day on which the fair would be in operation Thursday and business was not bad.

Although, in general, good, were surprisingly good this year. Buck conceded. At this distance from the front line, business was 5 to 6 per cent over the previous show. Carriages, previously run the last part of October, broke all records.

Buck was getting better than he did last year's, and midway earnings were up 25 per cent than Thursday ('55). Some $200,000 worth had been turned over at the tobacco markets prior to the fair, and over 21 rides and nine shows in place.

Vivonas Sign Statesville; Win Ex on Leighton Bingo

PEBTEBURG, Va. — Business seems good for the American Exhibitors. The show has enjoyed good weather and grosses ranging from $20,000 to $50,000, excellent since the end of August.

Two contracts reported by John Vivonas of the Statesville shows are expected for the next season. At the annual Labor Day show, which was exclusive on bottles in 1959, and its location will be the only one in equipment. A news release announced the signing of the Statesville show.

Saford turned out well last week, with some 70 concessions in attendance among the show's rides and shows. Statesville, which had 10,000 paid admissions on closing Saturday, produced record attendance and grosses, it is reported, after the end of August.

The three revolving light towers damaged in a smashup on a truck was 90 per cent of the total, added to 10,000 paid admissions on closing Saturday, produced record attendance and grosses, it is reported, after the end of August.

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Weather Eyed for Break by Thomas Joyland

At the Allentown OK for KvOM Rides Shows;
Concessions Dip

LEXINGTON, N. C. — Thomas Joyland Shows has been struggling thru a rough season of weather. Spots ahead, notably the fair in Chase City, Va., are anxious to finally turn skies blue. "The weather has been more of a bugbear than usual," Manager L. J. Thomas reported. "It's been the Lord's will."

Show is carrying 22 rides, 8 shows and 27 concessions. Among others on the back end are Joe with the Moonlight Show, Charlie Langley, Side Show, "Mr. and Mrs. Osmund, Funhouse and Glass House, and Jack Knoll. Snake Show and Monkey Show.

Midway has rooted thru North Carolina, West Virginia, Virginia and Indiana. With Thomas are Wilie Lewis and Bill Hannon, elephant trainer. Ralph Bischoff, a Side Show, Ross Bean, bingo manager, and Alice Layman, assistant manager. Concessions is on the street, and a return is reported from the return from the street.

Slow Start For Philly Fall Circus

PHILADELPHIA — The first fall Lights Show Fair got off to a show start Sunday (27) on the First and Erie circuit grounds. At- tendance and business were ad- mittedly poor, but, after improving slightly every day, Opening day drew almost 15,000 people.

The promoters had 14 rides set up, including Active Bazaar and M. D. Harnish and Friends, plus Side Show, Two-Headed Snake, Snake and Demont-Horno, Concession space totaled 400-500 feet.

There were no hitch in the operation, which included a daily free fair on the street, brought in by Harry Cookie. Plans are to continue the affair on both an annual basis, and Sam Mondon, speaking for the promoters, said this year's experience would have to be considered.

He said advertising was not neglected, but that promotional phases needed improvement.

Reithoffer Layout
Wins Bloomburg $$

New Midway Succeeds; Daily Gross Exceeds '57, For First Three Days

BLOOMBURG, Pa. — End of the fair season's shows was an on a strong note at the Bloomburg Fair last week. The newly designed midway was filled to capacity along its curved and straight and the blacktopping midway, and the area was protected over the senior and junior Pat Reithoffer.

The show grossed $30,000 in rides and 28 kiddie rides, plus 19 show grosses. For the three days beginning Monday (22) exceeded last year's gross on each day.

Following the show, the fair had a month or more of stilts as the Bloomburg midway, which was played successfully earlier the sea- son.

The eight light towers, rectified this year, added considerable color to the fair. And 16-inf. fluorescent color tubes were gained on the fair. Park. Bottles included Thompson's Twenter, Vern Gar- reath, N. C., Wayne's and 39th Street, and several kiddie rides. Feature For Kubbelind

In the Kiddieland was the show's nursery rhyme show, a trailer-mounted show containing units such as the Three Little Pigs and other fairy tales. Built to resemble the story of "Who Lived in the Shoe," the trailer was 36 feet long.

Other rides on Pat Jr.'s end were three Ferris Wheels, Ocotpus, Skooter, two Rolls-Plane, three Merry-Go-Rounds, Octor, Scrana- der, two Weebie-Wees, four Cap- twops, Round-Up and Fly-o-Plane. Pat Sr. had the Spinning, Till two Ferris Wheels, Flying Scooter, Roller Scooter, Pull-o-Plane, Merry-Go-Round and Sand's Mixer, and several kiddie rides. Feature For Kubbelind

Marks-Manning
Doing Well at Dixie Annuals

NEWBERRY, S. C. — Business holds okay for the Marks-Manning Combined Shows. Weather in the South has been the best in years and while the show has not hit its peak, for the show, the date has drawn income from both rebates and cotton, both of which have been prosperous this season.

With 23 rides, 10 shows and 50 concessions, the show has been geared for, and has earned, its bookings shows. N. C. was good. Albermarle was on fair and the show grosses beat the 1953 Mark's played the spot. Money was good. More than 10,000 kids were brought to cotton and grosses beat the 1953 Mark's total.

Generally, rides and shows have held their own this year, but the competition has dipped somewhat, as has been the experience of most Eastern units. Southerners are evident and are up and up better than usual, however, due to the better weather and more favorable rainfall earlier this year.

Joining recently been Bill's Combined Shows, N. C., with the Rock-Plane, and those Industries, Rock-Plane.

The two Ferris Wheels, Flying Scooter, Caterpillar, Ocotpus, and (mentioned on page)
CAPITAL CITY SHOWS

Want for West Central Georgia Fair, Thomaston, Ga., followed by La Grange, Tifton, Moultrie, Live Oak, Thomasville and Valdosta, Ga. Best in the South.

CONCESSIONS:...Long Range, Custard, Pitches, Novelities, Name on Hats. Hanky Pants of all kinds. V. L. Cellier wants Agents for Buckets, Swinger, & Cats and Razzle; only one on show.

RIDES—Will hook Scooter, Scrambler, Rock-a-Plane, Caterpillar, Round-Up or any ride not conflicting. Mr. Burge contact.

SHOWS—Side Show, Snakes, Monkey, Drome, Arcade, Mechanical, Glass House, Wildlife.

Can always use good Ride Help who drive semis. All replies:

J. L. KEEF
Tri-County Fairgrounds, Manchester, Ga.

AMUSEMENTS OF AMERICA

WANT FOR THE FOLLOWING:

Notice: This show holds the exclusive contract and will not be pre-dated at the Coastal Carolina Exchange Club Fair on Charleston's Citadel Stadium grounds, despite any rumors to the contrary!

ALAMANCE COUNTY FAIR
Burlington, N. C.

Lancaster County Fair
Lancaster, S. C.

SUMTER COUNTY FAIR
Sumter, S. C.

COASTAL CAROLINA EXCHANGE CLUB FAIR
Charleston, S. C.

One major fair to follow

CONCESSIONS: Can use all kinds. Eating and Drinking Stands. No exclusives.

SHOWS: Wildlife, Glass House, Illusion, any good family-type Grind Show.

RIDES: Dark Ride, Scooter, Rapper, Twister. Help on all rides.

JOHN VIVONA, Petersburg, Va., Regent 3-3932

NEW WORLD OF PLEASURE SHOWS

U.S.A.'S BRIGHTEST MIDWAY!

WANT FOR HOUSTON COUNTY FAIR, DOTHAN, Ala., OCT. 6-11. FAIRGROUNDS AT WIREGRASS STADIUM IN TOWN.

CONCESSIONS

WANT HANKY PANKS AND PITCHES OF ALL KINDS.

WANT PONY RIDE TO JOIN IN OPELICKA NOW.

CAN PLACE GRIND SHOWS NOT CONFICTING.

LOUIS BELL WANTS AGENTS—COME ON IN TO OPELICKA THIS WEEK Wire or write: BUD DAVIS, Fairgrounds, Opelika, Ala., this week.

TIVOLI EXPOSITION SHOWS

Want for the Big Tri-Parish Fair, Entice, La., Oct. 6-12, and more to follow.

CONCESSIONS: Want first-class Rings and Hanky Pants of all kinds.

SHOWS: Can place Special Attractions and Shows of merit that do not conflict.

RIDES: Want Scooter, Rock-a-Plane, or any Rides not conflicting.

Wire or phone:

H. V. PETERSEN
Redwood Hotel, Phone 2772, Lafayette, La.

FRANK SPINA
Fairground, Lafayette, La.

GREENWOOD FAIR
Greenwood, S. C., Oct. 6 to 11 inclusive

PIEDMONT INTERSTATE FAIR
Spartanburg, S. C., Oct. 13 to 18 inclusive

GEORGIA STATE FAIR
Macon, Ga., Oct. 20 to 25 inclusive

WANT: Caterpillar Foreman to join immediately. Several experienced Workmen in all departments.

CAN PLACE ALL LEGITIMATE MERCHANDISE GAMES. NO OTHERS NEED APPLY.

All Address CETLIN & WILSON SHOWS, Fayetteville, N. C.

SMILEY'S AMUSEMENTS
WANT FOR CHASE CITY, Va., next week.

CONCESSIONS: Photo Calculator and Calculator of all kinds.Want for Rides. Want Band. Want sideshows. Want Agents for Buckets, Swinger, & Cats and Razzle; only one on show.

All Address L. J. SMITH, Chase City, Va.

THOMAS JOYLAND SHOWS
Wants for Chase City, Va., next week.

CONCESSIONS: Photo Calculator and Calculator of all kinds. Want for Rides. Want Band. Want sideshows. Want Agents for Buckets, Swinger, & Cats and Razzle; only one on show.

All Address L. J. SMITH, Chase City, Va.

WANTED WANTED WANTED

New for the biggest 3 Fairs in Florida at this time of year and all winter’s work in Orlando. Starting work Oct. 13 at Jacksonville.

CONCESSIONS that work for stock, Arcade, Long Range, Jewelry, Crab, Novelities SHOWS—Wildlife, Glass House, Fun House, Pot or any good family show.

For information leading to location. Use stock address.

LE GRAND AMUSEMENTS, INC.
JACKSONVILLE BEACH, FLA.

SMILEY'S AMUSEMENTS
WANT FOR PENDER COUNTY FAIR, BURGAW, N. C., OCT. 6-11


TEXAS State Fair
ALBUQUERQUE, N. M.

P. 0. Box 303

WANT: 1st class rings and Hanky Pants.

FLORIDA FAIRS
MILLER AMUSEMENT ENTERPRISES

We can place Concessionaires and Agents in Florida at any fair for our own entertainment. All payments and Refunds are prompt and fair. We can place Concessionaires and Agents in Florida at any fair for our own entertainment. All payments and Refunds are prompt and fair.

A. H. MILLER

10216 NE 52nd St.
Miami, Florida

WANT Hanky Pants of all kinds. One good Ride Help who can drive.

FRANK MYERS
D. J. ROHR
Concession Mgr.
Concession Mgr.
Clarendon, Ark. Sept. 29-Oct. 6; then per route.

THE STATE FAIR OF TEXAS
OPENS OCT. 3, '58
HAVE ONE BIG SHOW LOCATION.
ONE GRIND SHOW LOCATION.
CALL ME NOW
CLIF WILSON
Dallas Phone: H.A. 1-9647

WANTED: This is for your 8-10秋季. Use stock address.

S. R. RHODES

Local Stunt Amusement.

WASHINGTON FAIR
Rochester, Minn.

NEW MOTORDROME FOR SALE

Tractor and Trailer- 2 Motorcycles

$3,000.00

Phone: Diamond 4-4144

903 Walden Ave., Mebane, Ohio

$100.00 REWARD

For Information leading to location and ownership of the above-mentioned vehicle. Use stock address.

ERNEST E. ROBERTS
ATTORNEY AT LAW

Telephone: Franklin 8-3905, Mebane, N. C.

Send to Mr. Smith's Advantage Financial

IF
FRANK "HUMMY WXRS" WAID

Reads this ad—or anyone knowing his whereabouts—please contact at once by mail telephone or letter.

NEW MOTORDROME FOR SALE

Tractor and Trailer- 2 Motorcycles

$3,000.00

Phone: Diamond 4-4144

903 Walden Ave., Mebane, Ohio

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ATTORNEY AT LAW

Telephone: Franklin 8-3905, Mebane, N. C.

Send to Mr. Smith's Advantage Financial
CHEROKEE INDIAN FAIR
Cherokee, North Carolina, Next Week
Place: Scrambler, Dark Ride, Rock-o-Plane, Coaster, Kiddy Ride, Grind, Minstral Show, Hanky Panks only. There are more fairs to follow.

All answer:

DAVID B. ENDY
Lenoir, N. C., this week.

MARKS-MANNING

*Continued from page 69*

Skeeter, Roll-o-Plane, Miner, Till-Downs and all kinds of rides. Jack Norman, Phil Barratt and Angie Dreisinger have the Girl Show. The Ladies Department, Wild Life, Side Show, Motordrome, Funhouse, Drummer's Syncro Show, Dreisinger's Wild Life and Freak Show, and White Rock 'n Roll Show featuring Bonnie Brest.

WANTED TO BUY


GLADES AMUSEMENT CO.
Want starting week October 5. Farmers Days Free Fair, Blackstone, Va; followed by Moncks Corner, S. C., White Fair, week October 12. All Steck Concession, especially Long and Short Range, Mag Joint, etc. Can use, starting with Moncks Corner, Major Riders, Scrambler, Till, Ostrups, Rolloplayer, etc., and set of Kiddie Rides. Will use same small closing in Florida. Artiste Week and Spring Fairs in Florida. Will have four shows under Glass Pitches. Can use Hanky Pans under Glass Pitches. JERRY SADDLEBIRE, Emporia, Va., this week.

SERRY COUNTY FAIR, MT. AIRY, N. C.
October 6-11

CONCESSIONS

Can place Novelties, Photos, Hats, Glass Pitch, Derby Racer and all Attractions. CONCESSIONS WANTED. All shows.

RIDES

Can place one ride Good Show. No decorating. Also place Novelty Act.

AGENTS

Carnival and Bazaar, MGR. CALLER Tuesday, Oct. 6.

FREE ACT

Show, then Florida.

ALL mail and wires to:

FREMIE R. F. FAIR, MGR.

VIRGINIA GREATER SHOWS

Kingstown, S. C., Fair this week
Manning, S. C., Fair, Oct. 6-11
Pageland, S. C., Fair, Oct. 13-18

Hartsdale, S. C., Fair, Oct. 20-25
Sumter, S. C., Fair, Oct. 27-Nov. 1

with one more to follow.


DROMO RIDERS WANTED

For Ralston, Bob, Nick, Jill in value. Will sign at any time. All Winters work. Those joining now have preference on Winter roster. DONKON ENTERPRISES, 26 Bank Place, Utica, N. Y. Phone 5-1525.

WALLACE BROS. SHOWS, INC.

WANT FOR WINNSBORO, LA., FAIR

Wants: Funhouse, Mechanical, Snake, Umbre, 10-in-1, Motordrome.

RIDE Help wanted.

CONCESSIONS

Any kind.

HELP

Concessionaire to operate.

FOR SALE—Little Drome and Spillway, with or without Truck.

CARNIVAL OWNERS ATTENTION:

I have a beautiful setup for a 5-Car Scrambler, sideband Mega stunt show, Love Car, and all other kind of Shows. Send for free information and pictures. Catalina, Box 41, N. C.

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OU SHUFF

1428 N. Burns Ave. Chicago.

GEO. CLYDE SMITH SHOWS

ATLANTIC DOWNTOWN FAIR, AMSHIRE, N. C., WEEK OCTOBER 6-11

WANT—Pitch-Till-You-Win, Cork Gallery, Shakes, Slum Spindles, Fish and Duck Pond, Glass Pitch, Bear Pitch, Six Cats, Buckets, Novelities, Grab, Age & Scales, Hoop-Loop, Photos. WANT—Side Show, Monkey, Colored Girl Show. WANT—Octopus and Spillwire. General Ride Help—Truck and Tractor Drivers—Agents for office Hanky Pans. All replies GEO. CLYDE SMITH SHOWS

Enfield, N. C., Fair this week, Ahoshie, N. C., Fair next week.

BLUE GRASS SHOWS

Wanted for Guachita Valley Fair, West Monroe, La., October 6-11; followed by Louisiana Delta Fair, Tallulah, La., October 13-17: then the National Peanut Festival, Dublan, Ala., October 20-25; Bay County Fair, Panama City, Fla., October 27-November 1.

CONCESSIONS: Honky Pank Prize—Every-Time Games of all kinds, Photos, Custard, Foot Longs, Jewelry, Short Range, Penny Arcade, Hi-Striker, Derby Racer and Pitches of all kinds except Bear.

HELP: Foreman for Roll-o-Plane, First and Second Men on all Major Rides.

All wires: M. G. STOKES, Secy., BLUE GRASS SHOWS, Caroalta, Miss., all this week.

$50.00 REWARD

For Information as to whereabouts of J. S. JAMES.

Contact: BFR HAMMOND

304 N. 11th St.

Breckenridge, Texas.

PROPOSALS FOR OVER ALL GAYWAY CONCESSION FOR 100 DAY OREGON CENTENNIAL EXPOSITION AND INTERNATIONAL TRADE FAIR

In Portland, starting June 10, 1959, now being received. Concessionaire must submit $1,500.00 money order. Proposal must be submitted before October 10 to:

OREGON CENTENNIAL COMMISSION

405 JACKSON TOWER, PORTLAND 5, OREGON.

FAIRMONT, IOWA.

FOR SALE—All equipment owned Exposition, Fine 10-in-1, and all rides. For sale, Hanky Pans. Address: Hanky Pans, Box 41, N. C.

B. M. BELL, CONCESSION.

751 AFTON AVENUE

P. O. BOX 268

JACKSON TOWNSHIP, OREGON.

B. M. BELL, CONCESSION.

751 AFTON AVENUE

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JACKSON TOWNSHIP, OREGON.
NAAPPB Tourists
- Continued from page 62

Children's rides, such as merry-go-rounds, shows, and like activities, that they can swing high and some that make a full revolution. Every ride in the place is freshly painted and well lighted, music and lights, and as well as music and other helps. This gives the ride about the layout that the quality that had the Americans admired. It also makes the ride owners not only want to attract more but the units with the best service. This applies also to the shows and concessions. Thus the large number of short range galleries in the festival include more than the beautiful shows fronts, depicting Swiss chalets or other themes. Many of these rides are equipped with the show wagons as well. Popular rides are candy and fruit stands. Many concessions offer a wide variety of Swiss chocolate bars, and other food specialties. Rides in a fair, they can see all the stands and they are somewhat of a novelty. One stand has confections and is popular at English fairs.

Available but not stressed are shows with fruit, cakes, floss and popcorn. The latter is packaged and called "Robbie Crates of Fruits." The grounds are dotted with candy stands offering Fish, pink and white hard candy and coated not candied.

In England and Denmark, Germans here have no shows and are not found in any. There, however, two nail prints. They have both high stalkers and the slanted strength testers that were seen in the other countries.

An American-made show-up is getting big play here and has a great crowd to watch in all the times. There are two versions of Jet fighter rides, one with cars that move independently and one with cars that go up and down together. A Rotor is here.

There are Wild Life Shows, Girl Shows, Revue, Funfaires, Mirrors and Photo Circus, Automatic City, Motorcircus, and other familiar forms of shows that have an elaborate show front, usually entailing American counterparts, but not as large as the American ones. Girls in costume, loud motorcycles, aerial noises, rounded laughing, and grizzled tallers are in evidence at the Oktoberfest.

A popular attraction with park men as well as Germans was a gala event on the midway. It was a motorized water fountain with 50 midgets perform circus riding, drinking, and dancing. Another attraction was a slanted floor on which townsmen are invited to ride while others watch. One show consisted of a tent in which some people watch other customers ride comedy bicycles.

John Bowman, secretary of the NAAPPB, said what virtually all park men in the group had said, that the group has rejected "outside profits from the top so far, but particularly in this case." He said the result should be an "open house to the industry" and "our work is cut out for us" to induce us up our equipment.

"We see here evidence that the little things do count and that it is not only our means that are good shows."
PIES FOR PITCHMEN

C. E. HUTTON, the New Haven, Conn., pitcher, rode the recent Gould (Conn.) Fair and had a winning season. He played in the upcoming Dubuque (Conn.) annual and saw plenty of action. Let's keep that Hutton column ticking because it's sure a good reading.

BILL BAKER would appreciate it if the gent who recently mailed in a pie plumb through his activities with Wisconsin State Fair, Milwaukee, would send the editor a duplicate of that letter. Over the past week it was house-cleaning time in the editorial department and it appears likely that an overwhelming portion inadvertently tossed over the letter, one of the longest and best pies we have received in many moons.

"MAKING" the recent Five-County Fair at Farmville, Va., with me was Clyde (First Money) Parker, who writes Jack (Stovall) Sloat from Harrisburg, Pa. The George Clyde Show, of which my old friend, Fred, has in, legal trouble, was on the road, and he and Mr. Nat and Mrs. Clyde Smith went out and did pretty well to make us feel welcome. Everyone seemed to be getting along just fine, as they all were.

"HERE I AM..." in Denver, living a mile high and, boy, ain't that a lot of fun. Purging my way as the enclosed clipping states," writes Ben (Hobo) Brown in referring to a newspaper headline clipping reading, "Hobo King Brown, Payz Fair, Railways Happy." Ben left New York about a month ago, stopping off at Pittsburgh and Chicago. He spent some time in the Windy City, selling 700 halo papers during the American Legion national convention, and also worked several street stands. Even got a shot at the upcoming Dubuque (Conn.) annual and saw plenty of action. Let's keep that Hutton column ticking because it's sure a good reading.

"WORLD'S SMALLEST LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITER LITE
Coming Soon...
the biggest buy in years!

Not One—But TWO
Powerful Forces to Sell Your Merchandise...

THE 1958 CHRISTMAS MERCHANDISE SPECIAL

AND

The Christmas Merchandise Reprint

BOTH DATED AND ISSUED MONDAY, OCTOBER 13

FINAL CLOSING DATE — — — WEDNESDAY, OCTOBER 8

*OVER 60,000 SALESMEN

- WAGON JOBBERS — INDEPENDENT SALESMEN — VARIETY STORES — CONCESSIONAIRES — JEWELRY STORES — DEMONSTRATORS — DRUGSTORES — PITCHMEN — PREMIUM BUYERS — AND MANY OTHERS.

- READY TO DO THE BIGGEST CHRISTMAS MERCHANDISE SELLING JOB YOU’VE EVER KNOWN ! ! !

- AT LAST, A COMPLETE SELLING PACKAGE FOR TOP CHRISTMAS MERCHANDISE SALES, COMPRISING . . .

1—Your powerful individual Christmas advertising sales message in the regular issue of The Billboard.
2—Your powerful individual Christmas advertising sales message in the "Christmas Merchandise Reprint."
3—Special feature editorial on merchandise . . .

a—Jewelry, Rebuilt Watches  b—Small Appliances  c—Leather Goods
d—Holiday Party Merchandise  e—Religious Goods  f—Christmas Merchandise

NOW IS THE TIME TO START PLANNING

MERCHANDISE MANUFACTURERS—WHOLESALERS—JOBBERS—DISTRIBUTORS—

FINAL CLOSING DATE—WEDNESDAY, OCTOBER 8

WRITE—WIRE—PHONE THE BILLBOARD’S NEAREST OFFICE FOR MORE DETAILS!

Cincinnati 22, Ohio
2160 Patterson St.
Dunbar 1-6450

St. Louis 1, Mo.
812 Olive St.
Chesnut 1-0443

Hollywood 28, Calif.
1520 N. Gower
Hollywood 9-5831

New York 36, N. Y.
1564 Broadway
Plaza 7-2800

Chicago, Ill.
188 W. Randolph St.
Central 6-9818

*50,000 BILLBOARD CIRCULATION—10,000 CHRISTMAS MERCHANDISE REPRINTS
COMING EVENTS

A GIANT New Streetman Idea! Qualatex® BIBLE STORY BALLOONS

Attractive Story Illustrations

7 Best Known Bible Stories From The Old Testament

ORDER TODAY FROM Your Pioneuer Supplier

The Pioneer Bublner Company
407 Tiffin Road
Willard, Ohio

GIVE TO DAMON RUNYON CANCER FUND
THE MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one-paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum $4. CASH WITH COPY.

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

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more. RATE: $1 per agate line, $14. CASH WITH COPY unless credit has been established.

FORMS CLOSE FORWARD ISSUE FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

Animals, Birds, Sauces

ALLEGIATIONS, LYING, GIANT RABBIT. Preacher, railed on rabbit. 10th St., N.W., Washington, D.C. 5.00

Food and Drink Concessions Supplies

AUGUST WITH OR WITHOUT SURF. NEW YORK. 315 W. 33rd St., New York, N.Y. 1.50

Business Opportunities

AMERICAN PACIFIC CO., INC.--310 S. Clark St., Chicago 11, Illinois. P.O. Box 32, Rockville, Md.

For Sale--Secondhand

BUD屏 KERRY GO ROUND JOHNSON. COM. 

Formulas and Plans

FORMULA, CATALOG. WRITE FOR.

Help Wanted

ADVERTISING REPRESENTATIVE. VIRGINIA AND WEST VIRGINIA, 125 West Broad St., Richmond, Va.

WANTED, MACHINIST, PARTS DEPARTMENT. 5105 Central Ave., Los Angeles 36, Calif.

Supplies

OUTLET,cks, 5000, size 8.5, 9, 10, 11, 12. Made and packed in Argentina. Location: 307-309 S. 2nd St., Chicago 6, Ill.

JEWELRY CLOSETS

NEW! Great Necklace. Hanging and Matching Earrings. Near Stunning. $18.00 Per Dozen

COUPON BOOKS

HOT! Arrow Receives Heart or Love Address Books, $1.00. 33nds, 35c. Perdo. 400 Per Dozen.

GOVERNMENT JOBS

NEW ENGLAND CLOTHIERS.

REPRINTS

TOP ACTION BALL POINT PENS. 6 FOR 12c... 33nds, 25c. Per Dozen.

Top Sale! 1958 Calendar--Many Busy Men Collect. Other Units Available. 222 West 58th Street, New York.

YOUR OWN BUSINESS -- BILLS. 1.50. 33nds, 4c. Perdo. 100 Per Dozen.

DON'T STRIKE OUT! MAKE SURE

INSTRUCTIONS & SCHOOLs

LEARN AUCTIOONING--TEXT BOOK--ILLUSTRATED. 20 pages. Must have address, 10c. N. R. Hinman, 324 North High St., Columbus 3, Ohio.

COPYRIGHTED MATERIAL

SOLD EXCEPTING THE FOLLOWING:

In THE 1958 CHRISTMAS MERCANTILE SPECIAL

FRIDAY, OCT. 6

WEDNESDAY, OCT. 4

SUNDAY, OCT. 1

MOTION PICTURE FILMS

INFORMATION

999, 1740 FEATURES AND SHORTS. 49c. Perdo. 100 Per Dozen.

EMBOSSED PRINTING

Black and white stock with all the usual features, 100 Per Dozen. 1.50

WANTED--MESSAGES FROM CHICAGO TO NEW YORK.

49c. 25c. Perdo. 100 Per Dozen.

TATTOOING SUPPLIES

NEW EMBOSSED ILLUSTRATED CATALOG--NEAL'S KITE-AGENTS, DROP SHIP. 601 South High St., Columbus 3, Ohio.

MAGICAL SUPPLIES

NEW EMBOSSED CATALOG--COLORFUL MUSICAL SUPPLIES, PRINTERS, ETC. 28 South High St., Columbus 3, Ohio.

WANTED TO BUY

CIRCUS SUPPLIES CIRCUS SUPPLIES. PO BOX 2982, Richmond, Va.

WANTED HOMES WANTED, ALL TYPES. See the regulations and see your address.

WANTED--DAMNED MANNERS Holders wanted. Write in Box 200, 11403 Casa Verde, Los Angeles, Calif.
TALENT AVAILABILITIES

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

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

Bands and Orchestras

MUSICIANS

AD 1. RHYTHM DRUMMER—30 YEARS COY,
worked through experience. Four
items contract guaranteed. Can

AD 2. LEAD, RHYTHM, TEN.
Hackett—Modern, Ohio. Outdoor
shows. Novel, Hayes, Brown, Aiche,
King, Dollie King, J. Johnson,
Talley, Paul, Davis, E. D. Peter,
Shirley. 17711.

AD 3. RHYTHM DRUMMER.
Drums, White, Clean Habits. I5
independent., available. 50 cent per
week may be increased. Will
return desired. Michigan City.

AD 4. TALENT WANTED—A new
mixed band of all top material
wants able singer to sing lead solo,
with or without orchestra. Well
Bill--Board. Tenor drum.

AD 5. FEMALE VOCALIST
Wanted. 166, Municipal. Will
work anywhere. November. Young
Dance Vocals.

AD 6. LEAD, RHYTHM, TEN.
R. T. I. W. W. Men, 16 and
up. Shipman.

AD 7. FEMALE TEN.
Wish: 13, Butler. Will
travel.

AD 8. VOCALIST--ONE OF TALENT.
Wants top quality kids to work with.

AD 9. TALENT WANTED.
Willing to join small group.
Inquire, 30. Miss Mustain.

AD 10. TALENT WANTED.
Wishing to form a new small
girl group. Inquire, 30. Miss
Mustain.

AD 11. RHYTHM DRUMMER.
For unusual opportunity. Outfit
166, Municipal. Good pay.

AD 12. TALENT WANTED.
Join small group. Inquire, 30.
Miss Mustain.

AD 13. FEMALE VOCALIST.
Wants to join special of tall
material. Desires to do vocal
York City.

AD 14. HORNSPER.
For unusual opportunity. Outfit
166, Municipal. Good pay.

AD 15. ACOUSTIC BASS.
For unusual opportunity. Outfit
166, Municipal. Good pay.

AD 16. TALENT WANTED.
Join small group. Inquire, 30.
Miss Mustain.
Standard Financial and Vending Inc., Set Pact

Good Bookkeeping

A Must: Milw. Bulk Op

BULK BANTER

REPORT FROM DENVER

By ROBERT LATIMER

There is a wide diversity of opinion in this area where nickel out vending is concerned. Jay Shannon, young operator who owns a diversity of products to help make his machines attractive, points out that nickel nuts added to penny machines should make both an attractive package offer, and better profits for location and operator alike—so long as the right product and merchandising methods are used. He is currently operating just under 100 nickel nut machines, all of which are doing well. Both machines are equipped with large tire machines. The penny machines curiously enough do better in nickel nut units provide peanuts or peanuts and nuts. There are 10 machines, all of which are doing well.

By FRANK SHIRAS

CHICAGO—Older bulk vending equipment can be used profitably by operators in many locations, but there are severe limitations in the machines, which must be observed. So states Jack Nelson, Logcan Distributing Company here, who has been in the merchandising of vending machines for many years. Nelson explains that manufacturers either prior to or during the last war were primarily designed to vend either ball gum or nuts and confections. If operators attempt to vend merchandise the machines were suited for, they often will end up with a jammed mechanism.

The mechanism of ball gum machines typically utilized coin- operated machines. Various manufacturers incorporated an open wedge that could be adjusted to vend nuts. However, could be adjusted to vend ball gum. As a result, machines utilizing molds for dispensing could also vend ball gum. In this manner the operator so desired. The limitation in the latter case was that the size of ball gum was changed in order to vary portions.

The severest limitation of all such machines, Nelson notes, is that the machines are largely a post-war phenomenon, and machines made prior to that time were not designed to handle the increasing variety in size and shape and other items. A look as long the charm was wound and approximates the size of typical ball gum, the old machines worked. In showing why, Nelson points to older machines he owns where the machine handles the variety of present-day products. Nelson, Logcan Distributing Company, with a machine before him.

The vending wheel incorporating an adjustable wedge-shaped open wedge. The wedge is adjustable plate is mounted on top in order to regulate the portion size. The wedge is cut into the plate. When showroom stores and along the length of these slits, an operator regulates position. However, slender charms often stick in these slits and are difficult to remove.

Two Other Ways Nelson notes that operators two other ways in which systems can easily jam these machines. Altho machines are frequently used for vending candy, the basket and hopper, tolerances are loose. The space between the wedge and the hopper (below) and between the wedge and body of the machine can often cause trouble. Charms that are small, thin or have protruding parts work into these openings and jam the machine.

Nelson goes on to show limitations of other used machines that cannot be easily jammed. In one he uses, he must, however.

One old make that is now famous frequently had a single hole. Nelson shows operators how the vending wheel (Continued on page 60)

B&B'S SURVEY

Most of 11,550 Letters Will Go Out This Week

CHICAGO—Co operating machines is no novelty. A filing system has indicated that the biggest portion of the Bulletin's 11,550 members are co-operating operators. The operators were given a chance to vote on this system and 97 per cent voted to continue it.

Approximately 5000 letters have been mailed by last week, 5000 more will be mailed before the week is over. This is the first complete survey of the Bulletin's mailing list, and it has been undertaken. Answering this questionnaire will enable individual members of the Bulletin to be identified as to their interests and questions, as well as to the general state of the industry.

The survey will be presented at the next meeting of the Bulletin's board of directors, which will be held in the near future. The results will be reported in the Bulletin's next issue.

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The filings will be used as a basis for the Bulletin's future surveys. The results will be reported in the Bulletin's next issue.

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Bulk Vending Operators
Make Graft Vending Your Supply Headquarters for All Victor Machines!

- We're headquarters for new and used vending machines of all types.
- Over 900 different charm items stocked for capsule and gum vending.
- We carry only the best items from all manufacturers and importers.
- We ask that you compare our merchandise and price with any other source.

VICTOR'S
Sextette

A terrific money-maker in those Super and Chain stores. The New Modern Key to Successful Bulk Vending.

VICTOR'S PROVEN MONEY MAKER TOPPER

1¢ BALL VENDOR
$13.25 ea.
$12.75 ea.
100 or more
Packaged and sold

THE NEW VICTOR Capsule Vendor

Features 10c and 25c Capsule Vending

SUPER MART VENDORAMA®

Includes 210 Count Charm Machine and 100 Count "HALF-HOUR" Ball Vendor, Free Capsule Roll Labels.

55 ROUND, SO SWEET, SO PROFITABLE
Sample and information on request

J. SCHNOEBACH

FABRICATOR RECONDITIONED and GUARANTEED
by MILLS AUTOMATIC MERCHANDISE CO.

Mills famous 107
TAB CUM VENDOR

SALE! Only $13.50
for 1000 machines

SURE-LOCK, 1¢, 2¢, or 5¢ capsule
Outstanding item; Send $2.50 each and receive 100 high quality, filled capsules.

The PENNY KING
Company
Columbus, Ohio

$2.75 per 100 and up. (color)
Adjustable Vend, Perfection. Also Sure-Lock Capsule Vendors, Free Displays.

THE PENNY KING
Company
Columbus, Ohio

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The PENNY KING
Company
Columbus, Ohio

$2.75 per 100 and up. (color)
Adjustable Vend, Perfection. Also Sure-Lock Capsule Vendors, Free Displays.

THE PENNY KING
Company
Columbus, Ohio

J. SCHOENEBACH

FABRICATOR RECONDITIONED and GUARANTEED
by MILLS AUTOMATIC MERCHANDISE CO.

Mills famous 107
TAB CUM VENDOR

SALE! Only $13.50
for 1000 machines

SURE-LOCK, 1¢, 2¢, or 5¢ capsule
Outstanding item; Send $2.50 each and receive 100 high quality, filled capsules.

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SALES NORTHWESTERN

SALES

MEMBER

Mandell Guaranteed

MEAlGANDS

USAGES

MEAIIGANDS

USAGES

Merchandise & Supplies

Mechanical Locks, Pulls, Scales, Keys, Rugs and all Convention Supplies
Carbon Paper
Rice Paper
Carbon Paper
Rainbow Papers
Carbon Papers
Leather Cavities
Etc.

There are Big Profits In NUTS

Get your Share with Northwestern

49 NUT VENDOR

Interchangeable Samplers, globe for faster serving. Displays merchandise to best advantage. Also available in Hot Nut.

Stamp Folders, Lowest Prices

Member National Vending Machine Distributors, Inc.

Northwestern Sales and Service Co.

Sales Handle

The Northwestern Corporation

2051 E. Armstrong St., Harris, Illinois

We Have oak's 400

Southern Acorn Sales

589 S. Brave Avenue, P. O. Box 85
Charleston, S. Carolina

Big Savings on Ball and Vending Gums

on Ball and Vending Gums

Customer Services

Direct Low

444 S. Osceola Street

Ball Gum Vendor.

$13.25

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Edelman Predicts Swing to Stereos

Edolite Head Plans European Trip to Name Distributors for Conversion Unit

NEW YORK — Isadore Edelman, president of Edolite Products, is making a two-week Europe trip beginning next week to talk to European distributors about his firm's stereophonic records for house use, and that one manufacturer, the Wurlitzers, already has a stereophonic machine.

Moreover, Edelman said, RCA Victor already has announced that it will make stereo 45s, and that any other systems manufacturers will have to follow suit within the next few months.

Although RCA will not release stereo singles, it will be making stereophonic machines and that a popular juke will be on the way out.

Conversion Needed

He reasoned that it will be a many years, however, before existing equipment will be discarded, so that operators will have to convert their present machines to new units.

Edelman feels that the conversion equipment will add the tale of sterile machines in the next few years up to 20 plays. No dual pricing.

Conversion kit consists of a dual amplifier, stereo cartridge and speaker. Kits are available for late model AMI, Seeburg, Rock-Ola and Wurlitzer machines. According to Edelman, the conversion process takes about an hour.

Meanwhile Edelman's local distributor has announced that the New York State Food Merchants Association has completed arrangements for its members to own and operate their own back-channel music systems. They will use Edelman's cartridge tape player, which, he said, are being purchased in the trade associations.


KAUKAUNA, Wis. — A new 100-selection juke box, produced by the Automatic Manufacturing Company of Kaukauna, Wis., is being readied for production here. Approximately 20 models have been run off on a pilot basis, and the firm is planning to swing into full production shortly, regarding the 200-slot machines, Alfred and Ame Rialto.

The new machine was first announced in The Billboard, September 22, but full details were not available at press time.

The Rialto brothers state the unit will ultimately be sold through distributors, but that none have been appointed as yet.

A B.T. nickel, dime and quarter slot rejector is used, with a combination of up to 20 plays. No dual pricing. Automatic volume control is optional. Wall boxes are not available yet at the industry standard.

But Edelman points out that public interest in stereophonic music is at a high pitch, and he feels that record companies are already making arrangements here. Approximately 20 models have been run off on a pilot basis, and the firm is planning to swing into full production shortly, regarding the 200-slot machines, Alfred and Ame Rialto.

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The phonograph features a Ferris Wheel type mechanism, manufactured by Atlantic. Discs are played while on the wheel, on either side. For replacement, they are snapped in or out.

Records are numbered from 1 to 20, and have an A and B side. Selection is made by twisting a dial, with the two principal, Alfred and Ame Rialto.

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BRAVES BOTTLE JUKE, GAME ACTION FOR MILWAUKEE OPS

MILWAUKEE—"So the Braves clinched their second pennant." The comment is being made with mixed emotions by River City music and game operators, most of whom are loyal ball fans but are nevertheless realistic enough to realize that jukes and games aren't played while the ball games are on TV. Comments of a few reflect the general feeling.

"Who needs it? The World Series is going to put a dent in our business." —Harry Cabik, music and game operator.

"All of our operators are complaining about the Series before it even begins. They claim that last year receipts fell off sharply during the games." —Sam Cooper, Pastor Distributing Company, AMI distributor.

"Baseball does an absolutely fine job all season long. Everything is at a standstill during the broadcasts. If a customer plays the juke box when a game is on, they toss him out of the joint." —Herb Wagner, G. & W. Novelty Company, South Milwaukee operator.

If it is a long Series, it hurts. One consolation is that the Series games are played during the day. At least there will be some action at night in the taverns and eating places. Our equipment stands still during the games." —Joe Pellegroino, F. & P. Distributing Company, music and game operator.

"Boy, the pressure on us for World Series is hotter this year than last. Every operator in the State must be convinced that we've loaded with lost seat tickets." —Harry Jacobs Jr., United, Inc., Wurlitzer distributor.

New English Dists for Rock-Ola, AMI

LONDON — A new sub-distributor to handle Rock-Ola phonographs in the English market was named recently. The firm is Ruhler & Walker, Ltd., here, who formerly handled the BALAMI (AMI over- seas line). B & W will function as a sub-distributor for Rock-Ola in the British market.

(Rock-Ola is a sister company of the BALAMI, an English company, and the English market is within the Nova territory and that Rock-Ola will continue to deal directly with B & W. It will be responsible directly to Nova. Meanwhile a statement issued jointly by B & W and BALAMI indicates the two broke over what was described as a disagreement over sales policy.

The parent firm, AMI Ltd. (an English corporation) is forming a new firm to handle the BALAMI line.

Rock-Ola V.-P. Predicts 4th Qtr. Upswing

CHICAGO—An optimistic note regarding collections is in the coming quarter was sounded last week by F. G. Davis, newly appointed vice-president of Rock-Ola. Davis, together with Sales Manager Lee Beck, completed a two-week circuit of distributors on the East Coast.

The pair reported that distributors were expecting a late surge that would make the fourth quarter the best for the year. Operator collections generally seemed to be on par with 1957, Davis and Beck said.

Wurlitzer Stereo Unit Displayed at Moore's N. Y. Shop

NEW YORK — The first model of the new Wurlitzer stereophonic juke box was put on display in the 10th Avenue showroom of Sandy Moore Distributors here last week. Another model is expected to arrive in the firm's Forestport, L. I., showroom soon.

The first up-State demonstration of the unit will be held in Albany Thursday (2) at the branch office of the Bilotta Distributing Company. John Bilotta, president and Bob Cullin branch manager will be on hand at the showing.

The Albany showing has been timed to coincide with the semi-annual meeting of the New York State Coin Machine Association, which is expected to draw some 200 operators throughout the State.

St. Joseph Ops Sked Banquet

SOUTH BEND, Ind. — The Music Operators Society of St. Joseph Valley will hold their yearly banquet Wednesday, October 8, at Irvin's Dining Rooms, 602 S. Walnut Street, this city.

The group will start with a cocktail hour from 6 to 7 with dinner following. The affair is a yearly event with the group, and is held with no business discussed from that afterwards.

Chattanooga Op in N. M.

SANTA FE, N. M. — Music Boxies, Inc., a new corporation, was issued a charter to operate juke box and cigarette vending machines in Clayton, N. M.

SERIES SPREE

Bilotta Plans Big Weekend For Operators

ALBANY, N. Y. — John Bilotta, New York State Wurlitzer distributor, has a busy weekend planned for himself and several up-State operators. The group will travel from Bilotta's main office in Newark, N. Y., to the Albany office Thursday (2) where they will witness a demonstration of the new Wurlitzer stereophonic juke box. Showings will be held before and after the annual meeting of the New York State Coin Machine Association which is being held that day at the DeWitt Clinton Hotel.

The next day the group goes to New York to take in the Friday and Saturday games of the World Series between the New York Yankees and the Milwaukee Braves. A sightseeing tour is also planned for the operators while they are in the big city.

Bilotta makes his headquarters in the Banquet Room of the Albany and County Hotel. The hotel is located on the main thoroughfare and is close to the New York State Capitol.

Raymond Loewy

The United Phonograph Model UPB-100 by United Music Corporation is mechanically complete...beautifully styled...in colors that blend into every decor...delivering richest high-fidelity sound...

the new UPB-100 offers the soundest investment an operator can possibly make in coin-operated music equipment.

For long-lasting harmony between operator and location...for continuous profits year after year, cover your territory with Music by United. Write for details.
Wurlitzer, famous for many firsts, now offers the magic of a compatible stereophonic sound system — a wholly new dimension in music that means new high earnings for you.

DUAL PRICING AT THE PHONOGRAPH

The famous Wurlitzer coin system permits using coins of five through fifty cent denomination in combination to allow selective dual pricing at the phonograph.

You're way ahead with Wurlitzer

NEW DIMENSIONS IN CABINETRY
NEW DIMENSIONS IN SOUND

THE WURLITZER COMPANY • ESTABLISHED 1856 • NORTH TONAWANDA, N. Y.
Coinmen You Know

New York
By AARON STERNFIELD
Tenth Avenue distributors concluded shop early Tuesday afternoon (23) and were at home to enjoy their three day (34) for the Jewish holidays. They were in their usual spot closed Monday and Tuesday for the holidays.

The Music Operators of New York holds its regular meeting at the Park-Sheraton Hotel, 15th and Sixth Ave., with the usual greetings and directory exchange, there being some additions of officers and directors will be held. The meeting covers three days after the organization’s 21st annual banquet, to be held in the Town and Country, Brooklyn.

Recent visitors on 10th Avenue were Ross Carpenter, Chester, N. Y., and Jack Wilson, Boston, N. Y., and Frank Colland, son of Mx., and Manager of 10th Ave. (Wilco 1900 executive), recently celebrated his fifth birthday anniversary with a party attended by the neighborhood youngsters.

Ivy Edelman, head of the Eddie Company, Detroit, was in town last week to line up new sales for its newest phonograph juice box conversion.

He leaves for Europe early next month for a two-week business trip.

Frederick McQuiston, uncle of Jack Wilson, president of the New York State Operators’ Guild, was in town for a personal appearance at the eight's.

Charles Giaccone, Liberty, N. Y., was on 10th Avenue to look over equipment.

Myron Sugerman, son of Rosen, Val., monthly meeting, officers of Carl Zinman, 100 North Ironwood Drive, Mahwah, Ind.

October 8—Tenth Avenue Music Operators Association, monthly meeting, Akron, O.

October 9—Eastern Ohio Phonograph Operators Association, monthly meeting, 800 Main Street, Youngstown, O.

October 10—California Phonograph Operators Association, monthly meeting, association headquarters, Springfield, Ill.

October 11—Music Merchants of Maryland, Val., monthly meeting, officers of Carl Zinman, 100 North Ironwood Drive, Mahwah, Ind.

October 12—California Music Merchants Association, Sacramento Division, monthly meeting, association headquarters, Sacramento, Calif.

October 13—Phonograph Merchants Association, Cleveland, monthly meeting, Hellenko Hotel, Cleveland, O.

October 14—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.


October 16—California Music Merchants Association, Oakland Division, 115 Broadway, Oakland.


October 18—Tenth Avenue Juke Box Operators, monthly meeting, officers of Elmo Music Company, Mansfield, O.


October 20—Music Merchants Association, monthly meeting, U. S. Grant Hotel, San Diego, Calif.

October 21—Tenth Avenue Music Operators Association, monthly meeting, St. Louis, Mo.

October 22—Music Operators Association of Indiana, monthly meeting, 1500 Broadway, Gary, Ind.

October 23—Tenth Avenue State Operators’ Guild, monthly meeting, Gov. Clinton Hotel, Kingston, N. Y.

Coinmen You Know

COIN CALENDAR
Association meetings scheduled. Check for changes.

September 29—Central States Phonograph Operators Association, monthly meeting, 606 Main Street, Peoria, Ill.

October 1—Minnesota Phonograph Operators Association, monthly meeting, association headquarters, Springfield, Ill.

October 2—California Music Merchants Association, Sacramento Division, monthly meeting, association headquarters, Sacramento, Calif.

October 3—Phonograph Merchants Association, Cleveland, monthly meeting, Hellenko Hotel, Cleveland, O.

October 4—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.


October 6—California Music Merchants Association, Oakland Division, 115 Broadway, Oakland.


October 8—Tenth Avenue Juke Box Operators, monthly meeting, officers of Elmo Music Company, Mansfield, O.

October 9—New England Music Operators Association, monthly meeting, Headquarters, Boston.

October 10—Music Merchants Association, monthly meeting, U.S. Grant Hotel, San Diego, Calif.

October 11—Tenth Avenue Music Operators Association, monthly meeting, St. Louis, Mo.

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October 13—Tenth Avenue State Operators’ Guild, monthly meeting, Gov. Clinton Hotel, Kingston, N. Y.

Tune Talk

Joe Connors, Long Island, N. Y., operator, comments on records he is putting on his route this week.

The picks

There Goes My Heart, Joni James (M-G-M)

While rock and roll may be great for teen-age stops, it is losing ground in taverns. An operator may buy 20 or 25 copies of an r&b hit and end up by placing it in adult locations. I picked “There Goes My Heart” because it's a ball, tailored exactly by a top artist, and it's starting to move. The flip side, “Funny,” is also by Joni James. It’s a novelty tune that has possibilities.

Rock-’n-’Robbio, Bobby Day (Class)

This is a rock and roll tune. You can’t go wrong with it. Bobby Day is a local favorite here and has made on request in the majority of places.

The buyer

Aimable, easy-going Joe Connors is a fixture on the New York coin music machine scene. He runtered the business in 1929 as a location collector, and eight years later he went on to run the line with Bill Sorensen. From 1942-45 he served in the U.S. Army’s Tinop Carrier Command, spending 30 months in North Africa and Europe. After his discharge, Joe began his own juke box route, Connors Automatic Music. A charter member of the Music Operators of New York, he is serving his third term as president of that organization. Joe is active in the United Jewish Appeal’s Coin Machine Division and is chairman of that organization’s executive committee. He is also a wholesale member of the Lexington Avenue United Service Organization’s Cartmen, run by Father John Kelley, a long-time friend of the coin machine industry. Joe and Mrs. Connors make their home on Long Island.

“Tune Talk” is a special for juke box operators. Each week, The Billboard will check a different operator-record buyer to find out what records he is putting out that week and why.
ALBANY, N. Y. — Some 200 game and music operators from New York State are expected to meet here at the Spanish Room of the Hotel Delavan here Thursday for the first annual meeting of the New York State Coin Machine Association.

According to Tom Greeo, Glasc.

N.Y., operating some of its facilities, the meeting will be open to all operators, although the time of the meeting has been selected to avoid business matters. But, he added, the operators will be accepted before and after the meeting, and those who sign up before the meeting will be allowed to vote.

On the agenda is the election of officers for 1958–59, possible changes in the constitution and by-

laws, adverse legislation which might come up when the State Legislature is in session, and methods to aid local associations with their problems.

**New Chi Coin**

**Bowler Offers 2-Play Way**

CHICAGO—Player's Choice, a new ball bowling establishment, began business here last week. The two games in one, was shipped to distributors last week by Chicago Coin Machine Co.

Player flips a toggle switch on the game to change from standard regulation or high-score play, as desired.

Greeo said the ease of 500 is possible on high-score play, with 300 top score in regulation play. High-score play scores vary for strikes and spares, ranging from 60-30 to 120-80. Models are available that are set for straight nine pin and 7-10 split play.

Greeo said the game uses 4½-inch ball and is available in sizes of 33, 50, and 65 ft. It has contact switches below pins and balls hitting trailers.

According to Chicago Coin, the game is designed for a quiet spot. Plastic backglass is used in the game cabinet and outside areas.

**A.B.T. Finishes Rockford Move**

ROCKFORD, Ill. — A.B.T. Manufacturing Co., a box maker manufacturer of coin-operated amusement machines has completed its move of production and sales facilities here from Chicago.

George Korz, sales manager, said that some engineering and research work will continue at the old facility.

Most of the A.B.T. products, including plug selectors, timers, coin chutes, lights, coin acceptors and other coin control units, are now being manufactured at the new Rockford Vacuum Machine plant in Rockford.

Korz said the A.B.T. moves to Rockford was announced last June (The Billboard, June 26).

Greeo said that at least one op-

er from every county in the State may attend the meeting. Operators will be lunch-

ing guests of John Pizzoli, at Pa-

netta's Restaurant, Thursday. From

there they will go to the meeting, which gets under way at 7:30 p.m. in the City Game Panel.

The game has made good sales headway here, with operators using the game in regular taverns in-


to the City Game Panel.

The game has made good sales headway here, with operators using the game in regular taverns in-

YORK slug rejectors, ordered daily by these

facilities

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In 1958, the state of New York had 13, 16 or

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### Coin Machine Price Index

#### How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times in the period shown or at least 5 times together with a computation based on annual average. For 10-week period ending with issue of September 22, 1958.

PRIICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide. An accuracy of about 80% depends on the condition of the equipment, age, time on location, the territory and other related factors.

### MEAN AVERAGE:

The mean average is a computation based on all prices of which the machine has been advertised for the period indicated and reflects the demand and advertised prices. The index is an average between the "high" and "low." High and low indicate price range rather than a price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high" it indicates the "mean" price probably for "as is" or "distressed" equipment.

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DON'T MISS IT
IT'S LOADED

WITH BUYING POWER . . .
AND SALES POWER . . .
to get fast action . . .
to sell equipment and services . . .

Yep, it's a double-barreled opportunity
for sales-minded advertisers.

When competition is tough, as it is today,
remember you always get more for your money in
The Billboard.

Week after week, month after month, year after
year, coin machine distributors choose to place
the bulk of their trade-paper advertising in the
columns of The Billboard. In 1957, coin machine
distributors placed 78.8% of their advertising
in The Billboard and only 21.2% in other trade
publications.

Why? Results!

REGULAR
ADVERTISING RATES
APPLY

Your
Nearest
Billboard Office

Chicago 1, Ill.
188 West Randolph St.
Central 6-9818
Dick Ford, Jack Sloan, Dick Wilson

New York 36, N. Y.
1564 Broadway
Plaza 7-2800
Murray Dorf
**COINMEN YOU KNOW**

*Continued from page 85*

This writing he didn't know where he was going. Edward H. Neff, owner of
Cincinnati Amusement Company, spent some of his time this summer in a worthy cause: mo-
ning with a Boy Scout troop.

Parker Henderson, general manager of Southern Amusement Company, reports his company is now Mid-South dealer for Rovo Cigarette Machine Company. Henderson also reports his com-
pany's business is increasing and predicts a much brighter fall than last year when the cold recession began to set in. Allen Dixon, acting president of Memphis Musical

**BINGO MECHANICS WANTED**

**NO DRIFTERS! GOOD PAY! STEADY WORK!**

Give qualifications and references in your first letter.

Write to Box 939

The Billboard, 188 W. Randolph St., Chicago, Illinois

**JOE ASH SAYS:**

LARRY ASH, EXPORT

HAS FIVE WEEKS IN EUROPE TO SEE YOU.

CABLE COMAC FOR APPOINTMENT

Exclusive Distributors for Marston, O. Seltman and Rising Game Co., in Sweden, Dan.

**NOW DELIVERING**

WRITE or CALL for Prices

- BALLY CYPRUS GARDEN, BEACH TIME, BIG INNING, SPACE RUNNER,
GOLF CHAMP, LUCKY ALLEY
- BALLY BIKE, THE CHAMPION, SPEED QUEEN
- ROCK-O-LA PHONES—50-150-200 SELECTION
- CHICAGO CROWN CROSS HOCKEY

**SPECIAL**

**BINGO GAMES**

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<thead>
<tr>
<th>5 BALLS</th>
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<tr>
<td>Bally-Premier</td>
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<tr>
<td>Bally-Premier, Ivanhoe</td>
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<tr>
<td>Bally-Crown, new</td>
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<td>Bally-U.S.A. Crown</td>
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**ARCADE**

Geese Matrona... $250.00

**AMUSEMENT MACHINES**

- **14 FT. BOWLERS, $350**
- **10 Pocket Pools—$150**
- **Jumbo Pool—$95**
- **4 Hole Run—$100**
- **Round Up—$200**

**AS YOU EXPECTED**

The prices on all of this equipment are absolutely the lowest prices you will find. We are ready to fill all orders.

CABLE: INAMAC

International Scott Cross Company

1400 Spring Garden Street, Philadelphia, Pa.

**RUTHLESS**

Exclusive Dist. for Bally, L. F. and Rock-Ola in E. Pa., S. Jersey and Del.

**ATLAS for TOP VALUES!**

**MUSIC**

**NEW** Calcoin 45 RPM

Conversion for M-1000

with fast-moving carriage gears...

$49.50

also available for All Machines

**SPEED-READ**

All Visible, Ten Drum

PROGRAM HOLDER

For $300 & $200, $34.50

**SEEBURG CIGARETTE VENDOR**

Exclusive Seeberg Distributors

A Quarter Century of Service

1200 W. NORTHERN AVE. CHICAGO 41, ILL. U.S.A.

**AMERICA'S FOREMOST COIN MACHINE DISTRIBUTORS AND EXPORTERS**

None Finer in the Market for

QUALITY—

APEAL—

EARNINGS!

See Your Distributor or Write

VALLEY SALES CO.

Tate Affiliate of Valley Mfg. Co.

144 N. 40th St., Grandview, Mo.

**BOWLERS (used)**

$75.00

- Bally All-Star
- Bally Deluxe Star
- Bally Arrow
- M. I. B. Bally
-$85.00

- Bally Columbia
- Bally Empire
- Bally T-Max
- Bally K-R

**CIGARETTE VENDORS**

- **DEN** Selecting
- **10** Selecting
- **18** Selecting
- **24** Selecting
- **SPARKER**
- **OLD SPARKER**

**MILLS VENDORS**

- **HOF**
- **CHOC**
- **COFFEE**

**CANDY VENDORS**

- **HOF**
- **CHOC**
- **COFFEE**

**RIDEs**

- **DEN**
- **10 CENT**
- **25 CENT**
- **40 CENT**
- **1 DIME**

- **2 DIME**
- **5 DIME**
- **5 CENT**

**SPECIAL**

**Wurlitzer Distributors**

**CASINO**

S. C. CASINO Sales Mfg. Co.

2029 Prospect Ave., Cleveland 15, Ohio

All Phones: Tower 1-6716

**CLEVELAND COIN MACHINE EXCHANGE, INC.**

**NEWSEASY**

100 S. Main St., Painesville, Ohio

**AMUSEMENT MACHINES**

- **16 FT. BOWLERS, $350**
- **10 Pocket Pools—$150**
- **Jumbo Pool—$95**
- **4 Hole Run—$100**
- **Round Up—$200**

**SEEBURG**

- **1000**
- **1000**
- **1000**
- **525**
- **525**

**BOWLERS (used)**

- Bally All-Star
- Bally Deluxe Star
- Bally Arrow
- M. I. B. Bally

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**CASINO**

S. C. CASINO Sales Mfg. Co.

2029 Prospect Ave., Cleveland 15, Ohio

All Phones: Tower 1-6716

**CLEVELAND COIN MACHINE EXCHANGE, INC.**
FALL CLEARANCE
All Machines "Shopped"—Ready for Location
WILLIAMS' TEN STRIKE—$250.00

WILLIAMS
Gottlieb

Hi Drippy $145.00
Klondike $110.00
Applause $200.00
Dans la Ville $300.00
Punky $125.00
Skeeball $100.00
Pick-A-Luck $130.00
W870 $95.00

WANTED
Coin Machine
PARTS

FINEST RECONDITIONED EQUIPMENT
WURLITZER

15324 $325.00
1900s $255.00
KD 200 $825.00

MINIATURES

BINGOS

Brick $85.00
Prize $80.00
Brass $15.00
Bingo $90.00
Latin $125.00
Lady Luck $90.00

MACHINES

ARCADE

Gallopette $25.00
C.C.C.C. $125.00
C.C. $125.00
C.E. $15.00

SEEBURG

Model C $405.00
Whitehead $35.00

STORK JONES

Let's Go $255.00
$35.00, balance C.O.D.

EXCLUSIVE GOTTLEIB & WILLIAMS DISTRIBUTORS
SEABOARD NEW YORK CORPORATION
171 Park Avenue
East Hartford, Connecticut

Tel.: Butler 9-4386
Get into the Profit Picture
Get WORLD WIDE QUALITY and VALUE!

WANT TO BUY
Chicag pocket Shuffles • United Shooting Stars
WILL PAY TOP $S
Or Trade Late Gottlieb 5-Balls, Bally All Star Bowlers, Bally—United SHUFFLES

BINGO GAMES

Now Delivering—
Fischer 5-POCKET POOL TABLES with 4 New “VISIBALL” Feature

COINMEN YOU KNOW

Continued from page 59
About 50 per cent of his music stops are now on dime play, according to Harry Cider. What about EP's? "If people would be permitted to dance in taverns in this state, there we would probably do a big job with EP's. As it is, they do us very little good here," he says.

Herb Wagner and Glen Gaddis, K & W. Noveltly Company, South Milwaukee, are sponsoring several bowling teams this season. Walter Tieting, veteran musician and games operator, is marking his 20th year in the business this week. He is also celebrating his 30th wedding anniversary date. Herman Palet and his apps are planning to come to Milwaukee to attend the World Series.

Pete (Bob) Ficocaro recently purchased the Delicious Popcorn & Distributing Company, Inc., from here. The purchase included the poppin firm's retail outlet and three wagon poppin routes. "Poe" will also continue to operate his candy and cigarette routes.

KEENEY’S DELUXE BIG TENT

7-Way Greater Profits
Order Keeneys Deluxe BIG TENT Now!

2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

NEW Bally Junior Shooting-Gallery

FAST DIME PLAY INSURES
Big Turnings in Small Space

COLORFUL CABINET
Occupies only 1½ FT. By 3 FT. Floor Space

EXCITING “SHOCK-SHOW” TARGETS
Targets are ghosts, skeletons, owls and other spooky, scary figures positioned by “shock-shows” of television and Western movie cowhands.

REALISTIC “SIX-SHOOTER” GUN
Sweat-accurate gun authentic six-shooter replica of famous-model “six-shooter” revolver—exhibits to youngsters in Western movie and television shows.

POSITIVELY SAFE
No bullets or pellets are released, harm negligible when gun is accurately aimed and trigger pulled.

AUTOMATIC-RATER INSURES REPEAT PLAY
Depends on skill, skillman maximum divisibility of automatic rater or expert, scoring automatically built-in score-keeper. Device to ensure using inches of probable repeat play.

EARN $25 TO $100 A WEEK
Packaged with appeal to junior marksmen, boys and girls, from 6 to 16, SPOOK GUN is a good sales in every location frequented by youngsters. Depending on type of location, SPOOK GUN usually sells at $25 to $100 a week. Get Bally SPOOK GUN now.
Good Bookkeeping

Continued from page 78

Doing enough profit. Stops that over a period of approximately six months fail to attract a reasonable volume are dropped. "You can't be sentimental about retaining unprofitable locations," warns Enders. "No matter how long you may have been servicing a particular location, if the volume stops and experience shows that shifting the machines around, or offering varied types of merchandise won't revive the receipts, my advice is to junk the equipment and look for a new location.

Daven Counties

Covering a store country surrounding his Milwaukee base, Leon Enders entered the bulk vending business after operating a number of years as a filling station operator. One of his customers offered his string of peanut machines for sale. Enders bought it and built up until the route grew large enough to demand his complete attention. In 1966 he sold the filling station and entered the vending business in earnest.

Most of the accounts on the Automatic Sales Company routes are relatively small business places, primarily filling stations, garages, bowling alleys and small machine shops.

Peanut Machines

Peanuts are still the primary item vended, but Enders says that he plans to place more stress on bulk vending in the near future. "People apparently aren't eating peanuts any more the way they used to years ago," he says. "Coin balls are becoming a more staple item in bulk vending than peanuts."

Complete honesty in his approach is relied upon to land new locations. "I don't believe in using high-pressure tactics—offering locations away from fancy premises and unrealistic high commissions. I want them to buy my services. I'm not trying to push the equipment on them."

The average commission paid to the location is 15 per cent, although Enders admits that locations capable of giving average volume deserve and receive 5 or 10 per cent more. A good share of his sales are not paid any commissions at all, either because the volume does not warrant it or they have been firmly held on the idea that he is actually providing them with a worthwhile service.

45 RPM CONVERSION

for M100A and MH100A 78 RPM SEEBURGS

Simplified Lower Price faster installation

NOW ONLY $44.50

Calcoin

50 Cycles Available

Check in advance shipped prepaid

CALCOIN CORPORATION 11173 W Pico Boulevard - Los Angeles 64 Calif.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

Gottlieb's Sunshine

Has "Whirling Numbers" in the Lite Box!

Look at these terrific features:

- "Whirling Numbers" create all new light box animation
- Triple rollers and triple holes spot numbers indicated by arrows around "Whirling Numbers"
- Making red and white numbers to complete corresponding circles in light box scores specials
- Filling both circles re-lites rollers for specials
- "Double Star" feature scores specials throughout entire game
- 5 on-off pop bumpers
- Match feature
- 2 super-powered flippers
- 2 cyclonic kickers

See your distributor today!
TWO GAMES IN ONE
Player Easily Sets Game For
REGULATION Or HIGH Scoring!!
(By The Flip Of A Toggle Switch)

chicago coin’s New
"PLAYERS CHOICE"
BOWLER

FEATURING
Select-a-Matic SCORING
PLAYER by a mere flip of a control switch
can set game for REGULATION or HIGH Scoring!

REGULATION SCORING
Scores like real bowling – top score of 300

HIGH SCORING
Gives player every thrill of attaining high count
score – top score 900

Equipped With
Rollover Switches
For
Trouble-Free
Operation!

PLEXI BACK
GLASS –
STANDARD
EQUIPMENT!

ANOTHER
chicago coin
PRODUCT

Chicago Dynamic Industries, Inc.
1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS
Bally BEACH TIME

SMASHING IN-LINE EARNING RECORDS

Biggest array of popular play-features ever built into a pinball game brighten the backglass of Bally BEACH TIME... all adding up to biggest earning-power in years.

Biggest array of popular play-features ever built into a pinball game brighten the backglass of Bally BEACH TIME... all adding up to biggest earning-power in years.

Get your share of the big BEACH TIME money.
Get new Bally BEACH TIME at your Bally distributor today.

SEE YOUR BALLY DISTRIBUTOR FOR OTHER TOP MONEY-MAKERS

MATCH MODEL LUCKY SHUFFLE
ALL-STAR DE LUXE BOWLER
SUPER BOWLER
SKILL-ROLL
U.S.A.
KIDDIE-RIDES

Sensational GOLF CHAMP

Fun for one player, double fun for two players. GOLF CHAMP injects new life into slowest locations... earns top money in every location.

1 or 2 can play
2 ft. by 6½ ft.

See your distributor... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
Playtime

BOWLING ALLEY

new player appeal feature

new look
REGULATION BOWLING
1 to 6 can play

PLAYER'S CHOICE OF
easy strike OR
normal strike
SIMPLY PRESS BUTTONS FOR CHOICE

new drum units on backglass
INDICATE NUMBER OF PLAYERS AT A GLANCE

Bonus 5th frame

ADJUSTABLE FEATURE

Big 4½ inch composition ball
DROP CHUTE COIN MECHANISM WITH
NATIONAL REJECTOR ON PULL-OUT DRAWER FOR EASY SERVICE

4 SIZES
13 FT. LONG
16 FT. LONG
Expandable with 4 ft. Sections to
17 FT. LONG;
20 FT. LONG

2 FOR 25¢ PLAY
Special CREDIT UNIT accepts up to
20 quarters at one time for future play

Also obtainable as one game for 25¢
Easily convertible to 10¢ play
Extremely Quiet Play

See Your
UNITED DISTRIBUTOR Today!
SEE B U R G H A S D U A L PR O G R A M M I N G

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.

SEE B U R G H A S D U A L 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.


America's Finest and Most Complete Music Systems

The Seeburg

"201"

The Seeburg

"161"

Seeburg

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Chicago 22, Illinois